

THE COMPANIES ACT 2006

COMPANY LIMITED BY SHARES

NEW

ARTICLES OF ASSOCIATION

of

ROOFOODS LTD
(trading as Deliveroo)

(Adopted by a written resolution passed on 5 April 2021 and effective from 6 April 2021)

Proskauer»



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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 (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:
- 1.3.1 article headings are used for convenience only and shall not affect the construction or interpretation of these Articles;
 - 1.3.2 words denoting the singular include the plural and vice versa and reference to one gender includes the other gender and neuter and vice versa; and
 - 1.3.3 Articles 8(2), 9(4), 10(3), 11(2), 12, 13, 14, 17(2), 19, 20, 21, 26(5), 26, 27, 28, 30(5) to (7) (inclusive), 44(4), 51, 52 and 53 of the Model Articles shall not apply to the Company.

2. DEFINITIONS

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

"**Accel Investor Director**" means the Director appointed and holding office under Article 27.3.1;

"**Accel Investors**" means Accel London IV, L.P. and Accel London Investors 2014 L.P. and each of their Permitted Transferees, successors and assigns, and "**Accel Investor**" shall be construed accordingly;

"**Accel Observer**" has the meaning given in Article 27.3.1.2;

"**Accepting Shareholder**" has the meaning given in Article 19.5;

"**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);

"Actions" has the meaning given in Article 6.3;

"Adjustment Event" 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 repurchase or redemption of shares (other than Preferred Shares) or any variation in the subscription price or conversion rate (other than any adjustment to the Conversion Rate resulting from any of the foregoing) 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 12.7, which takes place after the Date of Adoption (in which case Articles 9.17 or 9.18 shall apply (as applicable));

"Affected Shares" has the meaning given in Article 18.6;

"Affiliate" means, with respect to any Investor, any person who is a limited partner in the Investor or in a Fund that is managed or advised by the same fund manager or general partner as manages or advises the Investor or any person or any Fund who, directly or indirectly, controls, is controlled by or is under common control with (including, without limitation, by virtue of being managed or advised by the same fund manager or general partner as the Investor or a fund manager or general partner under common control with that fund manager or general partner) such Investor including, without limitation (i) any general partner, limited partner, managing member, officer or director of such Investor or any venture capital or other investment fund now or hereafter existing that is controlled by one or more general partners of managing members of, or shares the same management or advisory company with, such Investor and (ii) any successor entities or funds to any limited partner in any Fund which is managed or advised by a fund manager or other managing member of the Investor or of any Fund under common control with the Investor; provided that, for clarification purposes, Apoletto Limited shall be deemed an Affiliate of the DST Investor and Technology Opportunity Partners I, LP, Technology Opportunity Partners II, LP and TOP II Parallel II, LP shall be deemed to be Affiliates of one another;

"Allocation Notice" has the meaning given in Article 15.9.1;

"Amazon Investor" means Amazon.com NV Investment Holdings LLC and each of its Permitted Transferees, successors and assigns;

"Amazon Investor Director" means the Director appointed and holding office under Article 27.7;

"Amazon Observer" has the meaning given in Article 27.7.1.2;

"Anti-Dilution Series A Shares" has the meaning given in Article 9.1;

"Anti-Dilution Series B Shares" has the meaning given in Article 9.3;

"Anti-Dilution Series C Shares" has the meaning given in Article 9.5;

"Anti-Dilution Series D Shares" has the meaning given in Article 9.7;

"Anti-Dilution Series E Shares" has the meaning given in Article 9.9;

"Anti-Dilution Series F Shares" has the meaning given in Article 9.11;

"Anti-Dilution Series G Shares" has the meaning given in Article 9.13;

"Anti-Dilution Series H Shares" has the meaning given in Article 9.15;

"Anti-Dilution Shares" means the Anti-Dilution Series A Shares, the Anti-Dilution Series B Shares, the Anti-Dilution Series C Shares, the Anti-Dilution Series D Shares, the Anti-Dilution Series E Shares, the Anti-Dilution Series F Shares, the Anti-Dilution Series G Shares and the Anti-Dilution Series H Shares;

"Applicant" has the meaning given in Article 15.9.1;

"Articles" means these articles of association, as amended from time to time;

"Asset Sale" means the disposal by the Company of all or substantially all of its undertaking and assets or the grant of an exclusive license over all or substantially all of the Intellectual Property of the Company (other than, in either case, such a disposal or grant to another Group Company which is made as part of a bona fide reorganisation of the Group with Investor Majority Consent);

"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; and
- (c) any Member of the same Fund Group;

"Attorney" has the meaning given in Article 6.6;

"Auditors" mean the auditors of the Company from time to time;

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

"B Ordinary Shares" means the B ordinary shares of £0.0001 each in the Company, having the rights and being subject to the restrictions in the articles;

"B Ordinary Shareholder" means a holder of B Ordinary Shares, including WS for so long as WS is a holder of any B Ordinary Shares and any B Ordinary Share Permitted Transferee for so long as such B Ordinary Share Permitted Transferee is a holder of any B Ordinary Shares;

"B Ordinary Share Permitted Transferee" has the meaning given to in Article 35;

"Bad Leaver" means an Employee Shareholder who ceases to be an Employee at any time and who is not a Good Leaver;

"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;

"Board Observers" has the meaning given in Article 27.14;

"Bridgepoint Investor" means Bridgepoint Europe V 'A1' L.P., Bridgepoint Europe V 'A2' L.P., Bridgepoint Europe V 'A3' L.P., Bridgepoint Europe V 'B1' L.P., Bridgepoint Europe V 'B2' L.P., Bridgepoint Europe V 'B3' L.P., Bridgepoint Europe V 'B4' L.P., Bridgepoint Europe V 'B5' L.P., Bridgepoint Europe V 'C' L.P., Bridgepoint Europe V 'D' L.P. and Wigmore Street Co-Investment No.1 LP each of which is an English limited partnership having its principal place of business at 95 Wigmore Street London, W1U 1FB and Bridgepoint Europe V 'E' L.P., a

Scottish limited partnership having its principal place of business at 50 Lothian Road, Festival Square, Edinburgh, EH3 9WJ, each of whom will invest through BEV Nominees II Limited acting by its manager, Bridgepoint Advisers Limited, whose registered office is at 95 Wigmore Street, London W1U 1FB;

"Bridgepoint Investor Director" means the Director appointed and holding office under Article 27.5.1.1;

"Bridgepoint Observer" has the meaning given in Article 27.5.1.2;

"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);

"Buyer" has the meaning given in Article 20.2.1;

"Called Shareholders" has the meaning given in Article 21.1.2;

"Called Shares" has the meaning given in Article 21.2;

"CEO" has the meaning given in Article 27.12.5.2;

"Chairman" has the meaning given in Article 27.13.1;

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

"Company" means Rooffoods Ltd (company number 08167130);

"Competitor" has the meaning given in Article 14.13;

"connected" has the meaning given in section 252 of the Act;

"Connected Person" means, in relation to a person, any other person who is a connected person (as defined in section 1122 of the Corporation Taxes Act 2010 or section 993 of the Income Tax Act 2007, as applicable) to the first mentioned person;

"Controlling Interest" means an interest in shares giving to the holder or holders: (i) control of the Company within the meaning of section 1124 of the CTA 2010, or (ii) in aggregate more than 50% of the total voting rights conferred by all the shares in the equity share capital of the Company for the time being in issue;

"Conversion Date" has the meaning given in Article 8.9;

"Conversion Notice" means a Series A Conversion Notice and/or Series B Conversion Notice and/or Series C Conversion Notice and/or Series D Conversion Notice and/or Series E Conversion Notice and/or Series F Conversion Notice and/or Series G Conversion Notice and/or Series H Conversion Notice;

"Conversion Rate" has the meaning given in Article 8.14;

"Convertible Loan Note Instrument" means the instrument executed by the Company on the Series G Date of Adoption constituting fixed rate unsecured convertible loan notes 2020 in the capital of the Company;

"Co-Sale Notice" has the meaning given in Article 20.2;

"CTA 2010" means the Corporation Tax Act 2010;

"Date of Adoption" means the date of adoption of these articles of association, as set out above on page 1 of this document;

"Deed of Adherence" has the meaning given in Article 13.7;

"Defaulting Shareholder" has the meaning given in Article 6.6;

"Deferred Shares" means the deferred shares of £0.0001 nominal value (or such other nominal value from time to time) each in the capital of the Company;

"Departing Employee" has the meaning given in Article 18.1;

"Director" means a director of the Company;

"Drag-Along Completion Date" has the meaning given in Article 21.7;

"Drag Along Notice" has the meaning given in Article 21.2;

"Drag Along Option" has the meaning given in Article 21.1;

"DST Investor" means DST Global V, L.P., DST Global V Co-Invest, L.P., DST Global V Co-Investment Fund, L.P. and DST Investments XIV, L.P. and each of their Permitted Transferees, successors and assigns, and **"DST Investor"** shall be construed accordingly;

"DST Observer" has the meaning given in Article 27.8.1;

"Durable Investor" means Durable Capital Master Fund LP and each of its Permitted Transferees, successors and assigns;

"Effective Termination Date" means the date on which the Employee's employment or consultancy with the Company (or the relevant Group Company), as applicable, 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 who is employed by or provides consultancy services to the Company or any member of the Group;

"Employee Share Options" means the share options granted pursuant to the Share Incentive Plans and the maximum number of share options which remain capable of being granted pursuant to the Share Incentive Plans (having regard to the maximum number of Ordinary Shares in respect of which options may be granted under such Share Incentive Plans);

"Employee Shareholder" means an Employee who has any legal, beneficial or other interest in any Shares;

"Employee Shares", in relation to an Employee, means all Equity Shares in the Company held by:

- (a) the Employee in question; and

- (b) each Shareholder who shall have received or acquired shares as nominee or directly or indirectly from the Employee pursuant to one or more Permitted Transfers (including where such shares were subscribed by such Shareholder and that Shareholder would have been entitled to receive a Permitted Transfer from the Employee in question);

"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 Holder" has the meaning given in Article 20.2;

"Equity Shareholder" means a holder of Equity Shares;

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

"Excess Securities" has the meaning given in Article 12.4.3;

"Exercising Series A Investor" has the meaning given in Article 9.1;

"Exercising Series B Investor" has the meaning given in Article 9.3;

"Exercising Series C Investor" has the meaning given in Article 9.5;

"Exercising Series D Investor" has the meaning given in Article 9.7;

"Exercising Series E Investor" has the meaning given in Article 9.9;

"Exercising Series F Investor" has the meaning given in Article 9.11;

"Exercising Series G Investor" has the meaning given in Article 9.13;

"Exercising Series H Investor" has the meaning given in Article 9.15;

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

"Expert Valuers" is as determined in accordance with Article 16.1.1;

"Fair Value" is as determined in accordance with Article 16.3;

"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;

"Fidelity" means Fidelity Management & Research Company and any successor or affiliated registered investment advisor to the Fidelity Investors;

"Fidelity Investor Consent" means the prior written consent of the holder(s) for the time being of 51 per cent or more of the Shares held by the Fidelity Investors from time to time;

"Fidelity Investors" means the Shareholders that are funds and accounts managed by Fidelity on or around the Date of Adoption (each acting severally and not jointly and severally) and each of their Permitted Transferees, successors and assigns, and **"Fidelity Investor"** means any one or more of them, as the context requires;

"Fidelity Observer" has the meaning given in Article 27.10.1

"Financial Year" means an accounting reference period (as defined by the Act) of the Company;

"Follow-On Series F Funding Round" means the additional Series F Preferred Shares that were issued within the 90 day period following completion of the Series F Subscription Agreement, and in accordance with the terms of the Series F Subscription Agreement;

"Follow-On Series G Subscription Agreement" means the subscription agreement, dated 30 October 2020, between the Company and the Durable Investor pursuant to which the Durable Investor agreed, pursuant to the terms therein, to subscribe for 59,822 Series G Preferred Shares in the Company;

"Founder Director" means the Director appointed and holding office under Article 27.11.1;

"Founder Observer" has the meaning given in Article 27.11.4;

"Founders" means WS and Greg Orlowski and **"Founder"** means either or both of them, as the context permits or requires;

"Fully Diluted Share Capital" means the number of Ordinary Shares in issue from time to time assuming, for the purpose of this definition, that:

- (a) the maximum number of Ordinary Shares issued or available for issuance pursuant to the Share Incentive Plans have been granted and exercised in full;
- (b) all other options, warrants or other convertible securities over Shares and all other rights of conversion into Shares in existence at such time are exercised and converted in full (irrespective of whether or not such options, warrants, convertible securities or rights of conversion, as the case may be, are, on their terms, exercisable or convertible at such time) in respect of the maximum number of Shares into which they are capable of being exercised or converted;
- (c) all of the Preferred Shares are converted into Ordinary Shares at the then applicable conversion rate in accordance with the Articles; and
- (d) all of the B Ordinary Shares are converted into Ordinary Shares at a conversion rate equal to one Ordinary Share for each B Ordinary Share held;

"Fund" means a limited partnership, limited liability partnership, partnership, company, syndicate, body corporate, trust or other undertaking or entity formed for the purpose of investment, whose principal business is to make investments, or whose business is managed by a Fund Manager;

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

"GC Investor" means General Catalyst Group, VII L.P.;

"GC Investor Director" means the Director appointed and holding office under Article 27.6.1;

"Good Leaver" means an Employee Shareholder who:

- (a) ceases to be an Employee at any time by reason of:
 - (i) death;
 - (ii) permanent incapacity;
 - (iii) redundancy within the meaning of the Employment Rights Act 1996 or overseas equivalent;
 - (iv) retirement; or
 - (v) having given notice of termination with the Group in accordance with the terms and conditions of his employment agreement or service contract with a Group Company (as applicable) (other than in circumstances in which the Employee has committed any material breach of the terms of his employment agreement, service contract or settlement agreement (as applicable) including, without limitation, any post-termination restrictions and/or the relevant Group Company would have been entitled to summarily dismiss him or her); or
- (b) ceases to be an Employee at any time other than in accordance with (a) above and the Board, acting with Investor Director Consent, resolves that he should be treated as a Good Leaver;

"Greenoaks Investor Director" means the Director appointed and holding office under Article 27.4.1.1;

"Greenoaks Investors" means GCP-ROO, Ltd., GCP-ROO I, Ltd., GCP-ROO II, Ltd., GCP-ROO III, Ltd, Greenoaks Capital MS LP - GCP-MAP LP SERIES, Greenoaks Capital MS LP - GCP MAP II LP Series, Greenoaks Capital MS LP – Naboo Series, Greenoaks Capital MS LP - Killinger Series and their Permitted Transferees to whom they have respectively transferred Shares in accordance with these Articles;

"Greenoaks Observer" has the meaning given in Article 27.4.1.2;

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

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

"Holder Conversion Notice" has the meaning given in Article 8.1;

"Holding Company" means a newly formed holding company, pursuant to which the membership (excluding the nominal value of shares), pro rata shareholdings and classes of shares comprised in such holding company matches that of the Company immediately following the transfer of the issued share capital of the Company to such holding company, and for the avoidance of doubt including a New Holding Company;

"Independent Directors" has the meaning given in Article 27.12.2;

"Index Investor Director" means the Director appointed and holding office under Article 27.2.1.1;

"Index Investors" means Index Ventures VII (Jersey), L.P., Index Ventures VII Parallel Entrepreneur Fund (Jersey), L.P., Index Ventures Growth II (Jersey), L.P., Index Ventures Growth II Parallel Entrepreneur Fund (Jersey), L.P. and Yucca (Jersey) SLP, and **"Index Investor"** means either of them, as the context requires;

"Index Observer" has the meaning given in Article 27.2.1.2;

"Intellectual Property" means: (i) patents, inventions, designs, copyright and related rights, database rights, trade marks and related goodwill, trade names (whether registered or unregistered), and rights to apply for registration; (ii) proprietary rights in domain names; (iii) knowhow and confidential information; (iv) applications, extensions and renewals in relation to any of these rights; and (v) all other rights of a similar nature or having an equivalent effect anywhere in the world;

"Interested Director" has the meaning given in Article 29.6;

"Investor Director Consent" means the prior consent of the lesser of: (i) all Investor Directors appointed to the Board at such time; and (ii) at least three (3) of the Investor Directors (for this purpose excluding the GC Investor Director), either given in writing or orally at a Board meeting (provided that the same is properly recorded in the minutes of such meeting);

"Investor Directors" means the Index Investor Director, the Accel Investor Director, Greenoaks Investor Director, the Bridgepoint Investor Director, the GC Investor Director and the Amazon Investor Director;

"Investor Fund Manager" means a Fund Manager which advises or manages an Investor;

"Investor Majority" the holders for the time being of 66% or more of the Preferred Shares in issue from time to time;

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

"Investors" means the Series A Investors, the Series B Investors, the Series C Investors, the Series D Investors, the Series E Investors, the Series F Investors, the Series G Investors and the Series H Investors and any of their or its Permitted Transferees who has acquired any Shares, whether directly or indirectly, from any Series A Investor after the Original Date of Adoption or from any Series B Investor after the Series B Date of Adoption or from any Series C Investor after the Series C Date of Adoption or from any Series D Investor after the Series D Date of Adoption or from any Series E Investor after the Series E Date of Adoption, or from any Series F Investor after the Series F Date of Adoption, or from the Series G Investors on and after the Series G Date of Adoption or from the Series H Investors on and after the Series H Date of Adoption and **"Investor"** means any one of them;

"IPO" means the admission of all or any of the Shares or shares (or securities representing those shares) of a New Holding Company (including, without limitation, depositary interests, American depositary receipts, American depositary shares and/or other instruments) to or the grant of permission by any like authority for the same to be admitted to or traded or quoted on NASDAQ, the Official List of the Financial Conduct Authority, the AIM Market operated by the London Stock Exchange Plc, the New York Stock Exchange or on any other equivalent public securities market (including any other recognised investment exchange (as defined in section 285 of the Financial Services and Markets Act 2000));

"Issue Price" means:

- (a) in respect of the Series A Preferred Shares, the Series A Issue Price;
- (b) in respect of the Series B Preferred Shares, the Series B Issue Price;

- (c) in respect of the Series C Preferred Shares, the Series C Issue Price;
- (d) in respect of the Series D Preferred Shares, the Series D Issue Price;
- (e) in respect of the Series E Preferred Shares, the Series E Issue Price;
- (f) in respect of the Series F Preferred Shares, the Series F Issue Price;
- (g) in respect of the Series G Preferred Shares, the Series G Issue Price;
- (h) in respect of the Series H Preferred Shares, the Series H Issue Price; and
- (i) in respect of the Ordinary Shares, the Ordinary Share Issue Price;

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

"Lead Index Investor" means Index Ventures VII (Jersey), L.P. acting by Index Venture Associates VI Limited or its investment manager from time to time;

"Leaver" means a Good Leaver or a Bad Leaver;

"Liquidation" has the meaning given in Article 5.1;

"Listing Agreements" has the meaning given in Article 6.5;

"Major Investor" means (i) a holder who, together with its Affiliates and any of its Permitted Transferees (to whom it has transferred Shares) is the registered holder of Shares that represent at least 4% of the Preferred Shares in issue from time to time, (ii) any T Rowe Investor or Fidelity Investor, provided that such T Rowe Investor or Fidelity Investor (or their respective Affiliates and any of their respective Permitted Transferee(s)) remain the direct or indirect holder of not less than either (A) 75% of the Series F Preferred Shares that such T Rowe Investor or Fidelity Investor subscribed for pursuant to the Series F Subscription Agreements or (B) 75% of the Series G Preferred Shares that such T Rowe Investor or Fidelity Investor subscribed for pursuant to the Series G Subscription Agreements, (iii) the GC Investor provided that the GC Investor (or its Affiliates and any of its Permitted Transferee(s)) remains the direct or indirect holder of not less than 75% of the Series E Preferred Shares that the GC Investor subscribed for pursuant to the Supplemental Investment Agreement, and (iv) the Amazon Investor provided that the Amazon Investor (or its Affiliates and any of its Permitted Transferee(s)) remains the direct or indirect holder of not less than 75% of the Series G Preferred Shares that the Amazon Investor subscribed for pursuant to the Series G Subscription Agreements and the Convertible Loan Note Instrument;

"Member of the same Fund Group" means:

- (a) if the Shareholder is a Fund, a Fund Manager or a nominee of a Fund or a Fund Manager:
 - (i) any participant or partner in or member of any such Fund or the holders of any unit trust which is a participant or partner in or member of any Fund or any other person (but only in connection with the dissolution of the Fund or any distribution of assets of the Fund pursuant to the operation of the Fund in the ordinary course of business);
 - (ii) any Parent Undertaking or Subsidiary Undertaking of that Fund Manager, or any Subsidiary Undertaking of any Parent Undertaking of that Fund Manager;
 - (iii) any trustee, nominee or custodian of such Fund and vice versa; and

- (iv) any successor fund to the Fund;
- (b) if the Shareholder is a Fund, any Fund Manager of that Fund; or
- (c) if the Shareholder is a Fund Manager, any Fund managed or advised by that Fund Manager;

"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, and with respect to the Amazon Investor only, Amazon.com, Inc. and any other person who, directly or indirectly, is controlled by Amazon.com, Inc.. For purposes of this definition, the term **"control"** when used with respect to any person shall mean the power to direct the management or policies of such person, directly or indirectly, whether through ownership of voting securities, by contract or otherwise, and the terms **"controlling"** and **"controlled"** shall have meanings correlative to the foregoing;

"NASDAQ" means the NASDAQ stock market of the NASDAQ OMX Group Inc.;

"New Holding Company" means a holding company incorporated in connection with an IPO (such holding company to be incorporated in England and Wales, Jersey, Guernsey or the USA) of the Company (or the holding company itself) in which the share capital structure of the Company is replicated in all respects (other than in respect of any matter that is entirely de minimis in nature), including the rights attaching to each class of shares;

"New Holding Company Insertion" has the meaning given in Article 6.4.3;

"New Securities" means any shares or other securities convertible into, or carrying the right to subscribe for, shares issued by the Company after the Date of Adoption (other than shares or securities issued as a result of the events or in the circumstances set out in Article 12.7);

"New Shareholder" has the meaning given in Article 21.12;

"New Shares" means up to 209,306 new Series H Preferred Shares to be issued pursuant to the Series H Subscription Agreement, subject to the terms thereof;

"Nominated Persons" has the meaning given in Article 15.8.1;

"Offer" has the meaning given in Article 19.2;

"Offer Period" has the meaning given in Article 19.3;

"Ordinary Share Issue Price" means, in respect of each Ordinary Share, the price at which such Ordinary Share was issued, including any premium, in each case, subject to adjustment to take account of any Adjustment Event (in which circumstances the provisions of Article 9.17 shall apply);

"Ordinary Shareholder Majority" means the holders for the time being of more than 50% of the Ordinary Shares;

"Ordinary Shareholders" mean the holders from time to time of the Ordinary Shares and **"Ordinary Shareholder"** means any one of them as the context requires;

"Ordinary Shares" means the ordinary shares of £0.0001 nominal value each (or having such other nominal value from time to time) in the capital of the Company;

"Original Date of Adoption" means 17 April 2014;

"Original Investment Agreement" means the subscription and shareholders' agreement dated on the Original Date of Adoption between, amongst others, the Company, certain of the Index Investors, and the Founders;

"Original Shareholder" has the meaning given in Article 14.1;

"Permitted Share Capital" has the meaning given in Article 3.1;

"Permitted Transfer" means a transfer of Shares permitted in accordance with Article 14;

"Permitted Transferee" means (i) any member who receives shares pursuant to a Permitted Transfer, or (ii) in respect of a member, any person to whom such member is entitled to transfer Shares pursuant to Article 14, as the context requires;

"Pre-emption Offer Period" has the meaning given in Article 15.8.1;

"Pre-IPO Reorganisation" means any actions taken by any Group Company and/or its shareholders in connection with any reorganisation of the Company and/or any Group Company, as the Board considers (acting reasonably and with regards to the fiduciary duties of its Directors) necessary, appropriate or desirable for the purposes of enabling or assisting an IPO to occur, including, but not limited to, any steps taken in respect of a New Holding Company Insertion (including adopting new articles of association), a conversion in accordance with Articles 8.13 and 8.14 or any other solvent reorganisation of the Company and/or any Group Company, including by merger, consolidation, sub-division, recapitalisation, redesignation, reclassification, repurchase, redemption, reduction of capital, transfer or sale of shares or assets, or contribution of assets and/or liabilities, or any liquidation, exchange of securities, conversion or re-registration of an entity (including for example from a private limited company to a public limited company), migration of entity, formation or incorporation of new entity, or any other transaction or group of related transactions (in each case other than to or with a third party that is not a Member of the same Group, except where such third party is a new company which has been incorporated for the purposes of the New Holding Company Insertion), in which: (a) all holders of the same class of Shares and all other equity securities in the Group (other than entities within the Group) are offered the same consideration in respect of such equity securities; (b) the *pro rata* economic interests and holdings of share capital in respect of Shares or Shareholders, vis-à-vis one another and all other holders of other equity securities in the Group (other than those held by entities within the Group), are preserved, including the rights attaching to each class of shares; and (c) the rights of the Shareholders under these Articles and the Shareholders' Agreement are preserved, except in de minimis respects as required by applicable law;

