

**Company Registration No. 1324588**

**PDM Communications Limited**

**Report and Financial Statements**

**31 December 2007**

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# **PDM Communications Limited**

## **Report and financial statements 2007**

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# **PDM Communications Limited**

## **Report and financial statements 2007**

### **Officers and professional advisers**

#### **Directors**

P Richardson  
A Scott  
C Sweetland

#### **Secretary**

WPP Group (Nominees) Limited

#### **Registered Office**

27 Farm Street  
London  
W1J 5RJ

#### **Bankers**

HSBC  
The Cross  
Gloucester  
GL1 2AP

#### **Solicitors**

Hammond Suddards Edge  
7 Devonshire Square  
Cutlers Gardens  
London  
EC2M 4YH

#### **Auditors**

Deloitte & Touche LLP  
Chartered Accountants  
London

# **PDM Communications Limited**

## **Directors' report**

The directors present their annual report and the audited financial statements for the year ended 31 December 2007

This directors' report has been prepared in accordance with the special provisions relating to small companies under s246(4) Companies Act 1985

### **Activities**

The company ceased trading in 2001

### **Review of developments**

The results for the year and financial position of the company are as shown in the accounts  
Profit for the year after tax was £32,724 (2006 £nil)

### **Dividends**

The directors do not recommend the payment of a dividend (2006 £nil)

### **Directors**

The following directors who served throughout the year were

C Sweetland  
P Richardson  
A Scott

### **Auditors**

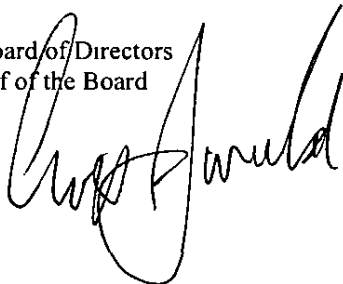
Each of the persons who is a director at the date of approval of this report confirms that

- so far as the director is aware, there is no relevant audit information of which the company's auditors are unaware, and
- the director has taken all the steps that he/she ought to have taken as a director in order to make himself/herself aware of any relevant audit information and to establish that the company's auditors are aware of that information

This confirmation is given and should be interpreted in accordance with the provisions of s234ZA of the Companies Act 1985

Deloitte & Touche LLP have expressed their willingness to continue in office as auditors and a resolution to reappoint them will be proposed at the forthcoming Annual General Meeting

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



Director

15TH OCT 2008

## **PDM Communications 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). The financial statements are required by law to 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 proper accounting records that 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 1985. 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.

## **Independent auditors' report to the members of PDM Communications Limited**

We have audited the financial statements of PDM Communications Limited for the year ended 31 December 2007 which comprise the profit and loss account, the balance sheet and the related notes 1 to 8. These financial statements have been prepared under the accounting policies set out therein.

This report is made solely to the company's members, as a body, in accordance with section 235 of the Companies Act 1985. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

### **Respective responsibilities of directors and auditors**

The directors' responsibilities for preparing the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) are set out in the Statement of Directors' Responsibilities.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view and are properly prepared in accordance with the Companies Act 1985. We also report to you whether in our opinion the information given in the Directors' Report is consistent with the financial statements.

In addition we report to you if, in our opinion, the company has not kept proper accounting records, if we have not received all the information and explanations we require for our audit, or if information specified by law regarding directors' remuneration and other transactions is not disclosed.

We read the Directors' Report and consider the implications for our report if we become aware of any apparent misstatements within it.

### **Basis of audit opinion**

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the directors in the preparation of the financial statements, and of whether the accounting policies are appropriate to the company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

## **Independent auditors' report to the members of PDM Communications Limited (continued)**

### **Opinion**

#### **In our opinion**

- the financial statements give a true and fair view, in accordance with United Kingdom Generally Accepted Accounting Practice, of the state of the company's affairs as at 31 December 2007 and of its profit for the year then ended,
- the financial statements have been properly prepared in accordance with the Companies Act 1985, and
- the information given in the Directors' Report is consistent with the financial statements

*Deloitte & Touche LLP*

**Deloitte & Touche LLP**  
Chartered Accountants and Registered Auditors  
London, United Kingdom  
*16 October* 2008

## **PDM Communications Limited**

### **Profit and loss account Year ended 31 December 2007**

	Notes	2007 £	2006 £
Other income		32,724	-
<b>Operating profit</b>	2	32,724	-
Tax on profit on ordinary activities	4	-	-
<b>Profit on ordinary activities after taxation for the financial year</b>		32,724	-

There were no recognised gains or losses other than those shown above. Consequently no statement of total recognised gains and losses has been presented.



