

FORMULARIO 101		DECLARACIÓN DEL IMPUESTO A LA RENTA Y PRESENTACIÓN DE BALANCES FORMULARIO UNICO SOCIEDADES Y ESTABLECIMIENTOS PERMANENTES					
100 IDENTIFICACIÓN DE LA DECLARACIÓN							
102	AÑO	2017	104	Nº. DE FORMULARIO QUE SUSTITUYE	0.00	No.	151249479
200	IDENTIFICACIÓN DEL SUJETO PASIVO						
201	RUC	179204823001	202	RAZÓN O DENOMINACIÓN SOCIAL	KANTAR WORLD PANEL ECUADOR KANTARECSA SA	203	EXPEDIENTE

OPERACIONES CON PARTES RELACIONADAS LOCALES Y/O DEL EXTERIOR		OPERACIONES DE ACTIVO		603	+	0.00	OPERACIONES DE ACTIVO		608	+	0.00	OPERACIONES DE ACTIVO		613	-	0.00
CON PARTES RELACIONADAS LOCALES		OPERACIONES DE PASIVO		604	+	0.00	OPERACIONES DE PASIVO		609	+	0.00	OPERACIONES DE PASIVO		614	+	0.00
		OPERACIONES DE INGRESO		605	+	0.00	OPERACIONES DE INGRESO		610	+	0.00	OPERACIONES DE INGRESO		615	+	0.00
		OPERACIONES DE GASTO		606	+	0.00	OPERACIONES DE EGRESO		611	+	0.00	OPERACIONES DE EGRESO		616	+	0.00
		OPERACIONES DE REGALÍAS, SERVICIOS TÉCNICOS, ADMINISTRATIVOS, DE CONSULTORIA O SIMILARES		607	+	0.00	OPERACIONES DE REGALÍAS, SERVICIOS TÉCNICOS, ADMINISTRATIVOS, DE CONSULTORIA O SIMILARES		612	+	0.00	OPERACIONES DE REGALÍAS, SERVICIOS TÉCNICOS, ADMINISTRATIVOS, DE CONSULTORIA O SIMILARES		617	+	392145.36
TOTAL OPERACIONES CON PARTES RELACIONADAS														629	-	392145.36
¿SUJETO PASIVO EXENTO DE APLICACIÓN DEL RÉGIMEN DE PRECIOS DE TRANSFERENCIA?														630	-	0.00

ESTADO DE SITUACIÓN FINANCIERA				ESTADO DEL RESULTADO INTEGRAL			
ACTIVO				INGRESOS			
ACTIVOS CORRIENTES				TOTAL INGRESOS			
EFFECTIVO Y EQUIVALENTES AL EFFECTIVO				VALOR EXENTO / NO OBJETO (A efectos de la Conciliación Tributaria)			
RELACIONADOS				VENTAS NETAS LOCALES DE BIENES			
DEL EXTERIOR				GRAVADAS CON TARIFA DIFERENTE DE 0% DE IVA			
311				6001			
1457815.32				+			
0.00				0.00			
312				6002			
0.00				+			
313				6003			
0.00				+			
314				6004			
0.00				+			
315				6005			
974988.14				+			
316				6006			
13310.00				+			
317				6007			
0.00				+			
318				6008			
0.00				+			
319				6009			
0.00				+			
320				6010			
0.00				+			
321				6011			
0.00				+			
322				6012			
0.00				+			
323				6013			
17940.64				+			
324				6014			
9268.27				+			
325				6015			
11480.03				+			
326				6016			
0.00				+			
327				6017			
0.00				+			
328				6018			
0.00				+			
329				6019			
0.00				+			
330				6020			
0.00				+			
331				6021			
