In accordance with Section 854 of the Companies Act 2006

AR01

Annual Return

A fee is payable with this form

Please see 'How to pay' on the

(For returns made up to a date on or after 1 October 2011)



000

You can use the WebFiling service to file this form online 195

Please go to www companieshouse gov uk

Companies House

	last page	
	What this form is for You may use this form to confirm that the company information is correct as at the date of this return You must file an Annual Return at least once every year What this form is NOT for You cannot use this form to give notice of changes to the company officers, registered office address, company type or information relating to the company records	*A2L2MFLK* A20 13/11/2013 COMPANIES HOUSE
Part 1	Company details	
	The section must be completed by all companies	→ Filling in this form Please complete in typescript or in bold black capitals
		All fields are mandatory unless specified or indicated by *
A1	Company details	
Company number	0 2 3 4 1 9 4 7	Company name change
Company name in full	Hit Entertainment Limited	If your company has recently changed its name, please provide the company name as at the date of this return
A2	Return date	•
Date of this return •	Please give the annual return made up date The return date must not be a future date The annual return must be delivered within 28 days of the date given below If you would like the company's made up date to be earlier than 1 October 2011, please complete the AR01 appropriate for earlier made up dates	O Date of this return Your company's return date is usually the anniversary of incorporation or the anniversary of the last annual return filed at Companies House You may choose an earlier return date but it must no be a later date
A3:	Principal business activity	
	Please show the trade classification code number(s) for the principal activity or activities •	Principal business activity You must provide a trade classification code (SIC code 2007)
Classification code 1	9 0 0 3 0	or a description of your company's main business in this section
Classification code 2		A full list of the trade classification
Classification code 3		codes are available on our website www.companieshouse.gov.uk
Classification code 4	If you cannot determine a code, please give a brief description of your business activity below	
Principal activity description	Artistic creation	

Annual Return (For returns made up to a date on or after 1 October 2011) **A4** Company type • Please confirm your company type by ticking the appropriate box below (only • Company type If you are unsure of your company one box must be ticked) type, please check your latest Public limited company certificate of incorporation or our Private company limited by shares \checkmark website www.companieshouse.gov.uk Private company limited by guarantee Private company limited by shares exempt under section 60 Private company limited by guarantee exempt under section 60 Private unlimited company with share capital Private unlimited company without share capital Registered office address 9 **A5** OChange of registered office Building name/number Maple House This must agree with the address Street that is held on the Companies House 149 Tottenham Court Road record at the date of this return If the registered office address has changed, you should complete form Post town London AD01 and submit it together with County/Region this annual return Postcode N F W 1 7 | Single alternative inspection location (SAIL) of the **A6** company records (if applicable) • SAIL address Building name/number This must agree with the address Street that is held on the Companies House record at the date of this return If the address has changed, you should complete form AD02 and Post town submit it together with this annual County/Region return Postcode Location of company records O O Location of company records Please tick the appropriate box to indicate which records are kept at the SAIL If the company records are held at address in Section A6 the registered office address, do not Register of members tick any of the boxes in this section Register of directors Certain records must be kept by Directors' service contracts every company while other records are only kept by certain company Directors' indemnities types where appropriate Register of secretaries Records of resolutions etc. If the records are not kept at the SAIL address, they must be available Contracts relating to purchase of own shares at the registered office Documents relating to redemption or purchase of own share out of If any of the company records have capital by private company moved from the registered office Register of debenture holders to the address in Section A6 since Report to members of outcome of investigation by public company into the last annual return, you must interests in its shares complete form AD03 and submit it together with this annual return Register of interests in shares disclosed to public company Instruments creating charges and register of charges England and Wales or Northern Ireland Instruments creating charges and register of charges Scotland

CHFP000 10/11 Version 5 0

AR01

Annual Return (For returns made up to a date on or **after 1 October 2011**)

