Company Registration No. 2671949

BJK & E Media Limited

Report and Financial Statements

31 December 2007

TUESDAY



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Report and financial statements 2007

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Report and financial statements 2007

Officers and professional advisers

Directors

D Bryan

J Jennings

T Irwin

N Kelvın

M Lund

Secretary

D Bryan

Registered office

1 Paris Garden

London

SE1 8NU

Bankers

National Westminster Bank Plc

Portsmouth

Solicitors

Hammonds

7 Devonshire Square

Cutlers Gardens

London

EC2M 4YN

Auditors

Deloitte & Touche LLP

Chartered Accountants

London

Directors' report

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

Principal activities

The principal activity of the company is the planning and buying of media advertising campaigns. The directors consider the results satisfactory and are confident about its future prospects.

Business review

The company is an 85% owned subsidiary of WPP Group plc and operates as part of the group's Mediaedge cia network.

The company's principal activities are the provision of media buying and planning services, with 83% activity based in the UK. There have not been any significant changes in the company's principal activities in the year under review. The directors are not aware, at the date of this report, of any likely major changes in the company's principal activities in the next year, although the general level of activity is expected to increase through growth in the market and competitive growth in market share.

As shown in the company's profit and loss account on page 7, the company's turnover has increased by 24 2% over the prior year, due to new client wins and organic growth by a small number of clients. The company recorded a profit on ordinary activities before taxation of £1 1m (2006 profit £0 7m) in the year. The increase is made up by the new clients and upturn in media spend by clients.

The balance sheet on page 8 of the financial statements shows that the company's financial position has not significantly changed from the prior year. Both current assets and current liabilities have increased by 18 9% and 18 6% respectively. Net assets have increased by 36 6%

There have been no significant events since the balance sheet date

The WPP group manages its operations on a network basis. For this reason, the company's directors believe that further key performance indicators for the company are not necessary or appropriate for an understanding of the development, performance or position of the business. The performance of the Mediaedge cia network of WPP Group plc, which includes the company, is discussed in the group's Annual Report which does not form part of this Report.

Principal risks and uncertainties

The company competes for clients in a highly competitive industry which may reduce market share and decrease profits and is dependent on its employees. The company manages this risk by providing added value services to its clients and by maintaining strong client relationships. The company recruits and seeks to retain the most talented people by supporting them to expand their skills and capabilities.

Directors' report (continued)

Business review (continued)

The company occasionally makes sales in a currency other than sterling and it is therefore exposed to the fluctuations in foreign currency exchange rate. The group's treasury function takes out contracts to manage this risk at a group level

The company is financed by bank borrowings and has no third party debt. Group treasury function manages overall cash pooling, but the company is subject to fluctuations in bank interest rates. Group risks are discussed in the group's Annual Report which does not form part of this Report.

Future Prospects

The future development of the company will be to continue to improve the competencies, efficiency and depth of the business, as well as progressing the specialist offerings of interaction, direct, retail and creative services

Fnuronmont

The WPP group recognises the importance of its environmental responsibilities, monitors its impact on the environment, and designs and implements policies to reduce any damage that might be caused by the group's activities. The company operates in accordance with group policies, which are described in the group's Corporate Responsibility Report which does not form part of this Report. Initiatives designed to minimise the company's impact on the environment include improving our energy use efficiency, paper use and recycling

Employees

Details of the number of employees and related costs can be found in notes 4 and 6 to the financial statements on pages 11 to 12

Applications for employment by disabled persons are always fully considered, bearing in mind the aptitudes of the applicant concerned

The company participates in the group's policies and practices to keep employees informed on matters relevant to them as employees through regular meetings and newsletters. Employee representatives are consulted regularly on a wide range of matters affecting their interests.

Results and dividends

The profit and loss account is set out on page 7 and shows the profit on ordinary activities after taxation for the year of £1,210,379 (2006 £764,735) During 2007 a dividend of £800,000 was paid relating to 2006 During 2006 a dividend of £2,424,000 was paid relating to 2003, 2004 and 2005 The directors recommend the payment of a dividend of £997,000 (2006 £800,000)

Supplier payment policy

The company's policy is to settle the terms of payment with suppliers when agreeing the terms of each transaction, and to ensure that suppliers are made aware of the terms of payment and abide by the terms of payment. Trade creditors of the company at 31 December 2007 were equivalent to 89 days (2006 93 days) purchases, based on the average daily amount invoiced by suppliers during the trading period.

