

## **4 Search Marketing Limited**

### **Report and Financial Statements**

31 December 2014

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COMPANIES HOUSE

**Directors**

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

**Secretary**

A Moberly

**Auditors**

Ernst & Young LLP  
1 More London Place  
London SE1 2AF

**Bankers**

NatWest  
130 Commercial Road  
Portsmouth  
Hants PO1 1ES

**Registered Office**

10 Triton Street  
Regents Place  
London NW1 3BF

Registered No. 07615496

### Directors' report

The directors present their report and financial statements for the period ended 31 December 2014.

#### Results and dividends

The profit for the period after taxation amounted to £nil (2013 – nil). The directors do not recommend a final dividend (2013 – £nil).

#### Principal activity and review of the business

The principal activity of the company was the provision of digital marketing services. The Company did not trade during the year. As a result, these financial statements are prepared on a basis other than going concern.

The balance sheet on page 5 of the financial statements shows the company's financial position.

On 31 July 2012 the share capital of the company was sold to iSPY Limited which became the ultimate parent company. The entire issued share capital of iSPY Limited was sold to Dentsu Aegis London Limited (formerly Dentsu Aegis UK Limited) on 31 July 2012. Dentsu Aegis London Limited (formerly Dentsu Aegis UK Limited) became the intermediate parent company from 1 August 2012 and Dentsu Aegis Network Limited (formerly Aegis Group plc) was the ultimate parent company.

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

#### Principal risks and uncertainties

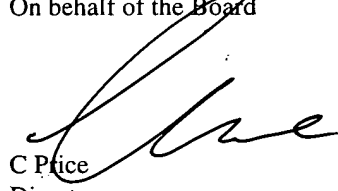
The directors consider that the only significant financial risks to the company are credit risk and liquidity risk. The company's principal assets subject to credit risk are trade debtors.

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.

On behalf of the Board



C Price  
Director

25 June 2015

## 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). 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 judgments 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; 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.

## **Profit and loss account**

**for the year ended 31 December 2014**

The company has not traded during the year or the preceding financial year. During these years, the company received no income and incurred no expenditure and therefore made neither profit nor loss.

## **Statement of total recognised gains and losses**

**for the year ended 31 December 2014**

There are no recognised gains or losses other than the profit attributable to the shareholders of the company of £nil in the year ended 31 December 2014 (2013: nil).

## Balance sheet

at 31 December 2014

		At 31 December 2014	At 31 December 2013
	Notes	£	£
<b>Current assets</b>			
Debtors – due within one year	2	53,008	53,008
Cash at bank and in hand		-	-
		<u>53,008</u>	<u>53,008</u>
<b>Creditors: amounts falling due within one year</b>			
		<u>-</u>	<u>-</u>
<b>Net current assets/(liabilities)</b>		<u>53,008</u>	<u>53,008</u>
<b>Total assets less current liabilities</b>		<u>53,008</u>	<u>53,008</u>
<b>Net assets/(liabilities)</b>		<u>53,008</u>	<u>53,008</u>
<b>Capital and reserves</b>			
Called up share capital	3	6	6
Profit and loss account	4	<u>53,002</u>	<u>53,002</u>
<b>Shareholders' funds/(deficit)</b>	5	<u>53,008</u>	<u>53,008</u>

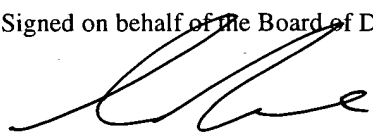
For the year ending 31 December 2014 the company was entitled to exemption from audit under section 480 of the Companies Act 2006 relating to dormant companies.

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 4 Search Marketing Limited, registered number 07615496, were approved by the Board of Directors on 25 June 2015.

Signed on behalf of the Board of Directors



C Price

**Director**

25 June 2015

## Notes to the financial statements

at 31 December 2014

### 1. Accounting policies

#### *Basis of preparation*

The company sold its trade and net assets on 31 July 2012 to Dentsu Aegis London Limited (formerly Dentsu Aegis UK Limited) and has not traded since that date. 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 particular accounting policies adopted are described below.

#### *Statement of cash flows*

The financial statements of Dentsu Aegis Network Limited for the year ended 31 December 2014 contain a consolidated statement of cash flows. Therefore the company has taken advantage of the exemption granted under FRS 1 (revised) whereby it is not required to publish its own statement of cash flows.

#### *Turnover*

Turnover represents amounts invoiced, excluding value added taxes, for media and for services provided in the normal course of business.

#### *Deferred taxation*

Deferred taxation is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more, or right to pay less or to receive more, tax, with the following exception:

Deferred tax assets are recognised only to the extent that the directors consider that it is more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted.

Deferred tax is measured on an undiscounted basis at the tax rates that are expected to apply in the periods in which timing differences reverse, based on tax rates and laws enacted or substantively enacted at the balance sheet date.

### 2. Debtors

	<i>Year ended 31 December 2014</i>	<i>Year ended 31 December 2013</i>
	<i>£</i>	<i>£</i>
Trade debtors	-	-
Other debtors	-	-
Amounts due from group undertakings	53,008	53,008
Prepayments and accrued income	-	-
	<u>53,008</u>	<u>53,008</u>

## Notes to the financial statements

at 31 December 2014

### 3. Issued share capital

	31 December 2014		31 December 2013	
	No.	£	No.	£
<i>Allotted, called up and fully paid</i>				
Ordinary shares of £0.01 each	550	<u>6</u>	550	<u>6</u>

### 4. Movements on reserves

	£
At 31 December 2013	53,002
Profit for the financial period	-
At 31 December 2014	<u>53,002</u>

### 5. Reconciliation of shareholders' funds

	31 December 2014	31 December 2013
	£	£
Profit attributable to shareholders	-	-
Issue of share capital	-	-
Net movement in shareholders' funds	-	-
Shareholders' funds at beginning of period	53,008	53,008
Shareholders' funds at end of period	<u>53,008</u>	<u>53,008</u>

### 6. Related party transactions

The company has taken advantage of the exemption available to wholly owned subsidiaries, as defined by FRS 8, not to disclose related party transactions with other group companies. All transactions between the company and other group companies have been at arm's length.

There were no other transactions with related parties during the current or prior year.

### 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 up to the 26 March 2013 was Dentsu Aegis Network Limited (formerly Aegis Group plc), a company incorporated in Great Britain and registered in England and Wales. Following the completion of the sale of the Aegis Group plc shares to Dentsu Inc. on 26 March 2013 (refer to Directors' report) the ultimate parent company 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.