

Company Number: 12035150

THE COMPANIES ACT 2006

COMPANY LIMITED BY SHARES

NEW

ARTICLES OF ASSOCIATION

of

HOPIN LTD

(Adopted by a special resolution passed 26 February 2021)

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1 Introduction

- 1.1 The model articles for private companies limited by shares contained or incorporated in Schedule 1 to the Companies (Model Articles) Regulations 2008 (SI 2008/3229) as amended prior to the date of adoption of these articles (the "**Model Articles**") shall apply to the Company, save insofar as they are varied or excluded by, or are inconsistent with, the following Articles.
- 1.2 In these Articles and the Model Articles any reference to any statutory provision shall be deemed to include a reference to each and every statutory amendment, modification, re-enactment and extension thereof for the time being in force.
- 1.3 In these Articles:
- (a) article headings are used for convenience only and shall not affect the construction or interpretation of these Articles;
 - (b) words denoting the singular include the plural and vice versa and reference to one gender includes the other gender and neuter and vice versa;
 - (c) Articles 8(2), 9(4), 10(3), 11(2), 13, 14, 17(2), 17(3), 19, 21, 26(5), 27, 28, 29, 30(5) to (7) (inclusive), 44(4), 51, 52 and 53 of the Model Articles shall not apply to the Company;
 - (d) reference to "**issued Shares**" of any class shall exclude any Shares of that class held as Treasury Shares from time to time, unless stated otherwise; and
 - (e) reference to the "**holders**" of Shares or a class of Share shall exclude the Company holding Treasury Shares from time to time, unless stated otherwise.
- 1.4 In respect of any actions or matters requiring or seeking the acceptance, approval, agreement, consent or words having similar effect of an Investor Director under these Articles, if at any time an Investor Director has not been appointed or an Investor Director declares in writing to the Company and his

appointing Institutional Investor that he considers that providing such consent gives rise or may give rise to a conflict of interest to his duties as a Director, then provided that the appointing Institutional Investor and/or its respective Permitted Transferees hold the requisite number of issued Equity Shares pursuant to Article 28, such action or matter shall require the consent of his appointing Institutional Investor.

- 1.5 Where there is reference to Series C Preferred Shares, Series B Preferred Shares, Series A Preferred Shares or Seed Preferred Shares under these Articles, this reference shall be treated, where appropriate in the context, on an as converted basis if the Conversion Ratio has been adjusted.

2 Definitions

In these Articles the following words and expressions shall have the following meanings:

"a16z" means Andreessen Horowitz LSV Fund II, L.P. and each of its Permitted Transferees, successors and assigns to whom it transfers Shares;

"Accel Investors" means the Accel London Funds and Accel Leader Funds and each of their Permitted Transferees, successors and assigns to whom they transfer Shares;

"Accel London Funds" means Accel London VI L.P., Accel London VI Strategic Partners L.P., and Accel London VI Investors (2019) L.P.;

"Accel Leaders Funds" means Accel Leaders Fund II L.P., Accel Leaders Fund II Strategic Partners L.P. and Accel Leaders Fund II Investors (2019) L.L.C.;

"Act" means the Companies Act 2006 (as amended from time to time);

"Acting in Concert" has the meaning given to it in The City Code on Takeovers and Mergers published by the Panel on Takeovers and Mergers (as amended from time to time);

"Actively Involved" means providing services to the Company or the Group in whatever manner that would be substantially equivalent in effort to that being provided by a full time Employee;

"Anti-Dilution Shares" shall have the meaning given in Article 10.1;

"Arrears" means in relation to any Share, all arrears of any dividend or other sums payable in respect of that Share irrespective of whether or not the Company has had at any time sufficient Available Profits to pay such dividend or sums, together with any interest payable on such amounts (if any);

"Asset Sale" means the disposal by the Company of all or substantially all of its undertaking and assets (where disposal may include, without limitation, the grant by the Company of an exclusive licence of intellectual property not entered into in the ordinary course of business);

"Associate" in relation to any person means:

- (a) any person who is an associate of that person and the question of whether a person is an associate of another is to be determined in accordance with section 435 of the Insolvency Act 1986 and (whether or not an associate as so determined);

- (b) any Member of the same Group; or
- (c) any Member of the same Fund Group;

"Auditors" means the auditors or, if none, the accountants of the Company from time to time;

"Available Profits" means profits available for distribution within the meaning of part 23 of the Act;

"Bad Leaver" means the Founder who ceases to be an Employee as a consequence of the Founder's dismissal as an Employee for cause, where **"cause"** shall mean:

- (a) fraud and/or deliberate acts of dishonesty, in both cases with the intention of causing harm to the Company; and/or
- (b) refusal or deliberate failure to substantially perform duties and responsibilities to the Company lawfully prescribed by the Board and as a result knowingly causing harm to the Company, but only after reasonable notice of such failure and a reasonable opportunity to cure such failure has been provided;

"Board" means the board of Directors and any committee of the board constituted for the purpose of taking any action or decision contemplated by these Articles;

"Bonus Issue" or **"Reorganisation"** means any return of capital, bonus issue of shares or other securities of the Company by way of capitalisation of profits or reserves (other than a capitalisation issue in substitution for or as an alternative to a cash dividend which is made available to the Preferred Shareholders) or any consolidation or sub-division or any variation in the conversion rate applicable to any other outstanding shares of the Company in each case other than shares issued as a result of the events set out in Article 13.6;

"Business Day" means a day on which English clearing banks are ordinarily open for the transaction of normal banking business in the City of London (other than a Saturday or Sunday);

"Civil Partner" means in relation to a Shareholder, a civil partner (as defined in the Civil Partnership Act 2004) of the Shareholder;

"Coatue" means Coatue US 28 LLC and Coatue US 39 LLC and each of their Permitted Transferees, successors and assigns to whom they transfer Shares;

"Common Shares" means the Ordinary Shares and the F Ordinary Shares;

"Company" means Hopin Ltd (Company number 12035150);

"Company's Lien" has the meaning given in Article 35.1;

"Conditions" has the meaning given in Article 9.1;

"Controlling Interest" means an interest in shares giving to the holder or holders control of the Company within the meaning of section 1124 of the CTA 2010;

"Conversion Date" has the meanings given in Article 9.1 and Article 9.2 (as

applicable);

"Conversion Ratio" has the meaning given in Article 9.5;

"CTA 2010" means the Corporation Tax Act 2010;

"Date of Adoption" means the date on which these Articles were adopted;

"Deferred Conversion Date" means the date that any Founder Shares convert into Deferred Shares pursuant to Article 19.1;

"Deferred Shares" means deferred shares of £0.0001 each in the capital of the Company from time to time;

"DFJ Growth" means DFJ Growth IV, L.P. and DFJ Growth IV Parallel Fund, LLC and each of their Permitted Transferees, successors and assigns to whom they transfer Shares;

"Director(s)" means a director or directors of the Company from time to time;

"Effective Termination Date" means the date on which the Employee's employment or consultancy terminates;

"electronic address" has the same meaning as in section 333 of the Act;

"electronic form" and **"electronic means"** have the same meaning as in section 1168 of the Act;

"Eligible Director" means a Director who would be entitled to vote on a matter had it been proposed as a resolution at a meeting of the Directors;

"Employee" means an individual (including, without limitation, the Founder) who is employed by or who provides consultancy services to, the Company or any member of the Group;

"Employee Shares" means any Shares in issue as a result of the exercise of options under any Share Option Plan(s);

"Encumbrance" means any mortgage, charge, security, interest, lien, pledge, assignment by way of security, equity, claim, right of pre-emption, option, covenant, restriction, reservation, lease, trust, order, decree, judgment, title defect (including without limitation any retention of title claim), conflicting claim of ownership or any other encumbrance of any nature whatsoever (whether or not perfected other than liens arising by operation of law);

"Equity Securities" has the meaning given in sections 560(1) to (3) inclusive of the Act and for the avoidance of doubt an allotment of Equity Securities includes a transfer of shares which immediately before such transfer were held by the Company as Treasury Shares;

"Equity Shares" means the Shares other than the Deferred Shares;

"Exercising Investor" means any Shareholder who exercises its rights to acquire Anti-Dilution Shares in accordance with Article 10.1;

"Exit" means a Share Sale, an Asset Sale or an IPO;

"Expert Valuer" is as determined in accordance with Article 17.1;

"Fair Value" is as determined in accordance with Article 17.3;

"Family Trusts" means as regards any particular individual member or deceased or former individual member, trusts (whether arising under a settlement, declaration of trust or other instrument by whomsoever or wheresoever made or under a testamentary disposition or on an intestacy) under which no immediate beneficial interest in any of the shares in question is for the time being vested in any person other than the individual and/or Privileged Relations of that individual; and so that for this purpose a person shall be considered to be beneficially interested in a share if such share or the income thereof is liable to be transferred or paid or applied or appointed to or for the benefit of such person or any voting or other rights attaching thereto are exercisable by or as directed by such person pursuant to the terms of the relevant trusts or in consequence of an exercise of a power or discretion conferred thereby on any person or persons;

"Financial Year" has the meaning set out in section 390 of the Act;

"Founder" means Johnny Boufarhat;

"Founder Director" means the director appointed by the Founder in accordance with Article 28.1.5(a)(i), Article 28.1.5(b)(i) or 28.1.5(c) (as the case may be);

"F Ordinary Shares" means the F ordinary shares of £0.0001 each in the capital of the Company from time to time;

"Founder Shares" means all Shares held by the Founder and/or his Permitted Transferees (other than those Shares held by those persons that an Investor Majority declares itself satisfied were not acquired directly or indirectly from the Founder or by reason of that person's relationship with the Founder);

"Fractional Holders" has the meaning given in Article 9.9;

"Fund Manager" means a person whose principal business is to make, manage or advise upon investments in securities;

"General Catalyst" means General Catalyst Group X – Endurance, L.P. and GC Health Assurance Holdings, LLC and each of their Permitted Transferees, successors and assigns to whom they transfer Shares;

"Good Leaver" means the Founder who ceases to be an Employee in circumstances where he is not a Bad Leaver or where he would have been a Bad Leaver but is designated as a Good Leaver at the discretion of the Board with Investor Director Consent;

"Group" means the Company and its Subsidiary Undertaking(s) (if any) from time to time and **"Group Company"** shall be construed accordingly;

"hard copy form" has the same meaning as in section 1168 of the Act;

"Holding Company" means a newly formed holding company incorporated in any jurisdiction which has resulted from a Holding Company Reorganisation;

"Holding Company Reorganisation" means any transaction involving the issue of shares in the capital of a Holding Company to the Shareholders, the object or intent of which is to interpose the Holding Company as the sole owner of the Company such that immediately subsequent to such transaction:

(a) the number and class of shares comprised in the issued share capital of

the Holding Company, the identity of the shareholders of the Holding Company, and the number and class of shares held by each such person are the same as or substantially similar to the issued share capital of the Company and the identity of Shareholders and the number and class of Shares held by each such person immediately prior to such transaction (save for the fact that such shares are issued by a different company);

- (b) the rights attaching to each class of share comprised in the Holding Company matches those rights attaching to the like class of share comprised in the share capital of the Company immediately prior to such transaction (save for the fact that such shares are issued by a different company and/or in a different jurisdiction with attendant differences in company law); and
- (c) the constitutional documents of the Holding Company are the same or substantially the same as the articles of association of the Company immediately prior to such transaction (save for the fact that they apply in respect of a different company, and as to matters and modifications to reflect that the Holding Company may be incorporated in a jurisdiction other than England and Wales);

"Institutional Investor" means a fund, partnership, corporate venture arm, body corporate, trust or other person or entity whose principal business is to make investments or a person whose business is to make, manage or advise upon investments for any of the foregoing;

"Investor Director Consent" means the prior written consent of at least one of the Investor Directors;

"Investor Director(s)" means the director(s) appointed in accordance with Article 28.1.1 to Article 28.1.4 (inclusive);

"Investor Majority" means the holders of more than 50 per cent of Preferred Shares in issue from time to time voting as a single class;

"Investor Majority Consent" means the prior written consent of the Investor Majority;

"IPO" means the admission of (or in the case of admission to NASDAQ, the offering of the initial public offering of) all or any of the Shares or securities representing those shares (including without limitation depositary interests, American depositary receipts, American depositary shares and/or other instruments) to trading on NASDAQ or the New York Stock Exchange or on the Official List of the Financial Conduct Authority or on the AIM Market operated by the London Stock Exchange Plc or any other recognised investment exchange (as defined in section 285 of the Financial Services and Markets Act 2000);

"ITEPA" means Income Tax (Earnings and Pensions) Act 2003;

"Issue Price" means the price at which the relevant Share is issued or deemed to be issued, including any premium, as adjusted for any Bonus Issue or Reorganisation, which (i) in respect of the Seed Preferred Shares issued on the Original Date of Adoption shall be £0.2309 per Share; (ii) in respect of the Series A Preferred Shares issued or created by way of re-designation of existing F Ordinary Shares on 24 July 2020 shall be USD 1.8235 per Share; (iii) in respect of the Series B Preferred Shares issued or created by way of re-designation of existing F Ordinary Shares between 30 October 2020 and immediately prior to the Date of Adoption shall be USD 10.7922 per Share; and (iv) in respect of the

Series C Preferred Shares issued, or created by way of re-designation of existing Ordinary Shares and/or F Ordinary Shares pursuant to Article 15.15, on or after the Date of Adoption shall be USD 24.1834 per Share, and provided in each case that the Issue Price shall be adjusted on the issue of any Anti-Dilution Shares in accordance with Article 10.3 and the Issue Price upon conversion of convertible loan notes shall be equal to the total principal and accrued interest so converted divided by the number of shares into which such principal and interest are converted;

"IVP" means (a) Institutional Venture Partners XVI, L.P. acting by Institutional Venture Management Holdings XVI, LLC, its general partner, acting by Institutional Venture Management XVI, LLC, its manager and (b) Institutional Venture Partners XVII, L.P. acting by Institutional Venture Management Holdings XVII, LLC, its general partner, acting by Institutional Venture Management XVII, LLC, its manager, and each of their Permitted Transferees, successors and assigns to whom they transfer Shares;

"Leaver's Percentage" means, in relation to and for the purposes of determining the number of Founder Shares that are required (pursuant to Article 19) to be converted into Deferred Shares as a result of the Founder ceasing to be an Employee within the period commencing on the Original Date of Adoption and ending on the Effective Termination Date means the percentage (rounded up to the nearest two decimal places) as calculated using the formula below:

$$75 - ((1/36 \times 75) \times NM),$$

where NM = number of full calendar months from the Original Date of Adoption to the Effective Termination Date such that the Leaver's Percentage shall be 75 per cent on the Original Date of Adoption and zero as of the first day of the 37th month after the Original Date of Adoption and thereafter;

"Lien Enforcement Notice" has the meaning given in Article 35.4;

"a Member of the same Fund Group" means if the Shareholder is a fund, partnership, company, syndicate or other entity whose business is managed by a Fund Manager (an **"Investment Fund"**) or is a nominee of that Investment Fund:

- (a) any participant or partner in or member of any such Investment Fund or the holders of any unit trust which is a participant or partner in or member of any Investment Fund (but only in connection with the dissolution of the Investment Fund or any distribution of assets of the Investment Fund pursuant to the operation of the Investment Fund in the ordinary course of business);
- (b) any Investment Fund managed or advised by that Fund Manager;
- (c) any Parent Undertaking or Subsidiary Undertaking of that Fund Manager, or any Subsidiary Undertaking of any Parent Undertaking of that Fund Manager; or
- (d) any trustee, nominee or custodian of such Investment Fund and vice versa;

"a Member of the same Group" means as regards any company, a company which is from time to time a Parent Undertaking or a Subsidiary Undertaking of that company or a Subsidiary Undertaking of any such Parent Undertaking;

"Major Shareholders" means (a) each of a16z, General Catalyst, Salesforce, Tiger Global, DFJ Growth and Coatue, in each case for so long as they (together with their respective Permitted Transferee(s) from time to time) each hold all of the Shares acquired by them from time to time; and (b) those Shareholders that (together with their Permitted Transferee(s) from time to time) hold in aggregate at least 3% of the Equity Shares;

"NASDAQ" means the NASDAQ Stock Market of the NASDAQ OMX Group Inc.;

"New Securities" means any shares or other securities convertible into, or carrying the right to subscribe for, equity shares issued by the Company after the Date of Adoption (other than shares or securities issued as a result of the events set out in Article 13.6) excluding for the avoidance of doubt any Treasury Shares transferred by the Company after the Date of Adoption;

"Northzone" means Northzone IX and Northzone Conviction and each of their Permitted Transferees, successors and assigns to whom they transfer Shares;

"Northzone Conviction" means Northzone Conviction I L.P.;

"Northzone IX" means Northzone IX L.P. and NZ IX Network Investors L.P.;

"Offer" has the meaning set out in Article 20.2;

"Offer By Way of Rights" has the meaning set out in Article 9.11;

"Offer Period" has the meaning set out in Article 20.3;

"Ordinary Majority" means the holders from time to time of more than fifty per cent (50%) of the Common Shares entitled to vote (voting as a single class);

"Ordinary Shares" means the ordinary shares of £0.0001 each in the capital of the Company from time to time;

"Original Date of Adoption" means 4 February 2020;

"Original Shareholder" has the meaning set out in Article 15.1;

"Permitted Transfer" means a transfer of Shares in accordance with Article 15;

"Permitted Transferee" means (unless such person or entity is reasonably determined by the Board as being a competitor with (or an Associate of a competitor with) the Company excluding, in relation to any Investment Fund, where it is so determined as a result of its shareholding in such company):

- (a) in relation to a Shareholder who is an individual, any of his Privileged Relations, Trustees or Qualifying Companies;
- (b) in relation to a Shareholder which is an undertaking (as defined in section 1161(1) of the Act) means any Member of the same Group;
- (c) in relation to a Shareholder which is an Investment Fund means any Member of the same Fund Group;
- (d) in relation to an Institutional Investor:
 - (i) to any Member of the same Group;

- (ii) to any Member of the same Fund Group;
- (iii) to any reputable secondary or similar fund in connection with the sale by that Institutional Investor of a majority or all of its portfolio companies; or
- (iv) to any nominee of that Institutional Investor; and
- (e) in relation to Gura Investments SL:
 - (i) Mercurius Early Investments or a venture capital fund (including, but not limited to, one structured as a limited partnership) under the same management or control as Mercurius Early Investments; or
 - (ii) an entity in which Javier Etxebeste is part of the management and/or investment team.

