



Companies House
— for the record —

AR01 (ef)

Annual Return



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Company Name: **SALES ACTIVATION SOLUTIONS GROUP LIMITED**

Company Number: **04394889**

Date of this return: **14/03/2011**

SIC codes: **7440**

Company Type: **Private company limited by shares**

Situation of Registered Office: **2ND FLOOR LASENBY HOUSE
32 KINGLY STREET
LONDON
LONDON
ENGLAND
W1B 5QQ**

Officers of the company

Company Secretary 1

Type: **Person**

Full forename(s): **STEVEN**

Surname: **BIDDLECOMBE**

Former names:

Service Address: **15 VINCENT CLOSE
FETCHAM
SURREY
KT22 9PB**

Company Director **1**

Type: **Person**

Full forename(s): **RICHARD JOHN**

Surname: **CLOTHIER**

Former names:

Service Address: **23 ST LUKE'S STREET
LONDON
SW3 3RP**

Country/State Usually Resident: **UNITED KINGDOM**

Date of Birth: **04/07/1945** *Nationality:* **BRITISH**

Occupation: **COMPANY DIRECTOR**

Company Director 2

Type: **Person**
Full forename(s): **MR DAVID LOVAT**

Surname: **HEARN**

Former names:

Service Address: **MUNSTEAD MANOR HASCOMBE ROAD
GODALMING
SURREY
GU8 4AA**

Country/State Usually Resident: **GREAT BRITAIN**

Date of Birth: **08/07/1955** *Nationality:* **BRITISH**
Occupation: **DIRECTOR**

Statement of Capital (Share Capital)

Class of shares	ORDINARY	<i>Number allotted</i>	36210500
		<i>Aggregate nominal value</i>	9181787.8535
<i>Currency</i>	GBP	<i>Amount paid per share</i>	0.253567
		<i>Amount unpaid per share</i>	0
<i>Prescribed particulars</i>			
NONE			

Class of shares	A PREFERRED ORDINARY	<i>Number allotted</i>	8173334
		<i>Aggregate nominal value</i>	3000046.764702
<i>Currency</i>	GBP	<i>Amount paid per share</i>	0.367053
		<i>Amount unpaid per share</i>	0
<i>Prescribed particulars</i>			
PREFERENCE IN DIVIDEND AND LIQUIDATION.			

Statement of Capital (Totals)

<i>Currency</i>	GBP	<i>Total number of shares</i>	44383834
		<i>Total aggregate nominal value</i>	12181834.618202

Full Details of Shareholders

The details below relate to individuals / corporate bodies that were shareholders as at 14/03/2011 or that had ceased to be shareholders since the made up date of the previous Annual Return

A full list of shareholders for a private or non-traded public company are shown below

Shareholding 1 : **0 ORDINARY shares held as at 2011-03-14**
Name: **HUGH STEDMAN**

Shareholding 2 : **501064 ORDINARY shares held as at 2011-03-14**
Name: **DENALI INVESTMENTS PTY LIMITED**