"Preferred Shareholders" means the Series A Shareholders, the Series B Shareholders, the Series C Shareholders, the Series D Shareholders, the Series E Shareholders, the Series F Shareholders, the Series G Shareholders and the Series H Shareholders and **"Preferred Shareholder"** shall mean any one or more of them, as the context requires;

"Preferred Shares" means the Series A Preferred Shares, the Series B Preferred Shares, the Series C Preferred Shares, the Series D Preferred Shares, the Series E Preferred Shares, Series F Preferred Shares, the Series G Preferred Shares and the Series H Preferred Shares;

"Primary Holder" has the meaning given in Article 30.8;

"Priority Rights" means, in respect of Shares which are the subject of a Transfer Notice, the persons to whom such Shares are offered and the order in which they are to be offered for sale under these Articles;

"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 a step or adopted or illegitimate child and their issue), a parent or parent-in-law;

"Proceeds of Sale" means the consideration payable (including any deferred consideration) whether in cash or otherwise to those Shareholders selling Shares under a Share Sale;

"Proposed Exit" has the meaning given in Article 6.3;

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

"Proposed Sale Date" has the meaning given in Article 19.3;

"Proposed Sale Notice" has the meaning given in Article 19.3;

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

"Proposed Transfer" has the meaning given in Article 19.1;

"Qualifying Company" has the meaning given in Article 14.5;

"Qualifying IPO" means the legal completion of an IPO in which the institutional component is fully underwritten and in which the net aggregate subscription amount in respect of new Ordinary Shares issued at the time of the IPO is not less than US\$75,000,000 at an issue price per Ordinary Share of at least one times (1x) the Series G Issue Price, subject to adjustment to take account of any Adjustment Event (in which circumstances the provisions of Articles 9.17 and 9.18 (as applicable) shall apply) or other recapitalisation or reorganisation which is undertaken prior to a Qualifying IPO;

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

"Qualifying Series A Issue" has the meaning given in Article 9.1;

"Qualifying Series B Issue" has the meaning given in Article 9.3;

"Qualifying Series C Issue" has the meaning given in Article 9.5;

"Qualifying Series D Issue" has the meaning given in Article 9.7;

"Qualifying Series E Issue" has the meaning given in Article 9.9;

"Qualifying Series F Issue" has the meaning given in Article 9.11;

"Qualifying Series G Issue" has the meaning given in Article 9.13;

"Qualifying Series H Issue" has the meaning given in Article 9.15;

"Qualifying Shareholder" means (i) a Shareholder who, together with its Affiliates and any of its Permitted Transferees (to whom it has transferred Shares) is the registered holder of Shares that represent at least 2% of the Fully Diluted Share Capital, and (ii) any T Rowe Investor or Fidelity Investor, provided that such T Rowe Investor or Fidelity Investor (or their respective Affiliates and any of their respective Permitted Transferee(s)) remain the direct or indirect holder of not less than either (A) 75% of the Series F Preferred Shares that such T Rowe Investor or Fidelity Investor subscribed for pursuant to the Series F Subscription Agreements or (B) 75% of the Series G Preferred Shares that such T Rowe Investor or Fidelity Investor subscribed for pursuant to the Series G Subscription Agreements, (iii) the GC Investor provided that the GC Investor (or its Affiliates and any of its Permitted Transferee(s)) remains the direct or indirect holder of not less than 75% of the Series E Preferred Shares that the GC Investor subscribed for pursuant to the Supplemental Investment Agreement, and (iv) the Amazon Investor provided that the Amazon Investor (or its Affiliates and any of its

Permitted Transferee(s)) remains the direct or indirect holder of not less than 75% of the Series G Preferred Shares that the Amazon Investor subscribed for pursuant to the Series G Subscription Agreements;

"Qualifying Shareholder Offer" has the meaning given in Article 12.3;

"Recipient" has the meaning given in Article 32;

"Recipient Group Companies" has the meaning given in Article 32;

"Recognised Investment Exchange" has the meaning given to it in section 285 of the Financial Services and Markets Act 2000;

"Relevant Interest" has the meaning given in Article 29.6;

"Relevant Shareholder" has the meaning given in Article 15.7;

"Relevant Sum" has the meaning given in Article 19.7.3;

"Relevant Transferor" has the meaning given in Article 20.1;

"Restricted Shares" has the meaning given in Article 18.5;

"Sale Shares" has the meaning given in Article 15.3.1;

"Seller" has the meaning given in Article 15.3;

"Sellers' Shares" has the meaning given in Article 21.1;

"Selling Shareholders" has the meaning given in Article 21.1;

"Series A Conversion Notice" has the meaning given in Article 8.2;

"Series A Investors" means certain of the Index Investors and each other person who subscribed for Series A Preferred Shares on the Original Date of Adoption pursuant to the Original Investment Agreement or any person who acquires Series A Preferred Shares after the Original Date of Adoption;

"Series A Issue Price" means, in respect of each Series A Preferred Share, £8.36 per Series A Preferred Share, subject to adjustment to take account of any Adjustment Event (in which circumstances the provisions of Article 9.17 shall apply);

"Series A Majority" means the holders for the time being of more than 50% of the Series A Preferred Shares in issue from time to time;

"Series A Majority Consent" means the prior written consent of a Series A Majority;

"Series A Preferred Shares" means the series A convertible preferred shares of £0.0001 each (or having such other nominal value from time to time) in the capital of the Company;

"Series A Shareholders" means the holders of the Series A Preferred Shares, and **"Series A Shareholder"** means any one or more of them, as the context requires;

"Series B Conversion Notice" has the meaning given in Article 8.3;

"Series B Date of Adoption" means 5 December 2014;

"Series B Investment Agreement" means the subscription and shareholders' agreement dated 8 December 2014 between, amongst others, the Company, certain of the Index Investors, the Accel Investors and the Founders;

"Series B Investors" means certain of the Index Investors, the Accel Investors and each other person who subscribed for Series B Preferred Shares on or around the Series B Date of Adoption pursuant to the Series B Investment Agreement;

"Series B Issue Price" means, in respect of each Series B Preferred Share, £33.34 per Series B Preferred Share, subject to adjustment to take account of any Adjustment Event (in which circumstances the provisions of Article 9.17 shall apply);

"Series B Majority" means the holders for the time being of more than 50% of the Series B Preferred Shares in issue from time to time;

"Series B Majority Consent" means the prior written consent of a Series B Majority;

"Series B Preferred Shares" means the series B convertible preferred shares of £0.0001 each (or having such other nominal value from time to time) in the capital of the Company;

"Series B Shareholders" means the holders of the Series B Preferred Shares, and **"Series B Shareholder"** means any one or more of them, as the context requires;

"Series C Conversion Notice" has the meaning given in Article 8.4;

"Series C Date of Adoption" means 13 July 2015;

"Series C Investment Agreement" means the subscription and shareholders' agreement dated 13 July 2015 between, amongst others, the Company, the Series C Investors and the Founders;

"Series C Investors" means the Index Investors, the Accel Investors, GCP-ROO, Ltd and each other person who subscribed for Series C Preferred Shares on or around the Series C Date of Adoption pursuant to the Series C Investment Agreement;

"Series C Issue Price" means, in respect of each Series C Preferred Share, £84.10 per Series C Preferred Share, subject to adjustment to take account of any Adjustment Event (in which circumstances the provisions of Article 9.17 shall apply);

"Series C Majority" means the holders for the time being of more than 65% of the Series C Preferred Shares in issue from time to time;

"Series C Majority Consent" means the prior written consent of a Series C Majority;

"Series C Preferred Shares" means the series C convertible preferred shares of £0.0001 each (or having such other nominal value from time to time) in the capital of the Company;

"Series C Shareholders" means the holders of the Series C Preferred Shares, and **"Series C Shareholder"** means any one or more of them, as the context requires;

"Series D Conversion Notice" has the meaning given in Article 8.5;

"Series D Date of Adoption" means 9 November 2015;

"Series D Investment Agreement" means the subscription and shareholders' agreement dated on the Series D Date of Adoption between, amongst others, the Company, the Index Investors, the Accel Investors, the Greenoaks Investors (except for GCP-ROO II, Ltd.), DST Global V, L.P. and the Founders;

"Series D Investors" means certain of the Index Investors, the Accel Investors, GCP-ROO I, Ltd, GCP-ROO Ltd, DST Global V, L.P. and each other person who subscribed for Series D Preferred Shares on or around the Series D Date of Adoption pursuant to the Series D Investment Agreement;

"Series D Issue Price" means, in respect of each Series D Preferred Share, £133.85 per Series D Preferred Share, subject to adjustment to take account of any Adjustment Event (in which circumstances the provisions of Article 9.17 shall apply);

"Series D Majority" means the holders for the time being of more than 65% of the Series D Preferred Shares in issue from time to time;

"Series D Majority Consent" means the prior written consent of a Series D Majority;

"Series D Preferred Shares" means the series D convertible preferred shares of £0.0001 each (or having such other nominal value from time to time) in the capital of the Company;

"Series D Shareholders" means the holders of the Series D Preferred Shares, and **"Series D Shareholder"** means any one or more of them, as the context requires;

"Series E Conversion Notice" has the meaning given in Article 8.6;

"Series E Date of Adoption" means 1 August 2016;

"Series E Investors" means those persons that hold Series E Preferred Shares;

"Series E Issue Price" has the meaning given to it in the Supplemental Investment Agreement, subject to adjustment to take account of any Adjustment Event (in which circumstances the provisions of Article 9.17 shall apply);

"Series E Majority" means the holders for the time being of more than 73.5% of the Series E Preferred Shares in issue from time to time;

"Series E Majority Consent" means the prior written consent of a Series E Majority;

"Series E Preferred Shares" means the series E convertible preferred shares of £0.0001 each (or having such other nominal value from time to time) in the capital of the Company;

"Series E Shareholders" means the holders of the Series E Preferred Shares, and **"Series E Shareholder"** means any one or more of them, as the context requires;

"Series F Conversion Notice" has the meaning given in Article 8.7;

"Series F Date of Adoption" means 12 September 2017;

"Series F Investors" means the T Rowe Investors, the Fidelity Investors, DST Global V Co-Investment Fund, L.P. and DST Investments XIV, L.P., the GC Investor, Index Ventures Growth II (Jersey), L.P., Index Ventures Growth II Parallel Entrepreneur Fund (Jersey), L.P and Yucca (Jersey) SLP and the Accel Investors and each other person who subscribed for Series F Preferred Shares pursuant to the Series F Subscription Agreements;

"Series F Issue Price" means, in respect of each Series F Preferred Share, £271.726537 per Series F Preferred Share, subject to adjustment to take account of any Adjustment Event (in which circumstances the provisions of Article 9.17 shall apply);

"Series F Majority" means the holders for the time being of more than 66.67% of the Series F Preferred Shares in issue from time to time;

"Series F Majority Consent" means the prior written consent of a Series F Majority;

"Series F Preferred Shares" means the series F convertible preferred shares of £0.0001 each (or having such other nominal value from time to time) in the capital of the Company;

"Series F Shareholders" means the holders of the Series F Preferred Shares, and **"Series F Shareholder"** means any one or more of them, as the context requires;

"Series F Subscription Agreements" means the subscription agreements entered into (i) on or about the Series F Date of Adoption between the Company and the Series F Shareholders pursuant to which the Series F Shareholders set out therein subscribed for 1,087,162 Series F Preferred Shares in the Company and (ii) between the Company and any additional Series F Shareholders that have subscribed for Series F Preferred Shares in connection with the Follow-On Series F Funding Round;

"Series G Conversion Notice" has the meaning given in Article 8.8;

"Series G Date of Adoption" means 16 May 2019;

"Series G Investors" means those persons who subscribed for Series G Preferred Shares pursuant to the Series G Subscription Agreements, the terms of the Convertible Loan Note Instrument and the Follow-On Series G Subscription Agreement and any other holder of Series G Preferred Shares;

"Series G Issue Price" means, in respect of each Series G Preferred Share, £324.029716 per Series G Preferred Share, subject to adjustment to take account of any Adjustment Event (in which circumstances in the provisions of Article 9.17 shall apply);

"Series G Majority" means the holders for the time being of more than 60% of the Series G Preferred Shares in issue from time to time;

"Series G Majority Consent" means the prior written consent of a Series G Majority;

"Series G Preferred Shares" means the series G convertible preferred shares of £0.0001 each (or having such other nominal value from time to time) in the capital of the Company;

"Series G Return" has the meaning given to it in Article 5.1.1;

"Series G Shareholders" means the holder(s) of the Series G Preferred Shares, and **"Series G Shareholder"** means any one or more of them, as the context requires;

"Series G Subscription Agreements" means the subscription agreements entered into on or about the Series G Date of Adoption between the Company and certain Series G Investors (including the Amazon Investor) pursuant to which such Series G Investors (including the Amazon Investor) agreed, pursuant to the terms therein, to subscribe for up to 1,375,920 Series G Preferred Shares in the Company and convertible loan notes constituted by the terms of the Convertible Loan Note Instrument;

"Series H Conversion Notice" has the meaning given in Article 8.9;

"Series H Date of Adoption" means 15 January 2021;

"Series H Investors" means those persons who subscribed for Series H Preferred Shares pursuant to the Series H Subscription Agreement and hold Series H Preferred Shares from time to time;

"Series H Issue Price" means, in respect of each Series H Preferred Share, £646.376147 per Series H Preferred Share, subject to adjustment to take account of any Adjustment Event (in which circumstances, the provisions of Article 9.17 shall apply);

"Series H Majority" means the holders for the time being of more than 60% of the Series H Preferred Shares in issue from time to time;

"Series H Majority Consent" means the prior written consent of a Series H Majority;

"Series H Preferred Shares" means the series H convertible preferred shares of £0.0001 each (or having such other nominal value from time to time) in the capital of the Company;

"Series H Shareholders" means the holders of the Series H Preferred Shares, and **"Series H Shareholder"** means any one or more of them, as the context requires;

"Series H Subscription Agreement" means the subscription agreement entered into on or about the Series H Date of Adoption between the Company and the Series H Shareholders pursuant to which the Series H Shareholders set out therein subscribed for 209,306 Series H Preferred Shares in the Company;

"Share Sale" means (a) 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, except where the sale is a sale of the entire issued share capital of the Company to a Holding Company, and in respect of which the rights of the Shareholders in these Articles have been carried forward mutatis mutandis in such Holding Company or (b) a merger or consolidation of the Company with one or more other corporate bodies where the Company is not the surviving entity;

"Shareholder" means any holder of any Shares;

"Shareholders' Agreement" means the shareholders' agreement dated on the Series G Date of Adoption between the Company and the Shareholders as varied pursuant to a deed of variation dated on or about the Series H Date of Adoption (and as may be further varied, supplemented, adhered to or superseded in accordance with its terms for the time being);

"Shares" means the Series A Preferred Shares, the Series B Preferred Shares, the Series C Preferred Shares, the Series D Preferred Shares, the Series E Preferred Shares, the Series F Preferred Shares, the Series G Preferred Shares, the Series H Preferred Shares, the Ordinary Shares, the B Ordinary Shares and the Deferred Shares in issue and outstanding from time to time, or any of them, as the context requires;

"Share Incentive Plans" means:

- (a) the EMI option regime (the terms of which are set out in the Company's standard form EMI option agreement);
- (b) the unapproved option regime (the terms of which are set out in the Company's standard form unapproved option agreement);
- (c) the free share plan (the terms of which are set out in the Roofoods Ltd Free Share Plan);
- (d) the restricted stock units regime (the terms of which are set out in the Company's standard form restricted stock unit agreement); and

- (e) any other share incentive plan, share ownership plan or other employee incentivisation scheme or arrangement subsequently adopted by the Company with Investor Director Consent and Investor Majority Consent;

"Specified Price" has the meaning given in Article 19.7.2;

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

"Supplemental Consideration" has the meaning given in Article 19.7.2;

"Supplemental Investment Agreement" means the supplemental investment agreement between the Company, the Founders, GO ROO Trust, certain of the Series E Investors and the Investor Majority Shareholders (as such terms are defined in the supplemental investment agreement) dated 1 August 2016, under which the parties agreed to (i) allot and issue the Series E Preferred Shares to certain of the Series E Investors and (ii) amend and restate the Series D Investment Agreement;

"Surplus Shares" has the meaning given in Article 15.8.4;

"T Rowe Investor Consent" means the prior written consent of the holder(s) for the time being of 51 per cent or more of the Shares held by the T Rowe Investors from time to time;

"T Rowe Investors" means the Shareholders that are advisory or sub-advisory clients of T Rowe Price on or around the Date of Adoption (each acting severally and not jointly and severally) and each of their Permitted Transferees, successors and assigns, and **"T Rowe Investor"** means any one or more of them, as the context requires;

"T Rowe Observer" has the meaning given in Article 27.9.1;

"T Rowe Price" means T. Rowe Price Associates, Inc. and any successor or affiliated registered investment advisor to the T Rowe Investors;

"Transfer Notice" has the meaning given in Article 15.3;

"Transfer Price" has the meaning given in Article 15.3.3 (subject to Articles 13.9.1 and 18.1);

"Trustees" in relation to a Shareholder, means the trustee or the trustees of a Family Trust; and

"WS" means Mr. William Shu.

3. **SHARE CAPITAL**

- 3.1 Unless otherwise determined by the Company by ordinary resolution, the maximum nominal amount of Shares that may be allotted by the Company at any time shall be (including any Shares already allotted or issued): £10,090,639 (the **"Permitted Share Capital"**).
- 3.2 The cancellation by the Company of any share capital in accordance with chapter 10 of part 17 of the Act shall be treated as reducing the amount of the Permitted Share Capital and the Shares which it comprises accordingly.
- 3.3 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.

- 3.4 Except as otherwise provided in these Articles, the Series A Preferred Shares, the Series B Preferred Shares, the Series C Preferred Shares, the Series D Preferred Shares, the Series E Preferred Shares, the Series F Preferred Shares, the Series G Preferred Shares, the Series H Preferred Shares, the B Ordinary Shares and the Ordinary Shares shall rank *pari passu* in all respects but shall constitute separate classes of shares.
- 3.5 Whenever as a result of a consolidation or sub-division of Shares any Shareholders would become entitled to fractions of a Share, the Directors may, on behalf of those Shareholders, deal with those fractions as they reasonably think fit. In particular, without limitation, the Directors may 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.
- 3.6 When the Company sub-divides or consolidates all or any of its Shares with Investor Majority Consent, the Company may, subject to the Act and to these Articles, by ordinary resolution determine that, as between the Shares resulting from the sub-division or consolidation, any of them may have any preference or advantage or be subject to any restriction as compared with the others.
- 3.7 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.
- 3.8 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".
- 3.9 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 such evidence as the directors may determine".
- 3.10 Without prejudice to section 690 of the Act, the Company may purchase its shares with cash within the limits specified in section 692(1ZA) of the Act.
- 3.11 Notwithstanding anything to the contrary in these Articles, the Directors may, if so authorised by an ordinary resolution of the Company, convert by way of reclassification any number of Ordinary Shares into B Ordinary Shares, and the Company shall make such amendments to its register and make all such filings with Companies House in each case as are required to reflect such conversion.

4. DIVIDENDS

- 4.1 The Company will not distribute any Available Profits or make any other distribution on Shares in respect of any Financial Year except with Investor Majority Consent.
- 4.2 Subject to Article 4.1, any Available Profits which the Company may determine to distribute in respect of any Financial Year will be distributed among the Equity Shareholders (*pari passu* as if the Equity Shares constituted one class of share) pro rata to their respective holdings of Equity Shares and calculated on an as converted basis. All dividends shall be expressed net and shall be paid in cash.
- 4.3 Subject to the Act and these Articles, the Board may, provided Investor Majority Consent is given, pay interim dividends if justified by the Available Profits in respect of the relevant period.

4.4 Article 31(1) of the Model Articles shall be amended by:

- 4.4.1 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
- 4.4.2 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**

5.1 On a distribution of assets on a liquidation or a return of capital (other than a conversion, redemption or repurchase of Shares) (a "**Liquidation**") 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):

5.1.1 first, in respect of the Preferred Shares, in paying to each of the Preferred Shareholders, in priority to any other classes of Shares:

- 5.1.1.1 with respect to the Series A Preferred Shares an amount per share equal to the greater of (a) the Series A Issue Price plus any declared but unpaid dividends in respect of such Series A Preferred Shares or (b) such amount per share as would have been payable had all Series A Preferred Shares converted into Ordinary Shares pursuant to Article 8 immediately prior to such Liquidation;
- 5.1.1.2 with respect to the Series B Preferred Shares, an amount per share equal to the greater of (a) the Series B Issue Price plus any declared but unpaid dividends in respect of such Series B Preferred Shares or (b) such amount per share as would have been payable had all Series B Preferred Shares converted into Ordinary Shares pursuant to Article 8 immediately prior to such Liquidation;
- 5.1.1.3 with respect to the Series C Preferred Shares, an amount per share equal to the greater of (a) the Series C Issue Price plus any declared but unpaid dividends in respect of such Series C Preferred Shares or (b) such amount per share as would have been payable had all Series C Preferred Shares converted into Ordinary Shares pursuant to Article 8 immediately prior to such Liquidation;
- 5.1.1.4 with respect to the Series D Preferred Shares, an amount per share equal to the greater of (a) the Series D Issue Price plus any declared but unpaid dividends in respect of such Series D Preferred Shares or (b) such amount per share as would have been payable had all Series D Preferred Shares converted into Ordinary Shares pursuant to Article 8 immediately prior to such Liquidation;
- 5.1.1.5 with respect to the Series E Preferred Shares, an amount per share equal to the greater of (a) the Series E Issue Price plus any declared but unpaid dividends in respect of such Series E Preferred Shares or (b) such amount per share as would have been payable had all Series E Preferred Shares converted into Ordinary Shares pursuant to Article 8 immediately prior to such Liquidation;
- 5.1.1.6 with respect to the Series F Preferred Shares, an amount per share equal to the greater of (a) the Series F Issue Price plus any declared but unpaid dividends in respect of such Series F Preferred Shares or (b) such amount

per share as would have been payable had all Series F Preferred Shares converted into Ordinary Shares pursuant to Article 8 immediately prior to such Liquidation;

5.1.1.7 with respect to the Series G Preferred Shares, an amount per share equal to the greater of (a) the Series G Issue Price plus any declared but unpaid dividends in respect of such Series G Preferred Shares or (b) such amount per share as would have been payable had all Series G Preferred Shares converted into Ordinary Shares pursuant to Article 8 immediately prior to such Liquidation; and

5.1.1.8 with respect to the Series H Preferred Shares, an amount per share equal to the greater of (a) the Series H Issue Price plus any declared but unpaid dividends in respect of such Series H Preferred Shares or (b) such amount per share as would have been payable had all Series H Preferred Shares converted into Ordinary Shares pursuant to Article 8 immediately prior to such Liquidation,

provided always that (a) (unless paragraph (b) below applies) if there are insufficient surplus assets to pay such amounts in full, all of the remaining surplus assets shall be distributed to the Preferred Shareholders pro rata to the amounts which such holders would otherwise have been entitled to receive under this Article 5.1.1 taking into account the different prices at which the Preferred Shares have been issued; or (b) if the Liquidation occurs within 24 months of the Series G Date of Adoption and the Series G Preferred Shares have not been converted into Ordinary Shares pursuant to Article 8 immediately prior to such Liquidation, then the Series G Preferred Shares shall be entitled, to an amount per share equal to the greater of (A) (i) one point five times (1.5x) the Series G Issue Price plus (ii) any declared but unpaid dividends in respect of such Series G Preferred Shares (the “**Series G Return**”) in priority to any other classes of Preferred Shares, including, for the avoidance of doubt, in priority to any other classes of Preferred Shares, or (B) such amount per share as would have been payable had all Series G Preferred Shares converted into Ordinary Shares pursuant to Article 8 immediately prior to such Liquidation (it being acknowledged that if (B) above applies, the distribution of assets to the Series G Shareholders shall be *pari passu* with all other series of Preferred Shares) and, if (A) above applies, the foregoing provisions of this Article 5.1.1 shall be construed accordingly such that any surplus assets remaining after payment of the Series G Return shall be allocated to the other classes of Preferred Shares (ignoring for this purpose the Series G Preferred Shares) in accordance with the foregoing provisions of this Article 5.1.1 (ignoring for this purpose Article 5.1.1.7), with any surplus assets thereafter allocated in accordance with Articles 5.1.2 and 5.1.3;

5.1.2 second, after settlement in full of the amounts payable pursuant to Article 5.1.1 above, 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

5.1.3 the balance of the surplus assets (if any) shall be distributed among the Ordinary Shareholders and the B Ordinary Shareholders pro rata to the number of Ordinary Shares and B Ordinary Shares held by them and *pari passu* as if the same constituted one class of shares.

5.2 For the avoidance of doubt:

5.2.1 save where the proviso in paragraph (b) of Article 5.1.1 applies with respect to the Series G Return, the distribution of surplus assets of the Company pursuant to Article 5.1 with respect to each series of Preferred Shares shall be *pari passu* with all other series of Preferred Shares; and

- 5.2.2 if Preferred Shareholders receive any payment pursuant to Article 5.1, such Preferred Shareholders shall not be entitled to exercise their respective conversion rights under Article 8.

