

No 04339257

**THE COMPANIES ACT 2006**  
**COMPANY LIMITED BY SHARES**

THURSDAY



**WRITTEN RESOLUTIONS**

-of-

**SIMPLICITY MARKETING LIMITED (the "Company")**

**(Effective 19 July 2013)**

The following resolutions were duly agreed to by the members of the Company in accordance with Chapter 2, Part 13 of the Companies Act 2006 as ordinary and special resolutions with effect from July 2013

**ORDINARY RESOLUTIONS**

- 1 THAT, the "A" ordinary shares of £0 00001 each and the "B" ordinary shares of £0 00001 each in the capital of the Company be redesignated as ordinary shares of £0 00001 each, such shares to have the rights and be subject to the conditions contained in the articles of association of the Company to be adopted pursuant to Resolution 2 below

**SPECIAL RESOLUTIONS**

- 2 THAT, pursuant to section 21(1) of the Act, the existing articles of association (the "**Existing Articles**") of the Company be deleted in their entirety and the regulations contained in the document appended to the written resolution be approved and adopted as the New Articles of the Company in substitution for, and to the exclusion of, the Existing Articles of the Company

A handwritten signature in black ink, appearing to be 'R. J. L.', is written over a horizontal line.

Chairman

**TRAVERS SMITH**

**THE COMPANIES ACT 2006**

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**PRIVATE COMPANY LIMITED BY SHARES**

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**ARTICLES OF ASSOCIATION**

**- OF -**

**SIMPLICITY MARKETING LIMITED**

**THE COMPANIES ACT 2006**

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**PRIVATE COMPANY LIMITED BY SHARES**

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**ARTICLES OF ASSOCIATION**

**- of -**

**SIMPLICITY MARKETING LIMITED**

**(Company Number: 04339257)**

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**PRELIMINARY**

1. In these articles, "**Model Articles**" means the Model Articles for Public Companies, as set out in Schedule 3 to the Companies (Model Articles) Regulations (SI 2008/3229), the "**Act**" means the Companies Act 2006, including any statutory modification, replacement or re-enactment thereof from time to time in force, and the "**Parent**" means the undertaking (if any) which is the holder of the entire issued share capital for the time being of the Company, as carries the right to vote at general meetings of the Company
2. The articles contained in the Model Articles shall apply to the Company, save insofar as they are excluded or modified by or inconsistent with the articles hereinafter contained and together such articles shall comprise the articles of association. Save as expressly set out in this article 2, no regulations set out in any statute or statutory instrument concerning companies shall apply as articles of the Company
3. A reference herein to "**MA Article 1**" shall be to Article 1 of the Model Articles. References to other articles of the Model Articles shall be made accordingly, save that the numbering of such references shall correspond to the numbering of the relevant provision of the Model Articles. The following Model Articles shall not apply to the Company: MA Articles 9 to 11 inclusive, MA Articles 20 to 22 inclusive, MA Article 25, MA Article 26, MA Article 28, MA Article 36(1)(a), MA Article 40, MA Article 46(2)(a), MA Article 50, MA Article 52(2)(b), MA Article 63(5), MA Article 64, MA Article 79, MA Article 80, MA Article 85 and MA Article 86. MA Article 8(2) shall be modified by the inclusion of the words ", if any," after the words "company secretary". MA Article 17(2) shall be modified by the inclusion of the words ", if any," after the words "company secretary". MA Article 32(2) shall be modified by the

inclusion of the words "If the Parent consents," prior to the words "The Chairman of the meeting may permit"

