

**Company Registration No. 4346912 (England and Wales)**

**IPSOS HEALTH LIMITED**

**ANNUAL REPORT AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2011**

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**IPSOS HEALTH LIMITED**  
**COMPANY INFORMATION**

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**Directors**

B C Page  
D K Holliss

**Company number**

4346912

**Registered office**

79-81 Borough Road  
London  
SE1 1FY

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**IPSOS HEALTH LIMITED**  
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**IPSOS HEALTH LIMITED  
DIRECTORS' REPORT**

**FOR THE YEAR ENDED 31 DECEMBER 2011**

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The directors present their report and financial statements for Ipsos Health Limited ('the Company') for the year ended 31 December 2011

**Principal activities and review of the business**

The company has not traded during the year and has remained dormant

**Directors**

The directors who served during the year were

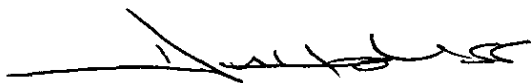
B C Page

D K Holliss

**Directors' interests**

There are no director's interests requiring disclosure under the Companies Act 2006

By order of the board



D K Holliss

**Director**

**IPSOS HEALTH LIMITED**

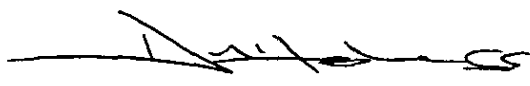
Company Registration Number 4346912 (England and Wales)

**BALANCE SHEET****AS AT 31 DECEMBER 2011**

	Notes	2011 £	£	2010 £	£
<b>Current assets</b>					
Debtors	5	101,301		101,301	
			101,301		101,301
<b>Net assets</b>			101,301		101,301
<b>Capital and reserves</b>					
Called up share capital	6		100		100
Profit and loss account	7		101,201		101,201
<b>Total shareholders' funds</b>	8		101,301		101,301

In preparing these financial statements

- (a) The directors are of the opinion that the company is entitled to the exemption from audit conferred by Section 477 of the Companies Act 2006,
- (b) No notice has been deposited under Section 476 of the Companies Act 2006, and
- (c) The directors acknowledge their responsibilities for
  - (i) ensuring that the company keeps accounting records which comply with Section 386 of the Companies Act 2006, and
  - (ii) preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its profit and loss for the financial year in accordance with the requirements of Section 393, and which otherwise comply with the requirements of the Act relating to accounts, so far as applicable to the company

Approved by the Board and authorised for issue on 28<sup>th</sup> June 2012D K Holliss  
Director

The notes on pages 3 to 4 form an integral part of these financial statements

**IPSOS HEALTH LIMITED**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2011**

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**1 Accounting policies**

**1.1 Accounting convention**

The financial statements are prepared under the historical cost convention, and in accordance with the Companies Act 2006 and applicable accounting standards

The financial statements are prepared on a going concern basis

The cash flows of the Company are included in the consolidated cash flow statement of IPSOS SA, the parent undertaking of the Company, listed on Euronext in France. The consolidated financial statements of IPSOS are publicly available at the address disclosed in Note 17. Consequently, the Company is exempt under terms of FRS 1 (revised 1996) "Cash Flow Statements" from publishing a cash flow statement

**1.2 Compliance with accounting standards**

The financial statements are prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), which have been applied consistently

A summary of the significant accounting policies which have been applied is set out below

**IPSOS HEALTH LIMITED**  
**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 31 DECEMBER 2011**

<b>2</b>	<b>Debtors: amounts falling due within one year</b>	<b>2011</b>	<b>2010</b>
		<b>£</b>	<b>£</b>
	Amounts owed by group undertakings	101,301	101,301
		<u>101,301</u>	<u>101,301</u>

Amounts owed by group undertakings are unsecured, interest free, have no fixed date of repayment and are repayable on demand

<b>3</b>	<b>Called up share capital</b>	<b>2011</b>	<b>2010</b>
		<b>£</b>	<b>£</b>
	<b>Allotted and fully paid</b>		
	100 Ordinary shares of £1 each	100	100

**4 Ultimate parent undertaking**

The Company's immediate parent is Ipsos MORI UK Limited (formerly Ipsos UK Limited), which is incorporated in England and Wales

The ultimate parent undertaking is Ipsos SA, a company incorporated in France. The group financial statements are available from Ipsos SA, rue du Val de Marne, Paris 75013, France