WPP Group (UK) Limited

Annual report and financial statements for the year ended 31 December 2010

Registered number 2670617

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Directors' Report

For the year ended 31 December 2010

The directors present their annual report on the affairs of the company, together with the audited financial statements and independent auditors' report, for the year ended 31 December 2010. This directors' report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

Principal activities and business review

The company acts as an intermediate holding company. The directors do not expect any changes in the company's activities in the foreseeable future.

The subsidiary undertakings held by the company are listed in note 6 to the financial statements. Consolidated financial statements are not presented as the company takes advantage of the exemption afforded by \$400 of the Companies Act 2006.

Results and dividends

The audited financial statements for the year ended 31 December 2010 are set out on pages 5 to 15. The company made a profit on ordinary activities after tax for the year of £29,553,000 (2009 – £10,376,000).

No ordinary dividends were paid during the year (2009 - £nil)

Directors

The directors who served throughout the year were as follows

- A Scott
- C Sweetland
- P Delaney

Going concern

After making enquiries, the directors have a reasonable expectation that the Company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the accounting policies note in the financial statements.

Statement of disclosure of information to auditors

So far as the directors currently in office are aware, there is no relevant audit information of which the company's auditors are unaware, and the directors have taken all the steps that ought to have been taken as directors to make themselves 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 s418 of the Companies Act 2006.

27 Farm Street

London

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30 September 2011

Director \

Directors' Responsibilities Statement

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.

Independent Auditors' Report

Independent Auditors' Report to the members of WPP Group (UK) Limited

We have audited the financial statements of WPP Group (UK) Limited for the year ended 31 December 2010 which comprise the Profit and Loss Account, the Balance Sheet and the related notes 1 to 14 The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice)

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. 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

As explained more fully in the Directors' Responsibilities Statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed, the reasonableness of significant accounting estimates made by the directors, and the overall presentation of the financial statements.

Opinion on financial statements

In our opinion the financial statements

- give a true and fair view of the state of the company's affairs as at 31 December 2010 and of its profit for the year then ended,
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, and
- have been prepared in accordance with the requirements of the Companies Act 2006

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements

Independent Auditors' Report (continued)

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us, or
- the financial statements are not in agreement with the accounting records and returns, or
- · certain disclosures of directors' remuneration specified by law are not made, or
- · we have not received all the information and explanations we require for our audit, or
- the directors were not entitled to take advantage of the small companies exemption in preparing the directors' report

Sukhbinder Kooner (Senior Statutory Auditor)

for and on behalf of Deloitte LLP

Chartered Accountants and Statutory Auditors London, United Kingdom 30 September 2011

Profit and loss account

For the year ended 31 December 2010

	Notes	2010 £'000	2009 £'000
Turnover		-	-
Operating profit		-	-
Income from shares in group undertakings		73,233	17,919
Profit on sale of fixed asset investments	6	2,746	-
Interest receivable and similar income	3	79,750	52,395
Amounts written off investments		(42,186)	(2,308)
Interest payable and similar charges	4	(82,845)	(70,296)
Foreign exchange (loss)/gain		(949)	12,666
Other Expenses		(196)	-
Profit on ordinary activities before taxation	2	29,553	10,376
Tax on profit on ordinary activities	5	-	-
Profit on ordinary activities after taxation		29,553	10,376
Profit for the financial year	10	29,553	10,376

All results are derived from continuing activities

There are no recognised gains or losses in either year other than those shown above and accordingly no statement of total recognised gains and losses has been prepared

Balance sheet

At 31 December 2010

	Notes	2010 £'000	2009 £'000
Fixed assets	6		
Investments	6	4,400,355	4,236,871
Current assets			
Debtors			
- due within one year	7	1,402,318	1,052,718
- due after one year	7	40	40
Cash at bank		155	152
		1,402,513	1,052,910
Creditors amounts falling due within one year	8	(2,056,457)	(1,572,923)
Net current liabilities		(653,944)	(520,013)
Net assets		3,746,411	3,716,858
Capital and reserves			
Called-up share capital	9	704,839	704,839
Share premium account	10	3,440,074	3,440,074
Capital reserve	10	44,840	44,840
Profit and loss account	10	(443,342)	(472,895)
Shareholders' funds	11	3,746,411	3,716,858

The financial statements were approved by the Board of directors on behalf by

30 September 2011 and signed on its

C Sweetland

Director

Notes to financial statements

For the year ended 31 December 2010

1 Accounting policies

The principal accounting policies are summarised below. They have all been applied consistently throughout the year and the preceding year.

a) Going concern

The Company's business activities, together with the factors likely to affect its future development, performance and position are set out in the business review on page 1

As at 31 December 2010 the current liabilities of the company exceed its current assets by £653,944,000 (2009 - £520,013,000). The company is a subsidiary of WPP plc and is therefore subject to the overall WPP Group financing arrangements. The Company meets its day to day working capital requirements through participating in group banking arrangements with its ultimate parent, WPP plc, and has access to a group cash management facility.