## **ALLOTMENT AND TRANSFER OF SHARES**

- 4.1** The directors shall not be entitled to exercise any right to issue shares in the Company or to grant rights to subscribe for, or to convert any security into, shares in the Company in accordance with the provisions of section 550 of the Act
- 4.2** The directors shall register the transfer by the Parent of any share in the Company and, if directed by the Parent, the transfer by any other person of any share in the Company, but the directors shall not register a transfer in any other circumstances
- 4.3** Notwithstanding anything contained in these Articles, the directors shall not decline to register any transfer of shares, nor may they suspend registration thereof where such transfer
- 4.3.1** is to any bank or institution to which such shares have been charged by way of security, or to any nominee of such bank or institution (a "**Secured Institution**"),
- 4.3.2** is delivered to the Company for registration by a Secured Institution or its nominee in order to perfect its security over the shares, or
- 4.3.3** is executed by a Secured Institution or its nominee pursuant to the power of sale or other power under such security,

and furthermore notwithstanding anything to the contrary contained in these Articles no transferor of any shares in the Company or proposed transferor of such shares to a Secured Institution or its nominee and no Secured Institution or its nominee shall be required to offer the shares which are or are to be the subject of any transfer aforesaid to the shareholder for the time being of the Company or any of them, and no such shareholder shall have the right under the Articles or otherwise howsoever to require such shares to be transferred to them whether for consideration or not. Furthermore, notwithstanding anything contained in these Articles, the Company and the directors shall not be entitled to exercise any lien which the Company has in respect of those shares

## **NOTICE OF GENERAL MEETINGS**

- 5.** In every notice calling a general meeting of the Company there shall appear with reasonable prominence a statement that a member entitled to attend and vote is entitled to appoint one or more proxies to attend and speak and vote instead of him and that a proxy need not also be a member. Notices and other communications relating to a general meeting which any member is entitled to receive shall not be sent to the directors of the Company in their capacity as such

## **PROCEEDINGS AT GENERAL MEETINGS**

6. No business shall be transacted at any meeting unless a quorum is present Two persons present entitled to vote upon the business to be transacted, each being a member or a proxy for a member or a duly authorised representative of a corporation, shall be a quorum, except at such times as the Company has only one member in which case one person entitled to vote upon the business to be transacted, being the sole member or a proxy for the sole member or a duly authorised representative of a corporation which is the sole member, shall be a quorum
7. At such times as the Company has only one member and he takes a decision which may be taken by the Company in general meeting and which has effect as if agreed by the Company in general meeting, such member shall (unless his decision is taken by way of written resolution) provide the Company with a written record of that decision
8. An instrument appointing a proxy and any authority under which it is executed or a copy of such authority certified notarially or in some other way approved by the directors must be delivered to the registered office of the Company (or, to the extent permitted by the Act, sent using electronic communications to the Company at the address specified (or deemed to have been specified) by the Company for that purpose so as to be received by the Company)
  - 8.1 in the case of a general meeting or an adjourned meeting, not less than 48 hours before the time appointed for the holding of the meeting or to the place of the meeting at any time before the time appointed for the holding of the meeting,
  - 8.2 in the case of a proxy notice given in relation to a poll taken more than 48 hours after it was demanded, not less than 24 hours before the time appointed for the taking of the poll, and
  - 8.3 in the case of a proxy notice given in relation to a poll taken not more than 48 hours after it was demanded, before the end of the meeting at which the poll was demanded

In calculating when a proxy notice is to be delivered, no account is to be taken of any part of a day that is not a working day A notice revoking the appointment of a proxy must be given in accordance with the Act

## **NUMBER OF DIRECTORS**

9. Unless otherwise determined by ordinary resolution of the Company, the number of directors (other than alternate directors) shall not be subject to any maximum but shall not be less than one

## **ALTERNATE DIRECTORS**

10. Any director (other than an alternate director) may appoint any other director or any other person approved by the Parent and willing to act to be an alternate director and may remove from office an alternate director so appointed by him. An alternate director may represent one or more directors. An alternate director shall forthwith cease to be an alternate director if his appointor ceases for any reason to be a director.
11. An alternate director shall be entitled
  - 11.1 to receive notice of all meetings of directors and of all committees of directors of which his appointor is a member and to attend any such meeting,
  - 11.2 to one vote for every director whom he represents who is not personally present in addition to his own vote (if any) as a director at any meeting of the directors or of any committee of directors, and
  - 11.3 to sign a resolution in writing of the directors on behalf of every director whom he represents as well as on his own account if he himself is a director
12. An alternate director shall not, if he is absent from the United Kingdom, be entitled to receive notices of meetings of directors or of committees of which his appointor is a member. At such meetings an alternate director shall count as only one for the purposes of determining whether a quorum is present.
13. An alternate director shall be entitled generally to perform all the functions of his appointor as a director in his absence but shall not as an alternate director be entitled to receive any remuneration from the Company, save that he may be paid by the Company that part (if any) of the remuneration otherwise payable to his appointor as his appointor may by notice in writing to the Company from time to time direct.
14. Any appointment or removal of an alternate director shall be by notice in writing to the Company signed by the director making or revoking the appointment or in any other manner approved by the directors. In the case of a notice of appointment, the notice must contain a statement signed by the proposed alternate that the proposed alternate is willing to act as the alternate of the director giving the notice.

