

Company Registration No. 1971130

**Harrison Salinson Media Outdoor
Limited
Report and Financial Statements**

31 December 2011



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Harrison Salinson Media Outdoor Limited

Report and financial statements 2011

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Harrison Salinson Media Outdoor Limited

Report and financial statements 2011

Officers and professional advisers

Directors

A T Rickard
J L Foster (appointed 1 January 2011, resigned 18 August 2011)
P G Wallace (appointed 18 August 2011)
R Horler (appointed 11 May 2012)

Secretary

A Moberly

Registered Office

10 Triton Street
Regents Place
London NW1 3BF

Harrison Salinson Media Outdoor Limited

Directors' report

The directors present their annual report and the audited financial statements for the year ended 31 December 2011

Principal activity, business review, and future developments

The company did not trade in 2011 and will not do so for the foreseeable future

Directors and their interests

The names of the directors who served throughout the year are set out on page 1. None of the directors held any interests in the shares of the Company during the year

Approved by the Board of Directors
And signed on behalf of the Board



P Wallace
Director

Registered Address

10 Triton Street
Regents Place
London NW1 3BF

Harrison Salinson Media Outdoor Limited

Statement of directors' responsibilities

The directors are responsible for preparing the Annual 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). Under company law the directors must not approve the financial statements unless they are satisfied 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 estimates that are reasonable and prudent,
- state whether applicable UK Accounting Standards have been followed, 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 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

Harrison Salinson Media Outdoor Limited

Balance sheet 31 December 2011

	Note	2011 £	2010 £
Current assets			
Debtors	4	100	100
Net assets		<u>100</u>	<u>100</u>
Capital and reserves			
Called up share capital	5	100	100
Equity shareholders' funds		<u>100</u>	<u>100</u>

For the year ending 31 December 2011 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 for the year in question in accordance with section 476

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 of Harrison Salinson Media outdoor Limited, registered number 1971130, were approved by the Board of Directors on 24/9 2012

Signed on behalf of the Board of Directors



P Wallace

Director

Registered Address

10 Triton Street
Regents Place
London NW1 3BF

Harrison Salinson Media Outdoor Limited

Notes to the accounts

Year ended 31 December 2011

1. Accounting policies

Basic of accounting

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

Related party transactions

As the company is ultimately a wholly owned subsidiary of Aegis Group plc who publish consolidated financial statements, the company has taken advantage of the exemption under FRS8 not to disclose transactions with group undertakings. There were no other related party transactions in the current or prior years

2. Profit and loss account

During the financial year and the preceding financial year the company did not trade and received no income and incurred no expenditure. Consequently during those years, the company made neither a profit nor a loss

3. Directors' remuneration

The directors received no remuneration during the year in respect of their services to the company. Other than the directors, the company has no employees

4. Debtors

The following amounts are included in debtors

	2011 £	2010 £
Amounts due from group undertakings	<u>100</u>	<u>100</u>

5. Called up share capital

The called up equity share capital comprises 100 authorised, allotted, called up and fully paid ordinary shares of £1 each

6. Ultimate parent undertaking

The company's immediate parent undertaking is Aegis Media Limited, a company incorporated in Great Britain and registered in England and Wales. The ultimate parent undertaking and controlling party is Aegis Group plc, a company incorporated in Great Britain and registered in England and Wales

The largest group in which the results of the company are group is that headed by Aegis Group plc. The group financial statements of Aegis Group plc are available to the public and may be obtained from 10 Triton Street, Regents Place, London, NW1 3BF. The smallest group in which the results of the company are group is that headed by Aegis Media Limited

On 12 July 2012 Dentsu Inc and Aegis Group plc, the ultimate parent company of the Company, agreed on the terms of a recommended cash offer pursuant to which Dentsu Inc will acquire the entire issued and to be issued ordinary share capital of Aegis Group plc