

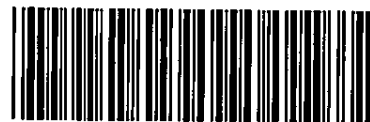
THE DECISION SHOP LIMITED

**DIRECTORS' REPORT AND
FINANCIAL STATEMENTS**

YEAR ENDED 31 DECEMBER 2008

Company number 615225

TUESDAY



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THE DECISION SHOP LIMITED

DIRECTORS' REPORT

The directors submit their annual report together with the financial statements for the year ended 31 December 2008.

ACTIVITIES

The company is dormant.

DIRECTORS

The directors who held office during the year and subsequent changes were as follows:

C Sweetland

P Richardson (resigned 20 October 2008)

A Scott

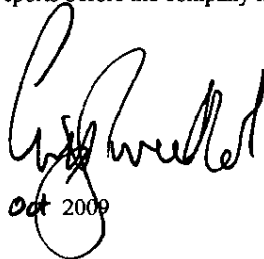
P Delaney (appointed 22 October 2008)

None of the directors held any shares in the company either at the beginning or the end of the year.

ELECTIVE RESOLUTIONS

The company has passed elective resolutions under sections 252 and 366A of the Companies Act 1985 dispensing with the requirements to lay accounts and reports before the company in general meetings and hold the annual general meetings annually.

By order of the board



14 Oct 2009

C Sweetland
Director
27 Farm Street
London
W1J 5RJ

THE DECISION SHOP LIMITED

BALANCE SHEET

As at 31 December 2008

	Notes	2008 £	2007 £
CURRENT ASSETS			
Debtors	3	1,427,317	1,427,317
CREDITORS			
Amounts falling due after one year	4	(13,000)	(13,000)
NET ASSETS		<u>1,414,317</u>	<u>1,414,317</u>
CAPITAL AND RESERVES			
Called up share capital	5	101	101
Profit and loss account	6	1,414,216	1,414,216
EQUITY SHAREHOLDERS' FUNDS		<u>1,414,317</u>	<u>1,414,317</u>

(a) For the year ended 31 December 2008 the company was entitled to exemption under section 249AA(1) of the Companies Act 1985

(b) Members have not required the company to obtain an audit in accordance with section 249B(2) of the Companies Act 1985.

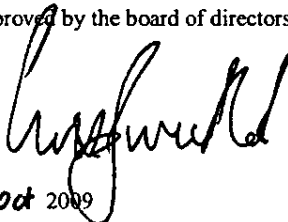
(c) The directors acknowledge their responsibility for :

(i) ensuring the company keeps accounting records which comply with section 221; 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, in accordance with the requirements of section 226, and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as applicable to the company.

The notes on page 4 form part of these financial statements.

These financial statements were approved by the board of directors and signed on its behalf by :



14 Oct 2009

C Sweetland
Director
27 Farm Street
London
W1J 5RJ

THE DECISION SHOP LIMITED

NOTES

1. ACCOUNTING POLICIES

The financial statements have been prepared under the historical cost convention in accordance with applicable accounting standards.

2. TAXATION

	2008 £	2007 £
UK corporation tax:		
Current tax on income	-	-
Current tax credit on profit/(loss) on ordinary activities	-	-

Factors affecting the tax charge for the current period

The current tax charge for the period is lower (2005: lower) than the standard rate of corporation tax in the UK (30%, 2005: 30 %). The differences are explained below:

Tax charge/(credit) on pre tax profit/(loss) at 30%	-	-
Effects of:		
Imputed interest	-	22,989
Profits group relieved for no consideration	-	(22,989)
Current tax	-	-

3. DEBTORS

Falling due within one year:

Amounts owed by group and fellow subsidiary undertakings	1,427,317	1,427,317
	<u>1,427,317</u>	<u>1,427,317</u>

4. CREDITORS

Falling due after one year:

	13,000	13,000
	<u>13,000</u>	<u>13,000</u>

5. CALLED UP SHARE CAPITAL

Authorised:

100 'A' ordinary shares of 1p each	1	1
6 'B' ordinary shares of 1p each	-	-
100 Deferred ordinary shares of £1 each	100	100
	<u>101</u>	<u>101</u>

The Deferred Ordinary shares entitle the holders thereof to a fixed cumulative dividend at the rate of 5% per annum for any financial year in which net distributable profits exceed £20 million. On a winding up, the holders of the Deferred Ordinary shares are entitled to a return of the capital paid up on these shares, after a total of £2 million has been distributed in respect of each of the Ordinary shares of the company. The Deferred Ordinary shares do not entitle the holders to attend or vote at any general meeting.

6. PROFIT AND LOSS ACCOUNT

During the year and the preceding year, the company did not trade and received no income and incurred no expenditure. Consequently, during those years the company made neither a profit nor a loss.

THE DECISION SHOP LIMITED

NOTES

7. ULTIMATE HOLDING COMPANY

The directors regard Ted Bates Holdings Limited, a company incorporated in Great Britain, as the immediate parent company and WPP plc, a company incorporated in Jersey, as the ultimate parent company and the ultimate controlling party.

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, incorporated in Jersey. The parent company and the parent undertaking of the smallest group of which the company is a member is Cordiant Communications Group Limited, which is incorporated in England and Wales.

Copies of the financial statements of WPP plc are available at www.wpp.com.