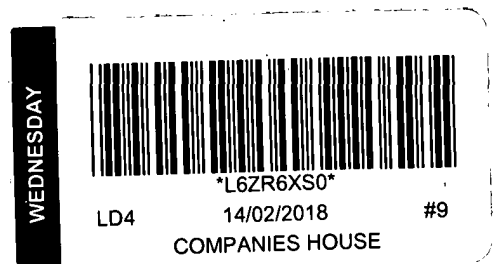


Kantar Retail UK Limited
Annual Report and Financial Statements
For the year ended 31 December 2016

Company Registration No. 02386956



Kantar Retail UK Limited

Report and financial statements 2016

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Kantar Retail UK Limited

Report and financial statements 2016

Officers and professional advisers

Directors

D Recaldin
E Salama (resigned November 30th 2017)
J Barton (appointed July 1st 2016)
J Cohen (appointed July 1st 2016)
P Smiley (appointed July 1st 2016)
A Cochrane (resigned June 30th 2016)
P Barrett (resigned June 30th 2016)
W Levings (resigned June 30th 2016)

Company Secretary

P Barrett (resigned June 30th 2016)
WPP Group (Nominees) Ltd (appointed March 20th 2017)

Registered office

The Kirkgate
19-31 Church Street
Epsom
Surrey
KT17 4PF

Auditor

Deloitte LLP
Statutory Auditor
London
United Kingdom

Kantar Retail UK Limited

Strategic Report

The directors, in preparing this strategic report, have complied with s414C of the Companies Act 2006.

Principal activities

The principal activity of the company is that of sales and marketing consultancy. The directors foresee no change in the activities of the company.

Business Review

The results for the year and financial position of the company are as shown on page 8 of the financial statements.

The directors consider the results for 2016 as satisfactory, having taken into account the wider economic environment during the year. Revenues year on year were higher at £10,602,955 in 2016 (2015: £8,820,316). The gross margin in the year increased to 34% (2015: 31%). Cost of sales in relation to project work carried out by other group companies decreased in 2016.

Key Performance Indicators

The directors of the WPP Group manage the Group's operations on a divisional basis. For this reason, the company's directors believe that analysis using key performance indicators for the company is not necessary or appropriate for an understanding of the development, performance or position of the business of Kantar Retail UK Limited. The development, performance and position of the WPP Group, which includes the company is discussed in the Strategic Report to shareowners in the Group's Annual Report which does not form part of this report.

Principal risks and uncertainties

The directors consider that the primary financial risks faced by the business are minimal, affecting primarily credit risk and interest rate risk. The directors do not believe that the company is exposed to any price risk or liquidity risk. The company currently has sufficient cash to fund its activities. However, in the event that additional liquidity was required for ongoing operations, the company has access to a group cash management facility with its ultimate parent, WPP Plc.

The company has no significant concentration of credit risk, with exposure spread over a large number of counterparties and customers.

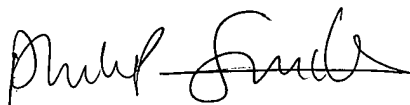
Future developments

The directors expect the general level of activity to remain consistent with 2016 in the forthcoming year.

Events after the balance sheet date

There have been no significant events since the balance sheet date.

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



P Smiley
Director

February 13th, 2018

Kantar Retail UK Limited

Directors' Report

The directors present their annual report and the audited financial statements for the year ended 31 December 2016.

Directors and their interests

The directors who served throughout the year and subsequently, except as noted, were:

D Recaldin
E Salama (resigned November 30th 2017)
J Barton (appointed July 1st 2016)
J Cohen (appointed July 1st 2016)
P Smiley (appointed July 1st 2016)
A Cochrane (resigned June 30th 2016)
P Barrett (resigned June 30th 2016)
W Levings (resigned June 30th 2016)

Results and dividends

The audited financial statements for the year ended 31 December 2016 are set out on pages 8 to 21. The loss for the year after taxation was £1,554,849 (2015: loss £2,742,149).

During the year the directors did not propose the payment of any dividends (2015: £nil).

