

Company Registration No. 03032722

TNS Insight Limited

Report and Financial Statements

31 December 2010

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TNS Insight Limited

Report and financial statements 2010

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TNS Insight Limited

Report and financial statements 2010

Officers and professional advisers

Directors

A Chappin
A Czarnowski
R Bowtell

Secretary

WPP Group (Nominees) Ltd

Registered Office

TNS House
Westgate
London
W5 1UA

Auditors

Deloitte LLP
Chartered Accountants
London

TNS Insight Limited

Directors' report

The directors present their report together with the audited financial statements of the company for the year ended 31 December 2010

Principal activities, business review and future developments

The principal activity of the company during the year was, and will continue to be, market research fieldwork. Both the level of business and the year end financial position were satisfactory and the directors expect that the present level of activity will be sustained for the foreseeable future. A detailed description of TNS Insight Limited's market and of the main trends and factors likely to affect the future development, performance and position of the company's business, that fulfils the requirements of the business review, can be found in the 2010 annual report of WPP plc in the Letter to share owner's on pages 18 to 29 and the Chief Executive's report on pages 78 to 102.

Results and dividends

The profit for the financial year after taxation is £380,000 (2009 £267,000). The company did not pay an interim dividend during the year (2009 £nil) to TNS UK Limited. The directors recommend the payment of a final dividend for the year of £1,750,317 (2009 £nil).

Research and development

In a competitive industry it is vital to find new products and services that meet client demand for additional insight and analysis. The company remains committed to meeting the needs of its customers with responsive service and innovative products combining speed and accuracy with reliable performance. The company will continue to invest to maintain its market leading position in providing market information services.

Future outlook

The current UK economic environment remains tough and competitive and 2011 is expected to present challenging trading conditions. However, the directors continue to target a steady, medium-term growth in both revenue and operating profit.

Principal risks and uncertainties

The principal risks and uncertainties facing TNS Insight Limited are integrated with the principal risks and uncertainties of WPP plc and are not managed separately. Accordingly the principal risks and uncertainties of WPP plc, which include those of the company, are discussed as part of the Risk section of the Directors' report on pages 111 to 133 of the Group's annual report, which does not form part of this report.

Key performance indicators (KPIs)

The directors of WPP plc 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 TNS Insight Limited. The development, performance and position of the Kantar Network, which includes the company, is discussed in the Group's annual report which does not form part of this report.

TNS Insight Limited

Directors' report (continued)

Charitable and political contributions

No charitable or political contributions were made during the year (2009 £nil)

Directors

The directors of the company who held office during the year and up to the date of signing the financial statements are listed below, except as noted

A Chappin
A Czarnowski
R Bowtell

Auditors

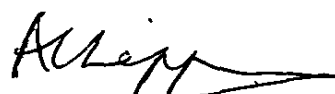
Each of the persons who is a director at the date of approval of this report confirms that

- so far as the director is aware, there is no relevant audit information of which the company's auditors are unaware, and
- the director has taken all the steps that he/she ought to have taken as a director in order to make himself/herself aware of any relevant audit information and to establish that the company's auditors are aware of that information

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

TNS Insight Limited is in the elective regime under provisions of the Companies Act 2006. As there will not be an AGM, the auditors, Deloitte LLP, have indicated their willingness to continue in office, and will therefore be deemed to have been automatically reappointed

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



A Chappin
Director

Westgate
London
W5 1UA

16 JUNE 2011

TNS Insight Limited

Statement of directors' responsibilities

The directors are responsible for preparing the Annual 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 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,
- 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 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.

The directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Independent auditors' report to the members of TNS Insight Limited

We have audited the financial statements of TNS Insight Limited for the year ended 2010 which comprise the profit and loss account, the balance sheet and the related notes 1 to 12. 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).

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 auditors' 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 auditors

As explained more fully in the Directors' Responsibilities Statement, 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.

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 2010 and of its profit 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 the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

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.



Christopher Brough (Senior Statutory Auditor)
for and on behalf of Deloitte LLP
Chartered Accountants and Statutory Auditors
London, United Kingdom

16 June 2011

TNS Insight Limited

Profit and loss account Year ended 2010

	Notes	2010 £'000	2009 £'000
Turnover	2	3,103	5,558
Cost of sales		(2,723)	(5,054)
Operating profit		380	504
Interest receivable		-	-
Profit on ordinary activities before taxation	3	380	504
Taxation on profit on ordinary activities	5	-	(237)
Retained profit for the financial year	9	380	267

The profit on ordinary activities before taxation derives entirely from continuing activities

The company has no recognised gains and losses other than those included in the profit and loss account above and therefore no separate statement of total recognised gains and losses has been presented

There are no material differences between the profit on ordinary activities before taxation and the retained profit for the year stated above and their historical cost equivalents

TNS Insight Limited

Balance sheet 31 December 2010

	Notes	2010 £'000	2009 £'000
Current assets			
Debtors	7	2,137	1,757
Net assets		<u>2,137</u>	<u>1,757</u>
Capital and reserves			
Called up share capital	8	-	-
Profit and loss account	9	2,137	1,757
Equity shareholders' funds	10	<u>2,137</u>	<u>1,757</u>

The financial statements of TNS Insight Limited registered number 03032722 were approved by the Board of Directors on 16 JUNE 2011

Signed on behalf of the Board of Directors



A Chappin

Director

TNS Insight Limited

Notes to the accounts Year ended 31 December 2010

1. Accounting policies

Basis of accounting

The financial statements are prepared on the going concern basis under the historical cost convention and in accordance with the Companies Act 2006 and applicable UK accounting standards

