

Registered Number 2310371

UNILEVER COMPANY FOR REGIONAL MARKETING AND RESEARCH LIMITED

ANNUAL REPORT AND FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2018

WEDNESDAY



A8ACOG43

A10

24/07/2019

#43

COMPANIES HOUSE

UNILEVER COMPANY FOR REGIONAL MARKETING AND RESEARCH LIMITED

CONTENTS

PAGE NUMBER

Directors' report	1
Independent Auditor's Report to the Members of Unilever Company for Regional Marketing and Research Limited	3
Profit and loss Account	5
Statement of other comprehensive income	5
Balance Sheet	6
Statement of changes in equity	7
Notes to the financial statements	8

Unilever Company for Regional Marketing and Research Limited

Directors' Report for the year ended 31 December 2018

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

Principal Activity

The Company's principal activities had consisted of co-ordinating marketing, technical development and other activities with consumer products in Saudi Arabia. However, the Company closed its branch in 2015 and ceased trading in 2016.

Results and Dividends

The results of the Company show a profit before taxation of £768 (2017: £255).

No dividend has been declared or paid during the year (2017: £nil).

Directors

The Directors who served during the year were:

Mr R C Hazell

Mrs A L King

Political Donations

The Company made no political donations nor incurred any political expenditure during the year (2017: nil).

Future Developments

The Directors intend to liquidate the Company following the settlement of the remaining net assets, and have not prepared the financial statements on a going concern basis. No adjustments were necessary to the amounts at which remaining net assets are included in these financial statements.

Statement of Directors' responsibility in respect of the Directors Report and the Financial Statements

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 they have elected to prepare the financial statements in accordance with UK accounting standards and applicable law (UK Generally Accepted Accounting Practice), 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 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;
- assess the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern; and
- use the going concern basis of accounting unless they either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

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 responsible for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error, and have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the company and to prevent and detect fraud and other irregularities.

Unilever Company for Regional Marketing and Research Limited

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

Statement of Directors' responsibility in respect of the Directors Report and the Financial Statements (continued)

Disclosure of Information to Auditor

Each of the persons who is a Director at the date of approval of this report confirms that:

- So far as the Directors are aware, there is no relevant audit information of which the Company's auditor is unaware;
- The Directors have taken all the steps that he/she ought to have taken as a Directors in order to make himself/herself aware of any relevant audit information and to establish that the Company's auditor is aware of that information; and
- The Company has taken advantage of disclosure exemptions available to small companies under S414B of the Companies Act 2006 and has not prepared a Strategic Report.

Auditors

Pursuant of Section 487 of the Companies Act 2006, the auditor will be deemed to be reappointed and KPMG LLP will therefore continue in office.

This report was approved by the Board on 15 July 2019
on 15 July 2019.

and signed on its behalf by Mr R C Hazell



Mr R C Hazell
Director

Registered office: Unilever House, 100 Victoria Embankment, London, EC4Y 0DY

Company registration number: 2310371

Independent Auditor's Report to the Members of Unilever Company for Regional Marketing and Research Limited

Opinion

We have audited the financial statements of Unilever Company for Regional Marketing and Research Limited ("the company") for the year ended 31 December 2018 which comprise the Profit & loss account, Statement of other comprehensive income, Balance sheet and related notes, including the accounting policies in note 1.

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 December 2018 and of its profit for the year then ended;
- have been properly prepared in accordance with UK accounting standards, including FRS 101 *Reduced Disclosure Framework*; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) ("ISAs (UK)") and applicable law. Our responsibilities are described below. We have fulfilled our ethical responsibilities under, and are independent of the company in accordance with, UK ethical requirements including the FRC Ethical Standard. We believe that the audit evidence we have obtained is a sufficient and appropriate basis for our opinion.

Emphasis of matter – non-going concern basis of preparation

We draw attention to the disclosure made in note 1 to the financial statements which explains that the financial statements have not been prepared on the going concern basis for the reason set out in that note. Our opinion is not modified in respect of this matter.