Shareholding 3 : **934561 ORDINARY shares held as at 2011-03-14**

Name: **COMMUNICATION DEVELOPMENT CONSULTANTS PTY LIMITED**

Shareholding 4 : **111258 ORDINARY shares held as at 2011-03-14**

Name: **RODGER DAVIS**

Shareholding 5 : **109264 ORDINARY shares held as at 2011-03-14**

Name: **ANTHONY WATSON**

Shareholding 6 : **0 A PREFERRED ORDINARY shares held as at 2011-03-14**

Name: **ROSE NOMINEES LIMITED**

Shareholding 7 : **1060626 ORDINARY shares held as at 2011-03-14**

Name: **JONATHAN PATOFF**

Shareholding 8 : **4305986 ORDINARY shares held as at 2011-03-14**

Name: **ELECTRA OVERSEAS LIMITED**

Shareholding 9 : **55670 ORDINARY shares held as at 2011-03-14**

Name: **IJ MCPHAIL HOLDINGS PTY LTD**

Shareholding 10 : **83279 ORDINARY shares held as at 2011-03-14**

Name: **BERNHARD ROYLE**

Shareholding 11 : **136580 ORDINARY shares held as at 2011-03-14**

Name: **IAN TAYLOR**

Shareholding 12 : **163745 ORDINARY shares held as at 2011-03-14**

Name: **NERIDAH NOMINEES PTY LIMITED**

Shareholding 13 : **247520 ORDINARY shares held as at 2011-03-14**

Name: **CAWSEY SUPERANNUATION FUND PTY LIMITED**

Shareholding 14 : **205301 ORDINARY shares held as at 2011-03-14**

Name: **RENILTON INVESTMENTS PTY LIMITED**

Shareholding 15 : **103172 ORDINARY shares held as at 2011-03-14**

Name: **LLOYD INVESTMENTS AUSTRALIA PTY LIMITED**

Shareholding 16 : **136580 ORDINARY shares held as at 2011-03-14**

Name: **SINOUISE LIMITED**

Shareholding 17 : **136580 ORDINARY shares held as at 2011-03-14**

Name: **KEITH BLACK**

Shareholding 18 : **169445 ORDINARY shares held as at 2011-03-14**

Name: **GL & CL AVIS PTY LIMITED**

Shareholding 19 : **8173334 A PREFERRED ORDINARY shares held as at 2011-03-14**
Name: **ROSE NOMINEES**

Shareholding 20 : **304750 ORDINARY shares held as at 2011-03-14**
Name: **RAYMOND TARR**

Shareholding 21 : **113416 ORDINARY shares held as at 2011-03-14**
Name: **MARIJKE NEWNHAM**

Shareholding 22 : **84754 ORDINARY shares held as at 2011-03-14**
Name: **CADOVIS PTY LIMITED**

Shareholding 23 : **103172 ORDINARY shares held as at 2011-03-14**
Name: **PHIL KEARNS**

Shareholding 24 : **136580 ORDINARY shares held as at 2011-03-14**
Name: **NICK YOUNG**

Shareholding 25 : **0 ORDINARY shares held as at 2011-03-14**
Name: **JOHN LEUTTON**

Shareholding 26 : **512759 ORDINARY shares held as at 2011-03-14**
Name: **NEIL LAWRENCE**

Shareholding 27 : **1302079 ORDINARY shares held as at 2011-03-14**
Name: **FLOOR IMAGE LIMITED**

Shareholding 28 : **2812838 ORDINARY shares held as at 2011-03-14**
Name: **COMMITTED CAPITAL PTY LIMITED**

Shareholding 29 : **961198 ORDINARY shares held as at 2011-03-14**
Name: **COMMITTED CAPITAL STRATEGIC OPPORTUNITIES (INT'L 1) FUND LP**

Shareholding 30 : **1653182 ORDINARY shares held as at 2011-03-14**
Name: **COMMITTED CAPITAL STRATEGIC OPPORTUNITIES FUND**

Shareholding 31 : **19608 ORDINARY shares held as at 2011-03-14**
Name: **STEPHEN COLLINS**

Shareholding 32 : **1000000 ORDINARY shares held as at 2011-03-14**
Name: **ROBERT MYERS**

Shareholding 33 : **326650 ORDINARY shares held as at 2011-03-14**

Name: **BANK OF NEW YORK NOMINEES LTD**

Shareholding 34 : **130400 ORDINARY shares held as at 2011-03-14**
Name: **ECCLESIASTICAL INSURANCE OFFICE - STAFF RETIREMENT BENEFIT FUND**

Shareholding 35 : **195800 ORDINARY shares held as at 2011-03-14**
Name: **ECCLESIASTICAL LIFE LIMITED WPLF**

Shareholding 36 : **262150 ORDINARY shares held as at 2011-03-14**
Name: **ECCLESIASTICAL INSURANCE OFFICE GENERAL FUND**

