

REGISTERED NUMBER: 02725173 (England and Wales)

Report of the Directors and  
Financial Statements for the Year Ended 31 December 2015  
for  
British Market Research Bureau Limited



Contents of the Financial Statements  
for the Year Ended 31 December 2015

	Page
Company Information	1
Report of the Directors	2
Balance Sheet and Profit and Loss Account	3
Notes to the Financial Statements	4

British Market Research Bureau Limited

Company Information  
for the Year Ended 31 December 2015

**DIRECTORS:**

A J Brown  
M A Wild

**SECRETARY:**

Kantar Media UK Ltd

**REGISTERED OFFICE:**

Ealing Gateway  
26-30 Uxbridge Road  
Ealing  
London  
W5 2AU

**REGISTERED NUMBER:**

02725173 (England and Wales)

Report of the Directors  
for the Year Ended 31 December 2015

The directors present their report with the financial statements of the company for the year ended 31 December 2015.

**DIRECTORS**

The directors shown below have held office during the whole of the period from 1 January 2015 to the date of this report.

A J Brown  
M A Wild

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

**ON BEHALF OF THE BOARD:**

A handwritten signature in black ink, appearing to read 'M. A. Wild'.

MA Wild for and on behalf of  
**Kantar Media UK Ltd - Secretary**

11 April 2016

British Market Research Bureau Limited

Balance Sheet

31 December 2015

	Notes	31.12.15 £	31.12.14 £
<b>CURRENT ASSETS</b>			
Amount due from immediate holding company		<u>2</u>	<u>2</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>2</u>	<u>2</u>
<b>CAPITAL AND RESERVES</b>			
Capital up share capital	2	<u>2</u>	<u>2</u>
<b>SHAREHOLDERS' FUNDS</b>		<u>2</u>	<u>2</u>

The company is entitled to exemption from audit under Section 480 of the Companies Act 2006 for the year ended 31 December 2015.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2015 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective January 2015).

The financial statements were approved by the Board of Directors on 11 April 2016 and were signed on its behalf by:

*M. A. Wild*

**M A Wild - Director**

Profit and Loss Account

for the Year Ended 31 December 2015

During the financial year and the preceding financial year the company has not traded and has received no income and incurred no expenditure. Consequently, during those periods the company has made neither a profit nor a loss.

The notes form part of these financial statements

Notes to the Financial Statements  
for the Year Ended 31 December 2015

1. **ACCOUNTING POLICIES**

**Accounting convention**

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015).

The company trades as an agent of Kantar Media UK Ltd, which has agreed to reimburse to the company the cost of carrying on business as its agent and to indemnify the company against all claims made against the company arising out of the proper and due performance of its duties in return for receiving all the revenues of the company. Consequently, the company made neither a profit nor a loss during the year. The directors did not receive any emoluments in respect of their services to the company.

2. **CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	31.12.15 £	31.12.14 £
2	Ordinary	£1	<u>2</u>	<u>2</u>

3. **ULTIMATE PARENT COMPANY AND CONTROLLING PARTY**

The ultimate parent company and ultimate controlling party is WPP Plc, a company incorporated in Jersey. The immediate parent company is Kantar Media UK Ltd, incorporated in Great Britain.

At the year end the parent undertaking of the largest group of undertakings for which group financial statements are drawn up and of which the company is a member is WPP Plc, registered in Jersey. The parent undertaking of the smallest such group is Lexington International BV, registered in Netherlands.

Copies of the financial statements of WPP Plc are available at [www.wppinvestor.com](http://www.wppinvestor.com). Copies of the financial statements of Lexington International BV can be obtained from 27 Farm Street, London, W1J 5RJ, UK.