

Targetbase Claydon Heeley Limited

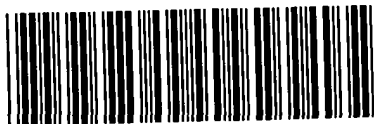
Annual Report and Unaudited Financial Statements

for the Year Ended 31 December 2019

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Targetbase Claydon Heeley Limited

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Targetbase Claydon Heeley Limited

Directors' Report for the year ended 31 December 2019

The directors present their report and the financial statements for the year ended 31 December 2019.

Principal activity

The principal activity of the Company is to provide marketing consultancy, data analytics and advertising services to its customers. There was no trading activity during the year and therefore the Company is considered dormant.

Dividends

The directors do not recommend the payment of a dividend in respect of the year ended 31 December 2019 (2018: £nil).

Directors of the company

The directors who held office during the year were as follows:

D. Gillespie

J.M.W. Betts

Political and charitable donations

During the year the company made political donations of £nil (2018: £nil). Donations to charity amounted to £nil (2018: £nil).

Going concern

At the end of the year the Company had net assets of £504,957 (2018: £504,957). The directors consider that the Company has access to sufficient funding to meet its funding requirements for the reasons set out in note 1 to the financial statements. Accordingly the directors have prepared the financial statements on a going concern basis.

Approved by the Board on 4 May 2020 and signed on its behalf by:



D. Gillespie
Director

Bankside 3
90 - 100 Southwark Street
London
SE1 0SW

Targetbase Claydon Heeley Limited

Statement of Directors' Responsibilities in respect of the annual report and the financial statements

The directors acknowledge their responsibilities for preparing the Directors' 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 UK accounting standards and applicable law (UK Generally Accepted Accounting Practice), including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland.

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 apply them consistently;
- make judgements and accounting 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.

Targetbase Claydon Heeley Limited

Profit and Loss Account for the year ended 31 December 2019

| | Note | 2019 £ |
|-------------------------------|------|-----------|
| Gross profit/(loss) | | - |
| Operating profit | | - |
| Profit before taxation | | - |
| Profit for the financial year | | - |

The results shown above are derived wholly from continuing operations. The company has no recognised gains or losses for the year other than the results above. Consequently, a statement of comprehensive income has not been prepared.

Targetbase Claydon Heeley Limited

(Registration number: 2421407)
Balance Sheet as at 31 December 2019

| | Note | 2019 £ | 2018 £ |
|-----------------------------|------|-----------------|-----------------|
| Current assets | | | |
| Debtors | 3 | <u>504,957</u> | <u>504,957</u> |
| Net assets | | <u>504,957</u> | <u>504,957</u> |
| Capital and reserves | | | |
| Called up share capital | 4 | 5,608 | 5,608 |
| Share premium reserve | | 518,500 | 518,500 |
| Retained earnings | | <u>(19,151)</u> | <u>(19,151)</u> |
| Total equity | | <u>504,957</u> | <u>504,957</u> |

For the year ending 31 December 2019 the company was entitled to exemption from audit under section 479A of the Companies Act 2006 relating to subsidiary companies.

Directors' responsibilities:

- 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.

Approved by the Board on 4 May 2020 and signed on its behalf by:



D. Gillespie

Director

Targetbase Claydon Heeley Limited

Statement of Changes in Equity for the year ended 31 December 2019

| | Share capital £ | Share premium £ | Retained earnings £ | Total £ |
|---------------------|----------------------------|----------------------------|------------------------------------|--------------------|
| At 1 January 2019 | <u>5,608</u> | <u>518,500</u> | <u>(19,151)</u> | <u>504,957</u> |
| At 31 December 2019 | <u>5,608</u> | <u>518,500</u> | <u>(19,151)</u> | <u>504,957</u> |
| | Share capital £ | Share premium £ | Retained earnings £ | Total £ |
| At 1 January 2018 | <u>5,608</u> | <u>518,500</u> | <u>(19,151)</u> | <u>504,957</u> |
| At 31 December 2018 | <u>5,608</u> | <u>518,500</u> | <u>(19,151)</u> | <u>504,957</u> |

Targetbase Claydon Heeley Limited

Notes to the Financial Statements for the year ended 31 December 2019

1 Accounting policies

Statement of compliance

These financial statements were prepared in accordance with Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'. The following accounting policies have been applied consistently in dealing with items which are considered to be material in relation to the Company's financial statements.

Basis of preparation

The financial statements have been prepared in accordance with applicable accounting standards and under the historical cost accounting rules.

The company is a private company limited by share capital incorporated and domiciled in United Kingdom.

The financial statements are presented in sterling the Company's functional currency.

