

THE BLUE SKIES AGENCY LIMITED

**DIRECTORS' REPORT AND
FINANCIAL STATEMENTS**

YEAR ENDED 31 DECEMBER 2010

THURSDAY



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13/01/2011
COMPANIES HOUSE

Company registration no. 2886179

THE BLUE SKIES AGENCY LIMITED

Company registration no 2886179

DIRECTORS' REPORT

The directors submit their annual report together with the financial statements for the year ended 31 December 2010

ACTIVITIES

The company is dormant

DIRECTORS

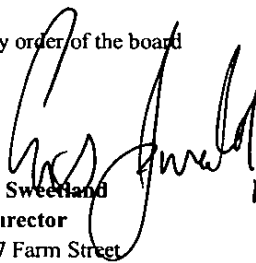
The directors who held office during the year and subsequent changes were as follows

C Sweetland

A Scott

P Delaney

By order of the board



C Sweetland

Director

27 Farm Street

London

W1J 5RJ

11 Jan 2011

THE BLUE SKIES AGENCY LIMITED

Company registration no 2886179

BALANCE SHEET

As at 31 December 2010

	Notes	2010 £	2009 £
CURRENT ASSETS			
Debtors	2	8,189	8,189
NET ASSETS		8,189	8,189
CAPITAL AND RESERVES			
Called up share capital	3	135,002	135,002
Profit and loss account	4	(126,813)	(126,813)
SHAREHOLDERS' FUNDS		8,189	8,189

For the year ended 31 December 2010 the company was entitled to exemption from section 480 of the Companies Act 2006

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006

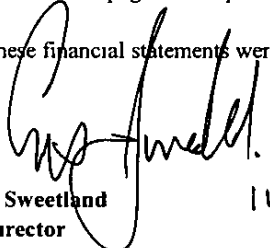
The Directors acknowledge their responsibility for

- ensuring the company keeps accounting records which comply with Section 386, 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 393, and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as is applicable to the company

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime

The notes on page 4 form part of these financial statements

These financial statements were approved by the board of directors and signed on its behalf by


C Sweetland
Director
27 Farm Street
London
W1J 5RJ

11 Jan 2011

THE BLUE SKIES AGENCY LIMITED

Company registration no 2886179

NOTES

1. ACCOUNTING POLICIES

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

2. DEBTORS

Due after one year

Amounts owed by holding company

2010	2009
£	£
<u>8,189</u>	<u>8,189</u>

3. SHARE CAPITAL

Authorised

500,000 ordinary shares of £1 each

Allotted, called up and fully paid

135,002 ordinary shares of £1 each

<u>500,000</u>	<u>500,000</u>
<u>135,002</u>	<u>135,002</u>

4. PROFIT AND LOSS ACCOUNT

During the year and the preceding 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

5. ULTIMATE HOLDING COMPANY

The directors regard Group Activation Limited, a company incorporated in Great Britain, as the immediate parent company and WPP plc, a company incorporated in Jersey, as the ultimate parent company and the ultimate controlling party

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, incorporated in Jersey The parent company and the parent undertaking of the smallest group of which the company is a member is Cordiant Communications Group Limited, which is incorporated in England and Wales

Copies of the financial statements of WPP plc are available at www.wpp.com