



*Companies House*  
— for the record —

**363a<sub>(ef)</sub>**

**Annual Return**



**XIM086IX**

*Received for filing in Electronic Format on the:* **14/01/2009**

*Company Name:* **PLAYER X LIMITED**

*Company Number:* **04984893**

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### *Company Details*

*Period Ending:* **04/12/2008**

*Company Type:* **PRIVATE COMPANY LIMITED BY SHARES**

*Principal Business Activities:*

*SIC codes:*

**9234**

*Registered Office  
Address:*

**53 FRITH STREET  
LONDON  
W1D 4SN**

*Register of  
Members Address:*

*Register of Debenture  
Holders Address:*

## *Details of Officers of the Company*

*Company Secretary 1:*

*Name:* **TONY JOHN PEARCE**

*Address:* **77 PLAISTOW LANE  
BROMLEY  
KENT  
BR1 3JF**

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*Director 1 :*

*Name:* **NICHOLAS EDWARD  
ALEXANDER**

*Address:* **2 PORTOBELLO ROAD  
LONDON  
W11 3DG**

*Date of Birth:*

**18/05/1955**

*Nationality:*

**British**

*Occupation:*

**DIRECTOR**

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*Director 2 :*

*Name:* **MR JOSHUA MARK GREEN**

*Address:* **FLAT 12 CONSTANTINE COURT  
6 FAIRCLOUGH STREET  
LONDON  
UNITED KINGDOM  
E1 1PW**

*Date of Birth:*

**23/09/1966**

*Nationality:*

**British**

*Occupation:*

**VENTURE CAPITAL**

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*Director 3 :*

*Name:*   **TONY JOHN PEARCE**

*Address:*   **77 PLAISTOW LANE  
BROMLEY  
KENT  
BR1 3JF**

*Date of Birth:*

**24/09/1966**

*Nationality:*

**British**

*Occupation:*

**CHIEF EXECUTIVE OFFICER**

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*Director 4 :*

*Name:*   **MR GEORGE WILLIAM  
PENNOCK**

*Address:*   **31A THE MANSIONS  
252 OLD BROMPTON ROAD  
LONDON  
SW5 9HW**

*Date of Birth:*

**10/04/1972**

*Nationality:*

**British**

*Occupation:*

**PRIVATE EQUITY**

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*Director 5 :*

*Name:*   **PER VON ZELOWITZ**

*Address:*   **ALMLOFSGATAN 3 4TR  
STOCKHOLM  
11451  
SWEDEN**

*Date of Birth:*

**03/08/1971**

*Nationality:*

**Swedish**

*Occupation:*

**VENTURE CAPITALIST**

## *Share Capital*

### *Issued Share Capital Details:*

<i>Class of Share</i>	<i>Number of Shares issued</i>	<i>Aggregate Nominal value of issued Shares</i>
<b>A PREFERENCE</b>	<b>107760</b>	<b>GBP107.76</b>
<b>B PREFERENCE</b>	<b>107760</b>	<b>GBP107.76</b>
<b>ORDINARY</b>	<b>118608</b>	<b>GBP118.608</b>
<b>C ORDINARY</b>	<b>25320</b>	<b>GBP25.32</b>
<b>D PREFERENCE SHARES</b>	<b>161396</b>	<b>GBP161.396</b>
<i>TOTALS</i>		
	<b>520844</b>	<b>GBP520.844</b>

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### *Full Details of Shareholders*

The details below relate to individuals / corporate bodies that were shareholders as at 04/12/2008 or that had ceased to be shareholders since the made up date of the previous Annual Return

#### *Shareholding 1:*

**107760 B PREFERENCE Shares held as at 04/12/2008**

*Name:* **BULLION INTERNATIONAL LIMITED**

*Address:*

*Shareholding 2:*

**107760 A PREFERENCE Shares held as at 04/12/2008**

*Name:* **ARTS ALLIANCE TECHNOLOGY INVESTMENTS BVI LIMITED**

*Address:*

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*Shareholding 3:*

**5396 ORDINARY Shares held as at 04/12/2008**

*Name:* **ARI HONKA**

*Address:*

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*Shareholding 4:*

**339 ORDINARY Shares held as at 04/12/2008**

*Name:* **THU DOAN**

*Address:*

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*Shareholding 5:*

**443 ORDINARY Shares held as at 04/12/2008**

*Name:*

**IAN TURNBULL**

*Address:*

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*Shareholding 6:*

**1089 ORDINARY Shares held as at 04/12/2008**

*Name:*

**KRISTAN RIVERS**

*Address:*

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*Shareholding 7:*

**33893 D PREFERENCE SHARES Shares held as at 04/12/2008**

*Name:*

**HEARTWOOD NOMINEES LTD**

*Address:*

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*Shareholding 8:*

**4842 D PREFERENCE SHARES Shares held as at 04/12/2008**

*Name:*

**LONG ACRE PARTNERS**

*Address:*

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*Shareholding 9:*

**103293 D PREFERENCE SHARES Shares held as at 04/12/2008**

*Name:*

**NORDIC VENTURE PARTNERS 11 K/S**

*Address:*

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*Shareholding 1:*  
*0*

**3228 D PREFERENCE SHARES Shares held as at 04/12/2008**

*Name:*

**NVP 11 ASSOCIATES K/S**

*Address:*

*Shareholding 1:*  
*1*      **50000 ORDINARY Shares held as at 04/12/2008**

*Name:*              **ARI HONKA**

*Address:*

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*Shareholding 1:*  
*2*      **16140 D PREFERENCE SHARES Shares held as at 04/12/2008**

*Name:*              **ARTS ALLIANCE DIGITAL VENTURES IV LIMITED**

*Address:*

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*Shareholding 1:*  
*3*      **4648 ORDINARY Shares held as at 04/12/2008**

*Name:*              **LARS BECKER**

*Address:*



*Shareholding 1:*  
4 **5423 ORDINARY Shares held as at 04/12/2008**

*Name:* **NICK ALEXANDER**

*Address:*

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*Shareholding 1:*  
5 **1270 ORDINARY Shares held as at 04/12/2008**

*Name:* **ROGER PEARCE**

*Address:*

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*Shareholding 1:*  
6 **25320 C ORDINARY Shares held as at 04/12/2008**

*Name:* **SEAN O'BRIEN**

*Address:*

*Shareholding 1:*  
7 **50000 ORDINARY Shares held as at 04/12/2008**

*Name:* **TONY PEARCE**

*Address:*

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### *Authorisation*

*Authoriser Designation:* **director**

*Date Authorised:* **14/01/2009**

*Authenticated:* **Yes (E/W)**