6. EXIT PROVISIONS

- 6.1 On a Share Sale, subject to Article 19, the Proceeds of Sale shall be distributed amongst the Shareholders selling Shares in the Share Sale in the manner and order of priority set out in Article 5 as if such transaction were a "Liquidation" thereunder and as though the Shares being sold therein were the only outstanding shares of the Company, and the Directors shall not register any transfer of Shares if the Proceeds of Sale are not so distributed, provided that if the Proceeds of Sale are not settled in their entirety upon completion of the Share Sale:

- 6.1.1 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 accordance with this Article 6.1 and Article 19; and

- 6.1.2 the Shareholders shall take any action reasonably required by an Investor Majority to ensure that the Proceeds of Sale in their entirety are distributed amongst the Shareholders in accordance with this Article 6.1.

- 6.2 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 as if such transaction were a "Liquidation" thereunder and 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 make such distribution lawful (including, but without prejudice to the generality of this Article 6.2, creating distributable profits or reserves by way of reduction of capital or such action as may be necessary to put the Company into voluntary liquidation so that Article 5 applies).

- 6.3 Subject to the rights set forth in Article 11, in the event of an Exit approved by the Board and an Investor Majority (the "**Proposed Exit**") and subject to:

- 6.3.1 Articles 6.4.3, 8, 15.2 and 21; and

- 6.3.2 clause 8.4 of the Shareholders' Agreement,

all Shareholders shall exercise all rights to and take all steps to consent to, vote for, approve, raise no objections to, and waive any applicable rights (including but not limited to rights of pre-emption) in connection with the Proposed Exit (the "**Actions**"). The Shareholders shall be required to take all Actions with respect to the Proposed Exit as are required by the Board, acting reasonably and with regards to the fiduciary duties of its Directors, to facilitate the Proposed Exit (and the Shareholders shall refrain from any action that would have the effect of frustrating or delaying the Proposed Exit, including by voting against any shareholder resolutions required to give effect to the Proposed Exit). If any Shareholder (other than the T Rowe Investors, the Fidelity Investors or the Amazon Investor, but the Company shall have all other rights and remedies (without limit) available to it in respect of such breach/failure by any of the foregoing) fails to comply with the provisions of this Article, the relevant defaulting Shareholder shall, if the Company so elects (acting reasonably), be deemed to have irrevocably appointed any Director as its agent and attorney to, on its behalf, take such actions as are necessary to effect the Proposed Exit including to execute, complete and deliver on behalf of such defaulting Shareholder the necessary deeds, agreements and other documents required in connection with an Exit including, without limitation and as applicable, any reorganisation deed, deed of trust, power of attorney, sale and purchase agreement, underwriting agreement, stock transfer form, share certificate indemnity, pre-emption waiver and any other customary documentation to give effect to a Proposed Exit and any Pre-IPO Reorganisation, and the Company may receive any purchase money due to the defaulting Shareholder and hold it on

trust for that defaulting Shareholder. The defaulting Shareholder shall surrender his share certificate(s) for his Shares (or provide a suitable duly executed indemnity in lieu thereof) to the Company. On such surrender or provision of a duly executed indemnity, he shall be entitled to the amount then due to him pursuant to the Exit. The Shareholders acknowledge and agree that the authority conferred under this Article 6.3 is necessary as security for the performance by a defaulting Shareholder of its obligations under these Articles. In connection with the foregoing, the Proceeds of Sale (in the case of a Proposed Exit constituting a Share Sale) or the surplus assets of the Company remaining after payment of its liabilities (in the case of a Proposed Exit constituting an Asset Sale) resulting from the Proposed Exit shall be distributed amongst the Shareholders in accordance with Articles 6.1 or 6.2, as the case may be.

For the avoidance of doubt:

6.3.3 in respect of WS only, this Article 6.3 shall not oblige WS to agree to any new personal contractual terms (e.g. employment agreement or restrictive covenants as part of any Exit); and

6.3.4 in respect of non-employee Investors only, this Article 6.3 shall not oblige any such Investor (or any Affiliate of such Investor) to:

6.3.4.1 agree to any restrictive covenants or, in the case of an Investor or any Member of the same Group or Member of the same Fund Group as the Investor, other positive commercial operational covenants, in each case, as part of any Exit (including without limitation any covenant not to compete or covenant not to solicit customers, commercial partners, employees, consultants or suppliers of any party to the Exit, except for a customary confidentiality covenant that relates to the Exit which is no more restrictive, with respect to any particular Investor, than any confidentiality covenant, agreement or arrangement between the Company and such Investor in place at the time of the Exit;

6.3.4.2 give warranties other than equivalent warranties regarding title to such Investor's shares or other securities, authority and capacity only on terms no more restrictive in any material respect than those given by the other Investors (or any one or more of them) at the time of the Exit; and

6.3.4.3 (i) give joint and several indemnification obligations (other than as between an Investor and its affiliated Permitted Transferees) or any several indemnification obligations that are not (A) consistent with the indemnification obligations of all other Investors, (B) borne by all Investors on a proportional basis consistent with the gross proceeds each such Investor will receive in the Exit, and (C) save in the case of fraud on the part of that Investor, limited to the same agreed upon proportion of the gross proceeds in the Exit received by each such Investor (and in no event shall any liability thereunder exceed the proceeds actually received by an Investor in the Exit, save in respect of any leakage indemnification obligation, whereupon the Investor's liability shall under no circumstances exceed the amount of leakage received or benefited by such Investor and its connected persons), (ii) give any general release of claims that are broader than a release of such Investor's rights as a shareholder in the Company, (iii) receive any form of consideration in the Exit that is not provided to all other Investors in the Exit, and (iv) terminate or modify any commercial operating agreement between such Investor (or any Affiliate of such Investor) and the Company that does not terminate by its terms upon such Exit.

6.4 In addition to the obligations set out in Article 6.3, in the event of an IPO:

6.4.1 certain Shareholders may be required, on the instruction, advice or recommendation of the investment banks advising on the IPO, to enter into customary and market standard 'lock-in' arrangements for a period of no more than 180 days after the date of an IPO whereby such Shareholders will not be able to deal freely in their shares in the Company or the New Holding Company for such period and each of the existing Shareholders and WS agree and undertake to the Company and the Investors to enter into any such 'lock-in' arrangements if requested to do so, provided all Preferred Shareholders are treated equally. No Investor shall be required pursuant to any part of this Article 6.4 to enter into a "lock-in" arrangement for a period of greater than 180 days after the date of an IPO, provided that this Article shall be without prejudice to any registration rights agreement that may be in place between the Company and some or all of the Shareholders from time to time (and the provisions of such amended registration rights agreement, and not this Article 6.4.1, shall govern "lock-in" arrangements for such Shareholders);

6.4.2 the Shareholders shall provide reasonable assistance to those third party advisers advising the Company in relation to an IPO, provided such assistance is not unduly burdensome and is reasonable; and

6.4.3 the Shareholders shall exercise all rights to and take all steps to consent to, vote for, approve, raise no objections to, and irrevocably waive any applicable rights that would otherwise prevent or restrict the incorporation and insertion of the New Holding Company as the immediate parent company of the Company (the **New Holding Company Insertion**) in order to effect the New Holding Company Insertion without any frustration or delay (and the Shareholders shall refrain from taking any action that would have the effect of frustrating or delaying the New Holding Company Insertion, including by voting against any shareholder resolutions required to give effect to the New Holding Company Insertion), provided that this shall not apply in respect of a Shareholder that is a Major Investor if:

6.4.3.1 the New Holding Company is not incorporated in England and Wales, Jersey, Guernsey or the USA;

6.4.3.2 the New Holding Company Insertion has adverse (other than in respect of costs, charges or other liabilities that are entirely de minimis in nature) tax, legal or accounting consequences or adversely affects (other than in respect of any matter that is entirely de minimis in nature) the rights or privileges of any Major Investor; or

6.4.3.3 the New Holding Company's share capital structure does not replicate the share capital structure of the Company in all respects (other than in respect of any matter that is entirely de minimis in nature) at the time such New Holding Company Insertion is proposed.

6.5 Subject to Article 6.4 and the applicable provisions of these Articles (including in particular, but without limitation, Article 8 (*Conversion of Preferred Shares*), Article 11 (*Variation of Rights*) and Article 21.1 (*Drag-Along*)), each of the Shareholders undertakes to the Company and the other Shareholders (in their capacity as Shareholders and/or Directors (where applicable) of the Company and any other member of the Group) to sign, execute and deliver (and/or otherwise complete) any agreements, instruments, deeds, papers, documents, resolutions, class consents, information requests, agreements, certificates, transfers or other contracts (including, without limitation, any reorganisation deed (including a power of attorney contained therein to give effect thereto), deed of trust, stock transfer form, share certificate indemnity, share exchange agreements, share purchase agreements, amendments

to any memorandum or articles of association of any Group Company, due diligence questionnaires, disclosure schedules, underwriting agreements and lock in arrangements referred to in Article 6.4.1, documents and/or deeds required in connection with any Pre-IPO Reorganisation (including, without limitation, any customary documentation required to give effect to any Pre-IPO Reorganisation), or other documents reasonably required or recommended by any investment banks or the Company's legal counsel advising on the IPO, to complete an IPO in the most expeditious manner reasonably practicable and with a view to obtaining the highest possible price and the best terms in such transaction) which are necessary, appropriate or reasonably desirable to achieve an IPO if that has been approved by the Board and an Investor Majority, acting reasonably with the fiduciary duties of its Directors, provided that it is in accordance with this Article 6 ("**Listing Agreements**"). Notwithstanding the foregoing, this Article will only apply to the extent all Ordinary Shares are being treated the same in such Listing Agreements, with the exception of lock-up undertakings required by the investment banks and any actions required to be undertaken pursuant to the provisions of these Articles, and provided no Ordinary Shareholder or Investor shall be required to sell any Shares on an IPO unless he/she wishes to do so.

For the avoidance of doubt:

- 6.5.1 in respect of WS only, this Article shall not contractually oblige WS to agree any new personal contractual terms or arrangements (e.g. employment agreements or restrictive covenants) as part of any IPO; and
- 6.5.2 in respect of non-employee Investors only, this Article shall not oblige any such Investor (or any Affiliate of such Investor) to:
 - 6.5.2.1 agree to any restrictive covenants or, in the case of an Investor or any Member of the same Group or Member of the same Fund Group as the Investor, other positive commercial operational covenants, in each case, as part of any IPO (including without limitation any covenant not to compete or covenant not to solicit customers, commercial partners, employees, consultants or suppliers of any party to the IPO or any covenant that survives the completion of the IPO) except for a customary confidentiality covenant that relates to the IPO which is no more restrictive, with respect to any particular Investor, than any confidentiality covenant, agreement or arrangement between the Company and such Investor in place at the time of the IPO;
 - 6.5.2.2 give warranties other than equivalent warranties regarding title to such Investor's shares or other securities, authority and capacity only on terms no more restrictive in any material respect than those given by the other Investors (or any one or more of them) at the time of the IPO; and
 - 6.5.2.3 (i) give joint and several indemnification obligations (other than as between an Investor and its affiliated Permitted Transferees) or any several indemnification obligations that are not (A) consistent with the indemnification obligations of all other Investors, (B) borne by all Investors on a proportional basis consistent with the gross proceeds each such Investor will receive in the IPO, and (C) save in the case of fraud on the part of that Investor, limited to the same agreed upon proportion of the gross proceeds in the IPO received by each such Investor (and in no event shall any liability thereunder exceed the proceeds actually received by an Investor in the IPO), (ii) give any general release of claims that are broader than a release of such Investor's rights as a shareholder in the Company, (iii) receive any form of consideration in the IPO that is not provided to all other Investors in the IPO, and (iv) terminate or modify any commercial

operating agreement between such Investor (or any Affiliate of such Investor) and the Company that does not terminate by its terms upon such IPO.

- 6.6 Subject to the applicable provisions of these Articles (including in particular, but without limitation, Article 8 (*Conversion of Preferred Shares*), Article 11 (*Variation of Rights*) and Article 21.1 (*Drag-Along*)), each Shareholder (other than the T Rowe Investors, the Fidelity Investors and the Amazon Investor but the Company shall have all other rights and remedies (without limit) available to it in respect of such breach/failure by any of the foregoing) hereby irrevocably appoints the Company and/or the Investor Majority (or any constituent thereof) (acting by any of its directors from time to time nominated by the Board) as its agent and attorney ("**Attorney**") to execute and deliver any Listing Agreements as are necessary, appropriate or desirable to achieve an IPO where a Shareholder fails to deliver any Listing Agreement (duly completed or executed and delivered (as the case may be)) within five Business Days of being requested by the Company or a constituent of the Investor Majority to do so ("**Defaulting Party**"). The Attorney is (as security for the performance of the Defaulting Party's obligations) irrevocably appointed and authorised to be the true and lawful agent and attorney for the Defaulting Party and in its name and on its behalf to exercise in the absolute discretion of the Attorney all voting rights attaching to the Shares, and without prejudice to the generality of the foregoing, the powers exercisable by the Attorney shall include the power to exercise rights of attending at, appointing a proxy to attend at, voting at, consenting to short notice of, or requisitioning or joining in the requisition of any general, class or other meeting, or waiving pre-emption or other rights attaching to the Shares or executing written resolutions of the members or Listing Agreements and shall include the power to sub-delegate this power. This power of attorney shall be irrevocable so long as the Defaulting Party remains the legal and beneficial owner of the Shares. Notwithstanding the foregoing, this Article will only apply to the extent all Preferred Shareholders are treated equally and all Ordinary Shares are being treated the same in such Listing Agreements, with the exception of lock-up undertakings required by the investment banks and any actions required to be undertaken pursuant to the provisions of these Articles and the Shareholders' Agreement (or any shareholders' agreement in force between the Company and some or all of the Shareholders), and provided that the Attorney shall have no authority to execute any transfer of a Shareholder's Ordinary Shares, other than to a New Holding Company of the Group in return for the issue of new shares by such New Holding Company to all holders of Ordinary Shares on a *pari passu* basis.
- 6.7 Save where the Series G Return is applicable pursuant to Article 5.1 and pursuant to such Article the Proceeds of Sale (in the case of a Share Sale) or the surplus assets of the Company remaining after payment of its liabilities (in the case of an Asset Sale) would result in the Series G Shareholders being paid at least the Series G Return on each Series G Preferred Share, notwithstanding any other provision of the Articles and with effect from the date on which the Amazon Investor becomes a Shareholder, the prior written consent of a Series G Majority shall be required at any time prior to completion of a Share Sale or Asset Sale where the completion of such Share Sale or Asset Sale would result in:
- 6.7.1 (in the case of a Share Sale) the Proceeds of Sale; or
- 6.7.2 (in the case of an Asset Sale) the surplus assets of the Company remaining after payment of its liabilities,
- to be paid to the holders of the Series G Preferred Shares being less than an amount per Series G Preferred Share equal to the Series G Issue Price plus any declared but unpaid dividends in respect of such Series G Preferred Shares.

7. **VOTES IN GENERAL MEETING**

- 7.1 Subject to Article 13.8, 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 Subject to Article 13.8, the Ordinary Shares shall confer on each holder of Ordinary 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 Subject to Article 13.8, a B Ordinary Shareholder shall be entitled to receive notice of, and to attend and speak at, any general meeting of the Company and to receive and vote on proposed written resolutions of the Company, and:
- 7.3.1 on a vote on a resolution on a show of hands shall have one vote; and
- 7.3.2 on a vote on a resolution on a poll shall have:
- 7.3.2.1 if the B Ordinary Shareholder is WS or a B Ordinary Share Permitted Transferee, twenty votes for every B Ordinary Share of which WS or the B Ordinary Share Permitted Transferee is the holder; or
- 7.3.2.2 otherwise, one vote for every B Ordinary Share held.
- 7.4 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 the holder an eligible member for the purposes of, proposed written resolutions of the Company.
- 7.5 Subject to Articles 7.6, 27.2.3, 27.3.3, 27.4.3, 27.5.3, and 27.6.3 where Equity 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.
- 7.6 The Preferred Shares shall carry the right to one vote per share unless, at the relevant time, the issued and outstanding Preferred Shares are convertible into a greater number of Ordinary Shares or the holders of the Preferred Shares are entitled to Anti-Dilution Shares pursuant to Article 9 which have not yet been issued, in which case, each holder of Preferred Shares shall be entitled (in respect of the Preferred Shares held) to exercise such number of votes as is equal to the number of Ordinary Shares of which he would be the holder assuming:
- 7.6.1 he had been issued the maximum number of Anti-Dilution Shares to which he is or was entitled to pursuant to Article 9; and
- 7.6.2 all of the Preferred Shares of which he is (or would be, including any Anti-Dilution Shares he is entitled to pursuant to Article 9) the holder were converted into Ordinary Shares at the then applicable Conversion Rate.

8. **CONVERSION OF PREFERRED SHARES**

- 8.1 A holder of Preferred Shares may at any time, by notice in writing to the Company (a "**Holder Conversion Notice**"), require the conversion of all or some only of the Preferred Shares held by it into Ordinary Shares.

- 8.2 A Series A Majority may at any time, by notice in writing to the Company (a "**Series A Conversion Notice**"), require the conversion into Ordinary Shares of all the Series A Preferred Shares in issue and outstanding for the time being.
- 8.3 A Series B Majority may at any time, by notice in writing to the Company (a "**Series B Conversion Notice**"), require the conversion into Ordinary Shares of all the Series B Preferred Shares in issue and outstanding for the time being.
- 8.4 A Series C Majority may at any time, by notice in writing to the Company (a "**Series C Conversion Notice**"), require the conversion into Ordinary Shares of all the Series C Preferred Shares in issue and outstanding for the time being.
- 8.5 A Series D Majority may at any time, by notice in writing to the Company (a "**Series D Conversion Notice**"), require the conversion into Ordinary Shares of all the Series D Preferred Shares in issue and outstanding for the time being.
- 8.6 A Series E Majority may at any time, by notice in writing to the Company (a "**Series E Conversion Notice**"), require the conversion into Ordinary Shares of all the Series E Preferred Shares in issue and outstanding for the time being.
- 8.7 A Series F Majority may at any time, by notice in writing to the Company (a "**Series F Conversion Notice**"), require the conversion into Ordinary Shares of all the Series F Preferred Shares in issue and outstanding for the time being.
- 8.8 A Series G Majority may at any time, by notice in writing to the Company (a "**Series G Conversion Notice**"), require the conversion into Ordinary Shares of all the Series G Preferred Shares in issue and outstanding for the time being.
- 8.9 A Series H Majority may at any time, by notice in writing to the Company (a "**Series H Conversion Notice**"), require the conversion into Ordinary Shares of all the Series H Preferred Shares in issue and outstanding for the time being.
- 8.10 Those Preferred Shares specified in a Conversion Notice shall convert automatically on the date such Conversion Notice is served on the Company unless the Conversion Notice states that conversion is to be effective on some later date, or when any conditions specified in the Conversion Notice have been fulfilled, in which case conversion shall take effect on that later date, or when such conditions have been fulfilled (as the case may be) (the "**Conversion Date**").
- 8.11 Within five Business Days after the Conversion Date each holder of the relevant Preferred Shares shall deliver the certificate (or an indemnity in a form reasonably satisfactory to the Board in respect of any lost certificate(s)) in respect of the shares being converted to the Company at its registered office for the time being.
- 8.12 If a conversion is subject to any condition(s) specified in the Conversion Notice being fulfilled, if such condition(s) has not been satisfied or waived by the relevant holder or a Series A Majority or the Series B Majority or the Series C Majority or the Series D Majority or the Series E Majority or the Series F Majority or the Series G Majority or the Series H Majority (as applicable) in writing by the Conversion Date such conversion shall be deemed not to have occurred.
- 8.13 Notwithstanding the other provisions of this Article 8, all of the Preferred Shares shall automatically convert into Ordinary Shares immediately prior to the occurrence of a Qualifying IPO. Any such conversion will only be effective immediately prior to such Qualifying IPO (and "Conversion Date" shall be construed accordingly for the purposes of this Article 8.13) and, if such Qualifying IPO does not become effective or does not take place, such conversion shall be deemed not to have occurred.

- 8.14 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 adjustment to take account of any Adjustment Event in accordance with Article 9.17) (the "**Conversion Rate**") and the Ordinary Shares resulting from that conversion shall in all respects rank *pari passu* with the existing issued Ordinary Shares.
- 8.15 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 in a form reasonably acceptable to the Board) in respect of the Preferred Shares in accordance with this Article 8, the Company shall within ten 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.
- 8.16 The Shareholders acknowledge and agree that immediately upon the Qualifying IPO being implemented, these Articles will be replaced, and a set of listed company articles will be adopted (on customary terms for public companies as advised by the investments banks or the Company's legal counsel advising on the IPO, except where the rights attaching to certain of the Shares (including the B Ordinary Shares) are replicated in the listed company articles); provided, however, that nothing in these Articles shall obligate any Shareholder to consent to or approve such listed company articles.

9. ANTI-DILUTION PROTECTION

Series A Preferred Shares:

- 9.1 If New Securities are issued by the Company at a price per New Security which equates to less than the Series A Issue Price (a "**Qualifying Series A 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 non-cash consideration for the allotment of the New Securities) then the Company shall, unless and to the extent that a Series A Majority shall have specifically waived the rights of all of the holders of the Series A Preferred Shares under this Article 9, offer (such offer, unless waived, to remain open for acceptance for not less than 10 Business Days) to each holder of Series A Preferred Shares (an "**Exercising Series A Investor**") the right to receive a number of new Series A Preferred Shares 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 9.17 (the "**Anti-Dilution Series A Shares**"):

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

where:

N= the number of Anti-Dilution Series A Shares to be issued to the Exercising Series A Investor

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

SIP = the Series A Issue Price

ESC = the number of Equity Shares in issue plus the maximum aggregate number of shares underlying outstanding options to subscribe for shares plus the aggregate maximum number of shares underlying other outstanding convertible securities that are exercisable for or convertible into Ordinary Shares, directly or indirectly, or which are subject to convertible securities (including but not limited to warrants) in each case immediately prior to the Qualifying Series A Issue

QISP = the lowest per share price of the New Securities issued pursuant to the Qualifying Series A 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 Series A Issue

Z = the number of Series A Preferred Shares held by the Exercising Series A Investor prior to the Qualifying Series A Issue

9.2 The Anti-Dilution Series A Shares shall:

9.2.1 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 Series A Majority shall agree otherwise, in which event the Exercising Series A Investors shall be entitled to subscribe for the Anti-Dilution Series A Shares in cash at par (being the par value approved in advance by a Series A Majority) and the entitlement of such Exercising Series A Investors to Anti-Dilution Series A Shares shall be increased by adjustment to the formula set out in Article 9.1 so that the Exercising Series A Investors shall be in no worse position than if they had not so subscribed at par. In the event of any dispute between the Company and any Exercising Series A Investor as to the effect of Article 9.1 or this Article 9.2, the matter shall be referred (at the cost of the Company) to the Auditors (acting as experts and not as arbitrators) for certification of the number of Anti-Dilution Series A 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 Series A Investors; and

9.2.2 subject to the payment of any cash payable pursuant to Article 9.2.1 (if applicable), be issued, credited fully paid up in cash and shall rank *pari passu* in all respects with the existing Series A Preferred Shares, within five Business Days of the expiry of the offer being made by the Company to the Exercising Series A Investors.

Series B Preferred Shares:

9.3 If New Securities are issued by the Company at a price per New Security which equates to less than the Series B Issue Price (a "**Qualifying Series B 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 non-cash consideration for the allotment of the New Securities) then the Company shall, unless and to the extent that a Series B Majority shall have specifically waived the rights of all of the holders of the Series B Preferred Shares under this Article 9, offer (such offer, unless waived, to remain open for acceptance for not less than 10 Business Days) to each holder of Series B Preferred Shares (an "**Exercising Series B Investor**") the right to receive a number of new Series B Preferred Shares 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 9.17 (the "**Anti-Dilution Series B Shares**"):

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

where:

N= the number of Anti-Dilution Series B Shares to be issued to the Exercising Series B Investor

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

SIP = the Series B Issue Price

ESC = the number of Equity Shares in issue plus the maximum aggregate number of shares underlying outstanding options to subscribe for shares plus the aggregate maximum number of shares underlying other outstanding convertible securities that are exercisable for or convertible into Ordinary Shares, directly or indirectly, or which are subject to convertible securities (including but not limited to warrants) in each case immediately prior to the Qualifying Series B Issue

QISP = the lowest per share price of the New Securities issued pursuant to the Qualifying Series B 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 Series B Issue

Z = the number of Series B Preferred Shares held by the Exercising Series B Investor prior to the Qualifying Series B Issue

9.4 The Anti-Dilution Series B Shares shall:

9.4.1 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 Series B Majority shall agree otherwise, in which event the Exercising Series B Investors shall be entitled to subscribe for the Anti-Dilution Series B Shares in cash at par (being the par value approved in advance by a Series B Majority) and the entitlement of such Exercising Series B Investors to Anti-Dilution Series B Shares shall be increased by adjustment to the formula set out in Article 9.3 so that the Exercising Series B Investors shall be in no worse position than if they had not so subscribed at par. In the event of any dispute between the Company and any Exercising Series B Investor as to the effect of Article 9.3 or this Article 9.4, the matter shall be referred (at the cost of the Company) to the Auditors (acting as experts and not as arbitrators) for certification of the number of Anti-Dilution Series B 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 Series B Investors; and

9.4.2 subject to the payment of any cash payable pursuant to Article 9.4.1 (if applicable), be issued, credited fully paid up in cash and shall rank *pari passu* in all respects with the existing Series B Preferred Shares, within five Business Days of the expiry of the offer being made by the Company to the Exercising Series B Investors.