Charitable and political donations

Charitable donations of £200 were made during the year (2006 £mil) No political donations were made in the current or preceding year

Directors' report (continued)

Directors and their interests

The directors of the company, who served throughout the year, except as noted, were

D Bryan

J Jennings

T Irwin

N Kelvin

M Lund

T Marus

(Resigned 31 January 2007)

Financial risk management

The company is exposed to financial risk through its financial assets and liabilities. The key financial risk is that the proceeds from financial assets are not sufficient to fund obligations as they fall due. The most important components of financial risk are interest rate risk, currency risk, credit risk, liquidity risk, cash flow risk and price risk.

Due to the nature of the company's business and the assets and liabilities contained within the company's balance sheet, the only financial risks the directors consider relevant to this company are interest rate risk and credit risk. Key management mitigate these risks by regular monitoring throughout the year and through the use of credit insurance

The company does not manage its financial risk by the use of derivative financial instruments

Auditors

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

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

D Bryan Director

6/10/

2008

Statement of directors' responsibilities

The directors are responsible for preparing 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 which 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 BJK&E MEDIA LIMITED

We have audited the financial statements of BJK & E Media Ltd for the year ended 31 December 2007 which comprise the profit and loss account, the balance sheet, the cashflow statement and the related notes 1 to 21 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 judgments 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

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 to & Touche LLP

Deloitte & Touche LLP Chartered Accountants and Registered Auditors

London, UK 20to

Profit and loss account Year ended 31 December 2007

	Notes	2007 £	2006 £
Turnover Cost of sales	1, 2	58,754,792 (55,356,955)	47,290,213 (44,539,046)
Gross profit		3,397,837	2,751,167
Administrative expenses		(2,596,169)	(2,314,525)
Operating profit		801,668	436,642
Interest receivable and similar income	7	346,756	284,865
Profit on ordinary activities before taxation Tax on profit on ordinary activities	3 8	1,148,424 61,955	721,507 43,228
Profit on ordinary activities after taxation	16	1,210,379	764,735

All of the above results derive from continuing activities and there were no acquisitions in the year

The company has no recognised gains and losses in either year other than the result shown above, and therefore no separate statement of total recognised gains and losses has been presented

There is no difference between the profit on ordinary activities before taxation and the retained profit for the year stated above and their historical cost equivalents

Balance sheet 31 December 2007

	Notes	2007 2006 £ £
Fixed assets		
Tangible assets	10	139,964 175,454
Current assets		45 000 004 14 004 5 05
Debtors	11	17,808,026 14,984,797
Creditors: amounts falling due		
within one year	12	(15,212,004) (12,835,679)
Net current assets		2,596,022 2,149,118
Total assets less current liabilities		2,735,986 2,324,572
Creditors: amounts falling due		
after more than one year	13	(1,203,433) (1,202,398)
Net assets		1,532,553 1,122,174
Capital and reserves		
Called up share capital	15	10,000 10,000
Profit and loss account	16	1,522,553 1,112,174
Shareholders' funds	17	1,532,553 1,122,174

These financial statements were approved by the Board of Directors on 6 / 10 / 2008
Signed on behalf of the Board of Directors

D Bryan Director

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Cash flow statement Year ended 31 December 2007

	Notes	2007 £	2006 £
Net cash inflow from operating activities	19	2,521,502	266,187
Returns on investments and servicing of finance Interest received		346,756	284,865
Capital expenditure and financial investment Purchase of tangible fixed assets Equity dividends paid		(9,622) (800,000)	(1,569) (2,424,000)
Cash outflow before management of liquid resources and financing		2,058,636	(1,874,517)
Management of liquid resources		(2,058,636)	1,874,517
Increase/(decrease) in cash in the year		<u> </u>	

Notes to the accounts Year ended 31 December 2007

1. Accounting policies

The principal accounting policies, all of which have been applied consistently throughout the year are as described below

Basis of preparation

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

Turnover and recognition of income

Turnover comprises the net value of amounts invoiced to clients, excluding VAT, and normally reflects the costs of advertising expenditure of the company's clients and the related commissions and fees charged Commissions are recognised as income when the related advertisement appears Fees are recognised as income in the period to which they relate

Tangible fixed assets

Fixed assets are shown at cost less accumulated depreciation and provision for impairment

Depreciation is provided at rates calculated to write off the cost, less estimated residual value, of each asset on a straight-line basis over its estimated useful life as follows

Leasehold improvements 10% per annum or life of lease if shorter

Office machinery 20%-33% per annum Furniture, fixtures and fittings 10%-20% per annum

Taxation

UK corporation 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, except to the extent that the losses are transferred from another group company under the group relief provisions, without corresponding payment by the claimant company

Deferred tax 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 is not provided on timing differences. Deferred tax assets are recognised to the extent that it is regarded as more likely than not that they will be recovered. Deferred tax assets and liabilities are not discounted.