Directors' report

The directors are responsible for the directors' report. Our opinion on the financial statements does not cover that report and we do not express an audit opinion thereon.

Our responsibility is to read the directors' report and, in doing so, consider whether, based on our financial statements audit work, the information therein is materially misstated or inconsistent with the financial statements or our audit knowledge. Based solely on that work:

- we have not identified material misstatements in the directors' report;
- in our opinion the information given in that report for the financial year is consistent with the financial statements; and
- in our opinion that report have been prepared in accordance with the Companies Act 2006.

Matters on which we are required to report by exception

Under the Companies Act 2006 we are required to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the directors were not entitled to take advantage of the small companies exemption from the requirement to prepare a strategic report.

We have nothing to report in these respects.

Independent Auditor's Report to the Members of Unilever Company for Regional Marketing and Research Limited (continued)

Directors' responsibilities

As explained more fully in their statement set out on page 1, the directors are responsible for: the preparation of the financial statements and for being satisfied that they give a true and fair view; such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error; assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern; and using the going concern basis of accounting unless they either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue our opinion in an auditor's report. Reasonable assurance is a high level of assurance, but does not guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements.

A fuller description of our responsibilities is provided on the FRC's website at www.frc.org.uk/auditorsresponsibilities.

The purpose of our audit work and to whom we owe our responsibilities

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members, as a body, for our audit work, for this report, or for the opinions we have formed.



Andrew Bradshaw (Senior Statutory Auditor)
for and on behalf of KPMG LLP, Statutory Auditor
Chartered Accountants

15 Canada Square
Canary Wharf
London
E14 5GL

Date 16 July 2019.

Unilever Company for Regional Marketing and Research Limited

Profit and Loss Account for the year ended 31 December 2018

	<u>Notes</u>	2018 £	2017 £
Interest receivable and similar income	(4)	768	255
Profit before taxation		768	255
Taxation on profit	(5)	(146)	(50)
Profit for the year		622	205

Statement of Other Comprehensive Income for the year ended 31 December 2018

	2018 £	2017 £
Profit for the financial year	622	205
Currency retranslation	23,680	(39,284)
Total comprehensive income for the year	24,302	(39,079)

The notes on pages 8 to 11 are an integral part of the financial statements.


Unilever Company for Regional Marketing and Research Limited

Balance Sheet as at 31 December 2018

	<u>Notes</u>	2018 £	2017
Current assets			
Debtors	(6)	467,763	445,756
Cash at bank and in hand		123,564	121,266
		<u>591,327</u>	<u>567,022</u>
Creditors: amounts falling due within one year	(7)	<u>(195)</u>	<u>(192)</u>
Net assets		<u>591,132</u>	<u>566,830</u>
Capital and reserves			
Called up share capital	(8)	400,000	400,000
Profit and loss account		<u>191,132</u>	<u>166,830</u>
Total shareholders' funds		<u>591,132</u>	<u>566,830</u>

The notes on pages 8 to 11 are an integral part of the financial statements.

The financial statements were approved and authorised for issue by the Board on 15 July 2019 and were signed on its behalf by Mr R C Hazell on 15 July 2019.



Mr R C Hazell
Director

Registered Number 2310371

Unilever Company for Regional Marketing and Research Limited

Statement of Changes in Equity as at 31 December 2018

	<u>Share capital</u>	<u>Retained earnings</u>	<u>Total equity</u>
	£	£	£
At 1 January 2018	400,000	166,830	566,830
Profit for year	-	622	622
Other Comprehensive income	-	23,680	23,680
Total Comprehensive Income for the year	-	24,302	24,302
At 31 December 2018	400,000	191,132	591,132

Statement of Changes in Equity as at 31 December 2017

	<u>Share capital</u>	<u>Retained earnings</u>	<u>Total equity</u>
	£	£	£
At 1 January 2017	400,000	205,909	605,909
Profit for year	-	205	205
Other Comprehensive income	-	(39,284)	(39,284)
Total Comprehensive Income for the year	-	(39,079)	(39,079)
At 31 December 2017	400,000	166,830	566,830

The notes on pages 8 to 11 are an integral part of the financial statements.

