

Registered Number 978911

Publicis Productif Limited

Report and Financial Statements

31 December 2010

FRIDAY



A0SWG9I

A43

24/06/2011

278

COMPANIES HOUSE

Directors

N Jones
R Pinder

Secretary

M Gonzalez –Gomez
R Davis

(resigned 2 November 2010)
(appointed 3 November 2010)

Registered Office

82 Baker Street
London W1U 6AE

Directors' report

The directors present their report and the financial statements for the period ended 31 December 2010

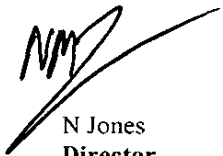
Principal activity and business review

The Company has been dormant during the year

Directors

The directors of the Company at the date of this report are shown on page 1

On behalf of the board



N Jones
Director

22/06/2011

Statement of directors' responsibilities

The directors are responsible for preparing the financial statements in accordance with applicable law and regulations

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Standards and applicable law). The financial statements are required by law to give a true and fair view of the state of affairs of the Company and the profit or loss of the Company for that period. In preparing those financial statements, the directors are required to

- select suitable accounting policies and then apply them consistently,
- make judgements and estimates that are reasonable and prudent,
- state whether UK Applicable Accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements, and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Company will continue in business.

Balance sheet

at 31 December 2010

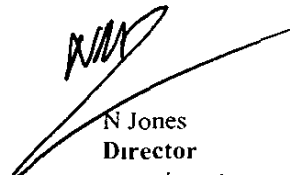
	Note	2010 £000	2009 £000
Current assets			
Amounts due from related parties		<u>7</u>	<u>678</u>
		7	678
Current liabilities			
Amounts due to related parties		<u>(7)</u>	<u>(678)</u>
		(7)	(678)
Net assets		<u>-</u>	<u>-</u>
		-	-
Capital and reserves			
Called up share capital	2	-	-
Profit and loss account		<u>-</u>	<u>-</u>
		-	-

The company is exempt from the requirements relating to preparing audited accounts in accordance with section 480 of the Companies Act 2006

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

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts

On behalf of the board


N Jones
Director
22/06/2011

Notes to the financial statements

for the year ended 31 December 2010

1. Accounting policies

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

2. Authorised and issued share capital

	2010 £	2009 £
<i>Authorised</i>		
50,000 ordinary shares of £1 each	<u>50,000</u>	<u>50,000</u>
<i>Allotted, called up and fully paid</i>		
100 ordinary shares of £1 each	<u>100</u>	<u>100</u>

3. Ultimate parent undertaking

The immediate parent undertaking is MMS UK Holdings Limited, a company registered in England and Wales

The Company's ultimate parent undertaking is Publicis Groupe S A , incorporated in France. Copies of its consolidated financial statements are available from 133 Avenue des Champs Elysees, 75008 Paris, France

The largest group into which the results of Publicis Productif Limited were consolidated at 31 December 2010 was that headed by Publicis Groupe S A