Summary of disclosure exemptions

In these financial statements, the company is considered to be a qualifying entity (for the purposes of this FRS) and has applied the exemptions available under FRS 102 in respect of the following disclosures:

- Reconciliation of the number of shares outstanding from the beginning to end of the period;
- Cash Flow Statement and related notes; and
- Key Management Personnel compensation.

As the consolidated financial statements of [ultimate parent undertaking] include the equivalent disclosures, the Company has also taken the exemptions under FRS 102 available in respect of the following disclosures:

- Certain disclosures required by FRS 102.26 Share Based Payments; and,
- The disclosures required by FRS 102.11 Basic Financial Instruments and FRS 102.12 Other Financial Instrument Issues in respect of financial instruments not falling within the fair value accounting rules of Paragraph 36(4) of Schedule 1.

Related party transactions: As a 100% owned subsidiary of Omnicom Group Inc. the Company has taken advantage of the exemption available under FRS 102 Section 33. 1A: Related Party Disclosures, which enable it to exclude disclosure of transactions with Omnicom Group Inc., and its wholly owned subsidiaries..

Targetbase Claydon Heeley Limited

Notes to the Financial Statements for the year ended 31 December 2019

Going concern

The Company has net assets of £504,957 at 31 December 2019 (2018: £504,957). The directors consider that the Company has access to sufficient funding to meet its needs for the reasons set out below. Accordingly, the directors have prepared the financial statements on a going concern basis.

The Company participates in a cash concentration arrangement with its fellow subsidiary, Omnicom Finance Limited, the group's UK treasury operation under which bank balances are cleared to zero on a daily basis either by the Company depositing cash with Omnicom Finance Limited or by Omnicom Finance Limited depositing cash with the Company. The Company's access to borrowings under the cash concentration arrangement is not limited as long as these borrowings are required in the normal course of business and are made in accordance with the Omnicom Group Inc Grant of Authority.

Omnicom Finance Limited, is able to make this commitment because Omnicom Finance Limited is a co-borrower with Omnicom Finance Inc. and Omnicom Capital Inc. under certain group bank facilities which are more fully described in the Omnicom Group Inc. financial statements filed on Form 10-K and available at www.OmnicomGroup.com.

The directors consider the combination of the group facilities and expected funding requirements of the Omnicom Group Inc. and its subsidiaries provides sufficient access to funding to ensure that the Company is able to meet its liabilities as they fall due for the foreseeable future. Accordingly, the directors have prepared the financial statements as a going concern.

Key sources of estimation uncertainty

There are no key sources of estimation uncertainty that have a significant risk of causing material adjustment to the carrying amounts of assets and liabilities within the next financial year..

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Gross Billings

Gross billings are recognised when the service is performed, in accordance with the terms and conditions of the contractual arrangement and when collection is reasonably assured.

Gross billings comprises the gross amounts billed to clients in respect of commission based income together with the total of other fees earned and amounts recharged to clients for rebillable costs.

Trade and other debtors

Trade and other debtors are amounts due from customers for services performed in the ordinary course of business.

Trade and other debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade and other debtors is established when there is objective evidence that the Company will not be able to collect all amounts due according to the original terms of the receivables.

Share capital

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis.

Targetbase Claydon Heeley Limited

Notes to the Financial Statements for the year ended 31 December 2019

2 Directors' remuneration

The directors are not remunerated specifically for their services to Targetbase Claydon Heeley Limited.

3 Debtors

| | 2019 £ | 2018 £ |
|---|----------------|----------------|
| Amounts owed by group undertakings - trading balances | <u>504,957</u> | <u>504,957</u> |
| | <u>504,957</u> | <u>504,957</u> |

4 Share capital

Allotted, called up and fully paid shares

| | 2019 No. | £ | 2018 No. | £ |
|----------------------------|--------------|--------------|--------------|--------------|
| Ordinary Shares of £1 each | <u>5,608</u> | <u>5,608</u> | <u>5,608</u> | <u>5,608</u> |

5 Related party transactions

Summary of transactions with subsidiaries

At 31 December 2019, the Company's ultimate parent undertaking was Omnicom Group Inc. The shareholders of the Company have interest directly or indirectly in certain other companies which are considered to give rise to related party disclosures under FRS 102 Section 33.

As a 100% owned indirect subsidiary of Omnicom Group Inc, the Company has taken advantage of the exemption under FRS102 Section 33.1A: Related Party Disclosures, which enable it to exclude disclosure of transactions with Omnicom Group Inc and its wholly owned subsidiaries.

6 Parent and ultimate parent undertaking

The Company is a subsidiary undertaking of Omnicom Group Inc. incorporated in the United States of America and is the largest group in which the results are consolidated.

These Financial Statements are available upon request from Omnicom Group Inc., 437 Madison Avenue, New York, NY10022, USA.

The Company is also consolidated into DAS UK Investments Limited and these accounts may be obtained from Companies House, Crown Way, Cardiff, CF14 3UZ, Wales.