"Preference Amount" means a price per share equal to its Issue Price together with a sum equal to any Arrears on that Share;

"Preferred Shares" means the Seed Preferred Shares, the Series A Preferred Shares, the Series B Preferred Shares and the Series C Preferred Shares;

"Preferred Shareholders" means the holders of any Preferred Shares (but excludes the Company holding Treasury Shares);

"Priority Rights" means the rights of Shareholders to purchase Shares contained in a Transfer Notice in the priority stipulated in Article 16.6;

"Privileged Relation" in relation to a Shareholder who is an individual member or deceased or former member means a spouse, Civil Partner, child or grandchild (including step or adopted or illegitimate child and their issue);

"Proceeds of Sale" means the consideration payable (including any deferred and/or contingent consideration once paid) whether in cash or otherwise to those Shareholders selling Shares under a Share Sale less any fees, costs and expenses payable in respect of such Share Sale as approved by an Investor Majority and the Founder for so long as he is Actively Involved;

"Proposed Purchaser" means a proposed purchaser who at the relevant time has made an offer on arm's length terms;

"Proposed Sale Date" has the meaning given in Article 20.3;

"Proposed Sale Notice" has the meaning given in Article 20.3;

"Proposed Sale Shares" has the meaning given in Article 20.3;

"Proposed Seller" means any person proposing to transfer any shares in the capital of the Company;

"Proposed Transfer" has the meaning given in Article 20.1;

"Pro-Rata Entitlement" means in respect of each Major Shareholder a proportion determined by dividing its holding of Equity Shares by the aggregate number of Equity Shares then in issue (as if the Equity Shares constituted one and the same class);

"Qualifying Company" means a company in which a Shareholder or Trustee(s) holds the entire issued share capital and over which that Shareholder or Trustee(s) exercises control (within the meaning of section 1124 of the CTA 2010);

"Qualifying IPO" means the legal completion of an IPO in which the net aggregate subscription amount in respect of new ordinary shares issued in the capital of the Company at the time of the IPO is not less than \$75,000,000;

"Qualifying Person" has the meaning given in section 318(3) of the Act;

"Realisation Price" means the value of each ordinary share (excluding Treasury Shares) in issue in the capital of the Company immediately prior to an IPO, determined by reference to the price per share at which ordinary shares in the capital of the Company are to be offered for sale, placed or otherwise marketed pursuant to such IPO;

"Relevant Interest" has the meaning set out in Article 31.5;

"Restricted Member" has the meaning set out in Article 19.4 or 19.5;

"Restricted Shares" has the meaning set out in Article 19.6;

"Salesforce" means Salesforce Ventures LLC of Salesforce Tower, 415 Mission St, 3rd Fl, San Francisco, CA 94105, USA and its Permitted Transferees, successors and assigns to whom it transfers Shares;

"Seed Majority" means the holders of not less than 55% of the Seed Preferred Shares;

"Seed Preferred Shares" means Seed Preferred Shares of £0.0001 each in the capital of the Company from time to time;

"Separately Priced Subset" has the meaning given in Article 10.1;

"Sale Shares" has the meaning set out in Article 16.2(a);

"Seller" has the meaning set out in Article 16.2;

"Series A Majority" means the holders of at least 60% of the Series A Preferred Shares;

"Series A Preferred Shares" means Series A Preferred Shares of £0.0001 each in the capital of the Company from time to time;

"Series B Majority" means the holders of at least 50% of the Series B Preferred Shares;

"Series B Preferred Shares" means the Series B Preferred Shares of £0.0001 each in the capital of the Company from time to time;

"Series C Majority" means the holders of more than 50% of the Series C Preferred Shares;

"Series C Preferred Shares" means the Series C Preferred Shares of £0.0001 each in the capital of the Company from time to time;

"Shareholder" means any holder of any Shares (but excludes the Company

holding Treasury Shares);

"Share Option Plan(s)" means (i) the Hopin EMI Share Option Plan, in issue at the Date of Adoption, as amended from time to time; (ii) the Hopin Ltd 2020 Share Option Plan, in issue at the Date of Adoption, as amended from time to time; (iii) any restricted share unit agreement in respect of restricted share unit awards covering units over Ordinary Shares, granted in accordance with the provisions of such agreement and the Hopin Ltd 2020 Share Option Plan, in issue at the Date of Adoption; and (iv) any other share option plan(s) or other incentive scheme of the Company from time to time, the terms of which have been approved by an Investor Majority;

"Share Purchase Agreements" has the meaning given in the Subscription and Shareholders' Agreement;

"Shares" means the Ordinary Shares, F Ordinary Shares, Deferred Shares, Seed Preferred Shares, Series A Preferred Shares, Series B Preferred Shares and Series C Preferred Shares from time to time;

"Share Sale" means the sale of (or the grant of a right to acquire or to dispose of) any of the shares in the capital of the Company (in one transaction or as a series of transactions) which will result in the purchaser of those shares (or grantee of that right) and persons Acting in Concert with him together acquiring a Controlling Interest in the Company (other than directly resulting from a financing transaction conducted by the Company), except where the sale is a sale of the entire issued share capital of the Company to a Holding Company;

"Starting Price" means the Issue Price of the relevant Preferred Share (if applicable, adjusted as referred to in Article 10.2);

"Subscription and Shareholders' Agreement" means the subscription and shareholders' agreement dated on or around the Date of Adoption between the New Investors, the Founder, the Institutional Shareholders (each as defined therein) and the Company, as amended or varied from time to time;

"Subsidiary", "Subsidiary Undertaking" and "Parent Undertaking" have the respective meanings set out in sections 1159 and 1162 of the Act;

"Tiger Global" means Tiger Global PIP XII-11 LLC of 9 West 57th Street, 35th Floor, New York, NY 10019 and its Permitted Transferees, successors and assigns to whom it transfers Shares;

"Transfer Notice" shall have the meaning given in Article 16.2;

"Transfer Price" shall have the meaning given in Article 16.2;

"Treasury Shares" means shares in the capital of the Company held by the Company as treasury shares from time to time within the meaning set out in section 724(5) of the Act;

"Trustees" in relation to a Shareholder who is an individual means the trustee or the trustees of a Family Trust;

"Unvested" means those Founder Shares or Employee Shares which may be required to be converted into Deferred Shares under Article 19;

"USD" or "\$" means the lawful currency from time to time of the United States of America.; and

"Voluntary Leaver" means an Employee who resigns from his position with the Company other than as a result of his resignation on the grounds of constructive dismissal or for reasons of his or his spouse's or civil partner's illness, disability or permanent incapacity.

3 Share capital

- 3.1 In these Articles, unless the context requires otherwise, references to shares of a particular class shall include shares allotted and/or issued after the Date of Adoption and ranking *pari passu* in all respects (or in all respects except only as to the date from which those shares rank for dividend) with the shares of the relevant class then in issue.
- 3.2 Except as otherwise provided in these Articles, the Series C Preferred Shares, the Series B Preferred Shares, the Series A Preferred Shares, the Seed Preferred Shares, the Ordinary Shares and the F Ordinary Shares shall rank *pari passu* in all respects but shall constitute separate classes of shares.
- 3.3 The words "and the directors may determine the terms, conditions and manner of redemption of any such shares" shall be deleted from article 22(2) of the Model Articles.
- 3.4 Subject to Investor Majority Consent and the Act, the Company may purchase its own Shares to the extent permitted by section 692(1ZA) of the Act.
- 3.5 Paragraph (c) of article 24(2) of the Model Articles shall be amended by the replacement of the words "that the shares are fully paid; and" with the words "the amount paid up on them; and".
- 3.6 In article 25(2) of the Model Articles, the words "payment of a reasonable fee as the directors decide" in paragraph (c) shall be deleted and replaced by the words "payment of the expenses reasonably incurred by the Company in investigating evidence as the directors may determine".
- 3.7 For the avoidance of doubt, the Company shall not exercise any right in respect of any Treasury Shares, including without limitation any right to:
- (a) receive notice of or to attend or vote at any general meeting of the Company;
 - (b) receive or vote on any proposed written resolution; and
 - (c) receive a dividend or other distribution
- save as otherwise permitted by section 726(4) of the Act.
- 3.8 The Company shall be entitled to retain any share certificate(s) relating to Founder Shares and Employee Shares while any such Shares remain Unvested.

4 Dividends

- 4.1 In respect of any Financial Year, the Company's Available Profits will be applied as set out in this Article 4.
- 4.2 Any Available Profits which the Company may, acting by the Board (with Investor Majority Consent), determine to distribute in respect of any Financial Year will be distributed among the holders of the Equity Shares (*pari passu* as if the Equity Shares constituted one class of shares) *pro rata* to their respective holdings of

Equity Shares.

- 4.3 Subject to the Act and these Articles, the Board may pay interim dividends if justified by the Available Profits in respect of the relevant period.
- 4.4 Every dividend shall accrue on a daily basis assuming a 365-day year. All dividends are expressed net and shall be paid in cash.
- 4.5 On an IPO, if the Company has insufficient Available Profits for distribution to pay any Arrears, the Company shall, by way of special dividend and in lieu of the accrued dividends the Company is prohibited from paying, allot to each holder of Shares by way of capitalisation of reserves such number of ordinary shares (disregarding any fraction of a share) as shall have an aggregate Realisation Price equal to the unpaid dividend.
- 4.6 If there are nil paid or partly paid share(s), any holder of such share(s) shall only be entitled, in case of any dividend, to be paid an amount equal to the amount of the dividend multiplied by the percentage of the amount that is paid up (if any) on such share(s) during any portion or portions of the period in respect of which a dividend is paid.
- 4.7 A capitalised sum which was appropriated from profits available for distribution may be applied in or towards paying up any sums unpaid on existing Shares held by the persons entitled to such capitalised sum.
- 4.8 If:
- (a) a Share is subject to the Company's Lien; and
 - (b) the Board is entitled to issue a Lien Enforcement Notice in respect of it,
- the Company may, instead of issuing a Lien Enforcement Notice, deduct from any dividend or other sum payable in respect of the Share any sum of money which is payable to the Company in respect of that Share to the extent that the Company is entitled to require payment under a Lien Enforcement Notice. Money so deducted shall be used to pay any of the sums payable in respect of that Share. The Company shall notify the distribution recipient in writing of:
- (i) the fact and sum of any such deduction;
 - (ii) any non-payment of a dividend or other sum payable in respect of a Share resulting from any such deduction; and
 - (iii) how the money deducted has been applied.
- 4.9 Article 31(1) of the Model Articles shall be amended by:
- (a) the replacement of the words "either in writing or as the directors may otherwise decide" at the end of paragraphs (a), (b) and (c) of that article 31(1) with the words "in writing"; and
 - (b) the replacement of the words "either in writing or by such other means as the directors decide" from the end of paragraph (d) of that article 31(1) with the words "in writing".

5 Liquidation preference

On a distribution of assets on a liquidation or a return of capital (other than a

conversion, redemption or purchase of Shares) the surplus assets of the Company remaining after payment of its liabilities shall be applied (to the extent that the Company is lawfully permitted to do so):

- (a) first in paying to each of the Preferred Shareholders, in priority to any other classes of Shares, with respect to each Preferred Share held the greater of: (i) an amount per such Preferred Share held equal to its Preference Amount (provided that if there are insufficient surplus assets to pay the amounts per share equal to the Preference Amount, the remaining surplus assets shall be distributed to the Preferred Shareholders pro rata to the aggregate Preference Amount due to each of them); and (ii) an amount per share equal to the amount that would have been payable if such Preferred Share (and all other Preferred Shares that would receive a larger distribution per share if such Preferred Shares were converted into Ordinary Shares) had been converted into Ordinary Shares and such surplus assets were distributed to the holders of Common Shares pro rata to the number of Common Shares held following all such conversions;
- (b) second in paying to the holders of the Deferred Shares, if any, a total of £1.00 for the entire class of Deferred Shares (which payment shall be deemed satisfied by payment to any one holder of Deferred Shares); and
- (c) the balance of the surplus assets (if any) shall be distributed among the holders of Common Shares pro rata to the number of Common Shares held.

6 Exit provisions

- 6.1 On a Share Sale the Proceeds of Sale shall be distributed in the order of priority set out in Article 5 and the Directors shall not register any transfer of Shares if the Proceeds of Sale are not so distributed save in respect of any Shares not sold in connection with that Share Sale provided that if the Proceeds of Sale are not settled in their entirety upon completion of the Share Sale:
 - (a) the Directors shall not be prohibited from registering the transfer of the relevant Shares so long as the Proceeds of Sale that are settled have been distributed in the order of priority set out in Article 5; and
 - (b) the Shareholders shall take any action required by an Investor Majority to ensure that the Proceeds of Sale in their entirety are distributed in the order of priority set out in Article 5.
- 6.2 In the event that the Proceeds of Sale are distributed on more than one occasion (for any deferred or contingent consideration or otherwise), the consideration so distributed on any further occasion shall be paid by continuing the distribution from the previous distribution of consideration in the order of priority set out in Article 5.
- 6.3 On an Asset Sale the surplus assets of the Company remaining after payment of its liabilities shall be distributed (to the extent that the Company is lawfully permitted to do so) in the order of priority set out in Article 5 provided always that if it is not lawful for the Company to distribute its surplus assets in accordance with the provisions of these Articles, the Shareholders shall take any action reasonably required by an Investor Majority to ensure that the Proceeds of Sales in their entirety are distributed in the order of priority set out in Article 5 (including, but without prejudice to the generality of this Article 6.3, actions that may be necessary to put the Company into voluntary liquidation so that Article 5

applies).

7 Votes in general meeting and written resolutions

- 7.1 The Preferred Shares shall confer on each holder of Preferred Shares the right to receive notice of and to attend, speak and vote at all general meetings of the Company and to receive and vote on proposed written resolutions of the Company.
- 7.2 The Common Shares shall confer on each holder of Common Shares the right to receive notice of and to attend, speak and vote at all general meetings of the Company and to receive and vote on proposed written resolutions of the Company.
- 7.3 The Deferred Shares (if any) shall not entitle the holders of them to receive notice of, to attend, to speak or to vote at any general meeting of the Company nor to receive or vote on, or otherwise constitute an eligible member for the purposes of, proposed written resolutions of the Company.
- 7.4 Subject to Article 7.5, where Shares confer a right to vote, on a show of hands each holder of such shares who (being an individual) is present in person or by proxy or (being a corporation) is present by a duly authorised representative or by proxy shall have one vote and on a poll each such holder so present shall have one vote for each Share held by him.
- 7.5 For so long as the Founder is Actively Involved, each F Ordinary Share held by the Founder and/or his Permitted Transferees shall have twenty votes for each such Share held.
- 7.6 No voting rights attached to a share which is nil paid or partly paid may be exercised:
- (a) at any general meeting, at any adjournment of it or at any poll called at or in relation to it; or
 - (b) on any proposed written resolution,
- unless all of the amounts payable to the Company in respect of that share have been paid.

8 Consolidation of Shares

Whenever as a result of a consolidation of Shares any Shareholders would become entitled to fractions of a Share, the Directors may, on behalf of those Shareholders, sell the Shares representing the fractions for the best price reasonably obtainable to any person (including, subject to the provisions of the Act, the Company) and distribute the net proceeds of sale in due proportion among those Shareholders, and the Directors may authorise any person to execute an instrument of transfer of the Shares to, or in accordance with the directions of, the purchaser. The transferee shall not be bound to see to the application of the purchase money nor shall his title to the Shares be affected by any irregularity in or invalidity of the proceedings in reference to the sale.

9 Conversion of Preferred Shares

- 9.1 Any holder of Preferred Shares shall be entitled, by notice in writing to the Company, to require conversion into Ordinary Shares of all of the relevant Preferred Shares held by them at any time and those Preferred Shares shall

convert automatically on the date of such notice (the "**Conversion Date**"), provided that the holder may in such notice, state that conversion of its Preferred Shares into Ordinary Shares is conditional upon the occurrence of one or more events (the "**Conditions**").

9.2 All of the relevant Preferred Shares held by a Preferred Shareholder shall automatically convert into Ordinary Shares:

- (a) on the date of a notice given by that Preferred Shareholder in accordance with Article 9.1 or, if the conversion is conditional, on the date on which the conditions are satisfied or waived (which date shall be treated as the Conversion Date);
- (b) on the date of notice given by an Investor Majority and a Series C Majority to convert all of the Preferred Shares then in issue or, if the conversion is conditional, on the date on which the conditions are satisfied or waived by the Investor Majority and Series C Majority (which date shall be treated as the Conversion Date);
- (c) on the date of notice given by a Series C Majority to convert all of the Series C Preferred Shares then in issue or, if the conversion is conditional, on the date on which the conditions are satisfied or waived by the Series C Majority (which date shall be treated as the Conversion Date);
- (d) on the date of notice given by a Series B Majority to convert all of the Series B Preferred Shares then in issue or, if the conversion is conditional, on the date on which the conditions are satisfied or waived by the Series B Majority (which date shall be treated as the Conversion Date);
- (e) on the date of a notice given by a Series A Majority to convert all of the Series A Preferred Shares then in issue or, if the conversion is conditional, on the date on which the conditions are satisfied or waived by the Series A Majority (which date shall be treated as the Conversion Date);
- (f) on the date of a notice given by a Seed Majority to convert all of the Seed Preferred Shares then in issue or, if the conversion is conditional, on the date on which the conditions are satisfied or waived by the Seed Majority (which date shall be treated as the Conversion Date);
- (g) immediately upon the occurrence of a Qualifying IPO (which date shall be treated as the Conversion Date).

9.3 In the case of (i) Articles 9.2(a) to 9.2(f) (inclusive), not more than five Business Days after the Conversion Date or (ii) in the case of Article 9.2(g), at least five Business Days prior to the occurrence of the Qualifying IPO, each holder of the relevant Preferred Shares shall deliver the certificate (or an indemnity for lost certificate in a form acceptable to the Board) in respect of the Preferred Shares being converted to the Company at its registered office for the time being.

9.4 Where conversion is mandatory on the occurrence of a Qualifying IPO, that conversion will be effective only immediately prior to and conditional upon such Qualifying IPO (and "**Conversion Date**" shall be construed accordingly) and, if such Qualifying IPO does not become effective or does not take place, such conversion shall be deemed not to have occurred. In the event of a conversion under any of Articles 9.2(a) to 9.2(f) (inclusive), if the conditions have not been satisfied or waived by the relevant holder or the relevant majority by a date specified in the relevant notice such conversion shall be deemed not to have occurred.

