

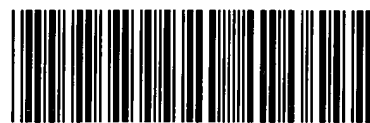
D'Arcy Masius Benton & Bowles (Trustees) Limited

Report and Unaudited Financial Statements

31 December 2020

Registered Number: 01499027

THURSDAY



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08/07/2021

#23

COMPANIES HOUSE

Directors

A King
G Boyle
A Nobels

Secretary

P Muwanga	(appointed 16 June 2020)
J Munis	(resigned 16 June 2020)

Registered office

1st Floor
2 Television Centre
101 Wood Lane
London
W12 7FR

Directors' report

The directors present their report and the unaudited financial statements for year ended 31 December 2020.

Results and dividends

The Company has not traded during the year. Therefore the profit for the year after taxation amounted to £nil (2019: £nil). No dividends were declared nor paid during the year (2019: £nil).

Principal activity of the business

The Company continues to be dormant. The Directors do not anticipate any significant changes in these activities in the foreseeable future.

Directors

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

Going concern

The Company has access to sufficient financial resources from its immediate parent company. As a consequence, the directors believe that the Company is well placed to manage its business risks successfully. After making enquires, the directors have a reasonable expectation that the Company has adequate resources to continue in existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the annual report and accounts.

Notes on preparation

The report of the directors has been prepared taking advantage of the small companies' exemption of section 415A of the Companies Act 2006.

On behalf of the board

Annette King
Annette King (Jun 14, 2021 13:23 GMT+1)

A King
Director

14 June 2021

Statement of directors' responsibilities

The directors are responsible for preparing Directors' report and 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), including FRS 102 The Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland. 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 applicable UK 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.

The directors are responsible for keeping proper accounting records that are sufficient to show and explain the Company's transactions and disclose with reasonable accuracy at any time the financial position of the Company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Balance sheet

at 31 December 2020

	Notes	2020 £	2019 £
Current assets			
Trade and other receivables	2	100	100
Net assets and net current assets		<u>100</u>	<u>100</u>
Capital and reserves			
Called up share capital	3	100	100
Profit and loss account		-	-
Shareholder's funds		<u>100</u>	<u>100</u>

For the financial year in question the Company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

No members have 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 responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts.

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

The financial statements were approved and authorised for issue by the board and were signed on its behalf on the below date.

Annette King

Annette King (Jun 14, 2021 13:23 GMT+1)

A King
Director

14 June 2021

Notes to the financial statements

for the year ended 31 December 2020

1. Accounting policies

The following accounting policies have been applied consistently throughout the year and the preceding year in dealing with items which are considered material in relation to the Company's financial statements.

Basis of accounting

These financial statements have been prepared in accordance with applicable United Kingdom accounting standards, including Financial Reporting Standard 102 – 'The Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland' ('FRS 102'), and with the Companies Act 2006. The financial statements have been prepared on the historical cost basis except for the modification to a fair value basis for certain financial instruments as specified in the accounting policies below if applicable.

Information regarding directors and employees

The Company had no employees during the current and preceding financial year. No emoluments were payable to the directors of the Company during the current and preceding financial year.

Financial results

The Company has not traded during the year, nor made any profits or loss nor incurred any liabilities (2019: £nil). There were no recognised gains or losses relating to the year.

2. Trade and other receivables

	2020 £	2019 £
Amounts owed by group undertakings	100	100
	<u>100</u>	<u>100</u>

3. Allotted and issued share capital

	2020 £	2019 £
<i>Allotted, called up and fully paid</i>		
100 ordinary shares of £1 each	100	100
	<u>100</u>	<u>100</u>

All classes of share have equal voting rights and rights to dividends.

4. Related parties transactions

The Company has taken advantage of the exemption under paragraph 33.1A of FRS102, "Related Party Disclosures", not to disclose transactions with group undertakings as it is a subsidiary undertaking which is fully controlled by the ultimate parent undertaking.

5. Ultimate parent undertaking and controlling party

The immediate parent company is PG Media Services Limited, a company registered in England and Wales.

The ultimate parent undertaking, controlling party and the parent company of the largest and smallest group to include the company in its group financial statements is Publicis Groupe S.A., incorporated in France. The consolidated accounts of this group may be obtained from the secretary at 133 Avenue des Champs Elysées, 75008 Paris, France.