accordance with A D O 1

Bulk

You can use the WebFi

In accordance with Section 854 of the Companies Act 2006

ARO1 Annual Return

A fee is payable with this form



CHFP000 10/11 Version 4 2

Please see 'How to pay' on the Please go to www.com last page What this form is NO What this form is for You may use this form to confirm You cannot use this fori that the company information is notice of changes to the 25/10/2011 correct as at the date of this return officers, registered office COMPANIES HOUSE You must file an Annual Return at company type or inform A34 20/10/2011 187 least once every year relating to the company **COMPANIES HOUSE Company details** Filling in this form The section must be completed by all companies Please complete in typescript or in bold black capitals All fields are mandatory unless specified or indicated by * A1 Company details • Company name change Company number 0 If your company has recently changed its name, please provide Company name in full BrainJuicer Group PLC the company name as at the date of this return A2 Return date Date of this return Please give the annual return made up date. The return date must not be a future Your company's return date date The annual return must be delivered within 28 days of the date given below is usually the anniversary of incorporation or the anniversary Date of this return 2 of the last annual return filed at Companies House You may choose an earlier return date but it must not be a later date Principal business activity Principal business activity Please show the trade classification code number(s) for the principal You must provide a trade activity or activities 9 classification code (SIC code) or a Classification code 1 description of your company's main 6 business in this section Classification code 2 A full list of the trade classification codes are available on our website Classification code 3 www.companieshouse.gov.uk Classification code 4 If you cannot determine a code, please give a brief description of your business activity below Principal activity description

A4	Company type ●	
	Please confirm your company type by ticking the appropriate box below (only one box must be ticked) Public limited company Private company limited by shares Private company limited by guarantee Private company limited by shares exempt under section 60 Private company limited by guarantee exempt under section 60 Private unlimited company with share capital Private unlimited company without share capital	Ocompany type If you are unsure of your company type, please check your latest certificate of incorporation or our website www.companieshouse.gov.uk
A5	Registered office address ®	<u> </u>
Building name/numbe	1	⊘ Change of registered office
Street	Cavendish Place	This must agree with the address that is held on the Companies House record at the date of this return
		If the registered office address has
Post town	London	changed, you should complete form AD01 and submit it together with
County/Region		this annual return
Postcode	W 1 G 0 Q F	
A6	Single alternative inspection location (SAIL) of the company records (if applicable) •	
Building name/numbe	Capita Registrars, Northern House	SAIL address This must agree with the address
Street	Woodsome Park	that is held on the Companies House record at the date of this return
Post town	Fenay Bridge	If the address has changed, you should complete form AD02 and
County/Region	Huddersfield	submit it together with this annual return
Postcode	H D 8 0 G A	
A7	Location of company records ©	
	Please tick the appropriate box to indicate which records are kept at the SAIL address in Section A6 ✓ Register of members — Register of directors — Directors' service contracts — Directors' indemnities — Register of secretaries — Records of resolutions etc — Contracts relating to purchase of own shares — Documents relating to redemption or purchase of own share out of	Decation of company records If the company records are held at the registered office address, do not tick any of the boxes in this section Certain records must be kept by every company while other records are only kept by certain company types where appropriate If the records are not kept at the SAIL address, they must be available at the registered office
	capital by private company Register of debenture holders Report to members of outcome of investigation by public company into interests in its shares Register of interests in shares disclosed to public company Instruments creating charges and register of charges England and Wales or Northern Ireland Instruments creating charges and register of charges Scotland	If any of the company records have moved from the registered office to the address in Section A6 since the last annual return, you must complete form AD03 and submit it together with this annual return