- 9.5 On the Conversion Date, the relevant Preferred Shares shall without further authority than is contained in these Articles stand converted into Ordinary Shares on the basis of one Ordinary Share for each Preferred Share held (subject to any adjustments in accordance with Article 9.8) (the "**Conversion Ratio**"), and the Ordinary Shares resulting from that conversion shall in all other respects rank pari passu with the existing issued Ordinary Shares.
- 9.6 The Company shall on the Conversion Date enter the holder of the converted Preferred Shares on the register of members of the Company as the holder of the appropriate number of Ordinary Shares and, subject to the relevant holder delivering its certificate(s) (or an indemnity for lost certificate in a form acceptable to the Board) in respect of the Preferred Shares in accordance with this Article, the Company shall within 10 Business Days of the Conversion Date forward to such holder of Preferred Shares by post to his address shown in the register of members, free of charge, a definitive certificate for the appropriate number of fully paid Ordinary Shares.
- 9.7 On the Conversion Date (or as soon afterwards as it is possible to calculate the amount payable), the Company will, if it has sufficient Available Profits, pay to holders of the Preferred Shares falling to be converted a dividend equal to all Arrears and accruals of dividends in relation to those Preferred Shares to be calculated on a daily basis down to and including the day immediately preceding the Conversion Date. If the Company has insufficient Available Profits to pay all such Arrears and accruals of dividends in full then it will pay the same to the extent that it is lawfully able to do so and any Arrears and accruals of dividends that remain outstanding shall continue to be a debt due from and immediately payable by the Company.
- 9.8 The Conversion Ratio shall from time to time be adjusted in accordance with the provisions of this Article:
- (a) if Preferred Shares remain capable of being converted into new Ordinary Shares and there is a consolidation and/or sub-division of Ordinary Shares, the Conversion Ratio shall be adjusted by an amount, which in the opinion of the Board (with Investor Director Consent) is fair and reasonable, to maintain the right to convert so as to ensure that each Preferred Shareholder is in no better or worse position as a result of such consolidation or sub-division, such adjustment to become effective immediately after such consolidation or sub-division;
 - (b) if Preferred Shares remain capable of being converted into Ordinary Shares, on an allotment of fully-paid Ordinary Shares pursuant to a capitalisation of profits or reserves to holders of Ordinary Shares the Conversion Ratio shall be adjusted by an amount, which in the opinion of the Board (with Investor Director Consent) is fair and reasonable, to maintain the right to convert so as to ensure that each Preferred Shareholder is in no better or worse position as a result of such capitalisation of profits or reserves, such adjustment to become effective as at the record date for such issue.
- 9.9 If any Preferred Shareholder becomes entitled to fractions of an Ordinary Share as a result of conversion ("**Fractional Holders**"), the Board may (in its absolute discretion) deal with these fractions as they think fit on behalf of the Fractional Holders. In particular, the Board may aggregate and sell the fractions to a person for the best price reasonably obtainable and distribute the net proceeds of sale in due proportions among the Fractional Holders or may ignore fractions or accrue the benefit of such fractions to the Company rather than the Fractional Holder. For the purposes of completing any such sale of fractions, the chairman of the

Company or, failing him, the secretary will be deemed to have been appointed the Fractional Holder's agent for the purpose of the sale.

- 9.10 If a doubt or dispute arises concerning an adjustment of the Conversion Ratio in accordance with Article 9.8, or if so requested by an Investor Majority, the Board shall refer the matter to the Auditors for determination who shall make available to all Shareholders their report and whose certificate as to the amount of the adjustment is, in the absence of manifest error, conclusive and binding on all concerned and their costs shall be met by the Company.
- 9.11 If Preferred Shares remain capable of being converted into new Ordinary Shares and Ordinary Shares are offered by the Company by way of rights to holders of Ordinary Shares (an "**Offer By Way of Rights**"), the Company shall on the making of each such offer, make a like offer to each Preferred Shareholder as if immediately before the record date for the Offer By Way Of Rights, his Preferred Shares had been converted into fully-paid Ordinary Shares at the then applicable Conversion Ratio.

10 Anti-Dilution protection

- 10.1 If New Securities are issued by the Company at a price per New Security which equates to less than the Starting Price of any Separately Priced Subset (a "**Qualifying Issue**") (which in the event that the New Security is not issued for cash shall be a price certified by the Auditors acting as experts and not as arbitrators as being in their opinion the current cash value of the new consideration for the allotment of the New Securities) then the Company shall, unless the Series C Majority, the Series B Majority, the Series A Majority or the Seed Majority shall have specifically waived the rights of all of the holders of Series C Preferred Shares, Series B Preferred Shares or Series A Preferred Shares or Seed Preferred Shares respectively, issue to each holder of Preferred Shares in such Separately Priced Subset (the "**Exercising Investor**") a number of new Preferred Shares of the same class as that Separately Priced Subset held determined by applying the following formula (and rounding the product, N, down to the nearest whole share), subject to adjustment as certified in accordance with Article 10.2 (the "**Anti-Dilution Shares**"):

$$N = \left(\left(\frac{SIP}{WA} \right) \times Z \right) - Z$$

Where:

N= Number of Anti-Dilution Shares to be issued to the Exercising Investor

$$WA = \frac{(SIP \times ESC) + (QISP \times NS)}{(ESC + NS)}$$

SIP = Starting Price of that Separately Priced Subset

ESC = the number of Equity Shares in issue plus the aggregate number of shares in respect of which options to subscribe have been granted, or which are subject to convertible securities (including but not limited to warrants) in each case immediately prior to the Qualifying Issue

QISP = the average per share price of the New Securities issued pursuant

to the Qualifying Issue (which in the event that that New Security is not issued for cash shall be the sum certified by the Auditors acting as experts and not arbitrators as being in their opinion the current cash value of the non-cash consideration for the allotment of the New Security)

NS = the number of New Securities issued pursuant to the Qualifying Issue

Z = the number of Preferred Shares in that Separately Priced Subset held by the Exercising Investor prior to the Qualifying Issue.

The calculations in this Article 10.1 shall be undertaken separately in respect of Preferred Shares with different Starting Prices (each a "**Separately Priced Subset**") and utilising the Starting Price for that Separately Priced Subset. For the avoidance of doubt, no account shall be taken in each such calculation of any issue of Anti-Dilution Shares in respect of any other Separately Priced Subset in respect of the same Qualifying Issue (but, for the avoidance of doubt, such Anti-Dilution Shares shall be taken into account and subsist in the value of "ESC" in respect of any application of this Article 10 on any subsequent Qualifying Issue). Nothing in this Article 10 shall constitute any Separately Priced Subset as a separate class of shares other than as otherwise set out in these Articles and each Preferred Share comprised in a Separately Priced Subset shall continue to belong to the same class of Preferred Share notwithstanding the application of this Article 10.

10.2 The Anti-Dilution Shares shall:

- (a) be paid up by the automatic capitalisation of available reserves of the Company, unless and to the extent that the same shall be impossible or unlawful or a majority of the Exercising Investors (including a Series C Majority, a Series B Majority, a Series A Majority or a Seed Majority respectively in relation to any Anti-Dilution Shares being issued with respect to the Series C Preferred Shares, the Series B Preferred Shares, the Series A Preferred Shares or the Seed Preferred Shares (as the case may be)) shall agree otherwise, in which event the Exercising Investors shall be entitled to subscribe for the Anti-Dilution Shares in cash at par and the entitlement of such Exercising Investors to Anti-Dilution Shares shall be increased by such number of Anti-Dilution Shares so that the value at "WA" (as defined in Article 10.1) of that Separately Priced Subset shall be equal to the aggregate par values. In the event of any dispute between the Company and any Exercising Investor as to the effect of Article 10.1 or this Article 10.2, the matter shall be referred (at the cost of the Company) to the Auditors for certification of the number of Anti-Dilution Shares to be issued. The Auditor's certification of the matter shall in the absence of manifest error be final and binding on the Company and the Exercising Investor; and
- (b) subject to the payment of any cash payable pursuant to Article 10.2(a) (if applicable), be issued, credited fully paid and shall rank pari passu in all respects with the existing Preferred Shares of that Separately Priced Subset within five Business Days of the expiry of the offer being made by the Company to the Exercising Investor and pursuant to Article 10.2(a).

10.3 In the event of any Bonus Issue or Reorganisation or the issue of any Anti-Dilution Shares, the Issue Price(s) and Starting Price(s) (in the case of the issue of any Anti-Dilution Shares, in respect of that Separately Priced Subset only)

shall also be subject to adjustment on such basis as may be necessary such that the aggregate Issue Price and Starting Price of all relevant Preferred Shares following the Bonus Issue or Reorganisation or the issue of Anti-Dilution Shares (as the case may be) remains unchanged.

- 10.4 For the purposes of this Article 10 any Shares held as Treasury Shares by the Company shall be disregarded when calculating the number of Anti-Dilution Shares to be issued.

11 Deferred Shares

- 11.1 Subject to the Act, any Deferred Shares may be purchased by the Company at any time at its option for the aggregate sum of £1.00 for all the Deferred Shares registered in the name of any holder(s) without obtaining the sanction of the holder(s).

- 11.2 The allotment or issue of Deferred Shares or the conversion or re-designation of shares into Deferred Shares shall be deemed to confer irrevocable authority on the Company at any time after their allotment, issue, conversion or re-designation, without obtaining the sanction of such holder(s), to:

- (a) appoint any person to execute any transfer (or any agreement to transfer) of such Deferred Shares to such person(s) as the Company may determine (as nominee or custodian thereof or otherwise), including (subject to the Act) to the Company itself, in any such case for a price being not more than an aggregate sum of one penny for all the Deferred Shares registered in the name of such holder(s); and/or
- (b) receive the consideration for such a transfer or purchase (and give a good discharge for it) and hold the same on trust for the transferor(s); and/or
- (c) give, on behalf of such holder(s), consent to the cancellation of such Deferred Shares; and/or
- (d) retain the certificate(s) (if any) in respect of such Deferred Shares pending the transfer, cancellation and/or purchase thereof.

- 11.3 No Deferred Share may be transferred without the prior consent of the Board.

- 11.4 In the event of any conflict or inconsistency between this Article 11 and any other provision of these Articles, this Article 11 shall prevail in respect of any matter relating to Deferred Shares.

12 Variation of rights

- 12.1 Whenever the share capital of the Company is divided into different classes of shares, the special rights attached to any such class may only be varied or abrogated (either whilst the Company is a going concern or during or in contemplation of a winding-up) with the consent in writing of the holders of more than 75 per cent. in nominal value of the issued shares of that class save that:

- 12.1.1 the special rights attaching to the Series C Preferred Shares may be varied or abrogated with and only with the prior written consent of the Series C Majority;
- 12.1.2 the special rights attaching to the Series B Preferred Shares may be varied or abrogated with and only with the prior written consent of the Series B Majority;

- 12.1.3 the special rights attaching to the Series A Preferred Shares may be varied or abrogated with and only with the prior written consent of the Series A Majority;
 - 12.1.4 the special rights attaching to the Seed Preferred Shares may be varied or abrogated and any Seed Preferred Shares may only be issued with and only with the prior written consent of the Seed Majority;
 - 12.1.5 the special rights attaching to the Ordinary Shares may only be varied or abrogated with and only with the prior written consent of an Ordinary Majority;
 - 12.1.6 the special rights attaching to the F Ordinary Shares may only be varied or abrogated with and only with the prior written consent of the Founder; and
 - 12.1.7 the special rights attaching to the Deferred Shares may be varied or abrogated with and only with Investor Majority Consent.
- 12.2 Without prejudice to the generality of Article 12.1 but for the purposes of this Article 12.2 only, the following special rights attaching to the Preferred Shares (as if a single class) shall be deemed to be varied by the occurrence of the Company effecting any of the following matters and may only be so varied with and only with the prior consent of an Investor Majority:
- 12.2.1 permit or cause to be proposed any alteration to its share capital or the rights attaching to its shares or waive any right to receive payment on any of its shares issued partly paid;
 - 12.2.2 other than pursuant to the Share Option Plan and on exercise of options granted thereunder:
 - (a) permit or cause any increase to its authorised or issued share capital through the allotment or issue of any Equity Shares that rank pari passu with or any senior to the Series C Preferred Shares (including blockchain based ICO or similar); and
 - (b) redeem any share or loan capital or grant or agree to grant any options or warrants for the issue of any share or loan capital or issue any securities convertible into Shares except for purchases at cost upon termination of service or the exercise by the Company of contractual rights of first refusal over such shares;
 - 12.2.3 propose or pay any dividend or propose or make any other distribution (as defined under section 1000 or section 1064 of the Corporation Tax Act 2010);
 - 12.2.4 permit the Company to cease, or propose to cease, to carry on its business or permit the Company or its directors (or any one of them) to take any step to wind up the Company, save where it is insolvent (within the meaning of section 123 of the Insolvency Act 1986);
 - 12.2.5 negotiate or permit the disposal of shares in the Company amounting to a Sale (as defined in the Subscription and Shareholders' Agreement) or IPO, other than a Qualifying IPO;

- 12.2.6 permit the Company or its directors (or any one of them) to take any step to place the Company into administration (whether by the filing of an administration application, a notice of intention to appoint an administrator or a notice of appointment), permit the Company or its directors to propose or enter into any arrangement, scheme, moratorium, compromise or composition with its creditors (whether under Part I of the Insolvency Act 1986 or otherwise) or to apply for an interim order under Part 1 of the Insolvency Act 1986, or permit the Company or its directors to invite the appointment of a receiver or administrative receiver over all or any part of the Company's assets or undertaking;
- 12.2.7 permit or cause to be proposed any amendment to the Articles or the articles of association of any Subsidiary;
- 12.2.8 increase the pool of Equity Shares which are subject to the Share Option Plan or any other share incentive scheme of the Company from time to time;
- 12.2.9 increase or decrease the number of Directors other than as permitted by the Subscription and Shareholders' Agreement;
- 12.2.10 factor any of its debts, borrow monies, incur indebtedness in excess of £2,000,000 or accept credit (other than normal trade credit);
- 12.2.11 enter into or give or permit or suffer to subsist any guarantee or indemnity or contract of suretyship for or otherwise commit itself in respect of the due payment of money or the performance of any contract, engagement or obligation of any other person or body (other than a wholly owned subsidiary) where the value is in excess of £2,000,000;
- 12.2.12 incur any capital expenditure (including obligations under hire-purchase and leasing arrangements) in relation to any item exceeding £2,000,000 save to the extent set out in the relevant Budget (as defined in the Subscription and Shareholders' Agreement);
- 12.2.13 creating any subsidiary that is not wholly owned;
- 12.2.14 engage any Key Employee (as defined in the Subscription and Shareholders' Agreement);
- 12.2.15 other than where expressly contemplated by the Subscription and Shareholders' Agreement, or in relation to the increase of the Founder's salary of up to a maximum of £150,000 per annum, enter into or vary any transaction or arrangement with, or for the benefit of any of its directors (or any other person who is a "**connected person**" with any of its directors) or Shareholders holding more than 5% of the share capital of the Company on a fully diluted basis;
- 12.2.16 permit the Company to hold any Treasury Shares or permit the sale or transfer or cancellation of any shares held by the Company as Treasury Shares;
- 12.2.17 subscribe or otherwise acquire shares in the capital of any other company in each case in an amount in excess of £500,000 individually, or dispose of any shares in the capital of any other company;

- 12.2.18 acquire the whole or part of the undertaking of any other person in each case in an amount in excess of £500,000 individually, or dispose thereof or dispose of the whole or part of the undertaking of the Company or merge the Company or any part of its business with any other person or propose to do so;
 - 12.2.19 offer or grant any superior registration rights to any future shareholder in the Company without offering substantially similar rights to the Institutional Investors;
 - 12.2.20 enter into any right of first refusal, negotiation or notification that applies in relation to a Sale (as defined in the Subscription and Shareholders' Agreement) or IPO which gives a third party a preferential right to negotiate, make an offer or receive information in relation to such Sale (as defined in the Subscription and Shareholders' Agreement) or IPO;
 - 12.2.21 adopt the budget referred to in the Subscription and Shareholders' Agreement in respect of each financial year of the Company;
 - 12.2.22 deal in any way (including the acquisition or disposal, whether outright or by way of licence or otherwise howsoever) with Intellectual Property (as defined in the Subscription and Shareholders' Agreement) other than in the ordinary course of business; and
 - 12.2.23 effect any of the matters listed in Articles 12.2.1 to 12.2.22 (inclusive) above in respect of any Subsidiary.
- 12.3 The creation of a new class of shares which has preferential rights or pari passu rights to one or more existing classes of shares shall not, except as provided in Article 12.2, constitute a variation of the rights of those existing classes of shares.

13 Allotment of new shares or other securities: pre-emption

- 13.1 In accordance with sections 567(1) and/or 570 of the Act, sections 561(1) and 562(1) to (5) (inclusive) of the Act do not apply to an allotment of equity securities made by the Company.
- 13.2 If the Company proposes to allot any New Securities those New Securities shall not be allotted to any person unless the Company has in the first instance offered the Pro-Rata Entitlement of them to the Major Shareholders on the same terms and at the same price as those New Securities are being offered to other persons on a pari passu and pro rata basis to their Pro-Rata Entitlement (as nearly as may be without involving fractions). The offer:
- (a) shall be in writing, be open for acceptance from the date of the offer to the date 10 Business Days after the date of the offer (inclusive) (the "**Subscription Period**") and give details of the number and subscription price of the New Securities; and
 - (b) may stipulate that any Major Shareholder who wishes to subscribe for a number of New Securities in excess of the proportion to which each is entitled shall in their acceptance state the number of excess New Securities for which they wish to subscribe.
- 13.3 At the end of the Subscription Period the aggregate Pro-Rata Entitlements of the New Securities shall be allotted to the Major Shareholders who have applied for

New Securities ("**Subscribers**") as follows:

- 13.3.1 firstly, in respect of each Subscriber, the lower of (i) such number of New Securities that they have applied for; and (ii) such number of New Securities that is equal to their Pro-Rata Entitlement to the New Securities; and
 - 13.3.2 secondly, in respect of any of the aggregate Pro-Rata Entitlements of New Securities not allotted in accordance with article 13.3.1 (being the "**Balance**"), fifty per cent (50%) of the Balance shall, if Article 13.2(b) has been elected, be allotted to Subscribers who have applied for a number of New Securities in excess of their Pro-Rata Entitlement (if any), on a pro-rata basis to the number of Equity Shares held by such Subscribers (as between the Subscribers) which procedure shall be repeated until such 50% of the Balance has been allotted (as nearly as may be without involving fractions or increasing the number allotted to any Subscriber beyond that applied for by him) and any remaining Balance may be dealt with in accordance with Article 13.4.
- 13.4 Any New Securities not allotted in accordance with article 13.3 may in the three months following the issue and allotment of the New Securities to the Subscribers be offered to any other person as the Board may determine (which may include the Subscribers) at the same price and on the same terms as the offer to the Major Shareholders.
- 13.5 Subject to the requirements of Articles 13.2 to 13.4 (inclusive) and to the provisions of section 551 of the Act, any New Securities shall be at the disposal of the Board who may allot, grant options over or otherwise dispose of them to any persons at those times and generally on the terms and conditions they think proper.
- 13.6 The provisions of Articles 13.2 to 13.5 (inclusive) shall not apply to:
- (a) the grant of options to subscribe for Ordinary Shares under the Share Option Plans and the subsequent issue of such shares;
 - (b) New Securities issued or granted in order for the Company to comply with its obligations under these Articles including, but not limited to the Anti-Dilution Shares, and issued in accordance with Article 4.5;
 - (c) New Securities representing up to 5% of the share capital of the Company on a fully diluted basis issued in consideration of the acquisition by the Company of any company or business which has been approved in writing by the Board with the consent of the Founder (for so long as he is Actively Involved) and Investor Majority Consent;
 - (d) New Securities which the Investor Majority and the Ordinary Majority have agreed in writing, should be issued without complying with the procedure set out in this Article 13; and
 - (e) New Securities issued as a result of a bonus issue of shares which has been approved in writing by an Investor Majority and the Founder for so long as he is Actively Involved.
- 13.7 Any New Securities offered under this Article 13 to an Institutional Investor may be accepted in full or part by a Member of the same Fund Group as that Institutional Investor or a Member of the same Group as that Institutional Investor in accordance with the terms of this Article 13.