Part 2	Officers of the company		
	This section should include details of the company at the date to which this annual return is made up → For a secretary who is an individual, go to Section B1 → For a corporate secretary, go to Section C1 → For a director who is an individual, go to Section D1 → For a corporate director, go to Section E1	Continuation pages Please use a continuation page if you need to enter more officer details	
Secretary			
B1	Secretary's details •		
	Please use this section to list all the secretaries of the company For a corporate secretary, complete Section C1-C4	Secretary appointments You may not use this form to appoint a secretary To do this,	
Title*	Mr	please complete form APO3 and submit it together with this annual	
Full forename(s)	Joseph Pasqualino	return	
Surname	Salvo	Corporate details Please use Section C1-C4 to enter	
Former name(s) •		corporate secretary details Secretary details All details must agree with those previously notified to Companies House If you have made changes since the last annual return and have not notified us, please complete form CH03 Former name(s) Please provide any previous names which have been used for business purposes during the period of this return Married women do not need to give former names unless previously used for business purposes.	
B2	Secretary's service address •		
Building name/number Street	The Company's Registered Office	Service address If you have previously notified Companies House that the service address is at 'The Company's Registered Office', please state 'The	
Post town		 Company's Registered Office' in the address. 	
County/Region		This information will appear on the public record	
Postcode		public record	
Country		_	

In accordance with
Section 854 of the
Companies Act 2006

Secretary			
B1	Secretary's details •		
	Please use this section to list all the secretaries of the company For a corporate secretary, complete Section C1-C4	O Secretary appointments You cannot use this form to appoint a secretary To do this, please	
Title*	Mrs	complete form APO3 and submit it together with this annual return	
Full forename(s)	Sukhjiwan Kaur	Corporate details	
Surname	Tung	Please use Section C1-C4 to enter corporate secretary details	
Former name(s) ©		Secretary details All details must agree with those previously notified to Companies House If you have made changes since the last annual return and have not notified us, please complete form CH03	
		Please provide any previous names which have been used for business purposes during the period of this return. Married women do not need to give former names unless previously used for business purposes.	
B2	Secretary's service address ®		
Building name/number	Mattel House	Service address If you have previously notified	
Street	Vanwall Business Park	Companies House that the service address is at 'The Company's	
	Vanwaii Road	Registered Office', please state 'The	
Post town	Maidenhead	Company's Registered Office' in the address.	
County/Region	Berkshire	This information will appear on the public record	
Postcode	SL6 4UB	public record	
Country	England		

Annual Return (For returns made up to a date on or **after 1 October 2011**)

Corporate secretary

C1	Corporate secretary's details •	
Corporate body/firm name	Please use this section to list all the corporate secretaries of the company	OCorporate secretary appointments You cannot use this form to appoint a corporate secretary To do this, please complete form AP04 and submit it together with this annual return
Building name/number		Corporate secretary details
Street		All details must agree with those previously notified to Companies House If you have made changes since the last annual return and have
Post town		not notified us, please complete form CH04
County/Region		This information will appear on the
Postcode		public record
Country		
C2	Location of the registry of the corporate body or firm	
	Is the corporate secretary registered within the European Economic Area (EEA)? → Yes Complete Section C3 only → No Complete Section C4 only	
C3	EEA companies ®	
	Please give details of the register where the company file is kept (including the relevant state) and the registration number in that register	● EEA A full list of countries of the EEA can be found in our guidance
Where the company/ firm is registered 9		www.companieshouse gov uk This is the register mentioned in Article 3 of the First Company Law
Registration number		Directive (68/151/EEC)
C4	Non-EEA companies	
	Please give details of the legal form of the corporate body or firm and the law by which it is governed. If applicable, please also give details of the register in which it is entered (including the state) and its registration number in that register.	O Non-EEA Where you have provided details of the register (including state) where the company or firm is registered, you must also provide its number in
Legal form of the corporate body or firm		that register
Governing law		
If applicable, where the company/firm is registered •		
If applicable, the registration number		

Annual Return (For returns made up to a date on or **after 1 October 2011**)

