

# ABBREVIATED CONSOLIDATED FINANCIAL STATEMENTS 2014

# MANAGEMENT REPORT

## MANAGEMENT REVIEW

2014, as we had anticipated in 2013, has been another year of ups and downs, due to the differing economic recovery patterns demonstrated in each region, since the Global Financial Crisis – the worst recession since the Great Depression.

However, despite this uncertain global situation, ESOMAR registered a positive result in 2014: (EUR +15K versus EUR -152K in 2013). It was a year in which ESOMAR continued to invest in key activities for the benefits of our members,

affiliates, the profession and the industry. Needless to say, it would not have been possible to maintain the level of expertise, experience and qualification brought to our efforts, without the wonderful support of our many contributors, supporters, advisors and advocates - to all of whom we wish to extend a very sincere 'thank you'.

During 2014 ESOMAR consolidated its mission to elevate the standing and perception of our profession by providing relevant output such as guidelines, best practices, standards and opinion pieces on emerging trends, as well as developmental

In thousands of euro	2014	2013
<b>REVENUE</b>	5,522	5,123
<b>OPERATIONAL EXPENDITURE</b>	(4,243)	(3,930)
<b>GENERAL EXPENDITURE</b>		
Overhead costs, salaries and social charges	(459)	(441)
Office expenses	(459)	(566)
Other expenses	(391)	(297)
Depreciation property plant and equipment	(161)	(166)
<b>TOTAL GENERAL EXPENDITURE</b>	(1,470)	(1,470)
<b>TOTAL RESULT (EXCLUDING SPECIAL AND FINANCIAL RESULTS)</b>	(191)	(277)
<b>ESOMAR GRANT TOT ESOMAR FOUNDATION 2014 / OFFICE MOVE 2013</b>	(125)	(82)
<b>FINANCIAL RESULT</b>	322	175
<b>TAX</b>	9	32
<b>NET RESULT TO ACCUMULATED FUNDS</b>	15	(152)

and educational guidance – all of which were designed to support our members on a day-to-day basis, as well as with a longer-term vision.

ESOMAR Council and Management continue to believe that a strong presence in, and regular contributions to, the key methodological and legislative debates surrounding our sector will ensure our ability to continue to promote and safeguard the interests of the industry and the profession.

In 2014, each region has faced (and will continue to face) its own set of challenges; but we also believe that each region has its unique set of positive influences that may have the potential to offset the negatives. As a result, we believe it is crucial for us to continue to invest in projects, short term and long term that will continue to ‘encourage, advance and elevate market research globally’.

Our net result after tax for 2014 shows positive results of EUR 15K against a budget based on breakeven results and a deficit of EUR 152K in 2013.

Please also note that the figures above include costs relating to extraordinary expenses related to the grant to ESOMAR

Foundation and the office move done in 2013, as well as investments in staff related to the revision of our current CRM system.

For the 5<sup>th</sup> consecutive year, our investment portfolio shows continued resilience towards the variable global economic situation and fluctuating market conditions. 2014, with its positive financial result of EUR 322K allowed us to continue to invest in development projects – as well as fund certain extraordinary expenses such as the Foundation grant – whilst still ensuring that our Net Result after tax shows positive results of EUR 16K, as against a break-even budget.

## HIGHLIGHTS 2014

We continually strive to encourage, advance and elevate the cause of Market Research globally, through our efforts to champion the value of market, social and opinion research in business and society; our work in advancing professional standards; the encouragement of dialogue; the sharing of knowledge and advocating our profession at every possible opportunity. This is, we believe, the way in which we can best serve all our members.

Some of the key activities and projects implemented during the past 18 months are:

- **Corporate Membership**

The Corporate Membership programme continues to perform ahead of expectations, at the end of 2014, we had 366 Corporate Members - agencies and clients - against a target of 350 for 2014 (this also represented an increase of 150 members on 2013).

2014 also saw the introduction of the option to offer a Regional offer for Corporate members; to-date this has seen success in attracting a selection of companies who would not otherwise have considered a relationship with us.

Through our Corporate membership scheme, we now believe that we can reach in excess of 20,000 practitioners.

- **Individual Membership**

In parallel with the introduction of Corporate membership, it was equally important to place a corresponding focus on maintaining and increasing the perceived value of individual membership, for those who wished to retain it; greater regional support, improved recognition programmes, dedicated internal resource all helped significantly in increasing the

recorded levels of renewals, which brought a related benefit to our Directory service, as these listings are inextricably linked to membership.

- **Professional Standards**

At the heart of our membership, our emphasis on the need to apply the highest standards possible to our professional activities led us to...

- Answer 100 plus requests for advice about professional standards from 34 countries
- Deal with 20 complaints, one of which led to a Disciplinary Committee ruling to expel a member for unprofessional behaviour, with the sanction being published.
- Update the Opinion Polls Guide with WAPOR, to cover the latest developments.
- Launch a Data Protection Checklist to help researchers ensure they comply with emerging international data privacy regulations.
- Finalise the Online Sample Quality Guideline together with the GRBN, to set out best practice(s) in this fast-changing area (Launch in Q1 2015).
- Work with a group of experts to review the latest developments in mobile research including data integration.
- Participate in two webinars on privacy and best practice in market research

- Government Affairs

In parallel with our desire to apply the highest standards to everything we do, we also recognise that those efforts need to be both seen and heard at all levels of the legislature, across all the regions. As a result, 2014 saw us....

- Launch the Market Research Associations' Hub – a collaborative platform of best practice exchange for national and international associations.
- Publish more than 1- year news feed articles on hot legal and regulatory developments, analysing the possible impact on market research.
- Publish more than 10 news feed articles on hot legal and regulatory developments, analysing the possible impact on market research.
- Issue legal reviews on new laws in Poland, Russia, South Africa and Brazil analysing relevance for market researchers.
- Arrange a delegation visit of the leading MR companies to Brussels, in order to meet with the most senior officials that are leading the activities on the self-regulation, privacy and data protection dossiers in Europe.
- Participate in a series of high-level working groups in Brussels, aimed at understanding more about the self-regulatory methods and best practices adopted by different industries

- Present at major national industry events (Printemps des Etudes, Research & Results) highlighting the importance and impact of recent legal developments on MR agencies.

- Organise two members-only webinars on EUR Data Protection Regulation and global regulatory trends.
- Attend and represent the market research sector in more than 60 meetings over the year.

- Congress in Nice

Recognising that geo-political sensitivities had impacted on travel and attendance plans for our Congress in Istanbul in 2013, a word of thanks should go to our Programme Committee, French Members and Association partners, who worked extremely hard to ensure that the overall Congress experience in Nice was a memorable one.

This was indeed the result, with the number of attendees and the range of commercial opportunities showing good increases on the prior year, and the satisfaction scores recorded by delegates in the post-event survey proving that all the efforts made in terms of content and programme were greatly appreciated and are key success factors for such an event. Again, we would like to extend a special word of thanks to all our partners,

sponsors and exhibitors who made it happen!