- 13.8 No Shares shall be allotted (nor any Treasury Shares be transferred) to any Employee, Director, prospective Employee or prospective director of the Company, who in the opinion of the Board is subject to taxation in the United Kingdom, unless such person has entered into a joint section 431 ITEPA election with the Company if so required by the Company.

14 Transfers of Shares – general

- 14.1 In Articles 14 to 21 inclusive, reference to the transfer of a Share includes the transfer or assignment of a beneficial or other interest in that Share or the creation of a trust or Encumbrance over that Share and reference to a Share includes a beneficial or other interest in a Share.
- 14.2 No Share may be transferred unless the transfer is made in accordance with these Articles.
- 14.3 If a Shareholder transfers or purports to transfer a Share otherwise than in accordance with these Articles he will be deemed immediately to have served a Transfer Notice in respect of all Shares held by him.
- 14.4 Any transfer of a Share by way of sale which is required to be made under Articles 16 to 22 (inclusive) will be deemed to include a warranty that the transferor sells with full title guarantee.
- 14.5 Unless express provision is made in these Articles to the contrary and other than in respect of a transfer of F Ordinary Shares in accordance with Article 15.15, no Shares held by the Founder or any of his Permitted Transferees (other than those Shares held by a Permitted Transferee that an Investor Majority declares itself satisfied were not acquired directly or indirectly from the Founder or by reason of that person's relationship with the Founder) shall be transferred following the Date of Adoption without Investor Majority Consent.
- 14.6 The Directors may refuse to register a transfer if:
- (a) it is a transfer of a Share to a bankrupt, a minor or a person of unsound mind;
 - (b) the transfer is to an Employee, Director or prospective Employee or prospective director of the Company, who in the opinion of the Board is subject to taxation in the United Kingdom, and such person has not entered into a joint section 431 ITEPA election with the Company;
 - (c) it is a transfer of a Share which is not fully paid:
 - (i) to a person of whom the Directors do not approve; or
 - (ii) on which Share the Company has a lien;
 - (d) the transfer is not lodged at the registered office or at such other place as the Directors may appoint;
 - (e) the transfer is not accompanied by the certificate for the Shares to which it relates (or an indemnity for lost certificate in a form acceptable to the Board) and such other evidence as the Directors may reasonably require to show the right of the transferor to make the transfer;
 - (f) the transfer is in respect of more than one class of Shares;

- (g) the transfer is in favour of more than four transferees; or
 - (h) these Articles otherwise provide that such transfer shall not be registered.
- 14.7 If the Directors refuse to register a transfer, the instrument of transfer must be returned to the transferee with the notice of refusal unless they suspect that the proposed transfer may be fraudulent.
- 14.8 The Directors may, as a condition to the registration of any transfer of shares in the Company (whether pursuant to a Permitted Transfer or otherwise), require the transferee to execute and deliver to the Company a deed agreeing to be bound by the terms of the Subscription and Shareholders' Agreement or any other shareholders' agreement or similar document in force between some or all of the Shareholders and the Company in any form as the Directors may reasonably require (but not so as to oblige the transferee to have any obligations or liabilities greater than those of the proposed transferor under any such agreement or other document) and if any condition is imposed in accordance with this Article 14.8 the transfer may not be registered unless that deed has been executed and delivered to the Company's registered office by the transferee.
- 14.9 To enable the Directors to determine whether or not there has been any disposal of Shares (or any interest therein) in breach of these Articles the Directors may require any holder or the legal personal representatives of any deceased holder or any person named as transferee in any transfer lodged for registration or any other person who the Directors may reasonably believe to have information relevant to that purpose, to furnish to the Company that information and evidence the Directors may request regarding any matter which they reasonably deem relevant to that purpose, including (but not limited to) the names, addresses and interests of all persons respectively having interests in the Shares from time to time registered in the holder's name. If the information or evidence is not provided to enable the Directors to determine to their reasonable satisfaction that no breach has occurred, or where as a result of the information and evidence the Directors are reasonably satisfied that a breach has occurred, the Directors shall immediately notify the holder of such Shares in writing of that fact and the relevant shares shall cease to confer upon the holder of them (including any proxy appointed by the holder) any rights:
- 14.9.1 to vote (whether on a show of hands or on a poll and whether exercisable at a general meeting or on a written resolution of the Company or at any separate meeting or written resolution of the class in question) provided that such rights shall not cease if as a result of such cessation the Company shall become a Subsidiary of an Institutional Investor; or
 - 14.9.2 to receive dividends or other distributions otherwise attaching to those shares or to any further shares issued in respect of those shares.
- The rights referred to above shall be reinstated by the Board following satisfaction as to the bona fide holdings of the Shareholder.
- 14.10 In any case where the Board requires a Transfer Notice to be given in respect of any Shares, if a Transfer Notice is not duly given within a period of 10 Business Days of demand being made, a Transfer Notice shall be deemed to have been given at the expiration of that period.
- 14.11 If a Transfer Notice is required to be given by the Board or is deemed to have

been given under these Articles, the Transfer Notice, unless otherwise specified in the Articles, will be treated as having specified that:

- (a) the Transfer Price for the Sale Shares will be as agreed between the Board (including Investor Director Consent) (any director who is a Seller or with whom the Seller is connected (within the meaning of section 252 of the Act) not voting) and the Seller, or, failing agreement within five Business Days after the date on which the Board becomes aware that a Transfer Notice has been deemed to have been given, will be the Fair Value of the Sale Shares;
- (b) it does not include a Minimum Transfer Condition (as defined in Article 16.2(d)); and
- (c) the Seller wishes to transfer all of the Shares held by it.

14.12 Shares may be transferred by means of an instrument of transfer in any usual form or any other form approved by the directors, which is executed by or on behalf of:

- (a) the transferor; and
- (b) (if any of the Shares is partly or nil paid) the transferee.

15 Permitted Transfers

- 15.1 A Shareholder (who is not a Permitted Transferee who has received Shares by reason of their relationship with another Shareholder) (the "**Original Shareholder**") may transfer all or any of his or its Equity Shares to a Permitted Transferee without restriction as to price or otherwise save that (subject to Article 15.3 and other than in respect of a transfer of F Ordinary Shares in accordance with Article 15.15), any transfer of any Shares held by the Founder or any of his Permitted Transferees (other than those Shares held by a Permitted Transferee that an Investor Majority declares itself satisfied were not acquired directly or indirectly from the Founder or by reason of that person's relationship with the Founder) shall require Investor Majority Consent.
- 15.2 Shares previously transferred as permitted by Article 15.1 may be transferred by the transferee to any other Permitted Transferee of the Original Shareholder without restriction as to price or otherwise.
- 15.3 Shares being transferred as expressly authorised in the Subscription and Shareholders' Agreement may be transferred without restriction as to price or otherwise.
- 15.4 Where under the provision of a deceased Shareholder's will or laws as to intestacy, the persons legally or beneficially entitled to any Shares, whether immediately or contingently, are Permitted Transferees of the deceased Shareholder, the legal representative of the deceased Shareholder may transfer any Share to those Permitted Transferees, in each case without restriction as to price or otherwise.
- 15.5 If a Permitted Transferee who was a Member of the same Group as the Original Shareholder ceases to be a Member of the same Group as the Original Shareholder, the Permitted Transferee must not later than five Business Days after the date on which the Permitted Transferee so ceases, transfer the Shares held by it to the Original Shareholder or a Member of the same Group as the Original Shareholder (which in either case is not in liquidation) without restriction

as to price or otherwise failing which it will be deemed to have given a Transfer Notice in respect of those Shares.

- 15.6 If a Permitted Transferee who was a Member of the same Fund Group as the Original Shareholder ceases to be a Member of the same Fund Group, the Permitted Transferee must not later than five Business Days after the date on which the Permitted Transferee so ceases, transfer the Shares held by it to the Original Shareholder or a Member of the same Fund Group as the Original Shareholder (which in either case is not in liquidation) without restriction as to price or otherwise failing which it will be deemed to give a Transfer Notice in respect of such Shares.
- 15.7 Trustees may (i) transfer Shares to a Qualifying Company or (ii) transfer Shares to the Original Shareholder or to another Permitted Transferee of the Original Shareholder or (iii) transfer Shares to the new or remaining trustees upon a change of Trustees without restrictions as to price or otherwise.
- 15.8 No transfer of Shares may be made to Trustees unless the Board is satisfied:
- (a) with the terms of the trust instrument and in particular with the powers of the trustees;
 - (b) with the identity of the proposed trustees;
 - (c) the proposed transfer will not result in 50 per cent or more of the aggregate of the Company's equity share capital being held by trustees of that and any other trusts; and
 - (d) that no costs incurred in connection with the setting up or administration of the Family Trust in question are to be paid by the Company.
- 15.9 If a Permitted Transferee who is a Qualifying Company of the Original Shareholder ceases to be a Qualifying Company of the Original Shareholder, it must within five Business Days of so ceasing, transfer the Shares held by it to the Original Shareholder (or, to any Permitted Transferee of the Original Shareholder) (any may do so without restriction as to price or otherwise) failing which it will be deemed (unless it obtains the approval of the Board (to include Investor Director Consent) to have given a Transfer Notice in respect of such Shares.
- 15.10 If a Permitted Transferee who is a spouse or Civil Partner of the Original Shareholder ceases to be a spouse or Civil Partner of the Original Shareholder whether by reason of divorce or otherwise he must, within 15 Business Days of so ceasing either:
- (a) execute and deliver to the Company a transfer of the Shares held by him to the Original Shareholder (or, to any Permitted Transferee of the Original Shareholder) for such consideration as may be agreed between them; or
 - (b) give a Transfer Notice to the Company in accordance with Article 16.2,
- failing which he shall be deemed to have given a Transfer Notice.
- 15.11 On the death (subject to Article 15.4), bankruptcy, liquidation, administration or administrative receivership of a Permitted Transferee (other than a joint holder) his personal representatives or trustee in bankruptcy, or its liquidator, administrator or administrative receiver must within five Business Days after the

date of the grant of probate, the making of the bankruptcy order or the appointment of the liquidator, administrator or the administrative receiver execute and deliver to the Company a transfer of the Shares held by the Permitted Transferee without restriction as to price or otherwise. The transfer shall be to the Original Shareholder if still living (and not bankrupt or in liquidation) or, if so directed by the Original Shareholder, to any Permitted Transferee of the Original Shareholder. If the transfer is not executed and delivered within five Business Days of such period or if the Original Shareholder has died or is bankrupt or is in liquidation, administration or administrative receivership, the personal representative or trustee in bankruptcy or liquidator, administrator or administrative receiver will be deemed to have given a Transfer Notice.

- 15.12 A transfer of any Shares approved by the Board (with the consent of the Founder (for so long as he is Actively Involved) and Investor Majority Consent) may be made without restriction as to price or otherwise and with any such conditions as may be imposed and each such transfer shall be registered by the Directors.
- 15.13 Any Shares may at any time be transferred where there is a sale of the entire issued share capital of the Company to a Holding Company, which has been approved by a majority of the Board, including Investor Director Consent.
- 15.14 The Company shall only be permitted to sell or transfer any Shares held as Treasury Shares to any person with Investor Majority Consent.
- 15.15 Notwithstanding any provision to the contrary, up to an aggregate 6,202,601 Ordinary Shares and/or F Ordinary Shares may be transferred on or within three calendar months after the Date of Adoption (as may be extended by the Board with Investor Director Consent for up to an additional 90 days) pursuant to the Share Purchase Agreements and immediately following but conditional on completion of each such transfer taking place, the relevant Ordinary Shares or F Ordinary Shares (as the case may be) shall without further authority than is contained in these Articles stand converted and re-designated into Series C Preferred Shares on the basis of one Series C Preferred Share for each Ordinary Share or F Ordinary Share (as the case may be) held, and the Series C Preferred Shares resulting from that conversion shall in all other respects rank pari passu with the existing issued Series C Preferred Shares.

16 Transfers of Shares subject to pre-emption rights

- 16.1 Save where the provisions of Articles 15, 19.6, and 21 apply, any transfer of Equity Shares by a Shareholder shall be subject to the pre-emption rights contained in this Article 16.
- 16.2 A Shareholder who wishes to transfer Equity Shares (a "**Seller**") shall, except as otherwise provided in these Articles, before transferring or agreeing to transfer any Equity Shares give notice in writing (a "**Transfer Notice**") to the Company specifying:
 - (a) the number of Equity Shares which he wishes to transfer (the "**Sale Shares**");
 - (b) if he wishes to sell the Sale Shares to a third party, the name of the proposed transferee;
 - (c) the price at which he wishes to transfer the Sale Shares; and
 - (d) whether the Transfer Notice is conditional on all or a specific number of

the Sale Shares being sold to Shareholders (a "**Minimum Transfer Condition**").

If no cash price is specified by the Seller, the price at which the Sale Shares are to be transferred (the "**Transfer Price**") must be agreed by the Board (including Investor Director Consent). In addition, if the price is not specified in cash, an equivalent cash value price must be agreed between the Seller and the Board (including Investor Director Consent). In both cases, the price will be deemed to be the Fair Value of the Sale Shares if no price is agreed within 5 Business Days of the Company receiving the Transfer Notice.

16.3 Except with the consent of the Board (including an Investor Director), or as otherwise specified in these Articles, no Transfer Notice once given or deemed to have been given under these Articles may be withdrawn.

16.4 A Transfer Notice constitutes the Company the agent of the Seller for the sale of the Sale Shares at the Transfer Price.

16.5 As soon as practicable following the later of:

- (a) receipt of a Transfer Notice; and
- (b) in the case where the Transfer Price has not been agreed, the determination of the Transfer Price under Article 17,

the Board shall offer the Sale Shares for sale to the Shareholders in the manner set out in Articles 16.6 and 16.7. Each offer must be in writing and give details of the number and Transfer Price of the Sale Shares offered.

16.6 *Priority for offer of Sale Shares*

(a) In the event that the Sale Shares are Preferred Shares, they shall be offered in the following priority:

- (i) first, to the holders of Preferred Shares;
- (ii) second, to the Company; and
- (iii) third, to the holders of Common Shares,

in each case on the basis set out in Article 16.7.

(b) In the event that the Sale Shares are Common Shares, they shall be offered in the following priority:

- (i) first, to the Company; and
- (ii) second, to the holders of Equity Shares,

in each case on the basis set out in Article 16.7.

16.7 *Transfers: Offer*

(a) The Board shall offer the Sale Shares pursuant to the Priority Rights to all shareholders specified in the offer other than the Seller (the "**Continuing Shareholders**") inviting them to apply in writing within the period from the date of the offer to the date 10 Business Days after the offer (inclusive) (the "**Offer Period**") for the maximum number of Sale Shares

they wish to buy.

- (b) If the Sale Shares are subject to a Minimum Transfer Condition then any allocation made under Article 16.7 will be conditional on the fulfilment of the Minimum Transfer Condition.
- (c) If, at the end of the Offer Period, the number of Sale Shares applied for is equal to or exceeds the number of Sale Shares, the Board shall allocate the Sale Shares to each Continuing Shareholder who has applied for Sale Shares in the proportion (fractional entitlements being rounded to the nearest whole number) which his existing holding of the relevant class(es) Shares bears to the total number of the relevant class(es) of Shares held by those Continuing Shareholders who have applied for Sale Shares, which procedure shall be repeated until all Sale Shares have been allocated but no allocation shall be made to a Shareholder of more than the maximum number of Sale Shares which he has stated he is willing to buy.
- (d) If, at the end of the Offer Period, the number of Sale Shares applied for is less than the number of Sale Shares, the Board shall allocate the Sale Shares to the Continuing Shareholders in accordance with their applications and the balance will be dealt with in accordance with Article 16.7(e).

Completion of transfer of Sale Shares

- (e) If the Transfer Notice includes a Minimum Transfer Condition and the total number of Shares applied for does not meet the Minimum Transfer Condition the Board shall notify the Seller and all those to whom Sale Shares have been conditionally allocated under Article 16.7 stating the condition has not been met and that the relevant Transfer Notice has lapsed with immediate effect.
- (f) If:
 - (i) the Transfer Notice does not include a Minimum Transfer Condition; or
 - (ii) the Transfer Notice does include a Minimum Transfer Condition and allocations have been made in respect of all or the minimum required number of the Sale Shares,

the Board shall, when no further offers are required to be made under Article 16.7 and once the requirements of Articles 19.6 and/or 21 have been fulfilled to the extent required, give written notice of allocation (an "**Allocation Notice**") to the Seller and each Shareholder to whom Sale Shares have been allocated (an "**Applicant**") specifying the number of Sale Shares allocated to each Applicant and the place and time (being not less than 5 Business Days nor more than 10 Business Days after the date of the Allocation Notice) for completion of the transfer of the Sale Shares.
- (g) Upon service of an Allocation Notice, the Seller must, against payment of the Transfer Price, transfer the Sale Shares in accordance with the requirements specified in it.
- (h) If the Seller fails to comply with the provisions of Article 16.7(g):

- (i) the chairman of the Company or, failing him, one of the directors, or some other person nominated by a resolution of the Board, may on behalf of the Seller:
 - (A) complete, execute and deliver in his name all documents necessary to give effect to the transfer of the relevant Sale Shares to the Applicants;
 - (B) receive the Transfer Price and give a good discharge for it; and
 - (C) (subject to the transfer being duly stamped) enter the Applicants in the register of Shareholders as the holders of the Shares purchased by them; and
 - (ii) the Company shall pay the Transfer Price into a separate bank account in the Company's name on trust (but without interest) or otherwise hold the Transfer Price on trust for the Seller until he has delivered to the Company his certificate or certificates for the relevant Shares (or an indemnity for lost certificate in a form acceptable to the Board).
 - (i) If an Allocation Notice does not relate to all the Sale Shares then, subject to Article 16.7(j), the Seller may, within eight weeks after service of the Allocation Notice, transfer the unallocated Sale Shares to any person at a price at least equal to the Transfer Price.
 - (j) The right of the Seller to transfer Shares under Article 16.7(i) does not apply if the Board (with Investor Director Consent) is of the opinion on reasonable grounds that:
 - (i) the transferee is a person (or a nominee for a person) who the Board determines in its absolute discretion is a competitor with (or an Associate of a competitor with) the business of the Company or with a Subsidiary Undertaking of the Company;
 - (ii) the sale of the Sale Shares is not bona fide or the price is subject to a deduction, rebate or allowance to the transferee; or
 - (iii) the Seller has failed or refused to provide promptly information available to it or him and reasonably requested by the Board for the purpose of enabling it to form the opinion mentioned above.
- 16.8 Any Sale Shares offered under this Article 16 to an Institutional Investor may be accepted in full or part only by a Member of the same Fund Group as that Institutional Investor or a Member of the same Group as that Institutional Investor in accordance with the terms of this Article 16.

