Report and Financial Statements

For the year ended 30 June 1999

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# REPORT AND FINANCIAL STATEMENTS

for the year ended 30 June 1999

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# OFFICERS AND PROFESSIONAL ADVISERS

# **DIRECTORS**

N. P.C. Bogle

N. Kendall

R. Robothan-Jones

# **SECRETARY**

U. T. O'Dowd

# **REGISTERED OFFICE**

60 Kingly Street London W1R 6DS

## **DIRECTORS' REPORT**

The directors submit their report and the audited financial statements for the year ending 30 June 1999.

## 1. PRINCIPAL ACTIVITY

As more fully explained in note 2 to the financial statements, the Company acts as an agent of Bartle Bogle Hegarty Limited ("the Principal"), an advertising agency. As such it offers clients a longer term perspective on brand planning on behalf of the Principal.

## 2. DIRECTORS

The directors who served throughout the year were as follows:

Date of Appointment Date of Resignation

N. Kendall	-	-
N Bogle		-
M Willis	6.1.98	31.8.99
R Robothan-Jones	1.4.98	-

No director holds any interest in the shares of the company. The interests' of Messrs Maile and Kendall in the shares of the ultimate parent company, BBH Holdings Ltd, are disclosed in the financial statements of Bartle Bogle Hegarty Limited. The interest of Mr Bogle is disclosed in the financial statements of BBH Holdings Ltd.

## 3. DIRECTORS' RESPONSIBILITIES

Company Law requires the directors to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Company and of the profit and loss of the company for that period. In preparing those financial statements the directors are required to:-

# 3. DIRECTORS' RESPONSIBILITIES (Continued)

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed and;
- prepare the financial statements on a going concern basis unless it is inappropriate to assume that the company will continue in business.

The directors are responsible for keeping proper accounting records which 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 1985. 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.

Approved by the Board of Directors and signed on behalf of the Board on 11 November 1999

U T O'Dowd

UChard

Secretary

# BALANCE SHEET as at 30 June 1999

	Note	1999	1998
CURRENT ASSETS		£	£
Debtors: amount owed by group companies		<u>100</u>	<u>100</u>
CAPITAL AND RESERVES			
Called up share capital	3	<u>100</u>	<u>100</u>

These financial statements were approved by the Board of Directors on 11 November 1999

The Company has taken advantage of the exemption conferred by section 250 of the Companies Act 1985 not to appoint auditors on the grounds that the Company was dormant throughout the year under review.

Signed on behalf of the Board of Directors.

Nigel Bogle Director

# NOTES TO THE ACCOUNTS For the year ended 30 June 1999

#### 1. ACCOUNTING POLICIES

These financial statements have been prepared in accordance with statements of standard accounting practice issued by UK accountancy bodies and are prepared under the historical cost convention.

### 2. AGENCY ARRANGEMENT

The Company acts as an agent of Bartle Bogle Hegarty Limited ("the Principal"). The Company carries on business for the Principal by offering clients a longer term perspective on brand planning and related activities.

The principal shall indemnify and keep indemnified the Company against all and any loss, damage, expense or liability of whatsoever nature suffered or incurred by the Company as a result of or arising from the arrangement.

All costs incurred by the company are to be paid direct or reimbursed by the Principal, including staff costs.

As the company acts solely as agent to the Principal, the Company has no profit or loss for the period, nor does it have any assets or liabilities except in relation to its issued share capital.

All assets, liabilities and other obligations are reflected within the financial statements of the Principal.

## 3. CAPITAL

Called Up Share Capital - Equity Interest	1998	1997
	£	£
Authorised		1000
1000 ordinary shares of £1.00 each	1000	<u>1000</u>
Allotted and fully paid	1000	
100 ordinary shares £1.00 each	<u>100</u>	<u>100</u>

The Company has no transactions required to be entered into its accounting records by section 221 of Companies Act 1985. Therefore the Company is dormant within the context of section 250 of the Companies Act 1985 and a resolution not to appoint auditors has been passed.

## 4. ULTIMATE PARENT COMPANY

The Company's ultimate parent company is BBH Holdings Limited, a company registered in England and Wales. Copies of the group financial statements of BBH Holdings Limited are available from the Registrar of Companies, Companies House, Crown Way, Maindy, Cardiff, CF4 3UZ.