0.00				+			
332				6022			
0.00				+			
333				6023			
0.00				+			
334				6024			
0.00				+			
335				6025			
0.00				+			
336				6026			
19298.99				+			
337				6027			
58986.55				+			
338				6028			
0.00				+			
339				6029			
0.00				+			
340				6030			
0.00				+			
341				6031			
0.00				+			
342				6032			
0.00				+			
343				6033			
0.00				+			
344				6034			
0.00				+			
345				6035			
0.00				+			
346				6036			
0.00				+			
347				6037			
0.00				+			
348				6038			
0.00				+			
349				6039			
0.00				+			
350				6040			
0.00				+			
351				6041			
0.00				+			
352				6042			
0.00				+			
353				6043			
0.00				+			
354				6044			
0.00				+			
355				6045			
0.00				+			
356				6046			
0.00				+			
357				6047			
87563.96				+			
358				6048			
5348.96				+			
359				6049			
0.00				+			
360				6050			
0.00				+			
361				6051			
2637464.32				+			
362				6052			
0.00				+			
363				6053			
0.00				+			
364				6054			
0.00				+			
365				6055			
0.00				+			
366				6056			
0.00				+			

RELACIONADAS		COSTOS Y GASTOS REALIZADOS CON DINERO ELECTRÓNICO (INFORMATIVO)		7907 = 0.00	
DEL EXTERIOR	562 + 0.00	CONCILIACIÓN TRIBUTARIA			
NO RELACIONADAS	563 + 0.00	UTILIDAD DEL EJERCICIO	801 = 1187458.27		
RELACIONADAS	564 + 0.00	PÉRDIDA DEL EJERCICIO	802 = 0.00		
DEL EXTERIOR	565 + 0.00	CÁLCULO DE BASE PARTICIPACIÓN A TRABAJADORES			
NO RELACIONADAS	566 + 0.00	GENERACIÓN REVERSIÓN			
CREDITO A MUTUO	567 + 0.00	INGRESOS POR MEDICIONES DE ACTIVOS BIOLÓGICOS AL VALOR RAZONABLE MENOS COSTOS DE VENTA			
PORCIÓN NO CORRIENTE DE OBLIGACIONES EMITIDAS		568 + 0.00		094 - 0.00 095 + 0.00	
OTROS PASIVOS FINANCIEROS NO CORRIENTES		569 + 0.00		096 + 0.00 097 - 0.00	
RESERVA POR DONACIONES PASIVO POR IMPUESTO A LA RENTA DIFERIDO		570 + 0.00		098 = 1187458.27	
PASIVOS NO CORRIENTES POR BENEFICIOS A LOS EMPLEADOS		571 + 148483.23		099 - 1837.39	
PASIVOS NO CORRIENTES		572 + 58229.44		100 - 0.00	
PROVISIONES NO CORRIENTES		573 + 0.00		101 - 10934.70	
PASIVOS POR INGRESOS DIFERIDOS		574 + 0.00		102 + 0.00	
OTROS PASIVOS NO CORRIENTES		575 + 0.00		103 + 0.00	
RESERVAS		576 + 1836.70		104 + 0.00	
RESERVAS		577 + 0.00		105 + 0.00	
RESERVAS		578 + 0.00		106 + 0.00	
RESERVAS		579 + 0.00		107 + 0.00	
RESERVAS		580 + 0.00		108 + 0.00	
RESERVAS		581 + 0.00		109 + 0.00	
RESERVAS		582 + 0.00		110 + 0.00	
RESERVAS		583 + 0.00		111 + 0.00	
RESERVAS		584 + 0.00		112 + 0.00	