Companies House

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E enquiries@companieshouse.gov.uk
Twitter @CompaniesHouse

www.gov.uk/companieshouse

MRS S A BRAY
OMNICOM EUROPE LIMITED
BANKSIDE 3
90 - 100 SOUTHWARK STREET
LONDON
ENGLAND
SE1 0SW

Your Ref
Our Ref: AA/02421407/SB
Date 20/04/2021

Dear Mrs Bray

TARGETBASE CLAYDON HEELEY LIMITED

Thank you for your enclosed document. Unfortunately, we have been unable to accept it for the following reason(s):

To be eligible for exemption from audit under section 479a for a particular financial year, a subsidiary company must file the following documents as a package:

- An agreement to the exemption in respect of that financial year by all members of the company;
- A guarantee from the parent undertaking that it irrevocably guarantees the debts and liabilities that the subsidiary company has entered into during that financial year;
- A copy of the parent undertaking's consolidated accounts for that financial year, or to an earlier date in the same financial year.

If you wish to claim exemption from audit of accounts under section 479a of the Companies Act, please submit this package of documents, and re-submit your accounts.

Please note the agreement, and parent accounts have been accepted for filing.

The guarantee was rejected for amendments.

To avoid a late filing penalty, acceptable accounts should have been received at Companies House by 31/12/2020. When you resubmit the accounts you will receive a penalty. Please submit acceptable accounts without delay as penalties increase with the length of delay

Please return the Accounts and guarantee as soon as possible.

Yours sincerely

S Batchelor
Processing Officer
Maintain a Company
Companies House

www.gov.uk/companieshouse

Follow us on Twitter / Dilynwch ni ar Twitter: [@CompaniesHouse](https://twitter.com/CompaniesHouse)

2 million companies use our email reminder service to help them file on time. Sign up now

Government support for businesses and employees during the coronavirus (COVID-19) outbreak:

www.businesssupport.gov.uk



Companies House

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MRS S A BRAY
OMNICOM EUROPE LIMITED
BANKSIDE 3
90 - 100 SOUTHWARK STREET
LONDON
ENGLAND
SE1 0SW

Your Ref
Our Ref GUARANTEE/02421407/SB
Date 20/04/2021

Dear Mrs Bray

TARGETBASE CLAYDON HEELEY LIMITED

Thank you for your enclosed document. Unfortunately, we have been unable to accept it for the following reason(s):

A guarantee has already been accepted for this financial year. Please amend if you wish the guarantee to read 31/12/2019.

Please amend your document and resubmit it as soon as possible.

Yours sincerely

S Batchelor
Processing Officer
Maintain a Company
Companies House

www.gov.uk/companieshouse

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2 million companies use our email reminder service to help them file on time. Sign up now

Government support for businesses and employees during the coronavirus (COVID-19) outbreak:
www.businesssupport.gov.uk

Omnicom Europe Limited

5th May 2021

S Batchelor
Processing Officer
Maintain a Company
Registrar of Companies
Companies House
Crown Way
Cardiff CF14 3UZ

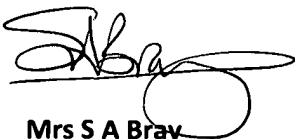
Dear Sir/Madam,

Re: Targetbase Claydon Heeley Limited
Company Number 02421407
REF: AA/05492012421407/SB

Thank you for your letter of 20th April 2021/. Please find enclosed a the unaudited accounts of the above Company together with the amended Form AA06 showing the corrected 'Relevant Financial Year' as 2019 This should now complete the filing of the statutory accounts for Targetbase Claydon Heeley Limited.

Can you please add the re-filed Unaudited Accounts and Form AA06 to the Company's record at your earliest convenience

Yours faithfully



Mrs S A Bray
Company Secretary




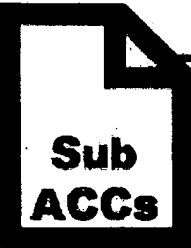
DSEP– Frontend Scanning sheet for Doc List Flyer

Company number: 02421407

Company name: Target Base Claydon Heeley LTD

Company name & number of the Subsidiary Company (which will be on the Agreement & Guarantee) not the company name & number of Parent company.

Indicate with a tick whether the document has been included or absent from the package

| | Included | Absent |
|---|----------|--------|
|  Agreement The agreement can be on the covering letter | | ✓ |
|  Guarantee/AA06 The guarantee can be on the covering letter | ✓ | |
|  PRNT ACCs Will have a different name and number than the rest of the package: Company No: Company Name: | | ✓ |
|  Sub ACCs Subsidiary Accounts | ✓ | |

Please Note: Place the flyer behind the covering letter, unless the covering letter is part of the Agreement or Guarantee then the flyer is treated as the cover letter and should be patch coded.