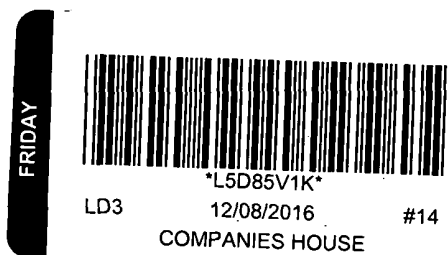


**Company Registration No. 05361387**

**I Spy Marketing Limited**

**Report and Financial Statements**

**31 December 2015**



# **I Spy Marketing Limited**

## **Report and financial statements 2015**

### **Contents**

<b>Company information</b>	<b>1</b>
<b>Directors' report</b>	<b>2</b>
<b>Statement of directors' responsibilities</b>	<b>3</b>
<b>Income statement</b>	<b>4</b>
<b>Balance sheet</b>	<b>5</b>
<b>Notes to the financial statements</b>	<b>6</b>

# **I Spy Marketing Limited**

## **Report and financial statements 2015**

### **Company information**

#### **Directors**

R Horler (resigned 22 May 2015)  
N Thomas (appointed 18 May 2015)  
C Price  
P Glydon (resigned 22 May 2015)

#### **Secretary**

A Moberly

#### **Registered Office**

10 Triton Street  
Regents Place  
London  
NW1 3BF

# **I Spy Marketing Limited**

## **Directors' report**

The directors present their report and financial statements for the year ended 31 December 2015.

### **Results and dividends**

The profit for the year after taxation amounted to £nil (2014 – £nil). The directors do not recommend a final dividend (2014 – £nil).

### **Principal activity and review of the business**

Following the completion of the sale of the Dentsu Aegis Network Limited (formerly Aegis plc) shares to Dentsu Inc. on 26 March 2013 the ultimate parent company is Dentsu Inc.

The company transferred its trade and net assets on 31 October 2012 to Dentsu Aegis London Limited and has not traded since that date. As a result, these financial statements are prepared on a basis other than going concern.

During the year the Company transitioned from previously extant UK GAAP to FRS 101 - Reduced Disclosure Framework and has taken advantage of the disclosure exemptions allowed under this standard. The Company's parent undertaking was notified of and did not object to the use of the EU-adopted IFRS disclosure exemptions. Details of the recognition or measurement differences arising on the adoption of FRS 101 are included in Note 8 to these financial statements.

### **Principal risks and uncertainties**

The directors consider that the only significant financial risks to the company are credit risk and liquidity risk.

The company does not use derivative financial instruments.

### **Directors**

The names of the directors who served throughout the year are set out on page 1. None of the directors held any interests in the shares of the Company during the year.

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



N Thomas  
Director  
8 July 2016

# **I Spy Marketing 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), including Financial Reporting Standard 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 estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed; 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.

## **I Spy Marketing Limited**

### **Income statement Year ended 31 December 2015**

	<b>Note</b>	<b>2015 £</b>	<b>2014 £</b>
Turnover		-	-
Operating profit/(loss)		-	-
Dividends receivable	5	53,002	-
Profit before tax		53,002	-
Tax on profit on ordinary activities		-	-
Profit for the year		53,002	-

The company has not traded during the year or the preceding financial year.

# I Spy Marketing Limited

## Balance sheet 31 December 2015

	Notes	2015 £	2014 £
<b>Current assets</b>			
Debtors – due within one year	3	53,002	-
Cash at bank and in hand		-	-
		<u>53,002</u>	<u>-</u>
<b>Creditors: amounts falling due within one year</b>	4	<u>(37,164)</u>	<u>(37,164)</u>
<b>Net current liabilities</b>		<u>(37,164)</u>	<u>(37,164)</u>
<b>Total assets less current liabilities</b>		<u>15,838</u>	<u>(37,164)</u>
<b>Net(liabilities)/ assets</b>		<u>15,838</u>	<u>(37,164)</u>
<b>Capital and reserves</b>			
Called up share capital	5	65,001	65,001
Capital redemption reserve	6	49	49
Profit and loss account	6	<u>(49,212)</u>	<u>(102,214)</u>
<b>Shareholders' (deficit)/funds</b>		<u>15,838</u>	<u>(37,164)</u>

For the year ending 31 December 2015 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.

The financial statements of I Spy Marketing Limited, registered number 05361387, were approved by the Board of Directors on 8 July 2016

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



N Thomas  
Director  
8 July 2016

# **I Spy Marketing Limited**

## **Notes to the financial statements Year Ended 31 December 2015**

### **1. Authorisation of financial statements and statement of Compliance with FRS 101**

These financial statements were prepared in accordance with Financial Reporting Standard 101 Reduced Disclosure Framework (FRS 101) and in accordance with applicable accounting standards.