10/11 Version 4 2

AR01

Annual Return

Part 2	Officers of the company	
	This section should include details of the company at the date to which this annual return is made up	Continuation pages Please use a continuation page If you need to enter more officer
	 → For a secretary who is an individual, go to Section B1 → For a corporate secretary, go to Section C1 → For a director who is an individual, go to Section D1 → For a corporate director, go to Section E1 	détails
Secretary		
B1	Secretary's details •	
	Please use this section to list all the secretaries of the company For a corporate secretary, complete Section C1-C4.	Secretary appointments You may not use this form to appoint a secretary To do this,
Title*	Mr	please complete form APO3 and submit it together with this annual
Full forename(s)	James Brodie	return
Surname	Geddes	Corporate details Please use Section C1-C4 to enter
Former name(s) 2		corporate secretary details Secretary details
		previously notified to Companies House If you have made changes since the last annual return and have not notified us, please complete form CH03
		Promer name(s) Please provide any previous names which have been used for business purposes during the period of this return. Married women do not need to give former names unless previously used for business purposes
B2	Secretary's service address [©]	<u> </u>
Building name/number	5	Service address If you have previously notified
Street	Stag Leys Close	Companies House that the service address is at 'The Company's Registered Office', please state 'The
Post town	Banstead	 Company's Registered Office' in the address
County/Region	Surrey	This information will appear on the
Postcode	S M 7 3 A H	public record
	<u> </u>	<u> </u>

Corporate secretary

C1	Corporate secretary's details •	
Corporate body/firm	Please use this section to list all the corporate secretaries of the company	● Corporate secretary appointments You cannot use this form to appoint a corporate secretary To do this,
name		please complete form AP04 and submit it together with this annual return
Building name/number		Corporate secretary details
Street		All details must agree with those previously notified to Companies House If you have made changes since the last annual return and have
Post town		not notified us, please complete form CH04
County/Region		This information will appear on the public record
Postcode		public record
Country		
C2	Location of the registry of the corporate body or firm	
	Is the corporate secretary registered within the European Economic Area (EEA)? → Yes Complete Section C3 only → No Complete Section C4 only	
C3	EEA companies ®	
	Please give details of the register where the company file is kept (including the relevant state) and the registration number in that register	● EEA A full list of countries of the EEA can be found in our guidance www.companieshouse.gov.uk
Where the company/ firm is registered 9		This is the register mentioned in Article 3 of the First Company Law Directive (68/151/EEC)
Registration number		Directive (00/131/EEC)
C4	Non-EEA companies	
	Please give details of the legal form of the corporate body or firm and the law by which it is governed. If applicable, please also give details of the register in which it is entered (including the state) and its registration number in that register.	Where you have provided details of the register (including state) where the company or firm is registered, you must also provide its number in
Legal form of the corporate body or firm		that register
Governing law		
If applicable, where the company/firm is registered •		
If applicable, the registration number		

In accordance with
Section 854 of the
Companies Act 2006

AR01 - continuation page Annual Return

Director		<u> </u>
D1	Director's details •	
	Please use this section to list all the directors of the company For a corporate director, complete Section E1-E4.	O Director appointments You cannot use this form to appoint a director To do this, please
Title*	Mr	complete form APO1 and submit it together with this annual return
Full forename(s)	Alexander William	Corporate details Please use Section E1-E4 to enter
Surname	Batchelor	corporate director details.
Former name(s)		Director details All details must agree with those previously notified to Companies House If you have made changes
Country/State of residence	uk	since the last annual return and have not notified us, please
Nationality	British	complete form CH01
Date of birth	d d d d d d d d d d d d d d d d d d d	Please provide any previous names which have been used for business
Business occupation (if any)	Chief Operating Officer	purposes during the period of this return Married women do not need to give former names unless previously used for business purposes
D2	Director's service address 9	
Building name/number	12	Service address If you have previously notified
Street	Hayward Road	Companies House that the service address is at 'The Company's Registered Office', please state 'The
Post town	Thames Ditton	Company's Registered Office' in the address
County/Region	Surrey	This information will appear on the public record
Postcode	KT70BE	
Country	UK	

