

WUNDERMAN THOMPSON MAP UK LIMITED

**Company Registration Number:
07838723 (England and Wales)**

Unaudited statutory accounts for the year ended 31 December 2022

Period of accounts

Start date: 1 January 2022

End date: 31 December 2022

WUNDERMAN THOMPSON MAP UK LIMITED

Contents of the Financial Statements

for the Period Ended 31 December 2022

Directors report

Profit and loss

Balance sheet

Additional notes

Balance sheet notes

WUNDERMAN THOMPSON MAP UK LIMITED

Directors' report period ended 31 December 2022

The directors present their report with the financial statements of the company for the period ended 31 December 2022

Principal activities of the company

The company trades as a subsidiary of Wunderman AS. The principal activities of the company are the provision of digital consultancy services developing advanced marketing solutions.

Additional information

The income statement on page 7 of the financial statements discloses a profit before tax of £1,446,282 (2021: Profit of £732,237). The balance sheet on page 8 of the financial statements shows that the company held cash of £256,422 (2021: £624,275), net current assets of £1,146,469 (2021: £593,112) and net total assets of £1,171,488 (2021: £593,112). The company paid an interim dividend of £ 593,112 to the ordinary £1 shareholders on 17 November 2022 (2021: £nil). No final dividend is proposed (2021: £nil). An interim dividend of £ 1,171,488 payable to the ordinary £ 1 shareholders is proposed. Going concern As stated in the Business review, principal activities and future outlook above, the company trades as a subsidiary of Wunderman AS. The directors have assessed the ongoing business activities and the potential impact that the conflict in Ukraine and general global economic conditions may have on the liquidity, performance and financial position of the company and its subsidiaries for at least the next twelve months from the date of signing the financial statements. In line with the group approach, the company's forecasts and projections take account of i) reasonably possible declines in revenue less pass-through costs; and ii) remote declines in revenue less pass-through costs for stress-testing purposes compared to 2022. The ongoing impact of the conflict in Ukraine has been considered. The company balance sheet discloses net current assets of £ 1,146,469 and net total assets of £ 1,171,488 and can therefore meet its short and long-term obligations as they fall due. After making enquiries, the Directors have a reasonable expectation that the company has adequate resources to continue in operation existence for at least the next 12 months from the date of signing the financial statements. The Directors therefore continue to adopt the going concern basis of accounting in preparing the financial statements.

Directors

The directors shown below have held office during the whole of the period from
1 January 2022 to 31 December 2022

T K Borisov
J Gautier
M Saxtorph

Secretary WPP Group (Nominees) Ltd

The above report has been prepared in accordance with the special provisions in part 15 of the Companies Act 2006

This report was approved by the board of directors on
15 June 2023

And signed on behalf of the board by:

Name: J Gautier
Status: Director

WUNDERMAN THOMPSON MAP UK LIMITED

Profit And Loss Account for the Period Ended 31 December 2022

	2022	2021
	£	£
Turnover:	5,785,563	2,929,159
Cost of sales:	0	0
Gross profit(or loss):	<u>5,785,563</u>	<u>2,929,159</u>
Distribution costs:	0	0
Administrative expenses:	(4,335,408)	(2,196,916)
Other operating income:	0	0
Operating profit(or loss):	<u>1,450,155</u>	<u>732,243</u>
Interest receivable and similar income:	69	0
Interest payable and similar charges:	(3,942)	(6)
Profit(or loss) before tax:	<u>1,446,282</u>	<u>732,237</u>
Tax:	(274,794)	(139,125)
Profit(or loss) for the financial year:	<u>1,171,488</u>	<u>593,112</u>