After making enquiries, the directors have a reasonable expectation that the Company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the accounts

b) Basis of accounting

The financial statements are prepared under the historical cost convention and in accordance with applicable United Kingdom accounting standards and law

The company has taken advantage of the exemption from preparing consolidated financial statements afforded by s400 of the Companies Act 2006 because it is a wholly owned subsidiary of Lexington International B V which prepares consolidated financial statements which are publicly available. The company is also, on this basis, exempt from the requirement of FRS 1 (Revised) to present a cash flow statement.

c) Investments

Fixed asset investments are shown at cost less provision for impairment

Future anticipated payments to vendors in respect of earnouts are based on the directors' best estimates of future obligations, which are dependent on the future performance of the interests acquired and assume the operating companies improve profits in line with directors' estimates. When earnouts are to be settled by cash consideration, the fair value of the consideration is obtained by discounting to present value the amounts expected to be payable in the future.

d) Taxation

Current tax is provided at amounts expected to be paid (or recovered) using the tax rates and laws that have been enacted or substantially enacted by the balance sheet date

Deferred taxation is provided in full on timing differences that result in an obligation at the balance sheet date to pay more tax, or a right to pay less tax, at a future date, at rates expected to apply when they crystallise based on current tax rates and law. Timing differences arise from the inclusion of items of income and expenditure in taxation computations in periods different from those in which they are included in financial statements. Deferred tax assets and liabilities are not discounted.

7 WPP GROUP (UK) LIMITED - 2670617

For the year ended 31 December 2010

1 Accounting policies (continued)

e) Translation of foreign currency

Foreign currency transactions arising from operating activities are translated from local currency to sterling at the exchange rates prevailing at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies at the year end are translated at the year end exchange rate.

2 Profit on ordinary activities before taxation

The directors received no remuneration during the year (2009 - £nil) for services to the company. The company had no other employees during either the current or preceding year. All operating expenses, including the auditors' remuneration of £66,000 (2009 - £66,000), were borne by WPP 2005 Limited, a fellow group company.

3 Interest receivable and similar income		
	2010	2009
	£'000	£'000
Interest receivable from other group undertakings	79,750	52,395
4 Interest payable and similar charges		
,	2010	2009
	£'000	£'000
Bank interest payable	26,534	13,625
Interest payable to other group undertakings	56,311	56,671
	82,845	70,296
5 Tax on profit on ordinary activities		
The corporation tax charge of £nil (2009 - £nil) comprises		
	2010	2009
	£'000	£'000
Corporation tax at the current rate of 28% (2009 – 28%)	1,187	698
Adjustment in respect of group relief for nil consideration	(1,187)	(698)
	•	-

For the year ended 31 December 2010

5 Tax on profit on ordinary activities (continued)

The tax assessed for the year differs from that resulting from applying the current rate of corporation tax in the UK of 28% (2009 - 28%) The differences are explained below

	2010 £'000	2009 £'000
Profit on ordinary activities before tax	29,553	10,376
Tax at the current rate of 28% (2009 – 28%) thereon	(8,275)	(2,905)
Factors affecting tax charge for the year		
Non-taxable dividend income	20,505	5,017
Profit on sale of fixed asset investments	769	-
Amounts written off investments	(11,812)	(646)
Imputed Interest	-	(1,148)
Other timing differences	-	380
Adjustment in respect of group relief for nil consideration	(1,187)	(698)
Current tax charge for the year	-	_

A deferred tax asset of £1,705,383 (2009 - £1,991,814) in relation to foreign tax credits and timing differences has not been recognised. In the opinion of the Directors, there is not sufficient evidence presently available that suitable taxable profits will be generated to support the recovery of the asset.

