

Company Registration No. 1971130

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

31 December 2014



Harrison Salinson Media Outdoor Limited

Report and financial statements 2014

Contents	Page
Officers and professional advisers	1
Directors' report	2
Statement of directors' responsibilities	3
Profit and loss account	4
Balance sheet	5
Notes to the accounts	6

Harrison Salinson Media Outdoor Limited

Report and financial statements 2014

Officers and professional advisers

Directors

A T Rickard
R Horler (resigned 22 May 2015)
C Price
P Glydon (resigned 22 May 2015)

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 financial statements for the year ended 31 December 2014.

Principal activity, business review, and future developments

Following the completion of the sale of the Dentsu Aegis Network (formerly Aegis Group plc) shares to Dentsu Inc. on 26 March 2013 the ultimate parent company is Dentsu Inc.

The Company did not trade during the year. As a result, these financial statements are prepared on a basis other than going concern.

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



C Price

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

Profit and loss account 31 December 2014

The company has not traded during the year or the preceding financial year. During these years, the company received no income and incurred no expenditure and therefore made neither profit nor loss.

Harrison Salinson Media Outdoor Limited

Balance sheet 31 December 2014

	Note	2014 £	2013 £
Current assets			
Debtors	3	100	100
Net assets		<u>100</u>	<u>100</u>
Capital and reserves			
Called up share capital	4	100	100
Equity shareholders' funds		<u>100</u>	<u>100</u>

For the year ending 31 December 2014 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 15 July 2015.

Signed on behalf of the Board of Directors



C Price

Director

Registered Address:

10 Triton Street
Regents Place
London NW1 3BF

Harrison Salinson Media Outdoor Limited

Notes to the accounts

Year ended 31 December 2014

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 Dentsu Aegis Network Limited (formerly 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 year.

2. 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.

3. Debtors

The following amounts are included in debtors:

	2014 £	2013 £
Amounts due from group undertakings	100	100

4. Called up share capital

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

5. Ultimate parent undertaking

The company's immediate parent undertaking is Dentsu Aegis London Limited (formerly Dentsu Aegis UK Limited), a company incorporated in Great Britain and registered in England and Wales. The ultimate parent undertaking and controlling party up to the 26 March 2013 was Dentsu Aegis Network Limited (formerly Aegis Group plc), a company incorporated in Great Britain and registered in England and Wales. Following the completion of the sale of the Aegis Group plc shares to Dentsu Inc. on 26 March 2013 (refer to Directors' report) the ultimate parent company is Dentsu Inc., a company incorporated in Tokyo and registered in Japan. Dentsu Inc. is the parent undertaking of the largest group for which group financial statements are prepared and of which the Company is a member. Copies of Group financial statements can be obtained from: The Secretary, Dentsu Inc., 1-8-1 Higashi-shimbashi, Minato-ku, Tokyo 105-7001.