In financial terms, all of the efforts mentioned above ensured that the Congress recorded an improved turnover figure of EUR 1,166K an improvement of EUR 229K on the prior year, and EUR 52K better than budgeted.

In 2014, we also continued to offer local meetings, providing opportunities for our members in local markets to meet with ESOMAR locally. The number of exclusively ESOMAR local meetings decreased slightly, as we endeavoured to organise more events in partnership with the local association(s) in order to better meet local needs.

- Live-Streaming

During the course of the past couple of years, travel bans and increased budget restrictions have all made attending conferences that little bit more challenging for delegates. As a result, almost all conferences now offer some form of real-time or post-event video access to their content.

Since ESOMAR started to live-stream its events, more than 1,500 visitors have joined our events virtually, and we have registered more than 5,000

views (of more than 450 presentations) from our on-demand video library – a testament to broadening our ‘reach’!

This would certainly suggest that the live-streaming (and recording) tool is one of the most successful investments made, during the past two years by the ESOMAR Council.

- Education

- Career Development Programme: we continued to conduct a series of career days in universities during 2014, in order to increase awareness of, and interest in, a career in Market Research. This is however, one of the more resource-hungry events we organise, and we will be looking for greater efficiencies on this front in the coming term.

- The Summer Academy attracted 85 participants; 35% of attendees were under 35 years old; 69% were clients and 37% of the participants were members. This continues to be a very well-regarded educational forum, and was the model for the very successful Training Academy run by the ESOMAR Foundation in Myanmar.

- Our 2014 webinar programme achieved unexpected success in terms of registered participants (more than

300 registered per session, across 29 sessions throughout the year), sponsors and speakers, but also became an important platform to inform and help our Members (individual and corporate) to benefit better from all ESOMAR services.

- Publishing

- All the single papers (18 months and older) were made available to ESOMAR members free-of-charge, as a Member benefit. This has been an extremely successful development, with over 5,000 papers downloaded in the first few months! The decision to make the papers available is consistent with ESOMAR's strategy of providing on going best practice and thought leadership to the industry.

- The "Answers" book went through its third revision, adding three new chapters, and plans for the next edition are that it transition to an "online" book, making further editions easier to distribute, and to update!

- In co-operation with Wiley Publishers, ESOMAR launched the "Handbook of Mobile Research" (07 September 2014); the book is a seminal piece on the potential and the challenges of doing mobile research as well as a practical guide on how to enter this new area of research.

### **Some additional points of note**

With the launch of Corporate Membership in 2013, many ESOMAR members and companies recognised the opportunity and benefits of converting their individual membership to corporate membership. This was not just an endorsement of the decision to offer Corporate, but was also a clear demonstration of corporate willingness to adopt (and invest in) the Code. For many companies, this allowed them to reinforce their links with those local associations who have also adopted or endorsed the principles embodied by the Code, facilitating better business opportunities, and improving their capacity to resist competition from non-traditional players and the global and local economic fluctuations.

While this conversion represented an important element of the initial trend in 2013, the past year showed that the rate of acquisition and retention of individual members has remained significant, underlining the need to retain and develop this very important membership category.

2014 saw membership in emerging markets increase, and also saw resignation patterns in Western European and North American markets reduce, compared to the trend registered in 2013. As a result,

the number of members slightly increased in 2014 to 4,877 individual members within over 130 countries compared to 4,822 members at the end of 2013, and we are proud to now count 366 corporate members in our community; together representing more than 25,000 employees across the world.

Due to its somewhat “unrecognised” status as a research sector, ESOMAR trialled a B2B seminar within the USA. Classified as a “loss-leader” pilot exercise, the event did receive very positive feedback, although a future incarnation would likely need to be more market sensitive, and probably run with a partner organisation.

Finally, in relation to a couple of key internal measures:

- (1) In 2014, ESOMAR decided to revise the current CRM platform (NetSuite) in order that it could better support the evolution and change of our membership requirements, in light of the anticipated increase of Corporate membership demands. The new version of ESOMAR NetSuite CRM will be fully implemented and operational as of 01 January 2016.
- (2) In order to support this project and other key investment developments,

a selection of additional, part-time employees joined ESOMAR, temporarily increasing our FTE count from 38 to 40.

## FINANCIAL POSITION AND OVERVIEW

### Revenue

In 2014, the Society registered a turnover of EUR 5,522K compared to EUR 5,123K in 2013 and EUR 5,598K in 2012.

- (1) Our events recovered from the challenging environment of 2013 to record positive results in 2014. Responding to the expressed market need, LATAM has now been restored to an annual event while other more challenging local events such as India and CEE were maintained for just one additional year, as the investment required to setup and run the events far outweighed the return.
- (2) All of the efforts made in relation to our 2014 Congress restored our flagship events’ status in terms of ratings on content and partnership, as well as facilitating those initiatives offered to our delegates regarding additional information sources, networking opportunities and social events!

- (3) The membership revenue for 2014 increased by EUR 280K (before re-allocations to other activities), which converts to an increase of EUR 13K (after re-allocation to other activities). Looking back at the last three years, the 2014 result is the best recorded since 2012: (2014 – EUR 1,513K vs. 2013 – EUR 1,500K vs. 2012 – EUR 1,497K).
- (4) The impact of corporate membership subscriptions not only benefited the membership numbers, but also contributed significantly to the Directory's positive results for 2014: EUR 1,476K vs. 2013 EUR 1,364K vs. EUR 1,307K in 2012) a strong and positive link to the membership results.

Education (comprising workshops and webinars and summer academy) contributed positively to the 2014 accounts, generating a surplus of EUR 44K.

Research World Advertising and ESOMAR publications also contributed positively to the surplus result, by EUR 85K.

It is worth noting that in these challenging times for print publications, our Members remain keen and loyal readers of this publication – which is produced and

published very much with the industry's well-being in mind. It remains a key reference for the profession and is also a key reference for Academia and a very popular tool for young graduates and the new generation of Market Researchers.

2014 also witnessed a new distribution deal with Wiley, in addition to our long-standing arrangement with WARC. This new arrangement with Wiley – facilitating the distribution of Research World through their library subscriber network – will hopefully extend and increase the readership potential as well as increasing revenue on other digital platforms!

### Expenditure

General Expenditure as per the table presented on page 3 have remained at the same level as in 2013, whilst including investments in HR with regard to the revision of our current CRM system and a partial bonus to the ESOMAR team (no bonus was granted in 2013): 2014 – EUR (1,470)K vs. 2013 – EUR (1,470)K vs. 2012 – EUR (1,555)K.

As a result, the operating result for 2014 before special investments registered a positive result compared to 2013 with EUR (191)K vs. EUR (277)K – almost EUR 90K of improvement.

2014 registered a special expenditure line, related to the initial set-up grant for the ESOMAR Foundation, as approved by the ESOMAR Council and announced at the last AGM. This was a sum of (EUR 125K).