Future developments and events after the balance sheet date

Details of future developments and events that have occurred after the balance sheet date can be found in the Strategic Report on page 2 and form part of this report by cross-reference.

Financial risk management objectives and policies

The only financial risks the directors consider relevant to the company are credit and interest rate risk. Interest relates to the bank overdraft which is at floating rate. The Company does not hedge against the interest rate risk. The credit risk is mitigated by the Company's credit control policies.

Going Concern

The directors have a reasonable expectation that the Company and the Group have adequate resources to continue in operational existence for the foreseeable future. Thus they continue to adopt the going concern basis in preparing the annual financial statements.

Further details regarding the adoption of the going concern basis can be found in note 1 of the financial statements

Disclosure of information to the auditor

Each of the persons who is a director at the date of the 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; and
- the directors have taken all the steps that they ought to have taken as directors in order to make themselves aware of any relevant audit information and to establish that the company's auditor is aware of that information

This confirmation is given and should be interpreted in accordance with the provisions of s418 of the Companies Act 2006

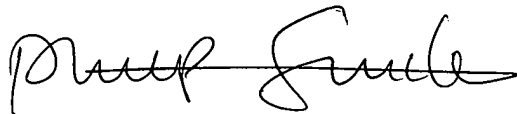
Kantar Retail UK Limited

Directors' Report (continued)

Auditor

A resolution to re-appoint Deloitte LLP as the company's auditor will be proposed at the forthcoming Annual General Meeting.

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

A handwritten signature in black ink, appearing to read 'P Smiley', written in a cursive style.

P Smiley
Director
February 13th, 2018

Kantar Retail UK Limited

Statement of directors' responsibilities

The directors are responsible for preparing the Annual Report and 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), 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 judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards has 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 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.

Independent auditor's report to the members of Kantar Retail UK Limited

We have audited the financial statements of Kantar Retail UK Limited for the year ended 31 December 2016 which comprise the statement of comprehensive income, the balance sheet, the statement of changes in equity and the related notes 1 to 23. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) including FRS 101 "Reduced Disclosure Framework".

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.

Respective responsibilities of directors and auditor

As explained more fully in the Statement of Directors Responsibilities, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the annual report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 December 2016 and of its loss for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the Strategic Report and the Director's Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The Strategic Report and the Director's Report has been prepared in accordance with applicable legal requirements

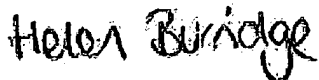
In light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified any material misstatements in the Strategic Report and the Directors' Report.

Independent auditor's report to the members of Kantar Retail UK Limited (continued)

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us 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.



Helen Burridge (Senior Statutory Auditor)
for and on behalf of Deloitte LLP
Statutory Auditor
London, United Kingdom

13 February 2018

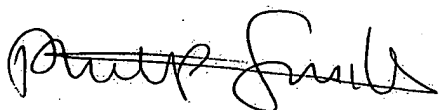
Kantar Retail UK Limited

Balance Sheet As at 31 December 2016

	Notes	2016 £	2015 £
Fixed assets			
Intangible assets	10	4,267	8,221
Tangible assets	11	<u>71,416</u>	<u>106,489</u>
		75,683	114,710
Current assets			
Cash at bank and in hand		1,625,088	2,747,228
Debtors – due within 1 year	12	<u>7,377,308</u>	<u>4,882,279</u>
		9,002,396	7,629,507
Creditors: amounts falling due within one year	14	<u>(15,604,173)</u>	<u>(12,715,462)</u>
Net current liabilities		<u>(6,601,777)</u>	<u>(5,085,955)</u>
Total assets less current liabilities		<u>(6,526,094)</u>	<u>(4,971,245)</u>
Net liabilities		<u>(6,526,094)</u>	<u>(4,971,245)</u>
Capital and reserves			
Called up share capital	16	87,475	87,475
Share premium account	17	598,663	598,663
Other reserves	18	37,269	37,269
Profit and loss account	19	<u>(7,249,501)</u>	<u>(5,694,652)</u>
Shareholders' deficit and total capital employed		<u>(6,526,094)</u>	<u>(4,971,245)</u>

The financial statements of Kantar Retail UK Limited, registered number 02386956, were approved by the board of directors and authorised for issued on February 13th, 2018.

