

Landor Associates Europe Limited
(Registered number: 01797828)

Directors' report and financial statements
for the year ended 31 December 2018



Registered office address:
Sea Containers
18 Upper Ground
London SE1 9GL

Directors' report and financial statements
for the year ended 2018

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Landor Associates Europe Limited

(Registered number: 01797828)

Directors' report for the year ended 31 December 2018

The Directors present their report on the Company and the financial statements for the year ended 31 December 2018.

Principal activities, review of business and future developments

Directors

Landor Associates Europe Limited (the "Company"), a member of the WPP Plc Group (the "Group"), acts as a manager and agent of the strategic design consultancy business of WPP Brands (UK) Limited. The Company is considered dormant as defined in section 1169 of the Companies Act 2006 throughout the year. There was no transfer to or from reserves for the year. The Directors are of the opinion that the Company will remain dormant for the foreseeable future.

Directors and their interests

The directors of the Company who were in office during the year and up to the date of signing the financial statements were as follows:

JP Geraghty
CP Sweetland

No director had, during the year or at the end of the year, any material interest in any contract of significance to the company's business.

Directors indemnity

Each of the directors benefits from a quality third party indemnity given by the Company. This indemnity is in respect of liabilities incurred by the directors in the execution and discharge of their duties. The indemnity remained applicable throughout the financial year and up to the date of signing.

Statement of Directors' responsibilities

The directors are responsible for preparing the 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 Accounting Standards and applicable law); including FRS 101 "Reduced Disclosure Framework". Under Company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Company and of the profit or loss of the Company for that period.

In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;

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Directors' report for the year ended 31 December 2018 (continued)

Statement of Directors' responsibilities (continued)

The directors are responsible for keeping adequate 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 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.

Going concern

The Directors believe that preparing the financial statements on the going concern basis is appropriate. The Company is a subsidiary of WPP Plc and is therefore subject to the overall WPP plc financing arrangements. For this reason, they continue to adopt the going concern basis in preparing the financial statements.

Audit and small companies exemption

The Company, having not traded during the year, satisfied the conditions for exemption from audit as specified in section 480 of the companies Act 2006 for the year ended 31 December 2018.

This report has been prepared taking advantage of the small companies exemption in accordance with section 415A of the Companies Act 2006.

By order of the Board.



JP Geraghty
Director

30th September 2019

Landor Associates Europe Limited
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Balance sheet
as at 31 December 2018

	Note	2018 £	2017 £
Current Liabilities			
Trade and other payables	3	(1,201,824)	(1,201,824)
Net liabilities		(1,151,824)	(1,151,824)
Equity			
Called up share capital	4	50,000	50,000
Profit and loss account		(1,201,824)	(1,201,824)
Shareholder's deficit		(1,151,824)	(1,151,824)

During the financial year and preceding financial year, the Company undertook no accounting transactions. Consequently, the Company made neither a profit, a loss nor any other recognised gains or losses during the year and therefore has not prepared an income statement or separate statement of other comprehensive income.

For the year ending 31 December 2018, the Company was entitled to an 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; and

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

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

The financial statements on pages 4 to 6 were approved by the board of directors on September 2019 and signed on its behalf by:



JP Geraghty
Director

30th September 2019

Landor Associates Europe Limited
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Notes to the financial statements for the year ended 31 December 2018

1 Presentation of the financial statements

General information

Landor Associates Europe Limited is a dormant company. The Company is a private company, limited by shares, and is incorporated and registered in England and Wales. The address of the registered office is Sea Containers, 18 Upper Ground, London SE1 9GL.

2 Summary of significant accounting policies

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied, unless otherwise stated.

(a) Basis of preparation

The financial statements have been prepared in accordance with Financial Reporting Standard 100 Application of Financial Reporting Requirements ("FRS 100") and Financial Reporting Standard 101 Reduced Disclosure Framework ("FRS 101").

The Directors believe that preparing the financial statements on the going concern basis is appropriate. The Company is a subsidiary of WPP Plc and is therefore subject to the overall WPP plc financing arrangements. For this reason, they continue to adopt the going concern basis in preparing the financial statements.

These financial statements have been prepared on the going concern basis under the historical cost convention, and in accordance with the Companies Act 2006.

Disclosure exemptions adopted

In preparing the financial statements the Company has taken advantage of all disclosure exemptions conferred by FRS 101. Therefore, the financial statements do not include:

- The following paragraphs of IAS 1, 'Presentation of financial statements':
 - 10(d) (statement of cash flows),
 - 16 (statement of compliance with all IFRS),
 - 38A (requirements for minimum of two primary statements, including cash flow statements),
 - 38B-D (additional comparative information),
 - 40A-D (requirements for a third balance sheet),
 - 111 (cash flow statement information), and
 - 134 – 136 (capital management disclosures)
- IAS 7, 'Statement of cash flows'
- Paragraph 30 and 31 of IAS 8 'Accounting policies, changes in accounting estimates and errors' (requirement for the disclosure of information when an entity has not applied a new IFRS that has been issued but is not yet effective);
- Paragraph 17 of IAS 24, 'Related party disclosures' (key management compensation);
- The requirements in IAS 24, 'Related party disclosures' to disclose related party transactions entered into between two or more wholly owned members of a group.

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Notes to the financial statements for the year ended 31 December 2018

The preparation of financial statements in conformity with FRS 101 requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the Company's accounting policies. As the Company is dormant, the directors confirm that no significant accounting judgements or critical estimates apply to the Company.

(b) Ultimate and immediate parent undertaking

The Company is a wholly owned subsidiary of the ultimate parent company. WPP plc, a company incorporated in Jersey, is the Company's ultimate parent undertaking and controlling party. The largest group of undertakings for which group financial statements are prepared and which include the results of the Company are the consolidated financial statement of WPP plc. Copies of the consolidated financial statements can be obtained from www.wppinvestor.com. The smallest group of undertakings for which group financial statements are prepared and which include the results of the Company are the consolidated financial statements of WPP Jubilee Limited, registered in England and Wales. The immediate parent undertaking is WPP Brands Holdings (UK) Limited. These financial statements are separate financial statements

3 Trade and other payables

Trade and other payables are initially recognized at fair value and then held at amortised cost using the effective interest method. Long-term payables are discounted where the effect is material.

	2018 £	2017 £
Amounts due within one year		
Amounts owed to group undertakings	1,151,824	1,151,824

The amounts owed to group undertakings are unsecured, interest free and repayable on demand.

4 Called up share capital

	2018 £	2017 £
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

5 Employees

The Company has no employees (2017: nil).

6 Directors' remuneration

No emoluments were payable to the directors of the Company during the current or preceding year.

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Notes to the financial statements for the year ended 31 December 2018

7 Related party transactions

As a wholly owned subsidiary of the ultimate parent company, WPP plc, advantage has been taken of the exemption afforded by FRS 101 'Reduced disclosure framework' not to disclose any related party transactions with other wholly owned members of the group, or information around remuneration of key management personnel compensation. No other related party transactions have taken place during the year, or outstanding balances with non-wholly owned members of the Group remain on the balance sheet as at year end.

8 Agency agreement

As at 1 January 1993, the business, assets and liabilities of the company were transferred to WPP Brands (UK) Limited (fka 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 WPP Brands (UK) Limited.