Our Asset portfolio continued to perform well in 2014 and contributed EUR 322K (compared with 175K in 2013), facilitating a number of investment projects. This result demonstrates that the structure and content of our portfolio has been able to effectively resist the economic and political instability within certain markets and the Eurozone. This helped us to present a positive result after the investment budget authorized by the Council and the grant to the foundation.

The ESOMAR investment portfolio (asset management portfolio plus cash portfolio) is currently built on Equity, Property, bonds and index trackers, and a combination of corporate bonds invested via index trackers or/and investments funds. To-date, there is no evidence to suggest that this ought to be changed.

Whilst deferred income increased by over EUR 200K from EUR 2,733K at the end of 2013 to EUR 2,959K at the end of 2014 our debtors' position only

increased by EUR 25K compared to 2013 (2014 - EUR 981K vs. 2013 - EUR 956K). This was due to the continued growth of the corporate membership in combination with the rolling individual membership.

The net result before tax shows a positive result of EUR +6K vs. a negative result of EUR (184)K in 2013 – an improvement of EUR 190K on the prior year.

Please refer to the cash flow statement and the notes to the balance sheet for more details.

## INDUSTRY OUTLOOK 2015

As I think we have all come to realize, the only real constant in the 21<sup>st</sup> century is change; geopolitical turbulence, economic and currency fluctuations and technological advances will continue to be some of the key factors shaping the year ahead. In that context, creating a point of view – as well as a point of reference - about on-going and future trends is increasingly important for our profession, to thrive in an ever more complex and competitive world.

2014 was a much better year for our profession; growth was recorded – or

returned to - by many companies (especially those with unique digital offerings); start-ups continued to flourish and regionally, the Americas and Asia represented the main “engines” of growth. Initial indicators for 2015 are similarly positive, although some warning must be sounded in relation to the current currency weaknesses.

However, one concerning trend that did seem to grow in 2014 was a declining perception of our profession amongst the general public, leading to an apparent decline in the perceived value of the term “research”. In some cases, “consumer insight” or “business intelligence” was more highly regarded than “research”, even though it is research skills, research principles and research expertise that produce those same insights.... Let us therefore strive to take back ownership of the term “research”, and extol the wide variety of value it brings to society, to business, and yes, to legislature.

As a result, ESOMAR’s strategy for the coming term will continue to be based on the following themes:

- to reinforce the value of Market Research as a profession – to the public, to legislators, to the buyers and suppliers of our professional knowledge, and to our members;

- to convince the “new” players (big & small) of the value of our profession, and of the benefits of joining it! Research is neither dead nor redundant – as some would have us believe! Rather, it is the profession that will help “big data” deliver on its sales pitch, and it is the profession without which, relevant and appropriate insights will cease to be provided.

- to provide methodological and technological guidance by practitioners, for practitioners
- to advocate and to recruit the next generation of researcher
- to be truly global and innovative

These objectives and aspirations have always been there, but our success in achieving them remains dependent on your input and support of your association; none of these elements can be implemented or reached without your thoughts, contributions and the opportunity to exchange with the profession and future generation the key ideas that will influence the industry over the next 20 years. To all our contributors, supporters, advisors and advocates, actual and future, we wish to extend one more time our most sincere “Thank You”.

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## MEMBERSHIP AND THE ICC/ ESOMAR CODE

The fact that membership of ESOMAR requires a voluntary acceptance and adhesion to the internationally recognized Code of Conduct, is a uniquely powerful statement of intent – and one which is becoming increasingly apparent to global legislators. Let us remind ourselves that to-date, there is no record of any major public incident involving an ESOMAR member breaching the principles of the Code – and that (in these times) is one of the strongest and most resounding endorsements for what we do! This core element of membership embodies the principles that distinguish and elevate our profession and guide us in terms of specifying the needs for the current and future industry.

ESOMAR considers it an essential part of its role and responsibilities to establish, reinforce and communicate our professions' increased adoption of professional standards, best practices and the leveraging of the Code in different legislative spheres, to members of the public, to legislators, to our customers and to our members; our Code – and its adoption/endorsement at national levels – is an under-sold asset!!

However, we cannot be naïve about the wide range of new, passive, and in some cases, unseen mechanisms for collecting and analyzing data. Our Code and associated guidelines need to be reviewed with increasing regularity, in order that we can continue to provide the most up-to-date best practice references, and deliver the most relevant and practical guidance to help researchers provide superior insight and direction to their customers.

We will conduct these reviews; we will continue to develop new communication channels to widen the access to this information, and we will continue to respond to local market needs in partnership with local associations, so that we can provide complementary support to address local market challenges.

## THE FOUNDATION

The launch of this institution in 2013 was in response to ESOMAR's desire to strengthen the benevolent capabilities of our association. Four programmes of activities were targeted:

- (i) supporting researchers in need,
- (ii) providing operating and project grants to charities,

- (iii) supporting the charitable activities of researchers, and
- (iv) facilitating a dialogue/exchange between our profession and the non-profit sector.

It is one of the first cross-sector charitable foundations of its kind and it strongly underpins ESOMAR's objective of elevating our industry and the contribution it makes to the betterment of business and society.

Initial, starting capital of EUR 125K was granted to the Foundation, and to-date, it has made donations to 6 different charities across five continents; it has organized a week long training session for researchers in Myanmar, and has arranged an initial series of meetings in Brussels with the Philanthropic world, all of which have led to opportunities for further work to be done.

## 2015 AND BEYOND

We continue to hear much about “big data”; but big data is neither a skill nor a profession, it is simply an adjective – and an adjective often abused to cast aspersions on more rigorous forms of exploration. This is not to say that big data does not represent opportunities – of course it does – but the compilation

of (large) dissimilar data sources, the discrete selection of those that pertain to the issue at hand, and the subsequent analysis, interpretation and application of the findings are all core market research skills, and NOT the exclusive domain of those who would claim sole ownership of the capability to leverage big data.

More importantly, contributing sources of information to big data sets are often unseen, passive, and in the eyes of the public, surreptitious. The principles to which our profession has abided for many years have long represented the (public) assurance(s) that have allowed our profession to innovate and evolve. We now need to ensure that all data sources to be used (including the new ones) are similarly underpinned by those same public assurances, thereby allowing our profession to continue to grow and develop. For the ‘big data opportunity’ to be realised, so must the current value, principles and contribution of research be more actively communicated, advertised and understood by all.

In that context, ESOMAR will....

- ..explore how our Code may be expanded to include many of those new information suppliers that do not consider themselves eligible for

- inclusion within our profession;
- ..continue to promote and support adherence to our Code – on both an Individual and Corporate level – so that our Professional Standards remain at the leading edge of our industry, and provide a real distinguishing and discriminating force for our members, and for the profession.
  - ..strive to increase the number of client representatives in our organisation, so that they may support our advocacy of the principles and standards that underpin membership of ESOMAR
  - .. continue to invest in, and reinforce, our Government Affairs programme, so that we stay involved with, keep listening to, participating in, and advising our members of, the international policy and legislation debates that could affect our industry.
  - ..continue to invite and facilitate meetings of research practitioners, so that we can exchange best practices and propose workable and pragmatic guidelines for new and emerging methodologies, which do not run in contravention to local legislative discussions.
  - ..seek to broaden our market definition to an agreed standard, such that our measure of the global market research industry is more inclusive and provides a comprehensive voice for the industry globally.