Series C Preferred Shares:

- 9.5 If New Securities are issued by the Company at a price per New Security which equates to less than the Series C Issue Price (a "**Qualifying Series C 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 non-cash consideration for the allotment of the New Securities) then the Company shall, unless and to the extent that a Series C Majority shall have specifically waived the rights of all of the holders of the Series C Preferred Shares under this Article 9, offer (such offer, unless waived, to remain open for acceptance for not less than 10 Business Days) to each holder of Series C Preferred Shares (an "**Exercising Series C Investor**") the right to receive a number of new Series C Preferred Shares 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 9.17 (the "**Anti-Dilution Series C Shares**"):

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

where:

N= the number of Anti-Dilution Series C Shares to be issued to the Exercising Series C Investor

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

SIP = the Series C Issue Price

ESC = the number of Equity Shares in issue plus the maximum aggregate number of shares underlying outstanding options to subscribe for shares plus the aggregate maximum number of shares underlying other outstanding convertible securities that are exercisable for or convertible into Ordinary Shares, directly or indirectly, or which are subject to convertible securities (including but not limited to warrants) in each case immediately prior to the Qualifying Series C Issue

QISP = the lowest per share price of the New Securities issued pursuant to the Qualifying Series C 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 Series C Issue

Z = the number of Series C Preferred Shares held by the Exercising Series C Investor prior to the Qualifying Series C Issue

- 9.6 The Anti-Dilution Series C Shares shall:

- 9.6.1 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 Series C Majority shall agree otherwise, in which event the Exercising Series C Investors shall be entitled to subscribe for the Anti-Dilution Series C Shares in cash at par (being the par value approved in advance by a Series C Majority) and the entitlement of such Exercising Series C Investors to Anti-Dilution Series C Shares shall be increased by adjustment to the formula set out in Article 9.5 so that the Exercising Series C Investors shall be in no worse position than if they had not so subscribed at par. In the

event of any dispute between the Company and any Exercising Series C Investor as to the effect of Article 9.5 or this Article 9.6, the matter shall be referred (at the cost of the Company) to the Auditors (acting as experts and not as arbitrators) for certification of the number of Anti-Dilution Series C 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 Series C Investors; and

- 9.6.2 subject to the payment of any cash payable pursuant to Article 9.6.1 (if applicable), be issued, credited fully paid up in cash and shall rank *pari passu* in all respects with the existing Series C Preferred Shares, within five Business Days of the expiry of the offer being made by the Company to the Exercising Series C Investors.

Series D Preferred Shares:

- 9.7 If New Securities are issued by the Company at a price per New Security which equates to less than the Series D Issue Price (a "**Qualifying Series D 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 non-cash consideration for the allotment of the New Securities) then the Company shall, unless and to the extent that a Series D Majority shall have specifically waived the rights of all of the holders of the Series D Preferred Shares under this Article 9, offer (such offer, unless waived, to remain open for acceptance for not less than 10 Business Days) to each holder of Series D Preferred Shares (an "**Exercising Series D Investor**") the right to receive a number of new Series D Preferred Shares 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 9.17 (the "**Anti-Dilution Series D Shares**"):

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

where:

N= the number of Anti-Dilution Series D Shares to be issued to the Exercising Series D Investor

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

SIP = the Series D Issue Price

ESC = the number of Equity Shares in issue plus the maximum aggregate number of shares underlying outstanding options to subscribe for shares plus the aggregate maximum number of shares underlying other outstanding convertible securities that are exercisable for or convertible into Ordinary Shares, directly or indirectly, or which are subject to convertible securities (including but not limited to warrants) in each case immediately prior to the Qualifying Series D Issue

QISP = the lowest per share price of the New Securities issued pursuant to the Qualifying Series D 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 Series D Issue

Z = the number of Series D Preferred Shares held by the Exercising Series D Investor prior to the Qualifying Series D Issue

9.8 The Anti-Dilution Series D Shares shall:

9.8.1 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 Series D Majority shall agree otherwise, in which event the Exercising Series D Investors shall be entitled to subscribe for the Anti-Dilution Series D Shares in cash at par (being the par value approved in advance by a Series D Majority) and the entitlement of such Exercising Series D Investors to Anti-Dilution Series D Shares shall be increased by adjustment to the formula set out in Article 9.7 so that the Exercising Series D Investors shall be in no worse position than if they had not so subscribed at par. In the event of any dispute between the Company and any Exercising Series D Investor as to the effect of Article 9.7 or this Article 9.8, the matter shall be referred (at the cost of the Company) to the Auditors (acting as experts and not as arbitrators) for certification of the number of Anti-Dilution Series D 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 Series D Investors; and

9.8.2 subject to the payment of any cash payable pursuant to Article 9.8.1 (if applicable), be issued, credited fully paid up in cash and shall rank *pari passu* in all respects with the existing Series D Preferred Shares, within five Business Days of the expiry of the offer being made by the Company to the Exercising Series D Investors.

Series E Preferred Shares:

9.9 If New Securities are issued by the Company at a price per New Security which equates to less than the Series E Issue Price (a "**Qualifying Series E 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 non-cash consideration for the allotment of the New Securities) then the Company shall, unless and to the extent that a Series E Majority shall have specifically waived the rights of all of the holders of the Series E Preferred Shares under this Article 9, offer (such offer, unless waived, to remain open for acceptance for not less than 10 Business Days) to each holder of Series E Preferred Shares (an "**Exercising Series E Investor**") the right to receive a number of new Series E Preferred Shares 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 9.17 (the "**Anti-Dilution Series E Shares**"):

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

where:

N= the number of Anti-Dilution Series E Shares to be issued to the Exercising Series E Investor

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

SIP = the Series E Issue Price

ESC = the number of Equity Shares in issue plus the maximum aggregate number of shares underlying outstanding options to subscribe for shares plus the aggregate maximum number of shares underlying other outstanding convertible securities that are

exercisable for or convertible into Ordinary Shares, directly or indirectly, or which are subject to convertible securities (including but not limited to warrants) in each case immediately prior to the Qualifying Series E Issue

QISP = the lowest per share price of the New Securities issued pursuant to the Qualifying Series E 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 Series E Issue

Z = the number of Series E Preferred Shares held by the Exercising Series E Investor prior to the Qualifying Series E Issue

9.10 The Anti-Dilution Series E Shares shall:

9.10.1 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 Series E Majority shall agree otherwise, in which event the Exercising Series E Investors shall be entitled to subscribe for the Anti-Dilution Series E Shares in cash at par (being the par value approved in advance by a Series E Majority) and the entitlement of such Exercising Series E Investors to Anti-Dilution Series E Shares shall be increased by adjustment to the formula set out in Article 9.9 so that the Exercising Series E Investors shall be in no worse position than if they had not so subscribed at par. In the event of any dispute between the Company and any Exercising Series E Investor as to the effect of Article 9.9 or this Article 9.10, the matter shall be referred (at the cost of the Company) to the Auditors (acting as experts and not as arbitrators) for certification of the number of Anti-Dilution Series E 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 Series E Investors; and

9.10.2 subject to the payment of any cash payable pursuant to Article 9.10.1 (if applicable), be issued, credited fully paid up in cash and shall rank *pari passu* in all respects with the existing Series E Preferred Shares, within five Business Days of the expiry of the offer being made by the Company to the Exercising Series E Investors.

Series F Preferred Shares:

9.11 If New Securities are issued by the Company at a price per New Security which equates to less than the Series F Issue Price (a "**Qualifying Series F 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 non-cash consideration for the allotment of the New Securities) then the Company shall, unless and to the extent that a Series F Majority shall have specifically waived the rights of all of the holders of the Series F Preferred Shares under this Article 9, offer (such offer, unless waived, to remain open for acceptance for not less than 10 Business Days) to each holder of Series F Preferred Shares (an "**Exercising Series F Investor**") the right to receive a number of new Series F Preferred Shares 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 9.17 (the "**Anti-Dilution Series F Shares**"):

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

where:

N= the number of Anti-Dilution Series F Shares to be issued to the Exercising Series F Investor

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

SIP = the Series F Issue Price

ESC = the number of Equity Shares in issue plus the maximum aggregate number of shares underlying outstanding options to subscribe for shares plus the aggregate maximum number of shares underlying other outstanding convertible securities that are exercisable for or convertible into Ordinary Shares, directly or indirectly, or which are subject to convertible securities (including but not limited to warrants) in each case immediately prior to the Qualifying Series F Issue

QISP = the lowest per share price of the New Securities issued pursuant to the Qualifying Series F 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 Series F Issue

Z = the number of Series F Preferred Shares held by the Exercising Series F Investor prior to the Qualifying Series F Issue

9.12 The Anti-Dilution Series F Shares shall:

9.12.1 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 Series F Majority shall agree otherwise, in which event the Exercising Series F Investors shall be entitled to subscribe for the Anti-Dilution Series F Shares in cash at par (being the par value approved in advance by a Series F Majority) and the entitlement of such Exercising Series F Investors to Anti-Dilution Series F Shares shall be increased by adjustment to the formula set out in Article 9.11 so that the Exercising Series F Investors shall be in no worse position than if they had not so subscribed at par. In the event of any dispute between the Company and any Exercising Series F Investor as to the effect of Article 9.11 or this Article 9.12, the matter shall be referred (at the cost of the Company) to the Auditors (acting as experts and not as arbitrators) for certification of the number of Anti-Dilution Series F 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 Series F Investors; and

9.12.2 subject to the payment of any cash payable pursuant to Article 9.12.1 (if applicable), be issued, credited fully paid up in cash and shall rank *pari passu* in all respects with the existing Series F Preferred Shares, within five Business Days of the expiry of the offer being made by the Company to the Exercising Series F Investors.

Series G Preferred Shares:

9.13 If New Securities are issued by the Company at a price per New Security which equates to less than the Series G Issue Price (a "**Qualifying Series G 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 non-cash consideration for the allotment of the New Securities) then the Company shall, unless and to the extent that a Series G Majority shall have specifically waived the rights of all of the holders of the Series G Preferred Shares under this Article 9, offer (such offer, unless waived, to

remain open for acceptance for not less than 10 Business Days) to each holder of Series G Preferred Shares (an "**Exercising Series G Investor**") the right to receive a number of new Series G Preferred Shares 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 9.17 (the "**Anti-Dilution Series G Shares**"):

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

where:

N= the number of Anti-Dilution Series G Shares to be issued to the Exercising Series G Investor

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

SIP = the Series G Issue Price

ESC = the number of Equity Shares in issue plus the maximum aggregate number of shares underlying outstanding options to subscribe for shares plus the aggregate maximum number of shares underlying other outstanding convertible securities that are exercisable for or convertible into Ordinary Shares, directly or indirectly, or which are subject to convertible securities (including but not limited to warrants) in each case immediately prior to the Qualifying Series G Issue

QISP = the lowest per share price of the New Securities issued pursuant to the Qualifying Series G 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 Series G Issue

Z = the number of Series G Preferred Shares held by the Exercising Series G Investor prior to the Qualifying Series G Issue

9.14 The Anti-Dilution Series G Shares shall:

9.14.1 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 Series G Majority shall agree otherwise, in which event the Exercising Series G Investors shall be entitled to subscribe for the Anti-Dilution Series G Shares in cash at par (being the par value approved in advance by a Series G Majority) and the entitlement of such Exercising Series G Investors to Anti-Dilution Series G Shares shall be increased by adjustment to the formula set out in Article 9.13 so that the Exercising Series G Investors shall be in no worse position than if they had not so subscribed at par. In the event of any dispute between the Company and any Exercising Series G Investor as to the effect of Article 9.13 or this Article 9.14, the matter shall be referred (at the cost of the Company) to the Auditors (acting as experts and not as arbitrators) for certification of the number of Anti-Dilution Series G 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 Series G Investors; and

9.14.2 subject to the payment of any cash payable pursuant to Article 9.14.1 (if applicable), be issued, credited fully paid up in cash and shall rank *pari passu* in all respects with

the existing Series G Preferred Shares, within five Business Days of the expiry of the offer being made by the Company to the Exercising Series G Investors.

Series H Preferred Shares:

- 9.15 If New Securities are issued by the Company at a price per New Security which equates to less than the Series H Issue Price (a "**Qualifying Series H 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 non-cash consideration for the allotment of the New Securities) then the Company shall, unless and to the extent that a Series H Majority shall have specifically waived the rights of all of the holders of the Series H Preferred Shares under this Article 9, offer (such offer, unless waived, to remain open for acceptance for not less than 10 Business Days) to each holder of Series H Preferred Shares (an "**Exercising Series H Investor**") the right to receive a number of new Series H Preferred Shares 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 9.17 (the "**Anti-Dilution Series H Shares**"):

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

where:

N= the number of Anti-Dilution Series H Shares to be issued to the Exercising Series H Investor

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

SIP = the Series H Issue Price

ESC = the number of Equity Shares in issue plus the maximum aggregate number of shares underlying outstanding options to subscribe for shares plus the aggregate maximum number of shares underlying other outstanding convertible securities that are exercisable for or convertible into Ordinary Shares, directly or indirectly, or which are subject to convertible securities (including but not limited to warrants) in each case immediately prior to the Qualifying Series H Issue

QISP = the lowest per share price of the New Securities issued pursuant to the Qualifying Series H 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 Series H Issue

Z = the number of Series H Preferred Shares held by the Exercising Series H Investor prior to the Qualifying Series H Issue

- 9.16 The Anti-Dilution Series H Shares shall:

- 9.16.1 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 Series H Majority shall agree otherwise, in which event the Exercising Series H Investors shall be entitled to subscribe for the Anti-Dilution Series H Shares in cash at par (being the par value approved in advance by a Series H Majority) and the entitlement of such

Exercising Series H Investors to Anti-Dilution Series H Shares shall be increased by adjustment to the formula set out in Article 9.15 so that the Exercising Series H Investors shall be in no worse position than if they had not so subscribed at par. In the event of any dispute between the Company and any Exercising Series H Investor as to the effect of Article 9.15 or this Article 9.16, the matter shall be referred (at the cost of the Company) to the Auditors (acting as experts and not as arbitrators) for certification of the number of Anti-Dilution Series H 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 Series H Investors; and

- 9.16.2 subject to the payment of any cash payable pursuant to Article 9.16.1 (if applicable), be issued, credited fully paid up in cash and shall rank *pari passu* in all respects with the existing Series H Preferred Shares, within five Business Days of the expiry of the offer being made by the Company to the Exercising Series H Investors.
- 9.17 Subject to Article 9.18, if an Adjustment Event occurs after the Date of Adoption, the Issue Price and the Conversion Rate shall be subject to a market standard broad-based anti-dilution adjustment as agreed between the Company and a Series A Majority or Series B Majority or Series C Majority or Series D Majority or Series E Majority or Series F Majority or Series G Majority or Series H Majority (as applicable) within 10 Business Days after completion of such Adjustment Event. If the Company and a Series A Majority or Series B Majority or Series C Majority or Series D Majority or Series E Majority or Series F Majority or Series G Majority or Series H Majority (as applicable) cannot agree to the calculation of such adjustment within such period, the question shall be referred to the Auditors (or, if they decline to act any other firm of nationally recognised accountants nominated by a Series A Majority or Series B Majority or Series C Majority or Series D Majority or Series E Majority or Series F Majority or Series G Majority or Series H Majority (as applicable)) whose determination shall, in the absence of manifest error, be final and binding on the Company and each of the Shareholders. The costs of the Auditors (or such other firm of accountants) shall be borne by the Company. For the purposes of clarity, any such adjustment, whether by the Company and the applicable series of Preferred Shares or the Auditors shall give effect to a market standard broad-based weighted average anti-dilution adjustment using the same formula for all classes of Preferred Shares (but taking into account the different issue prices of such Preferred Shares).
- 9.18 The procedures for determining an anti-dilution adjustment set forth in Article 9.17 shall not apply if an Adjustment Event occurs after the Date of Adoption and such Adjustment Event involves any consolidation and/or sub-division of Shares required to be undertaken (after the relevant per-Share listing price is determined) immediately prior to an IPO; provided that the Conversion Rate (including the conversion rate of one B Ordinary Share to one Ordinary Share) immediately prior to such Adjustment Event is the same immediately after such Adjustment Event and the economic interests of the Shareholders are preserved. In determining the adjustment to be made to the Series G Issue Price for the purposes of determining whether the terms of a Qualifying IPO have been satisfied, the Series G Issue Price shall be subject to a proportional adjustment as a result of such Adjustment Event as determined by the Board (acting reasonably and with regards to the fiduciary duties of its Directors) on the date of such Adjustment Event.
- 10. DEFERRED SHARES**
- 10.1 The Deferred Shares may be redeemed by the Company at any time at its option for one penny for all the Deferred Shares registered in the name of any holder without obtaining the sanction of the holder or holders.
- 10.2 The creation, allotment or issue of Deferred Shares shall be deemed to confer irrevocable authority on the Board at any time after their creation, allotment or issue to appoint any person to execute or give on behalf of the holders of those shares a transfer of them to such person or persons as the Company may determine.

11. VARIATION OF RIGHTS

- 11.1** 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 a majority of the issued shares of that class save that:
- 11.1.1** the special rights attaching to the Series A Preferred Shares may only be varied or abrogated with Series A Majority Consent;
 - 11.1.2** the special rights attaching to the Series B Preferred Shares may only be varied or abrogated with Series B Majority Consent;
 - 11.1.3** the special rights attaching to the Series C Preferred Shares may only be varied or abrogated with Series C Majority Consent;
 - 11.1.4** the special rights attaching to the Series D Preferred Shares may only be varied or abrogated with Series D Majority Consent;
 - 11.1.5** the special rights attaching to the Series E Preferred Shares may only be varied or abrogated with Series E Majority Consent;
 - 11.1.6** the special rights attaching to the Series F Preferred Shares may only be varied or abrogated with Series F Majority Consent;
 - 11.1.7** the special rights attaching to the Series G Preferred Shares may only be varied or abrogated with Series G Majority Consent;
 - 11.1.8** the special rights attaching to the Series H Preferred Shares may only be varied or abrogated with Series H Majority Consent; and
 - 11.1.9** the special rights attaching to the B Ordinary Shares may only be varied or abrogated with the consent of WS, (or, if WS is no longer a B Ordinary Shareholder, of the B Ordinary Shareholder that holds the largest number of B Ordinary Shares then in issue).
- 11.2** Save as provided in Article 11.14.1, the creation and/or issue of a new class of shares which has preferential rights to one or more existing classes of shares shall not constitute a variation of the rights to any existing classes of shares.
- 11.3** Notwithstanding Articles 11.4 to 11.8, 11.10, 11.11, 11.13 and 11.14, no action taken by any Group Company in respect of a Pre-IPO Reorganisation in accordance with the terms of the Articles (and any consequential amendments to the Articles) shall constitute a variation or abrogation of the special rights attaching to the Ordinary Shares, any individual class of Preferred Shares or the Preferred Shares as a whole.
- 11.4** Any alteration or change to the rights, preferences or privileges of the Series A Preferred Shares shall constitute or be deemed to constitute a variation of the special rights attaching to the Series A Preferred Shares and shall require Series A Majority Consent.
- 11.5** Any alteration or change to the rights, preferences or privileges of the Series B Preferred Shares shall constitute or be deemed to constitute a variation of the special rights attaching to the Series B Preferred Shares and shall require Series B Majority Consent.
- 11.6** Any alteration or change to the rights, preferences or privileges of the Series C Preferred Shares shall constitute or be deemed to constitute a variation of the special rights attaching to the Series C Preferred Shares and shall require Series C Majority Consent.

- 11.7 For the purposes of these Articles, each of the following shall constitute or be deemed to constitute a variation of the special rights attaching to the Series D Preferred Shares, in addition to any other rights which the Series D Preferred Shares may have, and shall require Series D Majority Consent:
- 11.7.1 any alteration or change to the rights, preferences or privileges of the Series D Preferred Shares;
 - 11.7.2 any increase in the number of Series D Preferred Shares in issue after the Series D Date of Adoption;
 - 11.7.3 without prejudice to Article 11.8.3 or 11.10.3, completion of a Share Sale which values any Series D Preferred Shares at less than the Series D Issue Price;
 - 11.7.4 any removal of and/or amendment to the rights set out in Article 9 (Anti-Dilution Protection), Article 12 (Allotment of New Shares or Other Securities: Pre-Emption) and Article 15 (Transfer of Shares – Rights of First Refusal) in each case as they relate to the Series D Preferred Shares;
 - 11.7.5 any amendment to Article 5 (Liquidation Preference) or Article 6 (Exit Provisions), which would result in the liquidation preference rights set out in Article 5 relating to the Series D Preferred Shares being frustrated, reduced or removed;
 - 11.7.6 any amendment to Article 20 (Co-Sale Right) that would result in the co-sale rights set out in Article 20 relating to the holders of the Series D Preferred Shares being frustrated, reduced or removed;
 - 11.7.7 any redemption, reduction of capital or repurchase of the Series D Preferred Shares by the Company (other than any repurchase that occurs as a result of any Transfer Notice deemed to have been given in relation to any Series D Preferred Shares pursuant to Article 17.3);
 - 11.7.8 any change to rights granted to the Series D Investors under clause 4 or clause 5 of the Shareholders' Agreement;
 - 11.7.9 any change to the definition of "Series D Majority", "Qualifying IPO" or "Series D Majority Consent"; and
 - 11.7.10 any change to Article 11.1.4 or this Article 11.7.
- 11.8 For the purposes of these Articles, each of the following shall constitute or be deemed to constitute a variation of the special rights attaching to the Series E Preferred Shares, in addition to any other rights which the Series E Preferred Shares may have, and shall require Series E Majority Consent:
- 11.8.1 any alteration or change to the rights, preferences or privileges of the Series E Preferred Shares;
 - 11.8.2 any increase in the number of Series E Preferred Shares in issue after the Series E Date of Adoption;
 - 11.8.3 completion of a Share Sale which values any Series E Preferred Shares at less than the Series E Issue Price;
 - 11.8.4 any removal of and/or amendment to the rights set out in Article 9 (Anti-Dilution Protection), Article 12 (Allotment of New Shares or Other Securities: Pre-Emption) and Article 15 (Transfers of Shares – Rights of First Refusal) in each case as they relate to the Series E Preferred Shares;

- 11.8.5 any amendment to Article 5 (Liquidation Preference) or Article 6 (Exit Provisions), which would result in the liquidation preference rights set out in Article 5 relating to the Series E Preferred Shares being frustrated, reduced or removed;
 - 11.8.6 any amendment to Article 19 (Mandatory Offer on a Change of Control), which would result in the sale rights set out in Article 19 relating to the Series E Preferred Shares being frustrated, reduced or removed;
 - 11.8.7 any amendment to Article 20 (Co-Sale Right) that would result in the co-sale rights set out in Article 20 relating to the holders of the Series E Preferred Shares being frustrated, reduced or removed;
 - 11.8.8 any redemption, reduction of capital or repurchase of the Series E Preferred Shares by the Company (other than any repurchase that occurs as a result of any Transfer Notice deemed to have been given in relation to any Series E Preferred Shares pursuant to Article 17.3);
 - 11.8.9 any issuance or allotment of equity or debt securities in the Company or any other member of the Group to any person that is not a member of the Group (save for any issuance or allotment of equity or debt securities in the Company pursuant to Article 12.7 or save where required to comply with applicable law relating to foreign ownership restrictions);
 - 11.8.10 any change to rights granted to the Series E Investors under clause 4 or clause 5 of the Shareholders' Agreement;
 - 11.8.11 any change to the definition of "Series E Majority", "Qualifying IPO" or "Series E Majority Consent"; and
 - 11.8.12 any change to Article 8, Article 11.1.5, Article 19.8 or this Article 11.8, provided that in the case of Articles 8 and 19.8 only to the extent such provisions relate to the Series E Preferred Shares.
- 11.9 For so long as the GC Investor shall be (or shall be deemed to be) a Major Investor and/or a Qualifying Shareholder any amendment to:
- 11.9.1 this Article 11.9; and/or
 - 11.9.2 Articles 12 (Allotment of New Shares or Other Securities: Pre-emption), 15 (Transfers of New Shares – Rights of First Refusal), 19 (Mandatory Offer on a Change of Control), 20 (Co-sale Right) which would result in the rights afforded to the GC Investor as a Major Investor and/or Qualifying Shareholder, as applicable, as set out in such Articles being frustrated, reduced or removed,
- shall require the prior written consent of the GC Investor.
- 11.10 For the purposes of these Articles, each of the following shall constitute or be deemed to constitute a variation of the special rights attaching to the Series F Preferred Shares, in addition to any other rights which the Series F Preferred Shares may have, and shall require Series F Majority Consent:
- 11.10.1 any alteration or change to the rights, preferences or privileges of the Series F Preferred Shares;
 - 11.10.2 any increase in the number of Series F Preferred Shares in issue after the Series F Date of Adoption;