Signed on behalf of the Board of Directors



Phil Smiley
Director

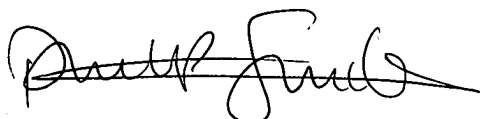
Kantar Retail UK Limited

Balance Sheet As at 31 December 2016

	Notes	2016 £	2015 £
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Creditors: amounts falling due within one year	14	(15,604,173)	(12,715,462)
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The financial statements of Kantar Retail UK Limited, registered number 02386956, were approved by the board of directors and authorised for issued on February 13th, 2018.

Signed on behalf of the Board of Directors



Phil Smiley
Director

Kantar Retail UK Limited

Statement of changes in equity As at 31 December 2016

	Called up share capital (Note 16) £	Share premium account (Note 17) £	Other reserves (Note 18) £	Profit and loss account (Note 19) £	Total £
Balance at 1 January 2015	87,475	598,663	37,269	(2,952,503)	(2,229,096)
Loss for the year	-	-	-	(2,742,149)	(2,742,149)
Other comprehensive income for the year	-	-	-	-	-
Total comprehensive loss for the year	-	-	-	(2,742,149)	(2,742,149)
Balance at 1 January 2016	<u>87,475</u>	<u>598,663</u>	<u>37,269</u>	<u>(5,694,652)</u>	<u>(4,971,245)</u>
Loss for the year	-	-	-	(1,554,849)	(1,554,849)
Other comprehensive income for the year	-	-	-	-	-
Total comprehensive loss for the year	-	-	-	(1,554,849)	(1,554,849)
Balance at 31 December 2016	<u>87,475</u>	<u>598,663</u>	<u>37,269</u>	<u>(7,249,501)</u>	<u>(6,526,094)</u>

Kantar Retail UK Limited

Notes to the financial statements Year ended 31 December 2016

1. Accounting policies

The principal accounting policies are summarised below. They have all been applied consistently throughout the year and the preceding year.

Basis of accounting

Kantar Retail UK Limited is a private limited company incorporated in the United Kingdom and registered in England and Wales under the Companies Act 2006. The address of the registered office is given on page 1. The nature of the company's operations and its principal activities are set out on page 2.

The accounts are presented in pounds sterling because that is the currency of the primary economic environment in which the company operates.

The company meets the definition of a qualifying entity under FRS 100 (Financial Reporting Standard 100) issued by the Financial Reporting Council. These financial statements were prepared in accordance with FRS 101 (Financial Reporting Standard 101) 'Reduced Disclosure Framework' as issued by the Financial Reporting Council. The adoption of the amendments to IFRSs and new interpretations that are mandatorily effective for during the year has not had any material impact on the disclosures or on the amounts being reported.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of certain properties and financial instruments. Historical cost is generally based on the fair value of the consideration given in exchange for the assets.

As permitted by FRS 101, the company has taken advantage of the disclosure exemptions available under that standard in relation to business combinations, share-based payment, non-current assets held for sale, financial instruments, capital management, presentation of comparative information in respect of certain assets, presentation of a cash-flow statement, standards not yet effective, impairment of assets and related party transactions. Where required, equivalent disclosures are given in the group accounts of WPP plc. The group accounts of WPP plc are available to the public and can be obtained as set out in note 23.

Going concern basis

The company's business activities, together with the factors likely to affect its future development, performance and position are set out in the Strategic Report on page 2. The financial position of the company, including its net liabilities, liquidity position and borrowing facilities are as described in these Financial Statements and notes to the accounts on pages 8 to 21.

The company has sufficient financial resources together with long-term contracts with a number of customers and suppliers across different geographic areas and industries. As a consequence, the directors believe that the company is well placed to manage its business risks successfully despite the current uncertain economic outlook.

The company is a subsidiary of WPP plc and is therefore subject to the overall WPP plc financing arrangements. After making enquiries, the directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the annual report and accounts.