6 Fixed asset investments

	Subsidiary undertakings £'000	Associated undertakings £'000	<u>Other</u> £'000	<u>Total</u> £'000
Cost				
At 1 January 2010	6,552,276	7,175	40,953	6,600,404
Additions	208,919	10,679	1,800	221,398
Disposals	(6,491)	(9,237)		(15,728)
At 31 December 2010	6,754,704	8,617	42,753	6,806,074
Provision for impairment				
At 1 January 2010	2,350,543	677	12,313	2,363,533
Written off	42,186	-		42,186
At 31 December 2010	2,392,729	677	12,313	2,405,719
Net book value at 31 December 2010	4,361,975	7,940	30,440	4,400,355
Net book value at 31 December 2009	4,201,733	6,498	28,640	4,236,871

For the year ended 31 December 2010

6 Fixed asset investments (continued)

Investments at 31 December 2010 represent interests in the ordinary share capital of the following companies

Company	Country of incorporation	<u>Activity</u>	<u>Holding</u>
All Global Limited	England and Wales	Market Research	100%
Antidote Limited	England and Wales	Advertising	25%
Axicom Group Limited	England and Wales	Intermediate holding company	75%
Beyond Worldwide Ltd	England and Wales	Advertising	49%
Clockwork Capitał Limited	England and Wales	Lease finance for audio visual	
		products	50%
Cockpit Two Limited	England and Wales	Intermediate holding company	100%
Coley Porter Bell Limited	England and Wales	Artistic & literary creation	100%
Conquest Europe (UK) Limited	England and Wales	Dormant	100%
Dialogue Marketing Partnership	England and Wales	Marketing Consultants	
Limited			100%
Digit London Limited	England and Wales	Communications	51%
E-Commera Holdings Limited	England and Wales	Software consultancy	10%
Enduring Organisation	England and Wales	Intermediate holding company	62%
Enduring Organisation Two	England and Wales	Intermediate holding company	91%
Enfatico Ltd	England and Wales	Advertising	100%
Everystone Limited	England and Wales	Management consulting	100%
EWA Limited	England and Wales	Database marketing	100%
Fitch Qatar Limited	England and Wales	Provision of design services	100%
Flamingo Perspectives Limited	England and Wales	Intermediate holding company	100%
Flexible Organisation	England and Wales	Intermediate holding company	11%
Global Counsel LLP	England and Wales	Advertising	20%
Global Sportnet UK Limited	England and Wales	Advertising	100%
Goldfarb Focus Limited	England and Wales	Market Research	100%
GroupM Entertainment Ltd	England and Wales	Advertising	100%
GroupM UK LTd	England and Wales	Advertising	100%
Headlight Vision Limited	England and Wales	Dormant	100%
Heath Wallace Limited	England and Wales	Website design	75%
Hill & Knowiton Limited	England and Wales	Market Research	100%
Hogarth Worldwide Limited	England and Wales	Advertising	50%
Hill & Knowlton CIS Limited	England and Wales	Public relations consulting services	100%
Icomms MediaGroup Limited	England and Wales	Communications	100%
International Presentations Limited	England and Wales	Investor Relations	100%
JWT Specialized Communications	England and Wales	Employment / Marketing	
Limited		Communications	100%
Kinetic Worldwide Group Limited	England and Wales	Advertising	100%
M 101 Limited	England and Wales	Advertising	100%