- 11.10.3 completion of a Share Sale or an Asset Sale which values any Series F Preferred Shares at less than the Series F Issue Price, or a Share Sale to which Article 21 (Drag Along) applies which values any Series F Preferred Share at less than one times (1x) the Series F Issue Price;
- 11.10.4 any removal of and/or amendment to the rights set out in Article 9 (Anti-Dilution Protection), Article 12 (Allotment of New Shares or Other Securities: Pre-Emption) and Article 15 (Transfers of Shares – Rights of First Refusal) in each case as they relate to the Series F Preferred Shares;
- 11.10.5 any amendment to Article 5 (Liquidation Preference) or Article 6 (Exit Provisions), which would result in the liquidation preference rights set out in Article 5 relating to the Series F Preferred Shares being frustrated, reduced or removed;
- 11.10.6 any amendment to Article 19 (Mandatory Offer on a Change of Control), which would result in the sale rights set out in Article 19 relating to the Series F Preferred Shares being frustrated, reduced or removed;
- 11.10.7 any amendment to Article 20 (Co-Sale Right) that would result in the co-sale rights set out in Article 20 relating to the holders of the Series F Preferred Shares being frustrated, reduced or removed;
- 11.10.8 any redemption, reduction of capital or repurchase of the Series F Preferred Shares by the Company (other than any repurchase that occurs as a result of any Transfer Notice deemed to have been given in relation to any Series F Preferred Shares pursuant to Article 17.3);
- 11.10.9 any issuance or allotment of equity or debt securities in the Company or any other member of the Group to any person that is not a member of the Group (save for any issuance or allotment of equity or debt securities in the Company pursuant to Article 12.7 or save where required to comply with applicable law relating to foreign ownership restrictions);
- 11.10.10 any change to rights granted to the Series F Investors under clause 4 or clause 5 of the Shareholders' Agreement;
- 11.10.11 any change to the definition of "Series F Majority", "Qualifying IPO" or "Series F Majority Consent"; and
- 11.10.12 any change to Article 8, Article 11.1.6, Article 19.8 or this Article 11.10, provided that in the case of Articles 8 and 19.8 only to the extent such provisions relate to the Series F Preferred Shares.
- 11.11 For the purposes of these Articles, each of the following shall constitute or be deemed to constitute a variation of the special rights attaching to the Series G Preferred Shares, in addition to any other rights which the Series G Preferred Shares may have, and shall require Series G Majority Consent:
 - 11.11.1 any alteration or change to the rights, preferences or privileges of the Series G Preferred Shares;
 - 11.11.2 any increase in the number of authorised Series G Preferred Shares after the Series G Date of Adoption;
 - 11.11.3 any removal of and/or amendment to the rights set out in Article 9 (Anti-Dilution Protection), Article 12 (Allotment of New Shares or Other Securities: Pre-Emption) and Article 15 (Transfers of Shares – Rights of First Refusal) in each case as they relate to the Series G Preferred Shares;

- 11.11.4 any amendment to Article 5 (Liquidation Preference) or Article 6 (Exit Provisions), which would result in the liquidation preference rights set out in Article 5 relating to the Series G Preferred Shares being frustrated, reduced or removed, including a reduction, removal or amendment of the Series G Return;
- 11.11.5 any amendment to Article 19 (Mandatory Offer on a Change of Control), which would result in the sale rights set out in Article 19 relating to the Series G Preferred Shares being frustrated, reduced or removed;
- 11.11.6 any amendment to Article 20 (Co-Sale Right) that would result in the co-sale rights set out in Article 20 relating to the holders of the Series G Preferred Shares being frustrated, reduced or removed;
- 11.11.7 any redemption, reduction of capital or repurchase of the Series G Preferred Shares by the Company (other than any repurchase that occurs as a result of any Transfer Notice deemed to have been given in relation to any Series G Preferred Shares pursuant to Article 17.3);
- 11.11.8 any issuance or allotment of equity or debt securities in the Company or any other member of the Group to any person that is not a member of the Group (save for any issuance or allotment of equity or debt securities in the Company pursuant to Article 12.7 or save where required to comply with applicable law relating to foreign ownership restrictions);
- 11.11.9 any change to rights granted to the Series G Investors under clause 4 or clause 5 of the Shareholders' Agreement;
- 11.11.10 any change to the definition of "Series G Majority", "Qualifying IPO" or "Series G Majority Consent"; and
- 11.11.11 any change to Article 8, Article 11.1.7, Article 19.8 or this Article 11.11, provided that in the case of Articles 8 and 19.8 only to the extent such provisions relate to the Series G Preferred Shares.
- 11.12 For so long as the Amazon Investor shall be (or shall be deemed to be) a Major Investor and/or a Qualifying Shareholder any amendment to:
 - 11.12.1 this Article 11.12;
 - 11.12.2 Articles 6 (Exit Provisions), 12 (Allotment of New Shares or Other Securities: Pre-emption), 15 (Transfers of New Shares – Rights of First Refusal), 19 (Mandatory Offer on a Change of Control), 20 (Co-Sale Right), 21 (Drag-Along) which would result in the rights afforded to the Amazon Investor as a Major Investor and/or Qualifying Shareholder, as applicable, as set out in such Articles, being frustrated, reduced or removed;
 - 11.12.3 clause 9.4 of the Shareholders' Agreement,
 shall require the prior written consent of the Amazon Investor.
- 11.13 For the purposes of these Articles, each of the following shall constitute or be deemed to constitute a variation of the special rights attaching to the Series H Preferred Shares, in addition to any other rights which the Series H Preferred Shares may have, and shall require Series H Majority Consent:
 - 11.13.1 any alteration or change to the rights, preferences or privileges of the Series H Preferred Shares;

- 11.13.2 any increase in the number of Series H Preferred Shares in issue after the Series H Date of Adoption;
- 11.13.3 any removal of and/or amendment to the rights set out in Article 9 (Anti-Dilution Protection), Article 12 (Allotment of New Shares or Other Securities: Pre-Emption) and Article 15 (Transfers of Shares – Rights of First Refusal) in each case as they relate to the Series H Preferred Shares;
- 11.13.4 any amendment to Article 5 (Liquidation Preference) or Article 6 (Exit Provisions), which would result in the liquidation preference rights set out in Article 5 relating to the Series H Preferred Shares being frustrated, reduced or removed;
- 11.13.5 any amendment to Article 19 (Mandatory Offer on a Change of Control), which would result in the sale rights set out in Article 19 relating to the Series H Preferred Shares being frustrated, reduced or removed;
- 11.13.6 any amendment to Article 20 (Co-Sale Right) that would result in the co-sale rights set out in Article 20 relating to the holders of the Series H Preferred Shares being frustrated, reduced or removed;
- 11.13.7 any redemption, reduction of capital or repurchase of the Series H Preferred Shares by the Company (other than any repurchase that occurs as a result of any Transfer Notice deemed to have been given in relation to any Series H Preferred Shares pursuant to Article 17.3);
- 11.13.8 any issuance or allotment of equity or debt securities in the Company or any other member of the Group to any person that is not a member of the Group (save for any issuance or allotment of equity or debt securities in the Company pursuant to Article 12.7 or save where required to comply with applicable law relating to foreign ownership restrictions);
- 11.13.9 any change to rights granted to the Series H Investors under clause 4 or clause 5 of the Shareholders' Agreement;
- 11.13.10 any change to the definition of "Series H Majority", "Qualifying IPO" or "Series H Majority Consent"; and
- 11.13.11 any change to Article 8, Article 11.1.8, Article 19.8 or this Article 11.13, provided that in the case of Articles 8 and 19.8 only to the extent such provisions relate to the Series H Preferred Shares.
- 11.14 Without prejudice to Articles 11.1 to 11.13 inclusive and clauses 6.1 and 6.2 of the Shareholders' Agreement, the following actions shall constitute or be deemed to constitute a variation of the special rights attaching to the Preferred Shares and shall require Investor Majority Consent (and references to the "Company" or any matter or item relating to the Company shall include any subsidiary of the Company from time to time or any matter or item relating to such a subsidiary, respectively, to the intent and effect that each of the provisions of this Article 11.14 shall apply in relation to each subsidiary of the Company):
 - 11.14.1 in respect of the Series A Preferred Shares and/or the Series B Preferred Shares and/or the Series C Preferred Shares and/or the Series D Preferred Shares and/or the Series E Preferred Shares and/or the Series F Preferred Shares and/or the Series G Preferred Shares and/or the Series H Preferred Shares, the creation or issue of any new class or series of shares in the capital of the Company having rights, preferences or privileges senior to or on a parity with the Preferred Shares;
 - 11.14.2 any increase in the number of shares reserved for issuance to employees and consultants, whether under the Share Incentive Plans or otherwise;

- 11.14.3 any redemption, repurchase or reduction of capital in respect of any Shares or loan capital, purchases at cost upon termination of service or the exercise by the Company of contractual rights of first refusal over such Shares;
 - 11.14.4 any payment of dividends on any class of Shares;
 - 11.14.5 any action which is intended or is reasonably likely to result in the liquidation, dissolution, or winding up or IPO of the Company or an Asset Sale;
 - 11.14.6 any increase or decrease in the size of the Board;
 - 11.14.7 any subscription or other acquisition of any shares in the capital of any other company or the acquisition of the whole or part of the undertaking of any other person;
 - 11.14.8 any alteration to the share capital in the Company (including any increase thereof) or the rights, preferences or privileges attaching to the shares or issue any shares;
 - 11.14.9 the creation, allotment, issue, buy-in, redemption or reduction of capital in respect of any share or loan capital or grant of any options (other than pursuant to the Share Incentive Plans) or warrants for the issue of any share or loan capital or the issue of any securities convertible into shares, or the establishment of any employee incentive scheme except in accordance with these Articles, or purchases at cost upon termination of service or the exercise by the Company of contractual rights of first refusal over such Shares; or
 - 11.14.10 any amendment or substitution of these Articles.
- 11.15 For so long as the T Rowe Investors shall be (or shall be deemed to be) a Major Investor and/or a Qualifying Shareholder, any amendment to:
- 11.15.1 this Article 11.15; and/or
 - 11.15.2 Articles 6 (Exit Provisions), Articles 12 (Allotment of New Shares or Other Securities: Pre-emption), 15 (Transfers of New Shares – Rights of First Refusal), 19 (Mandatory Offer on a Change of Control), 20 (Co-Sale Right), 21 (Drag-Along) which would result in the rights afforded to the T Rowe Investors as Major Investors and/or Qualifying Shareholders, as applicable, as set out in such Articles being frustrated, reduced or removed,
- shall require the prior written consent of the T Rowe Investors (representing a T Rowe Investor Consent).
- 11.16 For so long as the Fidelity Investors shall be (or shall be deemed to be) a Major Investor and/or a Qualifying Shareholder, any amendment to:
- 11.16.1 this Article 11.16; and/or
 - 11.16.2 Articles 6 (Exit Provisions), Articles 12 (Allotment of New Shares or Other Securities: Pre-emption), 15 (Transfers of New Shares – Rights of First Refusal), 19 (Mandatory Offer on a Change of Control), 20 (Co-Sale Right), 21 (Drag-Along) which would result in the rights afforded to the Fidelity Investors as Major Investors and/or Qualifying Shareholders, as applicable, as set out in such Articles being frustrated, reduced or removed,
- shall require the prior written consent of the Fidelity Investors (representing a Fidelity Investor Consent).

12. **ALLOTMENT OF NEW SHARES OR OTHER SECURITIES: PRE-EMPTION**

12.1 Subject to the other provisions of these Articles, and in replacement of any existing authority to allot shares, the Directors are generally and unconditionally authorised for the purpose of section 551 of the Act to exercise any power of the Company to:

12.1.1 allot Shares; or

12.1.2 grant rights to subscribe for or convert any securities into Shares,

to any persons, at any times and subject to any terms and conditions as the Directors think proper, provided that:

12.1.3 this authority shall be limited to a maximum nominal amount of £10,090,639;

12.1.4 this authority shall only apply insofar as the Company in general meeting has not waived or revoked it; and

12.1.5 this authority may only be exercised for a period of five years commencing upon the Date of Adoption, save that the Directors may make an offer or agreement which would or might require Shares to be allotted or rights granted to subscribe for or convert any security into Shares after the expiry of such authority (and the Directors may allot Shares or grant such rights in pursuance of an offer or agreement as if such authority had not expired).

12.2 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.

12.3 Subject to Articles 12.7 and 12.8, 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 them to the Qualifying 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 the number of Equity Shares held by those holders (as nearly as may be without involving fractions) (a "**Qualifying Shareholder Offer**").

12.4 A Qualifying Shareholder Offer:

12.4.1 shall be in writing, and shall give details of the number and subscription price of the New Securities;

12.4.2 shall remain open for a period of at least 10 Business Days from the date of service of the offer;

12.4.3 shall stipulate that any Qualifying 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 ("**Excess Securities**") for which they wish to subscribe; and

12.4.4 made to a Qualifying Shareholder that is a Fund shall be on terms which allow (at the option of the Fund and in the proportions which the Fund may direct) the offer to be accepted by:

12.4.4.1 such Fund; or

12.4.4.2 any other Fund of which the Fund Manager of such Fund is the fund manager at the time the Qualifying Shareholder Offer is made; or

12.4.4.3 any person who is a Permitted Transferee of such Fund.

- 12.5 Any New Securities not accepted by Qualifying Shareholders (or any other applicant pursuant to Article 12.4.4) pursuant to the offer made to them in accordance with Article 12.3 shall be used for satisfying any requests for Excess Securities made pursuant to Article 12.4.3 and in the event that there are insufficient Excess Securities to satisfy such requests, the Excess Securities shall be allotted to the applicants on a pro rata basis to the number of Equity Shares held by such applicants immediately prior to the offer made to Qualifying Shareholders in accordance with Article 12.3 (as nearly as may be without involving fractions or increasing the number allotted to any Shareholder beyond that applied for by him) and after that allotment, any Excess Securities remaining shall be offered to any other person as the Board may determine at the same price and on the same terms as the offer to the Shareholders.
- 12.6 Subject to Articles 12.3 and 12.5 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.
- 12.7 For the purposes of Article 9 and this Article 12, an issue of "New Securities" shall not include:
- 12.7.1 the allotment and issue of the New Shares pursuant to and in accordance with the terms of the Series H Subscription Agreement;
 - 12.7.2 the grant of any options to subscribe for Ordinary Shares under the Share Incentive Plans provided such grant is approved by the Board, acting with Investor Director Consent;
 - 12.7.3 the issue of Ordinary Shares (a) pursuant to the exercise of any option granted under the Share Incentive Plans (provided the option was granted in accordance with the terms of such Share Incentive Plans, these Articles and the Shareholders' Agreement) or (b) to an employee or consultant of the Company from the reserved but unissued Ordinary Shares available for grant under the Share Incentive Plans or (c) to an employee benefit trust (or similar arrangement) set up for the benefit of the employees and/or consultants of the Company from the reserved but unissued Ordinary Shares available for grant under the Share Incentive Plans;
 - 12.7.4 any Shares or other securities issued by the Company in order for the Company to comply with its obligations under these Articles or the Shareholders' Agreement, including (without limitation) the issue of:
 - 12.7.4.1 any Anti-Dilution Shares;
 - 12.7.4.2 Ordinary Shares upon conversion of any Series A Preferred Shares;
 - 12.7.4.3 Ordinary Shares upon conversion of any Series B Preferred Shares;
 - 12.7.4.4 Ordinary Shares upon conversion of any Series C Preferred Shares;
 - 12.7.4.5 Ordinary Shares upon conversion of any Series D Preferred Shares;
 - 12.7.4.6 Ordinary Shares upon conversion of any Series E Preferred Shares;
 - 12.7.4.7 Ordinary Shares upon conversion of any Series F Preferred Shares;
 - 12.7.4.8 Ordinary Shares upon conversion of any Series G Preferred Shares;
 - 12.7.4.9 Ordinary Shares upon conversion of any Series H Preferred Shares; and/or
 - 12.7.4.10 Ordinary Shares upon conversion of any B Ordinary Shares;

- 12.7.5 any Shares or other securities issued by the Company in consideration of a *bona fide* acquisition by the Company of any company or business provided that both the acquisition and the terms of the proposed issuance of Shares or other securities have been approved by the Board, acting with Investor Director Consent;
 - 12.7.6 any Shares or other securities issued by the Company to customers, suppliers or other strategic partners in connection with a *bona fide* supply of goods or services to or from them provided that both the supply of such goods and/or services and the terms of the proposed issuance of Shares or other securities have been approved by the Board, acting with Investor Director Consent;
 - 12.7.7 any Shares or other securities issued by the Company as part of any bona fide venture debt financing approved by the Board, acting with Investor Director Consent;
 - 12.7.8 any Shares issued by the Company as part of any Pre-IPO Reorganisation (including for the avoidance of doubt, in connection with the New Holding Company Insertion);
 - 12.7.9 any Shares issued by the Company pursuant to a share split, consolidation or other reorganisation or other Adjustment Event, in each case, which has been approved by the Board, acting with Investor Director Consent;
 - 12.7.10 with respect to the rights of the Shareholders under this Article 12 only, any Shares (or securities convertible into Shares or rights to subscribe for or acquire Shares) which the Board has agreed in writing should be issued (or granted) without complying with the procedure set out in this Article 12, and in respect of which the Investor Majority has waived the rights of the Shareholders under this Article 12 in accordance with Article 12.8;
 - 12.7.11 any Shares issued as a result of a bonus issue of shares which has been approved in writing by an Investor Majority; and
 - 12.7.12 the redesignation, reclassification or conversion of any Shares as part of the Pre-IPO Reorganisation.
- 12.8 The rights of all Qualifying Shareholders under this Article 12 as to any Qualifying Shareholder Offer may only be waived on behalf of all Shareholders by an Investor Majority if:
- 12.8.1 no Major Investor is subscribing for any New Securities pursuant to the relevant Qualifying Shareholder Offer; and
 - 12.8.2 each Major Investor is offered the right to subscribe for its pro rata share of the New Securities offered to the Major Investors pursuant to that Qualifying Shareholder Offer, in accordance with this Article 12.
- 12.9 Save with the consent of the Board acting with Investor Director Consent, no Shares shall be allotted to any Employee, Director, prospective Employee or prospective Director unless such person has entered into a joint section 431 ITEPA election with the Company.
- 13. TRANSFERS OF SHARES – GENERAL**
- 13.1 Subject to Article 13.12, in Articles 13 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.
- 13.2 No Share may be transferred unless the transfer is made in accordance with these Articles.

- 13.3 If a Shareholder transfers or purports to transfer a Share otherwise than in accordance with these Articles he will, if requested by the Directors (or an Investor Majority) in writing to remedy the position, take such steps as are necessary to ensure that such transfer (or purported transfer) is in accordance with these Articles and if the holder fails to remedy that situation to the reasonable satisfaction of the Directors or the Investor Majority (as the case may be) within 10 Business Days of receipt of such written notice, he shall be deemed immediately to have served a Transfer Notice in respect of all Shares held by him.
- 13.4 Any transfer of a Share by way of sale which is required to be made under Articles 15 to 21 (inclusive) will be deemed to include a warranty that the transferor sells with full title guarantee.
- 13.5 Unless express provision is made in these Articles to the contrary, no interest in any Ordinary Shares or B Ordinary Shares shall be transferred (including without limitation, pursuant to Article 15) or otherwise mortgaged, charged, pledged or otherwise disposed of in whole or in part, nor shall any option be granted over such Ordinary Shares or B Ordinary Shares, in each case without the consent of an Investor Majority, provided that this Article 13.5 shall not apply to any proposed transfer of Ordinary Shares by an Investor or any of its Affiliates to any of its Permitted Transferees.
- 13.6 Directors may refuse to register a transfer if:
- 13.6.1 it is a transfer of a Share to a bankrupt, a minor or a person of unsound mind;
 - 13.6.2 the transfer is to an Employee, Director or prospective Employee or prospective Director and such person has not entered into a joint section 431 ITEPA election with the Company;
 - 13.6.3 it is a transfer of a Share which is not fully paid:
 - 13.6.3.1 to a person of whom the Directors do not approve; or
 - 13.6.3.2 on which Share the Company has a lien;
 - 13.6.4 the transfer is not lodged at the registered office or at such other place as the Directors may appoint;
 - 13.6.5 the transfer is not accompanied by the certificate for the Shares to which it relates (or an indemnity in respect of any lost share certificate) and such other evidence as the Directors may reasonably require to show the right of the transferor to make the transfer;
 - 13.6.6 the transfer is in respect of more than one class of Shares; or
 - 13.6.7 the transfer is in favour of more than four transferees.

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.

- 13.7 The Directors may, as a condition to the registration of any transfer, mortgage, charge or other disposal of any interest in shares in the Company (whether pursuant to a Permitted Transfer or otherwise), require the transferee to execute and deliver to the Company a deed (a "**Deed of Adherence**") agreeing to be bound by the terms of the 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 13.7 the transfer may not be registered unless that deed has been executed and delivered to the Company's registered office by the transferee.

- 13.8 To enable the Directors to determine whether or not there has been any disposal of shares in the capital of the Company (or any interest in shares in the capital of the Company) in breach of these Articles the Directors may, with Investor Director Consent, 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 Board acting with Investor Director Consent 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 deem relevant to that purpose, including (but not limited to) the names, addresses and interests of all persons respectively having interests in the shares in the capital of the Company 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 the capital of the Company in writing of that fact and if the holder fails to remedy that situation to the reasonable satisfaction of the Board acting with Investor Director Consent within 10 Business Days of such notification the following shall occur:

- 13.8.1 the relevant shares shall cease to confer upon the holder of them (including any proxy appointed by the holder) any rights to:

13.8.1.1 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 Investor; or

13.8.1.2 receive dividends or other distributions otherwise attaching to those shares or to any further shares issued in respect of those shares; and

- 13.8.2 the holder may be required at any time following receipt of the notice to transfer some or all of its Shares to any person(s) at the price that the Directors may require by notice in writing to that holder in remedy of any breach.

The rights referred to in Article 13.8.1 above may be reinstated by the Board, acting with Investor Director Consent, and shall in any event be reinstated upon the completion of any transfer referred to in Article 13.8.2 above.

- 13.9 In any case where the Board requires a Transfer Notice (as defined in Article 15.3) 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. If a Transfer Notice is required to be given or is deemed to have been given under these Articles, the Transfer Notice will be treated as having specified that:

13.9.1 subject to Article 18.1, the Transfer Price for the Sale Shares will be as agreed between the Board (any director 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; and

13.9.2 the Seller wishes to transfer all of the Shares held by it.

- 13.10 If a Transfer Notice is required to be given by the Board or is deemed to have been served, the Shareholder who has been required or deemed to serve the Transfer Notice shall not be

entitled to serve a voluntary Transfer Notice other than in accordance with the requirements of the Board until such time as any transfers of Shares to be made pursuant to an Allocation Notice given in respect of that Transfer Notice have been completed.

- 13.11 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:

13.11.1 the transferor; and

13.11.2 (if any of the shares is partly or nil paid) the transferee.

- 13.12 Any change in (or change in the respective entitlements of) the partners, participants, shareholders, unitholders (or any other interests) in any Shareholder which is a Fund or any Encumbrance created over their interest in any such Fund shall not be regarded as a transfer of or a disposal of any interest in any shares in the capital of the Company for the purposes of these Articles.

