

Taylor Nelson Sofres International Limited

Strategic report For the year ended 31 December 2023

The directors present the Strategic report of Taylor Nelson Sofres International Limited ('the Company') for the year ended 31 December 2023.

The directors, in preparing this Strategic report, have complied with section 414C of the Companies Act 2006.

Principal activities

Taylor Nelson Sofres International Limited continues to act as an investment holding company. In that role it also acts as an intermediary for intragroup cash transactions.

Review of the business

Taylor Nelson Sofres International Limited's principal activity is to act as an intermediate holding company and treasury company for the Kantar Group. Treasury activity includes acting as the netting center for the Group intercompany transactions. Investments have increased to £564,049k (2022: £544,348k) as a result of an additional subscription to capital of £19,701k in Taylor Nelson Sofres BV during the period.

Future developments

In the coming financial year, the Company is expected to retain the same operations, with no significant changes anticipated.

Results

The profit and loss account for the year is set out on page 10. The profit for the year after tax amounted to £2,173k (2022: £1,925k). The profit for the financial year is primarily driven by dividend and interest income.

Key performance indicators

As the Company is a holding company, the Company's directors believe that analysis using further key performance indicators for the Company is not necessary or appropriate for an understanding of the development, performance or position of the business. The development, performance and position of Kantar Global Holdings S.à r.l.'s, 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 principal risks of the Company are integrated with the principal risks of the Kantar Group, headed by Kantar Global Holdings S.à r.l. and are not managed separately. The principal risks and uncertainties of Kantar Global Holdings S.à r.l. are disclosed in its Consolidated Financial Statements copies of which can be obtained as described in note 17.

Section 172(1) Statement

The directors of the Company, as those of all UK companies, must act in accordance with section 172 of the UK Companies Act 2006. The directors are of the opinion that they have acted fairly and in good faith to promote the success of the Company for the benefits of its members.

The directors have carried out these duties and have made decisions and undertaken short and long-term strategies to maintain its financial performance and position. The directors continue to recognise the importance of the Company's partnership with all stakeholders, including employees, members, suppliers, customers and the community, as well as maintaining its high standards of business conduct and reputation.

We have representatives who attend and communicate with industry bodies in the markets in which we operate who engaged on issues that affect our people, clients and competitors. We contributed during the year to indexes that provide meaningful data on governance and policy issues.

Taylor Nelson Sofres International Limited

Strategic report (continued) For the year ended 31 December 2023

Section 172(1) Statement (continued)

a) Long term consequences

The directors met throughout the year and considered the purpose and strategy for the Company, supported by a budget for the following year and a medium-term financial plan. Agenda items for the following year are set based on the discussions held and decisions taken by the Board throughout the year. For example, business development and operational progress are discussed to help maintain the long-term sustainability of the business model.

b) Interest of other stakeholders

The Company recognises the importance of its continued partnerships with its wider stakeholders including suppliers and customers, in delivering its business strategy and sustainability goals. The Company aims to have an open and transparent relationship which is based on honesty and respect. The Company engages in constant conversation with clients and suppliers on improving delivery of services and relationships. The Company has gone through an exercise to identify all relevant stake holders, by reviewing all its relationships. Given the nature of the entity, as an intermediate holding company with no employees, the key stakeholders identified were suppliers, customers and its owners.

c) Impact of community and environment

Corporate responsibility, including human rights, environmental stewardship and use of resources, sustainable solutions, greenhouse gas emissions and energy management are monitored with quarterly reporting of these to help the Company plan for future actions to be taken in order for the business to help the local community and the environment. Given the nature of the entity being an intermediate holding company with no trade, the impact on the community is considered as part of the wider group.

d) High standards of business conduct

The Company maintains high standards of business conduct focusing on business ethics, anti-bribery and anti-corruption. All directors are required to read and agree with all policies in regard to the Group's code of conduct, right to speak and anti-bribery. These are communicated on an annual basis by HR.

e) Act fairly between members

The directors aim to understand the views of its shareholders and always act in their best interests. In order to do this, the directors work closely with the shareholders to ensure operations, strategy and performance are aligned with their long-term objectives, while complying with the Articles of Association of the Company, and in line with the highest standards of conduct as laid out in Group policies.

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



Martin Verman
Director
23 August 2024