- ..continue our efforts to ensuring that a career in Market Research IS in the consideration set of the next generation.

These emphases on communicating value and growing membership will not detract from us maintaining our focus on growth markets, nor from exploring what further technological advances can help us to “spread the word” farther, faster, and more regularly. Nor will it prevent us from keeping a watchful eye on the potential influence of legislators; but it WILL allow us to focus our efforts on “reclaiming” the wide and varied contributions this profession makes, the benefits it brings and the value it has to all.

Any individual or company who chooses to join our association, sign up to the Code and invest in the future of this profession, demonstrates a clear and distinct desire to set themselves apart as a responsible, distinguished provider of insights. ESOMAR promises to support and develop that distinction with all that it does.

As always, we look forward enormously to welcoming you – irrespective of whether you are a member or non-member – to join us, to chat with us, to participate in an event with us, or to contribute in some

other way with us, so that we may all truly celebrate and advance the cause of research.

Amsterdam, 30 June 2015  
The Board of Management,

**Finn Raben**  
Director General

**Marie-Agnès Mourot de Lathyle**  
Chief Finance & Operations Officer

## Abbreviated consolidated statement of financial position As at 31 December 2014

In thousands of euro

	2014	2013
<b>NON-CURRENT ASSETS</b>		
Intangible assets	441	432
Property, plant and equipment	486	438
Financial fixed assets	5,685	5,832
<b>TOTAL NON-CURRENT ASSETS</b>	<b>6,612</b>	<b>6,702</b>
<b>CURRENT ASSETS</b>		
Inventory	17	8
Receivables		
Debtors	980	956
Prepaid expenses and other receivables	269	333
Income tax receivable	54	45
Accrued income	97	42
	1,400	1,376
Cash and cash equivalents	934	571
	934	571
<b>TOTAL CURRENT ASSETS</b>	<b>2,351</b>	<b>1,955</b>
<b>TOTAL ASSETS</b>	<b>8,963</b>	<b>8,657</b>
<b>CURRENT LIABILITIES</b>		
Payables and accrued expenses	487	422
Deferred income	2,959	2,733
<b>TOTAL CURRENT LIABILITIES</b>	<b>3,446</b>	<b>3,155</b>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>	<b>5,517</b>	<b>5,502</b>
<b>FINANCED BY:</b>		
accumulated funds attributable to the members of the Society	5,517	5,502

## Abbreviated consolidated statement of profit and loss For the year ended 31 December 2014

In thousands of euro

	2014	2013
<b>PROFESSIONAL STANDARDS AND MEMBERSHIP</b>		
Membership and entrances fee	1,513	1,500
Local meetings	15	128
Membership expenditure	(429)	(482)
	1,099	1,146
Directory entries	1,476	1,364
Directory expenditure	(683)	(520)
	793	844
Other corporate and representation expenditure	(880)	(775)
<b>Subtotal gross margin professional standards and membership</b>	<b>1,012</b>	<b>1,215</b>
<b>PROFESSIONAL DEVELOPMENT AND EVENTS</b>		
Congress revenue	1,166	937
Congress expenditure	(1,090)	(988)
	76	(51)
Conferences revenue	804	639
Conferences expenditure	(742)	(675)
	62	(36)
Education (workshops) revenue	156	206
Education (workshops) expenditure	(112)	(147)
	44	59
Publishing revenue	392	349
Publishing expenditure	(307)	(343)
	85	6
<b>Subtotal gross margin professional development and events</b>	<b>267</b>	<b>(22)</b>
<b>Total gross profit</b>	<b>1,279</b>	<b>1,193</b>
<b>GENERAL EXPENDITURE</b>		
Overhead costs, salaries and social charges	(459)	(441)
Office expenses	(459)	(573)
Other expenses	(516)	(297)
Depreciation property plant and equipment	(161)	(241)
<b>Total general expenditure</b>	<b>(1,595)</b>	<b>(1,552)</b>
<b>Operating result (carry forward)</b>	<b>(316)</b>	<b>(359)</b>

## Abbreviated consolidated statement of profit and loss For the year ended 31 December 2014

In thousands of euro

	2014	2013
<b>OPERATING RESULT (CARRIED FORWARD)</b>	<b>(316)</b>	<b>(359)</b>
Finance income	374	377
Finance expenses	(52)	(202)
<b>Net finance income / (expense)</b>	<b>322</b>	<b>175</b>
<b>NET RESULT BEFORE TAX</b>	<b>6</b>	<b>(184)</b>
Income tax	9	32
<b>NET RESULT ATTRIBUTABLE TO THE MEMBERS OF THE SOCIETY</b>	<b>15</b>	<b>(152)</b>

## Abbreviated consolidated cash flow statement For the year ended 31 December 2014

In thousands of euro

	2014	2013
<b>OPERATING RESULT</b>	<b>(316)</b>	<b>(359)</b>
Amortisation of intangible assets	145	33
Depreciation property, plant and equipment	161	242
	(10)	(84)
Changes in inventory	(9)	7
Changes in debtors	(24)	283
Changes in prepaid expenses, other receivables and accrued income	9	71
Changes in payables and accrued expenses	65	(395)
Changes in income tax position	(9)	(85)
Changes in deferred income	226	81
<b>NET CASHED FROM OPERATING ACTIVITIES</b>	<b>248</b>	<b>(122)</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Interest received	45	120
Other financial movements	(4)	12
Dividends received	64	21
Asset management fee	(27)	(33)
Proceeds from sale of investments	673	2,379
Acquisitions of investments	(363)	(1,960)
Acquisitions of intangible assets	(154)	(107)
Acquisition of property, plant and equipment	(209)	(201)
<b>NET CASHED FROM/(USED) IN INVESTING ACTIVITIES</b>	<b>25</b>	<b>231</b>
<b>NET MOVEMENT IN CASH AND CASH EQUIVALENTS</b>	<b>273</b>	<b>109</b>
Cash and cash equivalents at 1 January	3,480	3,371
Cash and cash equivalents at 31 December	3,753	3,480

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## Abbreviated consolidated statement of changes in equity For the year ended 31 December 2014

In thousands of euro

Balance as at 1 January 2013	5,654
Net result for the year 2013	(152)
Balance as at 1 January 2014	5,502
Net result for the year 2014	15
<b>Balance at 31 December 2014</b>	<b>5,517</b>

## NOTES TO THE ABBREVIATED CONSOLIDATED FINANCIAL STATEMENTS FOR THE YEAR 2014

### 1 REPORTING ENTITY

#### Activities

ESOMAR is the world organisation for enabling better research into markets, consumers and societies. With 4,877 members in over 130 countries, ESOMAR's aim is to promote the value of market and opinion research in illuminating real issues and bringing about effective decision-making. In addition to the 4,877 individual members we are proud to have more than 300 corporate members, representing more than 20,000 employees, as part of our member base.