D1	Director's details ⁹	
	Please use this section to list all the directors of the company For a corporate director, complete Section E1-E4	O Director appointments You cannot use this form to appoint a director To do this, please
Title*	Mr	complete form AP01 and submit it together with this annual return
Full forename(s)	Donald Bruce	Corporate details
Surname	Aiken	Please use Section E1-E4 to enter corporate director details.
Former name(s) •		Director details All details must agree with those previously notified to Companies
Country/State of residence	United States	House If you have made changes since the last annual return and have not notified us, please
Nationality	American	complete form CH01
Date of birth	0 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	◆ Former name(s) Please provide any previous names
Business occupation (if any)	VP & Assistant General Counsel of Mattel, Inc	which have been used for business purposes during the period of this return. Married women do not need to give former names unless previously used for business purposes.
D2	Director's service address [©]	
Building name/number	333	Service address If you have previously notified
Street	Continental Boulevard	Companies House that the service address is at 'The Company's
		Registered Office', please state 'The
Post town	El Segundo	Company's Registered Office' in the address
County/Region	California	This information will appear on the public record
Postcode	9 0 2 4 5	poone record
Country	USA	

Annual Return (For returns made up to a date on or **after 1 October 2011**)

D1	Director's details •		
	Please use this section to list all the directors of the company For a corporate director, complete Section E1-E4	O Director appointments You cannot use this form to appoint a director To do this, please	
Title*	Mr	complete form AP01 and submit it together with this annual return	
Full forename(s)	David	Corporate details	
Surname	Allmark	Please use Section E1-E4 to enter corporate director details	
Former name(s)		Director details All details must agree with those previously notified to Companies	
Country/State of residence	United States	House If you have made changes since the last annual return and have not notified us, please	
Nationality	British	complete form CH01	
Date of birth	0 0 1 0 6 1 7 9 6 73	• Former name(s) Please provide any previous names	
Business occupation (if any)	EVP Global Brands Team	which have been used for business purposes during the period of this return. Married women do not need to give former names unless previously used for business purposes.	
D2	Director's service address®		
Building name/number	The Company's Registered Office	Service address If you have previously notified	
Street		Companies House that the service address is at 'The Company's Registered Office', please state 'The	
Post town		Company's Registered Office' in the address.	
County/Region		This information will appear on the public record	
Postcode		public record	
Country			

In accordance with
Section 854 of the
Companies Act 2006

D1	Director's details •		
	Please use this section to list all the directors of the company For a corporate director, complete Section E1-E4	O Director appointments You cannot use this form to appoint a director To do this, please	
Title*	Mr	complete form APO1 and submit it together with this annual return	
Full forename(s)	Edward Laurence	Corporate details	
Surname	Catchpole	Please use Section E1-E4 to enter corporate director details.	
Former name(s) 2		Director details All details must agree with those previously notified to Companies	
Country/State of residence	England	House If you have made changes since the last annual return and have not notified us, please	
Nationality	British	complete form CH01	
Date of birth	0 2 m 3 y 1 y 9 y 6 y 6	Please provide any previous names	
Business occupation (if any)	SVP Marketing For Mattel Inc	which have been used for business purposes during the period of this return. Married women do not need to give former names unless previously used for business purposes.	
D2	Director's service address®		
Building name/number	The Company's Registered Office	Service address If you have previously notified	
Street		Companies House that the service address is at 'The Company's Registered Office', please state 'The Company's Registered Office' in the	
Post town		address	
County/Region		This information will appear on the public record	
Postcode		padricicala	
Country			

In accordance with
Section 854 of the
Companies Act 2006

D1	Director's details ^o	
	Please use this section to list all the directors of the company For a corporate director, complete Section E1-E4	O Director appointments You cannot use this form to appoint a director To do this, please
Title*	Mr	complete form AP01 and submit it together with this annual return
Full forename(s)	Brian Joseph	Corporate details
Surname	Donahue	Please use Section E1-E4 to enter corporate director details.
Former name(s)		Director details All details must agree with those previously notified to Companies
Country/State of residence	USA	House If you have made changes since the last annual return and have not notified us, please
Nationality	American	complete form CH01
Date of birth	$\begin{bmatrix} a & 1 & b & 0 & 0 & 0 & 0 \end{bmatrix}$ $\begin{bmatrix} a & b & b & b & b & 0 \end{bmatrix}$ $\begin{bmatrix} a & b & b & b & b & b & b & b & b & b &$	Please provide any previous names
Business occupation (if any)	Finance VP Hit	which have been used for business purposes during the period of this return. Married women do not need to give former names unless previously used for business purposes.
D2	Director's service address®	
Building name/number	The Company's Registered Office	Service address If you have previously notified
Street		Companies House that the service address is at 'The Company's Registered Office', please state 'The
Post town		Company's Registered Office' in the address
County/Region		This information will appear on the public record
Postcode		public record
Country		