14. **PERMITTED TRANSFERS**

- 14.1 Subject to the provisions of Article 13 (save for Article 13.5), Article 19 and Article 20 and the other provisions of this Article 14, any share in the capital of the Company may at any time be transferred by a Shareholder (the "**Original Shareholder**") without restriction as to price or otherwise, including any restrictions under Articles 15, 19 and 20:

14.1.1 by a Shareholder who is an individual, to any of his Privileged Relations or Trustees;

14.1.2 by a Shareholder which is an undertaking (as defined in section 1161(1) of the Act), to any Member of the same Group (excluding for this Article 14, in the case of the Amazon Investor, any Amazon Group Competitor (as defined in the Shareholders' Agreement));

14.1.3 by a Shareholder which is a Fund or Fund Manager, to any Member of the same Fund Group (excluding for this Article 14, in the case of the Amazon Investor, any Amazon Group Competitor (as defined in the Shareholders' Agreement));

14.1.4 by a Shareholder which is an Investor:

14.1.4.1 to any Member of the same Group of such Investor;

14.1.4.2 to any Member of the same Fund Group of such Investor;

14.1.4.3 to any other Investor;

14.1.4.4 to any nominee of any Investor; or

14.1.4.5 to any Affiliate of any Investor,

excluding for this Article 14, in the case of the Amazon Investor, any Amazon Group Competitor (as defined in the Shareholders' Agreement);

14.1.5 by any person who has acquired Shares pursuant to Articles 14.1 to 14.4 (inclusive), to any Investor or any of the other Permitted Transferee of the Original Shareholder;

14.1.6 by a Shareholder that is an investment trust company whose shares are listed on Recognised Investment Exchange, to another such investment trust company:

14.1.6.1 whose shares are so listed; or

- 14.1.6.2 which is managed by the same management company as the transferor or by a holding company of such management company or any subsidiary company of such holding company;
 - 14.1.7 by the transferors of the Shares transferred pursuant to the Secondary Sales (as defined in the Shareholders' Agreement) in accordance with the Shareholders' Agreement; or
 - 14.1.8 in respect of the B Ordinary Shares, to WS or any B Ordinary Share Permitted Transferee.
- 14.2 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, including any restrictions under Articles 15 and 20 (subject only to the provisions of Article 13, save for Article 13.5). Shares previously transferred as permitted by this Article 14.2 may be transferred by the transferee to any other Permitted Transferee of the Original Shareholder without restriction as to price or otherwise (subject only to the provisions of Article 13, save for Article 13.5).
- 14.3 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.
- 14.4 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. If a Permitted Transferee who was an Affiliate of the Original Shareholder ceases to be an Affiliate, 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 an Affiliate of 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.
- 14.5 Trustees may: (i) transfer Shares to a company in which they hold the whole of the share capital and which they control (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, subject only to the provisions of Article 13 (save for Article 13.5) and Articles 14.6 and 14.7.
- 14.6 No transfer of Shares may be made to Trustees unless the Board is satisfied:
- 14.6.1 with the terms of the trust instrument and in particular with the powers of the trustees;
 - 14.6.2 with the identity of the proposed trustees;
 - 14.6.3 that the proposed transfer will not result in 50% or more of the aggregate of the Equity Shares being held by trustees of that and any other trusts; and

- 14.6.4 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.
- 14.7 If a company to which a Share has been transferred under Article 14.5 ceases to be a Qualifying Company, it must within five Business Days of so ceasing, transfer the Shares held by it to the Trustees or to a Qualifying Company (any may do so without restriction as to price or otherwise) failing which it will be deemed to have given a Transfer Notice in respect of such Shares.
- 14.8 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:
- 14.8.1 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
- 14.8.2 give a Transfer Notice to the Company in accordance with Article 15.3,
- failing which he shall be deemed to have given a Transfer Notice.
- 14.9 On the death (subject to Article 14.2), bankruptcy, liquidation, administrator 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, subject only to the provisions of Article 13 (save for Article 13.5). The transfer shall be to the Original Shareholder if still living or in existence (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.
- 14.10 Subject to Articles 13 (save for Article 13.5), 14.3, 14.4 and 19, a transfer of any Preferred Shares may be made without restriction as to price or otherwise and free from the requirements of Article 20 and each such transfer shall be registered by the Directors.
- 14.11 Subject to the relevant provisions of Article 13 (save for Article 13.5), the provisions of this Article 14 and Article 19, a transfer of any Shares approved by the Board in respect of which the rights of the Shareholders have been waived by an Investor Majority pursuant to the terms of these Articles may be made without restriction as to price or otherwise and free from the requirements of Articles 15 and 20 and each such transfer shall be registered by the Directors.
- 14.12 Any Shares may at any time be transferred free from the transfer restrictions in the Articles and free from the requirements of Articles 15, 19 and 20 where there is a sale of the entire issued share capital of the Company to a Holding Company, which has been approved by the Board, acting with Investor Director Consent, and in respect of which the rights of the Shareholders in these Articles have been carried forward *mutatis mutandis* in such Holding Company (other than in respect of any matter that is entirely *de minimis* in nature).
- 14.13 Notwithstanding any other provision of these Articles, no person shall be entitled to transfer any interest in any Shares if the transferee is a person (or a nominee for a person) who the Board determines, acting with Investor Director Consent (not to be unreasonably withheld or delayed) and subject to clause 22.4 of the Shareholders' Agreement, is a competitor (or an

Associate of a competitor) of the Company or any Subsidiary Undertaking of the Company (such person, a "**Competitor**"). From the date of this Agreement and for so long as the Amazon Investor or any Member of the same Group (excluding for this purpose any Amazon Group Competitor) as the Amazon Investor is the holder of the Convertible Loan Note or is a Shareholder, the Amazon Investor (in respect of itself) and/or any Member of the same Group as the Amazon Investor (excluding for this purpose any Amazon Group Competitor) shall not be considered to be a Competitor at any time.

- 14.14 For the avoidance of doubt, the restrictions on the transfer of any interest in any Shares set out in Article 14.13 and Article 15.9.5.1 shall not apply if the Board, with Investor Director Consent, acting reasonably, waives the restriction.

15. TRANSFERS OF SHARES – RIGHTS OF FIRST REFUSAL

- 15.1 Save where the provisions of Articles 10.2, 13.8.2, 14, 15.2, 19.9, 20.6 and 21.11 apply, any transfer of Shares by a Shareholder shall be subject to the pre-emption rights contained in this Article 15. The provisions of this Article 15 shall not apply to any transfer or proposed transfer of Equity Shares by an Investor or any of its Affiliates or any of its Permitted Transferees.

- 15.2 The rights of all Relevant Shareholders under this Article 15 as to any transfer of Sale Shares may only be waived on behalf of all Relevant Shareholders by an Investor Majority (including pursuant to Article 6.3) if:

15.2.1 no Major Investor is acquiring any Shares pursuant to the issue of a Transfer Notice with respect to such transfer; and

15.2.2 each Major Investor is offered the right to acquire its pro rata share of the Sale Shares offered to the Major Investors pursuant to the issue of that Transfer Notice, in accordance with this Article 15.

- 15.3 A Shareholder who wishes to transfer Shares (a "**Seller**") shall, except as otherwise provided in these Articles, before transferring or agreeing to transfer any Shares, give notice in writing (a "**Transfer Notice**") to the Company specifying:

15.3.1 the number and class of Shares which he wishes to transfer (the "**Sale Shares**");

15.3.2 if he wishes to sell the Sale Shares to a third party, the name of the proposed transferee; and

15.3.3 subject to Articles 13.9.1 and 18.1, the price per Sale Share (in cash) at which he wishes to transfer the Sale Shares (which will be deemed to be Fair Value of the Sale Shares if, where the transfer is a compulsory transfer pursuant to Article 17 or 18, no cash price is agreed between the Seller and the Board (acting with Investor Director Consent)) (the "**Transfer Price**").

- 15.4 Subject to Article 16.8 and except with the written consent of the Board and an Investor Majority, no Transfer Notice once given or deemed to have been given under these Articles may be withdrawn.

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

- 15.6 As soon as practicable following the later of:

15.6.1 receipt of a Transfer Notice; and

- 15.6.2 in the case where the Transfer Price has not been specified or the Transfer Notice is deemed to have been served, the determination of the Transfer Price under Articles 15.3.3 or 16,

the Board shall offer the Sale Shares for sale to the Relevant Shareholders in the manner set out in Article 15.8. Each offer must be in writing and give details of the number and Transfer Price of the Sale Shares offered.

15.7 Rights to be offered Sale Shares

The Sale Shares shall be offered using the following Priority Rights:

- 15.7.1 if the Sale Shares are Series A Preferred Shares, Series B Preferred Shares, Series C Preferred Shares, Series D Preferred Shares, Series E Preferred Shares, Series F Preferred Shares, Series G Preferred Shares or Series H Preferred Shares, firstly to the Company (subject always to the provisions of the Act) and, secondly, to the Preferred Shareholders (other than the Seller, if applicable), *pari passu* and pro rata according to the number of Equity Shares held by such holders; or
- 15.7.2 if the Sale Shares are Ordinary Shares or B Ordinary Shares, first to the Company (subject always to the provisions of the Act) and secondly, to the Qualifying Shareholders (other than the Seller, if applicable), *pari passu* and pro rata according to the number of Equity Shares held by such holders,

(the recipients of any and each such offer being referred to in this Article 15.7 as the "**Relevant Shareholders**"), in each case, on the basis set out in Article 15.8.

15.8 Offer and allocation of Sale Shares

- 15.8.1 The Sale Shares shall be offered to the Relevant Shareholders, which in the case of any Relevant Shareholder that is an Investor or a Fund shall be on terms which allow the offer to be accepted by one or more of the Permitted Transferees of such Investor or Fund (the "**Nominated Persons**"), 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 "**Pre-emption Offer Period**") for the maximum number of Sale Shares they wish to buy (the "**Shareholder Offer**").
- 15.8.2 If, at the end of the Pre-emption Offer Period, the number of Sale Shares applied for is equal to or exceeds the number of Sale Shares available under the Shareholder Offer, the Board shall allocate those Sale Shares to each Relevant Shareholder and Nominated Person in the proportion (fractional entitlements being rounded to the nearest whole number) which his (or in the case of an offer being accepted by a Nominated Person, the relevant Investor's) existing holding of Equity Shares bears to the total number of Equity Shares held by those Relevant Shareholders (or the relevant Investors in respect of Nominated Persons) who have applied for Sale Shares but no allocation shall be made to a Relevant Shareholder or Nominated Person of more than the maximum number of Sale Shares which he has stated he is willing to buy.
- 15.8.3 If not all Sale Shares available under the Shareholder Offer are allocated in accordance with Article 15.8.2 but there are applications for Sale Shares that have not been satisfied those Sale Shares shall be allocated to the relevant applicant(s) in accordance with the procedure set out in Article 15.8.2, such allocations to continue until such time as those Sale Shares have been allocated to Relevant Shareholders or Nominated Persons.
- 15.8.4 If, at the end of the Pre-emption Offer Period, the number of Sale Shares applied for pursuant to Articles 15.8.2 and 15.8.3 is less than the number of Sale Shares the Board

shall allocate the Sale Shares to the Relevant Shareholders and Nominated Persons in accordance with their applications and the balance (the "**Surplus Shares**") will be dealt with in accordance with Article 15.9.4.

15.9 **Completion of transfer of Sale Shares**

- 15.9.1 If allocations have been made in respect of all the Sale Shares, the Board shall, when no further offers are required to be made under Article 15.8, give written notice of allocation (an "**Allocation Notice**") to the Seller and each person 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 five Business Days nor more than 20 Business Days after the date of the Allocation Notice) for completion of the transfer of the Sale Shares.
- 15.9.2 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.
- 15.9.3 If the Seller fails to comply with the provisions of Article 15.9.2:
- 15.9.3.1 the Chairman 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
- 15.9.3.2 the Company shall pay the Transfer Price into a separate bank account in the Company's name on trust (but without interest) for the Seller until he has delivered to the Company his certificate or certificates for the relevant Shares (or an indemnity, in a form reasonably satisfactory to the Board, in respect of any lost certificate).
- 15.9.4 If an Allocation Notice does not relate to all the Sale Shares then the Seller may, within 120 days after service of the Allocation Notice, transfer the Surplus Shares to any person at a price at least equal to the Transfer Price.
- 15.9.5 The right of the Seller to transfer Shares under Article 15.9.4 does not apply if the Board is of the opinion on reasonable grounds that:
- 15.9.5.1 the transferee is a Competitor and the Board has not exercised its rights of waiver under Article 14.14;
- 15.9.5.2 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
- 15.9.5.3 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. **VALUATION OF SHARES**

- 16.1 If, in accordance with these Articles, the Transfer Price of any Transfer Notice which is served or deemed to be served is the Fair Value, then upon service of the Transfer Notice or, in the case of the deemed service of a Transfer Notice, on the date on which the Board first has actual knowledge of the facts giving rise to such deemed service, the Board shall either:
- 16.1.1 appoint expert valuers in accordance with Article 16.2 (the "**Expert Valuers**") to certify the Fair Value of the Sale Shares; or
 - 16.1.2 if the Fair Value has been certified by Expert Valuers 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.
- 16.2 The Expert Valuers will be either:
- 16.2.1 the Auditors (if so determined by the Board or an Investor Majority); or
 - 16.2.2 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 appointed by the then President of the Institute of Chartered Accountants in England and Wales on the application of either party.
- 16.3 The "**Fair Value**" of the Sale Shares shall be determined by the Expert Valuers on the following assumptions and bases:
- 16.3.1 valuing the Sale Shares as on an arm's-length sale between a willing seller and a willing buyer;
 - 16.3.2 if the Company is then carrying on business as a going concern, on the assumption that it will continue to do so;
 - 16.3.3 that the Sale Shares are capable of being transferred without restriction;
 - 16.3.4 valuing the Sale Shares as a rateable proportion of the total value of all the issued Shares without any premium or discount being attributable to the percentage of the issued share capital of the Company which they represent; and
 - 16.3.5 reflecting any other factors which the Expert Valuers reasonably believe should be taken into account.
- 16.4 If any difficulty arises in applying any of these assumptions or bases then the Expert Valuers shall resolve that difficulty in whatever manner they shall in their absolute discretion think fit.
- 16.5 The Expert Valuers shall be requested to determine the Fair Value within 20 Business Days of their appointment and to notify the Board of their determination.
- 16.6 The Expert Valuers 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).
- 16.7 The Board will give the Expert Valuers access to all accounting records or other relevant documents of the Company subject to them agreeing such confidentiality provisions as the Board may reasonably impose.
- 16.8 The Expert Valuers 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 or required to have been served pursuant to

these Articles, 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.

16.9 The cost of obtaining the certificate shall be paid by the Company unless:

16.9.1 the Seller cancels the Company's authority to sell; or

16.9.2 the sale is pursuant to a Transfer Notice which is deemed to have been served, and the Transfer Price certified by the Expert Valuers is less than the price (if any) proposed by the Directors to the Seller for the Sale Share before the Expert Valuer was instructed,

in which case the Seller shall bear the cost.

17. **COMPULSORY TRANSFERS – GENERAL**

17.1 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.

17.2 If Shares remain 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:

17.2.1 to effect a Permitted Transfer of such Shares (including for this purpose an election to be registered in respect of the Permitted Transfer); or

17.2.2 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.

If either requirement in this Article 17.2 shall not be fulfilled to the satisfaction of the Directors a Transfer Notice shall be deemed to have been given in respect of such Shares save to the extent that the Directors may otherwise determine.

17.3 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, 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 the Directors may determine.

17.4 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 name and its nominee's names save that, in the case of a Permitted Transferee, it shall first have 10 Business Days from the date of service of a notice by the Company requiring it to serve a Transfer Notice to transfer those Shares back to the Original Shareholder from whom it received its Shares or to any other Permitted Transferee of the Original Shareholder before being required to serve a Transfer Notice. This Article 17.4 shall not apply to a member that is an Investor.

18. **COMPULSORY TRANSFER – EMPLOYEES**

18.1 Subject to Articles 18.2 and 18.6, if an Employee (who is not WS) ceases for any reason to be an Employee at any time (a "**Departing Employee**"): (a) the Departing Employee; and (b) each Shareholder who shall have received or acquired shares as nominee or directly or

indirectly from the Departing Employee pursuant to one or more Permitted Transfers (including where such shares were subscribed by such Shareholder and that Shareholder would have been entitled to receive a Permitted Transfer from the Departing Employee), shall be deemed to have given a Transfer Notice in respect of all of the Employee Shares registered in his or its name (and those registered in the name of his or her Permitted Transferees) on the Effective Termination Date (or on such later date as the Board, acting with Investor Director Consent, may in its absolute discretion approve and notify in writing to the Departing Employee). In such circumstances the Transfer Price shall be as follows:

- 18.1.1 if the Departing Employee is a Bad Leaver, the lower of the Issue Price or the Fair Value; or
 - 18.1.2 if the Departing Employee is a Good Leaver, the Fair Value.
- 18.2 Any former Employee who has ceased to be employed by the Group and was classified as a Good Leaver at the Effective Termination Date, subsequently commits an act of misconduct (or the Company becomes aware that the former Employee had committed an act of misconduct prior to the Effective Termination Date) and/or such former Employee breaches any post termination restrictions to which he or she was subject, such former Employee will be deemed to have given a Transfer Notice in accordance with Article 18.1 above (a "**Breaching Former Employee**"). In such circumstance the Transfer Price shall be the lower of the Issue Price or the Fair Value.
- 18.3 For the purposes of each transfer of Shares pursuant to this Article 18, the Priority Rights shall be:
- 18.3.1 to the Company (subject always to the provisions of the Act);
 - 18.3.2 to any person or persons nominated by the Board, acting with Investor Director Consent, to take the place of the Departing Employee conditionally upon them commencing employment with the Company;
 - 18.3.3 to any of the existing Employees (other than the Departing Employee) nominated by the Board, acting with Investor Director Consent;
 - 18.3.4 to any other person or persons (other than the Departing Employee or Breaching Former Employee) nominated by the Board, acting with Investor Director Consent; and
 - 18.3.5 to other participants or potential participants in, or trustees of the Share Incentive Plans (other than the Departing Employee).
- 18.4 Subject to Article 18.6, the voting rights attaching to the Employee Shares of a Departing Employee shall at the time he ceases to be an Employee be suspended unless the Board, acting with Investor Director Consent, notifies him otherwise.
- 18.5 Any Employee Shares whose voting rights are suspended pursuant to Article 18.4 ("**Restricted Shares**") shall confer on the holders of Restricted Shares the right to receive 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 Article 18.4 shall be automatically restored immediately prior to an IPO. If a Departing Employee or Breaching Former Employee transfers any Restricted Shares in the Company pursuant to the Transfer Notice which is deemed to have been served in accordance with Article 18.1 or 18.2 as applicable, 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.

- 18.6 The Board, with Investor Majority Consent, may at any time prior to the transfer of any Shares pursuant to a Transfer Notice which is deemed to have been served in accordance with Article 18.1, disapply the application of Articles 18.1 to 18.5 in relation to the Employee Shares which are the subject of such Transfer Notice ("**Affected Shares**"), or modify the terms of Articles 18.1 to 18.5 in any of the following ways by providing that:
- 18.6.1 some or all of the Affected Shares shall be excluded from the deemed Transfer Notice; and/or
- 18.6.2 if the Departing Employee is a Bad Leaver, a higher Transfer Price is to apply to any or all of the Affected Shares (provided that such Transfer Price shall not exceed the Fair Value).
19. **MANDATORY OFFER ON A CHANGE OF CONTROL**
- 19.1 Except in the case of Permitted Transfers and transfers pursuant to Articles 17, 18 and 21, after going through the pre-emption procedure in Article 15 (if applicable), the provisions of this Article 19 will apply in precedence to any other rights and restrictions of Shareholders in these Articles or the Shareholders' Agreement, 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 (together with any Associates of his or persons Acting in Concert with him) acquiring a Controlling Interest in the Company.
- 19.2 A Proposed Seller must, before making a Proposed Transfer procure the making by the Proposed Purchaser of an offer (the "**Offer**") to all of the Equity Shareholders to acquire all of the issued Equity Shares for a consideration per Equity Share the value of which, for any Equity Share, is at least equal to the Specified Price (as defined in Article 19.7) and which is allocated among the Equity Shareholders in accordance with Article 5, as a Share Sale.
- 19.3 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, as well as the Proposed Sale Date.
- 19.4 If any other Equity Shareholder 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.
- 19.5 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 Equity Shares held by all Accepting Shareholders, in accordance with this Article 19.
- 19.6 The aggregate consideration payable to the Accepting Shareholders' and the Proposed Seller in any sale to a Proposed Purchaser pursuant to this Article 19 shall be allocated among the Accepting Shareholders and the Proposed Seller in accordance with and subject to Article 5 as if the Equity Shares sold in such transaction were the only Equity Shares of the Company then outstanding. Each Accepting Shareholder shall pay its pro rata share (as a deduction from the gross pre-tax proceeds to be received, without prejudice to any other deductions lawfully required to be made) of the costs incurred by the Proposed Sellers and all Accepting Shareholders.

19.7 For the purpose of this Article:

19.7.1 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;

19.7.2 the expression "**Specified Price**" shall mean in respect of each Equity Share a sum in cash equal to the highest price per Equity Share offered or paid by the Proposed Purchaser:

19.7.2.1 in the Proposed Transfer; or

19.7.2.2 in any related or previous transaction to acquire Equity Shares from another Shareholder 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 19.7.3 below), 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**") in each case distributed between the Equity Shares in accordance with the provisions of Article 5 (which could be nil or nominal consideration), provided that the entitlement to the distribution of any deferred payments shall only be made at the same time as deferred payments are made to the Proposed Sellers;

19.7.3 **Relevant Sum** = $C \div A$

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

C = the Supplemental Consideration.

19.8 The rights of all Shareholders under this Article 19 as to any Proposed Transfer may only be waived on behalf of all Shareholders by an Investor Majority if both of the following conditions are satisfied:

19.8.1 no Major Investor is selling any Equity Shares in the Proposed Transfer; and

19.8.2 each Major Investor has been offered the right to sell all of the Equity Shares it holds in the Proposed Transfer in accordance with this Article 19.

19.9 For the avoidance of doubt, the Proposed Transfer is subject to the pre-emption provisions of Article 15, but the purchase of the Accepting Shareholders' shares shall not be subject to Article 15.

20. **CO-SALE RIGHT**

20.1 Other than the Proposed Transfers specified in Article 19 which shall be governed by the provisions of Article 19 and save with consent of the Board acting with Investor Majority Consent, no transfer (other than a Permitted Transfer or a transfer by a Major Investor) of any of the Equity Shares may be made or validly registered unless the relevant Shareholder (the "**Relevant Transferor**") shall have observed the following procedures of this Article. Notwithstanding the foregoing, the Board acting with Investor Majority Consent (and subject to (i) Series E Majority Consent set out in Article 11.8, to the extent such waiver relates to the Series E Preferred Shares, (ii) Series F Majority Consent set out in Article 11.10, to the extent

such waiver relates to the Series F Preferred Shares, (iii) Series G Majority Consent set out in Article 11.11, to the extent such waiver relates to the Series G Preferred Shares and (iv) Series H Majority Consent set out in Article 11.13, to the extent such waiver relates to the Series H Preferred Shares) may not waive the rights of any Major Investor set forth in this Article 20, and any such waiver with respect to a Major Investor shall require the consent of such Major Investor.

20.2 After the Relevant Transferor has gone through the pre-emption process set out in Article 15 (if applicable), the Relevant Transferor shall give to each Investor and each Affiliate or Permitted Transferee of an Investor that owns Equity Shares (each an "**Equity Holder**") not less than 10 Business Days' notice in advance of the proposed sale (a "**Co-Sale Notice**"). The Co-Sale Notice shall specify:

20.2.1 the identity of the proposed purchaser (the "**Buyer**");

20.2.2 the price per share which the Buyer is proposing to pay;

20.2.3 the manner in which the consideration is to be paid;

20.2.4 the number of Equity Shares which the Relevant Transferor proposes to sell; and

20.2.5 the address where the counter-notice should be sent.

20.3 Each Equity Holder shall be entitled within five Business Days after receipt of the Co-Sale Notice, to notify the Relevant Transferor 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 Equity Holder wishes to sell. The maximum number of shares which an Equity Holder can sell under this procedure shall be:

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

where:

X is the number of Equity Shares held by the Equity Holder;

Y is the total number of Equity Shares in issue and outstanding and held by all Equity Holders;

Z is the number of Equity Shares the Relevant Transferor proposes to sell.

Any Equity Holder 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 pursuant to this Article 20.

20.4 Following the expiry of five Business Days from the date the Equity Holders receive the Co-Sale Notice, the Relevant Transferor shall be entitled to sell to the Buyer on the terms notified to the Equity Holders a number of shares not exceeding the number specified in the Co-Sale Notice less any shares which Equity Holders have indicated they wish to sell, provided that at the same time the Buyer (or another person) purchases from the Equity Holders the number of Equity Shares they have respectively indicated they wish to sell on terms no less favourable than those obtained by the Relevant Transferor from the Buyer, and the proceeds received by the Relevant Transferor and the other Equity Holders selling Equity Shares in such transaction shall be allocated among the Relevant Transferor and such Equity Holders in accordance with Article 5.

20.5 No sale by the Relevant Transferor shall be made pursuant to any Co-Sale Notice more than three months after service of that Co-Sale Notice.

20.6 Sales made by Equity Holders (other than the Relevant Transferor) in accordance with their rights set forth in this Article 20 shall not be subject to Article 15.

20.7 This Article 20 shall not apply if any Offer is required to be made pursuant to Article 19.

21. **DRAG-ALONG**

21.1 Subject to the rights set forth in Articles 11.7.3, 11.8.3 and 11.10.3, if:

21.1.1 an Investor Majority; and

21.1.2 an Ordinary Shareholder Majority;

(together, the "**Selling Shareholders**") wish to transfer all their interest in Shares (the "**Sellers' Shares**") to a Proposed Purchaser, then provided that (A)(i) the Series F Shareholders would be entitled to receive an amount per Series F Preferred Share equal to the Series F Issue Price (as adjusted following the issue from time to time of any Series F Anti-Dilution Shares) multiplied by one times (1x) or (ii) Series F Majority Consent is given; and (B)(i) the Series G Shareholders would be entitled to receive an amount per Series G Preferred Share equal to the Series G Issue Price (as adjusted following the issue from time to time of any Series G Anti-Dilution Shares) multiplied by one times (1x) or (ii) Series G Majority Consent is given, the Selling Shareholders shall have the option (the "**Drag Along Option**") to require all the other holders of Equity Shares (the "**Called Shareholders**") to sell and transfer all their Equity Shares to the Proposed Purchaser or as the Proposed Purchaser shall direct in accordance with the provisions of this Article.

21.2 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 Proposed Purchaser. A Drag Along Notice shall specify that the Called Shareholders are required to transfer all their Equity Shares (the "**Called Shares**") under this Article, the person to whom they are to be transferred, the consideration for which the Called Shares are to be transferred (calculated in accordance with this Article and to be the same form of consideration as for the Sellers' Shares, provided that "consideration" for the purposes of the requirement that all Called Shareholders are offered the same type of consideration shall not include (i) any offer to subscribe for or acquire any share, debt instrument or other security in the capital of any member of the Proposed Purchaser's group made to any Employee Shareholder and (ii) any right offered to any Employee Shareholder to subscribe for or acquire any share, debt instrument or other security in the capital of any member of the Proposed Purchaser's group) and the proposed date of transfer.