D1	Director's details •	
	Please use this section to list all the directors of the company For a corporate director, complete Section E1-E4	O Director appointments You cannot use this form to appoint a director To do this, please
Title*	Mr	complete form AP01 and submit it together with this annual return
Full forename(s)	Eric Kenelm	Corporate details
Surname	Ford	Please use Section E1-E4 to enter corporate director details
Former name(s) •		Director details All details must agree with those previously notified to Companies House If you have made changes
Country/State of residence	UK	since the last annual return and have not notified us, please
Nationality	British	complete form CH01
Date of birth	0 3 0 5 1 9 4 9	❷ Former name(s) Please provide any previous names
Business occupation (if any)	Corporate Financier	which have been used for business purposes during the period of this return. Married women do not need to give former names unless previously used for business purposes.
D2	Director's service address €	
Building name/numbe	23	Service address If you have previously notified
Street	Cavendish Avenue	Companies House that the service address is at 'The Company's Registered Office', please state 'The
Post town	Cambridge	Company's Registered Office' in the address
County/Region	1	This information will appear on the
Postcode	C B 1 7 U P	public record
Country		

D1	Director's details ⁹	
	Please use this section to list all the directors of the company For a corporate director, complete Section E1-E4	O Director appointments You cannot use this form to appoint a director To do this, please
Title*	Mr	complete form AP01 and submit it together with this annual return
Full forename(s)	James Brodie	Corporate details
Surname	Geddes	Please use Section E1-E4 to enter corporate director details
Former name(s) •		Director details All details must agree with those previously notified to Companies House If you have made changes since the last annual return and have not notified us, please
Country/State of residence	UK /	
Nationality	British	complete form CH01
Date of birth	6 7 4 9 6 2	Please provide any previous names
Business occupation (if any)	Finance Director	which have been used for business purposes during the period of this return. Married women do not need to give former names unless previously used for business purposes.
D2	Director's service address €	
Building name/number	5	Service address If you have previously notified
Street	Stag Leys Close	Companies House that the service address is at 'The Company's Registered Office', please state 'The
Post town	Banstead	Company's Registered Office' in the address This information will appear on the
County/Region	Surrey	
Postcode	S M 7 3 A H	public record
Country	UK	

In accordance with
Section 854 of the
Companies Act 2006

AR01 - continuation page Annual Return

D1	Director's details •		
	Please use this section to list all the directors of the company For a corporate director, complete Section E1-E4	O Director appointments You cannot use this form to appoint a director To do this, please	
Title*	Mr	complete form APO1 and submit it together with this annual return	
Full forename(s)	Simon Cederic Valentine	Corporate details	
Surname	Godfrey	Please use Section E1-E4 to enter corporate director details	
Former name(s) 2		Director details All details must agree with those previously notified to Companies	
Country/State of residence	UK	House If you have made changes since the last annual return and have not notified us, please	
Nationality	British	complete form CH01	
Date of birth	do d3	Please provide any previous names	
Business occupation (if any)	Director	which have been used for business purposes during the period of this return. Married women do not need to give former names unless previously used for business purposes.	
D2	Director's service address®		
Building name/number	2	Service address If you have previously notified	
Street	Morella Road	Companies House that the service address is at 'The Company's Registered Office', please state 'The	
Post town	London	Company's Registered Office' in the address	
County/Region		This information will appear on the public record	
Postcode	S W 1 2 8 U H	hapiic secola	
Country	uĸ		