## **DELEGATION OF DIRECTORS' POWERS**

15. The directors may delegate any of their powers to committees consisting of one or more directors or other persons approved by the Parent. References in these articles to a committee of directors or to a director as a member of such a committee shall include a committee or person referred to in this article. MA Article 5(1) shall be modified accordingly.

## **APPOINTMENT AND REMOVAL OF DIRECTORS**

16. Subject to any restrictions contained in the Investment Agreement (as defined in the articles of association of Flash Topco Limited), the Parent may by memorandum in writing at any time and from time to time appoint any person who is willing to act as a director of the Company and is permitted by law to do so either to fill a casual vacancy or as an additional director, or remove any director from office. Such memorandum must be signed by or on behalf of the Parent and delivered to the registered office or produced to a meeting of the directors. Such appointment or removal shall take effect forthwith upon delivery or production of the memorandum or at such later time (if any) specified in such memorandum.
17. Without prejudice to the provisions of Article 16, any person who is willing to act as a director and is permitted by law to do so may be appointed as a director of the Company either
- (a) by ordinary resolution of the members, or
  - (b) with the consent of the Parent by a resolution of the directors

## **DISQUALIFICATION OF DIRECTORS**

18. The office of a director shall be vacated if
- 18.1 he ceases to be a director by virtue of any provision of the Act or becomes prohibited by law from being a director, or
  - 18.2 he becomes bankrupt or makes any arrangement or composition with his creditors generally in satisfaction of that person's debts, or
  - 18.3 a registered medical practitioner who is treating that person gives a written opinion to the company stating that that person has become physically or mentally incapable of acting as a director and may remain so for more than three months,
  - 18.4 by reason of that person's mental health, a court makes an order which wholly or partly prevents that person from personally exercising any powers or rights which that person would otherwise have,
  - 18.5 he resigns his office by notice to the Company, or
  - 18.6 he shall for more than six consecutive months have been absent without permission of the directors from meetings of the directors held during that period and the directors resolve that his office be vacated

## **PROCEEDINGS OF DIRECTORS**

19. At the directors' meeting, unless a quorum is participating, no proposal is to be voted on. The quorum for the transaction of the business of the directors may be fixed by the directors and unless so fixed at any higher number shall be two, except at such times as the Company has only one director in which case the quorum shall be one director. A person who holds office only as an alternate director shall, if his appointor is not present, be counted in the quorum.
20. Any director (including an alternate director) may participate in a meeting of the directors or a committee of the directors of which he is a member by means of a conference telephone or similar communicating equipment whereby all persons participating in the meeting can hear each other. A person so participating shall be deemed to be present in person at such meeting and shall be entitled to vote or be counted in a quorum accordingly. Subject to the Act, all business transacted in such manner by the Board or a committee of the Board shall for the purpose of these Articles be deemed to be validly and effectively transacted at a meeting of the Board or a committee of the Board notwithstanding that a quorum of Directors is not physically present in the same place. Such a meeting shall be deemed to take place where the largest group of those participating is assembled or, if there is no such group, where the chairman of the meeting then is.