To facilitate this on-going dialogue, ESOMAR creates and manages a comprehensive programme of industry specific and thematic conferences, publications and communication as well as actively advocating self-regulation and the worldwide code of practice.

#### Registered office

ESOMAR was founded in 1948 as the European Society for Opinion and Marketing Research (ESOMAR or "the Society"). The registered office of the

Society is in Amsterdam, the Netherlands. Operations are managed from the office, which is located at Atlas Arena, Hoogoorddreef 5, 1101 BA Amsterdam, The Netherlands. The Society has a 100% subsidiary: ESOMAR B.V., which is registered in the Netherlands.

### 2 SIGNIFICANT ACCOUNTING POLICIES

These abbreviated consolidated financial statements have been derived from the consolidated financial statements that have been prepared in accordance with International Financial Reporting Standards (IFRS) and its interpretations adopted by the International Accounting Standards Board (IASB) as adopted by the European Union. These standards are consistently applied throughout the group and previous year. The unabridged consolidated financial statements are prepared by the Board of Management and issued on 30 June 2015. Assets and liabilities are shown at face value, unless otherwise stated.

#### Basis of preparation

The abbreviated consolidated financial statements are presented in euro thousands and rounded as such. They are prepared under the historical cost convention except for the following assets and liabilities, which are stated at

fair value: derivative financial instruments, financial instruments and assets held for trading.

The abbreviated consolidated financial statements have been derived from the consolidated financial statements, which have been audited by our auditors, BDO Audit & Assurance B.V. (BDO), and who have issued an unqualified opinion dated 2 July 2015. The abbreviated consolidated financial statements have been audited by BDO and in their opinion; the abbreviated consolidated financial statements have been derived consistently, in all material respects, from the audited unabridged consolidated financial statements.

The preparation of financial statements in compliance with IFRS requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses. The estimates and associated assumptions are based on historical experience and various other factors that are believed to be reasonable under the circumstances, the results of which form the basis of making the judgements about carrying values of assets and liabilities that are not readily apparent from other sources. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an on-going basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of the revision and future periods if the revision affects both current and future period.

### **Basis of consolidation**

The abbreviated consolidated financial statements include the accounts of the Society and its subsidiary ESOMAR B.V. ("the group"), using the full consolidation method.

All material intercompany income and expenses, balances, transactions and profits and losses resulting from intra-group transactions are eliminated on consolidation.

### **Foreign currency transactions**

Transactions in foreign currencies are translated to the respective functional currencies of Group entities at exchange rates at the dates of the transactions. Monetary assets and liabilities denominated in foreign currencies at the reporting date are retranslated to the functional currency at the exchange rate at that date. The foreign currency gain or loss on monetary items is the difference between amortised cost in the functional currency at the

beginning of the year, adjusted for effective interest and payments during the year, and the amortised cost in foreign currency translated at the exchange rate at the end of the year.

Non-monetary assets and liabilities denominated in foreign currencies that are measured at fair value are retranslated to the functional currency at the exchange rate at the date that the fair value was determined. Non-monetary items in a foreign currency that are measured in terms of historical cost are translated using the exchange rate at the date of the transaction. Foreign currency differences arising on retranslation are recognised in profit or loss, except for differences arising on the retranslation of available-for-sale equity investments, a financial liability designated as a hedge of the net investment in a foreign operation that is effective, or qualifying cash flow hedges, which are recognised in other comprehensive income.

### **Intangible assets**

Intangible assets are stated at cost less accumulated amortisation and impairment losses.

Amortisation is charged to the income statement using the straight-line amortisation method with no residual value

over the estimated useful life of the assets (5 years).

### **Property, plant and equipment**

Property, plant and equipment are stated at cost less accumulated depreciation and impairment losses. Depreciation is charged to the income statement using the straight-line depreciation method with no residual value over the estimated useful lives of the assets mainly as follows: Office renovation: 10 years  
Office equipment, licenses and furniture: 5 years.

### **Financial instruments**

#### **Non-derivative financial assets**

The Group initially recognises loans and receivables and deposits on the date that they are originated. All other financial assets (including assets designated at fair value through profit or loss) are recognised initially on the trade date, which is the date that the Group becomes a party to the contractual provisions of the instrument.

The Group derecognises a financial asset when the contractual rights to the cash flows from the asset expire, or it transfers the rights to receive the contractual cash flows on the financial asset in a transaction in which substantially all the risks and rewards of ownership of the financial

asset are transferred. Any interest in transferred financial assets that is created or retained by the Group is recognised as a separate asset or liability. Financial assets and liabilities are offset and the net amount presented in the statement of financial position when, and only when, the Group has a legal right to offset the amounts and intends either to settle on a net basis or to realise the asset and settle the liability simultaneously.

The Group classifies non-derivative financial assets into the following categories: financial assets at fair value through profit or loss, held-to-maturity financial assets, loans and receivables and available-for-sale financial assets.

### **Financial assets at fair value through profit or loss**

A financial asset is classified at fair value through profit or loss if it is classified as held for trading or is designated as such upon initial recognition. Financial assets are designated at fair value through profit or loss if the Group manages such investments and makes purchase and sale decisions based on their fair value in accordance with the Group's documented risk management or investment strategy. Attributable transaction costs are recognised in profit or loss as incurred. Financial assets at fair value through

profit or loss are measured at fair value, and changes therein are recognised in profit or loss.

Financial assets designated at fair value through profit or loss comprise equity securities that otherwise would have been classified as available for sale.

### **Loans and receivables**

Loans and receivables are financial assets with fixed or determinable payments that are not quoted in an active market. Such assets are recognised initially at fair value plus any directly attributable transaction costs. Subsequent to initial recognition, loans and receivables are measured at amortised cost using the effective interest method, less any impairment losses.

Loans and receivables comprise cash and cash equivalents, and trade and other receivables, including service concession receivables.

### **Cash and cash equivalents**

Cash and cash equivalents comprise cash balances and call deposits with original maturities of three months or less.

### **Available-for-sale financial assets**

Available-for-sale financial assets are non-derivative financial assets that are designated as available for sale or are not

classified in any of the above categories of financial assets. Subsequent to initial recognition, they are measured at fair value and changes therein, other than impairment losses and foreign currency differences on available-for-sale debt instruments, are recognised in other comprehensive income and presented in the fair value reserve in equity. When an investment is derecognised, the gain or loss accumulated in equity is reclassified to profit or loss.

Available-for-sale financial assets comprise equity securities and debt securities.

### **Non-derivative financial liabilities**

The Group initially recognises debt securities issued and subordinated liabilities on the date that they are originated. All other financial liabilities (including liabilities designated at fair value through profit or loss) are recognised initially on the trade date, which is the date that the Group becomes a party to the contractual provisions of the instrument.