In accordance with
Section 854 of the
Companies Act 2006

AR01 - continuation page Annual Return

D1	Director's details [©]	
	Please use this section to list all the directors of the company For a corporate director, complete Section E1-E4	Director appointments You cannot use this form to appoint a director To do this, please
Title*	Mr	complete form APO1 and submit it together with this annual return
Full forename(s)	John Victor	Corporate details
Surname	Kearon	Please use Section E1-E4 to enter corporate director details
Former name(s) ®		Director details All details must agree with those previously notified to Companies
Country/State of residence	uk	House If you have made changes since the last annual return and have not notified us, please
Nationality	British	complete form CH01
Date of birth	$\begin{bmatrix} d & 1 & \end{bmatrix} \begin{bmatrix} d & 5 & \end{bmatrix} \begin{bmatrix} m & 1 & \end{bmatrix} \begin{bmatrix} m & 1 & \end{bmatrix} \begin{bmatrix} m & 1 & 1 & 1 \end{bmatrix} \begin{bmatrix} m & 1 & 1 & 1 & 1 & 1 \\ & & & & & & & & &$	Please provide any previous names
Business occupation (if any)	Chief Executive	which have been used for business purposes during the period of this return Married women do not need to give former names unless previously used for business purposes
D2	Director's service address [€]	·
Building name/number	9	Service address If you have previously notified
Street	Carlyle Road	Companies House that the service address is at 'The Company's Registered Office', please state 'The
Post town	Cambridge	Company's Registered Office' in the address
County/Region		This information will appear on the public record
Postcode	C B 4 3 D N	public record
Country	UK	

In accordance with
Section 854 of the
Companies Act 2006

AR01 - continuation page

D1	Director's details •	
	Please use this section to list all the directors of the company For a corporate director, complete Section E1-E4	Oriector appointments You cannot use this form to appoint a director To do this, please
Title*	Mr	complete form APO1 and submit it together with this annual return
Full forename(s)	Mark	Corporate details
Surname	Muth	Please use Section E1-E4 to enter corporate director details
Former name(s)		Director details All details must agree with those previously notified to Companies
Country/State of residence	UK	House If you have made changes since the last annual return and have not notified us, please
Nationality	American	complete form CH01
Date of birth	d d T T T T T T T T	Please provide any previous names
Business occupation (if any)		which have been used for business purposes during the period of this return. Married women do not need to give former names unless previously used for business purposes.
D2	Director's service address ®	
Building name/numbe	er 4	Service address If you have previously notified
Street	Castello Avenue	Companies House that the service address is at 'The Company's
	Putney	Registered Office', please state 'The Company's Registered Office' in the
Post town	London	address
County/Region	V	This information will appear on the public record
Postcode	S W 1 5 6 E A	
Country	UK	

Corporate director

E1	Corporate director's details •	
	Please use this section to list all the corporate director's of the company	Ocorporate director appointments You cannot use this form to appoint a corporate director To do this,
Corporate body/firm name		please complete form APO2 and submit it together with this annual return
Building name/number		Corporate director details All details must agree with those
Street		previously notified to Companies House If you have made changes since the last annual return and have not notified us, please complete
Post town		form CH02 This information will appear on the
County/Region		public record
Postcode		
Country		
E2	Location of the registry of the corporate body or firm	
	Is the corporate director registered within the European Economic Area (EEA)? → Yes Complete Section E3 only → No Complete Section E4 only	
E3	EEA companies ®	
	Please give details of the register where the company file is kept (including the relevant state) and the registration number in that register	● EEA A full list of countries of the EEA can be found in our guidance
Where the company/ firm is registered 9		www.companieshouse gov.uk ● This is the register mentioned in Article 3 of the First Company Law
Registration number		Directive (68/151/EEC)
E4	Non-EEA companies	
	Please give details of the legal form of the corporate body or firm and the law by which it is governed. If applicable, please also give details of the register in which it is entered (including the state) and its registration number in that register.	Non-EEA Where you have provided details of the register (including state) where the company or firm is registered, you must also provide its number in
Legal form of the corporate body or firm		that register
Governing law		
If applicable, where		
the company/firm is registered •		
If applicable, the registration number		

