

Hitwise UK Limited

Annual report and financial statements
for the year ended 31 March 2013

Company registered number 04018456



Hitwise UK Limited

Annual report and financial statements

for the year ended 31 March 2013

| Contents | Page |
|-----------------------------------|-------------|
| Directors' report | 1 |
| Balance sheet | 2 |
| Notes to the financial statements | 3 |

Hitwise UK Limited

Directors' report

The directors present their report and financial statements for the year ended 31 March 2013. The Company's registered number is 04018456.

Results and business review

The Company did not trade in the year under review and accordingly no profit and loss account is presented. The directors have no plans for it to re-commence to trade. The financial position at the year end was considered satisfactory by the directors. The financial statements have continued to be prepared on a going concern basis, as the directors consider that no adjustments to net assets would be necessary to prepare the financial statements on a break up basis.

Directors

The directors holding office during the year and up to the date of this report were as follows:

M E Pepper
C J Rutter

Insurance and third party indemnification

During the year and up to the date of signing of this report the Company, through its parent group, maintained liability insurance and third party indemnification provisions (which are a qualifying third party indemnity provision for the purposes of the Companies Act 2006) for its directors and the company secretary.

Dividends

The directors do not recommend payment of a final dividend (2012: £nil).

By order of the board



M E Pepper
Director
3 May 2013

Registered office: Landmark House, Experian Way, NG2 Business Park, Nottingham, NG80 1ZZ

Hitwise UK Limited

Balance sheet

At 31 March 2013

| | 2013 | 2012 |
|--|------|------|
| | £ | £ |
| Current assets | | |
| Debtors – Amounts owed by group undertakings (falling due within one year) | 100 | 100 |
| Net current assets | 100 | 100 |
| Total assets less current liabilities | 100 | 100 |
| Net assets | 100 | 100 |

Capital and reserves

| | | |
|--|-----|-----|
| Called up share capital – Allotted and fully paid – 100 ordinary shares of £1 each | 100 | 100 |
| Profit and loss account | - | - |
| Total shareholders' funds | 100 | 100 |

For the year ended 31 March 2013 the Company was entitled to exemption from auditing its accounts conferred by section 480 of the Companies Act 2006. Members have not required the Company to obtain an audit for the year ended 31 March 2013 in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for

- ensuring the Company keeps accounting records which comply with section 386 (2) (c) of the Companies Act 2006, and
- preparing accounts which give a true and fair view of the state of affairs of the Company as at the end of its financial year, and of its profit and loss for the financial year then ended in accordance with the Companies Act 2006, and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as applicable to the Company

The financial statements on pages 2 to 3 were approved by the board of directors on 3 May 2013 and signed on its behalf by



M E Pepper
Director

Hitwise UK Limited

Notes to the financial statements

For the year ended 31 March 2013

1 Accounting policies

Basis of accounting

These financial statements have been prepared on the going concern basis, under the historical cost convention, and in accordance with the Companies Act 2006 and applicable accounting standards. The principal accounting policies are set out below.

In accordance with Financial Reporting Standard ('FRS') 18, the Company has conducted a review of its accounting policies and estimation techniques, which has not resulted in any change to the Company's accounting policies or estimation techniques.

Cash flow statement and related party disclosures

The Company is a wholly-owned subsidiary of Experian plc and is included in its consolidated financial statements, which are publicly available. Under FRS 1, these financial statements do not require inclusion of a cash flow statement. Under FRS 8 the Company is exempt from disclosing transactions with entities that are wholly owned by Experian plc.

2 Profit and loss account

The Company did not trade during the year and accordingly no profit and loss account is presented.

3 Directors' remuneration

The directors were remunerated by fellow subsidiary undertakings of Experian plc in respect of their services to the Experian plc Group as a whole and received no remuneration from any company specifically in respect of their directorships of the Company in 2013 or 2012.

4 Ultimate parent undertaking and controlling party

The immediate parent company is Experian Limited, incorporated in England and Wales.

The Company's ultimate parent company and controlling party, Experian plc, is incorporated in Jersey. It is the parent company of the smallest and largest group in which the results of the Company for the year were consolidated and copies of its consolidated financial statements may be obtained from the Company Secretary, Experian plc, Newenham House, Northern Cross, Malahide Road, Dublin 17, Ireland.