

**ENTERPRISE IDENTITY CONSULTANTS LIMITED  
(FORMERLY ALNERY NO. 1176 LIMITED)**

**ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 1994**

**TOGETHER WITH DIRECTORS' REPORT**

**The Company's registered number is 2670637**



# **ENTERPRISE IDENTITY CONSULTANTS LIMITED**

## **Directors' Report for the year ended 31 December 1994**

The directors have pleasure in presenting their report on the affairs of the company, together with the accounts, for the year ended 31 December 1994.

### **DIRECTORS' RESPONSIBILITIES.**

Company law requires the directors to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping proper records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 1935. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

### **Principles activities and review of the business.**

The company did not trade during the year:

### **Change of Name.**

The company changed its name to Enterprise Identity Consultants Limited on 7th October 1994.

# ENTERPRISE IDENTITY CONSULTANTS LIMITED

## Directors and their interests.

The names of the directors who held office during the year together with details of their interests in the share capital of WPP Group plc, the company's ultimate holding company at 31 December 1994, were as follows:-

	Ordinary Shares		Warrants	
	31 Dec 1994	31 Dec 1993	31 Dec 1994	31 Dec 1993
M Sampson (appointed 7 October 1994)	275,322	275,322	5,591	5,591
D Allen (appointed 7 October 1994)	--	2,000	562	562
J Johnson (appointed 7 October 1994)	--	--	--	--
I.J. Paterson (appointed 7 October 1994)	--	--	--	--

The directors interest in WPP share options are as follows:-

	Number
M. Sampson	43,305
D. Allen	86,779
J. Johnson	210,084
I.J.Paterson	3,156

The closing share price at 31 December 1994 was 109p.

The interests of R.E.Lewill and M.S. Sorrel are included in the accounts of WPP Group plc.

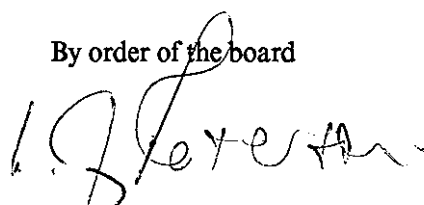
## Close company status

The directors have been advised that the company is not a close company within the meaning of the Income and Corporation Taxes Act 1988.

## Auditors

The Company has exercised its entitlement under Section 252 of the Companies Act 1935 to dispense with the requirements to appoint auditors.

By order of the board

  
I.J. Paterson  
Director

27 Farm Street  
London  
W1X 6RD

10 October 1995

# ENTERPRISE IDENTITY CONSULTANTS LIMITED

## Balance Sheet as at 31 December 1994

	Notes	1994 £	1993 £
<b>Current Assets</b>			
Due to shareholders		2	2
		<u>2</u>	<u>2</u>
Net Assets		<u>2</u> ===	<u>2</u> ===
<b>Capital and Reserves</b>			
Called-up share capital	2	2	2
		<u>2</u>	<u>2</u>
Total Capital Employed		<u>2</u> ===	<u>2</u> ===

### Dormant company status:

The company was dormant within the meaning of S.252 of the Companies Act 1985 throughout the accounting period ending at the date of the balance sheet.

Signed on behalf of the Board 10 October 1995

I.J. Paterson

Director

The accompanying notes form an integral part of this balance sheet.

# ENTERPRISE IDENTITY CONSULTANTS LIMITED

## Notes to the Accounts

### 1. Accounting Policies

The accounts are prepared under the historic cost convention.

	<u>1994</u>	<u>1993</u>
	£	£
<b>2. Called-up Share Capital</b>		
Authorised:		
100 Ordinary shares of £1 each	100	100
	===	===
Allotted and called-up:		
2 Ordinary shares of £1 each	2	2
	===	===

### 3. Ultimate Holding Company

The company is a wholly owned subsidiary of WPP Group plc, a company incorporated in the United Kingdom.