Part 3	Statement of capital o					
	Does your company have share capital? → Yes Complete the sections below and the following Part 4 → No Go to Part 5 (Signature)				This should reflect the company's capital status at the made up date of this annual return	
F1	Share capital in	pound sterling (£)				
Please complete the ta If all your issued capita	able below to show ea al is in sterling, only o	ach class of shares held omplete Section F1 and	in pound sterling If then go to Section F4			
Class of shares (E.g. Ordinary/Preference etc)	Amount paid up on each share	Amount (if any) unpaid on each share ②	Number of shar	es 0	Aggregate nominal value 4
Ordinary Shares		1p		13,136,448		£ 131,364 48
						f
						£
						£
		<u>-</u>	Totals			f
F2	Share capital in	other currencies	- · · · · ·			·
Please complete the ta Please complete a sep		ny class of shares held in currency	other currencies			
Currency						
Class of shares (E g Ordinary/Preference etc	:)	Amount paid up on each share	Amount (if any) unpaid on each share	Number of shares Aggregate nominal va		Aggregate nominal value 4
					<u> </u>	
			Totals			<u> </u>
Currency						
Class of shares (E.g. Ordinary/Preference etc	:)	Amount paid up on each share	Amount (if any) unpaid on each share	Number of shares Aggregate nominal v		Aggregate nominal value 4
<u> </u>					<u>.</u>	
			Totals			
F3	Totals					
	Please give the tota issued share capital				ggregate nominal value st total aggregate values in t currencies separately For	
Total number of shares	13,136,448					£100 + €100 + \$10 etc
Total aggregate nominal value 9	£131,364 48					
 Including both the noming share premium Total number of issued states 	•	Number of shares issued nominal value of each sha	are Plea	ntinuation Pag ase use a Statem e if necessary		tal continuation

F4	Statement of capital (Voting rights)
	Please give the prescribed particulars of rights attached to shares for each class of share shown in the statement of capital share tables in Sections F1 and F2
Class of share	Ordinary
Voting rights	All issued ordinary shares rank pari passu in all respects including with regards to voting, participation in the division of assets and on a winding up. There are no redemption rights attaching to this class.
Class of share	
Voting rights	
Class of share	
Voting rights	
Class of share	
Voting rights	

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Part 4	Shareholders	
	Does your company have share capital? → Yes Complete the sections below → No Go to Part 5 (Signature)	This should reflect the shareholder details at the made up date of this annual return
G1	Traded public companies •	
	Please tick the box if your company was a traded public company at any time during the period of this return	● Traded company definition A traded company means a compan any of whose shares are admitted to trading on a regulated market
G2	List of past and present shareholders	
	Private and non-traded public companies are required to provide a 'full list' if one was not included with either of the last two returns	
	Traded public companies are required to provide a list of shareholders who held at least 5% of the issued shares of any share class if a list was not provided with either of the last two returns	
	Please tick the appropriate box below	
	A full list of shareholders for a private or non-traded public company is enclosed. Please complete Section G3 , or	
	A list of shareholders holding at least 5% of the issued shares of any share class for a traded public company is enclosed. Please complete Section G4	
	 A list of shareholder changes is enclosed → For private or non-traded public companies, please complete Section G3 → For traded public companies, please complete Section G4 	
	 There were no shareholder changes in this period → Go to Part 5 (Signature) 	
	Please tick the appropriate box below to indicate the format of your shareholder details	
	 ☐ The list of shareholders is enclosed on paper ✓ The list of shareholders is enclosed in another format 	
-	The list of shareholders is enclosed in another format	

G3

Private or non-traded public companies – list of past and present shareholders

This section should only be completed by companies that have not traded on a regulated market at any time during the period of this return

Changes during this period to shareholders' particulars or details of the amount of stock or shares transferred must be completed each year

You must provide a 'full list' of all company shareholders on

- The company's first annual return following incorporation,
- Every third annual return after a full list has been provided

Please list the company shareholders in alphabetical order

Joint shareholders should be listed consecutively

Further shareholders

Please use a 'Private or non-traded public companies — list of past and present shareholders' continuation page if necessary