The Group derecognises a financial liability when its contractual obligations are discharged, cancelled or expire.

The Group classifies non-derivative

financial liabilities into the other financial liabilities category. Such financial liabilities are recognised initially at fair value plus any directly attributable transaction costs. Subsequent to initial recognition, these financial liabilities are measured at amortised cost using the effective interest method.

Other financial liabilities comprise loans and borrowings, bank overdrafts, and trade and other payables.

Bank overdrafts that are repayable on demand and form an integral part of the Group's cash management are included as a component of cash and cash equivalents for the purpose of the statement of cash flows.

### **Inventory**

Inventories are stated at the lowest of cost and net realisable value. The cost of inventory is based on the FIFO method.

### **Impairment**

An assessment is made at each balance sheet date whether there is an indication that an asset may be impaired. If any such indication exists, an estimate of the asset's recoverable amount is made. An asset's recoverable amount is the highest of its fair value less selling costs to sell and its value

in use and is determined for an individual asset, unless the asset does not generate cash inflows that are largely independent of those from other assets or groups of assets. When the carrying amount of an asset exceeds its recoverable amount, the asset is considered impaired and is written down to its recoverable amount. Impairment losses are recognised in the income statement.

### **Recognition of Income, other than events**

This represents revenues from third parties, mainly members of the Society.

- Membership fees are recognised in the income statement of the period to which they relate. Membership entrance fee is invoiced to new members only, and recognised at invoice date.
- Directory income is recognised in the income statement of the period to which the fees relate.
- Publishing revenue is recognised in the income statement at shipment date.

### **Recognition of Income and expenses from events (Congress, Conferences and Education)**

Congress, Conferences and Education revenue is recognised in the income statement on the date when the event takes place.

### **Deferred income**

As far as revenue is presented on the balance sheet under Deferred income the amounts relate to the sum of what has been invoiced throughout the reporting year with regard to revenue to be recognised in the income statement of the following reporting year.

### **Expenditure**

Expenditure is directly allocated to activities where possible; salaries are allocated based on the number of staff working for specific activities.

### **Defined contribution plans**

Commitments for defined contributions to pension plans are recognised as expenditure in the income statement as incurred.

### **Financial income net**

Interest income is recognised in the income statement as it accrues. Dividend income is recognised in the income statement on the date the entity's right to receive payment is established. Furthermore the financial expenditure comprises interest payable and management fees for Asset Management.

### **Income tax**

Income tax on result is calculated by applying the current Dutch tax rate to

the taxable result of the 100% subsidiary ESOMAR B.V. located in the Netherlands.

No tax is due on the result of the Society, as these activities are tax exempt in The Netherlands.

### **Cash flow statement**

The consolidated cash flow statement, which has been prepared according to the indirect method, shows the cash flow from operating activities, investing activities, financing activities and the cash position at the beginning and at the end of the year. Cash flow from operating activities is stated as operating result adjusted for non-cash operating items and working capital movements. Cash flow from investing activities comprises investments and divestments of intangible, tangible and financial assets.

### **New standards, interpretations and amendments effective from 1 January 2014**

None of the new standards, interpretations and amendments, effective for the first time from 1 January 2014, have had a material effect on the financial statements.

### **New standards and interpretations not yet adopted**

A number of new standards, amendments to standards and interpretations are not yet effective for the year ended 31 December 2014, and have not been applied in preparing these financial statements.

None of these are expected to have a significant effect on the financial statements of ESOMAR.

## Abbreviated consolidated statement of the financial position as at 31 December 2014

### Non-current assets

#### Intangible assets

The intangible assets consist of software and implementation expenses. Movements were as follows:

In thousands of euro

	CRM, Website and ESOMAR App	CRM 2016 in progress	Total
Acquisition costs as at 1 January 2013	775	9	784
Disposals	-	-	-
Investments	105	2	107
<b>Acquisition costs as at 31 December 2013</b>	<b>880</b>	<b>11</b>	<b>891</b>
Accumulated depreciation as at 1 January 2013	(426)	-	(426)
Disposals	-	-	-
Depreciation	(33)	-	(33)
<b>Accumulated depreciation as at 31 December 2013</b>	<b>(459)</b>	<b>-</b>	<b>(459)</b>
<b>Balance as at 31 December 2013</b>	<b>421</b>	<b>11</b>	<b>432</b>
Acquisition costs as at 1 January 2014	880	11	891
Disposals	-	-	-
Investments	82	72	154
<b>Acquisition costs as at 31 December 2014</b>	<b>962</b>	<b>83</b>	<b>1,045</b>
Accumulated depreciation as at 1 January 2014	(459)	-	(459)
Disposals	-	-	-
Depreciation	(145)	-	(145)
Accumulated depreciation as at 31 December 2014	(604)	-	(604)
<b>Balance as at 31 December 2014</b>	<b>358</b>	<b>83</b>	<b>441</b>

The intangible assets are amortised over 5 years.

## Property, plant and equipment

Movements were as follows:

In thousands of euro

	2014	2013
Acquisition costs at 1 January	929	936
Disposals	-	(207)
Net investments	209	200
Acquisition costs at 31 December	1,138	929
Accumulated amortisation at 1 January	(491)	(457)
Disposals	-	207
Amortisation	(161)	(241)
Accumulated amortisation at 31 December	(652)	(491)
<b>Balance at 31 December</b>	<b>486</b>	<b>438</b>

The depreciation method used by ESOMAR is the straight-line depreciation method with no residual value. The percentage of depreciation varies 10 per annum for the renovation of the office to 20 per annum for all other categories.

## Financial fixed assets

As of December 31, the Company has the following financial assets:

In thousands of euro

	2014	2013
Financial assets designated at fair value through profit and loss	5,685	5,832
<b>Total</b>	<b>5,685</b>	<b>5,832</b>

The maximum exposure to credit risk for the investments at reporting date by geographic region was:

In thousands of euro

	2014	2013
European countries	4,899	5,062
United States	152	179
Other regions	634	591
<b>Total</b>	<b>5,685</b>	<b>5,832</b>

## Sensitivity analysis – equity price risk

The value of the asset category Equities is used to calculate the price risk. A two per cent increase in equities at the reporting date (EUR 765K, see specification on page 25) would have increased the result with roughly EUR 15K (2013: EUR 17K). The analysis is performed using the same basis as in 2013.

## Current assets

### Inventory

Inventory can be specified as follows:

In thousands of euro

	2014	2013
Books and Handbooks	17	8
<b>Total</b>	<b>17</b>	<b>8</b>

Inventory relates to books and other publications purchased for re-sale from third party publishers.

### Debtors

The debtors can be specified as follows:

In thousands of euro

	2014	2013
Membership	549	536
Directory	238	279
Conferences and Education (Workshops)	14	12
Research World Advertising	12	6
Credit card companies and cheques	90	132
Subtotal trade debtors	903	965
Other debtors	112	36
Impairment allowance for doubtful debtors	(35)	(45)
<b>Total</b>	<b>980</b>	<b>956</b>

The gross outstanding trade receivables at year-end relates to an amount of EUR 770K (2013: EUR 785K) deferred income for the year 2015. Based on experience from prior years, ESOMAR believes that no impairment allowance is necessary for trade receivables past due less than 90 days.

