

AR01

Annual Return

BLUEPRINT**2000**

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A fee is payable with this form
Please see 'How to pay' on the last
page

You can use the WebFiling service to file this form online
Please go to www.companieshouse.gov.uk

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
notice of changes to the co
officers, registered office a
company type or informati
to the company records



A16

APFV6IPM

29/03/2010

COMPANIES HOUSE

156

Part 1

Company details

The section must be completed by all companies

Filing 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

2 4 7 6 1 6 1

Company name in full

Bank of Ireland Direct Marketing Limited

1 Company name change

If your company has recently changed
its name, please provide the company
name as at the date of this return

A2 Return date

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

Date of this return 1

0 1 0 3 2 0 1 0

2 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 not be a later date

A3 Principal business activity

Please show the trade classification code number(s) for the principal activity
or activities 1

Classification code 1

7 4 4 0

Classification code 2

Classification code 3

Classification code 4

If you cannot determine a code, please give a brief description of your
business activity below

Principal activity
description

Marketing Services

3 Principal business activity

You must provide a trade classification
code (SIC code) or a description of
your company's main business in this
section

A full list of the trade classification
codes are available on our website
www.companieshouse.gov.uk

AR01

Annual Return

A4 **Company type** ①

Please confirm your company type by ticking the appropriate box below (only one box must be ticked)

- ☐ Public limited company
☒ Private company limited by shares
☐ 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

① Company type

If you are unsure of your company type, please check your latest certificate of incorporation or our website
www.companieshouse.gov.uk

A5 **Registered office address** ②

Building name/number 36
 Street Queen Street
 Post town London
 County/Region
 Postcode E C 4 R 1 B N

② Change of registered office

This must agree with the address that is held on the Companies House record at the date of this return

If the registered office address has changed, you should complete form **AD01** and submit it together with this annual return

A6 **Single alternative inspection location (SAIL) of the company records** (if applicable) ③

Building name/number
 Street
 Post town
 County/Region
 Postcode

③ SAIL address

This must agree with the address 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 submit it together with this annual return

A7 **Location of company records** ④

Please tick the appropriate box to indicate which records are kept at the SAIL address in **Section A6**

- ☐ Register of members
☐ Register of directors
☐ Directors' service contracts
☐ Directors' indemnities
☐ Register of secretaries
☐ Records of resolutions etc
☐ Contracts relating to purchase of own shares
☐ Documents relating to redemption or purchase of own share out of capital by private company
☐ Register of debenture holders
☐ Report to members of outcome of investigation by public company into interests in its shares
☐ 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

④ Location of company records

If the company records are held at the registered office address, **do not** tick any of the boxes in this section

Certain records must be kept by every company while other records are only kept by certain company types where appropriate

If the records are not kept at the SAIL address, they must be available at the registered office

If any of the company records have moved from the registered office to the address in Section A6 since the last annual return, you must complete form **AD03** and submit it together with this annual return

AR01
Annual Return

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 ①

Please use this section to list all the secretaries of the company
For a corporate secretary, complete Section C1-C4

Title*	
Full forename(s)	Thomas Bernard
Surname	McAreavey
Former name(s) ②	

① Secretary appointments

You may not use this form to appoint a secretary. To do this, please complete form **AP03** and submit it together with this annual return.

Corporate details

Please use **Section C1-C4** to enter 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)

- ② 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 ①

Building name/number	7
Street	Coleman Drive
Post town	Lurgan
County/Region	Co. Armagh
Postcode	B T 6 6 6 R R
Country	

① Service address

If you have previously notified Companies House that the service address is at 'The Company's Registered Office', please state 'The Company's Registered Office' in the address.

This information will appear on the public record.

AR01

Annual Return

Corporate secretary

C1	Corporate secretary's details ①	
	Please use this section to list all the corporate secretaries of the company	
Corporate body/firm name	Hill Wilson Secretarial Limited	① Corporate 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. Corporate 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 CH04 . This information will appear on the public record.
Building name/number	Bank of Ireland	
Street	Head Office Lower Baggot Street	
Post town	Dublin 2	
County/Region		
Postcode		
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 ②	
	Please give details of the register where the company file is kept (including the relevant state) and the registration number in that register	② EEA A full list of countries of the EEA can be found in our guidance www.companieshouse.gov.uk ③ This is the register mentioned in Article 3 of the First Company Law Directive (68/151/EEC).
Where the company/firm is registered ③	Ireland	
Registration number	361232	
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	④ 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 that register.
Legal form of the corporate body or firm		
Governing law		
If applicable, where the company/firm is registered ④		
If applicable, the registration number		

AR01

Annual Return

Director

D1 Director's details ^①

Please use this section to list all the directors of the company
For a corporate director, complete Section E1-E4.