Operating leases

Rentals under operating leases are charged on a straight-line basis over the lease term, even if payments are not made on such a basis

Dividends

Dividends that are declared after the balance sheet date are not recognised as a liability in the current year Such dividends are disclosed in the notes to the financial statements

Notes to the accounts Year ended 31 December 2007

2.	Turnover		
	Turnover derives from the company's principal activities and arises as follows		
	Turnover derives from the company's principal derivities and dises as follows	3007	2006
		2007 £	2006 £
	Data	57,867	218,182
	Dubai Denmark	31,007	97,164
	Ukraine	-	150,940
	Hong Kong	489,520	70,332
	France	(3,353)	415,483
	Germany	5,515,775	3,941,928
	Thailand	269,599	-
	Malta	3,479,576	_
	United Kingdom	48,945,808	41,982,832
	United States of America	-	413,352
			
		58,754,792	47,290,213
3.	Profit on ordinary activities before taxation		
		2007	2006
		£	£
	Profit on ordinary activities before taxation is stated after charging		
	Depreciation of tangible fixed assets		
	- owned	45,111	45,663
	Operating lease rentals		
	- property	167,065	168,804
	Auditor's remuneration		
	- audit of the annual accounts	21,000	21,000
4	Staff aceta (including discortant)		
4.	Staff costs (including directors)		
		2007	2006
		£	£
	Wages and salaries	1,145,685	1,131,752
	Social security costs	154,861	142,854
		1,300,546	1,274,606

Notes to the accounts Year ended 31 December 2007

5. Directors' remuneration

Emoluments

6.

The emoluments of directors of the company were		
	2007 £	2006 £
Remuneration	413,173	497,954
Highest paid director		
Fees and other emoluments disclosed above include the following in respect of	the highest paid dir	ector
	2007 £	2006 £
Remuneration	162,296	175,092
Employee information		
The average monthly number of persons (including directors)	2007 No.	2006 No.

	employed by the company during the year, all of whom were employed within media buying services, was	24	24
	emproyed walk mount out and out took, who		
7.	Interest receivable		

2007	2006
£	£
Interest receivable from group undertakings 346.756	284,865

Notes to the accounts Year ended 31 December 2007

8. Tax on profit on ordinary activities

9.

•		
Analysis of tax charge on ordinary activities	2007 £	2006 £
UK corporation tax charge at 30% (2006 30%)	-	-
Defermed to the		
Deferred tax Adjustments to the estimated recoverable amounts of deferred tax assets arising in current periods	(61,955)	-
Adjustment in respect of prior years		(43,228)
Total tax charge	(61,955)	(43,228)
Factors affecting tax charge for the current year		
The tax assessed for the year is higher than that resulting from applying the standard the UK at 30% (2006 30%) The differences are explained below	l rate of corpor	ation tax in
	2007 £	2006 £
Profit on ordinary activities before tax	1,148,424	721,507
Tax at 30% thereon	344,527	216,452
Effects of		
Expenses not deductible for tax purposes	14,011	14,519
Capital allowances in excess of depreciation	3,917	4,082
Movement in short term timing differences	19,805	-
Group relief claimed for nil consideration	(382,260)	(235,053)
Current tax charge for year	-	
Dividends		
	2007	2006
A	£	£
Amounts recognised as distributions to equity holders in the year Final dividend for the year ended 31 December 2007 of £80 00 (2006 £81 30) per share	800,000	813,000
D 10 11 1 10 1 1 10 10 1 200 TO 1000 T		
Proposed final dividend for the year ended 31 December 2007 of £99 70 (2006 £80 00) per share	997,000	800,000

The proposed final dividend is subject to approval by the shareholders at the Annual General Meeting and has not been included as a liability in these financial statements

Notes to the accounts Year ended 31 December 2007

10. Tangible fixed assets

10.	I angible fixed assets				
		Leasehold improvements	Office machinery £	Furniture, fixtures and fittings	Total £
	Cost At 1 January 2007 Additions	208,364	40,514 9,622	63,968	312,846 9,622
	At 31 December 2007	208,364	50,136	63,968	322,468
	Depreciation At 1 January 2007 Charge for the year	64,113 32,056	34,149 6,658	39,132 6,397	137,393
	At 31 December 2007	96,169	40,807	45,529	182,504
	Net book value At 31 December 2007	112,195	9,329	18,439	139,964
	At 31 December 2006	144,253	6,365	24,836	175,454
11.	Debtors			2007 £	2006 £
	Trade debtors Amounts owed by fellow group undertakings Other debtors Other taxes and social security Prepayments and accrued income			4,199,210 12,672,095 4,861 392,168 539,692	1,611,806 12,564,001 3,589 334,014 471,387
				17,808,026	14,984,797
12.	Creditors: amounts falling due within one year				****
				2007 £	2006 £
	Trade creditors Amounts owed to fellow group undertakings Amounts owed to ultimate parent undertaking Other creditors Accruals and deferred income			13,428,576 576,795 8,989 411,603 786,041	11,027,400 525,438 467,244 815,597 12,835,679
				15,212,004	12,033,079