In accordance with
Section 854 of the
Companies Act 2006

D1	Director's details •				
	Please use this section to list all the directors of the company For a corporate director, complete Section E1-E4	O Director appointments You cannot use this form to appoint a director To do this, please			
Title*	Mr	complete form APO1 and submit it together with this annual return			
Full forename(s)	Joel	Corporate details			
Surname	Rotenberg	Please use Section E1-E4 to enter corporate director details. Director details All details must agree with those previously notified to Companies House If you have made changes since the last annual return and have not notified us, please			
Former name(s) •					
Country/State of residence	Canada				
Nationality	Canadian	complete form CH01			
Date of birth	$\begin{bmatrix} d & 1 & 5 & & \\ & 1 & 5 & & \\ & & 2 & & \\ \end{bmatrix} \begin{bmatrix} m & m & \\ 2 & & \\ & & 1 \end{bmatrix} \begin{bmatrix} y & y & 5 & y \\ 5 & & 9 & \\ \end{bmatrix}$	Please provide any previous names			
Business occupation (if any)	Chartered Professional Accountant	which have been used for business purposes during the period of this return. Married women do not need to give former names unless previously used for business purposes			
D2	Director's service address®				
Building name/number	636	Service address If you have previously notified			
Street	Gırard Avenue	Companies House that the service address is at 'The Company's Registered Office', please state 'The			
Post town	East Aurora	Company's Registered Office' in the address			
County/Region	New York	This information will appear on the public record			
Postcode	1 4 0 5 2	ρασικ τεκοια			
Country	USA				

Annual Return (For returns made up to a date on or **after 1 October 2011**)

Corporate director

E1	Corporate director's details •				
Corporate body/firm	Please use this section to list all the corporate director's of the company	Ocorporate director appointments You cannot use this form to appoint a corporate director To do this, please complete form AP02 and submit it together with this annual			
name		return			
Building name/number		Corporate director details All details must agree with those			
Street		previously notified to Companies House If you have made changes since the last annual return and have not notified us, please complete			
Post town		form CH02			
County/Region		This information will appear on the public record			
Postcode					
Country					
E2	Location of the registry of the corporate body or firm				
	Is the corporate director registered within the European Economic Area (EEA)? → Yes Complete Section E3 only → No Complete Section E4 only				
E3	EEA companies ®				
	Please give details of the register where the company file is kept (including the relevant state) and the registration number in that register	● EEA A full list of countries of the EEA can be found in our guidance			
Where the company/ firm is registered ●		This is the register mentioned in Article 3 of the First Company Law When the First Company Law			
Registration number		Directive (68/151/EEC)			
E4	Non-EEA companies	·			
	Please give details of the legal form of the corporate body or firm and the law by which it is governed. If applicable, please also give details of the register in which it is entered (including the state) and its registration number in that register.	◆ Non-EEA Where you have provided details of the register (including state) where the company or firm is registered, you must also provide its number in			
Legal form of the corporate body or firm		that register			
Governing law					
If applicable, where the company/firm is registered •					
If applicable, the registration number					

Annual Return (For returns made up to a date on or **after 1 October 2011**)