RESERVAS		585 + 0.00		113 + 0.00	
RESERVAS		586 + 0.00		114 + 0.00	
RESERVAS		587 + 0.00		115 + 0.00	
RESERVAS		588 + 0.00		116 + 0.00	
RESERVAS		589 = 206712.67		117 + 0.00	
RESERVAS		590 = 997959.88		118 + 0.00	
RESERVAS		591 = 0.00		119 + 0.00	
RESERVAS		592 = 0.00		120 + 0.00	
RESERVAS		601 = 51000.00		121 +/- 0.00	
RESERVAS		602 = 0.00		122 = 1140696.70	
RESERVAS		603 + 0.00		123 = 0.00	
RESERVAS		604 + 1836.70		124 = 0.00	
RESERVAS		605 + 0.00		125 = 0.00	
RESERVAS		606 + 0.00		126 = 0.00	
RESERVAS		607 + 0.00		127 = 0.00	
RESERVAS		608 + 0.00		128 = 0.00	
RESERVAS		609 + 0.00		129 = 250933.47	
RESERVAS		610 + 0.00		130 = 23025.21	
RESERVAS		611 + 899135.54		131 = 237118.34	
RESERVAS		612 - 0.00		132 = 0.00	
RESERVAS		613 +/- 0.00		133 + 13815.13	
RESERVAS		614 + 755149.41		134 = 58986.55	
RESERVAS		615 - 0.00		135 = 0.00	
RESERVAS		616 + 0.00		136 = 0.00	
RESERVAS		617 + 0.00		137 = 0.00	
RESERVAS		618 + 0.00		138 = 0.00	
RESERVAS		619 +/- 0.00		139 = 0.00	
RESERVAS		620 +/- 0.00		140 = 0.00	
RESERVAS		621 +/- 0.00		141 = 0.00	
RESERVAS		622 +/- 0.00		142 = 191946.92	
RESERVAS		623 +/- 0.00		143 = 0.00	
RESERVAS		624 = 0.00		144 = 191946.92	
RESERVAS		625 = 0.00		145 = 0.00	
RESERVAS		626 = 0.00		146 = 0.00	
RESERVAS		627 = 0.00		147 = 0.00	
RESERVAS		628 = 0.00		148 = 0.00	
RESERVAS		629 = 0.00		149 = 0.00	
RESERVAS		630 = 0.00		150 = 0.00	
RESERVAS		631 = 0.00		151 = 0.00	
RESERVAS		632 = 0.00		152 = 0.00	
RESERVAS		633 = 0.00		153 = 0.00	
RESERVAS		634 +/- 0.00		154 +/- 0.00	
RESERVAS		635 +/- 0.00		155 +/- 0.00	
RESERVAS		636 = 1140696.70		156 = 1140696.70	
RESERVAS		637 = 0.00		157 = 0.00	
RESERVAS		638 = 0.00		158 = 0.00	
RESERVAS		639 = 0.00		159 = 0.00	
RESERVAS		640 = 0.00		160 = 0.00	
RESERVAS		641 = 0.00		161 = 0.00	
RESERVAS		642 = 0.00		162 = 0.00	
RESERVAS		643 = 0.00		163 = 0.00	
RESERVAS		644 = 0.00		164 = 0.00	
RESERVAS		645 = 0.00		165 = 0.00	
RESERVAS		646 = 0.00		166 = 0.00	
RESERVAS		647 = 0.00		167 = 0.00	
RESERVAS		648 = 0.00		168 = 0.00	
RESERVAS		649 = 0.00		169 = 0.00	
RESERVAS		650 = 0.00		170 = 0.00	
RESERVAS		651 = 0.00		171 = 0.00	
RESERVAS		652 = 0.00		172 = 0.00	
RESERVAS		653 = 0.00		173 = 0.00	
RESERVAS		654 = 0.00		174 = 0.00	
RESERVAS		655 = 0.00		175 = 0.00	
RESERVAS		656 = 0.00		176 = 0.00	
RESERVAS		657 = 0.00		177 = 0.00	
RESERVAS		658 = 0.00		178 = 0.00	
RESERVAS		659 = 0.00		179 = 0.00	