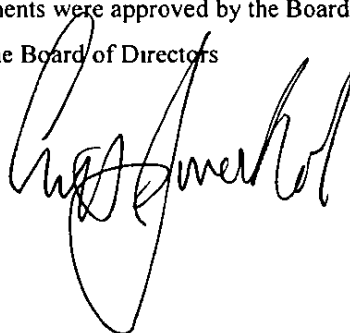
## PDM Communications Limited

### Balance sheet 31 December 2007

	Notes	2007 £	2006 £
<b>Net current liabilities</b>		-	-
Provisions	4	-	(32,724)
<b>Net Liabilities</b>		-	(32,724)
<b>Capital and reserves</b>			
Called up share capital	5	112	112
Share Premium Account		17,988	17,988
Profit and loss account		(18,100)	(50,824)
<b>Shareholders' fund/(deficit)</b>	6	-	(32,724)

These financial statements were approved by the Board of Directors on 15<sup>th</sup> Oct 2008

Signed on behalf of the Board of Directors



Director

# **PDM Communications Limited**

## **Notes to the accounts 31 December 2007**

### **1. Accounting policies**

The financial statements are prepared in accordance with applicable United Kingdom accounting standards and law. The particular accounting policies adopted are described below and have been applied consistently throughout the year and the preceding year.

#### **Accounting convention**

The accounts are prepared under the historical cost convention. The company has taken advantage of the exemption from preparing consolidated financial statements afforded by section 228 of the Companies Act 1985 because it is a wholly-owned subsidiary of WPP Group plc which prepares consolidated accounts which are publicly available. The company is also, on this basis, exempt from the requirement of FRS 1 to present a cash flow statement.

#### **Deferred taxation**

Deferred taxation is provided on timing differences, arising from the different treatment of items for accounts and taxation purposes, which are expected to reverse in the future, calculated at rates at which it is estimated that tax will arise.

### **2. Operating profit**

There were no employees in the current or prior year. The directors' remuneration is borne by another group company in the current year and the prior year.

The audit fee £1,000 (2006: £1,000) is borne by another group company in the current year and the prior year.

### **3. Tax on ordinary activities**

The corporation tax charge of £nil has been calculated using a UK corporation tax rate of 30% (2006: 30%). The company has no taxable income during the year.

### **4. Provisions**

	£
Balance at 1 January 2007	32,724
Released to income	(32,724)
	<hr/>
Balance at 31 December 2007	-
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### **5. Called up share capital**

	2007 £	2006 £
<b>Authorised</b>		
200 ordinary shares of £1 each	200	200
	<hr/>	<hr/>
<b>Called up, allotted and fully paid</b>		
112 ordinary shares of £1 each	112	112
	<hr/>	<hr/>

## **PDM Communications Limited**

### **Notes to the accounts 31 December 2007**

#### **6 Reconciliation of movement in shareholders' deficit**

	<b>2007</b>	<b>2006</b>
	<b>£</b>	<b>£</b>
Profit for the financial year	32,724	-
<b>Net movement in shareholders' fund</b>	<b>32,724</b>	<b>-</b>
Opening shareholders' fund/(deficit)	(32,724)	(32,724)
<b>Closing shareholders' fund/(deficit)</b>	<b>-</b>	<b>(32,724)</b>

#### **7 Ultimate and controlling parent company**

The company's ultimate controlling party is WPP Group plc and its immediate parent is Milton Marketing Group Limited. The largest and smallest group in which the results of PDM Communications Limited are consolidated is that headed by WPP Group plc, a company incorporated in Great Britain and registered in England and Wales. Copies of these consolidated accounts may be obtained from WPP Group plc, 27 Farm Street, London W1X 6RD.

#### **8 Related party transactions**

As a wholly-owned subsidiary of WPP Group plc, the company has taken advantage of the exemption in FRS 8 "Related Party Transactions", not to disclose transactions with other members of the group headed WPP Group plc.