## Prepaid expenses and other receivables

The prepaid expenses and other receivables can be specified as follows:

In thousands of euro

	2014	2013
Prepaid events expenses: Congress, Conferences, Education (Workshops)	48	69
Interest	10	11
Guarantee deposit	6	6
VAT receivable	45	47
Prepayments	57	48
Other receivables	103	152
<b>Total</b>	<b>269</b>	<b>333</b>

## Income tax

The company has recognized a provision for Corporate Income Tax, calculated on the taxable result of 100% subsidiary ESOMAR B.V. (\*), as follows:

In thousands of euro

Description	2014	2013
Net profit/(loss) before tax ESOMAR consolidated	6	(185)
Net profit/(loss) before tax The Society of ESOMAR	(53)	(23)
Net profit/(loss) before tax ESOMAR B.V. (*)	(47)	(162)
Permanent differences / non tax deductible expenses	-	-
<b>Taxable profit/ (loss)</b>	<b>(47)</b>	<b>(162)</b>
Corporation tax (benefit) / expense (**)	(9)	(32)
Tax relating to prior years	(45)	(13)
<b>Total tax (benefit) / expense</b>	<b>(54)</b>	<b>(45)</b>

(\*) The Society is not subject to Dutch income tax.

(\*\*) The effective tax rate in 2014 is 20% (2013: 20%) based on the commercial result before tax. The nominal tax rate was 25% in 2014 and 25% in 2013.

The reasons for the difference between the actual tax charge for the year and the standard rate of corporation tax in the Netherlands applied to profits for the year are as follows:

In thousands of euro

	2014	2013
Profit/loss before income taxes	6	(185)
Expected tax charge based on the standard rate of the Netherlands corporation tax at the domestic rate of 20% over the EUR 200,000 and 25% over the excess (2013: 20% over the EUR 200,000 and 25% over the excess)	(1)	37
Adjustment for part of the profit related to the result of the Society	10	(5)
<b>Total tax expense</b>	<b>9</b>	<b>32</b>

### Accrued income

The accrued income can be specified as follows:

In thousands of euro

	2014	2013
WARC / Wiley / Other	97	42
<b>Total</b>	<b>97</b>	<b>42</b>

### Cash and cash equivalents

Cash and equivalents can be specified as follows:

In thousands of euro

	2014	2013
Bank accounts	280	156
Savings accounts	4	15
	284	171
Short term deposits	650	400
	<b>934</b>	<b>571</b>
Cash component of Asset Management	2,819	2,909
<b>Cash and cash equivalents in the cash flow statement</b>	<b>3,753</b>	<b>3,480</b>

The cash and cash equivalents are at free disposal of the company.

## Current liabilities

### Payables and accrued expenses

The payables and accrued expenses can be specified as follows:

In thousands of euro

	2014	2013
Creditors	97	130
Advance for conferences or other services	34	32
Salaries payable	64	-
Holidays and holidays allowances	107	115
Pension premiums	6	4
Social security charges/Wage Tax	83	95
Audit and advisory fees	21	21
Other liabilities	75	25
<b>Total</b>	<b>487</b>	<b>422</b>

The salaries payable includes bonuses for employees and the Management Team. The pension premiums relate to the Group's contribution to the pension commitments for staff. The pension system is a defined contribution scheme.

### Deferred income

Deferred income can be classified as follows:

In thousands of euro

	2014	2013
<b>Deferred income</b>		
(Corporate) Membership	1,890	1,623
Directory	1,018	1,039
Conference and workshop registrations	28	67
Research world advertising	23	4
<b>Total</b>	<b>2,959</b>	<b>2,733</b>

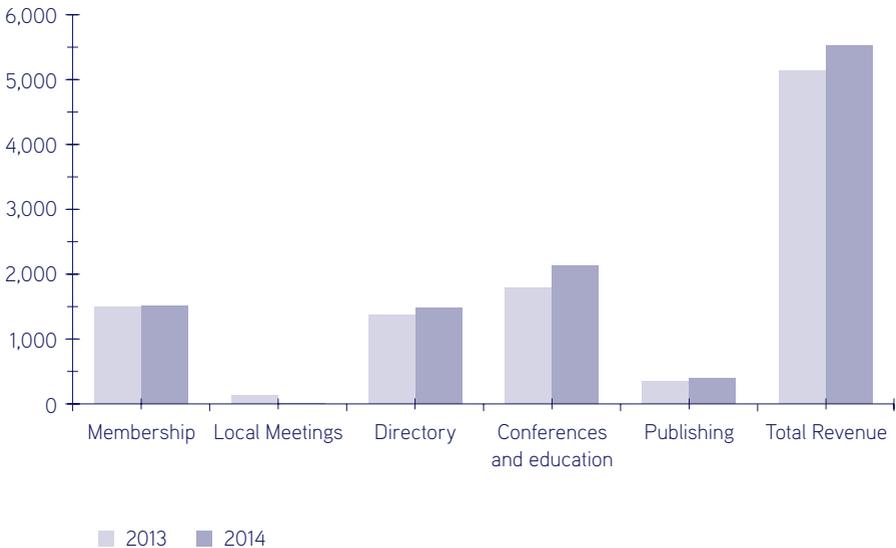
## ABBREVIATED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR 2014

### Revenue

Total revenues increased by 8% from EUR 5,123K in 2013 to EUR 5,522K in 2014. Revenues can be analysed as follows: Membership and entrance fees EUR 1,513K (2013: EUR 1,500K), Local

meetings EUR 15K (2013: EUR 128K), Directory entries EUR 1,476K (2013: EUR 1,364K), Conferences and education EUR 2,126K (2013: EUR 1,782K) and Publishing EUR 392K (2013: EUR 349K).

### Euro's 000's

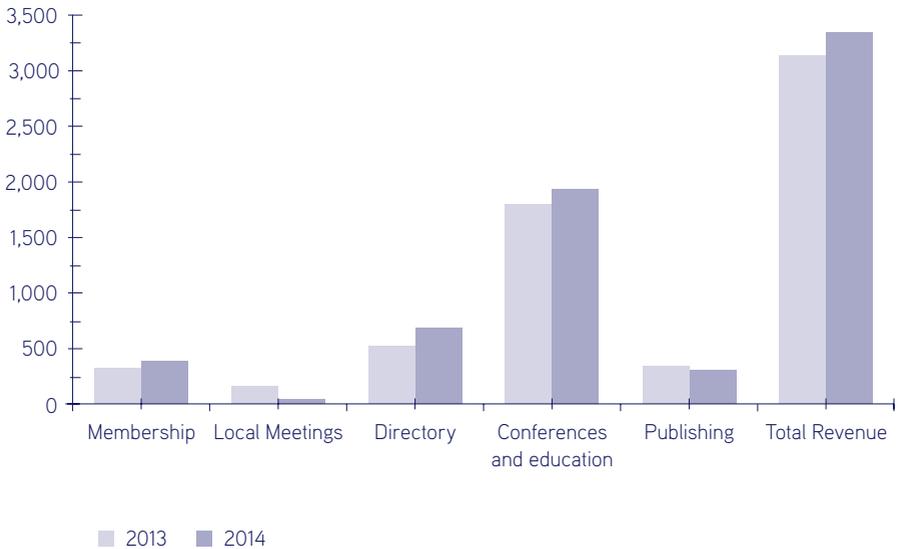


**Revenue related expenditure**

Total revenue related expenditure increased by 7% from EUR 3,155K in 2013 to EUR 3,363K in 2014. Expenditure can be analysed as follows: Membership EUR 391K (2013: EUR 321K), Local meetings