For the year ended 31 December 2010

6 Fixed asset investments (continued)

Management Ventures Europe Limited	England and Wales	Business & Management	
Management Ventares Europe Emited	England and Traics	consultancy	100%
Matthew Poppy Advertising Limited	England and Wales	Healthcare advertising	100%
Maxus Communications Limited	England and Wales	Dormant	100%
MediaCom Holdings Limited	England and Wales	Advertising	4 8%
Mediacom North Limited	England and Wales	Advertising	81%
Media Insight Limited	England and Wales	Dormant	100%
MillerPerry Limited	England and Wales	Advertising	50%
Millward Brown Precis Limited	England and Wales	Media evaluation	100%
Millward Brown Ulster Limited	England and Wales	Market research	100%
Mindshare Media Worldwide Limited	England and Wales	Dormant	100%
mOne Limited	England and Wales	Dormant	100%
Newcrosse Limited	England and Wales	Intermediate holding company	100%
Oglivy Healthworld Europe Ltd	England and Wales	Dormant	100%
Ogilvy & Mather Europe Ltd	England and Wales	Advertising	100%
Permanent Organisation	England and Wales	Intermediate holding company	100%
Permanent Organisation Two	England and Wales	Intermediate holding company	2 4%
POA (Holdings) Limited	England and Wales	Outdoor advertising	100%
Precis (567) Limited	England and Wales	Dormant	100%
Prism Limited	England and Wales	PR & Sports Marketing	100%
Red Dot Square Holdings Ltd	England and Wales	Intermediate holding company	100%
Relish Marketing Ltd	England and Wales	Advertising	100%
RMG Black Cat Ltd	England and Wales	Advertising	100%
Rodney Fitch International Design	England and Wales	Design Consultants	
Consultants Limited	_		100%
ROCQM Limited	England and Wales	Dormant	100%
RMS Instore Limited	England and Wales	Information, Insight & Consultancy	100%
Shine M Limited	England and Wales	Media Buying	50%
Signposter com Limited	England and Wales	Advertising	100%
Spafax Airline Network Limited	England and Wales	Specialist Communications	100%
Sparklab Limited	England and Wales	Dormant	100%
Syzygy AG	Germany	Interactive	40 5%
TBU Holdings Limited	England and Wales	Branding & Identity	100%
Tempest Online Marketing Limited	England and Wales	Media Planning	100%
The Brandmade Media Group Limited	England and Wales	Dormant	100%
The Brand Union Holdings Limited	England and Wales	Specialist Communications	100%
The Brand Union Worldwide Ltd	England and Wales	Branding & Identity	100%
The Kantar Group Limited	England and Wales	Intermediate holding company	100%

For the year ended 31 December 2010

6 Fixed asset investments (continued)

The Store Consulting Limited	England and Wales	Dormant	100%
The WOW Factory Limited	England and Wales	Dormant	100%
TNS Gallup Limited	England and Wales	Advertising	63%
Transact Communications Limited	England and Wales	Dormant	100%
Tutssels Enterprise IG Ltd	England and Wales	Dormant	100%
United London Communications	England and Wales	Advertising	
Limited			90%
Wildfire Word of Mouth Limited	England and Wales	Business & Management	
		Consultancy	50%
Warwicks UK Limited	England and Wales	Branding & Identity	100%
Westbourne Terrace Management	England and Wales	Intermediate holding company	
Services Limited			100%
WPP 1177	England and Wales	Intermediate holding company	100%
WPP 2828 Ltd	England and Wales	Dormant	100%
WPP AMC Holdings	England and Wales	Intermediate holding company	31%
WPP Beans Limited	England and Wales	Intermediate holding company	1%
wpp com Limited	England and Wales	Dormant	100%
WPP Finance One PLC	England and Wales	Intermediate holding company	100%
WPP Group (Nominees) Limited	England and Wales	Intermediate holding company	100%
WPP Group Nominees One Limited	England and Wales	Dormant	100%
WPP Group Nominees Two Limited	England and Wales	Dormant	100%
WPP Group Nominees Three Limited	England and Wales	Dormant	100%
WPP Group Nominees Four Limited	England and Wales	Dormant	100%
WPP Group Nominees Five Limited	England and Wales	Dormant	100%
WPP Communications Limited	England and Wales	Dormant	100%
WPP GUSA UK	England and Wales	Intermediate holding company	46%
WPPIH 2001 Incorporated	United States	Intermediate holding company	15%
WPP India Limited	England and Wales	Dormant	100%
WPP Investments Limited	England and Wales	Intermediate holding company	100%
WPP Ottawa Limited	England and Wales	Intermediate holding company	57%
WPP Phoenix Limited	England and Wales	Intermediate holding company	100%
WPP Rasor UK	England and Wales	Intermediate holding company	50%
WPP Sparky Limited	England and Wales	Intermediate holding company	41%
WPP Spike Limited	England and Wales	Intermediate holding company	100%
WPP Toronto Limited	England and Wales	Intermediate holding company	17%
WPP Vancouver Limtied	England and Wales	Intermediate holding company	17%
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For the year ended 31 December 2010

6 Fixed asset investments (continued)

During the year the company made further investments in existing undertakings and new investments in Enfatico Limited, WPP Ottawa Limited, Hill & Knowlton Limited, MillerPerry Limited, E-Commera Holdings Limited, Flexible Organisation, All Global Limited, WPP Toronto Limited, Health Wallace Limited, Kinetic Worldwide Group Limited, Global Sportnet UK Limited, TNS Gallup Limited and Global Counsel LLP for cash consideration

