

WPP Dotcom Holdings (Ten)
(Registered number: 03994900)

Annual Report and financial statements

for the year ended 31 December 2019

Registered office address:

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for the year ended 31 December 2019

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WPP Dotcom Holdings (Ten)
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Directors' report for the year ended 31 December 2019

The Directors present their Director's report on WPP Dotcom Holdings (Ten) (the 'Company') for the year ended 31 December 2019.

Principal activities and review of business

The Company is a member of the WPP plc Group (the 'Group'). The Company's principal activity is to act as an intercompany financing company. The Company did not undertake any accounting transactions, nor did it trade during the year. Therefore the Company is considered dormant as defined in the Companies act 2006 through the year. There were no transfers to or from reserves for the year.

Future developments

The Directors do not envisage any major change to the nature of the business and that the Company will remain dormant in the foreseeable future.

Dividends

In the current or prior year no dividend was proposed to the holders of any shareholding of the Company.

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 unless otherwise stated, were as follows:

D Conaghan	(appointed on 21 November 2019)
A Payne	(appointed on 21 November 2019)
C van der Welle	
S Winters	(resigned on 6 December 2019)

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 third party qualifying indemnity given by the Company in respect of liabilities incurred by the Director in the execution and discharge of their duties. The provision remains in force throughout the financial year and up until the date of the report.

COVID-19

The coronavirus pandemic is adversely affecting and is expected to continue to adversely affect the Group's business, revenues, results of operations, financial condition and prospects.

Due to the non-trading activities of the Company, the Directors do not expect a significant impact on the results of operations or financial condition of the Company in the short term.

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Directors' report for the year ended 31 December 2019

Financial risk management and principal risks and uncertainties

The Director of the Company has considered the principal risks and uncertainties affecting the Company as at 31 December 2019 and up to date of this report. As the Company is primarily an investment holding company with no transactions, the Directors believe that the Company has no principal risks and uncertainties other than going concern and liquidity. Going concern and liquidity risk are discussed below.

Key performance indicators (KPIs)

The Company is a subsidiary of WPP plc. For this reason, the Company's Director believe that further key performance indicators for the Company are not necessary or appropriate for an understanding of the development, performance or position of the business. The performance of WPP plc, which includes this Company, is discussed in the Group's annual report, which does not form part of this report. The financial statements of WPP plc are available at www.wppinvestor.com.

Going concern

The Directors believe that preparing the financial statements on the going concern basis is appropriate. The Directors have assessed the potential impact that the global outbreak of Covid-19 has had on the liquidity, performance and financial position of the Company for at least the next 12 months.

The Company remains in a neutral net current asset and net asset position as at the date of this report.

Additionally, the Company is a subsidiary of WPP plc and is therefore subject to the overall WPP plc financing arrangements.

After making enquiries, the Directors believe that although Covid-19 will have an effect on the financial position of the Company, there are reasonable expectations that the Company has adequate resources to continue in operational existence with low liquidity risk for at least the next 12 months from the date of signing the financial statements.

Statement of Directors' responsibilities

The Directors are responsible for preparing the Annual Report including 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), including FRS 101 'Reduced Disclosure Framework'. 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, including FRS 101, 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.

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Directors' report for the year ended 31 December 2019

Statement of Director's responsibilities (continued)

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.

Directors' duty to promote the success of the Company

The Director's of the Company, as those of all UK companies, must act in accordance with section 172 of the UK Companies Act 2006. The Director is of the opinion that they have acted fairly and in good faith to promote the success of the Company for the benefits of its members.

The Director has carried out these duties and have made decisions and undertaken short and long term strategies to maintain its financial performance and position. As stated on page 1, this company acts only as an investment holding company and does not trade. The Director's continue to recognise the importance of maintaining its high standards of business conduct and reputation.

The Director is of the opinion that the remaining details of how they meet their duty is in line with those reflected by the Directors of WPP plc in their Annual report. Refer to pages 104-105 of the Annual report of WPP plc available at wpp.com for more information on how the Group directors meet their duty.

Post balance sheet events

In the period since 31 December 2019, the emergence and spread of Covid-19 has impacted the Group and its clients.

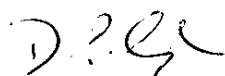
The Company is continuing to monitor and review its liquidity and working capital.

It is clear that the impact of Covid-19 on the business will be significant, but it is not possible at this stage to quantify the depth or duration of the impact.

Audit and small companies exemptions

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 2019.

Approved by the Board and signed on its behalf by,



D Conaghan
Director

21/9/20

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Balance sheet
As at 31 December 2019

	Notes	2019 £'000	2018 £'000
Net position		-	-
Equity			
Share capital	5	-	-
Retained earnings		-	-
Shareholder's position		-	-

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

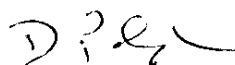
For the year ended 31 December 2019, the Company was entitled to an exemption from audit under section 480 of the Companies Act 2006 relating to dormant companies.

The members have not required the Company to obtain audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006.

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

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

The financial statements on pages 4 to 7 were approved by the Board of Directors on 21/9/20 and signed on its behalf by:



D Conaghan
Director

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**Statement of changes in equity
for the year ended 31 December 2019**

	Share capital £'000	Retained earnings £'000	Total £'000
As at 1 January 2018, 31 December 2018 and 31 December 2019	-	-	-