

WPP Dotcom Holdings (Seven)

Annual report and unaudited financial statements
for the year ended 31 December 2010

Registered number 3999610

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Directors' report

For the year ended 31 December 2010

The directors present their annual report together with the unaudited financial statements for the year ended 31 December 2010

Business review

The company has been dormant as defined in section 1169 of the Companies Act 2006 throughout the year and preceding financial period. It is anticipated that the company will remain dormant for the foreseeable future.

Directors

The directors who served during the year were as follows

C Sweetland

P Delaney

27 Farm Street
London
W1J 5RJ

By order of the Board



C Sweetland
Director

31 May 2011

Balance sheet
At 31 December 2010

	Notes	2010 £'000	2009 £'000
Fixed assets			
Investments	4	850	850
Net assets		<u>850</u>	<u>850</u>
Capital and reserves			
Called-up share capital	5	22	22
Share premium account		3,539	3,539
Profit and loss account		<u>(2,711)</u>	<u>(2,711)</u>
Shareholders' funds		<u>850</u>	<u>850</u>

The accompanying notes are an integral part of this balance sheet

Dormant company status:

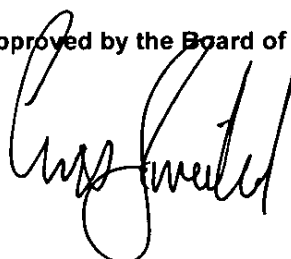
The company did not trade during the current or preceding period and has made neither profit nor loss, nor any other recognised gains or losses

For the year ending 31 December 2010 the company was entitled to exemption from 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

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

These financial statements were approved by the Board of directors on behalf by.

31 May 2011 and signed on its



C Sweetland

Director

Notes to financial statements

For the year ended 31 December 2010

1 Accounting policies

The accounts are prepared under the historical cost convention and in accordance with applicable accounting standards

2 Profit and loss account

No profit and loss account is presented with these financial statements because the company has not received income, incurred expenditure or recognised any gains or losses during either the year under review or the preceding financial year

3 Information regarding directors and employees

No emoluments were payable to the directors, who were the only employees, of the company during the current and preceding financial year

4 Fixed asset investments

The fixed asset investments represent all of the ordinary share capital of WPP Dotcom Holdings (Seven) LLC, a holding company incorporated in the USA

	£'000
Cost	
At 1 January 2010 and 31 December 2010	<u>3,561</u>
Provision for impairment	
At 1 January 2010 and 31 December 2010	<u>2,711</u>
Net book value at 31 December 2010	<u>850</u>
Net book value at 31 December 2009	<u>850</u>

In accordance with the company's accounting policy, the company annually tests the carrying value of investments for impairment. The 2010 impairment review was undertaken as at 31 December 2010. The review assessed whether the carrying value of investments was supported by the net present value of future cash flows derived from assets using a projection period of up to five years for each subsidiary entity. After the projection period, steady or declining growths have been assumed for each subsidiary entity. An annual growth rate of 3.0% and a pre-tax discount rate of 9.58% has been assumed.

Notes to financial statements (continued)

For the year ended 31 December 2010

5 Called-up share capital

	2010 £	2009 £
<i>Allotted, called-up and fully-paid</i>		
22,067 ordinary shares of £1 each	<u>22,067</u>	<u>22,067</u>

6 Controlling parties and related party transactions

The directors regard WPP North Atlantic Limited, a company incorporated in England and Wales, 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, incorporated in Jersey. The parent undertaking of the smallest such group is Lexington International B V, incorporated 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.

As a wholly owned subsidiary of WPP plc, the company has taken advantage of the exemption in FRS 8 "Related Party Disclosures" from disclosing transactions with other members of the group headed by WPP plc.