21.3 Drag Along Notices shall be irrevocable but will lapse if for any reason a binding agreement for the sale of the Sellers' Shares by the Selling Shareholders to the Proposed Purchaser has not been entered into within 40 Business Days after the date of service of the Drag Along Notice (it being acknowledged and agreed that the Drag Along Notice shall automatically renew for a further period of 40 Business Days at the end of the previous 40 Business Day period, where any such binding agreement for the sale of the Sellers' Shares contains conditions precedent and shall continue to automatically renew until either completion of the acquisition of the Sellers' Shares by the Proposed Purchaser or the termination of the binding agreement in accordance with its terms (including without limitation as a result of any conditions precedent becoming incapable of being satisfied). The Selling Shareholders shall be entitled to serve further Drag Along Notices following the lapse of any particular Drag Along Notice.

21.4 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 by the Proposed Purchaser to the Selling Shareholders and the Called Shareholders were distributed to the holders of the Called Shares and the Sellers'

Shares in accordance with the provisions of Article 5 (which could be nil or nominal consideration), including (if applicable) the Series G Preferred Shares' right to the Series G Return, provided that the entitlement to the distribution of any deferred payments shall only be made at the same time as deferred payments are made to the Selling Shareholders. For the avoidance of doubt, the consideration to be paid to the Selling Shareholders and Called Shareholders shall be distributed amongst the Selling Shareholders and the Called Shareholders in the transaction pursuant to which the Drag Along Option is exercised in the manner and order of priority as set out in Article 5 and if not so distributed (a) the Directors shall not register any transfer of Shares and (b) the Called Shareholders shall have no obligation under this Article 21.

21.5 A Drag Along Notice may require a Called Shareholder to execute the same legally binding agreements and other related documentation as shall be entered into by the Selling Shareholders to effect the sale in question including, without limitation and as applicable, any sale and purchase agreement, stock transfer form, share certificate indemnity and pre-emption waiver (the "**Sale Documentation**") provided that:

21.5.1 in entering into the Sale Documentation, the Called Shareholder shall not (other than as is required by the remaining provisions of this Article 21) be required to sell its Shares for a lower price per Share than such price as would be calculated in accordance with Article 21.4;

21.5.2 such Called Shareholder shall (if applicable) give a customary locked-box leakage covenant, in relation to itself and its connected persons only, on substantially the same terms as the Selling Shareholders;

21.5.3 such Called Shareholder shall give equivalent warranties regarding title to its shares, authority and its capacity only to those being given by the Selling Shareholders, which warranties shall be given by the Called Shareholder and the Called Shares held by him;

21.5.4 such Called Shareholders shall not be obliged to:

21.5.4.1 agree to any restrictive covenants or, in the case of an Investor or any Member of the same Group or Member of the same Fund Group as the Investor, other positive commercial operational covenants, in each case, as part of the transfer of the Called Shares (including without limitation any covenant not to compete or covenant not to solicit customers, commercial partners, employees, consultants or suppliers of any party to the transfer of the Sellers' Shares and the Called Shares, except for a customary confidentiality covenant that relates to the transfer of the Sellers' Shares and the Called Shares which is no more restrictive, with respect to any particular Called Shareholder, than any confidentiality covenant, agreement or arrangement between the Company and the Called Shareholder at the time of the transfer or agreement to transfer the Called Shares);

21.5.4.2 give warranties other than the warranties described in Article 21.5.3; and

- 21.5.4.3 (i) give joint and several indemnification obligations (other than as between the Called Shareholder and its affiliated Permitted Transferees) or any several indemnification obligations that are not (A) consistent with the indemnification obligations of all other Called Shareholders and Selling Shareholders, and (B) borne by all Called Shareholders and Selling Shareholders on a proportional basis consistent with the proceeds each such Shareholder will receive in the transfer of the Sellers' Shares and the Called Shares and limited to the same agreed upon portion of the proceeds in such transfer received by each such Shareholder (and in no event shall exceed the proceeds actually received by such Shareholder such transfer), (ii) give any general release of claims that are broader than a release of such Called Shareholder's rights as a shareholder in the Company, (iii) receive any form of consideration in the Exit that is not provided to all other Called Shareholders or Selling Shareholders in the Exit, and (iv) terminate or modify any commercial operating agreement between such Called Shareholder (or any Affiliate of such Called Shareholder) and the Company that does not terminate by its terms upon such Exit;
- 21.5.5 save in respect of fraud on the part of the Called Shareholder, the liability of the Called Shareholder in respect of any breach of those warranties and indemnities shall not exceed the consideration for which such Called Shareholder's Called Shares are to be transferred (as calculated in accordance with Article 21.4) or, in respect of any leakage indemnification obligation, the amount of leakage received or benefited by the Called Shareholder and/or its connected persons;
- 21.5.6 unless a Called Shareholder shall expressly consent in writing otherwise any such liability of such Called Shareholder under Articles 21.5.2 shall be several and not joint with any other person (except to the extent that funds may be paid out of any escrow established to cover breach of representations, warranties and indemnities provided by all Shareholders); and
- 21.5.7 in respect of WS only, this Article 21.5 shall not oblige WS to agree to any new personal contractual terms (e.g. employment agreement or restrictive covenants) as part of any such transaction,

If the provisions of this Article 21.5 are void or unenforceable, but would be valid if some part of those provisions were amended or deleted, the provision in question shall apply with such modification or deletion as may be necessary to make it valid. The invalidity of any or all of the provisions of this Article 21.5 shall not affect the validity of the remainder of this Article 21.5.

- 21.6 Within ten Business Days after service of a Drag Along Notice on the Called Shareholders, the Called Shareholders shall, in respect of their Called Shares, deliver to the Company duly executed Sale Documentation (including the relevant stock transfer form(s) in favour of the Proposed Purchaser or as the Proposed Purchaser shall direct), together with its relevant existing share certificate(s) in respect of the Called Shares (or a suitable duly executed indemnity in lieu thereof).
- 21.7 Completion of the sale and purchase of the Called Shares ("**Drag-Along Completion Date**") shall take place on the same date and in the same manner as, and conditional upon the completion of, the sale and purchase of the Sellers' Shares unless all of the Called Shareholders and the Selling Shareholders otherwise agree.
- 21.8 Payment to the Called Shareholders with respect to their Called Shares shall be made on the Drag-Along Completion Date, provided that where the amount of the consideration payable by the Proposed Purchaser for the Sellers' Shares and the Called Shares is to be adjusted based upon accounts of the Company as at the Drag-Along Completion Date, payment of the

portion of the consideration payable based upon such adjustment shall be payable to the Called Shareholders and the Selling Shareholders no more than 10 Business Days after the final agreement or determination of those accounts. The Company shall pay the Called Shareholders and the Selling Shareholders, on behalf of the Proposed Purchaser, the amounts they are due pursuant to Article 21.4 to the extent the Proposed Purchaser has provided the Company with the requisite funds. The Company's receipt for the amounts due pursuant to Article 21.4 shall be a good discharge to the Proposed Purchaser. Pending payment to the Called Shareholders and the Selling Shareholders, the Company shall hold the amounts due to the Called Shareholders and the Selling Shareholders pursuant to Article 21.4 in trust for such Shareholders without any obligation to pay interest.

- 21.9 To the extent that the Proposed Purchaser has not, on the Drag-Along Completion Date, put the Company in funds to pay the amounts due pursuant to Article 21.4, the Called Shareholders shall be entitled to the return of the stock transfer forms and share certificate (or suitable indemnity) for the relevant Shares and the Called Shareholders shall have no further rights or obligations under this Article 21 in respect of that Drag Along Notice.
- 21.10 If a Called Shareholder fails to deliver duly executed Sale Documentation to the Company prior to the Drag-Along Completion Date, the relevant Called Shareholder will, if the Proposed Purchaser so elects, be deemed to have irrevocably appointed any Director as its agent to, on its behalf, execute, complete and deliver the Sale Documentation and to deliver a transfer of its Called Shares to the Proposed Purchaser (or its nominee(s)) to the extent the Proposed Purchaser has, at the Drag-Along Completion Date, put the Company in funds to pay the amounts due pursuant to Article 21.4 for the Called Shareholder's Called Shares offered to him. The Board shall then authorise registration of the transfer once appropriate stamp duty has been paid. The defaulting Called Shareholder shall surrender his share certificate(s) for his Called Shares (or provide a suitable duly executed indemnity in lieu thereof) to the Company. On such surrender or provision of a duly executed indemnity, he shall be entitled to the amount then due to him pursuant to Article 21.4. The Shareholders acknowledge and agree that the authority conferred under this Article 21.10 is necessary as security for the performance by the Called Shareholder of its obligations under these Articles.
- 21.11 Any transfer of Shares to a Proposed Purchaser (or as they may direct) pursuant to this Article 21 shall not be subject to the provisions of Articles 15, 19 or 20 or any other provision of these Articles which would otherwise fetter the ability of the Selling Shareholders to transfer their Shares or the Shares of the Called Shareholders to a Proposed Purchaser on the terms of this Article 21.
- 21.12 On any person, following the issue of a Drag Along Notice, becoming an Equity Shareholder of the Company pursuant to the: (i) exercise of a pre-existing option to acquire shares in the Company; or (ii) conversion of any convertible security of the Company; or (iii) transfer of any Shares, or otherwise (in each case 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 and the New Shareholder shall then be bound to sell and transfer all Equity Shares so acquired to the Proposed Purchaser or as the Proposed Purchaser may direct and the provisions of this Article shall apply with the necessary changes to the New Shareholder, except that if the date on which the Drag Along Notice was deemed to have been served on the New Shareholder is after the Drag-Along Completion Date, completion of the sale of the Shares shall take place five Business Days after the date on which the Drag Along Notice was deemed served on the New Shareholder, or on such later date as may be approved in writing by the Board and the Selling Shareholders.
- 21.13 Each Called Shareholder shall pay its pro rata share (as a deduction from the gross pre-tax proceeds to be received, without prejudice to any other deductions lawfully required to be made) of the costs incurred by the Selling Shareholders in connection with the transfer of the Sellers' Shares and the Called Shares.

22. GENERAL MEETINGS

- 22.1 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.
- 22.2 For so long as any B Ordinary Shares remain in issue and are held by WS or any B Ordinary Share Permitted Transferee(s), WS (or, if WS is no longer a B Ordinary Shareholder, the B Ordinary Shareholder that holds the largest number of B Ordinary Shares then in issue) (the **Mover**) shall be entitled to requisition a general meeting of the Company and in such circumstances: (i) the Mover shall be entitled to request any resolutions to be moved at such general meeting; and (ii) the Directors shall convene such general meeting as if the requirements of the Act (including without limitation ss303 and 304 of the Act) applied to such requisition. In the event that the Directors fail to comply with their obligations pursuant to this Article, the Mover shall be entitled to call a general meeting at the Company's expense as if the requirements of the Act (including without limitation s305 of the Act) applied to such action.
- 22.3 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 of the issued Shares, any resolution agreed to by such Qualifying Person shall be as valid and effectual as if it had been passed unanimously at a general meeting of the Company duly convened and held.
- 22.4 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.
- 22.5 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.
- 22.6 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.
- 22.7 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.
- 22.8 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.
- 22.9 Notwithstanding the foregoing, no matter shall be discussed at any Shareholder meeting which pertains to any of the matters set forth in Article 11.7 without the vote or written consent of the Investor Majority.

23. PROXIES

23.1 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)".

23.2 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:

23.2.1 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;

23.2.2 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

23.2.3 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.

24. DIRECTORS' BORROWING POWERS

The Directors may 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.

25. NO ALTERNATE DIRECTORS

Notwithstanding any provision of these Articles to the contrary, no Director shall be entitled to appoint any person to act as his alternate for any purpose.

26. NUMBER OF DIRECTORS

Save with Investor Majority Consent and Investor Director Consent, the number of Directors shall be not less than two (2) and not more than twelve (12).

27. APPOINTMENT OF DIRECTORS

27.1 Model Article 18 shall be modified by the addition of the following events upon the occurrence of which a person shall cease to be a Director:

27.1.1 his conviction of a criminal offence (other than a minor motoring offence) and a majority of the other Eligible Directors do not elect in writing to exclude the operation of this Article 27.1.1 (with the intention and effect that the relevant person may continue to hold office as a Director);

- 27.1.2 save in the case of the Investor Directors or a Founder Director, a majority of the other Eligible Directors serving a written notice ("**Director Termination Notice**") on the Company specifying that he is to be removed as a Director, in which case, the relevant Director shall be deemed to have resigned and shall automatically be removed as a Director upon the later of:
- 27.1.2.1 delivery of the Director Termination Notice to the registered office of the Company; or
- 27.1.2.2 any later date which may be specified in the Director Termination Notice; and
- 27.1.3 in the case of an executive Director (only), he or she ceasing to be employed by the Company or other Group Company (as the case may be) and not continuing as an employee of any other Group Company.

27.2 **Index Investor Director and Observer**

- 27.2.1 The Lead Index Investor shall have the right (exercisable in accordance with Article 27.2.2 below):
- 27.2.1.1 to appoint and maintain in office such natural person as the Lead Index Investor may from time to time nominate as a Director (the "**Index Investor Director**") and to remove any Director so appointed and, upon his removal whether by the Lead Index Investor or otherwise, to appoint another Director in his place; and
- 27.2.1.2 to appoint a representative to attend as an observer (the "**Index Observer**") at each and any meeting of the Board and of each and any committee of the Board who will be entitled to speak at any such meetings but will have no vote and no authority to bind the Company in any way.
- 27.2.2 Appointment and removal of an Index Investor Director or an Index Observer shall be by written notice to the Company signed by or on behalf of the Lead Index Investor, which notice shall take effect on delivery at the registered office or presentation at any meeting of the Board.
- 27.2.3 Subject to the Act, on any resolution to remove the Index Investor Director, the Shares held by the Index Investors shall (if they would otherwise carry fewer votes) together carry one vote in excess of 50% of all the votes then exercisable, and if any such Index Investor Director is removed under section 168 of the Act or otherwise, the Lead Index Investor may reappoint him or any other person as the Index Investor Director.
- 27.2.4 The Index Investor Director shall be entitled, at his request, to be appointed to any committee of the Board established from time to time and to the board of directors of any Subsidiary.
- 27.2.5 The Index Observer shall be entitled at his request to attend meetings of any committee of the Board established from time to time and of the board of directors of any Subsidiary.
- 27.2.6 No Index Investor Director shall be under any obligation to disclose any information or opportunities to the Company except to the extent that the information or opportunity was passed to him expressly in his capacity as a Director.
- 27.2.7 Any amendment, modification or waiver of this Article 27.2 shall require the prior written consent of the Index Investors.

- 27.2.8 This Article 27.2 shall terminate and be of no further force or effect (i) immediately before completion of an IPO or (ii) upon completion of a Share Sale or Asset Sale and distribution of proceeds to or escrow for the benefit of the Shareholders in accordance with Article 6, whichever event occurs first.

27.3 **Accel Investor Director and Observer**

- 27.3.1 The Accel Investors shall have the right (exercisable in accordance with Article 27.3.2 below):
- 27.3.1.1 to appoint and maintain in office such natural person as the Accel Investors may from time to time nominate as a Director (the "**Accel Investor Director**") and to remove any Director so appointed and, upon his removal whether by the Accel Investors or otherwise, to appoint another Director in his place; and
 - 27.3.1.2 to appoint a representative to attend as an observer (the "**Accel Observer**") at each and any meeting of the Board and of each and any committee of the Board who will be entitled to speak at any such meetings but will have no vote and no authority to bind the Company in any way.
- 27.3.2 Appointment and removal of an Accel Investor Director or an Accel Observer shall be by written notice to the Company signed by or on behalf of the Accel Investors, which notice shall take effect on delivery at the registered office or presentation at any meeting of the Board.
- 27.3.3 Subject to the Act, on any resolution to remove the Accel Investor Director, the Shares held by the Accel Investors shall (if they would otherwise carry fewer votes) together carry one vote in excess of 50% of all the votes then exercisable, and if any such Accel Investor Director is removed under section 168 of the Act or otherwise, the Accel Investors may reappoint him or any other person as the Accel Investor Director.
- 27.3.4 The Accel Investor Director shall be entitled, at his request, to be appointed to any committee of the Board established from time to time and to the board of directors of any Subsidiary.
- 27.3.5 The Accel Observer shall be entitled at his request to attend meetings of any committee of the Board established from time to time and of the board of directors of any Subsidiary.
- 27.3.6 No Accel Investor Director shall be under any obligation to disclose any information or opportunities to the Company except to the extent that the information or opportunity was passed to him expressly in his capacity as a Director.
- 27.3.7 Any amendment, modification or waiver of this Article 27.3 shall require the prior written consent of the Accel Investors.
- 27.3.8 This Article 27.3 shall terminate and be of no further force or effect (i) immediately before completion of an IPO or (ii) upon completion of a Share Sale or Asset Sale and distribution of proceeds to or escrow for the benefit of the Shareholders in accordance with Article 6, whichever event occurs first.

27.4 **Greenoaks Investor Director and Observer**

- 27.4.1 The Greenoaks Investors shall have the right (exercisable in accordance with Article 27.4.2 below):

- 27.4.1.1 to appoint and maintain in office such natural person as the Greenoaks Investors may from time to time nominate as a Director (the "**Greenoaks Investor Director**") and to remove any Director so appointed and, upon his removal whether by the Greenoaks Investors or otherwise, to appoint another Director in his place; and
- 27.4.1.2 to appoint a representative to attend as an observer (the "**Greenoaks Observer**") at each and any meeting of the Board and of each and any committee of the Board who will be entitled to speak at any such meetings but will have no vote and no authority to bind the Company in any way.
- 27.4.2 Appointment and removal of a Greenoaks Investor Director or a Greenoaks Observer shall be by written notice to the Company signed by or on behalf of the Greenoaks Investors, which notice shall take effect on delivery at the registered office or presentation at any meeting of the Board.
- 27.4.3 Subject to the Act, on any resolution to remove the Greenoaks Investor Director, the Shares held by the Greenoaks Investors shall (if they would otherwise carry fewer votes) together carry one vote in excess of 50% of all the votes then exercisable, and if any such Greenoaks Investor Director is removed under section 168 of the Act or otherwise, the Greenoaks Investors may reappoint him or any other person as the Greenoaks Investor Director.
- 27.4.4 The Greenoaks Investor Director shall be entitled, at his request, to be appointed to any committee of the Board established from time to time and to the board of directors of any Subsidiary.
- 27.4.5 The Greenoaks Observer shall be entitled at his request to attend meetings of any committee of the Board established from time to time and of the board of directors of any Subsidiary.
- 27.4.6 No Greenoaks Investor Director shall be under any obligation to disclose any information or opportunities to the Company except to the extent that the information or opportunity was passed to him expressly in his capacity as a Director.
- 27.4.7 Any amendment, modification or waiver of this Article 27.4 shall require the prior written consent of the Greenoaks Investors.
- 27.4.8 This Article 27.4 shall terminate and be of no further force or effect (i) immediately before completion of an IPO or (ii) upon completion of a Share Sale or Asset Sale and distribution of proceeds to or escrow for the benefit of the Shareholders in accordance with Article 6, whichever event occurs first.

27.5 **Bridgepoint Investor Director and Observer**

- 27.5.1 The Bridgepoint Investor shall have the right (exercisable in accordance with Article 27.5.2 below):
 - 27.5.1.1 to appoint and maintain in office such natural person as the Bridgepoint Investor may from time to time nominate as a Director (the "**Bridgepoint Investor Director**") and to remove any Director so appointed and, upon his removal whether by the Bridgepoint Investor or otherwise, to appoint another Director in his place; and
 - 27.5.1.2 to appoint a representative to attend as an observer (the "**Bridgepoint Observer**") at each and any meeting of the Board and of each and any committee of the Board who will be entitled to speak at any such meetings but will have no vote and no authority to bind the Company in any way.

- 27.5.2 Appointment and removal of a Bridgepoint Investor Director or a Bridgepoint Observer shall be by written notice to the Company signed by or on behalf of the Bridgepoint Investor, which notice shall take effect on delivery at the registered office or presentation at any meeting of the Board.
- 27.5.3 Subject to the Act, on any resolution to remove the Bridgepoint Investor Director, the Shares held by the Bridgepoint Investor shall (if they would otherwise carry fewer votes) together carry one vote in excess of 50% of all the votes then exercisable, and if any such Bridgepoint Investor Director is removed under section 168 of the Act or otherwise, the Bridgepoint Investor may reappoint him or any other person as the Bridgepoint Investor Director.
- 27.5.4 The Bridgepoint Investor Director shall be entitled to appoint any person to be his alternate director, and the Bridgepoint Investor Director or any such alternate director shall not be required to hold any share qualification, shall not be subject to retirement by rotation and shall not be removed except by the Bridgepoint Investor.
- 27.5.5 The Bridgepoint Investor Director shall be entitled, at his request, to be appointed to any committee of the Board established from time to time and to the board of directors of any Subsidiary.
- 27.5.6 The Bridgepoint Observer shall be entitled at his request to attend meetings of any committee of the Board established from time to time and of the board of directors of any Subsidiary.
- 27.5.7 No Bridgepoint Investor Director shall be under any obligation to disclose any information or opportunities to the Company except to the extent that the information or opportunity was passed to him expressly in his capacity as a Director.
- 27.5.8 Any amendment, modification or waiver of this Article 27.5 shall require the prior written consent of the Bridgepoint Investor.
- 27.5.9 This Article 27.5 shall terminate and be of no further force or effect (i) immediately before completion of an IPO or (ii) upon completion of a Share Sale or Asset Sale and distribution of proceeds to or escrow for the benefit of the Shareholders in accordance with Article 6, whichever event occurs first.

27.6 **GC Investor Director**

- 27.6.1 The GC Investor shall have the right (exercisable in accordance with Article 27.6.2 below) to appoint and maintain in office such natural person as the GC Investor may from time to time nominate as a non-voting Director (the "**GC Investor Director**") and to remove any Director so appointed and, upon his removal whether by the GC Investor or otherwise, to appoint another Director in his place.
- 27.6.2 Appointment and removal of a GC Investor Director shall be by written notice to the Company signed by or on behalf of the GC Investor, which notice shall take effect on delivery at the registered office or presentation at any meeting of the Board.
- 27.6.3 Subject to the Act, on any resolution to remove the GC Investor Director, the Shares held by the GC Investor shall (if they would otherwise carry fewer votes) together carry one vote in excess of 50% of all the votes then exercisable, and if any such GC Investor Director is removed under section 168 of the Act or otherwise, the GC Investor may reappoint him or any other person as the GC Investor Director.
- 27.6.4 The GC Investor Director shall be entitled, at his request, to attend any committee of the Board established from time to time and to the board of directors of any

Subsidiary, provided that the GC Investor Director shall not be entitled to vote on any matters discussed at any such committee.

- 27.6.5 The GC Investor Director shall not have voting rights or fiduciary obligations to the Company or its Shareholders.
- 27.6.6 No GC Investor Director shall be under any obligation to disclose any information or opportunities to the Company except to the extent that the information or opportunity was passed to him expressly in his capacity as a Director.
- 27.6.7 Any amendment, modification or waiver of this Article 27.6 shall require the prior written consent of the GC Investor.
- 27.6.8 This Article 27.6 shall terminate and be of no further force or effect (i) immediately before completion of an IPO or (ii) upon completion of a Share Sale or Asset Sale and distribution of proceeds to or escrow for the benefit of the Shareholders in accordance with Article 6, whichever event occurs first.

27.7 Amazon Investor Director and Observer

- 27.7.1 The Amazon Investor shall have the right (exercisable in accordance with Article 27.7.2 below):
 - 27.7.1.1 to appoint and maintain in office such natural person as the Amazon Investor may from time to time nominate as a Director (the "**Amazon Investor Director**") and to remove any Director so appointed and, upon his removal whether by the Amazon Investor or otherwise, to appoint another Director in his place; and
 - 27.7.1.2 to appoint a representative to attend as an observer (the "**Amazon Observer**") at each and any meeting of the Board and of each and any committee of the Board who will be entitled to speak at any such meetings but will have no vote and no authority to bind the Company in any way.
- 27.7.2 Appointment and removal of an Amazon Investor Director or an Amazon Observer shall be by written notice to the Company signed by or on behalf of the Amazon Investor, which notice shall take effect on delivery at the registered office or presentation at any meeting of the Board.
- 27.7.3 Subject to the Act, on any resolution to remove the Amazon Investor Director, the Shares held by the Amazon Investor shall (if they would otherwise carry fewer votes) together carry one vote in excess of 50% of all the votes then exercisable, and if any such Amazon Investor Director is removed under section 168 of the Act or otherwise, the Amazon Investor may reappoint him or any other person as the Amazon Investor Director.
- 27.7.4 The Amazon Investor Director shall be entitled, at his request, to be appointed to any committee of the Board established from time to time and to the board of directors of any Subsidiary.
- 27.7.5 The Amazon Observer shall be entitled at his request to attend meetings of any committee of the Board established from time to time and of the board of directors of any Subsidiary.
- 27.7.6 No Amazon Investor Director shall be under any obligation to disclose any information or opportunities to the Company except to the extent that the information or opportunity was passed to him expressly in his capacity as a Director.