Part 3	Statement of capital o					
Does your compar		,			This should reflect the company's capital status at the made up date of this annual return	
F1	Share capital in pound sterling (£)					
Please complete the ta If all your issued capita			d in pound sterling and then go to Section F4			
Class of shares (E.g. Ordinary/Preference etc)	Amount paid up on each share	Amount (if any) unpaid on each share ②	Number of sha	res 0	Aggregate nominal value •
Ordinary		£1 26762	0 00	160,305,210 £		£ 3,206,104 20
Ordinary		US\$632 2276	0 00	5,000		£ 100 00
						f
						£
			Totals	als 160,310,210		£ 3,206,204 20
F2	Share capital in	other currencies				
Please complete the ta			In other currencies			
Currency						
Class of shares (E g Ordinary/Preference etc)	Amount paid up on each share 9	Amount (if any) unpaid on each share	Number of share	res 🖸	Aggregate nominal value •
			Totals			
Currency						
Class of shares (E.g. Ordinary/Preference etc)	Amount paid up on each share	Amount (if any) unpaid on each share	Number of shares Aggregate nomin		Aggregate nominal value •
· · · · · · · · · · · · · · · · · · ·						
			Totals	ļ		
F3	Totals					
	Please give the total issued share capital	apital Please list total aggr			gregate nominal value st total aggregate values in	
Total number of shares	160,310,210	different currencies separately example £100 + €100 + \$10				
Total aggregate nominal value 9	3,206,204 20					
 ● Including both the noming share premium ● Total number of issued s 	·	Number of shares issue nominal value of each s	share Plea	itinuation Pagi se use a Statem e if necessary		al continuation

Annual Return

(For returns made up to a date on or after 1 October 2011)

F4	Statement of capital (Voting rights)				
	Please give the prescribed particulars of rights attached to shares for each class of share shown in the statement of capital share tables in Sections F1 and F2				
Class of share	Ordinary				
Voting rights	The shares have attached to them full voting rights				
Class of share					
Voting rights					
Class of share					
Voting rights					
Class of share					
Voting rights					

AR01 **Annual Return** (For returns made up to a date on or after 1 October 2011) Part 4 **Shareholders** Does your company have share capital? → Yes go to Section G1 'Companies with share capital' → No Go to Part 5 (Signature) G1 Companies with share capital Question 1 Were any of the company's shares admitted to trading on a market at any A market is one established under time during this return period? Please tick the appropriate box below • the rules of a UK recognised investment exchange or any other No go to Section G2 'Past and present shareholders' regulated markets in or outside of Yes go to Question 2 the UK, or any other market outside of the UK. The current UK recognized Please only refer to Question 2 below if you have answered 'Yes' to Question 2 investment exchanges and regulated Question 1 If you answered 'No', please go to Section G2 'Past and present markets can be found at shareholders' www.fsa.gov.uk/register/exchanges.do ODTR5 refers to the Vote Holder and Did the company, throughout the return period, have any shares admitted to Issuer Notification Rules contained trading on a relevant market and was it, throughout the return period, an issuer in Chapter 5 of the Disclosure and to which DTR5 applies? Please tick the appropriate box below • Transparency Rules source book issued by the Financial Services Authority Notification is required go to Section G4 'Shareholders who hold at least 5% of any class when the percentage acquisition of of shares of the company as at the made up date of the return' a shareholder in the company has go to Part 5 'Signature' reached a certain threshold (starting at 3%) G2 List of past and present shareholders 9 The company is required to provide a full list of past and present shareholders This section only applies to if one was not included with either of the last two returns. Please tick the companies answering 'No' in Section G1 appropriate box below There were no shareholder changes in this period. Go to Part 5 (Signature) A full list of shareholders is enclosed **7** A list of shareholder changes is enclosed How is the list of shareholders enclosed. Please tick the appropriate box below \checkmark The list of shareholders is enclosed on paper Go to Section G3 'List of past and present shareholders' The list of shareholders is enclosed in another format. Go to Part 5 (Signature)

Annual Return

(For returns made up to a date on or after 1 October 2011)

G3

List of past and present shareholders O

Changes during this period to shareholders' particulars or details of the amount of stock or shares transferred must be completed each year

You must provide a 'full list' of all company shareholders on

- The company's first annual return following incorporation,
- Every third annual return after a full list has been provided

 Please list the company shareholders in alphabetical order

Joint shareholders should be listed consecutively

Further shareholders

Please use a 'List of past and present shareholders' continuation page if necessary