17 Valuation of Shares

- 17.1 If no Transfer Price can be agreed between the Seller and the Board in accordance with provisions of Articles 14.11 or 16.2 or otherwise then, on the date of failing agreement, the Board shall either:
- (a) appoint an expert valuer in accordance with Article 17.2 (the "**Expert Valuer**") to certify the Fair Value of the Sale Shares; or
 - (b) (if the Fair Value has been certified by an Expert Valuer within the

preceding 12 weeks) specify that the Fair Value of the Sale Shares will be calculated by dividing any Fair Value so certified by the number of Sale Shares to which it related and multiplying such Fair Value by the number of Sale Shares the subject of the Transfer Notice.

17.2 The Expert Valuer will be either:

- (a) the Auditors; or
- (b) (if otherwise agreed by the Board and the Seller) an independent firm of Chartered Accountants to be agreed between the Board and the Seller or failing agreement not later than the date 10 Business Days after the date of service of the Transfer Notice to be nominated by the then President of the Institute of Chartered Accountants in England and Wales on the application of either party and approved by the Company.

17.3 The "**Fair Value**" of the Sale Shares shall be determined by the Expert Valuer on the following assumptions and bases:

- (a) valuing the Sale Shares as on an arm's-length sale between a willing seller and a willing buyer;
- (b) if the Company is then carrying on business as a going concern, on the assumption that it will continue to do so;
- (c) that the Sale Shares are capable of being transferred without restriction;
- (d) valuing the Sale Shares as a rateable proportion of the total value of all the issued Shares (excluding any Shares held as Treasury Shares) without any premium or discount being attributable to the percentage of the issued share capital of the Company which they represent but taking account of the rights attaching to the Sale Shares; and
- (e) reflect any other factors which the Expert Valuer reasonably believes should be taken into account.

17.4 If any difficulty arises in applying any of these assumptions or bases then the Expert Valuer shall resolve that difficulty in whatever manner they shall in their absolute discretion think fit.

17.5 The Expert Valuer shall be requested to determine the Fair Value within 20 Business Days of their appointment and to notify the Board of their determination.

17.6 The Expert Valuer shall act as experts and not as arbitrators and their determination shall be final and binding on the parties (in the absence of fraud or manifest error).

17.7 The Board will give the Expert Valuer access to all accounting records or other relevant documents of the Company subject to them agreeing to such confidentiality provisions as the Board may reasonably impose.

17.8 The Expert Valuer shall deliver their certificate to the Company. As soon as the Company receives the certificate it shall deliver a copy of it to the Seller. Unless the Sale Shares are to be sold under a Transfer Notice, which is deemed to have been served, the Seller may by notice in writing to the Company within five Business Days of the service on him of the copy certificate, cancel the Company's authority to sell the Sale Shares.

- 17.9 The cost of obtaining the certificate shall be paid by the Company unless:
- (a) the Seller cancels the Company's authority to sell; or
 - (b) the Sale Price certified by the Expert Valuer is less than the price (if any) offered by the directors to the Seller for the Sale Share before Expert Valuer was instructed,
- in which case the Seller shall bear the cost.

18 Compulsory transfers – general

- 18.1 A person entitled to a Share in consequence of the bankruptcy of a Shareholder shall be deemed to have given a Transfer Notice in respect of that Share at a time determined by the Directors.
- 18.2 If a Share remains registered in the name of a deceased Shareholder for longer than one year after the date of his death the Directors may require the legal personal representatives of that deceased Shareholder either:
- (a) to effect a Permitted Transfer of such Shares (including for this purpose an election to be registered in respect of the Permitted Transfer); or
 - (b) to show to the satisfaction of the Directors that a Permitted Transfer will be effected before or promptly upon the completion of the administration of the estate of the deceased Shareholder.
- 18.3 If either requirement in Article 18.2 shall not be fulfilled to the satisfaction of the Directors a Transfer Notice shall be deemed to have been given in respect of each such Share save to the extent that, the Directors may otherwise determine.
- 18.4 If a Shareholder which is a company, either suffers or resolves for the appointment of a liquidator, administrator or administrative receiver over it or any material part of its assets (other than as part of a bona fide restructuring or reorganisation), the relevant Shareholder (and all its Permitted Transferees) shall be deemed to have given a Transfer Notice in respect of all the shares held by the relevant Shareholder and its Permitted Transferees save to the extent that, and at a time, the Directors may determine.
- 18.5 If there is a change in control (as control is defined in section 1124 of the CTA 2010) of any Shareholder which is a company, it shall be bound at any time, if and when required in writing by the Directors to do so, to give (or procure the giving in the case of a nominee) a Transfer Notice in respect of all the Shares registered in its and their names and their respective nominees' names save that, in the case of the Permitted Transferee, it shall first be permitted to transfer those Shares back to the Original Shareholder from whom it received its Shares or to any other Permitted Transferee before being required to serve a Transfer Notice. This Article 18.5 shall not apply to a member that is an Institutional Investor.

19 Departing Founder and Employees

- 19.1 Unless the Board and the Investor Majority determine that this Article 19.1 shall not apply, if the Founder ceases to be an Employee prior to or on the third anniversary of the Original Date of Adoption (whether as a Good Leaver or a Bad Leaver), the Leaver's Percentage of the Founder Shares shall automatically convert into Deferred Shares (on the basis of one Deferred Share for each

Founder Share held) on the Effective Termination Date (rounded down to the nearest whole share).

- 19.2 If an Employee ceases to be an Employee prior to the end of his/her vesting period as set out in his/her option agreement, restricted stock purchase agreement, early exercise agreement entered and/or any other agreement entered into pursuant to the Share Option Plan(s) such that all or some of the option is cancelled, null and void and all or some of the Employee Shares are therefore available for repurchase by the Company, the Board may instead elect that such number of Employee Shares available for repurchase by the Company shall automatically convert into Deferred Shares (on the basis of one Deferred Share for each Employee Share so converting) on the Effective Termination Date (rounded down to the nearest whole share).
- 19.3 Upon such conversion into Deferred Shares, the Company shall be entitled to enter the holder of the Deferred Shares on the register of members of the Company as the holder of the appropriate number of Deferred Shares as from the Deferred Conversion Date. Upon the Deferred Conversion Date, the relevant Employee (and his Permitted Transferee(s)) shall deliver to the Company at its registered office the shares certificate(s) (to the extent not already in the possession of the Company) (or an indemnity for lost certificate in a form acceptable to the Board) for the Shares so converting and upon such delivery there shall be issued to him (or his Permitted Transferee(s)) share certificate(s) for the number of Deferred Shares resulting from the relevant conversion and any remaining Founder Shares or Employee Shares (as the case may be).

Suspension of voting rights

- 19.4 All voting rights attached to Founder Shares held by the Founder or by any of his Permitted Transferees (the "**Restricted Member**"), if any, shall at the time that the Founder becomes a Bad Leaver or a Voluntary Leaver be suspended unless the Board and the Investor Majority notify him otherwise.
- 19.5 All voting rights attached to Shares held by an Employee (other than the Founder) or by any Permitted Transferee of that Employee (the "**Restricted Member**"), if any, shall at the time that Employee ceases to be an Employee be suspended unless the Board and the Investor Majority notify him otherwise.
- 19.6 Any Shares whose voting rights are suspended pursuant to Articles 19.4 or 19.5 ("**Restricted Shares**") shall confer on the holders of Restricted Shares the right to receive a notice of and attend all general meetings of the Company but shall have no right to vote either in person or by proxy or to vote on any proposed written resolution. Voting rights suspended pursuant to Articles 19.4 or 19.0 shall be automatically restored immediately prior to an IPO. If a Restricted Member transfers any Restricted Shares in accordance with these Articles all voting rights attached to the Restricted Shares so transferred shall upon completion of the transfer (as evidenced by the transferee's name being entered in the Company's register of members) automatically be restored.

20 Mandatory Offer on a Change of Control

- 20.1 Except in the case of Permitted Transfers and transfers pursuant to Articles 18 and 21, after going through the pre-emption procedure in Article 16, the provisions of Article 20.2 will apply if one or more Proposed Sellers propose to transfer in one or a series of related transactions any Equity Shares (the "**Proposed Transfer**") which would, if put into effect, result in any Proposed Purchaser (and Associates of his or persons Acting in Concert with him) acquiring a Controlling Interest in the Company.

- 20.2 A Proposed Seller must, before making a Proposed Transfer procure the making by the Proposed Purchaser of an offer (the "**Offer**") to the other Shareholders to acquire all of the Equity Shares for a consideration per share the value of which is at least equal to the Specified Price (as defined in Article 20.7).
- 20.3 The Offer must be given by written notice (a "**Proposed Sale Notice**") at least 10 Business Days (the "**Offer Period**") prior to the proposed sale date ("**Proposed Sale Date**"). The Proposed Sale Notice must set out, to the extent not described in any accompanying documents, the identity of the Proposed Purchaser, the purchase price and other terms and conditions of payment, the Proposed Sale Date and the number of Shares proposed to be purchased by the Proposed Purchaser (the "**Proposed Sale Shares**").
- 20.4 If any other holder of Equity Shares is not given the rights accorded him by this Article, the Proposed Sellers will not be entitled to complete their sale and the Company will not register any transfer intended to carry that sale into effect.
- 20.5 If the Offer is accepted by any Shareholder (an "**Accepting Shareholder**") within the Offer Period, the completion of the Proposed Transfer will be conditional upon the completion of the purchase of all the Shares held by Accepting Shareholders.
- 20.6 The Proposed Transfer is subject to the pre-emption provisions of Article 16 but the purchase of the Accepting Shareholders' shares shall not be subject to Article 16.
- 20.7 For the purpose of this Article:
- (a) the expression "**transfer**" and "**purchaser**" shall include the renunciation of a renounceable letter of allotment and the renouncee under any such letter of allotment respectively;
 - (a) the expression "**Specified Price**" shall mean in respect of each Share a sum in cash equal to the highest price per Share offered or paid by the Proposed Purchaser:
 - (i) in the Proposed Transfer; or
 - (ii) in any related or previous transaction by the Proposed Purchaser or any person Acting in Concert with the Proposed Purchaser in the 12 months preceding the date of the Proposed Transfer,

plus an amount equal to the Relevant Sum, as defined in Article 20.7(b), of any other consideration (in cash or otherwise) paid or payable by the Proposed Purchaser or any other person Acting in Concert with the Proposed Purchaser, which having regard to the substance of the transaction as a whole, can reasonably be regarded as an addition to the price paid or payable for the Shares (the "**Supplemental Consideration**") provided that the total consideration paid by the Proposed Purchaser in respect of the Proposed Transfer is distributed to the Proposed Seller and the Accepting Shareholders in accordance with the provisions of Articles 5 and 6;
 - (b) "**Relevant Sum**" = $C \div A$

where A = number of Equity Shares being sold in connection with the relevant Proposed Transfer;

C = the Supplemental Consideration.

21 Co-Sale right

- 21.1 No transfer (other than a Permitted Transfer) of any of the Common Shares held by an Employee and his Permitted Transferees (including without limitation the Founder) may be made or validly registered unless the Employee and any Permitted Transferee of the Employee (each a "**Selling Employee**") shall have observed the following procedures of this Article unless the Investor Majority has determined that this Article 21 shall not apply to such transfer.
- 21.2 After the Selling Employee has gone through the pre-emption process set out in Article 16, the Selling Employee shall give to each Preferred Shareholder not less than 15 Business Days' notice in advance of the proposed sale (a "**Co-Sale Notice**"). The Co-Sale Notice shall specify:
- (a) the identity of the proposed purchaser (the "**Buyer**");
 - (b) the price per share which the Buyer is proposing to pay;
 - (c) the manner in which the consideration is to be paid;
 - (d) the number of Equity Shares which the Selling Employee proposes to sell; and
 - (e) the address where the counter-notice should be sent.
- 21.3 For the purposes of this Article 21, it is acknowledged that Shares of different classes will be transferable at different prices, such price per class of Share being a sum equal to that to which they would be entitled if the consideration payable by the Buyer to the Selling Employee were used to determine the valuation of the entire issued share capital of the Company and such valuation was then allocated as between the Shares in accordance with Articles 5 and 6.
- 21.4 Each Preferred Shareholder shall be entitled within five Business Days after receipt of the Co-Sale Notice, to notify the Selling Employee that they wish to sell a certain number of Equity Shares held by them at the proposed sale price, by sending a counter-notice which shall specify the number of Equity Shares which such Preferred Shareholder wishes to sell. The maximum number of shares which a Preferred Shareholder can sell under this procedure shall be:

$$\left(\frac{X}{Y} \right) \times Z$$

where:

- X is the number of Preferred Shares held by the Preferred Shareholder;
- Y is the total number of Preferred Shares; and
- Z is the number of Common Shares the Selling Employee proposes to sell.

Any Preferred Shareholder who does not send a counter-notice within such five Business Day period shall be deemed to have specified that they wish to sell no shares.

- 21.5 Following the expiry of five Business Days from the date the Preferred Shareholders receive the Co-Sale Notice, the Selling Employee shall be entitled to sell to the Buyer on the terms notified to the Preferred Shareholders a number of shares not exceeding the number specified in the Co-Sale Notice less any shares which Preferred Shareholders have indicated they wish to sell, provided that at the same time the Buyer (or another person) purchases from the Preferred Shareholders the number of shares they have respectively indicated they wish to sell on terms no less favourable than those obtained by the Selling Employee from the Buyer.
- 21.6 No sale by the Selling Employee shall be made pursuant to any Co-Sale Notice more than three months after service of that Co-Sale Notice.
- 21.7 Sales made in accordance with this Article 21 shall not be subject to Article 16.

22 Drag-along

- 22.1 If the holders of more than 50 per cent of the Equity Shares then entitled to vote (including an Investor Majority and the Founder (for so long as he is Actively Involved)) (the "**Selling Shareholders**") wish to transfer all their interest in Shares (the "**Sellers' Shares**") to a Proposed Purchaser, the Selling Shareholders shall have the option (the "**Drag Along Option**") to compel each other holder of Shares (each a "**Called Shareholder**" and together the "**Called Shareholders**") to sell and transfer all their Shares to the Proposed Purchaser or as the Proposed Purchaser shall direct (the "**Drag Purchaser**") in accordance with the provisions of this Article (such transfers of Shares by the Selling Shareholders and the Called Shareholders being the "**Dragged Share Sale**").
- 22.2 The Selling Shareholders may exercise the Drag Along Option by giving a written notice to that effect (a "**Drag Along Notice**") to the Company, which the Company shall forthwith copy to the Called Shareholders, at any time before the transfer of the Sellers' Shares to the Drag Purchaser. A Drag Along Notice shall specify:
- (a) that the Called Shareholders are required to transfer all their Shares (the "**Called Shares**") under this Article;
 - (b) the person to whom they are to be transferred;
 - (c) the consideration (whether in cash or otherwise) for which the Called Shares are to be transferred (calculated in accordance with this Article);
 - (d) the proposed date of transfer;
 - (e) the form of any sale agreement or form of acceptance or any other document of similar effect that the Called Shareholders are required to sign in connection with such Dragged Share Sale (the "**Sale Agreement**");
 - (f) in respect of any New Shareholder (as defined below) only, any exercise notice or other documents (including, without limitation, any tax elections) which the New Shareholder may be required to sign in connection with the exercise of any options or other rights to subscribe, convert into or otherwise acquire (including but not limited to warrants) Shares ("**Exercise Documents**"); and

- (g) information concerning the Called Shareholder which the Drag Purchaser reasonably requires in connection with the transfer of Called Shares (as may include, without limitation, information concerning: (i) details of any account in the name of the Called Shareholder to which cash consideration may be paid; (ii) the tax treatment of payments to be made to, or tax status of, the Called Shareholder; (iii) the status of the Called Shareholder for the purposes of ascertaining the applicability of relevant securities laws; and (iv) verification of the identity, ownership and control of the Called Shareholder and other information as may be required for anti-money laundering or other compliance purposes) ("**Sale Information**"),

(and, in the case of paragraphs (b) to (d) above, whether actually specified or to be determined in accordance with a mechanism described in the Drag Along Notice). No Drag Along Notice or Sale Agreement may require a Called Shareholder to agree to any terms except those specifically provided for in this Article.

