

## Notice of cancellation of shares



For further information, please refer to our guidance at [www.gov.uk/companieshouse](http://www.gov.uk/companieshouse)

## 1 Company details

|                      |               |   |   |   |   |   |   |   |
|----------------------|---------------|---|---|---|---|---|---|---|
| Company number       | 0             | 9 | 9 | 3 | 4 | 4 | 5 | 1 |
| Company name in full | Ascential plc |   |   |   |   |   |   |   |
|                      |               |   |   |   |   |   |   |   |

→ 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 cancellation |
|---|----------------------|

|                      |                  |                  |                  |                  |                  |                  |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Date of cancellation | $\overline{d_1}$ | $\overline{d_2}$ | $\overline{m_0}$ | $\overline{m_3}$ | $\overline{y_2}$ | $\overline{y_0}$ | $\overline{y_2}$ | $\overline{y_0}$ |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|

|   |                  |
|---|------------------|
| 3 | Shares cancelled |
|---|------------------|

[illegible]

## SH06

## Notice of cancellation of shares

4

## Statement of capital

Complete the table(s) below to show the issued share capital. It should reflect the company's share capital immediately following the cancellation.

**Complete a separate table for each currency (if appropriate).** For example, add pound sterling in 'Currency table A' and Euros in 'Currency table B'.

Please use a Statement of Capital continuation page if necessary.

| Currency<br>Complete a separate table for each currency | Class of shares<br>E.g. Ordinary/Preference etc. | Number of shares       | Aggregate nominal value<br>(£, €, \$, etc)<br>Number of shares issued multiplied by nominal value | Total aggregate amount unpaid, if any (£, €, \$, etc)<br>Including both the nominal value and any share premium |
|---------------------------------------------------------|--------------------------------------------------|------------------------|---------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| <b>Currency table A</b>                                 |                                                  |                        |                                                                                                   |                                                                                                                 |
| GBP                                                     | Ordinary 1p                                      | 403,118,025            | £4,031,180.25                                                                                     |                                                                                                                 |
|                                                         |                                                  |                        |                                                                                                   |                                                                                                                 |
|                                                         |                                                  |                        |                                                                                                   |                                                                                                                 |
| <b>Totals</b>                                           |                                                  | 403,118,025            | £4,031,180.25                                                                                     |                                                                                                                 |
| <b>Currency table B</b>                                 |                                                  |                        |                                                                                                   |                                                                                                                 |
|                                                         |                                                  |                        |                                                                                                   |                                                                                                                 |
|                                                         |                                                  |                        |                                                                                                   |                                                                                                                 |
|                                                         |                                                  |                        |                                                                                                   |                                                                                                                 |
| <b>Totals</b>                                           |                                                  |                        |                                                                                                   |                                                                                                                 |
| <b>Currency table C</b>                                 |                                                  |                        |                                                                                                   |                                                                                                                 |
|                                                         |                                                  |                        |                                                                                                   |                                                                                                                 |
|                                                         |                                                  |                        |                                                                                                   |                                                                                                                 |
|                                                         |                                                  |                        |                                                                                                   |                                                                                                                 |
| <b>Totals</b>                                           |                                                  |                        |                                                                                                   |                                                                                                                 |
| <b>Totals (including continuation pages)</b>            |                                                  | Total number of shares | Total aggregate nominal value ❶                                                                   | Total aggregate amount unpaid ❶                                                                                 |
|                                                         |                                                  | 403,118,025            | £4,031,180.25                                                                                     | £0.00                                                                                                           |

❶ Please list total aggregate values in different currencies separately. For example: £100 + €100 + \$10 etc.

5

## Statement of capital (prescribed particulars of rights attached to shares)

|                             |                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                             | Please give the prescribed particulars of rights attached to shares for each class of share shown in the share capital tables in <b>Section 4</b> .            | <p><b>❶ Prescribed particulars of rights attached to shares</b><br/>The particulars are:</p> <ul style="list-style-type: none"> <li>a. particulars of any voting rights, including rights that arise only in certain circumstances;</li> <li>b. particulars of any rights, as respects dividends, to participate in a distribution;</li> <li>c. particulars of any rights, as respects capital, to participate in a distribution (including on winding up); and</li> <li>d. whether the shares are to be redeemed or are liable to be redeemed at the option of the company or the shareholder.</li> </ul> <p>A separate table must be used for each class of share.</p> <p><b>Continuation pages</b><br/>Please use a Statement of Capital continuation page if necessary.</p> |
| Class of share              | Ordinary 1p                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Prescribed particulars<br>❶ | The shares have attached to them full voting, dividend and capital distribution (including on winding up) rights; they do not confer any rights of redemption. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Class of share              |                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Prescribed particulars<br>❶ |                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Class of share              |                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Prescribed particulars<br>❶ |                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

6

## Signature

|           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                 |
|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|           | I am signing this form on behalf of the company.                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <p><b>❷ Societas Europaea</b><br/>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><b>❸ Person authorised</b><br/>Under either section 270 or 274 of the Companies Act 2006.</p> |
| Signature | <div style="display: flex; align-items: center;"> <div style="text-align: center; margin-right: 20px;"> Signature<br/>  </div> <div style="text-align: center; margin-left: 20px;">  </div> <div style="text-align: center; margin-left: 20px;">  </div> </div> |                                                                                                                                                                                                                                                                                                                 |
|           | <p>This form may be signed by:<br/> Director❷, Secretary, Person authorised❷, Administrator, Administrative receiver, Receiver, Receiver manager, CIC manager.</p>                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                 |

**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  | Shanny Looi             |
| Company name  | Ascential Group Limited |
|               | (Ref: S Looi)           |
| Address       | The Prow                |
|               | 1 Wilder Walk           |
|               |                         |
| Post town     | London                  |
| County/Region |                         |
| Postcode      | W 1 B 5 A P             |
| Country       | United Kingdom          |
| DX            |                         |
| Telephone     | 020 7516 5015           |

**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 section 2.
- ☐ You have completed section 3.
- ☐ You have completed the relevant sections of the statement of capital.
- ☐ You have signed the form.

**Important information**

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

**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.

**Further information**

For further information, please see the guidance notes on the website at [www.gov.uk/companieshouse](http://www.gov.uk/companieshouse) 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.gov.uk/companieshouse](http://www.gov.uk/companieshouse)**