This section only applies to companies answering 'No' to Question 1 in Section G1

		Shares or stock currently held	Shares or stock transfer	red (if appropriate)
Shareholder's Name (Address not required)	Class of share	Number of shares or amount of stock	Number of shares or amount of stock	Date of registration of transfer
Sunshine Holding 3 Limited	Ordinary	160,310,210		1 1
Hit Brands (UK) Limited	Ordinary	0	160,310,210	30 / 11 / 2012
				1 1
				1 1
				1 1
				1 1
				l l
				1 1
				1 1
				1 1
				1 1
				l l

Annual Return

(For returns made up to a date on or after 1 October 2011)

G4

Shareholders who hold at least 5% of any class of share(s) of the company as at the made up date of this return

This section should show only the shareholders that hold at least 5% of any class of share(s) of the company at the date of this return

It should only be completed by companies that have answered 'Yes' to Question 1 in Section G1, and 'No' to Question 2 in Section G1

If there were no shareholders holding at least 5% of any class of share(s) at the date of this return, this section may be left blank

→ Go to Part 5 (Signature)

This section only applies to companies answering 'No' to Question 2 in Section G1

Please list the company shareholders in alphabetical order

Joint shareholders should be listed consecutively

Further shareholders

Please use a 'Shareholders who hold at least 5% of any class of share(s) of the company as at the made up date of this return' continuation page if necessary

Shares or stock currently held Shareholder's name Shareholder's address Class of share Number of shares or amount of stock

Annual Return (For returns made up to a date on or **after 1 October 2011**)

Part 5	Signature			
	This must be completed by all companies	Societas Europaea If the form is being filed on behalf		
	I am signing this form on behalf of the company	of a Societas Europaea (SE) please delete 'director' and insert details		
Signature	This form may be signed by Director , Secretary, Person authorised , Charity commission receiver and manager, CIC manager, Judicial factor	of which organ of the SE the person signing has membership		

Annual Return

(For returns made up to a date on or after 1 October 2011)

Presenter information You do not have to give any contact information, but if you do it will help Companies House if there is a query on the form. The contact information you give will be visible to searchers of the public record Jivan Tung Mattel UK Limited Mattel House Vanwall Business Park Vanwall Road Maidenhead Berkshire Postcode S England DX 01628 500191 Checklist We may return forms completed incorrectly or with information missing Please make sure you have remembered the

Please make sure you have remembered the following

- ☐ That if the made up date of the return is any earlier than 1 October 2011, you must complete the appropriate form AR01
- ☐ The company name and number match the information held on the public Register
- You have completed your principal business activity
 You have not used this form to make changes to the registered office address
- You have not used this form to make changes to secretary and director details
- ☐ You have fully completed the Statement of capital (if applicable)
- ☐ You have signed the form
- ☐ You have enclosed the correct fee

Important information

Please note that all information on this form will appear on the public record

How to pay

A fee of £40 is payable to Companies House in respect of an Annual Return

Make cheques or postal orders payable to 'Companies House'

Where to send

You may return this form to any Companies House address, however for expediency we advise you to return it to the appropriate address below

For companies registered in England and Wales The Registrar of Companies, Companies House, Crown Way, Cardiff, Wales, CF14 3UZ DX 33050 Cardiff

For companies registered in Scotland
The Registrar of Companies, Companies House,
Fourth floor, Edinburgh Quay 2,
139 Fountainbridge, Edinburgh, Scotland, EH3 9FF
DX ED235 Edinburgh 1
or LP - 4 Edinburgh 2 (Legal Post)

For companies registered in Northern Ireland The Registrar of Companies, Companies House, Second Floor, The Linenhall, 32-38 Linenhall Street, Belfast, Northern Ireland, BT2 8BG DX 481 N R Belfast 1

Further information

For further information, please see the guidance notes on the website at www.companieshouse.gov.uk or email enquiries@companieshouse.gov.uk

This form is available in an alternative format. Please visit the forms page on the website at www.companieshouse.gov.uk