- 22.3 Drag Along Notices shall be irrevocable but will lapse if for any reason there is not a sale of the Sellers' Shares by the Selling Shareholders to the Drag Purchaser within 60 Business Days after the date of service of the Drag Along Notice. The Selling Shareholders shall be entitled to serve further Drag Along Notices following the lapse of any particular Drag Along Notice.
- 22.4 The consideration (in cash or otherwise) for which the Called Shareholders shall be obliged to sell each of the Called Shares shall be that to which they would be entitled if the total consideration proposed to be paid, allotted or transferred by the Drag Purchaser were distributed to the holders of the Called Shares and the Sellers' Shares in accordance with the provisions of Articles 5 and 6 (the "**Drag Consideration**") (provided that any discharge by the Drag Purchaser of any costs of sale shall not for these purposes be treated as part of the consideration per Share offered by the Drag Purchaser if such discharge has been agreed to by the Selling Shareholders). Where the consideration is non-cash consideration, any valuation of such consideration applicable to the consideration payable to the Selling Shareholders shall also be applicable to the consideration payable to the Called Shareholders.
- 22.5 In respect of a transaction that is the subject of a Drag Along Notice and with respect to any Drag Document, no Called Shareholder shall be bound by the Drag Along Notice unless:

- 22.5.1 any representations and/or warranties to be made by such Called Shareholder in connection therewith are limited as to (i) title to the Shares held by such Called Shareholder and which are to be sold pursuant to the Drag Along Notice and (ii) its capacity to enter into the relevant transaction documents. A Called Shareholder shall not be obliged to give any other warranties or indemnities or contribute to any escrow or holdback amounts unless and to the extent the Selling Shareholders contribute on a pro rata basis and the liability in respect of such warranties and/or indemnities and contribution in respect of such escrow or holdback amounts is shared between all Shareholders pro rata to their entitlement to the Proceeds of Sale pursuant to Article 22.4 and the overall liability of each Shareholder in respect of such warranties and indemnities is capped at the value of the consideration received by such Shareholder (except with respect to claims related to fraud, the liability for which need not be limited as to such individual Shareholder). Any sale and purchase agreement which any Director is authorised to sign pursuant to Article 22.9 may contain warranties and/or indemnities from each Called Shareholder on the basis set out in this Article;
- 22.5.2 such Called Shareholder shall not be liable for the inaccuracy of any representation or warranty made by any other person, other than the Company (except to the extent that funds may be paid out of an escrow or holdback established to cover breach of representations, warranties and covenants of the persons giving such representations, warranties and covenants under the Sale Agreement);
- 22.5.3 the liability of such Called Shareholder is several and not joint with any other person (except to the extent that funds may be paid out of an escrow or holdback established to cover breach of representations, warranties and covenants of the Company as well as breach by any Shareholder of any of identical representations, warranties and covenants provided by all Shareholders);
- 22.5.4 upon the consummation of the proposed transaction, each holder of each class of the Shares will receive the same form of consideration for its shares of such class as is received by other holders in respect of their Shares of such same class of Shares (taking into consideration any waterfall or other liquidation preference in these Articles or otherwise that exists with respect to any Shares), provided, however, that, notwithstanding the foregoing, if the consideration to be paid in exchange for any Shares on the sale which is the subject of the Drag Along Notice includes any securities, due receipt thereof by any Shareholder who is a "U.S. Person" (as defined in the Securities Act 1933) would require under applicable law (x) the registration or qualification of such securities or of any person as a broker or dealer or agent with respect to such securities; or (y) the provision to any Shareholder of any information other than such information as a prudent issuer would generally furnish in an offering made solely to accredited investors, as defined in Regulation D promulgated under the United Securities Act of 1933, the Company may cause to be paid to any such Shareholder in lieu thereof, against surrender of the Shares held by them which would have otherwise been sold by such Shareholder, an amount in cash equal to the Fair Value of the securities which such Shareholder would otherwise receive as of the date of the issuance of such securities in exchange for the Shares held by such Shareholder; and

- 22.5.5 a Called Shareholder shall not be obliged to give any restrictive covenant in connection with a transaction that is the subject of a Drag-Along Notice (including without limitation any covenant not to compete or covenant not to solicit customers, employees or suppliers of any party to such transaction).
- 22.6 Within three Business Days of the Company copying the Drag Along Notice to the Called Shareholders (or such later date as may be specified in the Drag Along Notice) (the "**Drag Completion Date**"), each Called Shareholder shall deliver to the Company (which shall receive the same as agent on behalf of the Called Shareholder with authority to deliver the same to the Drag Purchaser on completion of the sale of Called Shares thereto in accordance with the terms of the Sale Agreement):
- (a) duly executed stock transfer form(s) for its Shares in favour of the Drag Purchaser;
 - (b) the relevant share certificate(s) (or a duly executed indemnity for lost certificate in a form acceptable to the Board) to the Company; and
 - (c) duly executed Sale Agreement, if applicable, in the form specified in the Drag Along Notice or as otherwise specified by the Company;
 - (d) in the case of a New Shareholder (as defined below), duly executed Exercise Documents required to be provided by him or her; and
 - (e) the Sale Information, in the form specified in the Drag Along Notice or as otherwise specified by the Company,
- (together the "**Drag Documents**").
- 22.7 On the Drag Completion Date, the Company shall pay, allot or transfer to each Called Shareholder, on behalf of the Drag Purchaser, the Drag Consideration that is due to the extent the Drag Purchaser has paid, allotted or transferred such consideration to the Company. The Company's receipt of the Drag Consideration shall be a good discharge to the Drag Purchaser. Following the Company's receipt of the Drag Consideration, but pending its payment, allotment or transfer to the Called Shareholder, the Company shall hold the Drag Consideration in trust for each of the Called Shareholders without any obligation to pay interest.
- 22.8 To the extent that the Drag Purchaser has not, on the Drag Completion Date, paid, allotted or transferred the Drag Consideration that is due to the Company, the Called Shareholders shall be entitled to the immediate return of the Drag Documents for the relevant Shares and the Called Shareholders shall have no further rights or obligations under this Article 22 in respect of that Drag Along Notice (without prejudice to any party's right to serve a further Drag Along Notice at any time thereafter).
- 22.9 If a Called Shareholder fails to deliver the Drag Documents for its Shares to the Company by the Drag Completion Date, the Company and each Director shall be constituted the agent of such defaulting Called Shareholder to take such actions and enter into any Drag Document or such other agreements or documents as are necessary to effect the transfer of the Called Shareholder's Shares pursuant to this Article 22 and the Directors shall, if requested by the Drag Purchaser, authorise any Director to transfer the Called Shareholder's Shares on the Called Shareholder's behalf to the Drag Purchaser to the extent the Drag Purchaser has, by the Drag Completion Date, paid, allotted or transferred the Drag Consideration to the Company for the Called Shareholder's Shares offered to him. The Board

shall then authorise registration of the transfer once appropriate stamp duty (if any is required) has been paid. The defaulting Called Shareholder shall surrender his share certificate for his Shares (or suitable executed indemnity) to the Company. On surrender, he shall be entitled to the Drag Consideration due to him.

- 22.10 Any transfer of Shares to a Drag Purchaser pursuant to a sale in respect of which a Drag Along Notice has been duly served shall not be subject to the provisions of Article 16.
- 22.11 On any person, following the issue of a Drag Along Notice, becoming a Shareholder pursuant to the exercise of a pre-existing option or warrant to acquire shares in the Company or pursuant to the conversion of any convertible security of the Company (a "**New Shareholder**"), a Drag Along Notice shall be deemed to have been served on the New Shareholder on the same terms as the previous Drag Along Notice who shall then be bound to sell and transfer all Shares so acquired to the Drag Purchaser and the provisions of this Article shall apply with the necessary changes to the New Shareholder except that completion of the sale of the Shares shall take place immediately on the Drag Along Notice being deemed served on the New Shareholder.

Asset Sale

- 22.12 In the event that an Asset Sale is approved by the Board, the holders of more than 50 per cent of the Equity Shares then entitled to vote (including an Investor Majority and the Founder (for so long as he is Actively Involved)), such consenting Shareholders shall have the right, by notice in writing to all other Shareholders, to require such Shareholders to take any and all such actions as it may be necessary for Shareholders to take in order to give effect to or otherwise implement such Asset Sale, subject always to the proceeds from such Asset Sale being distributed to Shareholders in accordance with the provisions of Articles 5 and 6.

23 General meetings

- 23.1 If the Directors are required by the Shareholders under section 303 of the Act to call a general meeting, the Directors shall convene the meeting for a date not later than 28 days after the date on which the Directors became subject to the requirement under section 303 of the Act.
- 23.2 The provisions of section 318 of the Act shall apply to the Company, save that if a quorum is not present at any meeting adjourned for the reason referred to in article 41 of the Model Articles, then, provided that the Qualifying Person present holds or represents the holder of at least 50 per cent in nominal value of the Equity Shares (excluding Treasury Shares), any resolution agreed to by such Qualifying Person shall be as valid and effectual as if it had been passed at a general meeting of the Company duly convened and held.
- 23.3 If any two or more Shareholders (or Qualifying Persons representing two or more Shareholders) attend the meeting in different locations, the meeting shall be treated as being held at the location specified in the notice of the meeting, save that if no one is present at that location so specified, the meeting shall be deemed to take place where the largest number of Qualifying Persons is assembled or, if no such group can be identified, at the location of the chairman.
- 23.4 If a demand for a poll is withdrawn under article 44(3) of the Model Articles, the demand shall not be taken to have invalidated the result of a show of hands declared before the demand was made and the meeting shall continue as if the

demand had not been made.

- 23.5 Polls must be taken in such manner as the chairman directs. A poll demanded on the election of a chairman or on a question of adjournment must be held immediately. A poll demanded on any other question must be held either immediately or at such time and place as the chairman directs not being more than 14 days after the poll is demanded. The demand for a poll shall not prevent the continuance of a meeting for the transaction of any business other than the question on which the poll was demanded.
- 23.6 No notice need be given of a poll not held immediately if the time and place at which it is to be taken are announced at the meeting at which it is demanded. In any other case at least seven clear days' notice shall be given specifying the time and place at which the poll is to be taken.
- 23.7 If the poll is to be held more than 48 hours after it was demanded the Shareholders shall be entitled to deliver proxy notices in respect of the poll at any time up to 24 hours before the time appointed for taking that poll. In calculating that period, no account shall be taken of any part of a day that is not a working day.

24 Proxies

- 24.1 Paragraph (c) of article 45(1) of the Model Articles shall be deleted and replaced by the words: "is signed by or on behalf of the shareholder appointing the proxy and accompanied by the authority under which it is signed (or a certified copy of such authority or a copy of such authority in some other way approved by the directors)".
- 24.2 The instrument appointing a proxy and any authority under which it is signed or a certified copy of such authority or a copy in some other way approved by the Directors may:
- (a) be sent or supplied in hard copy form, or (subject to any conditions and limitations which the Board may specify) in electronic form, to the registered office of the Company or to such other address (including electronic address) as may be specified for this purpose in the notice convening the meeting or in any instrument of proxy or any invitation to appoint a proxy sent or supplied by the Company in relation to the meeting at any time before the time for holding the meeting or adjourned meeting at which the person named in the instrument proposes to vote;
 - (b) be delivered at the meeting or adjourned meeting at which the person named in the instrument proposes to vote to the chairman or to the company secretary or to any Director; or
 - (c) in the case of a poll, be delivered at the meeting at which the poll was demanded to the chairman or to the company secretary or to any Director, or at the time and place at which the poll is held to the chairman or to the company secretary or to any Director or scrutineer,

and an instrument of proxy which is not deposited or delivered in a manner so permitted shall be invalid.

25 Directors' borrowing powers

Subject to the remaining provisions of these Articles and the terms of the Subscription and Shareholders' Agreement, the Directors may acting by majority,

exercise all the powers of the Company to borrow or raise money and to mortgage or charge its undertaking, property and uncalled capital and to issue debentures, debenture stock and other securities as security for any debt, liability of obligation of the Company or of any third party.

26 Alternate Directors

26.1 Notwithstanding any provision of these Articles to the contrary, any person appointed as a Director (the "**Appointor**") may appoint any director or any other person as he thinks fit to be his alternate Director to:

- (a) exercise that Director's powers; and
- (b) carry out that Director's responsibilities in relation to the taking of decisions by the Directors in the absence of the alternate's Appointor.

The appointment of an alternate Director shall not require approval by a resolution of the Directors.

26.2 Any appointment or removal of an alternate must be effected by notice in writing to the Company signed by the Appointor, or in any other manner approved by the Directors.

26.3 The notice must:

- (a) identify the proposed alternate; and
- (b) in the case of a notice of appointment, contain a statement signed by the proposed alternate that the proposed alternate is willing to act as the alternate of the Director giving the notice.

26.4 An alternate Director may act as an alternate to more than one Director and has the same rights, in relation to any Directors' meeting (including as to notice) or Directors' written resolution, as the alternate's Appointor.

26.5 Except as these Articles specify otherwise, alternate directors:

- (a) are deemed for all purposes to be Directors;
- (b) are liable for their own acts and omissions;
- (c) are subject to the same restrictions as their Appointors; and
- (d) are not deemed to be agents of or for their Appointors,

and, in particular (without limitation), each alternate director shall be entitled to receive notice of all meetings of Directors and of all meetings of committees of Directors of which his Appointor is a member.

26.6 A person who is an alternate Director but not a Director:

- (a) may be counted as participating for the purposes of determining whether a quorum is participating (but only if that person's Appointor is not participating); and
- (b) may sign a Directors' written resolution (but only if his Appointor is an Eligible Director in relation to that decision, but does not participate).

- 26.7 No alternate may be counted as more than one Director for such purposes.
- 26.8 A Director who is also an alternate Director is entitled, in the absence of his Appointor, to a separate vote on behalf of each Appointor, in addition to his own vote on any decision of the Directors (provided that his Appointor is an Eligible Director in relation to that decision).
- 26.9 An alternate Director is not entitled to receive any remuneration from the company for serving as an alternate Director, except such part of the alternate's Appointor's remuneration as the Appointor may direct by notice in writing made to the Company.
- 26.10 An alternate Director's appointment as an alternate shall terminate:
- (a) when the alternate's Appointor revokes the appointment by notice to the Company in writing specifying when it is to terminate;
 - (b) on the occurrence in relation to the alternate of any event which, if it occurred in relation to the alternate's Appointor, would result in the termination of the Appointor's appointment as a Director;
 - (c) on the death of the alternate's Appointor; or
 - (d) when the alternate's Appointor's appointment as a Director terminates.

27 Number of Directors

Unless and until the Company shall otherwise determine by ordinary resolution (including an Investor Majority), the number of Directors shall be not more than nine.

28 Appointment of Directors

- 28.1 In substitution of and to the exclusion of the powers of appointment under article 17(1) of the Model Articles:
- 28.1.1 a16z, for long as it and/or its respective Permitted Transferees hold in aggregate not less than two point five per cent. (2.5%) of the Equity Shares, shall be entitled to appoint and maintain in office such natural person as a16z may from time to time nominate as a director of the Company (and as a member of each and any committee of the Board) and to remove any director so appointed and, upon his removal whether by a16z or otherwise, to appoint another director in his/her place;
 - 28.1.2 IVP, for long as it and/or its respective Permitted Transferees hold in aggregate not less than two point five per cent. (2.5%) of the Equity Shares, shall be entitled to appoint and maintain in office such natural person as IVP may from time to time nominate as a director of the Company (and as a member of each and any committee of the Board) and to remove any director so appointed and, upon his removal whether by IVP or otherwise, to appoint another director in his/her place;
 - 28.1.3 Northzone, for so long as it and/or its respective Permitted Transferees hold in aggregate not less than two point five per cent. (2.5%) of the Equity Shares, shall be entitled to appoint and maintain in office such natural person as Northzone. may from time to time

nominate as a director of the Company (and as a member of each and any committee of the Board) and to remove any director so appointed and, upon his removal whether by Northzone or otherwise, to appoint another director in his/her place;

28.1.4 the Accel Investors, for so long as they and/or their Permitted Transferees hold in aggregate not less than two point five per cent. (2.5%) of the Equity Shares, shall be entitled to appoint and maintain in office such natural person as the Accel Investors may from time to time nominate as a director of the Company (and as a member of each and any committee of the Board) and to remove any director so appointed and, upon his removal whether by the Accel Investors or otherwise, to appoint another director in his/her place; and

28.1.5 the Founder shall:

(a) for so long as he is Actively Involved and he and/or his Permitted Transferees hold in aggregate not less than two point five per cent. (2.5%) of the Equity Shares, have the right to:

(i) appoint himself as a director of the Company (and as a member of each and any committee of the Board) and chairman of the Board;

(ii) appoint and maintain in office up to three additional natural persons as the Founder may from time to time nominate as a director of the Company (and as a member of each and any committee of the Board) and to remove any director so appointed and, upon his removal whether by the Founder or otherwise, to appoint another director in his/her place; and

(iii) nominate one additional independent person (anticipated to have current or past experience as a public company executive, deep domain expertise and/or a portfolio of at least three current or past non-executive director appointments) not connected with himself, the Company or any Institutional Investor and as approved by simple majority of the appointed Board members other than the Founder Director (such approval not to be unreasonably withheld) to act as a Director of the Company (and as a member of each and any committee of the Board) and to remove any director so appointed and, upon his removal, whether by the Founder or otherwise to nominate another director in his/her place which has been approved by a majority of the Investor Directors; or

(b) to the extent he is a Good Leaver and he and/or his Permitted Transferees hold in aggregate not less than two point five per cent. (2.5%) of the Equity Shares, have the right to:

(i) appoint himself as a director of the Company (and as a member of each and any committee of the Board) and chairman of the Board; and

- (ii) appoint and maintain in office one additional natural person as the Founder may from time to time nominate as a director of the Company (and as a member of each and any committee of the Board) and to remove any director so appointed and, upon his removal whether by the Founder or otherwise, to appoint another director in his/her place; and
 - (c) to the extent he is a Bad Leaver and he and/or his Permitted Transferees hold in aggregate not less than two point five per cent. (2.5%) of the Equity Shares, have the right to appoint and maintain in office one natural person (including himself) as the Founder may from time to time nominate as a director of the Company (and as a member of each and any committee of the Board) and to remove any director so appointed and, upon his removal whether by the Founder or otherwise, to appoint another director in his/her place.
- 28.2 An appointment or removal of a Director under Article 28.1 will take effect at and from the time when the notice is received at the registered office of the Company or produced to a meeting of the directors of the Company.
- 28.3 The Investor Directors and the Founder Director shall be entitled at their request to be appointed to the board of directors of any Subsidiary Undertaking or any committee of the board of any Subsidiary Undertaking.

29 Disqualification of Directors

In addition to that provided in article 18 of the Model Articles, the office of a Director shall also be vacated if:

- (a) he is convicted of a criminal offence (other than a minor motoring offence) and the Directors resolve that his office be vacated; or
- (b) in the case of Directors other than an Investor Director or the Founder Director if a majority of his co-Directors serve notice on him in writing, removing him from office.

30 Proceedings of Directors

- 30.1 The quorum for Directors' meetings shall be three Directors who must include the Founder Director and an Investor Director (if in office) (save that where a Relevant Interest of a Director is being authorised by other Directors in accordance with section 175(5)(a) of the Act, such Director and any other interested Director shall not be included in the quorum required for the purpose of such authorisation but shall otherwise be included for the purpose of forming the quorum at the meeting). If such a quorum is not present within half an hour from the time appointed for the meeting, or if during a meeting such quorum ceases to be present, the meeting shall stand adjourned to the same day in the next week at the same time and place or at such time and place as determined by the Directors present at such meeting, the Founder Director and an Investor Director. If a quorum is not present at any such adjourned meeting within half an hour from the time appointed due to the absence of the same director that caused the first meeting not to be quorate, then the meeting shall proceed.
- 30.2 In the event that a meeting of the Directors is attended by a Director who is acting as alternate for one or more other Directors, the Director or Directors for whom he is the alternate shall be counted in the quorum despite their absence, and if on that basis there is a quorum the meeting may be held despite the fact

(if it is the case) that only one Director is physically present.