Kantar Retail UK Limited

Notes to the financial statements (continued) Year ended 31 December 2016

1. Accounting policies (continued)

Turnover

Turnover is stated net of VAT and trade discounts.

Sale of services

Turnover from the supply of services represents the value of services provided under contracts to the extent that there is a right to consideration and is recorded at the value of the consideration due. Where a contract has only been partially completed at the balance sheet date turnover represents the value of the service provided to date based on a proportion of the total contract value. Where payments are received from customers in advance of services provided, the amounts are recorded as Deferred Income and included as part of Creditors due within one year.

Intangible assets

Intangible assets with finite useful lives that are acquired separately are carried at cost less accumulated amortisation and accumulated impairment losses. Amortisation is recognised on a straight-line basis over their estimated useful lives. The estimated useful life and amortisation method are reviewed at the end of each reporting period, with the effect of any changes in estimate being accounted for on a prospective basis. Intangible assets with indefinite useful lives that are acquired separately are carried at cost less accumulated impairment losses.

Software	33.3% straight-line on cost
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Derecognition of intangible assets

An intangible asset is derecognised on disposal, or when no future economic benefits are expected from use. Gains or losses arising from derecognition of an intangible asset, measured as the difference between the net disposal proceeds and the carrying amount of the asset, are recognised in profit or loss when the asset is derecognised.

Tangible assets

Tangible assets are stated at cost net of depreciation and any provision for impairment. Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life or, if held under a finance lease, over the lease term, whichever is the shorter.

Leasehold property	10% straight-line over the lease term
Plant and machinery	15-33.3% straight-line on cost

Impairment of tangible and intangible assets

At each balance sheet date, the company reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated to determine the extent of the impairment loss (if any). Where the asset does not generate cash flows that are independent from other assets, the company estimates the recoverable amount of the cash-generating unit to which the asset belongs. An intangible asset with an indefinite useful life is tested for impairment at least annually and whenever there is an indication that the asset may be impaired.

Recoverable amount is the higher of fair value less costs to sell and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset for which the estimates of future cash flows have not been adjusted.

Kantar Retail UK Limited

Notes to the financial statements (continued) Year ended 31 December 2016

1. Accounting policies (continued)

Impairment of tangible and intangible assets (continued)

If the recoverable amount of an asset (or cash-generating unit) is estimated to be less than its carrying amount, the carrying amount of the asset (or cash-generating unit) is reduced to its recoverable amount. An impairment loss is recognised immediately in profit or loss.

Where an impairment loss subsequently reverses, the carrying amount of the asset (or cash-generating unit) is increased to the revised estimate of its recoverable amount, but so that the increased carrying amount does not exceed the carrying amount that would have been determined had no impairment loss been recognised for the asset (or cash-generating unit) in prior years. A reversal of an impairment loss is recognised immediately in profit or loss.

Foreign currencies

Monetary assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Differences arising from movements in rates of exchange are dealt with in the profit and loss account.

Pensions

The company operates defined contribution schemes. The amount charged to the profit and loss account in respect of pension costs and other post-retirement benefits is the contributions payable in the year. Differences between contributions payable in the year and contributions actually paid are shown as either accruals or prepayments in the balance sheet.

Taxation

Current tax, including UK corporation tax and foreign tax, is provided at amounts expected to be paid (or recovered) using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date. The tax currently payable is based on taxable profit for the year. Taxable profit differs from net profit as reported in the income statement because it excludes items of income or expense that are taxable or deductible in other years and it further excludes items that are never taxable or deductible.

Deferred tax is the tax expected to be payable or recoverable on differences between the carrying amounts of assets and liabilities in the financial statements and the corresponding tax bases used in the computation of taxable profit, and is accounted for using the balance sheet liability method. Deferred tax liabilities are generally recognised for all taxable temporary differences and deferred tax assets are recognised to the extent that it is probable that taxable profits will be available against which deductible temporary differences can be utilised. Such assets and liabilities are not recognised if the temporary difference arises from the initial recognition of goodwill or from the initial recognition (other than in a business combination) of other assets and liabilities in a transaction that affects neither the taxable profit nor the accounting profit.

