

Approach to Tax

Introduction

We Are Social. We are a global agency headquartered in the UK. We Are a socially-led creative agency working with forward thinking brands.

With an international team of over 700 and offices in London, New York, Paris, Milan, Munich, Berlin, Singapore, Shanghai, Beijing and Sydney our business activities generate a number of taxes including corporate, sales and employment tax in each of the countries we operate.

We Are Social is owned by Blue Focus Communication Group, together with Vision 7 International who have a subsidiary company, Citizen Brando, operating in the UK.

We Are Social and Citizen Brando are committed to complying with tax laws in each of the countries we operate. Our code of conduct sets an expectation of ethical behavior and our approach to tax aligns with this.

Approach of the group to risk management and governance arrangements in relation to UK taxation

We Are Social and Citizen Brando adheres with tax laws and is committed to ensuring tax compliance. We do this through trained finance staff and engagement of reputable, independent tax consultancies.

Transactions between We Are Social offices and the Blue Focus network are conducted on an arms-length basis.

We Are Social and Citizen Brando seeks to utilise tax incentives and exemptions where they are made available by HMRC in order to support investment, employment and economic development.

The attitude of the group towards tax planning (so far as affecting UK taxation)

We Are Social and Citizen Brando engage in efficient tax planning in accordance with tax regulations.

This includes corporation tax group relief and utilisation of investment and training allowances provided by HMRC.

Management charges are apportioned based upon a group company's utilisation of those resources. A market rate of interest is applied to intercompany lending.

We do not engage in artificial tax arrangements.

The level of risk in relation to UK taxation that the group is prepared to accept

We Are Social and Citizen Brando internal staff and tax consultants assess our taxation structure to achieve a tax efficient approach in compliance with all relevant UK tax laws.

The approach of the group towards its dealing with HMRC

We strive to ensure compliance with UK tax regulations and look to adopt tax incentives and exemptions for the manner intended.