During the year, the company disposed of its investment in The Farm Post Production Limited for cash consideration to another group company. A profit of £2,746,000 was realised

During the year, the company disposed of part of its investment in WPP Toronto Limited for cash consideration to another group company at book value

In accordance with the company's accounting policy, the company annually tests the carrying value of investments for impairment. The 2010 impairment review was undertaken as at 31 December 2010. The review assessed whether the carrying value of investments was supported by the net present value of future cash flows derived from assets using a projection period of up to five years for each subsidiary entity. After the projection period, steady or declining growths have been assumed for each subsidiary entity. An annual growth rate of 3.0% and a pre-tax discount rate of 9.58% has been assumed.

7 Debtors

	2010	2009
	£'000	£'000
Amounts falling due within one year		
Amounts owed by other group undertakings	1,402,315	1,052,567
Amounts owed by associated undertakings	-	148
Other debtors	3	3
	1,402,318	1,052,718
Amounts falling due after more than one year		
Amounts owed by associated undertakings	40	40
	1,402,358	1,052,758
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The interest rates applied on the company's loans owed by other group undertakings are 0 84%, 2 00%, 3 12%, 5 25% and 10 12% (2009 – 3 26%, 3 28%,10 12% and 3 53%)

8 Creditors: amounts falling due within one year

	2,056,457	1,572,923
Payments due to vendors	24,883	9,632
Accrued interest	2,054	5,151
Amounts owed to other group undertakings	1,287,113	644,137
Bank overdraft	742,407	914,003
	£'000	£'000
	2010	2009

13 WPP GROUP (UK) LIMITED - 2670617

For the year ended 31 December 2010

8 Creditors: amounts falling due within one year (continued)

The interest rate applied on the company's overdraft facility is 1 5% (2009 – 1 5%). The interest rates applied on the company's loans due to other group undertakings are 0 500%, 3 093%, 3 123%, 5 250%, 6 499% and 10 000% (2009 – 5 250%, 3 261% and 10 000%).

9 Called-up share capital

	2010	2009
	£	£
Allotted, called-up and fully-paid		
679,079,608 (2009 - 679,079,608) ordinary shares of £1 each	679,079,608	679,079,608
25,759,475 (2009 - 25,759,475) preferred ordinary shares of £1 each	25,759,475	25,759,475
	704,839,083	704,839,083

The preferred ordinary shares do not carry voting rights, but rank pari passu with the ordinary shares with regard to rights on a return of capital on liquidation or otherwise, and any right to participate in the profits of the Company

10 Reserves

TV Neserves	Share premium account £'000	Capital reserve £'000	Profit and loss account £'000	Total £'000
At 1 January 2010	3,440,074	44,840	(472,895)	3,012,019
Profit for the financial year	<u> </u>		29,553	29,553
At 31 December 2010	3,440,074	44,840	(443,342)	3,041,572
11 Reconciliation of movements in shareholders	s' funds		2010 £'000	2009 £'000
Profit for the financial year			29,553	10,376
Net addition to shareholders' funds			29,553	10,376
Opening shareholders' funds			3,716,858	3,706,482
Closing shareholders' funds			3,746,411	3,716,858

12 Guarantees and other financial commitments

The company participates in group banking arrangements with its ultimate parent, WPP plc, and has access to a group cash management facility. The company guarantees the facility to the extent of its cash deposited in the UK with its clearing bank.

13 Related party transactions

As a wholly owned subsidiary of WPP plc, the company has taken advantage of the exemption in FRS 8 "Related Party Disclosures" from disclosing transactions with other members of the group headed by WPP plc

14 WPP GROUP (UK) LIMITED - 2670617

For the year ended 31 December 2010

14 Ultimate parent company and controlling party

The directors regard WPP LN Limited, a company incorporated in England and Wales, as the immediate parent company and WPP plc, a company incorporated in Jersey, as the ultimate parent company and the ultimate controlling party

At the year end the parent undertaking of the largest group of undertakings for which group financial statements are drawn up and of which the company is a member is WPP plc, incorporated in Jersey. The parent undertaking of the smallest such group is Lexington International B V, incorporated in the Netherlands.

Copies of the financial statements of WPP plc are available at www.wppinvestor.com Copies of the financial statements of Lexington International B V can be obtained from Wilhelminaplein 10, 3072 DE Rotterdam, Netherlands or 27 Farm Street, London, W1J 5RJ, UK