The carrying amount of deferred tax assets is reviewed at each balance sheet date and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered.

Deferred tax is calculated at the tax rates that are expected to apply in the period when the liability is settled or the asset is realised based on tax laws and rates that have been enacted or substantively enacted at the balance sheet date. Deferred tax is charged or credited in the income statement, except when it relates to items charged or credited in other comprehensive income, in which case the deferred tax is also dealt with in other comprehensive income.

Kantar Retail UK Limited

Notes to the financial statements (continued) Year ended 31 December 2016

1. Accounting policies (continued)

Taxation (continued)

The measurement of deferred tax liabilities and assets reflects the tax consequences that would follow from the manner in which the company expects, at the end of the reporting period, to recover or settle the carrying amount of its assets and liabilities.

Deferred tax assets and liabilities are offset when there is a legally enforceable right to set off current tax assets against current tax liabilities and when they relate to income taxes levied by the same taxation authority and the Company intends to settle its current tax assets and liabilities on a net basis.

Current tax and deferred tax for the year

Current and deferred tax are recognised in profit or loss, except when they relate to items that are recognised in other comprehensive income or directly in equity, in which case, the current and deferred tax are also recognised in other comprehensive income or directly in equity respectively.

Leases

The company as lessee

Rentals under operating leases are charged on a straight-line basis over the lease term, even if the payments are not made on such a basis. Benefits received and receivable as an incentive to sign an operating lease are similarly spread on a straight-line basis over the lease term.

2. Critical accounting judgements and key sources of estimation uncertainty

In the application of the company's accounting policies, which are described in note 1 above, the directors are required to make judgements, estimates and assumptions about the carrying amounts of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

Critical judgements in applying the Group's accounting policies

No critical judgements were noted in the preparation of the financial statements.

Key source of estimation uncertainty

No key source of estimation uncertainty was noted in the preparation of the financial statements.

Kantar Retail UK Limited

Notes to the financial statements (continued) Year ended 31 December 2016

3. Turnover

Turnover represents the total amount earned by the company in respect of market research services net of VAT. The geographical analysis of turnover by location is presented below:

	2016 £	2015 £
Europe	8,489,439	7,694,903
Asia	83,813	2,400
Rest of world	2,029,703	1,123,013
	<u>10,602,955</u>	<u>8,820,316</u>

4. Operating loss

	2016 £	2015 £
The operating loss is stated after charging:		
Amortisation	3,955	8,222
Depreciation		
- owned tangible fixed assets	53,364	46,026
Operating lease rentals		
- Plant, vehicles and equipment	20,417	22,085
- Property	441,189	436,055
Auditor's remuneration:		
- Fees payable to the company's auditor for the audit of annual accounts	16,429	55,500
Foreign exchange (gain)/loss	(218,997)	239,054
	<u></u>	<u></u>

5. Directors' remuneration

Remuneration

The remuneration of the directors was as follows:

	2016 £	2015 £
Emoluments	641,999	456,490
Compensation for loss of office	125,072	-
Company contributions to money purchase pension schemes	29,780	37,620
	<u>796,851</u>	<u>494,110</u>

5. Directors' remuneration (continued)

Remuneration (continued)

Kantar Retail UK Limited

Notes to the financial statements (continued) Year ended 31 December 2016

The number of directors who are members of pension schemes are as follows:

	2016 Number	2015 Number
Money purchase schemes	<u>3</u>	<u>1</u>

Information regarding the highest paid director is as follows:

	2016 £	2015 £
Emoluments	282,297	254,840
Company pension contribution to money purchase schemes	<u>-</u>	<u>-</u>
	<u>282,297</u>	<u>254,840</u>

6. Staff costs

Particulars of employees (including executive directors) are shown below:

	2016 £	2015 £
Wages and salaries	5,859,322	6,272,715
Social security costs	747,822	624,493
Other pension costs	419,054	594,285
	<u>7,026,189</u>	<u>7,491,493</u>

The average monthly number of persons employed by the company during the year was:

	2016 No.	2015 No.
Office and management	20	27
Sales	33	31
Product support	19	17
	<u>72</u>	<u>75</u>

7. Interest payable

	2016 £	2015 £
Bank overdraft interest	<u>102,030</u>	<u>57,625</u>

Kantar Retail UK Limited

Notes to the financial statements (continued) Year ended 31 December 2016

8. Tax on loss on ordinary activities

The tax charge is based on the loss for the year and comprises:

	2016 £	2015 £
<i>Current taxation</i>		
UK Corporation tax	-	-
Double tax relief	-	-
	<hr/>	<hr/>
	-	-
<i>Foreign tax</i>		
Current period	-	-
Adjustment in respect of prior years	-	-
	<hr/>	<hr/>
Total current tax	-	-
<i>Deferred taxation</i>		
	-	-
	<hr/>	<hr/>
Total tax charge	<hr/> <hr/>	<hr/> <hr/>

Corporation tax payable is provided on taxable profits at the current rate, except to the extent that the losses are transferred from another group company under the group relief provisions, without corresponding payment by the claimant company.

The tax assessed on the loss on ordinary activities for the period is different from the standard rate of corporation tax in the UK of 20% (2015: 20.25%). The differences are reconciled below.

	2016 £	2015 £
Loss on ordinary activities before tax	(1,554,849)	(2,742,149)
	<hr/>	<hr/>
Tax on loss on ordinary activities at standard rate of 20% (2015: 20.25%)	(310,970)	(555,191)
Factors affecting charge for the period:		
Expenses not deductible for tax purposes	1,223	52,734
Corporation tax relief under CTA2009 Part 12	356,564	522,028
Group relief surrendered for nil consideration	(14,303)	(58,480)
Deferred tax not recognised	20,495	38,909
Deferred tax rate adjustment	(310,970)	(555,191)
Income not taxable for tax purposes	(53,009)	-
	<hr/>	<hr/>
Total actual amount of current tax	<hr/> <hr/>	<hr/> <hr/>

9. Pension costs

The company operates a defined contribution scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. Contributions payable by the company amounted to £419,054 (2015: £594,285). At the year end, there were accrued pension contributions of £65,629 (2015: £93,214).

Kantar Retail UK Limited

Notes to the financial statements (continued) Year ended 31 December 2016

10. Intangible assets

	Software £	Total £
Cost		
At 1 January 2016	158,761	158,761
Additions	-	-
At 31 December 2016	158,761	158,761
Amortisation		
At 1 January 2016	150,539	150,539
Charge for the year	3,955	3,955
At 31 December 2016	154,494	154,494
Net book value		
At 31 December 2016	4,267	4,267
At 31 December 2015	8,221	8,221

11. Tangible assets

	Short Leasehold £	Plant and machinery £	Total £
Cost			
At 1 January 2016	17,770	326,477	344,247
Additions	-	18,291	18,291
At 31 December 2016	17,770	344,768	362,538
Depreciation			
At 1 January 2016	6,388	231,370	237,758
Charge for the year	7,743	45,621	53,364
At 31 December 2016	14,131	276,991	291,122
Net book value			
At 31 December 2016	3,639	67,777	71,416
At 31 December 2015	11,382	95,107	106,489

Kantar Retail UK Limited

Notes to the financial statements (continued) Year ended 31 December 2016

12. Debtors: amounts falling due within one year

	2016 £	2015 £
Trade debtors	4,121,248	2,935,774
Amounts owed by group undertakings	2,378,043	392,933
Other debtors	3,175	718,970
Prepayments and accrued income	874,842	834,602
	<u>7,377,308</u>	<u>4,882,279</u>

Amounts owed to group undertakings are non-repayable on demand, non-interest bearing and are not secured on the entity's investments.

13. Deferred tax asset

A deferred tax asset has not been recognised in respect of timing differences relating to fixed assets and losses carried forward as there is insufficient evidence that the asset will be recovered. The amount not recognised is £337,895 (2015: £352,326).

