

**Company Registration No. 1797828**

**Landor Associates Europe Limited**

**Report and Unaudited Financial Statements**

**Year ended 31 December 2015**



# **Landor Associates Europe Limited**

## **Report and financial statements 2015**

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# **Landor Associates Europe Limited**

## **Report and financial statements 2015**

### **Directors**

JP Geraghty  
CP Sweetland

### **Secretary**

WPP Group (Nominees) Limited

### **Registered Office**

27 Farm Street  
London  
W1J 5RJ

# **Landor Associates Europe Limited**

## **Strategic report**

### **Principal activities**

The company acts as manager and agent of the strategic design consultants business of Young & Rubicam Group Limited.

### **Review of the business**

The company has been dormant as defined in section 1169 of the Companies Act 2006 throughout the year and preceding financial year. It is anticipated that the company will remain dormant for the foreseeable future. Key performance indicators are not considered necessary for an understanding of the development, performance or position of the business of the company. There are no risks or uncertainties facing the company including those within the context of the use of financial instruments.

Approved by the Board and signed on its behalf by:



JP Geraghty  
Director  
18 August 2016

# **Landor Associates Europe Limited**

## **Directors' report**

### **Directors**

The directors who served throughout the year, except as noted, were as follows:

JP Geraghty  
CP Sweetland

Approved by the Board and signed on its behalf by:



JP Geraghty  
Director  
18 August 2016

# Landor Associates Europe Limited

## Balance Sheet 31 December 2015

	Note	2015 £	2014 £
<b>Creditors (amounts falling due within one year)</b>			
Amounts owed to group undertakings		(1,151,824)	(1,151,824)
<b>Capital and reserves</b>			
Called up share capital	3	50,000	50,000
Profit and loss account		(1,201,824)	(1,201,824)
		(1,151,824)	(1,151,824)

Landor Associates Europe Limited (registered number 1797828) did not trade during the current or preceding period and has made neither profit nor loss, nor any other items of comprehensive income. Landor Associates Europe Limited is a dormant company, as defined by the Companies Act 2006, and has therefore elected to retain its accounting policies for reported assets, liabilities and equity at the date of transition to FRS 102 in accordance with the transition provisions in paragraph 35.10 in FRS 102.

For the year ending 31 December 2015 the company was entitled to exemption from audit under section 480 of the Companies Act 2006 relating to dormant companies.

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

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

These financial statements on pages 4 to 6 were approved and authorised for issue by the Board of Directors on 18 August 2016 and signed on its behalf by:



JP Geraghty  
Director  
18 August 2016

# Landor Associates Europe Limited

## Notes to the accounts

Year ended 31 December 2015

### 1 Accounting policy

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

The company is a private company limited by shares and is registered in England and Wales. The address of the company's registered office is shown on page 1. The company is dormant.

### 2 Profit and loss account

During the year ending 31 December 2015 the company has not incurred any liabilities and made neither profit nor loss. There have been no movements in shareholders' funds during the current or preceding financial year and therefore no statement of changes in equity has been included. None of the directors received any emoluments in respect of their services to the company.

### 3 Called up share capital

	2015 £	2014 £
Authorised 100,000 ordinary shares of £1 each	100,000	100,000
Allotted, issued and fully paid 50,000 ordinary shares of £1 each	50,000	50,000

### 4 Agency agreement

As at 1 January 1993, the business, assets and liabilities of the company were transferred to Young & Rubicam Group Limited, with whom the company entered into an agency agreement. With effect from that date, the company has continued to trade acting as manager and agent for Young & Rubicam Group Limited.

### 5 Guarantees

The company participates in group banking arrangements with its parent company, WPP plc, and has access to a group cash management facility. The company guarantees the facility to the extent of its cash deposited in the United Kingdom with its clearing bank. The company, together with its parent, WPP plc, and certain other subsidiary undertakings, are parties to the group's syndicated banking arrangements. The company has jointly and severally guaranteed the borrowings under these arrangements, details of which are included in the financial statements of WPP plc.

# **Landor Associates Europe Limited**

## **Notes to the accounts**

**Year ended 31 December 2015**

### **6 Ultimate parent company and controlling party**

The directors regard Young & Rubicam Group Limited, a company incorporated in England and Wales, as the immediate parent company and WPP plc, a company incorporated in Jersey, as the ultimate parent company and the ultimate controlling party.

At the year end the parent company 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 undertaking of the smallest such group WPP Jubilee Limited, incorporated in the England and Wales.

Copies of the financial statements of WPP plc are available at [www.wppinvestor.com](http://www.wppinvestor.com). Copies of the financial statements of WPP Jubilee Limited can be obtained from 27 Farm Street, London W1J 5RJ.

Young & Rubicam Holdings (UK) Limited has indicated its current intention to support the activities of the company, including providing the means to enable it to meet its liabilities as they fall due.