

**Company Registration No. 03057181**

**Dialogue Marketing Partnership  
Limited**  
**Report and unaudited financial Statements**

**31 December 2016**



# **Dialogue Marketing Partnership Limited**

## **Report and financial statements 2016**

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**Dialogue Marketing Partnership Limited**  
**Registered number 03057181**

**Report and financial statements 2016**

**Officers and professional advisers**

**Directors**

Raj Dadra (appointed 16<sup>th</sup> July 2015, resigned 9<sup>th</sup> June 2016)  
Wayne Moretto (appointed 9<sup>th</sup> June 2016)  
Sarah Todd (appointed 9<sup>th</sup> June 2016)

**Secretary**

WPP Group (Nominees) Limited

**Registered Office**

27 Farm Street  
London  
W1J 5RJ

**Dialogue Marketing Partnership Limited**  
**Registered number 03057181**

**Directors' report**

The directors present their annual report and the financial statements for the year ended 31<sup>st</sup> December 2016.

This directors' report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption. The company has taken advantage of the exemption granted under s414 of the Companies Act 2006 and has not produced a Strategic Report.

**Principal activities**

The company ceased to trade on 1 January 2007 and is dormant.

**Directors**

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

R Dadra (appointed 16<sup>th</sup> July 2015, resigned 9<sup>th</sup> June 2016)

Wayne Moretto (appointed 9<sup>th</sup> June 2016)

Sarah Todd (appointed 9<sup>th</sup> June 2016)

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



Wayne Moretto  
Director

11<sup>th</sup> May 2017

**Dialogue Marketing Partnership Limited**  
Registered number 03057181

**Balance sheet**  
**31 December 2016**

	Notes	2016 £'000	2015 £'000
<b>Current assets</b>			
Debtors	2	263	263
		<u>263</u>	<u>263</u>
<b>Creditors: amounts falling due within one year</b>			-
		<u>263</u>	<u>263</u>
<b>Net current assets</b>			
		<u>263</u>	<u>263</u>
<b>Total assets less current liabilities</b>		<u>263</u>	<u>263</u>
<b>Net assets</b>		<u>263</u>	<u>263</u>
<b>Capital and reserves</b>			
Called up share capital	3	14	14
Share premium account		10	10
Capital redemption reserve		1	1
Profit and loss account		<u>238</u>	<u>238</u>
<b>Shareholders' funds</b>		<u>263</u>	<u>263</u>

For the year ended 31st December 2016 the company was entitled to exemption from section 480 of the Companies Act 2006.

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 responsibility for:

- ensuring the company keeps accounting records which comply with Section 386; and
- preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year, and of its profit or loss for the financial year, in accordance with the requirements of Section 393, and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as is applicable to the company.

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

The accompanying notes are an integral part of this balance sheet.

These financial statements were approved by the Board of Directors and signed on behalf of the Board.



Wayne Moretto  
Director

11<sup>th</sup> May 2017

**Dialogue Marketing Partnership Limited**  
Registered number 03057181

**Notes to the accounts**  
**Year ended 31 December 2016**

**1. Accounting policies**

**Basis of preparation**

The financial statements have been prepared under the historical cost convention in accordance with applicable accounting standards. The accounting policies, which have been applied consistently throughout the year and the preceding year.

**2. Debtors**

	2016 £'000	2015 £'000
Amounts owed by group undertakings	263	263

**3. Called up share capital**

	2016 £'000	2015 £'000
<b>Authorised:</b>		
50,000 ordinary shares of £1 each	50	50
<b>Allotted, called up and fully paid:</b>		
14,036 ordinary shares of £1 each	14	14

**4. Ultimate parent company and parent undertaking of smallest group of which the company is a member**

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

At 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, registered in Jersey. The parent undertaking of the smallest such group is WPP Jubilee Limited, incorporated in England and Wales.

Copies of the financial statements of WPP plc are available at [www.wppinvestor.com](http://www.wppinvestor.com).

Copies of the financial statements of WPP Jubilee Limited can be obtained from 27 Farm Street, London, W1J 5RJ, UK.