

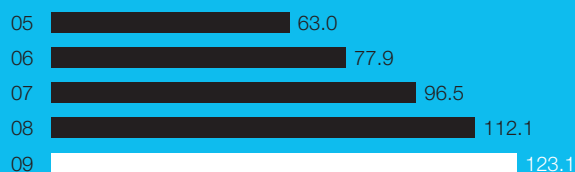
The Chime Group helps clients create, manage, monitor and market their businesses, brands and reputations both in the UK and internationally.

Chime is the holding company for the UK's leading public relations group, Bell Pottinger; one of the fastest growing advertising and marketing services groups in the UK that includes VCCP and Teamspirit; the UK's number one sports marketing group that includes Fast Track and Essentially; and one of the UK's leading research groups including Opinion Leader Research and Facts International.

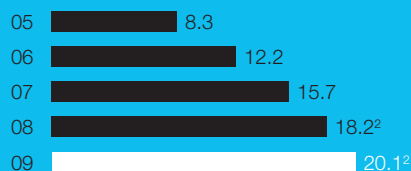
Contents

01	Financial Highlights
02	Chairman's Statement
06	Chief Executive's Review
08	Finance Director's Review
10	Board of Directors
12	Executive Management Team
15	Directors' Statement on Corporate Governance
24	Directors' remuneration report
32	Directors' Report
38	Statement of Directors' responsibilities
39	Independent auditors' report to the members of Chime Communications plc
40	Consolidated income statement
41	Consolidated statement of comprehensive income
42	Consolidated balance sheet
43	Consolidated Statement of Change in Equity
45	Consolidated cash flow statement
46	Notes to the consolidated financial statements
98	Independent auditors' report to the members of Chime Communications plc
99	Company balance sheet
100	Notes to the Company financial statements
107	Information for shareholders

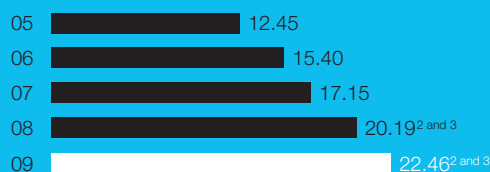
Operating Income (£m)



Operating Profit (£m)



Earnings per share (p)



Financial Highlights

- **Operating income up 10% to £123.1 million (2008: £112.1 million)**
 - Organic growth of 8%¹
- **Operating profit up 10% to £20.1 million² (2008: £18.2 million)**
 - Organic growth of 7%^{1 and 2}
- **Operating profit margin 16.4%² (2008: 16.3%)**
- **Profit before tax up 14% to £18.8 million^{2 and 3} (2008: £16.5 million)**
- **Reported profit before tax up 14% to £18.6 million (2008: £16.3 million)**
- **Basic earnings per share from continuing operations up 11% to 22.46p^{2 and 3} (2008: 20.19p)**
- **Net cash as at 31 December 2009 of £4.8 million (2008: £6.3 million)**
- **Final dividend of 3.50p per share (2008: 3.18p), an increase of 10%**

Corporate Highlights

- **Acquisition of Essentially Group completed and Sports Marketing now shown as a separate division**
- **Acquisition of majority stake in Pelham Public Relations completed**
- **Acquisition of Tree completed on 10th March 2010**
- **Placing to raise £4.5 million successfully completed**

Operating income¹
(2008: £112.1m)

£123.1m

Earnings per share^{2 and 3}
(2008: 20.19p)

22.46p

Profit before tax^{2 and 3}
(2008: £16.5m)

£18.8m

Margin²
(2008: 16.3%)

16.4%

Operating profit²
(2008: £18.2m)

£20.1m

Final dividend
(2008: 3.18p)

3.50p

Notes:

1. Organic growth is calculated excluding all acquisitions in 2008 and 2009.
2. Before taking account of amortisation of acquired intangible assets (£0.3 million, 2008: £0.1 million) and costs relating to acquisitions (£0.2 million, 2008: £nil).
3. Before taking account of profit on disposal of a minority of a subsidiary (£1.3 million, 2008: £nil) and write off of investments (£1.0 million, 2008: £nil).