## **DIRECTORS SITUATIONAL CONFLICTS**

21. If a situation arises or exists in which a director has or could have a direct or indirect interest that conflicts, or may potentially conflict, with the interests of the Company (other than an interest arising in relation to a transaction or arrangement with the Company or in circumstances which cannot reasonably be regarded as likely to give rise to a conflict of interest), without prejudice to the provisions of Articles 22 to 26, the director concerned, or any other director, may propose to the Parent that such situation be authorised, such proposal to be made in writing setting out particulars of the relevant situation and delivered to the Parent. Subject to the Act, the Parent may, by notice to the Company in writing, authorise such situation and the continuing performance by the relevant director of his duties as a director of the Company on such terms as they may think fit.
22. The relevant director shall not be counted in the quorum at the relevant meeting of the directors to authorise such situation nor be entitled to vote on the resolution authorising such situation.
23. Subject to compliance by him with his duties as a director under Part X of the 2006 Act (other than the duty in section 175(1) of the 2006 Act to the extent that it is the subject of this Article 23), a director of the Company (including the chairman of the Company (if any) and any other non-executive director)



**23.1** who is also a Investor Director of the Parent (as defined in the articles of association of the Parent) may be a director or other officer of, employed by, hold shares or other securities in, or otherwise be interested, whether directly or indirectly, in

- (a) any Investor, Investor Associate (each as defined in the articles of association of the Parent), or other entity which, directly or indirectly, holds shares in the Company (a "**Relevant Investor**") and as such the director may, on behalf of the Relevant Investor, give or withhold any consent or give any direction required of any Relevant Investor or Relevant Investors pursuant to the terms of any subscription, investment or shareholders' agreement relating to the Company, or of any similar agreement or document ancillary to such an agreement; or
- (b) any other company in which a Relevant Investor also holds shares or other securities or is otherwise interested, whether directly or indirectly,

(in either case a "**Investor Director Interest**"),

**23.2** may

- (a) be an officer of, employed by, or hold shares or other securities (whether directly or indirectly) in, the Company, or
- (b) be a director or other officer of, employed by or hold shares or other securities (whether directly or indirectly) in, or otherwise be interested, whether directly or indirectly, in the Parent or any other company which is a subsidiary undertaking of the Parent,

(in either case a "**Group Company Interest**" and references to "**Group Company**" shall be construed accordingly),

and notwithstanding his office or the existence of an actual or potential conflict between any Group Company Interest or Investor Director Interest and the interests of the Company which would fall within the ambit of that section 175(1), the relevant director

**23.3** shall be entitled to attend any meeting or part of a meeting of the directors or a committee of the directors at which any matter which may be relevant to the Investor Director Interest or Group Company Interest may be discussed, and to vote on a resolution of the directors or a committee thereof relating to such matter, and any board papers relating to such matter shall be provided to the relevant Investor Director at the same time as other directors,

**23.4** shall not be obliged to account to the Company for any remuneration or other benefits received by him in consequence of any Investor Director Interest or Group Company Interest,

- 23.5 will not be obliged to disclose to the Company or use for the benefit of the Company any other Confidential Information received by him by virtue of his Investor Director Interest and otherwise than by virtue of his position as a director
24. For the purposes of Article 23, the expression "**Confidential Information**" shall mean all information (whether oral or recorded in any medium) relating to any Group Company's business, financial or other affairs (including future plans of any Group Company) which is treated by a Group Company as confidential (or is marked or is by its nature confidential)
25. Any director who has a Investor Director Interest or a Group Company Interest shall, as soon as reasonably practicable following the relevant interest arising, disclose to the Board the existence of such interest and the nature and extent of such interest so far as the relevant director, or any other director, is able at the time the disclosure is made PROVIDED that no such disclosure is required to be made of any matter in respect of which the relevant director or other director owes any duty of confidentiality to any third party A disclosure made to the Board under this Article 25 may be made either at a meeting of the Board or by notice in writing to the Company marked for the attention of the directors At such times as the Company has only a sole director, his decisions and declarations of interest pursuant to this article shall be recorded in writing and written record shall be provided to the Parent.
26. Notwithstanding the provisions of Article 25 the Parent may at any time, by notice in writing to the Company, direct that any Group Company Interest or any such other actual or potential conflict of interest as a director may have, be submitted to the Parent for authorisation. If such a direction is made, the authorisation may be given by the consent in writing of the Parent Upon such consent being given, the provisions of Articles 23 3 to 23 5 (in the case of a Group Company Interest) shall apply
27. No contract entered into shall be liable to be avoided by virtue of
- 27.1 any director having an interest of the type referred to in Article 22 where the relevant situation has been approved as provided by that Article, or
- 27.2 any director having a Investor Director Interest or a Group Company Interest which falls within Article 23 or which is authorised pursuant to Article 25
28. The continuing directors or a sole continuing director may act notwithstanding any vacancies in their number but, if the number of directors is less than the number fixed as the quorum by Article 20, the continuing directors or director may act only for the purpose of calling a general meeting and if there are no such directors remaining then the member(s) may call a general meeting