RESERVAS		660 = 0.00		180 = 0.00	
RESERVAS		661 = 0.00		181 = 0.00	
RESERVAS		662 = 0.00		182 = 0.00	
RESERVAS		663 = 0.00		183 = 0.00	
RESERVAS		664 = 0.00		184 = 0.00	
RESERVAS		665 = 0.00		185 = 0.00	
RESERVAS		666 = 0.00		186 = 0.00	
RESERVAS		667 = 0.00		187 = 0.00	
RESERVAS		668 = 0.00		188 +/- 0.00	
RESERVAS		669 = 0.00		189 +/- 0.00	
RESERVAS		670 = 0.00		190 = 0.00	
RESERVAS		671 + 27059.38		191 + 27059.38	
RESERVAS		672 = 0.00		192 = 0.00	
RESERVAS		673 = null		193 = null	
RESERVAS		674 = 27059.38		194 = 27059.38	
RESERVAS		675 = 0.00		195 = 0.00	
RESERVAS		676 = 27059.38		196 = 27059.38	
RESERVAS		677 = 0.00		197 = 0.00	
RESERVAS		678 = 0.00		198 = 0.00	
RESERVAS		679 = 0.00		199 = 0.00	
RESERVAS		680 = 0.00		200 = 0.00	
RESERVAS		681 = 0.00		201 = 0.00	
RESERVAS		682 = 0.00		202 = 0.00	
RESERVAS		683 = 0.00		203 = 0.00	
RESERVAS		684 = 0.00		204 = 0.00	
RESERVAS		685 = 0.00		205 = 0.00	
RESERVAS		686 = 0.00		206 = 0.00	
RESERVAS		687 = 0.00		207 = 0.00	
RESERVAS		688 +/- 0.00		208 +/- 0.00	
RESERVAS		689 +/- 0.00		209 +/- 0.00	
RESERVAS		690 = 0.00		210 = 0.00	
RESERVAS		691 = 0.00		211 = 0.00	
RESERVAS		692 = 0.00		212 = 0.00	
RESERVAS		693 = 0.00		213 = 0.00	
RESERVAS		694 = 0.00		214 = 0.00	
RESERVAS		695 = 0.00		215 = 0.00	
RESERVAS		696 = 0.00		216 = 0.00	
RESERVAS		697 = 0.00		217 = 0.00	
RESERVAS		698 = 0.00		218 = 0.00	
RESERVAS		699 = 0.00		219 = 0.00	
RESERVAS		700 = 0.00		220 = 0.00	
RESERVAS		701 = 0.00		221 = 0.00	
RESERVAS		702 = 0.00		222 = 0.00	
RESERVAS		703 = 0.00		223 = 0.00	
RESERVAS		704 = 0.00		224 = 0.00	
RESERVAS		705 = 0.00		225 = 0.00	
RESERVAS		706 = 0.00		226 = 0.00	
RESERVAS		707 = 0.00		227 = 0.00	
RESERVAS		708 = 0.00		228 = 0.00	
RESERVAS		709 = 0.00		229 = 0.00	
RESERVAS		710 = 0.00		230 = 0.00	
RESERVAS		711 = 0.00		231 = 0.00	
RESERVAS		712 = 0.00		232 = 0.00	
RESERVAS		713 = 0.00		233 = 0.00	
RESERVAS		714 = 0.00		234 = 0.00	
RESERVAS		715 = 0.00		235 = 0.00	
RESERVAS		716 = 0.00		236 = 0.00	
RESERVAS		717 = 0.00		237 = 0.00	
RESERVAS		718 = 0.00		238 = 0.00	
RESERVAS		719 = 0.00		239 = 0.00	
RESERVAS		720 = 0.00		240 = 0.00	
RESERVAS		721 = 0.00		241 = 0.00	
RESERVAS		722 = 0.00		242 = 0.00	
RESERVAS		723 = 0.00		243 = 0.00	
RESERVAS		724 = 0.00		244 = 0.00	
RESERVAS		725 = 0.00		245 = 0.00	
RESERVAS		726 = 0.00		246 = 0.00	
RESERVAS		727 = 0.00		247 = 0.00	
RESERVAS		728 = 0.00		248 = 0.00	
