World Advertising Research Center Limited **Company number: 03963340**

Balance sheet as at 31 December 2018

	Note	**31 December 2018 £**	31 March 2018 £
Current assets			
Debtors	1	2	2
Total assets		2	2
Net current assets		2	2
Total assets less current liabilities		2	2
Net assets		2	2
Capital and reserves			
Called up share capital	2	2	2
Shareholder's funds		2	2

During the period the Company changed its year end to 31 December and therefore these financial statements show a 9-month period.

For the 9-month period ended 31 March 2018, the Company was dormant and entitled to exemption from audit under section 480 of the Companies Act 2006.

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:

(vii) ensuring the Company keeps accounting records which comply with section 386 of the Companies Act 2006; and

(viii) 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 396 of the Companies Act, and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as applicable to the Company.

Approved by the Board of Directors on 9 September 2019 and signed on its behalf by:

M Gradden
Director

Notes

3. Debtors

	31 December 2018 £	31 March 2018 £
Amounts due from group undertakings	2	2

Amounts due from group undertakings are unsecured, interest free and have no fixed date of repayment.

4. Called up share capital

	31 December 2018 £	31 March 2018 £
Allotted, issued and fully paid		
2 ordinary shares of £1 each	2	2

3. Parent company and controlling party

The immediate and controlling parent undertaking is WARC Limited. Prior to 2 July 2018, the ultimate parent company was WARC Limited, and from 2 July 2018, the ultimate parent company is Ascential plc. The ultimate controlling party at 31 December 2018 was Ascential plc. The results of the Company are included in the consolidated financial statements of Ascential plc. Copies of Ascential plc accounts can be obtained from the Company Secretary at The Prow, 1 Wilder Walk, London, W1B 5AP.