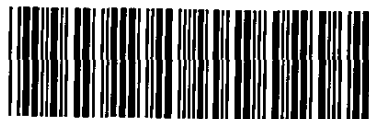


# Synovate (UK) Limited

(Registered Number 3824237)

## Report and Unaudited Financial statements for the Year Ended 31 December 2011

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# Synovate (UK) Limited

## Contents

	Pages
Officers	2
Directors report	3
Balance sheet	4
Notes to the balance sheet	5

# **Synovate (UK) Limited**

## **Officers**

### **Directors**

R van Hüllen

D Holliss

### **Secretary**

R van Hüllen

### **Registered office**

Minerva House  
5 Montague Close  
London  
United Kingdom  
SE1 9AY

# Synovate (UK) Limited

## Directors Report

The Directors present their annual report on the affairs of the company, together with the unaudited financial statements, for the year ended 31 December 2011

### Business Review

The company has been dormant as defined in Section 1169 of the Companies Act 2006 throughout the year and preceding financial period. It is anticipated that the company will remain dormant for the foreseeable future. Key performance indicators are not considered necessary for an understanding of the development, performance or position of the business of the company. There are no risks or uncertainties facing the company including those within the context of the use of financial instruments.

### Directors

The directors who served throughout the year and to the date of this report, unless otherwise stated, were as follows

R van Hullen  
D Holliss (appointed 26 April 2012)  
D Burgess (resigned 26 April 2012)  
P R Glydon (resigned 11 October 2011)

### Secretary

Rupert van Hullen

Approved by the Board and signed on its behalf by



Rupert van Hullen

Director

Date: 27/4/12

# Synovate (UK) Limited

## Balance sheet as at 31 December 2011

		31 December 2011 £'000	31 December 2010 £'000
	Note		
<b>Fixed assets</b>			
Fixed asset investments		1	1
		<u>1</u>	<u>1</u>
<b>Current assets</b>			
Debtors – amounts owed by group undertakings		6,712	6,712
		<u>6,712</u>	<u>6,712</u>
<b>Creditors amounts falling due within one year</b>			-
<b>Net current assets</b>		<u>6,712</u>	<u>6,712</u>
<b>Total assets less current liabilities</b>		<u>6,713</u>	<u>6,713</u>
<b>Net assets</b>		<u>6,713</u>	<u>6,713</u>
<b>Capital and reserves</b>			
Called up share capital	3	4,898	4,898
Profit and loss account		<u>1,815</u>	<u>1,815</u>
<b>Equity Shareholders' funds</b>		<u>6,713</u>	<u>6,713</u>

The company did not trade during the current or preceding period and has made neither a profit or loss, nor any other recognised gain or loss

For the year ending 31 December 2011 the company was entitled to exemption from audit under section 480 of the Companies Act 2006 relating to dormant companies

### Directors' responsibilities

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476, and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts

These financial statements on pages 4 and 5 were approved by the board of directors on and were signed on its behalf by

  
**Rupert van Hullen**  
 Director  
 Date: 27/4/12

# Synovate (UK) Limited

## Notes to the Balance Sheet for the year ended 31 December 2011

### 1. Principal accounting policies

#### Basis of preparation

The financial statements have been prepared under the historical cost convention, in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice)

### 2. Profit and Loss Account

No profit and loss account is presented with these financial statements because the company has not received income, incurred expenditure or recognised any significant gains or losses during either the year under review or the preceding financial year. There have been no movements in shareholders' funds during the year under review or the preceding financial year.

### 3. Share capital

	31 December 2011 £	31 December 2010 £
<b>Authorised</b>		
10,000,000 Ordinary shares class A of £1 each	10,000,000	10,000,000
10,000,000 Ordinary shares class B of £1 each	10,000,000	10,000,000
<b>Allotted, called up and fully paid</b>		
4,897,550 Ordinary shares of class A £1 each	4,897,550	4,897,550

### 4. Related party transactions

The company has taken advantage of FRS 8 – Related Party Transactions, not to disclose details of transactions with other group companies.

### 5. Ultimate parent company

The immediate parent company is Synovate (Holdings) Limited, a company registered in England and Wales. The ultimate parent undertaking and controlling party is Ipsos SA, a company incorporated and registered in France. Ipsos SA is the parent undertaking of the smallest and largest group for which group accounts are prepared and of which the company is a member. The group financial statements are available from Ipsos SA, 35 rue du Val de Marne, 75628, Paris, France.