

Registration number 4395472

Havas Sports Limited
Directors' report and financial statements
for the year ended 31 December 2010

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Havas Sports Limited

Company information

Directors	G Bailly M R B Craze K S Impey M E McElhatton
Secretary	M E McElhatton
Company number	4395472
Registered office	11 Great Newport Street London WC2H 7JA
Auditors	Constantin 25 Hosier Lane London EC1A 9LQ

Havas Sports Limited

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Havas Sports Limited

Directors' report for the year ended 31 December 2010

The directors present their report and the financial statements for the year ended 31 December 2010

Principal activity

The principal activity of the company continued to be the provision of sports marketing services and the activation of sponsorship rights and the company has a division called Havas Sport Insight which adds to its research and measurement capability

Results

The results for the year are set out on page 5

The directors have paid an interim dividend amounting to £790,124 and they recommend payment of a final dividend amounting to £9,876

Payments of creditors

The company does not adopt a specific code or standard payment policy. However, it is the company's policy to pay its suppliers in accordance with the terms agreed with them, provided that the supplier has met its contractual obligations

Directors

The directors who served during the year are as stated below

G Baily

M R B Craze

K S Impey

M E McElhatton

R M Wight

(Resigned 31 December 2010)

Directors' responsibilities

The directors are responsible for preparing the Annual Report and financial statements in accordance with applicable law and United Kingdom Generally Accepted Accounting Practice (UK GAAP)

Company law requires the directors to prepare financial statements for each financial year which 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 year. In preparing these financial statements the directors are required to

- select suitable accounting policies and apply them consistently,
- make judgements and estimates that are reasonable and prudent,
- 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 to 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

Havas Sports Limited

**Directors' report
for the year ended 31 December 2010**

The directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

In so far as the directors are aware:

- there is no relevant audit information (information needed by the company's auditors in connection with preparing their report) of which the company's auditors are unaware, and
- the directors have taken all the steps that they ought to have taken 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 Section 418 of the Companies Act 2006.

Auditors

In accordance with Section 487(1) of the Companies Act 2006, a resolution proposing that Constantin be reappointed as auditors of the company will be put to the Annual General Meeting.

This report is prepared in accordance with the special provisions of Part XV of the Companies Act 2006 relating to small companies.

This report was approved by the Board on *14 July 2011* and signed on its behalf by

**M E McElhatton
Director**



**Independent auditor's report to the shareholders of
Havas Sports Limited**

We have audited the financial statements of Havas Sports Limited for the year ended 31 December 2010 which comprise the Profit and Loss Account, the Balance Sheet and the related notes. 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 Sections 495 and 496 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 set out on page 1 - 2, 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 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 the 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.

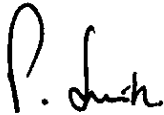
In our opinion the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

**Independent auditor's report to the shareholders of
Havas Sports Limited**

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



**Peter Smith FCA (Senior Statutory Auditor)
For and behalf of Constantin, Statutory Auditor**

**25 Hosier Lane
London
EC1A 9LQ**

Date 18 July 2011

Havas Sports Limited

Profit and loss account for the year ended 31 December 2010

	Notes	Continuing operations	
		2010	2009
		£	£
Turnover	2	7,701,612	4,793,830
Cost of sales		(4,622,227)	(2,040,922)
Gross profit		<u>3,079,385</u>	<u>2,752,908</u>
Administrative expenses		(2,218,396)	(1,712,941)
Other operating income		50,000	-
Operating profit	3	<u>910,989</u>	<u>1,039,967</u>
Other interest receivable and similar income		1,428	9,970
Profit on ordinary activities before taxation		<u>912,417</u>	<u>1,049,937</u>
Tax on profit on ordinary activities	5	(269,117)	(297,468)
Profit on ordinary activities after taxation	12	<u><u>643,300</u></u>	<u><u>752,469</u></u>

There are no recognised gains or losses other than the profit or loss for the above two financial years

The notes on pages 7 to 12 form an integral part of these financial statements.

