



Companies House
— for the record —

AR01 (ef)

Annual Return



Received for filing in Electronic Format on the: **02/05/2013**

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Company Name: **Standard Chartered Strategic Brand Management Limited**

Company Number: **05618994**

Date of this return: **10/04/2013**

SIC codes: **82990**

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

Situation of Registered Office: **1 BASINGHALL AVENUE
LONDON
UNITED KINGDOM
EC2V 5DD**

Officers of the company

Company Secretary 1

Type: **Corporate**
Name: **SC (SECRETARIES) LIMITED**

*Registered or
principal address:* **1 BASINGHALL AVENUE
LONDON
UNITED KINGDOM
EC2V 5DD**

European Economic Area (EEA) Company

Register Location: **UNITED KINGDOM**
Registration Number: **6442828**

Company Director **1**

Type: **Person**

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

Surname: **ATKINSON**

Former names:

Service Address: **1 BASINGHALL AVENUE
LONDON
UNITED KINGDOM
EC2V 5DD**

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

Date of Birth: **15/05/1969**

Nationality: **BRITISH**

Occupation: **BANKER**

Company Director 2

Type: **Person**
Full forename(s): **STEPHEN PERCIVAL**

Surname: **CROSBY**

Former names:

Service Address: **11A ST JOHNS CLOSE
WELWYN
HERTS
UNITED KINGDOM
AL6 9RB**

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

Date of Birth: **14/03/1956** *Nationality:* **BRITISH**
Occupation: **COMPANY DIRECTOR**

Company Director **3**

Type: **Person**

Full forename(s): **ELIZABETH CLAIRE**

Surname: **FEDDER**

Former names:

Service Address: **19/F STANDARD CHARTERED BANK BUILDING
4-4A DES VOEUX ROAD CENTRAL
HONG KONG
HONG KONG**

Country/State Usually Resident: **HONG KONG**

Date of Birth: **01/10/1969** *Nationality:* **BRITISH**

Occupation: **HEAD OF GROUP BRAND
DEVELOPMENT**

Company Director 4

Type: **Person**
Full forename(s): **MR WILLIAM RICHARD**

Surname: **HOLMES**

Former names:

Service Address: **1 BASINGHALL AVENUE
LONDON
UNITED KINGDOM
EC2V 5DD**

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

Date of Birth: **25/11/1952** *Nationality:* **BRITISH**
Occupation: **SENIOR BANKER**

Company Director **5**

Type: **Person**

Full forename(s): **BRENDON**

Surname: **HOPKINS**

Former names:

Service Address: **1 BASINGHALL AVENUE
LONDON
UNITED KINGDOM
EC2V 5DD**

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

Date of Birth: **26/04/1965** *Nationality:* **BRITISH**

Occupation: **GROUP HEAD OF STRATEGY
WEST**

Company Director **6**

Type: **Person**
Full forename(s): **MISS AMANDA JANE**

Surname: **HOULIHAN**

Former names:

Service Address: **LEVEL 23 8 MARINA BOULEVARD
MARINA BAY FINANCIAL CENTRE TOWER
SINGAPORE
SINGAPORE
018981**

Country/State Usually Resident: **SINGAPORE**

Date of Birth: **13/12/1968** *Nationality:* **AUSTRALIAN**
Occupation: **MARKETING MANAGER**

Statement of Capital (Share Capital)

Class of shares	ORDINARY	<i>Number allotted</i>	2
		<i>Aggregate nominal value</i>	2
<i>Currency</i>	USD	<i>Amount paid</i>	1
		<i>Amount unpaid</i>	0

Prescribed particulars

VOTING: A RESOLUTION PUT TO THE VOTE OF A GENERAL MEETING MUST BE DECIDED ON A SHOW OF HANDS UNLESS A POLL IS DULY DEMANDED IN ACCORDANCE WITH THE ARTICLES. A POLL ON A RESOLUTION MAY BE DEMANDED: (A) IN ADVANCE OF THE GENERAL MEETING WHERE IT IS TO BE PUT TO THE VOTE, OR (B) AT A GENERAL MEETING, EITHER BEFORE A SHOW OF HANDS ON THAT RESOLUTION OR IMMEDIATELY AFTER THE RESULT OF A SHOW OF HANDS ON THAT RESOLUTION IS DECLARED. DIVIDENDS: THE COMPANY MAY BY ORDINARY RESOLUTION DECLARE DIVIDENDS, AND THE DIRECTORS MAY DECIDE TO PAY INTERIM DIVIDENDS. UNLESS THE SHAREHOLDERS' RESOLUTION TO DECLARE OR DIRECTORS' DECISION TO PAY A DIVIDEND, OR THE TERMS ON WHICH SHARES ARE ISSUED, SPECIFY OTHERWISE, IT MUST BE PAID BY REFERENCE TO EACH SHAREHOLDER'S HOLDING OF SHARES IN THE CLASS IN RESPECT OF WHICH THE DIVIDEND IS PAID ON THE DATE OF THE RESOLUTION OR DECISION TO DECLARE OR PAY IT. ALL DIVIDENDS SHALL BE APPORTIONED AND PAID PROPORTIONATELY TO THE AMOUNTS PAID UP ON THE SHARES DURING ANY PORTION OR PORTIONS OF THE PERIOD IN RESPECT OF WHICH THE DIVIDEND IS PAID; BUT IF ANY SHARE IS ISSUED ON TERMS PROVIDING THAT IT SHALL RANK FOR DIVIDEND AS FROM A PARTICULAR DATE, THAT SHARE SHALL RANK FOR DIVIDEND ACCORDINGLY. WINDING UP: IF THE COMPANY IS WOUND UP, THE LIQUIDATOR MAY, WITH THE SANCTION OF A SPECIAL RESOLUTION OF THE COMPANY AND ANY OTHER SANCTION REQUIRED BY LAW, DIVIDE AMONG THE SHAREHOLDERS IN SPECIE THE WHOLE OR ANY PART OF THE ASSETS OF THE COMPANY AND MAY, FOR THAT PURPOSE, VALUE ANY ASSETS AND DETERMINE HOW THE DIVISION SHALL BE CARRIED OUT AS BETWEEN THE SHAREHOLDERS OR DIFFERENT CLASSES OF SHAREHOLDERS. THE LIQUIDATOR MAY, WITH THE LIKE SANCTION, VEST THE WHOLE OR ANY PART OF THE ASSETS IN TRUSTEES UPON SUCH TRUSTS FOR THE BENEFIT OF THE SHAREHOLDERS AS HE WITH THE LIKE SANCTION DETERMINES, BUT NO MEMBER SHALL BE COMPELLED TO ACCEPT ANY ASSETS UPON WHICH THERE IS A LIABILITY. REDEMPTION: NO RIGHTS OF REDEMPTION ARE ATTACHED TO THE SHARES.

Statement of Capital (Totals)

<i>Currency</i>	USD	<i>Total number of shares</i>	2
		<i>Total aggregate nominal value</i>	2

Full Details of Shareholders

The details below relate to individuals / corporate bodies that were shareholders as at 10/04/2013 or that had ceased to be shareholders since the made up date of the previous Annual Return

A full list of shareholders for the company are shown below

Shareholding 1 : **2 ORDINARY shares held as at the date of this return**
Name: **STANDARD CHARTERED BANK**

Authorisation

Authenticated

This form was authorised by one of the following:

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