14. Creditors: amounts falling due within one year

	2016 £	2015 £
Bank overdraft	10,316,072	6,669,453
Trade creditors	163,711	167,348
Amounts owed to group undertakings	1,776,874	1,610,120
Other creditors	28,133	918,119
Other taxation and social security	421,666	387,079
Accruals	1,273,485	1,295,002
Deferred income	1,624,232	1,668,341
	<u>15,604,173</u>	<u>12,715,462</u>

Amounts owed to group undertakings are non-repayable on demand, non-interest bearing and are not secured on the entity's investments.

Kantar Retail UK Limited

Notes to the financial statements (continued) Year ended 31 December 2016

15. Obligations under operating lease agreements

The total of future minimum lease payments under non-cancellable operating leases are as follows:

	Land and buildings		Other	
	2016	2015	2016	2015
	£	£	£	£
Expiring:				
In less than one year	415,003	435,000	4,789	4,789
Two and five years	-	385,000	-	-
More than five years	-	710,000	-	-
	<u>415,003</u>	<u>1,530,000</u>	<u>4,789</u>	<u>4,789</u>

16. Called up share capital

	2016	2015
	£	£
Authorised:		
1,000,000 ordinary 'A' shares of 10p each	100,000	100,000
1,000,000 ordinary 'B' shares of 10p each	100,000	100,000
1,000,000 ordinary 'C' shares of 10p each	100,000	100,000
	<u>300,000</u>	<u>300,000</u>
Called up, allotted and fully paid		
521,900 ordinary 'A' shares of 10p each	52,190	52,190
84,435 ordinary 'B' shares of 10p each	8,443	8,443
268,415 ordinary 'C' shares of 10p each	26,842	26,842
	<u>87,475</u>	<u>87,475</u>

All classes of share rank pari-passu.

17. Share premium

	2016	2015
	£	£
Brought forward and carried forward	<u>598,663</u>	<u>598,663</u>

18. Other reserves

	2016	2015
	£	£
Brought forward and carried forward	<u>37,269</u>	<u>37,269</u>

Kantar Retail UK Limited

Notes to the financial statements (continued) Year ended 31 December 2016

19. Profit and loss reserve

	2016 £	2015 £
Loss/profit for the financial year	(1,554,849)	(2,742,149)
Opening profit and loss reserve	<u>(5,694,652)</u>	<u>(2,952,503)</u>
Closing profit and loss reserve	<u><u>(7,249,501)</u></u>	<u><u>(5,694,652)</u></u>

20. Reconciliation of shareholders' deficit

	2016 £	2015 £
Balance as at 1 January 2016	(4,971,245)	(2,229,096)
Loss for the year	<u>(1,554,849)</u>	<u>(2,742,149)</u>
Balance as at 31 December 2016	<u><u>(6,526,094)</u></u>	<u><u>(4,971,245)</u></u>

21. Guarantees and other financial commitments

Kantar Retail UK Limited participates in group banking arrangements with its ultimate parent company, WPP plc, and has access to a group cash management facility. Kantar Retail UK Limited guarantees the facility to the extent of its cash deposited in the UK with its clearing bank. The company, together with its ultimate parent, WPP plc, and certain other subsidiary undertakings, is party to the group's syndicated banking arrangements. The company has jointly and severally guaranteed the borrowings under these arrangements. Details of these arrangements are included in the financial statements of WPP plc.

22. Related party transactions

The company has taken advantage of the exemption under FRS 101 not to disclose the details of transactions with other WPP group companies, as it is 100% owned by ultimate parent WPP plc, the consolidated accounts of which are publicly available.

23. Ultimate parent company and controlling party

The directors regard WPP Vancouver Ltd, a company incorporated in the United Kingdom, as the immediate parent company and WPP plc, a company incorporated in Jersey, as the ultimate parent company and the ultimate controlling party.

At the year end 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, registered in Jersey.

The parent undertaking of the smallest such group is WPP Jubilee Limited, a company incorporated in England and Wales.

Copies of the group financial statements of WPP plc are available at www.wppinvestor.com. Copies of the financial statements of WPP Jubilee Limited can be obtained from 27 Farm Street, London, W1J 5RJ, UK, its registered address.