Shareholding 37 : **22076 ORDINARY shares held as at 2011-03-14**
Name: **GOLDMAN SACHS SECURITIES NOMINEES**

Shareholding 38 : **419420 ORDINARY shares held as at 2011-03-14**
Name: **CREDIT SUISSE CLIENT NOMINEES UK**

Shareholding 39 : **276502 ORDINARY shares held as at 2011-03-14**
Name: **DELBANT PTY**

Shareholding 40 : **420000 ORDINARY shares held as at 2011-03-14**
Name: **CABLETOP ENTERPRISES LTD**

Shareholding 41 : **851000 ORDINARY shares held as at 2011-03-14**
Name: **FOREST NOMINEES LIMITED**

Shareholding 42 : **858400 ORDINARY shares held as at 2011-03-14**
Name: **ABN AMRO NV LONDON BRANCH**

Shareholding 43 : **1960785 ORDINARY shares held as at 2011-03-14**
Name: **INTERCAPITAL PRIVATE GROUP LIMITED**

Shareholding 44 : **110601 ORDINARY shares held as at 2011-03-14**
Name: **PARDS PTY LTD**

Shareholding 45 : **110601 ORDINARY shares held as at 2011-03-14**
Name: **HACUTE PTY LTD**

Shareholding 46 : **110601 ORDINARY shares held as at 2011-03-14**
Name: **DOTTIE INVESTMENT PTY**

Shareholding 47 : **65400 ORDINARY shares held as at 2011-03-14**
Name: **OFF TO GOLF PTY**

Shareholding 48 : **1307200 ORDINARY shares held as at 2011-03-14**

Name: ROSE NOMINEES LTD

Shareholding 49 : 72621 ORDINARY shares held as at 2011-03-14
Name: ROBIN T NEWMAN

Shareholding 50 : 145000 ORDINARY shares held as at 2011-03-14
Name: FOREST NOMINEES

Shareholding 51 : 43573 ORDINARY shares held as at 2011-03-14
Name: RICHARD TRECHMAN

Shareholding 52 : 81221 ORDINARY shares held as at 2011-03-14
Name: CARL KAWAJA

Shareholding 53 : 27605 ORDINARY shares held as at 2011-03-14
Name: JUSTIN MANLEY-COOPER

Shareholding 54 : 50844 ORDINARY shares held as at 2011-03-14
Name: SCOTT HARRIS

Shareholding 55 : 84713 ORDINARY shares held as at 2011-03-14
Name: NAJEN INVESTMENTS

Shareholding 56 : 136222 ORDINARY shares held as at 2011-03-14
Name: DON GOODWIN

Shareholding 57 : 58187 ORDINARY shares held as at 2011-03-14
Name: WARREN GLEESON

Shareholding 58 : 368027 ORDINARY shares held as at 2011-03-14
Name: NORFOLK GLOBAL VENTURE CAPITAL FUND LIMITED

Shareholding 59 : 272445 ORDINARY shares held as at 2011-03-14
Name: TONY MATHERS

Shareholding 60 : 68111 ORDINARY shares held as at 2011-03-14
Name: ITA SUPINAWATI YAHYA

Shareholding 61 : 22733 ORDINARY shares held as at 2011-03-14
Name: JOHN HARRIS

Shareholding 62 : 4516118 ORDINARY shares held as at 2011-03-14
Name: COMMITTED CAPITAL GN NOMINEES PTY LIMITED

Shareholding 63 : 136223 ORDINARY shares held as at 2011-03-14

Name: LEON AND SUSAN MAGAR

Shareholding 64 : 5181395 ORDINARY shares held as at 2011-03-14

Name: COMMITTED CAPITAL PTY LIMITED

Shareholding 65 : 52909 ORDINARY shares held as at 2011-03-14

Name: COMMITTED CAPITAL PTY LIMITED

Authorisation

Authenticated

This form was authorised by one of the following:

Director, Secretary, Person Authorised, Charity Commission Receiver and Manager, CIC Manager, Judicial Factor.