- 30.3 If all the Directors participating in a meeting of the Directors are not physically in the same place, the meeting shall be deemed to take place where the largest group of participators in number is assembled. In the absence of a majority the location of the chairman shall be deemed to be the place of the meeting.
- 30.4 Notice of a Directors' meeting need not be given to Directors who waive their entitlement to notice of that meeting, by giving notice to that effect to the Company at any time before or after the date on which the meeting is held. Where such notice is given after the meeting has been held, that does not affect the validity of the meeting, or of any business conducted at it.
- 30.5 Provided (if these Articles so require) that he has declared to the Directors, in accordance with the provisions of these Articles, the nature and extent of his interest (and subject to any restrictions on voting or counting in a quorum imposed by the Directors in authorising a Relevant Interest), a Director may vote at a meeting of the Directors or of a committee of the Directors on any resolution concerning a matter in which he has an interest, whether a direct or an indirect interest, or in relation to which he has a duty and shall also be counted in reckoning whether a quorum is present at such a meeting.
- 30.6 Questions arising at any meeting of the Directors shall be decided by a majority of votes. If the Founder has not appointed any director(s) pursuant to Articles 28.1.5(a)(ii) or 28.1.5(a)(iii) or 28.1.5(b)(ii) (as the case may be) such that any of the seats to which he is entitled to appoint a director at the relevant time remain vacant for any reason, the Founder Director will, in addition to his own vote, have one additional vote for each such vacant seat. In the case of an equality of votes, the Founder where he is entitled to and has appointed himself as the Founder Director in accordance with Article 28.1.5(a)(i), shall have a second or casting vote.
- 30.7 If the chairman of the Board has not been appointed within three months of the resignation of a chairman, the Investor Majority with consultation of the Founder (provided he is not a Bad Leaver) shall be entitled to appoint a chairman from the existing members of the Board, by notice in writing addressed to the Company. Article 12 of the Model Articles shall be modified accordingly.
- 30.8 A decision of the Directors may take the form of a resolution in writing, where each Eligible Director has signed one or more copies of it, or to which each Eligible Director has otherwise indicated agreement in writing (including confirmation given by electronic means). Reference in article 7(1) of the Model Articles to article 8 of the Model Articles shall be deemed to include a reference to this article also.

31 Directors' interests

Specific interests of a Director

- 31.1 Subject to the provisions of the Act and provided (if these Articles so require) that he has declared to the Directors in accordance with the provisions of these Articles, the nature and extent of his interest, a Director may (save as to the extent not permitted by law from time to time), notwithstanding his office, have an interest of the following kind:
- (a) where a Director (or a person connected with him) is party to or in any way directly or indirectly interested in, or has any duty in respect of, any existing or proposed contract, arrangement or transaction with the

Company or any other undertaking in which the Company is in any way interested;

- (b) where a Director (or a person connected with him) is a director, employee or other officer of, or a party to any contract, arrangement or transaction with, or in any way interested in, any body corporate promoted by the Company or in which the Company is in any way interested;
- (c) where a Director (or a person connected with him) is a shareholder in the Company or a shareholder in, employee, director, member or other officer of, or consultant to, a Parent Undertaking of, or a Subsidiary Undertaking of a Parent Undertaking of, the Company;
- (d) where a Director (or a person connected with him) holds and is remunerated in respect of any office or place of profit (other than the office of auditor) in respect of the Company or body corporate in which the Company is in any way interested;
- (e) where a Director is given a guarantee, or is to be given a guarantee, in respect of an obligation incurred by or on behalf of the Company or any body corporate in which the Company is in any way interested;
- (f) where a Director (or a person connected with him or of which he is a member or employee) acts (or any body corporate promoted by the Company or in which the Company is in any way interested of which he is a director, employee or other officer may act) in a professional capacity for the Company or any body corporate promoted by the Company or in which the Company is in any way interested (other than as auditor) whether or not he or it is remunerated for this;
- (g) an interest which cannot reasonably be regarded as likely to give rise to a conflict of interest; or
- (h) any other interest authorised by ordinary resolution (with Investor Majority Consent).

Interests of an Investor Director

31.2 In addition to the provisions of Article 31.1, subject to the provisions of the Act and provided (if these Articles so require) that he has declared to the Directors in accordance with the provisions of these Articles, the nature and extent of his interest, where a Director is an Investor Director he may (save as to the extent not permitted by law from time to time), notwithstanding his office, have an interest arising from any duty he may owe to, or interest he may have as an employee, director, trustee, member, partner, officer or representative of, or a consultant to, or direct or indirect investor (including without limitation by virtue of a carried interest, remuneration or incentive arrangements or the holding of securities) in:

- (a) an Institutional Investor;
- (b) a Fund Manager which advises or manages an Institutional Investor;
- (c) any of the funds advised or managed by a Fund Manager who advises or manages an Institutional Investor from time to time; or
- (d) another body corporate or firm in which a Fund Manager who advises or manages an Institutional Investor or any fund advised or managed by

such Fund Manager has directly or indirectly invested, including without limitation any portfolio companies,

provided that this Article 31.2 shall not apply where the relevant Investor Director is also a director of any company who the Board (with Investor Director Consent) reasonably determines is directly competitive, or may directly compete, with the Company's business.

Interests of which a Director is not aware

- 31.3 For the purposes of this Article 31, an interest of which a Director is not aware and of which it is unreasonable to expect him to be aware shall not be treated as an interest of his.

Accountability of any benefit and validity of a contract

- 31.4 In any situation permitted by this Article 31 (save as otherwise agreed by him) a Director shall not by reason of his office be accountable to the Company for any benefit which he derives from that situation and no such contract, arrangement or transaction shall be avoided on the grounds of any such interest or benefit.

Terms and conditions of Board authorisation

- 31.5 Subject to Article 31.6, any authority given in accordance with section 175(5)(a) of the Act in respect of a Director ("**Interested Director**") who has proposed that the Directors authorise his interest ("**Relevant Interest**") pursuant to that section may, for the avoidance of doubt:

- (a) be given on such terms and subject to such conditions or limitations as may be imposed by the authorising Directors as they see fit from time to time, including, without limitation:
 - (i) restricting the Interested Director from voting on any resolution put to a meeting of the Directors or of a committee of the Directors in relation to the Relevant Interest;
 - (ii) restricting the Interested Director from being counted in the quorum at a meeting of the Directors or of a committee of the Directors where such Relevant Interest is to be discussed; or
 - (iii) restricting the application of the provisions in Articles 31.7 and 31.8, so far as is permitted by law, in respect of such Interested Director;
- (b) be withdrawn, or varied at any time by the Directors entitled to authorise the Relevant Interest as they see fit from time to time; and

subject to Article 31.6, an Interested Director must act in accordance with any such terms, conditions or limitations imposed by the authorising Directors pursuant to section 175(5)(a) of the Act and this Article 31.

Terms and conditions of Board authorisation for an Investor Director

- 31.6 Notwithstanding the other provisions of this Article 31, it shall not (save with the consent in writing of an Investor Director) be made a condition of any authorisation of a matter in relation to that Investor Director in accordance with section 175(5)(a) of the Act, that he shall be restricted from voting or counting

in the quorum at any meeting of, or of any committee of the Directors or that he shall be required to disclose, use or apply confidential information as contemplated in Article 31.8.

Director's duty of confidentiality to a person other than the Company

31.7 Subject to Article 31.8 (and without prejudice to any equitable principle or rule of law which may excuse or release the Director from disclosing information, in circumstances where disclosure may otherwise be required under this Article 31), if a Director, otherwise than by virtue of his position as director, receives information in respect of which he owes a duty of confidentiality to a person other than the Company, he shall not be required:

- (a) to disclose such information to the Company or to any Director, or to any officer or employee of the Company; or
- (b) otherwise to use or apply such confidential information for the purpose of or in connection with the performance of his duties as a Director.

31.8 Where such duty of confidentiality arises out of a situation in which a Director has, or can have, a direct or indirect interest that conflicts, or possibly may conflict, with the interests of the Company, Article 31.7 shall apply only if the conflict arises out of a matter which falls within Article 31.1 or Article 31.2 or has been authorised under section 175(5)(a) of the Act.

Additional steps to be taken by a Director to manage a conflict of interest

31.9 Where a Director has an interest which can reasonably be regarded as likely to give rise to a conflict of interest, the Director shall take such additional steps as may be necessary or desirable for the purpose of managing such conflict of interest, including compliance with any procedures laid down from time to time by the Directors for the purpose of managing conflicts of interest generally and/or any specific procedures approved by the Directors for the purpose of or in connection with the situation or matter in question, including without limitation:

- (a) absenting himself from any discussions, whether in meetings of the Directors or otherwise, at which the relevant situation or matter falls to be considered; and
- (b) excluding himself from documents or information made available to the Directors generally in relation to such situation or matter and/or arranging for such documents or information to be reviewed by a professional adviser to ascertain the extent to which it might be appropriate for him to have access to such documents or information.

Requirement of a Director is to declare an interest

31.10 Subject to section 182 of the Act, a Director shall declare the nature and extent of any interest permitted by Article 31.1 or Article 31.2 at a meeting of the Directors, or by general notice in accordance with section 184 (notice in writing) or section 185 (general notice) of the Act or in such other manner as the Directors may determine, except that no declaration of interest shall be required by a Director in relation to an interest:

- (a) falling under Article 31.1(g);
- (b) if, or to the extent that, the other Directors are already aware of such interest (and for this purpose the other Directors are treated as aware of

anything of which they ought reasonably to be aware); or

- (c) if, or to the extent that, it concerns the terms of his service contract (as defined by section 227 of the Act) that have been or are to be considered by a meeting of the Directors, or by a committee of Directors appointed for the purpose under these Articles.

Shareholder approval

31.11 Subject to section 239 of the Act, the Company may by ordinary resolution ratify any contract, transaction or arrangement, or other proposal, not properly authorised by reason of a contravention of any provisions of this Article 31.

31.12 For the purposes of this Article 31:

- (a) a conflict of interest includes a conflict of interest and duty and a conflict of duties;
- (b) the provisions of section 252 of the Act shall determine whether a person is connected with a Director;
- (c) a general notice to the Directors that a Director is to be regarded as having an interest of the nature and extent specified in the notice in any transaction or arrangement in which a specified person or class of persons is interested shall be deemed to be a disclosure that the Director has an interest in any such transaction of the nature and extent so specified.

32 Notices

32.1 Subject to the requirements set out in the Act, any notice given or document sent or supplied to or by any person under these Articles, or otherwise sent by the Company under the Act, may be given, sent or supplied:

- (a) in hard copy form;
- (b) in electronic form; or
- (c) (by the Company) by means of a website (other than notices calling a meeting of Directors),

or partly by one of these means and partly by another of these means.

32.2 Notices shall be given and documents supplied in accordance with the procedures set out in the Act, except to the extent that a contrary provision is set out in this Article 32.

Notices in hard copy form

32.3 Any notice or other document in hard copy form given or supplied under these Articles may be delivered or sent by first class post (airmail if overseas):

- (a) to the Company or any other company at its registered office; or
- (b) to the address notified to or by the Company for that purpose; or
- (c) in the case of an intended recipient who is a member or his legal personal representative or trustee in bankruptcy, to such member's address as

shown in the Company's register of members; or

- (d) in the case of an intended recipient who is a Director or alternate, to his address as shown in the register of Directors; or
- (e) to any other address to which any provision of the Companies Acts (as defined in the Act) authorises the document or information to be sent or supplied; or
- (f) where the Company is the sender, if the Company is unable to obtain an address falling within one of the addresses referred to in (a) to (e) above, to the intended recipient's last address known to the Company.

32.4 Any notice or other document in hard copy form given or supplied under these Articles shall be deemed to have been served and be effective:

- (a) if delivered, at the time of delivery;
- (b) if posted, on receipt or 48 hours after the time it was posted, whichever occurs first.

Notices in electronic form

32.5 Subject to the provisions of the Act, any notice or other document in electronic form given or supplied under these Articles may:

- (a) if sent by fax or email (provided that a fax number or an address for email has been notified to or by the Company for that purpose), be sent by the relevant form of communication to that address;
- (b) if delivered or sent by first class post (airmail if overseas) in an electronic form (such as sending a disk by post), be so delivered or sent as if in hard copy form under Article 32.3; or
- (c) be sent by such other electronic means (as defined in section 1168 of the Act) and to such address(es) as the Company may specify:
 - (i) on its website from time to time; or
 - (ii) by notice (in hard copy or electronic form) to all members of the Company from time to time.

32.6 Any notice or other document in electronic form given or supplied under these Articles shall be deemed to have been served and be effective:

- (a) if sent by facsimile or email (where a fax number or an address for email has been notified to or by the Company for that purpose), on receipt or 48 hours after the time it was sent, whichever occurs first;
- (b) if posted in an electronic form, on receipt or 48 hours after the time it was posted, whichever occurs first;
- (c) if delivered in an electronic form, at the time of delivery; and
- (d) if sent by any other electronic means as referred to in Article 32.5(c), at the time such delivery is deemed to occur under the Act.

32.7 Where the Company is able to show that any notice or other document given or

sent under these Articles by electronic means was properly addressed with the electronic address supplied by the intended recipient, the giving or sending of that notice or other document shall be effective notwithstanding any receipt by the Company at any time of notice either that such method of communication has failed or of the intended recipient's non-receipt.

Notice by means of a website

- 32.8 Subject to the provisions of the Act, any notice or other document or information to be given, sent or supplied by the Company to Shareholders under these Articles may be given, sent or supplied by the Company by making it available on the Company's website provided the Company has informed the Shareholders that it intends to do so.

General

- 32.9 In the case of joint holders of a share all notices shall be given to the joint holder whose name stands first in the register of members of the Company in respect of the joint holding (the "**Primary Holder**"). Notice so given shall constitute notice to all the joint holders.
- 32.10 Anything agreed or specified by the Primary Holder in relation to the service, sending or supply of notices, documents or other information shall be treated as the agreement or specification of all the joint holders in their capacity as such (whether for the purposes of the Act or otherwise).

33 Indemnities and insurance

- 33.1 Subject to the provisions of and so far as may be permitted by, the Act:
- (a) every Director or other officer of the Company (excluding the Company's auditors) shall be entitled to be indemnified by the Company (and the Company shall also be able to indemnify directors of any associated company (as defined in section 256 of the Act)) out of the Company's assets against all liabilities incurred by him in the actual or purported execution or discharge of his duties or the exercise or purported exercise of his powers or otherwise in relation to or in connection with his duties, powers or office, provided that no current or former Director or current or former director of any associated company is indemnified by the Company against:
 - (i) any liability incurred by the director to the Company or any associated company; or
 - (ii) any liability incurred by the director to pay a fine imposed in criminal proceedings or a sum payable to a regulatory authority by way of a penalty in respect of non-compliance with any requirements of a regulatory nature; or
 - (iii) any liability incurred by the director:
 - (A) in defending any criminal proceedings in which he is convicted;
 - (B) in defending civil proceedings brought by the Company or any associated company in which final judgment (within the meaning set out in section 234 of the Act) is given against

him; or

- (C) in connection with any application under sections 661(3) or 661(4) or 1157 of the Act (as the case may be) for which the court refuses to grant him relief,

save that, in respect of a provision indemnifying a director of a company (whether or not the Company) that is a trustee of an occupational pension scheme (as that term is used in section 235 of the Act) against liability incurred in connection with that company's activities as trustee of the scheme, the Company shall also be able to indemnify any such director without the restrictions in Articles 33.1(a)(i), 33.1(a)(iii)(B) and 33.1(a)(iii)(C) applying;

- (b) the Directors may exercise all the powers of the Company to purchase and maintain insurance for any such current or former Director or other officer against any liability which by virtue of any rule of law would otherwise attach to him in respect of any negligence, default, breach of duty or breach of trust of which he may be guilty in relation to the Company, or any associated company including (if he is a director of a company which is a trustee of an occupational pension scheme) in connection with that company's activities as trustee of an occupational pension scheme.

33.2 The Company shall (at the cost of the Company) effect and maintain for each current or former Director or current or former director of any associated company policies of insurance insuring each such director against risks in relation to his office as each director may reasonably specify including without limitation, any liability which by virtue of any rule of law may attach to him in respect of any negligence, default of duty or breach of trust of which he may be guilty in relation to the Company.

34 Secretary

Subject to the provisions of the Act, the Directors may appoint a secretary for such term, at such remuneration and upon such conditions as they may think fit; and any secretary so appointed may be removed by them.

35 Lien

35.1 The Company shall have a first and paramount lien (the "**Company's Lien**") over every Share (not being a fully paid share) for all moneys (whether presently payable or not) payable at a fixed time or called in respect of that Share.

35.2 The Company's Lien over a Share:

- (a) shall take priority over any third party's interest in that Share; and
- (b) extends to any dividend or other money payable by the Company in respect of that Share and (if the lien is enforced and the Share is sold by the Company) the proceeds of sale of that Share.

35.3 The Directors may at any time decide that a Share which is, or would otherwise be, subject to the Company's Lien shall not be subject to it, either wholly or in part.

35.4 Subject to the provisions of this Article 35, if:

- (a) a notice complying with Article 35.5 (a "**Lien Enforcement Notice**") has been given by the Company in respect of a Share; and
 - (b) the person to whom the notice was given has failed to comply with it,
- the Company shall be entitled to sell that Share in such manner as the Directors decide.

35.5 A Lien Enforcement Notice:

- (a) may only be given by the Company in respect of a Share which is subject to the Company's Lien, in respect of which a sum is payable and the due date for payment of that sum has passed;
- (b) must specify the Share concerned;
- (c) must require payment of the sum payable within 14 days of the notice;
- (d) must be addressed either to the holder of the Share or to a person entitled to it by reason of the holder's death, bankruptcy or otherwise; and
- (e) must state the Company's intention to sell the Share if the notice is not complied with.

35.6 Where any Share is sold pursuant to this Article 35:

- (a) the Directors may authorise any person to execute an instrument of transfer of the Share to the purchaser or a person nominated by the purchaser; and
- (b) the transferee shall not be bound to see to the application of the consideration, and the transferee's title shall not be affected by any irregularity in or invalidity of the process leading to the sale.