#### **CHANGE OF NAME**

28. The Parent may by memorandum in writing at any time and from time to time direct that the name of the Company be changed. Such a memorandum must be signed by or on behalf of the Parent and must be delivered to the registered office or produced to a meeting of the directors. Forthwith upon receipt of such notice (or otherwise as directed by the Parent), the directors shall, or shall procure, that notice of such proposed change of name shall be given to the Registrar of Companies in accordance with the provisions of section 79 of the Act together with the appropriate fee.

#### **SECRETARY**

29. If the Company is required by the Act to have a secretary, or if the Company is not so required but the directors decide that the Company should have a secretary, the secretary shall be appointed by the directors for such term, at such remuneration and upon such other conditions as they may think fit, and any secretary so appointed may be removed by them.

#### **THE SEAL**

30. In addition to its powers under section 44 of the Act, the Company may have a seal and the directors shall provide for the safe custody of such seal. The directors shall determine who may sign any instrument to which the seal is affixed and unless otherwise so determined it shall be signed by at least one authorised person in the presence of a witness who attests this signature. For the purposes of this article, an authorised person is any director of the company, the company secretary (if there is one) or any person authorised by the directors for the purpose of signing documents to which the common seal is applied.

#### **INDEMNITY AND INSURANCE**

- 31.1 With the written consent of the Parent, the Company may indemnify, out of the assets of the Company, any director of the Company or of any associated company against all losses and liabilities which he may sustain or incur in the execution of the duties of his office or otherwise in relation thereto, including, in respect of any director of either the Company or any associated company, where the Company or such associated company acts as trustee of an occupational pension scheme (as defined in the Act), against liability incurred in connection with the relevant company's activities as trustee of such scheme, provided that this Article 31.1 shall only have effect insofar as its provisions are not void under the Act.
- 31.2 Subject to the Act, with the written consent of the Parent, the Company may provide a director of the Company or of the Parent or of any other holding company of the Company with funds to meet expenditure incurred or to be incurred by him in defending any civil or criminal proceedings brought or threatened against him, or any investigation carried out or proceedings brought or threatened against him by any regulatory authority, in any case in connection with any alleged negligence, default, breach of duty or breach of trust by him in relation to the Company or in connection with any application under sections 661(3) or (4) or section 1157 of the Act, and the Company shall be permitted to take or omit to take any

action or enter into any arrangement which would otherwise be prohibited under the Act to enable a director to avoid incurring such expenditure

- 31.3** With the written consent of the Parent, the Company shall be entitled to purchase and maintain insurance for any director of the Company or of any associated company against any liability attaching to any such person in connection with any negligence, default, breach of duty or breach of trust by him in relation to the Company or any such associated company
- 31.4** For the purpose of Articles 31.1 and 31.3 above, a company will be "**associated**" with another if one is a subsidiary of the other or both are subsidiaries of the same body corporate as such terms are defined in the Act

### **NOTICES**

- 32.** Any notice, document or information to be given to or by any person pursuant to these Articles or otherwise by the Company to a member (other than a notice calling a meeting of the directors or a committee thereof) shall be in writing or shall be given in electronic form or, in the case of a notice, document or information sent by the Company to a member, by publication on a website subject to and in accordance with the Act. A notice, document or information given by electronic means to an address specified for the purpose is deemed to have been given 24 hours after it was sent. A notice, document or information given by means of publication on a website is deemed to have been given when (i) the notice, document or information was first made available on the website, or (ii) if later, when notification that the notice, document or information was available on the website was received or deemed received

### **REGISTERED OFFICE**

- 33.** The Company's registered office is to be situated in England and Wales