		Shares or stock currently held	Shares or stock transferred (if appropriate)		
Shareholder's Name (Address not required)	Class of share	Number of shares or amount of stock	Number of shares or amount of stock	Date of registration of transfer	
				1 1	
	-			1 1	
				1 1	
				1 1	
			_	1 1	
				1 1	
				1 1	
				1 1	
				1 1	
				/ /	
				1 1	
				1 1	

G4

Traded public companies – list of past and present shareholders

This section should show the shareholders that hold at least 5% of any class of share(s) of the company at the date of this return. It should only be completed by public companies that have traded on a regulated market at any time during the period of this return

Changes during this period to shareholders' particulars or details of the amount of stock or shares transferred must be completed each year

You must provide a 'full list' of all company shareholders on

- The company's first annual return following incorporation,
- Every third annual return after a full list has been provided

Please list the company shareholders in alphabetical order

Joint shareholders should be listed consecutively

Further shareholders

Please use a 'Traded public companies – list of past and present shareholders' continuation page if necessary

	currently held		
Class of share	Number of shares or amount of stock	Number of shares or amount of stock	Date of registration of transfer
			1 1
			1 1
			1 1
			1 1
			1 1
			1 1
			1 1
			, ,
			1 1
	<u>-</u>	<u>-</u>	1 1
			1 1
			1 1
	Class of share	Class of share Number of shares or	Class of share Number of shares or Number of shares or

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Part 5	Signature				
Signature	This must be completed by all companies I am signing this form on behalf of the company	Societas Europaea If the form is being filed on behalf of a Societas Europaea (SE) please			
	Signature	delete 'director' and insert details of which organ of the SE the person signing has membership Person authorised Under either section 270 or 274 of the Companies Act 2006			
	This form may be signed by Director 1 , Secretary, Person authorised 2 , Charity commission receiver and manager, CIC manager, Judicial factor	die companies Act 2000			

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 Shirley Tang
Company name BrainJuicer Group PLC
Address 1 Cavendish Place
Post town London
County/Region
Postcode W 1 G 0 Q F
Country UK
DX
Telephone 020 7043 1000

✓ 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 completed your principal business activity☐ You have not used this form to make changes to the
- registered office address

 You have not used this form to make changes to
- secretary and director details

 You have fully completed the Statement of capital
- (If applicable)
- ☐ You have signed the form
- ☐ You have enclosed the correct fee

Important information

Please note that all information on this form will appear on the public record.

£ How to pay

A fee of £40 is payable to Companies House in respect of an Annual Return

Make cheques or postal orders payable to 'Companies House'

☑ 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)

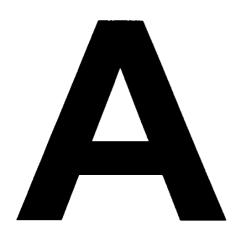
For companies registered in Northern Ireland¹ The Registrar of Companies, Companies House, Second Floor, The Linenhall, 32-38 Linenhall Street, Belfast, Northern Ireland, BT2 8BG DX 481 N R Belfast 1

Further information

For further information, please see the guidance notes on the website at www.companieshouse.gov.uk or email 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

FORM ML8(03/07) CDROM



BULK LIST OF SHAREHOLDERS OR MEMBERS FOR COMPANY NUMBER - 5940040

A BULK LIST OF SHAREHOLDERS OR MEMBERS FOR THIS COMPANY HAS BEEN LODGED. BUT DOES NOT APPEAR ON THIS ANNUAL RETURN. THE LIST WILL BE AVAILABLE TO REQUEST ON CDROM APPROXIMATELY 10 DAYS FROM 31/10/11. TO ORDER A COPY OF THE BULK LIST ON CDROM CALL THE NUMBERS BELOW:

COMPANIES HOUSE DIRECT CUSTOMERS PLEASE PHONE 08457 573991

WEB CUSTOMERS PLEASE PHONE 0303 1234 500