

8102158

Zenith Media Worldwide Limited

Report and Financial Statements

31 December 2008

TUESDAY



A0120B5A

A33

30/06/2009

198

COMPANIES HOUSE

Zenith Media Worldwide Limited

Registered No: 2194748

Directors

A Sayliss

S King

Secretaries

S Ewing

M Gonzalez –Gomez

Registered Office

Pembroke Building

Kensington Village

Avonmore Road

London

W14 8DG

Directors' report

The directors present their report on the affairs of the Company, together with the financial statements for the year ended 31 December 2008.

Principal activity and review of business

The Company has been dormant during the year.

Results

The Company did not trade during the year.


Directors

The directors of the Company at the date of this report are shown on page 1.

Elective resolution

The Company has passed elective resolutions under sections 252, 366A and 386 of the Companies Act 1985, dispensing with the requirements to lay financial statements and reports before the Company in a General meeting, hold Annual General Meetings and reappoint auditors for each year.

On behalf of the board


A Sayliss 25/06/2009
Director

Statement of Directors' responsibilities

The directors are responsible for preparing the financial statements in accordance with applicable laws 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 Standards and applicable law). The financial statements are required by law to give a true and fair view of the state of affairs of the company and the profit or loss of the company for that period. In preparing those 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, subject to any material departures disclosed and explained in the financial statements; 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 proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 1985. 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.

Balance sheet

at 31 December 2008

	Notes	2008 £000	2007 £000
Current assets			
Debtors	2	19,637	19,637
Net assets		<u>19,637</u>	<u>19,637</u>
Capital and reserves			
Called up share capital	3	1	1
Merger reserve		19,634	19,634
Profit and loss account		<u>2</u>	<u>2</u>
		<u>19,637</u>	<u>19,637</u>


For the year ended 31 December 2008 the Company was entitled to exemption under section 249AA(1) of the Companies Act 1985.

Members have not required the Company to obtain an audit in accordance with section 249B(2) of the Companies Act 1985.

The director's acknowledge their responsibility for:

- ensuring the Company keeps accounting records which comply with section 221; and
- preparing accounts which give a true and fair view of the state of affairs of the Company as at the end of the financial year, and of its profit or loss for the financial year, in accordance with the requirements of section 226, and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as applicable to the Company.

On behalf of the board.


 A Sayliss
 Director

25/06/2009

Notes to the financial statements

for the year ended 31 December 2008

1. Accounting policies

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

2. Debtors

	2008 £000	2007 £000
Amounts due from group undertakings	<u>19,637</u>	<u>19,637</u>

3. Authorised and issued share capital

	2008 £000	2007 £000
<i>Authorised, allotted, called up and fully paid</i> 1,002 Ordinary shares of £1 each	<u>1</u>	<u>1</u>

4. Ultimate parent undertaking

The immediate parent undertaking is MMS UK Holdings Limited.

The Company's ultimate parent undertaking is Publicis Groupe S.A., incorporated in France. Copies of its consolidated financial statements are available from 133 Avenue des Champs Elysees, 75008 Paris, France.

The largest group into which the results of Zenith Media Worldwide were consolidated at 31 December 2008 was that headed by Publicis Groupe S.A.