Title*	Mr																
Full forename(s)	Richard																
Surname	Holden																
Former name(s) ^②																	
Country/State of residence	United Kingdom																
Nationality	British																
Date of birth	<table><tr><td>d</td><td>1</td><td>d</td><td>1</td><td>m</td><td>0</td><td>m</td><td>6</td><td>y</td><td>1</td><td>y</td><td>9</td><td>y</td><td>5</td><td>y</td><td>5</td></tr></table>	d	1	d	1	m	0	m	6	y	1	y	9	y	5	y	5
d	1	d	1	m	0	m	6	y	1	y	9	y	5	y	5		
Business occupation (if any)	Bank Executive																

① Director appointments

You cannot use this form to appoint a director. To do this, please complete form **AP01** and submit it together with this annual return.

Corporate details

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 complete form **CH01**.

② 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.

D2 Director's service address ^①

Building name/number	Ashcroft								
Street	Blacksmith Lane								
	Upper Swainswick								
Post town	Bath								
County/Region	Somerset								
Postcode	<table><tr><td>B</td><td>A</td><td>1</td><td></td><td>8</td><td>B</td><td>T</td><td></td></tr></table>	B	A	1		8	B	T	
B	A	1		8	B	T			
Country	United Kingdom								

① Service address

If you have previously notified Companies House that the service address is at 'The Company's Registered Office', please state 'The Company's Registered Office' in the address.

This information will appear on the public record.

AR01

Annual Return

Director**D1****Director's details** ①

Please use this section to list all the directors of the company
For a corporate director, complete Section E1-E4

Title*	
Full forename(s)	Stephen Howard
Surname	Matchett
Former name(s) ②	
Country/State of residence	Ireland
Nationality	British
Date of birth	<div>d 0 6</div> <div>m 0 4</div> <div>y 1 9</div> <div>y 6 8</div>
Business occupation (if any)	Banker

① Director appointments

You cannot use this form to appoint a director. To do this, please complete form **AP01** and submit it together with this annual return.

Corporate details

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 complete form **CH01**.

② 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.

D2**Director's service address** ①

Building name/number	24
Street	Castlehill Park
Post town	Belfast
County/Region	
Postcode	<div>B T 4</div> <div>3 G U</div>
Country	

① Service address

If you have previously notified Companies House that the service address is at 'The Company's Registered Office', please state 'The Company's Registered Office' in the address.

This information will appear on the public record.

AR01

Annual Return

Corporate director**E1 Corporate director's details** ①

Please use this section to list all the corporate director's of the company

Corporate body/firm
name

Building name/number

Street

Post town

County/Region

Postcode

Country

① Corporate 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 return.

Corporate 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 complete form **CH02**.

This information will appear on the public record.

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** ①

Please give details of the register where the company file is kept (including the relevant state) and the registration number in that register.

Where the company/
firm is registered ①

Registration number

① EEA

A full list of countries of the EEA can be found in our guidance www.companieshouse.gov.uk

① This is the register mentioned in Article 3 of the First Company Law 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.

Legal form of the
corporate body
or firm

Governing law

If applicable, where
the company/firm is
registered ①If applicable, the
registration number**① 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 that register.

Part 3

Statement of capital

Does your company have share capital?

- **Yes** Complete the sections below and the following **Part 4**
→ **No** Go to **Part 5 (Signature)**.

1 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 table below to show each class of shares held in pound sterling

If all your issued capital is in sterling, only complete **Section F1** and then go to **Section F4**

Class of shares (Eg Ordinary/Preference etc)	Amount paid up on each share 2	Amount (if any) unpaid on each share 2	Number of shares 1	Aggregate nominal value 4
ORDINARY	1.00	0.00	2	£ 2.00
				£
				£
				£
Totals			2	£ 2.00

F2 Share capital in other currencies

Please complete the table below to show any class of shares held in other currencies

Please complete a separate table for each currency

Currency				
Class of shares (E.g Ordinary/Preference etc)	Amount paid up on each share ②	Amount (if any) unpaid on each share ②	Number of shares ③	Aggregate nominal value ④
Totals				

Currency				
Class of shares (E.g. Ordinary/Preference etc.)	Amount paid up on each share ②	Amount (if any) unpaid on each share ②	Number of shares ①	Aggregate nominal value ③
Totals				

F3 Totals

Please give the total number of shares and total aggregate nominal value of issued share capital

Total number of shares

Total aggregate nominal value **5**

5 Total aggregate nominal value
Please list total aggregate values in different currencies separately For example £100 + €100 + \$10 etc

2 Including both the nominal value and any share premium

1 Number of shares issued multiplied by nominal value of each share

5 Total number of issued shares in this class

Continuation Pages

Please use a Statement of Capital continuation page if necessary

AR01

Annual Return

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

£1.00 ORDINARY

Voting rights

1 vote per ordinary share.