EUR 38K (2013: EUR 161K), Directory EUR 683K (2013: EUR 520K), Conferences and education EUR 1,944K (2013: EUR 1,810K) and Publishing EUR 307K (2013: EUR 343K).

**Euro's 000's**



## Other Corporate expenditure and representation

Corporate expenditure and representation can be specified as follows:

In thousands of euro

	2014	2013
Governance (Council and committees)	97	114
Public Relations and Representation	153	116
Self-regulation	165	148
Market Research and Development projects	98	112
Other Industry Initiatives	35	20
Allocated salaries	332	265
	<b>880</b>	<b>775</b>

These expenses relate to the development of projects and initiatives to protect and promote the interests of the Market Research Industry as a strategic tool for business decision making in both public and private sectors alike.

## Overhead costs, salaries and social charges

Overhead costs, salaries and social charges can be specified as follows:

In thousands of euro

<b>OVERHEAD COSTS, SALARIES AND SOCIAL CHARGES</b>	<b>2014</b>	<b>2013</b>
Salaries	1,888	1,749
Bonus reservation	64	-
Sickness benefit	(17)	-
<b>Salaries and sickness benefit</b>	<b>1,935</b>	<b>1,749</b>
Social security charges	275	211
Pension charges	194	207
Insurances	49	45
Travel allowance	53	34
<b>Other salaries related costs</b>	<b>571</b>	<b>497</b>
<b>Salary cost allocated to events, publishing and other activities</b>	<b>(2,047)</b>	<b>(1,805)</b>
<b>Total</b>	<b>459</b>	<b>441</b>

The pension charges relate to a defined contribution plan. The insurances charges relate to insurance of ESOMAR staff.

## Office expenses

The office expenses can be specified as follows:

In thousands of euro

	2014	2013
General office and personnel costs	27	89
Rental and lease costs	141	167
Telephone, internet and fax	52	65
Computer consultancy and license fees (*)	178	190
Stationary	-	2
Cleaning	14	18
Electricity and gas	28	21
Other	19	21
	<b>459</b>	<b>573</b>

(\*) License fees that are being depreciated over more than 12 months have been moved from office expenses to the intangible fixed assets.

## Other expenses

The other expenses can be specified as follows:

In thousands of euro

	2014	2013
Brand/General Promotion	26	21
Website/CRM	223	135
Advisory costs: tax, legal, etc.	68	73
Audit fees	38	36
Training personnel	36	32
Grant to ESOMAR Foundation	125	-
	<b>516</b>	<b>297</b>

## General investments

2014-registered special expenditure (EUR 325K) related to various investments (EUR 200K) and a grant to the ESOMAR Foundation (EUR 125K). The 2014 expenditure have been registered within the various categories of the operational expenditure. In 2013 the special expenditure totaled EUR 279K of which EUR 197K related to various investments and EUR 82K to the office move in 2013.

## Net finance income / (expense)

The net finance expense can be specified as follows:

In thousands of euro

	2014	2013
Interest income on bank deposits	3	3
Other income/financial results	12	10
Interest income on financial assets	42	117
Dividend income on financial assets	64	21
Net gain on disposal of financial assets	60	226
Change in fair value of financial assets	193	-
<b>Finance income</b>	<b>374</b>	<b>377</b>
Change in fair value of financial assets	-	(166)
Management fees	(27)	(33)
Bank charges	(25)	(3)
<b>Finance expenses</b>	<b>(52)</b>	<b>(202)</b>
<b>Net finance income / (expense)</b>	<b>322</b>	<b>175</b>

## Related parties

### Compensation of key management

The Board of Management is the group's key management. The following table summarises the compensation received by key management:

In thousands of euro

	2014	2013
Short-term employee benefits	328	363
Post-employment benefits	47	46
<b>Total</b>	<b>375</b>	<b>409</b>

The Society members elect a Council, voluntary unpaid non-executive directors who act in accordance with the statutes of the Society, on behalf of the members.

The Society reimbursed the expenses incurred by Council members amounting to EUR 26K (2013: EUR 24K).

Amsterdam, 30 June 2015  
The Board of Management,

**Finn Raben**  
Director General

**Marie-Agnès Mourot de Lathyle**  
Chief Finance & Operations Officer

## INDEPENDENT AUDITOR'S REPORT ON THE ABBREVIATED CONSOLIDATED FINANCIAL STATEMENTS

To: the members and the Management of the Society of ESOMAR

The accompanying abbreviated consolidated financial statements, which comprise the abbreviated consolidated statement of financial position as at 31 December 2014, the abbreviated consolidated statement of comprehensive income, the abbreviated changes in equity and the abbreviated cash flows for the year then ended and the notes, comprising a summary of the significant accounting policies and other explanatory information are derived from the audited financial statements of the Society of ESOMAR for the year ended 31 December 2014. We expressed an unqualified audit opinion on those financial statements in our auditor's report dated 2 July 2015. Those financial statements, and the abbreviated consolidated financial statements, do not reflect the effects of events that occurred subsequent to the date of our auditor's report on those financial statements.

The abbreviated consolidated financial statements do not contain all the disclosures required by International Financial Reporting Standards as adopted by the European Union and by Part 9 of Book 2 of the Dutch Civil Code. Reading the abbreviated consolidated financial statements, therefore, is not a substitute for reading the audited financial statements of the Society of ESOMAR.

### *Management's responsibility*

Management is responsible for the preparation of a summary of the audited financial statements in accordance with the principles described in note 2.

### *Auditor's responsibility*

Our responsibility is to express an opinion on the abbreviated consolidated financial statements based on our audit. We conducted our audit in accordance with Dutch law, including the Dutch Standard 810, "Engagements to report on summary financial statements".

### *Opinion*

In our opinion the abbreviated consolidated financial statements derived from the audited financial statements of the Society of ESOMAR for the year ended 31 December 2014, are consistent, in all material respects, with those financial statements, in accordance with the principles described in note 2.

Amstelveen, 2 July 2015

For and on behalf of BDO Audit & Assurance B.V.,

Sgd.

O. van Agthoven RA



ESOMAR is the essential organisation for encouraging, advancing and elevating market research worldwide.