Unilever Company for Regional Marketing and Research Limited

Notes to the Financial Statements for the year ended 31 December 2018

1. Accounting policies

1.1 Basis of preparation of financial statements

Unilever Company for Regional Marketing and Research Limited is a company incorporated and domiciled in the UK.

These financial statements were prepared in accordance with Financial Reporting Standard 101 'Reduced Disclosure Framework' ("FRS 101").

In preparing the financial statements, the Company applies the recognition, measurement and disclosure requirements of International Accounting Standards as adopted by the EU ("Adopted IFRS"), but makes amendments where necessary in order to comply with Companies Act 2006 and has been set out below where advantage of the FRS 101 disclosure exemptions has been taken.

In these financial statements, the Company has applied the exemptions available under FRS 101 in respect of the following disclosures:

- a Cash Flow Statement and related notes;
- Comparative period reconciliations for share capital, tangible assets, intangible assets and investment properties;
- The effect of new but not yet effective IFRSs;

As the consolidated financial statements of Unilever PLC included equivalent disclosures, the Company has also taken exemptions under FRS 101 available in respect of the following disclosures:

- Disclosures required by IFRS 5 Non-current Assets Held for Sale and Discontinued Operations in respect of the cash flows of discontinued operations.

The Company's ultimate parent undertaking, Unilever PLC includes the Company in its consolidated financial statements. The consolidated financial statements of Unilever PLC are prepared in accordance with International Financial Reporting Standards and provided in the published Unilever PLC Annual Report, available at www.unilever.com.

The Company proposes to continue to adopt the reduced disclosure framework of FRS 101 on an ongoing basis until such time as it notifies its shareholders of any changes to its chosen accounting framework.

The accounting policies set out below have, unless otherwise stated, been applied consistently to all periods presented in these financial statements.

1.2 Going concern

On 31 December 2015, the directors took the decision to cease trading. As they intend to liquidate the Company following the settlement of the remaining net assets, the Directors have not prepared the financial statements on a going concern basis. No adjustments were necessary to the amounts at which the remaining net assets are included in these financial statements.

Unilever Company for Regional Marketing and Research Limited

Notes to the Financial Statements for the year ended 31 December 2018 (continued)

1. Accounting Policies (continued)

1.3 Interest Receivable

Interest income is recognised in the Profit and Loss Account using an effective interest method.

1.4 Debtors

Debtors are measured at fair value, transactional price for activities supplied in the ordinary course of business less any impairment. If collection is expected in one year or less (or in the normal operating cycle of the business if longer), they are classified as due within one year. If not, they are presented as due after more than one year.

1.5 Trade creditors and accruals

Creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers, and are recorded at fair value. If payment is expected in one year or less, they are classified as due within one year. If not, they are presented as due after more than one year.

1.6 Foreign Currencies

The balance sheets of branches in foreign currencies are translated into sterling at rates of exchange ruling at the end of the financial year and the Profit and Loss Accounts are translated at the average rates of exchange for the year. Foreign exchange differences are dealt with as an adjustment to Other Comprehensive Income.

The Company's presentation currency is GBP. The Company's functional currency is SAR.

1.7 Current and Deferred Taxation

Tax on the profit or loss for the year comprises current and deferred tax. Tax is recognised in the Profit and Loss Account except to the extent that it relates to items recognised directly in equity or other comprehensive income, in which case it is recognised directly in equity or other comprehensive income.

Current tax is the expected tax payable or receivable on the taxable income or loss for the year using tax rates enacted or substantively enacted at the balance sheet date, and any adjustment to tax payable in respect of previous years.