Class of share

Voting rights

Class of share

Voting rights

Class of share

Voting rights

Part 4

Shareholders

Does your company have share capital?
→ **Yes** Complete the sections below
→ **No** Go to **Part 5 (Signature)**

① This should reflect the shareholder details at the made up date of this annual return

G1

Traded public companies ②

☐ Please tick the box if your company was a traded public company at any time during the period of this return

② **Traded company definition**
A traded company means a company any of whose shares are admitted to trading on a regulated market.

G2

List of past and present shareholders

Private and non-traded public companies are required to provide a 'full list' if one was not included with either of the last two returns

Traded public companies are required to provide a list of shareholders who held at least 5% of the issued shares of any share class if a list was not provided with either of the last two returns

Please tick the appropriate box below

- ☒ A full list of shareholders for a private or non-traded public company is enclosed Please complete **Section G3**, or
- ☐ A list of shareholders holding at least 5% of the issued shares of any share class for a traded public company is enclosed Please complete **Section G4**
- ☐ A list of shareholder changes is enclosed
→ For private or non-traded public companies, please complete **Section G3**
→ For traded public companies, please complete **Section G4**
- ☐ There were no shareholder changes in this period
→ Go to **Part 5 (Signature)**

Please tick the appropriate box below to indicate the format of your shareholder details

- ☒ The list of shareholders is enclosed on paper
- ☐ The list of shareholders is enclosed in another format

AR01

Annual Return

G3

Private or non-traded public companies – list of past and present shareholders

This section should only be completed by companies that have not traded on a regulated market at any time during the period of this return

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 'Private or non-traded public companies – list of past and present shareholders' continuation page if necessary

Shareholder's Name (Address not required)	Class of share	Shares or stock currently held	Shares or stock transferred (if appropriate)	
		Number of shares or amount of stock	Number of shares or amount of stock	Date of registration of transfer
Bank of Ireland Britain Holdings Limited	£1.00 ORDINARY	1		/ /
Thomas Bernard McAreavey	£1.00 ORDINARY	1		/ /
				/ /
				/ /
				/ /
				/ /
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				/ /

AR01
Annual Return

G4

Traded public companies – list of past and present shareholders

This section should show 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 public companies that have traded on a regulated market at any time during the period of this return

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 'Traded public companies – list of past and present shareholders' continuation page if necessary

		Shares or stock currently held	Shares or stock transferred (if appropriate)	
Shareholder's details	Class of share	Number of shares or amount of stock	Number of shares or amount of stock	Date of registration of transfer
Name				/ /
Address				/ /
				/ /
Name				/ /
Address				/ /
				/ /
Name				/ /
Address				/ /
				/ /
Name				/ /
Address				/ /
				/ /

AR01
Annual Return

Part 5

Signature

This must be completed by all companies

I am signing this form on behalf of the company

Signature

Signature

X

Nicole M. Lyle

X

**For and on behalf of
Hill Wilson Secretarial Limited**

This form may be signed by

Director ¹, Secretary, Person authorised ², Charity commission receiver and
manager, CIC manager, Judicial factor

¹ Societas Europaea

If the form is being filed on behalf of a Societas Europaea (SE) please delete 'director' and insert details of which organ of the SE the person signing has membership

² Person authorised

Under either section 270 or 274 of the Companies Act 2006

AR01

Annual Return

**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.

Contact name	Peter Nugent
Company name	Ella Cullen, Bank of
	Ireland
Address	Group Secretary's Office
	Head Office
Post town	Lower Baggot Street
County/Region	Dublin 2
Postcode	
Country	
DX	
Telephone	+353 1 6043402

**Checklist**

We may return forms completed incorrectly or with information missing

Please make sure you have remembered the following:

- ☐ 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 £30 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,
First Floor, Waterfront Plaza, 8 Laganbank Road,
Belfast, Northern Ireland, BT1 3BS
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