WUNDERMAN THOMPSON MAP UK LIMITED

Balance sheet

As at 31 December 2022

	<i>Notes</i>	<i>2022</i>	<i>2021</i>
		£	£
Called up share capital not paid:		0	0
Fixed assets			
Intangible assets:		0	0
Tangible assets:	3	25,019	0
Investments:		0	0
Total fixed assets:		<u>25,019</u>	<u>0</u>
Current assets			
Stocks:		0	0
Debtors:	4	1,468,476	410,123
Cash at bank and in hand:		256,422	624,275
Investments:		0	0
Total current assets:		<u>1,724,898</u>	<u>1,034,398</u>
Prepayments and accrued income:		0	0
Creditors: amounts falling due within one year:	5	(578,429)	(441,286)
Net current assets (liabilities):		<u>1,146,469</u>	<u>593,112</u>
Total assets less current liabilities:		<u>1,171,488</u>	<u>593,112</u>
Creditors: amounts falling due after more than one year:		0	0
Provision for liabilities:		0	0
Accruals and deferred income:		0	0
Total net assets (liabilities):		<u>1,171,488</u>	<u>593,112</u>
Capital and reserves			
Called up share capital:		100	100
Share premium account:		0	0
Other reserves:		0	0
Profit and loss account:		1,171,388	593,012
Total Shareholders' funds:		<u>1,171,488</u>	<u>593,112</u>

The notes form part of these financial statements

WUNDERMAN THOMPSON MAP UK LIMITED

Balance sheet statements

For the year ending 31 December 2022 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

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

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

**This report was approved by the board of directors on 15 June 2023
and signed on behalf of the board by:**

Name: J Gautier
Status: Director

The notes form part of these financial statements

WUNDERMAN THOMPSON MAP UK LIMITED

Notes to the Financial Statements

for the Period Ended 31 December 2022

1. Accounting policies

Basis of measurement and preparation

These financial statements have been prepared in accordance with the provisions of Financial Reporting Standard 101

Turnover policy

Revenue recognition The company recognises revenue from the provision of digital consultancy services developing advanced marketing solutions for a range of clients. The terms of the company's contracts for the provision of advertising services can vary in accordance with client needs and regulatory requirements. Consistent with the industry, contracts are typically short term in nature and tend to be cancellable by either party with 90 days notice. The company is generally entitled to payment for work done to date. The company is generally paid in arrears for its services, invoices are typically payable between 30-60 days. Revenue is stated net of VAT and trade discounts. Revenue is measured based on the consideration to which the company expects to be entitled in a contract and excludes amounts collected on behalf of third parties. The company recognizes revenue when it transfers control of a service to the customer. Where a contract has only been partially completed at the balance sheet date revenue represents the value of the service provided to date based on a proportion of the total contract value. Where payments are received from customers in advance of services provided, the amounts are recorded as Contract Liabilities and included as part of Creditors due within one year.

WUNDERMAN THOMPSON MAP UK LIMITED

Notes to the Financial Statements for the Period Ended 31 December 2022

2. Employees

	2022	2021
Average number of employees during the period	40	36

WUNDERMAN THOMPSON MAP UK LIMITED

Notes to the Financial Statements

for the Period Ended 31 December 2022

3. Tangible assets

	Land & buildings	Plant & machinery	Fixtures & fittings	Office equipment	Motor vehicles	Total
Cost	£	£	£	£	£	£
At 1 January 2022				0		0
Additions				26,891		26,891
Disposals						
Revaluations						
Transfers						
At 31 December 2022				26,891		26,891
Depreciation						
At 1 January 2022				0		0
Charge for year				1,872		1,872
On disposals						
Other adjustments						
At 31 December 2022				1,872		1,872
Net book value						
At 31 December 2022				25,019		25,019
At 31 December 2021				0		0

WUNDERMAN THOMPSON MAP UK LIMITED

Notes to the Financial Statements for the Period Ended 31 December 2022

4. Debtors

	2022	2021
	£	£
Trade debtors	954,217	397,181
Prepayments and accrued income	507,448	6,787
Other debtors	6,811	6,155
Total	<u>1,468,476</u>	<u>410,123</u>
Debtors due after more than one year:	0	0

WUNDERMAN THOMPSON MAP UK LIMITED

Notes to the Financial Statements

for the Period Ended 31 December 2022

5. Creditors: amounts falling due within one year note

	<i>2022</i>	<i>2021</i>
	£	£
Trade creditors		302,161
Accruals and deferred income	578,429	139,125
Total	<u>578,429</u>	<u>441,286</u>

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.