

**Company Registration No. 1874005**

**The Marketing Consultancy Limited**

**Report and Unaudited Financial Statements**

**31 December 2012**



**Company Registration Number 1874005**

# **The Marketing Consultancy Limited**

## **Report and unaudited financial statements 2012**

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# **The Marketing Consultancy Limited**

## **Report and unaudited financial statements 2012**

### **Officers**

#### **Directors**

S K Lepley  
J Barnes-Austin

#### **Secretary**

WPP Group (Nominees) Ltd

#### **Registered Office**

10 Cabot Square  
Canary Wharf  
London  
E14 4QB

# **The Marketing Consultancy Limited**

## **Directors' report**

The directors present their annual report and the unaudited financial statements for the year ended 31 December 2012

### **Review of developments**

For the year ending 31 December 2012 the company was entitled to exemption under 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.

It is anticipated that the company will remain dormant for the foreseeable future.

### **Profit and loss account**

No profit and loss account is presented with these financial statements because the company has not received income, incurred expenditure or recognised any gains or losses during either the year under review or the preceding accounting period. There have been no movements in shareholders' funds during the year under review or the preceding accounting period.

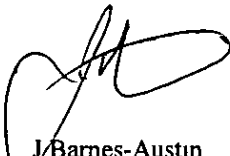
### **Directors and their interests**

The directors who served throughout the year were as follows:

S K Lepley  
J Barnes-Austin

The directors who served during the year did not have an interest in the shares of the company.

Approved by the Board of Directors and signed on behalf of the Board:



J Barnes-Austin  
Director

13<sup>th</sup> September 2013

# **The Marketing Consultancy Limited**

## **Balance Sheet**

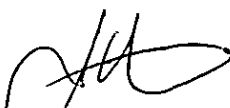
**Year ended 31 December 2012**

	Note	2012 £	2011 £
<b>Current assets</b>			
Debtors	2	103	103
		<u>103</u>	<u>103</u>
<b>Net assets</b>		<u>103</u>	<u>103</u>
<b>Capital and reserves</b>			
Called-up equity share capital	3	103	103
<b>Total equity shareholders' funds</b>	4	<u>103</u>	<u>103</u>

For the year ending 31 December 2012 the company was entitled to exemption under 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.

These financial statements were approved by the Board of Directors on 13<sup>th</sup> September 2013

Signed on behalf of the Board of Directors

  
J Barnes-Austin  
Director

# The Marketing Consultancy Limited

## Notes to the accounts

Year ended 31 December 2012

**1. Accounting policies**

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

**2. Investments**

Investment in subsidiary undertakings

	2012 £	2011 £
Amounts falling due within one year		
Amounts owed by other group undertakings	103	103

**3. Called-up equity share capital**

	2012 £	2011 £
<b>Authorised</b>		
1,000 ordinary shares of £1 each	1,000	1,000
<b>Allotted, called-up and fully-paid</b>		
103 ordinary shares of £1 each	103	103

**4. Ultimate parent company**

The directors regard WPP 2005 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 undertaking of the smallest such group is WPP 2008 Limited, incorporated in Great Britain.

Copies of the financial statements of WPP plc are available at [www.wpp.com](http://www.wpp.com). Copies of the financial statements of WPP 2008 Limited can be obtained from 27 Farm Street, London W1J 5RJ.