Havas Sports Limited

**Balance sheet
as at 31 December 2010**

		2010		2009	
Notes	£	£	£	£	
Fixed assets					
Tangible assets	7		39,693	22,916	
Current assets					
Debtors	8	2,011,946		1,361,439	
Cash at bank and in hand		205,648		498,681	
		<u>2,217,594</u>		<u>1,860,120</u>	
Creditors: amounts falling due within one year	9	<u>(1,576,959)</u>		<u>(1,046,008)</u>	
Net current assets			640,635	814,112	
Total assets less current liabilities			<u>680,328</u>	<u>837,028</u>	
Capital and reserves					
Called up share capital	10		1,053	1,053	
Profit and loss account	12		679,275	835,975	
Shareholders' funds	11		<u>680,328</u>	<u>837,028</u>	

The financial statements were approved by the Board on *14 July 2011* and signed on its behalf by

M E McElhatton
Director



Registration number 4395472

The notes on pages 7 to 12 form an integral part of these financial statements.

Havas Sports Limited

Notes to the financial statements for the year ended 31 December 2010

1. Accounting policies

1.1. Accounting convention

The financial statements are prepared under the historical cost convention and comply with financial reporting standards of the Accounting Standards Board

1.2. Turnover

Turnover represents the total invoice value, excluding value added tax and trade discounts, of sales made during the year. Retainers are recognised in the month to which they relate and all other income is recognised on delivery of services to the customer

1.3. Tangible fixed assets and depreciation

Depreciation is provided at rates calculated to write off the cost less residual value of each asset over its expected useful life, as follows

Fixtures, fittings and equipment	-	33 33% straight line
Computer equipment	-	33 33% straight line

1.4. Deferred taxation

Deferred taxation is accounted for on an undiscounted basis at expected tax rates on all differences arising from the inclusion of items of income and expenditure in taxation computations in periods different from those in which they are included in the financial statement. A deferred tax asset is only recognised when it is more likely than not that the asset will be recoverable in the foreseeable future out of suitable taxable profits from which the underlying timing differences can be deducted

1.5. Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange prevailing at the accounting date. Transactions in foreign currencies are recorded at the date of the transactions. All differences are taken to the Profit and Loss account

1.6 Related party transactions

In accordance with Financial Reporting Standard No 8, the company has taken advantage of the exemption for subsidiary undertakings, whose 100% voting rights are controlled within a group, from the requirement to disclose related party transactions, as the consolidated financial statements in which the company is included are publicly available

1.7. Cash flow statement

In accordance with Financial Reporting Standard No 1, the company has taken advantage of the exemption for subsidiary undertakings, whose 90% or more voting rights are controlled within a group, from the requirement to prepare a cash flow statement, as the consolidated financial statements in which the company is included are publicly available

2. Turnover

The total turnover of the company for the year has been derived from its principal activity wholly undertaken in the UK

Havas Sports Limited

**Notes to the financial statements
for the year ended 31 December 2010**

3. Operating profit	2010	2009
	£	£
Operating profit is stated after charging/(crediting)		
Depreciation and other amounts written off tangible assets	27,472	13,304
Auditors' remuneration	17,545	16,999
Net foreign exchange gain	869	(6,135)
	<u> </u>	<u> </u>
 4. Employees		
Number of employees	2010	2009
The average monthly numbers of employees (including the directors) during the year were	<u> </u> 28	<u> </u> 22
 Employment costs	2010	2009
	£	£
Wages and salaries	1,365,888	1,123,088
Social security costs	173,788	130,241
	<u> </u>	<u> </u>
	<u>1,539,676</u>	<u>1,253,329</u>
 4.1 Directors' remuneration	2010	2009
	£	£
Remuneration and other emoluments	<u> </u> 392,400	<u> </u> 252,120
 Highest paid director	£	£
Amounts included above		
Emoluments and other benefits	<u> </u> 210,000	<u> </u> 141,060

Havas Sports Limited

**Notes to the financial statements
for the year ended 31 December 2010**

5. Tax on profit on ordinary activities

Analysis of charge in period	2010	2009
	£	£
Current tax		
UK corporation tax	277,081	301,354
Adjustments in respect of previous periods	(614)	(10,114)
Total current tax charge	<u>276,467</u>	<u>291,240</u>
Deferred tax		
Timing differences, origination and reversal	(7,094)	(3,726)
Prior period adjustments	(256)	9,954
Total deferred tax	<u>(7,350)</u>	<u>6,228</u>
Tax on profit on ordinary activities	<u>269,117</u>	<u>297,468</u>

