

# AP01

## Appointment of director



Companies House

You can use the WebFiling service to file this form online.  
Please go to [www.companieshouse.gov.uk](http://www.companieshouse.gov.uk)

☒ **What this form is for**  
You may use this form to appoint  
an individual as a director

☐ **What this form is NOT for**  
You cannot use the form to appoint  
a corporate director. To do this  
please use form AP02 'Appointment  
of corporate director'.

FRIDAY



\*A46HDLRD\*

A36

01/05/2015

#46

COMPANIES HOUSE

### 1 Company details

Company number **4865179**  
Company name in full **COUNTER ONLINE METRICS**

→ **Filling in this form**  
Please complete in typescript or in  
bold black capitals.

All fields are mandatory unless  
specified or indicated by \*

### 2 Date of director's appointment

Date of appointment **30/03/2015**

### 3 New director's details

Title\* **Mr**  
Full forename(s) **Oliver Paul**  
Surname **Pesch**  
Former name(s) <sup>①</sup>  
Country/State of residence <sup>②</sup> **United States of America/Illinois**  
Nationality **USA**  
Date of birth **20/11/1953**  
Business occupation (if any) <sup>③</sup>

① **Former name(s)**  
Please provide any previous names  
which have been used for business  
purposes in the past 20 years.

Married women do not need to give  
former names unless previously used  
for business purposes.

Continue in section 6 if required.

② **Country/State of residence**  
This is in respect of your usual  
residential address as stated in  
Section 4a

③ **Business occupation**  
If you have a business occupation,  
please enter here. If you do not,  
please leave blank.

### 4 New director's service address <sup>④</sup>

Please complete your service address below. You must also complete your usual  
residential address in Section 4a

Building name/number **530**  
Street **N Lake Shore Drive**  
**Unit 2807**  
Post town **Chicago**  
County/Region **IL**  
Postcode **60611**  
Country **USA**

④ **Service address**  
This is the address that will appear  
on the public record. This does not  
have to be your usual residential  
address.

Please state 'The Company's  
Registered Office' if your service  
address is recorded in the company's  
register of directors as the  
company's registered office


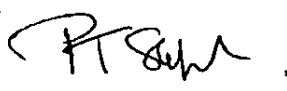
If you provide your residential  
address here it will appear on the  
public record

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## Appointment of director

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## Signatures

I consent to act as director of the above named company		<p>❶ <b>Societas Europaea</b> 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.</p> <p>❷ <b>Person authorised</b> Under either section 270 or 274 of the Companies Act 2006</p>
New director's signature	Signature X  X	
Authorising signature	Signature X  X	
This form may be signed and authorised by Director ❶, <del>Secretary, Person authorised ❷, Administrator, Administrative Receiver, Receiver, Receiver manager, Charity commission receiver and manager, CIC manager, Judicial factor</del>		

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## Additional former names (continued from Section 3)

Former names ❶		<p>❶ <b>Additional former names</b> Use this space to enter any additional names.</p>

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**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 THOMAS SHEPHERD**

Company name

Address **47 ADAM STREET**

**CELLARDYKE**

Post town **ANSTRUTHER**

County/Region **FIFE**

Postcode **KY10 3BA**

Country **UK**

DX

Telephone **01333 313429**

**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 provided a business occupation if you have one.
- ☒ You have provided a correct date of birth
- ☒ You have completed the date of appointment.
- ☒ You have completed the nationality box in Section 3
- ☒ You have provided both the service address and the usual residential address.
- ☒ Addresses must be a physical location. They cannot be a PO Box number (unless part of a full service address), DX or LP (Legal Post in Scotland) number
- ☐ You have included all former names used for business purposes over the last 20 years
- ☐ You have enclosed a relevant section 243 application if applying for this at the same time as completing this form
- ☒ The new director has signed the form
- ☒ You have provided an authorising signature

**Important information**

Please note that all information on this form will appear on the public record, apart from information relating to usual residential addresses.

**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

**Section 243 exemption**

If you are applying for, or have been granted a section 243 exemption, please post this whole form to the different postal address below:

The Registrar of Companies, PO Box 4082,  
Cardiff, CF14 3WE

**Further information**

For further information please see the guidance notes on the website at [www.companieshouse.gov.uk](http://www.companieshouse.gov.uk) or email [enquiries@companieshouse.gov.uk](mailto: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](http://www.companieshouse.gov.uk)