RESERVAS		729 = 0.00		249 = 0.00	
RESERVAS		730 = 0.00		250 = 0.00	
RESERVAS		731 = 0.00		251 = 0.00	
RESERVAS		732 = 0.00		252 = 0.00	
RESERVAS		733 = 0.00		253 = 0.00	
RESERVAS		734 = 0.00		254 = 0.00	
RESERVAS		735 = 0.00		255 = 0.00	
RESERVAS		736 = 0.00		256 = 0.00	
RESERVAS		737 = 0.00		257 = 0.00	
RESERVAS		738 = 0.00		258 = 0.00	
RESERVAS		739 = 0.00		259 = 0.00	
RESERVAS		740 = 0.00		260 = 0.00	
RESERVAS		741 = 0.00		261 = 0.00	
RESERVAS		742 = 0.00		262 = 0.00	
RESERVAS		743 = 0.00		263 = 0.00	
RESERVAS		744 = 0.00		264 = 0.00	
RESERVAS		745 = 0.00		265 = 0.00	
RESERVAS		746 = 0.00		266 = 0.00	
RESERVAS		747 = 0.00		267 = 0.00	
RESERVAS		748 = 0.00		268 = 0.00	
RESERVAS		749 = 0.00		269 = 0.00	
RESERVAS		750 = 0.00		270 = 0.00	
RESERVAS		751 = 0.00		271 = 0.00	
RESERVAS		752 = 0.00		272 = 0.00	
RESERVAS		753 = 0.00		273 = 0.00	
RESERVAS		754 = 0.00		274 = 0.00	
RESERVAS		755 = 0.00		275 = 0.00	
RESERVAS		756 = 0.00		276 = 0.00	
RESERVAS		757 = 0.00		277 = 0.00	
RESERVAS		758 = 0.00		278 = 0.00	
RESERVAS		759 = 0.00		279 = 0.00	
RESERVAS		760 = 0.00		280 = 0.00	
RESERVAS		761 = 0.00		281 = 0.00	
RESERVAS		762 = 0.00		282 = 0.00	
RESERVAS		763 = 0.00		283 = 0.00	
RESERVAS		764 = 0.00		284 = 0.00	
RESERVAS		765 = 0.00		285 = 0.00	
RESERVAS		766 = 0.00		286 = 0.00	
RESERVAS		767 = 0.00		287 = 0.00	
RESERVAS		768 = 0.00		288 = 0.00	
RESERVAS		769 = 0.00		289 = 0.00	
RESERVAS		770 = 0.00		290 = 0.00	
RESERVAS		771 = 0.00		291 = 0.00	
RESERVAS		772 = 0.00		292 = 0.00	
RESERVAS		773 = 0.00		293 = 0.00	
RESERVAS		774 = 0.00		294 = 0.00	
RESERVAS		775 = 0.00		295 = 0.00	
RESERVAS		776 = 0.00		296 = 0.00	
RESERVAS		777 = 0.00		297 = 0.00	
RESERVAS		778 = 0.00		298 = 0.00	
RESERVAS		779 = 0.00		299 = 0.00	
RESERVAS		780 = 0.00		300 = 0.00	
RESERVAS		781 = 0.00		301 = 0.00	
RESERVAS		782 = 0.00		302 = 0.00	
RESERVAS		783 = 0.00		303 = 0.00	
RESERVAS		784 = 0.00		304 = 0.00	
RESERVAS		785 = 0.00		305 = 0.00	
RESERVAS		786 = 0.00		306 = 0.00	
RESERVAS		787 = 0.00		307 = 0.00	
RESERVAS		788 = 0.00		308 = 0.00	

DECLARO QUE LOS DATOS PROPORCIONADOS EN ESTE DOCUMENTO SON EXACTOS Y VERDADEROS, POR LO QUE ASUMO LA RESPONSABILIDAD LEGAL QUE DE ELLA SE DERIVEN (Art. 101 de la L.R.T.I.)					
FIRMA REPRESENTANTE LEGAL			FIRMA CONTADOR		
NOMBRE:			NOMBRE:		
198	Cédula de Identidad o No. de Pasaporte	0601571102	199	RUC No.	1711683290001