

THE DECISION SHOP LIMITED

**DIRECTORS' REPORT AND
FINANCIAL STATEMENTS**

YEAR ENDED 31 DECEMBER 2009

TUESDAY



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A03

19/10/2010

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COMPANIES HOUSE

Company registration no. 615225

THE DECISION SHOP LIMITED

Company registration no 615225

DIRECTORS' REPORT

The directors submit their annual report together with the financial statements for the year ended 31 December 2009

ACTIVITIES

The company is dormant

DIRECTORS

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

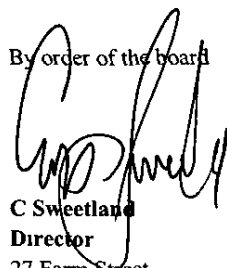
C Sweetland

A Scott

P Delaney

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

By order of the board



C Sweetland
Director
27 Farm Street
London
W1J 5RJ

18 OCT 2010

THE DECISION SHOP LIMITED

Company registration no 615225

BALANCE SHEET

As at 31 December 2009

	Notes	2009 £	2008 £
CURRENT ASSETS			
Debtors	2	1,427,317	1,427,317
CREDITORS			
Amounts falling due after one year	3	(13,000)	(13,000)
NET ASSETS		<u>1,414,317</u>	<u>1,414,317</u>
CAPITAL AND RESERVES			
Called up share capital	4	101	101
Profit and loss account	5	1,414,216	1,414,216
EQUITY SHAREHOLDERS' FUNDS		<u>1,414,317</u>	<u>1,414,317</u>

For the year ended 31 December 2009 the company was entitled to exemption from section 480 of the Companies Act 2006

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006

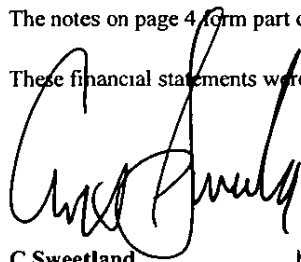
The Directors acknowledge their responsibility for

- ensuring the company keeps accounting records which comply with Section 386, and
- 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 or loss for the financial year, in accordance with the requirements of Section 393, and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as is applicable to the company

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime

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



C Sweetland

18 OCT 2010

Director

27 Farm Street

London

W1J 5RJ

THE DECISION SHOP LIMITED

Company registration no 615225

NOTES

1 ACCOUNTING POLICIES

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

2 DEBTORS

Falling due within one year

Amounts owed by group and fellow subsidiary undertakings

2009	2008
£	£
1,427,317	1,427,317
<u>1,427,317</u>	<u>1,427,317</u>

3. CREDITORS

Falling due after one year

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

4. CALLED UP SHARE CAPITAL

Authorised

100 'A' ordinary shares of 1p each

6 'B' ordinary shares of 1p each

100 Deferred ordinary shares of £1 each

1	1
-	-
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.

5 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.

6 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