Deferred tax is provided on temporary differences between the carrying amounts of assets and liabilities for financial reporting purposes and the amounts used for taxation purposes. The following temporary differences are not provided for: the initial recognition of goodwill; the initial recognition of assets or liabilities that affect neither accounting nor taxable profit other than in a business combination, and differences relating to investments in subsidiaries to the extent that they will probably not reverse in the foreseeable future. The amount of deferred tax provided is based on the expected manner of realisation or settlement of the carrying amount of assets and liabilities, using tax rates enacted or substantively enacted at the balance sheet date.

A deferred tax asset is recognised only to the extent that it is probable that future taxable profits will be available against which the temporary difference can be utilised or that the Company has determined it is appropriate to recognise the deferred tax asset as it is recoverable due to the fact that the Company is part of a UK group for group relief purposes.

Notes to the Financial Statements for the year ended 31 December 2018 (continued)

2. Auditor's Remuneration

The fees for KPMG LLP in respect of the statutory audit for the current year are borne by a fellow Group company, Unilever UK Limited. Full details for the year ended 31 December 2018 are disclosed in the financial statements of that company. The audit fee for the year ended 31 December 2018 was £3,150 (2017: £3,150).

3. Directors' Emoluments

The Directors, who served during the year ended 31 December 2018, are employed as managers by other Unilever Group companies and did not receive any remuneration in respect of their services to the Company during the year (2017: £nil).

4. Interest receivable and similar income

	2018 £	2017 £
Interest receivable on loans to Group undertakings	768	255
Total interest receivable and similar income	<u>768</u>	<u>255</u>

5. Taxation

Recognised in the Profit and Loss account:

	2018 £	2017 £
UK Corporation tax		
Current tax on income for the year	(146)	(49)
Adjustments in respect of prior periods	-	(1)
Taxation on profit	<u>(146)</u>	<u>(50)</u>

The current UK corporate tax rate that has been used for the year is 19% (2017 19.25%). A further reduction to the main rate was substantively enacted on 6 September 2016 to reduce the rate to 17% from 1 April 2020.

The current tax assessed for the year is higher than (2017: higher) to the standard rate of corporation taxation in the UK 19% (2017: 19.25%). The differences are explained below.

Reconciliation of tax expense:

	2018 £	2017 £
Profit for the year	768	255
Tax using the UK corporation tax rate of 19% (2017: 19.25%)	<u>(146)</u>	<u>(49)</u>
Effects of:		
Under provided in prior years	-	(1)
Total tax expense	<u>(146)</u>	<u>(50)</u>

Unilever Company for Regional Marketing and Research Limited

Notes to the Financial Statements for the year ended 31 December 2018 (continued)

6. Debtors

	2018 £	2017 £
Amounts due within one year		
Amounts due from Group undertakings	467,763	445,756
Total	467,763	445,756

Amounts due from Group undertakings include balances due from Unilever UK Central Resources Limited and Unilever Finance International AG which are interest bearing at monthly LIBOR and SAIBOR, respectively. All amounts are unsecured and repayable on demand.

7. Creditors: amounts falling due within the year

	2018 £	2017 £
Amounts falling due within one year		
Group relief payable	195	192

8. Called up Share Capital

	2018 £	2017 £
Authorised, allotted, called up and fully paid		
400,000 (2017: 400,000) Ordinary shares of £1 each	400,000	400,000

9. Related Party Transactions and Ultimate Parent Company

The ultimate parent company and controlling party is Unilever PLC and the immediate holding company is Unilever U.K. Holdings Limited. The Company has not disclosed transactions with fellow, wholly owned subsidiaries in accordance with the exemption under the terms of FRS 101 as the ultimate parent company produces publicly available consolidated financial statements. Copies of Unilever Group financial statements can be publicly obtained from Unilever PLC, Corporate Secretaries Department, 100 Victoria Embankment, London EC4Y 0DY and www.unilever.com.