35.7 The net proceeds of any such sale (after payment of the costs of sale and any other costs of enforcing the lien) must be applied:

- (a) first, in payment of so much of the sum for which the lien exists as was payable at the date of the Lien Enforcement Notice;
- (b) secondly, to the person entitled to the Share at the date of the sale, but only after the certificate for the Share sold has been surrendered to the Company for cancellation or an indemnity for lost certificate in a form acceptable to the Board has been given for any lost certificate, and subject to a lien equivalent to the Company's Lien for any money payable (whether or not it is presently payable) as existing upon the Share before the sale in respect of all Shares registered in the name of that person (whether as the sole registered holder or as one of several joint holders) after the date of the Lien Enforcement Notice.

35.8 A statutory declaration by a Director or the company secretary that the declarant is a Director or the company secretary and that a Share has been sold to satisfy the Company's Lien on a specified date:

- (a) shall be conclusive evidence of the facts stated in it as against all persons claiming to be entitled to the Share; and
- (b) subject to compliance with any other formalities of transfer required by

these Articles or by law, shall constitute a good title to the Share.

36 Call Notices

- 36.1 Subject to these Articles and the terms on which Shares are allotted, the Directors may send a notice (a "**Call Notice**") to a Shareholder who has not fully paid for that Shareholder's Share(s) requiring the Shareholder to pay the Company a specified sum of money (a "**call**") which is payable to the Company by that Shareholder when the Directors decide to send the Call Notice.
- 36.2 A Call Notice:
- (a) may not require a Shareholder to pay a call which exceeds the total sum unpaid on that Shareholder's Shares (whether as to the Share's nominal value or any sum payable to the Company by way of premium);
 - (b) shall state when and how any call to which it relates it is to be paid; and
 - (c) may permit or require the call to be paid by instalments.
- 36.3 A Shareholder shall comply with the requirements of a Call Notice, but no Shareholder shall be obliged to pay any call before 14 days have passed since the notice was sent.
- 36.4 Before the Company has received any call due under a Call Notice the Directors may:
- (a) revoke it wholly or in part; or
 - (b) specify a later time for payment than is specified in the Call Notice, by a further notice in writing to the Shareholder in respect of whose Shares the call is made.
- 36.5 Liability to pay a call shall not be extinguished or transferred by transferring the Shares in respect of which it is required to be paid. Joint holders of a Share shall be jointly and severally liable to pay all calls in respect of that Share.
- 36.6 Subject to the terms on which Shares are allotted, the Directors may, when issuing Shares, provide that Call Notices sent to the holders of those Shares may require them to:
- (a) pay calls which are not the same; or
 - (b) pay calls at different times.
- 36.7 A Call Notice need not be issued in respect of sums which are specified, in the terms on which a Share is issued, as being payable to the Company in respect of that Share (whether in respect of nominal value or premium):
- (a) on allotment;
 - (b) on the occurrence of a particular event; or
 - (c) on a date fixed by or in accordance with the terms of issue.
- 36.8 If the due date for payment of such a sum as referred to in Article 36.7 has passed and it has not been paid, the holder of the Share concerned shall be treated in all respects as having failed to comply with a Call Notice in respect of

that sum, and shall be liable to the same consequences as regards the payment of interest and forfeiture.

36.9 If a person is liable to pay a call and fails to do so by the Call Payment Date (as defined below):

- (a) the Directors may issue a notice of intended forfeiture to that person; and
- (b) until the call is paid, that person shall be required to pay the Company interest on the call from the Call Payment Date at the Relevant Rate (as defined below).

36.10 For the purposes of Article 36.9:

- (a) the "**Call Payment Date**" shall be the time when the call notice states that a call is payable, unless the Directors give a notice specifying a later date, in which case the "**Call Payment Date**" is that later date;
- (b) the "**Relevant Rate**" shall be:
 - (i) the rate fixed by the terms on which the Share in respect of which the call is due was allotted;
 - (ii) such other rate as was fixed in the Call Notice which required payment of the call, or has otherwise been determined by the Directors; or
 - (iii) if no rate is fixed in either of these ways, five per cent. a year,

provided that the Relevant Rate shall not exceed by more than five percentage points the base lending rate most recently set by the Monetary Policy Committee of the Bank of England in connection with its responsibilities under Part 2 of the Bank of England Act 1998(a).

36.11 The Directors may waive any obligation to pay interest on a call wholly or in part.

36.12 The Directors may accept full payment of any unpaid sum in respect of a Share despite payment not being called under a Call Notice.

37 Forfeiture of Shares

37.1 A notice of intended forfeiture:

- (a) may be sent in respect of any Share for which there is an unpaid sum in respect of which a call has not been paid as required by a Call Notice;
- (b) shall be sent to the holder of that Share or to a person entitled to it by reason of the holder's death, bankruptcy or otherwise;
- (c) shall require payment of the call and any accrued interest and all expenses that may have been incurred by the Company by reason of such non-payment by a date which is not fewer than 14 days after the date of the notice;
- (d) shall state how the payment is to be made; and
- (e) shall state that if the notice is not complied with, the Shares in respect of which the call is payable will be liable to be forfeited.

- 37.2 If a notice of intended forfeiture is not complied with before the date by which payment of the call is required in the notice of intended forfeiture, then the Directors may decide that any Share in respect of which it was given is forfeited, and the forfeiture is to include all dividends or other moneys payable in respect of the forfeited Shares and not paid before the forfeiture.
- 37.3 Subject to these Articles, the forfeiture of a Share extinguishes:
- (a) all interests in that Share, and all claims and demands against the Company in respect of it; and
 - (b) all other rights and liabilities incidental to the Share as between the person whose Share it was prior to the forfeiture and the Company.
- 37.4 Any Share which is forfeited in accordance with these Articles:
- (a) shall be deemed to have been forfeited when the Directors decide that it is forfeited;
 - (b) shall be deemed to be the property of the Company; and
 - (c) may be sold, re-allotted or otherwise disposed of as the Directors think fit.
- 37.5 If a person's Shares have been forfeited then:
- (a) the Company shall send that person notice that forfeiture has occurred and record it in the register of members;
 - (b) that person shall cease to be a Shareholder in respect of those Shares;
 - (c) that person shall surrender the certificate for the Shares forfeited to the Company for cancellation;
 - (d) that person shall remain liable to the Company for all sums payable by that person under the Articles at the date of forfeiture in respect of those Shares, including any interest (whether accrued before or after the date of forfeiture); and
 - (e) the Directors shall be entitled to waive payment of such sums wholly or in part or enforce payment without any allowance for the value of the Shares at the time of forfeiture or for any consideration received on their disposal.
- 37.6 At any time before the Company disposes of a forfeited Share, the Directors shall be entitled to decide to cancel the forfeiture on payment of all calls and interest and expenses due in respect of it and on such other terms as they think fit.
- 37.7 If a forfeited Share is to be disposed of by being transferred, the Company shall be entitled to receive the consideration for the transfer and the Directors shall be entitled to authorise any person to execute the instrument of transfer.
- 37.8 A statutory declaration by a Director or the company secretary that the declarant is a Director or the company secretary and that a Share has been forfeited on a specified date:
- (a) shall be conclusive evidence of the facts stated in it as against all persons claiming to be entitled to the Share; and

- (b) subject to compliance with any other formalities of transfer required by the articles or by law, constitutes a good title to the Share.
- 37.9 A person to whom a forfeited Share is transferred shall not be bound to see to the application of the consideration (if any) nor shall that person's title to the Share be affected by any irregularity in or invalidity of the process leading to the forfeiture or transfer of the Share.
- 37.10 If the Company sells a forfeited Share, the person who held it prior to its forfeiture shall be entitled to receive the proceeds of such sale from the Company, net of any commission, and excluding any sum which:
 - (a) was, or would have become, payable; and
 - (b) had not, when that Share was forfeited, been paid by that person in respect of that Share,but no interest shall be payable to such a person in respect of such proceeds and the Company shall not be required to account for any money earned on such proceeds.

38 Surrender of Shares

- 38.1 A Shareholder shall be entitled to surrender any Share:
 - (a) in respect of which the Directors issue a notice of intended forfeiture;
 - (b) which the Directors forfeit; or
 - (c) which has been forfeited.
- 38.2 The Directors shall be entitled to accept the surrender of any such Share.
- 38.3 The effect of surrender on a Share shall be the same as the effect of forfeiture on that Share.
- 38.4 The Company shall be entitled to deal with a Share which has been surrendered in the same way as a Share which has been forfeited.

39 Authority to capitalise and appropriation of capitalised sums

- 39.1 The Board may (with Investor Majority Consent), if authorised to do so by an ordinary resolution:
 - (a) decide to capitalise any profits of the Company (whether or not they are available for distribution) which are not required for paying a preferential dividend, or any sum standing to the credit of the Company's share premium account or capital redemption reserve; and
 - (b) appropriate any sum which they so decide to capitalise (a "**Capitalised Sum**") to such Shareholders and in such proportions as the Board may in their absolute discretion deem appropriate (the "**Shareholders Entitled**").

Article 36 of the Model Articles shall not apply to the Company.

- 39.2 Capitalised Sums may be applied on behalf of such Shareholders and in such proportions as the Board may (in its absolute discretion) deem appropriate.

- 39.3 Any Capitalised Sum may be applied in paying up new Shares up to the nominal amount (or such amount as is unpaid) equal to the Capitalised Sum, which are then allotted credited as fully paid to the Shareholders Entitled or as they may direct.
- 39.4 A Capitalised Sum which was appropriated from profits available for distribution may be applied in paying up new debentures of the Company which are allotted credited as fully paid to the Shareholders Entitled or as they may direct.
- 39.5 Subject to the Articles the Board may:
- (a) apply Capitalised Sums in accordance with Articles 39.3 and 39.4 partly in one way and partly another;
 - (b) make such arrangements as they think fit to deal with Shares or debentures becoming distributable in fractions under this Article 39; and
 - (c) authorise any person to enter into an agreement with the Company on behalf of all of the Shareholders Entitled which is binding on them in respect of the allotment of Shares or debentures under this Article 39.

40 Lock-up

- 40.1 Other than the sale of any Shares to an underwriter pursuant to an underwriting agreement, no Shareholder shall, without the prior written consent of the Company's underwriters, during the period commencing on the date of the final offering document relating to an IPO and ending on the date specified by the Board (not to exceed 180 days):
- (a) lend, offer, pledge, sell, contract to sell, sell any option or contract to purchase, purchase any option or contract to sell, grant any option, right or warrant to purchase, or otherwise transfer or dispose of, directly or indirectly, any Shares held immediately prior to the effectiveness of the registration statement for the IPO; or
 - (b) enter into any swap or other arrangement that transfers to another, in whole or in part, any of the economic consequences of ownership of the Shares,
- whether or not any such transaction is to be settled by delivery of Shares or other securities, in cash or otherwise.
- 40.2 In order to enforce the foregoing covenant, the Company may impose stop-transfer instructions with respect to the Shares (and transferees and assignees thereof) until the end of such restricted period.
- 40.3 Each Shareholder shall enter into a separate lock-up agreement in respect of the IPO if and to the extent required by the Company's underwriters in order to facilitate the IPO. If any Shareholder fails to comply with the provisions of this Article, the Company shall be constituted the agent of each defaulting Shareholder for taking such actions as are necessary to effect the lock-up and the Directors may authorise an officer or member to execute and deliver on behalf of such defaulting Shareholder the necessary documents to effect the lock-up, including, without limitation, a lock-up agreement, in a form approved by the Board.

41 Holding Company Reorganisation

- 41.1 In the event of a Holding Company Reorganisation approved by the Board, the holders of more than 50 per cent of the Equity Shares then entitled to vote (including an Investor Majority and the Founder (for so long as he is Actively Involved)) (a "**Proposed Reorganisation**"), all Shareholders shall (a) consent to, vote for, raise no objections to and waive any applicable rights in connection with the Proposed Reorganisation and (b) take all such actions to tender their Shares as required pursuant to the Proposed Reorganisation (the "**Reorganisation Actions**"). The Shareholders shall be required to take all Reorganisation Actions with respect to the Proposed Reorganisation as are required by the Board to facilitate the Proposed Reorganisation. If any Shareholder fails to comply with the provisions of this Article, the Company shall be constituted the agent of each defaulting Shareholder for taking the Reorganisation Actions as are necessary to effect the Proposed Reorganisation and the Board may authorise an officer or member to execute and deliver on behalf of such defaulting Shareholder the necessary documents to effect the Proposed Reorganisation, including, without limitation, any share exchange agreement and/or stock transfer form.
- 41.2 The Company shall procure that the Holding Company shall ensure that the shares issued by it to the Shareholders (or a subsequent holder, as the case may be) pursuant to the Holding Company Reorganisation will be credited as fully paid as to the amount determined in accordance with this Article and which new shares shall be subject to the constitutional documents of the Holding Company and otherwise (subject to the express provisions of such constitutional documents) have the same rights as all other Holding Company shares of the same class in issue at the time (other than as regards any dividend or other distribution payable by reference to a record date preceding the date of allotment and issue of such Holding Company shares).
- 41.3 On any person, following the date of completion of a Holding Company Reorganisation, becoming a Shareholder pursuant to the exercise of a pre-existing option or warrant to acquire shares in the Company or pursuant to the conversion of any convertible security of the Company or otherwise (a "**New Reorganisation Shareholder**"), the New Reorganisation Shareholder shall then be bound to do all such acts and things necessary in order to transfer all such resulting shares to the Holding Company, and the provisions of this Article shall apply with the necessary changes to the New Reorganisation Shareholder.
- 41.4 The Company shall procure that, in respect of each Major Shareholder (except as otherwise agreed in writing by such Major Shareholder, acting reasonably):
- (a) it provides not less than 10 Business Days' prior written notice to the Major Shareholders of any proposed Holding Company Reorganisation (the "**Holding Company Notice**"); and
 - (b) following the date of the Holding Company Notice, it consults with such Major Shareholders in good faith and provides such information reasonably requested by such Major Shareholders in respect thereof.
- 41.5 Any Holding Company that is to be created for the purposes of a Holding Company Reorganisation shall be:
- (a) an entity that is classified as a corporation for U.S. federal income tax purposes; and
 - (b) incorporated in a jurisdiction where the courts of such jurisdiction respect the limited liability of the underlying partners, members, shareholders and/or any other beneficial owners of each shareholder of that Holding

Company to substantially the same extent as the jurisdiction of a Major Shareholder's formation.

- 41.6 Article 41.1 shall not apply in respect of a Major Shareholder (except as otherwise agreed in writing by the Major Shareholder, acting reasonably) if it is determined pursuant to Articles 41.7 to 41.9 that any material taxes will be payable and/or any material tax filings will be required to be submitted by that Major Shareholder or any one or more of its respective underlying partners, members, shareholders and/or other beneficial owners as a direct result of the transfer of its respective Shares to the Holding Company and in such event, the Company and the Major Shareholders will discuss in good faith to find alternative ways to assess how to structure such Holding Company Reorganisation in a manner acceptable to each of them in writing.
- 41.7 If, in a Major Shareholder's reasonable opinion following written advice from its counsel, accountant or tax advisor (as the case may be), such Major Shareholder determines that any material taxes will be payable and/or any material tax filings will be required to be submitted by such Major Shareholder or its underlying partners, members, shareholders and/or other beneficial owners as a direct result of the transfer of its Shares to the Holding Company:
- (a) such Major Shareholder shall as soon as reasonably practicable notify the Company in writing and provide a copy of such written advice from its counsel, accountant or tax advisor (as the case may be) to the Company on a non-reliance basis;
 - (b) the Company and each relevant Major Shareholder will discuss in good faith for a period of up to 15 Business Days (as may be extended between the Company and such Major Shareholder) following receipt of such written notice in Article 41.7(a) to find alternative ways to assess how to structure such Holding Company Reorganisation in a manner acceptable to each of them in writing.
- 41.8 In the event that any Major Shareholder(s) and the Company cannot agree as to whether any material taxes will be payable and/or whether any material tax filings will be required to be submitted by any such Major Shareholder or its underlying partners, members, shareholders and/or other beneficial owners as a direct result of the transfer of its Shares to the Holding Company and/or how to structure the relevant Holding Company Reorganisation upon the expiry of the time limit set out in Article 41.7(b), the Company and the relevant Major Shareholder(s) shall appoint an expert to determine such tax treatment and opine on how to structure the relevant Holding Company Reorganisation in accordance with Article 41.9 (the "**Expert**").

- 41.9 The Expert will be one of the Big 4 independent firms of Chartered Accountants in England and Wales to be agreed in writing between the Company and the relevant Major Shareholder(s) or, failing agreement in writing of such firm not later than the date five Business Days after the expiry of the time limit set out in Article 41.7(b), an independent firm of Chartered Accountants to be nominated by the then President of the Institute of Chartered Accountants in England and Wales on the application of either party. Such Expert shall be requested to (a) determine the tax treatment of the Holding Company Reorganisation in respect of the relevant Major Shareholder's Shares and opine on how to structure the relevant Holding Company Reorganisation within 20 Business Days of its appointment based on any factors which such Expert reasonably believes should be taken into account and (ii) notify the Board of their determination. The Expert shall act as expert and not as arbitrator and its determination shall be final and binding on the parties (in the absence of fraud or manifest error). The Board will give the Expert access to all accounting records or other relevant documents of the Company subject to the Expert agreeing such confidentiality provisions as the Board may reasonably impose. The Expert shall deliver its certificate to the Company and, as soon as the Company receives such certificate, it shall deliver a copy of it to the relevant Major Shareholder(s). The cost of obtaining the certificate shall be paid by the Company.

42 Data protection

The Company may process the following categories of personal data in respect of the Shareholders and the Directors: (i) identifying information, such as names, addresses and contact details; (ii) details of participation in the Company's affairs, including without limitation attendance at and contribution to Company meetings and voting records; (iii) in the case of Shareholders, details of their respective shareholdings in the Company; and (iv) any other information which is required to be recorded by law or may have a bearing on the prudence or commercial merits of investing, or disposing of any shares (or other investment or security), in the Company (together, "**Personal Data**"). The Company will only use the Personal Data where it has a valid legal basis to do so. The Company has a legitimate interest in processing Personal Data where it is necessary for the purposes of the proper administration of the Company and its affairs, the undertaking of due diligence exercises and compliance with applicable laws, regulations and procedures. The Company will use appropriate technical and organisational measures to safeguard Personal Data. The Company will retain Personal Data for no longer than is reasonably required. The Company may disclose Personal Data to: (i) other Shareholders and Directors (each a "**Recipient**"); (ii) a Member of the same Group or Member of the same Fund Group as a Recipient ("**Recipient Group Companies**"); (iii) employees, directors and professional advisers of that Recipient or the Recipient Group Companies; (iv) funds managed by any of the Recipient Group Companies; and (v) current or potential investors in the Company or purchasers of any Equity Shares, provided always that the Company takes reasonable steps to ensure that Personal Data is treated in accordance with relevant data protection laws. The Personal Data will only be processed and stored within the European Economic Area, except to the extent permitted by applicable law.