Factors affecting tax charge for period

The tax assessed for the period differs from the standard rate of corporation tax in the UK (28 per cent)
The differences are explained below

	2010	2009
	£	£
Profit on ordinary activities before taxation	<u>912,417</u>	<u>1,049,937</u>
Profit on ordinary activities multiplied by standard rate of corporation tax in the UK of 28% (2009 28%)	255,477	293,983
Effects of:		
Expenses not deductible for tax purposes	13,912	3,646
Capital allowances for period in excess of depreciation	7,692	3,725
Adjustments to tax charge in respect of previous periods	(614)	(10,114)
Current tax charge for period	<u>276,467</u>	<u>291,240</u>

Havas Sports Limited

**Notes to the financial statements
for the year ended 31 December 2010**

5. Tax on profit on ordinary activities (continued)

(c) Deferred tax asset

	2010	2009
	£	£
Capital allowances in excess of depreciation	16,148	8,798
Deferred tax asset	<u>16,148</u>	<u>8,798</u>
Asset 1 January 2010	8,798	
Deferred tax credit in profit and loss account	<u>7,350</u>	
Asset at 31 December 2010	<u>16,148</u>	

6 Dividends

Dividends paid and proposed on equity shares

	2010	2009
	£	£
Ordinary shares - paid during the year	790,124	362,000
Ordinary shares - interim proposed	9,876	-
	<u>800,000</u>	<u>362,000</u>

Havas Sports Limited

**Notes to the financial statements
for the year ended 31 December 2010**

7. Tangible fixed assets	Fixtures, fittings and equipment £	Computer equipment £	Total £
Cost			
At 1 January 2010	15,162	60,741	75,903
Additions	40,813	3,436	44,249
At 31 December 2010	<u>55,975</u>	<u>64,177</u>	<u>120,152</u>
Depreciation			
At 1 January 2010	12,076	40,911	52,987
Charge for the year	16,405	11,067	27,472
At 31 December 2010	<u>28,481</u>	<u>51,978</u>	<u>80,459</u>
Net book values			
At 31 December 2010	<u>27,494</u>	<u>12,199</u>	<u>39,693</u>
At 31 December 2009	<u>3,086</u>	<u>19,830</u>	<u>22,916</u>
8. Debtors		2010	2009
		£	£
Trade debtors		912,271	968,434
Amounts owed by group undertakings		432,198	234,688
Other debtors		8,862	5,328
Prepayments and accrued income		642,467	144,191
Deferred tax (Note 5(c))		16,148	8,798
		<u>2,011,946</u>	<u>1,361,439</u>
9. Creditors: amounts falling due within one year		2010	2009
		£	£
Trade creditors		241,241	243,203
Amounts owed to group undertaking		129,774	228,960
Corporation tax		139,691	153,351
Other taxes and social security costs		158,410	57,034
Other creditors		13,529	26,168
Accruals and deferred income		884,438	337,292
Proposed dividend		9,876	-
		<u>1,576,959</u>	<u>1,046,008</u>

Havas Sports Limited

**Notes to the financial statements
for the year ended 31 December 2010**

10. Share capital	2010	2009
	£	£
Authorised		
10,000 Ordinary shares of £1 each	<u>10,000</u>	<u>10,000</u>
Allotted, called up and fully paid		
1,053 Ordinary shares of £1 each	<u>1,053</u>	<u>1,053</u>
11. Reconciliation of movements in shareholders' funds	2010	2009
	£	£
Profit for the year	643,300	752,469
Dividends	<u>(800,000)</u>	<u>(362,000)</u>
	(156,700)	390,469
Opening shareholders' funds	<u>837,028</u>	<u>446,559</u>
Closing shareholders' funds	<u>680,328</u>	<u>837,028</u>
12. Equity Reserves		Profit and loss account
		£
At 1 January 2010		835,975
Loss for the year		<u>(156,700)</u>
At 31 December 2010		<u>679,275</u>
13. Ultimate parent undertaking and controlling party		

The company's ultimate parent undertaking and controlling party is Havas S A , a company incorporated in France

The smallest and largest group which produces consolidated financial statements that include the results of the company is that headed by Havas S A , whose financial statements are available from Allee de Longchamp, 92281 Suresnes Cedex, France