The Company's financial statements are presented in Sterling and all values are rounded to the nearest pounds (£) except when otherwise indicated.

The principal accounting policies adopted by the Company are set out in note 2.

### **2. Accounting policies**

#### **Basis of preparation**

The Company sold its trade and net assets on 31 December 2007 to Dentsu Aegis London Limited and has not traded during the year. As required by FRS 18 Accounting Policies, the directors have prepared the financial statements on a basis that the Company is no longer a going concern.

The company transitioned from previously extant UK GAAP to FRS 101 for all periods presented. Transition reconciliations showing all material adjustments are disclosed in note 8. The accounting policies which follow set out those policies which apply in preparing the financial statements for the year ended 31 December 2015.

The Company has taken advantage of the following disclosure exemptions under FRS 101:

- the requirements of IFRS 7 Financial Instruments: Disclosures;
- the requirements of paragraphs 91-99 of IFRS 13 Fair Value Measurement
- the requirement in paragraph 38 of IAS 1 'Presentation of Financial Statements' to present comparative information in respect of:
  - (i) paragraph 73(e) of IAS 16 Property, Plant and Equipment;
  - (ii) paragraph 118(e) of IAS 38 Intangible Assets;
- the requirements of paragraphs 10(d), 10(f), 16, 38A, 38B, 38C, 38D, 40A, 40B, 40C, 40D, 111 and 134-136 of IAS 1 Presentation of Financial Statements;
- the requirements of IAS 7 Statement of Cash Flows;
- the requirements of paragraphs 30 and 31 of IAS 8 Accounting Policies, Changes in Accounting Estimates and Errors
- the requirements of paragraph 17 and 18A of IAS 24 Related Party Disclosures;
- the requirements in IAS 24 Related Party Disclosures to disclose related party transactions entered into between two or more members of a group, provided that any subsidiary which is a party to the transaction is wholly owned by such a member; and
- the effects of new but not yet effective IFRSs.



# I Spy Marketing Limited

## Notes to the financial statements Year Ended 31 December 2015

### 3. Debtors – due within one year

	2015 £	2014 £
Amounts owed by group undertakings	53,002	-
	<u>53,002</u>	<u>-</u>

### 4. Creditors: amounts falling due within one year

	2015 £	2014 £
Amounts owing to group undertakings	37,164	37,164
	<u>37,164</u>	<u>37,164</u>

### 5. Issued share capital

<i>Allotted, issued and fully paid</i>	<i>Number</i>	2015 £	<i>Number</i>	2014 £
Ordinary Shares of £0.10 each	50,012	5,001	50,012	5,001
Preference Shares of £1.00	60,000	60,000	60,000	60,000
		<u>65,001</u>		<u>65,001</u>

### 6. Reserves

	<i>Profit and loss account</i>	<i>Capital redemption reserve</i>	<i>Total</i>
	£	£	£
At 1 January 2015	(102,214)	49	(104,531)
Profit for the financial period	53,002	-	-
At 31 December 2015	<u>(49,212)</u>	<u>49</u>	<u>(104,531)</u>

# **I Spy Marketing Limited**

## **Notes to the financial statements Year Ended 31 December 2015**

### **7. Ultimate parent undertaking and controlling party**

The company's immediate parent undertaking is Dentsu Aegis London Limited (formerly Dentsu Aegis UK Limited), a company incorporated in Great Britain and registered in England and Wales. The ultimate parent undertaking and controlling party is Dentsu Inc., a company incorporated in Tokyo and registered in Japan. Dentsu Inc. is the parent undertaking of the largest group for which group financial statements are prepared and of which the Company is a member. Copies of Group financial statements can be obtained from: The Secretary, Dentsu Inc., 1-8-1 Higashi-shimbashi, Minato-ku, Tokyo 105-7001.

### **8. Transition to FRS 101**

For all periods up to and including the year ended 31 December 2014, the Company prepared its financial statements in accordance with previously extant United Kingdom generally accepted accounting practice (UK GAAP). These financial statements, for the year ended 31 December 2015, are the first the Company has prepared in accordance with FRS 101.

Accordingly, the Company has prepared individual financial statements which comply with FRS 101 applicable for periods beginning on or after 1 January 2014 and the significant accounting policies meeting those requirements are described in the relevant notes.

In preparing these financial statements, the Company has started from an opening balance sheet as at 1 January 2014, the Company's date of transition to FRS101, and made those changes in accounting policies and other restatements required for the first-time adoption of FRS 101.

On transition to FRS 101, the Company has applied the requirements of paragraphs 6-33 of IFRS 1 "First time adoption of International Financial Reporting Standards".

No material adjustments were made by the Company in restating its balance sheet as at 1 January 2014 prepared under previously extant UK GAAP financial statements for the year ended 31 December 2014.