

Effective Sales Personnel Limited
(Registered number: 02998311)

Directors' report and financial statements
for the year ended 31 December 2017

Registered office address:
27 Farm Street,
London,
W1J 5RJ

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Effective Sales Personnel Limited
(Registered number: 02998311)

Directors' report and financial statements

for the year ended 31 December 2017

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Effective Sales Personnel Limited
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Director's report for the year ended 31 December 2017

The Directors present their report on the Company and the financial statements for the for the year ended 31 December 2017.

Principal activities, review of business and future developments

Effective Sales Personnel Limited (the 'Company'), a member of the WPP Plc Group (the 'Group'), did not trade during the year. Therefore, the Company is considered dormant as defined in section 1169 of the Companies Act 2006 throughout the year. There were no transfers to or from reserves for the year. The Directors are of the opinion that the Company will remain dormant for the foreseeable future.

Directors and their interests

The Directors of the Company who were in office during the year and up to the date of signing the financial statements were as follows:

C Van Der Welle
S Winters
A Scott

No Director had, during the year or at the end of the year, any material interest in any contract of significance to the Company's business.

Directors' indemnity

Each of the Directors benefits from a quality third party indemnity given by the Company. This indemnity is in respect of liabilities incurred by the Director in the execution and discharge of their duties. The indemnity remained applicable throughout the financial year and up to the date of signing.

Statement of Directors' responsibilities

The Directors are responsible for preparing the Director's 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), including FRS 101 'Reduced disclosure framework' ("FRS 101") and applicable law. 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 accounting estimates that are reasonable and prudent;
- 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.

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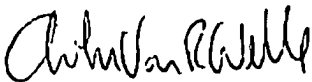
Director's report for the year ended 31 December 2017

Audit and small companies exemption

The Company, having not traded during the year, satisfied the conditions for exemption from audit as specified in section 480 of the Companies Act 2006 for the year ended 31 December 2017.

This report has been prepared taking advantage of the small companies exemption in accordance with section 415A of the Companies Act 2006.

By order of the Board



C Van Der Welle
Director

11/7/18

Effective Sales Personnel Limited
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Balance sheet
as at 31 December 2017

	Notes	2017 £	2016 £
Current assets			
Trade and other receivables	3	408,590	408,590
Total assets		408,590	408,590
Current liabilities			
Trade and other payables	4	(408,325)	(408,325)
Net current assets		265	265
Net assets		265	265
Equity			
Share capital	5	100	100
Retained earnings		165	165
Shareholder's equity		265	265

During the financial year and preceding financial year, the Company undertook no accounting transactions. Consequently, the Company made neither a profit, a loss nor any other recognised gains or losses during the year and therefore has not prepared an income statement or separate statement of other comprehensive income.

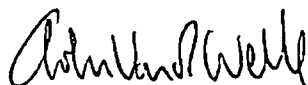
For the year ending 31 December 2017, the Company was entitled to an exemption for audit under section 480 of the Companies Act 2006 relating to dormant companies.

The members have not required the Company to obtain an audit of its accounts for the year in question in accordance with section 476; and

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

The Directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

The financial statements on pages 3 to 6 were approved by the Board of Directors on 11/7/18 and signed on its behalf by:



C Van Der Welle
Director

Effective Sales Personnel Limited
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Notes to the financial statements for the year ended 31 December 2017

1 Presentation of the financial statements

General information

Effective Sales Personnel Limited is a dormant company. The Company is a private company, limited by shares, and is incorporated and domiciled in the UK (England). The address of the registered office is 27 Farm Street, London, W1J 5RJ.

2 Summary of significant accounting policies

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied, unless otherwise stated.

(a) Basis of preparation

The financial statements have been prepared in accordance with Financial Reporting Standard 100 Application of Financial Reporting Requirements ("FRS 100") and Financial Reporting Standard 101 Reduced Disclosure Framework ("FRS 101").

These financial statements have been prepared on the going concern basis under the historical cost convention, and in accordance with the Companies Act 2006.

Disclosure exemptions adopted

In preparing these financial statements the Company has taken advantage of all disclosure exemptions conferred by FRS 101. Therefore these financial statements do not include:

- The following paragraphs of IAS 1, 'Presentation of financial statements':
 - 10(d); (statement of cash flows),
 - 16 (statement of compliance with all IFRS),
 - 38A (requirements for minimum of two primary statements, including cash flow statements),
 - 38B-D (additional comparative information),
 - 40A-D (requirements for a third balance sheet),
 - 111 (cash flow statement information), and
 - 134 - 136 (capital management disclosures).
- IAS 7, 'Statement of cash flows'
- Paragraph 30 and 31 of IAS 8 'Accounting policies, changes in accounting estimates and errors' (requirement for the disclosure of information when an entity has not applied a new IFRS that has been issued but is not yet effective);
- Paragraph 17 of IAS 24, 'Related party disclosures' (key management compensation);
- The requirements in IAS 24, 'Related party disclosures' to disclose related party transactions entered into between two or more wholly owned members of a group.

The preparation of financial statements in conformity with FRS 101 requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the Company's accounting policies. As the Company is dormant, the Directors confirm that no significant accounting judgements or critical estimates apply to the Company.

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Notes to the financial statements for the year ended 31 December 2017

(b) Ultimate and immediate parent undertaking

The Company is a wholly owned subsidiary of the ultimate parent company. WPP plc, a company incorporated in Jersey, is the Company's ultimate parent undertaking and controlling party. The largest group of undertakings for which group financial statements are prepared and which include the results of the Company are the consolidated financial statements of WPP plc. Copies of the consolidated financial statements can be obtained from www.wppinvestor.com. The smallest group of undertakings for which group financial statements are prepared and which include the results of the Company are the consolidated financial statements of WPP Jubilee Limited, registered in the UK (England). The immediate parent undertaking is Headcount Worldwide Field Marketing Limited. These financial statements are separate financial statements.

(c) Trade and other receivables

Trade and other receivables are carried at original invoice amount less any provisions for doubtful debts. Provisions are made where there is evidence of a risk of non-payment, taking into account ageing, previous experience and general economic conditions. When a trade or other receivable is determined to be uncollectable it is written off, firstly against any provisions available and then to the income statement.

Subsequent recoveries of amounts previously provided for are credited to the income statement. Long-term receivables are discounted where the effect is material.

3 Trade and other receivables

	2017 £	2016 £
Amounts due within one year		
Amounts owed by Group undertakings	408,590	408,590
	408,590	408,590

The amounts owed by group undertakings are unsecured, interest free and are repayable on demand.

4 Trade and other payables

	2017 £	2016 £
Amounts due within one year		
Amounts owed to Group undertakings	408,325	408,325
	408,325	408,325

Amounts owed to Group undertakings are unsecured, interest free and repayable on demand.

5 Share capital

	2017 Number of shares	2016 Number of shares	2017 £	2016 £
Issued and fully paid				
Ordinary Shares of 100p each (2016: 100p each)	100	100	100	100
	100	100	100	100

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Notes to the financial statements for the year ended 31 December 2017

6 Employees

The Company has no employees (2016: nil).

7 Directors' remuneration

No emolument were payable to the directors of the Company during the current or preceding year.

8 Related party transactions

As a wholly owned subsidiary of the ultimate parent company, WPP plc, advantage has been taken of the exemption afforded by FRS 101 'Reduced disclosure framework' not to disclose any related party transactions with other wholly owned members of the Group, or information around remuneration of key management personnel compensation. No other related party transactions have taken place during the year, or outstanding balances with non-wholly owned members of the Group remain on the balance sheet as at year end.