The Company meets its day-to-day working capital requirements through participating in group banking arrangements with its ultimate parent company, WPP plc, and has access to a group cash management facility

After making enquiries, and as is referred to in the director's report, 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 accounts

A summary of the principal accounting policies which have been applied consistently is set out below

Cash flow statement

The company is a wholly owned subsidiary of WPP plc. The cash flows of the company are included in the consolidated cash flow statement of WPP plc. Consequently the company is exempt under the terms of Financial Reporting Standard Number 1 (Revised) from producing a cash flow statement

Related party disclosures

The company has taken advantage of the exemption available under Financial Reporting Standard 8 not to disclose transactions with entities that are part of the WPP plc group

Taxation

The charge for taxation is based on the profit for the year and takes into account taxation deferred because of timing differences between the treatment of certain items for taxation and accounting purposes. Tax deferred or accelerated by the effect of timing differences is accounted for to the extent that a transaction or event that has occurred at the balance sheet date gives rise to an obligation to pay more tax or a right to pay less tax in the future. Deferred tax assets are recognised to the extent that, based on available evidence, it is more likely than not that suitable taxable profits will arise from which the reversal of the asset can be deducted

2. Turnover

Turnover is exclusive of VAT, and represents the total amounts earned by the company in respect of services to customers, all of which are group companies, and all of which was earned entirely within the United Kingdom

3. Profit on ordinary activities before taxation

All auditors' remuneration in respect of the years ended 31 December 2010 and 2009 has been borne by the immediate parent company, TNS UK Limited, and no recharge is made. Fees payable to the company's auditors for the audit of the company's annual accounts are £2,000 (2009: £2,000)

4. Directors' remuneration

The company has no employees (2009: none). The directors received no remuneration for their services as directors of the company during the year (2009: £nil)

TNS Insight Limited

Notes to the accounts Year ended 31 December 2010

5. Taxation on profit on ordinary activities

	2010 £'000	2009 £'000
Analysis of charge for the year		
UK corporation tax at 28%		
- Current	-	-
- Prior	-	237
	<u>-</u>	<u>237</u>
Tax on profit on ordinary activities	<u>-</u>	<u>237</u>

The current tax charge for the year was lower than expected by applying the standard rate of corporation tax in the UK 28 % (2009 28%) to the result for the year. The differences are explained below

	2010 £'000	2009 £'000
Profit on ordinary activities before tax	380	504
Profit on ordinary activities before tax multiplied by standard rate of corporation tax (28%)	107	141
Effects of Utilisation of group relief for nil consideration	(107)	(141)
Adjustments to tax charge in relation to prior periods	-	237
Current tax charge	<u>-</u>	<u>237</u>

The company benefited from the surrender of losses, resulting in a £nil corporation tax charge for 2010 (2009 £nil). Such losses were surrendered to TNS Insight Limited at nil cost, from other companies within the Group.

There is no unprovided deferred tax in the company (2009 £nil).

6. Dividends

	2010 £'000	2009 £'000
Proposed final 2010 dividend £875,000 per ordinary share (2009 £nil per share)	<u>1,750</u>	<u>-</u>

The proposed final dividend is subject to approval by shareholders at the Annual General Meeting and has not been included as a liability in these financial statements.

TNS Insight Limited

Notes to the accounts Year ended 31 December 2010

7. Debtors

	2010 £'000	2009 £'000
Amounts owed by parent undertaking	2,137	1,757
	<u>2,137</u>	<u>1,757</u>

The above amounts are interest free and receivable on demand

8. Called up share capital

	2010 £	2009 £
Authorised		
100 ordinary shares of £1 each	100	100
	<u>100</u>	<u>100</u>
Allotted, called up and fully paid		
2 ordinary shares of £1 each	2	2
	<u>2</u>	<u>2</u>

9. Reserves

	Profit and loss account £'000
Balance at 1 January 2010	1,757
Profit for the year	380
	<u>2,137</u>
Balance at 31 December 2010	<u>2,137</u>

10. Reconciliation of movements in equity shareholders' funds

	2010 £'000	2009 £'000
Profit for the year	380	267
Opening equity shareholders' funds	1,757	1,490
	<u>2,137</u>	<u>1,757</u>
Closing equity shareholders' funds	<u>2,137</u>	<u>1,757</u>

TNS Insight Limited

Notes to the accounts Year ended 31 December 2010

11. Financial guarantees and commitments

Guarantees

The company participates in group banking arrangements with its parent, WPP plc, and has access to a group cash management facility. The company guarantees the facility to the extent of its cash deposited in the United Kingdom with a clearing bank (£nil as at 31 December 2010, £nil as at 31 December 2009). The company, together with its parent, WPP plc, and certain other subsidiary undertakings, are parties to the group's syndicated banking arrangements. The company has jointly and severally guaranteed the borrowings under these arrangements, details of which are included in the financial statements of WPP plc.

The company also guarantees the liabilities of the ultimate parent company, WPP plc.

Lease Commitments

The company does not have any annual lease commitments.

12. Ultimate parent company and controlling party

The directors regard TNS UK 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.

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 group is Lexington International B V, registered in the Netherlands.

Copies of the financial statements of WPP plc are available at www.wppinvestor.com. Copies of the financial statements of Lexington International B V can be obtained from Wilhelminaplein 10, 3072 DE Rotterdam, Netherlands or 27 Farm Street, London, W1J 5RJ, UK.