

# SH10

## Notice of particulars of variation of rights attached to shares



Companies House

☒ **What this form is for**  
You may use this form to give notice  
of particulars of variation of rights  
attached to shares.

☐ **What this form is for**  
You cannot use  
notice of particulars  
of class rights of  
company without  
do this, please use form SH12.

FRIDAY



LD5 \*L82R1SFT\*  
05/04/2019  
COMPANIES HOUSE

please  
t  
gov.uk

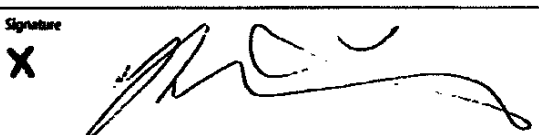
<b>1 Company details</b>	
Company number	1 1 4 9 0 8 6 1
Company name in full	VIRGIN GROUP LOYALTY COMPANY LIMITED

→ **Filling in this form**  
Please complete in typescript or in  
bold black capitals.  
All fields are mandatory unless  
specified or indicated by \*

<b>2 Date of variation of rights</b>	
Date of variation of rights	29 03 2019

<b>3 Details of variation of rights</b>	
Variation	<p>Please give details of the variation of rights attached to shares.</p> <p>968,000 ORDINARY SHARES OF £0.0001 EACH HAVE BEEN REDESIGNATED AS 968,000 A ORDINARY SHARES OF £0.0001 EACH, HAVING THE RIGHTS AND BEING SUBJECT TO THE RESTRICTIONS AS ARE SET OUT IN THE COMPANY'S ARTICLES OF ASSOCIATION.</p>

**Continuation pages**  
Please use a continuation page if  
you need to enter more details.

<b>4 Signature</b>	
I am signing this form on behalf of the company.	
Signature	<p><input checked="" type="checkbox"/>  <input checked="" type="checkbox"/></p> <p>This form may be signed by: Director ●, Secretary, Person authorised ●, Administrator, Administrative receiver, Receiver, Receiver manager, Charity commission receiver and manager, CIC manager.</p>

● **Societas Europaea**  
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.

● **Person authorised**  
Under either Section 270 or 274 of  
the Companies Act 2006.

# SH10

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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 Eugene Atkinson

Company name Macfarlanes LLP

Address 20 Cursitor Street

Post town

County/Region London

Postcode E C 4 A 1 L T

Country UK

DX DX No: 138 Chancery Lane

Telephone +44 (0)20 7831 9222



### 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 entered the date of variation of rights in section 2.
- ☐ You have provided details of the variation of rights in section 3.
- ☐ 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.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)