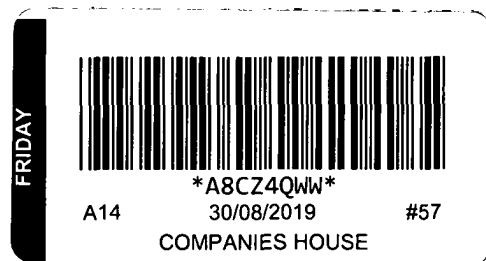


Company Registration No. 06372880

DIFFINITI UK LIMITED

Annual report and financial statements

31 December 2018



DIFFINITI UK LIMITED

Annual report and financial statements

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DIFFINITI UK LIMITED

Annual report and financial statements

Company information

Directors

D Romijn	(Appointed 21 June 2019)
M Basterfield	(Resigned 9 February 2018)
M Platts	(Appointed 13 August 2018)
N Thomas	(Resigned 21 June 2019)

Secretary

A Moberly

Registered Office

10 Triton Street
Regent's Place
London
NW1 3BF

DIFFINITI UK LIMITED

Directors' report

The directors present their annual report and financial statements of Diffiniti UK Limited ("the Company") for the year ended 31 December 2018.

Business review

The Company has been dormant as defined in Section 1169 of the Companies Act 2006 throughout the year and preceding financial period. Key performance indicators are not considered necessary for an understanding of the development, performance or position of the business of the Company. There are no risks or uncertainties facing the Company including those within the context of the use of financial instruments.

Directors and their interests

Directors who served throughout the year are shown on page 1. None of the directors held any interests in the shares of the Company during the year.

By order of the Board



.....
M Platts
Director

Date 28/08/2019

10 Triton Street, Regent's Place, London, NW1 3BF

DIFFINITI UK 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 they have elected to prepare the financial statements in accordance with UK accounting standards and applicable law (UK Generally Accepted Accounting Practice), 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 estimates that are reasonable and prudent;
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- assess the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern; and
- use the going concern basis of accounting unless they either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

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 responsible for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error, and have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the Company and to prevent and detect fraud and other irregularities.

DIFFINITI UK LIMITED

Profit and Loss Account

for the year ended 31 December 2018

The Company did not trade during the year or the preceding financial year. During these years, the Company received no income and incurred no expenditure and therefore made neither a profit nor a loss.

DIFFINITI UK LIMITED

Balance Sheet

as at 31 December 2018

	Notes	2018 £'000	2017 £'000
Creditors: amounts falling due within one year	4	<u>(1,226)</u>	<u>(1,226)</u>
Net liabilities		<u>(1,226)</u>	<u>(1,226)</u>
Capital and reserves			
Called-up share capital	5	1	1
Profit and loss account	6	<u>(1,227)</u>	<u>(1,227)</u>
Shareholders' deficit		<u>(1,226)</u>	<u>(1,226)</u>


Diffiniti UK Limited (registered number 06372880) did not trade during the current period and has made neither profit nor loss, nor any other recognised gain or loss.

For the year ending 31 December 2018 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 and were signed on its behalf by:


.....
M Platts
Director

Date 28/08/2019

10 Triton Street, Regent's Place, London, NW1 3BF

DIFFINITI UK LIMITED

Notes *(forming part of the financial statements)*

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 pounds sterling and all values are rounded to the nearest thousand pounds (£'000), except when otherwise indicated.

2. Accounting policies

Basis of preparation

The Company has not traded during the year.

The Company transitioned from previously extant UK GAAP to FRS 101 for all periods presented. The accounting policies which follow set out those policies which apply in preparing the financial statements for the year ended 31 December 2018.

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

- 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 paragraphs 30 and 31 of IAS 8 Accounting Policies, Changes in Accounting Estimates and Errors; and
- the effects of new but not yet effective IFRSs.

3. Staff costs and directors' remuneration

The Company did not have any employees during the current or preceding year.

No director received remuneration for their services as a director of the Company in the current or preceding year.

DIFFINITI UK LIMITED

Notes (forming part of the financial statements)

4. Creditors: amounts falling due within one year

	2018 £'000	2017 £'000
Amounts owed to Dentsu Aegis London Limited	1,226	1,226
	1,226	1,226

5. Called-up share capital

	2018 £	2017 £
Authorised: 1,000 ordinary shares of £1 each	1,000	1,000
Allotted, called-up and fully paid 1,000 ordinary shares of £1 each	1,000	1,000

6. Profit and loss account

	2018 £'000	2017 £'000
At 1 January 2018	(1,227)	(1,227)
At 31 December 2018	(1,227)	(1,227)

7. Ultimate holding Company

The Company is a wholly owned subsidiary of Dentsu Aegis London Limited. The smallest group in which the results of the Company are consolidated is that headed by Dentsu Aegis Network Ltd, whose registered address is 10 Triton Street, Regent's Place, London, United Kingdom, NW1 3BF.

The ultimate parent company and controlling party is Dentsu Inc., a company incorporated in Tokyo and registered in Japan. The consolidated financial statements of these groups can be obtained from: The Secretary, Dentsu Inc., 1-8-1 Higashi-shimbashi, Minato-ku, Tokyo 105-7001.