Notes to the accounts Year ended 31 December 2007

13.	Creditors: amounts falling due after more than one year		
		2007 £	2006 £
	Amounts owed to fellow group undertakings		
	- In respect of group relief	1,203,433	1,202,398
14	Deferred tax		
	The movement on the deferred taxation asset in the year is as follows		
		2007 £	2006 £
	Opening balance	-	-
	Credit to profit and loss account	61,955	-
		61,955	-
15.	Called up share capital		Restated
		2007 £	2006 £
	Authorised:		
	10,000 ordinary shares of £1 each	10,000	10,000
		10,000	10,000
	Allotted and fully paid:		
	10,000 ordinary shares of £1 each	10,000	10,000
		10,000	10,000

Notes to the accounts Year ended 31 December 2007

16. Reserves

10.	Reserves		Profit and loss account £
	At 1 January 2007		1,112,174
	Profit for the financial year Dividends		1,210,379 (800,000)
	At 31 December 2007		1,522,553
17.	Reconciliation of movements in shareholders' funds		
		2007 £	2006 £
	Profit for the financial year Dividends	1,210,379 (800,000)	764,735 (813,000)
	Net addition / (reduction) to shareholders' funds Opening shareholders' funds	410,379 1,122,174	(48,265) 1,170,439
	Closing shareholders' funds	1,532,553	1,122,174

18. Financial commitments

a) Lease commitments

At 31 December 2007 the company had annual commitments under non-cancellable operating leases expiring as follows

	Prop	Property	
	2007 £	2006 £	
Within two to five years	161,000	138,000	
	161,000	138,000	

b) Syndicated banking arrangements

BJK & E Media Limited participates in group banking arrangements with its parent company, WPP Group plc, and has access to a group cash management facility BJK & E Media Limited guarantees the facility to the extent of its cash deposited in the UK with its clearing bank BJK & E Media Limited, together with its parent company, WPP Group plc, and certain other subsidiary undertakings, is a party to the group's syndicated banking arrangements BJK & E Media Limited has jointly and severally guaranteed the borrowings under these arrangements. Details of these arrangements are included in the financial statements of WPP Group plc

Notes to the accounts Year ended 31 December 2007

19. Net cash from operating activities

	Notes	2007 £	2006 £
Operating profit		801,668	436,642
Add depreciation charge for year		45,111	45,663
(Increase)/decrease in receivables		(702,637)	1,490,686
Increase/(decrease) in payables		2,377,360	(1,706,804)
Net cash inflow/(outflow) from operating activities		2,521,502	266,187

20 Related parties

Mediaedge cia (UK) Holdings limited, a subsidiary of WPP Group plc, is the company's majority shareholder. The minority shareholder is DLKW Limited. In the year to 31 December 2007 the following expenses were charged, on normal commercial terms, by related parties.

	2007		2006	
Company and transaction	Income/ (expense) £	Debtor/ (creditor) £	Income/ (expense) £	Debtor/ (creditor) £
Management & Central services recharges Mediaedge cia UK Limited	(189,835)	-	(498,357)	(5,422)
Purchases of services Other group companies*	-	(45,856)	(935,218)	(55,288)
Sales of services Other group companies	11,164,629	527,951	6,807,632	2,265,226
Cash Pooling, interest and corporation tax Mediaedge cia (UK) Holdings Limited WPP Group Holdings Limited	346,756 (8,989)	12,144,144 (8,989)	287,322 (358,883)	11,960,025 (1,202,752)
	11,312,561	12,617,250	5,302,496	12,961,789

Amounts owed by and to associated undertakings are disclosed in notes 11 and 12. These amounts relate to trading balances

- * Other group companies, which are related through a common controlling party include
- Mediaedge cia France
- Mediaedge cia Belgium
- Mediaedge cia Norway AS
- Mediaedge cia Italy
- Mediaedge cia Switzerland

Notes to the accounts Year ended 31 December 2007

- Mediaedge cia Deutschland Gmbh
- Mediaedge cia Sweden
- Mediaedge cia Spain
- Mediaedge cia Austria
- Mediaedge cia Finland
- Mediaedge cia Russia
- Mediaedge cia Poland
- Poster Publicity Limited

21. Ultimate parent undertaking

The directors regard WPP Group plc, a company incorporated in Great Britain, as the ultimate parent company and the ultimate controlling party

WPP Group plc, is the immediate parent company and the parent company registered in England and wales of the largest and smallest group of which the company is a member and for which group financial statements are drawn up. Copies of the financial statements are available from 27 Farm Street, London W1J 5RJ