27.7.7 Neither the Amazon Investor Director and/or the Amazon Observer will be a senior executive of any Amazon Group Competitor (and senior executive shall mean as an employee, consultant or otherwise where such person is directly involved in the day-to-day management and operations of that Amazon Group Competitor (on the basis that the Amazon Investor will not take actions to circumvent the intended purpose of this Article 27.7.7)).

27.7.8 Any amendment, modification or waiver of this Article 27.7 shall require the prior written consent of the Amazon Investor.

27.7.9 This Article 27.7 shall terminate and be of no further force or effect (i) immediately before completion of an IPO or (ii) upon completion of a Share Sale or Asset Sale and distribution of proceeds to or escrow for the benefit of the Shareholders in accordance with Article 6, whichever event occurs first.

27.8 **DST Observer**

27.8.1 The DST Investor shall have the right (exercisable in accordance with Article 27.8.2 below) to appoint a representative to attend as an observer (the "**DST Observer**") at each and any meeting of the Board and of each and any committee of the Board who will be entitled to speak at any such meetings but will have no vote and no authority to bind the Company in any way.

27.8.2 Appointment and removal of a DST Observer shall be by written notice to the Company signed by or on behalf of the DST Investor, which notice shall take effect on delivery at the registered office or presentation at any meeting of the Board.

27.8.3 The DST Observer shall be entitled at his request to attend meetings of any committee of the Board established from time to time and of the board of directors of any Subsidiary.

27.8.4 Any amendment, modification or waiver of this Article 27.8 shall require the prior written consent of the DST Investors.

27.8.5 This Article 27.8 shall terminate and be of no further force or effect (i) immediately before completion of an IPO or (ii) upon completion of a Share Sale or Asset Sale and distribution of proceeds to or escrow for the benefit of the Shareholders in accordance with Article 6, whichever event occurs first.

27.9 **T Rowe Observer**

27.9.1 The T Rowe Investors shall have the right (exercisable in accordance with Article 27.9.2 below and acting by way of a T Rowe Investor Consent) to appoint a representative to attend as an observer (the "**T Rowe Observer**") at each and any meeting of the Board and of each and any committee of the Board who will be entitled to speak at any such meetings but will have no vote and no authority to bind the Company in any way.

27.9.2 Appointment and removal of the T Rowe Observer shall be by written notice to the Company signed by or on behalf of the T Rowe Investors, which notice shall take effect on delivery at the registered office or presentation at any meeting of the Board.

27.9.3 The T Rowe Observer shall be entitled at his request to attend meetings of any committee of the Board established from time to time and of the board of directors of any Subsidiary.

27.9.4 Any amendment, modification or waiver of this Article 27.9 shall require the prior written consent of the T Rowe Investors acting by way of a T Rowe Investor Consent.

- 27.9.5 This Article 27.9 shall terminate and be of no further force or effect (i) immediately before completion of an IPO or (ii) upon completion of a Share Sale or Asset Sale and distribution of proceeds to or escrow for the benefit of the Shareholders in accordance with Article 6, whichever event occurs first.

27.10 Fidelity Observer

- 27.10.1 The Fidelity Investors shall have the right (exercisable in accordance with Article 27.10.2 below and acting by way of a Fidelity Investor Consent) to appoint a representative to attend as an observer (the "**Fidelity Observer**") at each and any meeting of the Board and of each and any committee of the Board who will be entitled to speak at any such meetings but will have no vote and no authority to bind the Company in any way.
- 27.10.2 Appointment and removal of the Fidelity Observer shall be by written notice to the Company signed by or on behalf of the Fidelity Investors, which notice shall take effect on delivery at the registered office or presentation at any meeting of the Board.
- 27.10.3 The Fidelity Observer shall be entitled at his request to attend meetings of any committee of the Board established from time to time and of the board of directors of any Subsidiary.
- 27.10.4 Any amendment, modification or waiver of this Article 27.10 shall require the prior written consent of the Fidelity Investors acting by way of a Fidelity Investor Consent.
- 27.10.5 This Article 27.10 shall terminate and be of no further force or effect (i) immediately before completion of an IPO or (ii) upon completion of a Share Sale or Asset Sale and distribution of proceeds to or escrow for the benefit of the Shareholders in accordance with Article 6, whichever event occurs first.

27.11 Founder Director and Observer

- 27.11.1 For so long as WS:

- 27.11.1.1 together with any of his Privileged Relations or Trustees who has acquired Shares after the Series G Date of Adoption, directly or indirectly, from WS, together continue to hold not less than 5% of the Fully Diluted Share Capital;
- 27.11.1.2 has not been dismissed as an employee of the Company or any other Group Company (without remaining an employee of any other Group Company) for cause, with "cause" for these purposes meaning dismissal for fraud or gross misconduct; and
- 27.11.1.3 is not carrying on or concerned, engaged or interested directly (in any capacity whatsoever) in a Competitor at any given time, provided that (i) for these purposes a concern, engagement or interest in any Competitor shall mean where WS's concern, engagement or interest is in a managerial or operational capacity or has a financial investment of more than 5% of the shareholding of such Competitor (other than where such investment has been approved by the Board with Investor Director Consent) and (ii) this shall not include the holding by WS (together with his Privileged Relations and Trustees) of less than 5% of any class of shares or debentures listed on the London Stock Exchange or any other stock exchange,

WS shall have the right to be a director of the Company (the "**Founder Director**").

27.11.2 Appointment and removal of the Founder Director shall be by written notice to the Company signed by WS, which notice shall take effect on delivery at the registered office or at any meeting of the Board.

27.11.3 Subject to the Act and Article 27.11.1, on any resolution to remove the Founder Director, the Shares held by WS shall (if he would otherwise have fewer votes) carry one vote in excess of 50% of all the votes then exercisable, and if a Founder Director is removed under section 168 of the Act or otherwise, WS may reappoint him or any other person as the Founder Director.

27.11.4 For so long as WS:

27.11.4.1 together with any of his Privileged Relations or Trustees who has acquired Shares after the Series G Date of Adoption, directly or indirectly, from WS, together continue to hold not less than 5% of the Fully Diluted Share Capital;

27.11.4.2 has not been dismissed as an employee of the Company or any other Group Company (without remaining an employee of any other Group Company) for cause, with "cause" for these purposes meaning dismissal for fraud or gross misconduct; and

27.11.4.3 is not carrying on or concerned, engaged or interested directly (in any capacity whatsoever) in a Competitor at any given time, provided that (i) for these purposes a concern, engagement or interest in any Competitor shall mean where WS's concern, engagement or interest is in a managerial or operational capacity or is a financial investment of more than 5% of the shareholding of such Competitor (other than where such investment has been approved by the Board with Investor Director Consent) and (ii) this shall not include the holding by WS (together with his Privileged Relations and Trustees) of less than 5% of any class of shares or debentures listed on the London Stock Exchange or any other stock exchange,

WS shall have the right to appoint a representative to attend as an observer (the "**Founder Observer**") at each and any meeting of the Board and of each and any committee of the Board, save for any remuneration or audit committees, who will be entitled to speak at any such meetings but will have no vote and no authority to bind the Company in any way. The Founder Observer must not be carrying on or concerned, engaged or interested directly or indirectly (in any capacity whatsoever) in a Competitor at any given time, provided that (i) for these purposes a concern, engagement or interest in any Competitor shall mean where the Founder Observer's concern, engagement or interest is in a managerial or operational capacity or is a financial investment of more than 5% of the shareholding of such Competitor (other than where such investment has been approved by the Board with Investor Director Consent) and (ii) this shall not include the holding by the Founder Observer (together with his Privileged Relations and Trustees) of less than 5% of any class of shares or debentures listed on the London Stock Exchange or any other stock exchange.

27.11.5 The Founder Director shall be entitled at his request to be appointed to:

27.11.5.1 any committee of the Board established from time to time, save for the audit committee and remuneration committee, in which case (i) the Founder Director will be entitled to be appointed to such committees and (ii) three non-executive directors of the Company will be appointed to such committees (two of which shall be Investor Directors); and

27.11.5.2 the board of directors of any Subsidiary.

27.11.6 Notwithstanding Article 27.11.5, for such time as WS is the CEO of the Group, he shall be entitled to be a member of the remuneration committee and, in the event that WS ceases to be the CEO, then the CEO for the time being shall have the right to be a member of the remuneration committee. WS or the CEO, if different, shall not be entitled to attend any part of a remuneration committee meeting where their remuneration is under consideration by the remuneration committee.

27.11.7 Any amendment, modification or waiver of this Article 27.11 shall require the prior written consent of WS.

27.12 Independent Directors

27.12.1 The Board shall have the right (exercisable in accordance with Article 27.12.3 below) to appoint and maintain in office three natural persons as independent, non-executive Directors, and the Board shall have the right to remove any such person so appointed and upon his removal, whether by the Board or otherwise, to appoint another Independent Director in his place.

27.12.2 In addition, one natural person shall be appointed and maintained in office as an independent, non-executive Director in accordance with Article 27.12.5 below, and the persons involved in such appointment shall have the right to remove any such person so appointed and upon his removal, whether by such persons or otherwise, to appoint another Independent Director in his place in the same manner. The independent, non-executive Directors appointed in accordance with this Article 27.12 are referred to herein, collectively, as the “**Independent Directors**”.

27.12.3 Appointment and removal of Independent Directors, save in the case of Article 27.12.5 below, shall be effected by a unanimous decision of the other Directors at a meeting of the Board.

27.12.4 WS shall, so long as he retains the right to appoint the Founder Director, have the right to recommend to the Board the identity of one of the Independent Directors to be appointed to the Board pursuant to Article 27.12.1 and the other Directors shall agree to appoint such Independent Director unless they have bona fide reasons to object to such appointment.

27.12.5 The Independent Director to be appointed to the Board pursuant to Article 27.12.2 shall be appointed as follows:

27.12.5.1 WS (so long as he retains the right to appoint the Founder Director) shall have the right, at any time, to identify and designate the Independent Director to be appointed to the Board pursuant to Article 27.12.2, provided that the T Rowe Investors (acting by way of a T Rowe Investor Consent) have thereafter consented to such Independent Director being so appointed. Appointment and removal of such Independent Director shall be by written notice to the Company signed by or on behalf of WS (so long as he retains the right to appoint the Founder Director) and the T Rowe Investors representing a T Rowe Investor Consent (evidencing their consent to such removal) which notice shall take effect on delivery at the registered office or at any meeting of the Board.

27.12.5.2 If WS no longer retains the right to appoint the Founder Director, the then current chief executive officer (or acting chief executive officer) (the “CEO”) shall have the right, at any time, to identify and designate the Independent Director to be appointed to the Board pursuant to Article 27.12.2, provided that the T Rowe Investors (acting by way of a T Rowe Investor Consent) have thereafter consented to such Independent Director being so appointed. Appointment and removal of such Independent Director shall

be by written notice to the Company signed by or on behalf of the CEO and the T Rowe Investors representing a T Rowe Investor Consent (evidencing their consent to such removal) which notice shall take effect on delivery at the registered office or at any meeting of the Board.

27.12.6 Article 27.12.2 and Article 27.12.5 shall terminate and be of no further force or effect (i) immediately before completion of an IPO or (ii) upon completion of a Share Sale or Asset Sale and distribution of proceeds to or escrow for the benefit of the Shareholders in accordance with Article 6, whichever event occurs first.

27.12.7 Any amendment, modification or waiver of this Article 27.12 shall require the prior written consent of the T Rowe Investors acting by way of a T Rowe Investor Consent.

27.13 **Chairman**

27.13.1 A majority of the serving Directors may appoint any Director as chairman of the Board ("**Chairman**") and may remove and replace any such Chairman from time to time.

27.13.2 If there is no Chairman in office for the time being, or the Chairman is unable to attend any meeting of the directors, the Directors present at the meeting must appoint another Director present at the meeting to chair the meeting and the appointment of the chairman of the meeting must be the first business of the meeting.

27.13.3 The Chairman will not have a casting vote.

27.14 **Board Observers**

The Company shall provide each of the Index Observer, Accel Observer, Greenoaks Observer, DST Observer, Bridgepoint Observer, T Rowe Observer, Fidelity Observer, Amazon Observer and Founder Observer (collectively, the "**Board Observers**") with copies of all notices, minutes, consents and other materials that it provides to its Directors at the same time and in the same manner as provided to such Directors. The Board Observers shall be bound by the same confidentiality obligations as the members of the Board with respect to all information and materials provided to them in connection with their rights to attend meetings of the Board and committee meetings; provided, that for the avoidance of doubt, the Board Observers shall not have voting rights or fiduciary obligations to the Company or its shareholders. The Company reserves the right to withhold any information or materials and to exclude the Board Observers from any such material or meeting or portion thereof if (a) the Board believes, upon the advice of counsel, that such exclusion is reasonably necessary to preserve the attorney-client privilege between the Company and its counsel or (b) access to such information or attendance at such meeting would result in a conflict of interest or is otherwise reasonably required to avoid any disclosure that is restricted by any agreement with any other person or entity.

28. **PROCEEDINGS OF DIRECTORS**

28.1 Subject to the provisions of this Article 28, the quorum for Directors' meetings shall be any four (4) Directors including:

28.1.1 the lesser of (i) all Investor Directors appointed to the Board at such time and (ii) any three (3) of the Investor Directors (excluding the GC Investor Director); and

28.1.2 the Founder Director,

(save that where a Relevant Interest of an Investor Director is being authorised by other Directors in accordance with section 175(5)(a) of the Act, such Investor Director and any other interested Director shall not be included for the purpose of such authorisation but shall be

included for the purpose of forming the quorum). 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 acting with Investor Director Consent. If a quorum is not present at any such adjourned meeting within half an hour from the time appointed, then the meeting shall proceed.

- 28.2 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.
- 28.3 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.
- 28.4 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.
- 28.5 Questions arising at any meeting of the Directors shall be decided by a majority of votes. In the case of any equality of votes, the Chairman shall not have a second or casting vote.
- 28.6 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.

29. **DIRECTORS' INTERESTS**

Specific interests of a Director

- 29.1 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:
 - 29.1.1 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;
 - 29.1.2 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;
 - 29.1.3 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;

- 29.1.4 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;
- 29.1.5 where a Director (or a person connected with him) 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;
- 29.1.6 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;
- 29.1.7 an interest which cannot reasonably be regarded as likely to give rise to a conflict of interest; or
- 29.1.8 any other interest authorised by ordinary resolution.

Interests of the Founder Director

- 29.2 Save with Investor Majority Consent, the Founder Director shall not be entitled to vote or count in the quorum in respect of any matter:

- 29.2.1 relating to his service agreement (including any amendment or termination thereof); or

- 29.2.2 in which he, or any of his Connected Persons is otherwise interested,

and shall not therefore be an Eligible Director in respect of any meeting or resolution relating to any such matter.

Interests of an Investor Director

- 29.3 In addition to the provisions of Article 29.1, 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:

- 29.3.1 the Investor that appointed him;

- 29.3.2 an Investor Fund Manager;

- 29.3.3 any of the funds advised or managed by an Investor Fund Manager from time to time; or

- 29.3.4 another body corporate or firm in which an Investor Fund Manager or any fund advised by such Investor Fund Manager has directly or indirectly invested, including without limitation any portfolio companies.

Interests of which a Director is not aware

- 29.4 For the purposes of this Article 29, 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

- 29.5 In any situation permitted by Article 29 (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

- 29.6 Subject to Article 29.7, 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:

- 29.6.1 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:

29.6.1.1 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;

29.6.1.2 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

29.6.1.3 restricting the application of the provisions in Articles 29.8 and 29.9, so far as is permitted by law, in respect of such Interested Director; and

- 29.6.2 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 29.7, 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 29.

Terms and conditions of Board authorisation for an Investor Director

- 29.7 Notwithstanding the other provisions of this Article 29, 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 29.9.

Director's duty of confidentiality

- 29.8 Subject to Article 29.9 (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 29), 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:

- 29.8.1 to disclose such information to the Company or to any Director, or to any officer or employee of the Company; or

- 29.8.2 otherwise to use or apply such confidential information for the purpose of or in connection with the performance of his duties as a Director.
- 29.9 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 29.8 shall apply only if the conflict arises out of a matter which falls within Article 29.1 or Article 29.3 or has been authorised under section 175(5)(a) of the Act.
- 29.10 An Investor Director shall be entitled from time to time to disclose to his appointor (and to any Permitted Transferee of such appointor) such information concerning the business and affairs of the Company as he shall at his discretion see fit and he shall not be in breach of any duty owed to the Company by reason of such disclosure.

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

- 29.11 Where a Director has an interest which can reasonably be regarded as likely to give rise to a conflict of interest, the Director may 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:
- 29.11.1 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
- 29.11.2 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 to declare an interest

- 29.12 Subject to section 182 of the Act, a Director shall declare the nature and extent of any interest permitted by Article 29.1 or Article 29.3 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:
- 29.12.1 falling under Article 29.1.7;
- 29.12.2 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
- 29.12.3 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

- 29.13 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 29.
- 29.14 For the purposes of this Article 29:

- 29.14.1 a conflict of interest includes a conflict of interest and duty and a conflict of duties;
- 29.14.2 the provisions of section 252 of the Act shall determine whether a person is connected with a Director; and
- 29.14.3 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.

30. NOTICES

- 30.1 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:

- 30.1.1 in hard copy form;
- 30.1.2 in electronic form; or
- 30.1.3 (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, provided that notices to the Investors must be given, sent or supplied in hard copy form or electronic form.

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 30.

Notices in hard copy form

- 30.2 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):

- 30.2.1 to the Company or any other company at its registered office; or
- 30.2.2 to the address notified to or by the Company for that purpose; or
- 30.2.3 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
- 30.2.4 in the case of an intended recipient who is a Director, to his address as shown in the register of Directors; or
- 30.2.5 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
- 30.2.6 where the Company is the sender, if the Company is unable to obtain an address falling within one of the addresses referred to in Articles 30.2.1 to 30.2.5 above, to the intended recipient's last address known to the Company.

- 30.3 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:

- 30.3.1 if delivered, at the time of delivery; or

30.3.2 if posted, on receipt or 48 hours after the time it was posted, whichever occurs first.

Notices in electronic form

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

30.4.1 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;

30.4.2 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 30.2; or

30.4.3 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:

30.4.3.1 on its website from time to time; or

30.4.3.2 by notice (in hard copy or electronic form) to all members of the Company from time to time.

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

30.5.1 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;

30.5.2 if posted in an electronic form, on receipt or 48 hours after the time it was posted, whichever occurs first;

30.5.3 if delivered in an electronic form, at the time of delivery; and

30.5.4 if sent by any other electronic means as referred to in Article 30.4.3, at the time such delivery is deemed to occur under the Act.

30.6 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

30.7 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.

General

30.8 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.

30.9 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).

31. INDEMNITIES AND INSURANCE

31.1 Subject to the provisions of, and so far as may be permitted by, the Act:

31.1.1 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 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 director of the Company or any associated company is indemnified by the Company against:

31.1.1.1 any liability incurred by the director to the Company or any associated company; or

31.1.1.2 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

31.1.1.3 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 31.1.1.1, 31.1.1.3(b) and 31.1.1.3(c) applying; and

31.1.2 the Directors may exercise all the powers of the Company to purchase and maintain insurance for any such 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.

31.2 The Company shall (at the cost of the Company) effect and maintain for each Director policies of insurance insuring each 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.

32. **DATA PROTECTION**

Each of the Shareholders and Directors consent to the processing of their personal data by the Company, the Shareholders and Directors (each a "**Recipient**") for the purpose of due diligence exercises, compliance with applicable laws, regulations and procedures and the exchange of information among themselves. A Recipient may process the personal data either electronically or manually. The personal data which may be processed under this Article shall include any information which 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. Other than as required by law, court order or other regulatory authority, that personal data may not be disclosed by a Recipient or any other person except to a Member of the same Group ("**Recipient Group Companies**") and to employees, directors and professional advisers of that Recipient or the Recipient Group Companies and funds managed by any of the Recipient Group Companies. Each of the Shareholders and Directors consent to the transfer of relevant personal data to persons acting on behalf of the Recipient and to the offices of any Recipient both within and outside the European Economic Area for the purposes stated above, where it is necessary or desirable to do so.

33. **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.

34. **ANNUAL REVIEW**

The Company agrees to provide those Shareholders that are not Eligible Investors with an annual update and overview of the business of the Company, to be delivered to such Shareholders within six weeks of the Financial Year end of the Company, which update and overview may be provided (at the Company's option) at a meeting or via a video or conference call.

35. **THE B ORDINARY SHARES**

35.1 For the purposes of this Article 35:

35.1.1 **"Affected B Shares"** has the meaning given to it in Article 35.8;

35.1.2 **"B Ordinary Share Permitted Transferee"** means:

35.1.2.1 any trust for the exclusive benefit of any of WS, any Family Members and/or any other B Ordinary Share Permitted Transferee;

35.1.2.2 any partnership, limited liability company, body corporate or other entity exclusively owned and controlled by any of WS, any Family Members and/or any other B Ordinary Share Permitted Transferee;

35.1.2.3 any charitable organisation, foundation or similar entity established by any of WS, any Family Members and/or any other B Ordinary Share Permitted Transferee;

35.1.2.4 any Family Member; and/or

35.1.2.5 if there are joint holders of any B Ordinary Share that are each WS or other B Ordinary Share Permitted Transferees, such joint holders together,

in each case, provided that WS retains exclusive control of the voting rights attached to any B Ordinary Shares transferred to such B Ordinary Share Permitted Transferee.

35.1.3 **"Business"** means the business from time to time of the Company and its Subsidiary Undertakings, being at the date of adoption of these Articles, the provision of an online ordering and delivery platform for hot and cold food and beverages and on-demand convenience grocery products, including, but not limited to, the operations of the Deliveroo core and on-demand convenience model, Deliveroo Editions model, Deliveroo Marketplace+ model, Deliveroo for business model, Deliveroo 'Plus' model and Deliveroo 'Signature' model;

35.1.4 **"Company Competitor"** means any person, firm, company, body corporate, partnership, unincorporated association, fund, trust or other entity (other than the Company or any other Group Company or any such person, firm, company, body corporate, partnership, unincorporated association, fund, trust or other entity in which the Company or any Group Company has an ownership interest): (i) whose business includes a business that engages in the same or similar business as the Business in a Restricted Area; (ii) that is taking definitive steps to engage in a business in the same or similar business as the Business in a Restricted Area; or (iii) that is engaging in any business line (other than the Business) that the Company or any Group Company is involved with or has taken definitive steps to identify and implement and in respect of which WS has been materially involved at any time and/or in either case in respect of which WS has access to confidential information;

35.1.5 **"Family Member"** means in relation to WS, his spouse, civil partner, children, step-children, parents, grand parents, siblings and any lineal descendants of any of the foregoing;

35.1.6 **"Good Reason"** shall mean the occurrence of any of the following without WS' consent and not caused by WS:

- 35.1.6.1 a material diminution in WS's title, authority, duties or responsibilities (in each case determined by reference to his title, authority, duties and responsibilities as in effect as of the date of adoption of these Articles);
- 35.1.6.2 a reduction in WS's base salary or annual bonus opportunity;
- 35.1.6.3 a material breach by the Company of WS' employment agreement or any agreement in respect of any of WS's unvested equity awards in the Company;
- 35.1.7 **"interest"** means, in relation to any B Ordinary Share, any interest for the purposes of Part 22 of the Act, but excluding:
 - 35.1.7.1 any such interest arising by reason of a person's appointment as a proxy to vote at a specific general meeting or class meeting of the Company or of a person's authorisation by a body corporate to act as its representative at a specific general meeting or class meeting of the Company;
 - 35.1.7.2 any such interest arising by reason of receiving an irrevocable commitment to accept (or not to accept) a specific takeover offer or to vote at a general or class meeting of the Company or other meeting of the members of the Company in connection with the implementation of a scheme of arrangement under Part 26 of the Act;
 - 35.1.7.3 any such interest arising by reason of the holder of the relevant B Ordinary Share accepting a takeover offer to acquire B Ordinary Shares;
 - 35.1.7.4 any such interest of a bank arising by reason of it taking security over the relevant B Ordinary Share in the ordinary course of its business and provided that WS retains exclusive control of the voting rights attached to such B Ordinary Share;
 - 35.1.7.5 any such interest arising by reason of being the trustee of a trust for the exclusive benefit of any of WS, any Family Members and/or any other B Ordinary Share Permitted Transferees; and
 - 35.1.7.6 any such interest arising solely by reason of a person entering into a contract to acquire the relevant B Ordinary Share where settlement of such contract will occur within (i) 20 Business Days, or, if later, (ii) 20 Business Days after the satisfaction or waiver of any conditions relating to the receipt of mandatory or customary competition or regulatory approvals, consents or clearances required under such contract,
 and interested shall be construed accordingly;
- 35.1.8 **"mandatory conversion notice"** has the meaning given to it in Article 35.7;
- 35.1.9 **"Permanent Incapacity"** means WS is (i) unable to engage in any substantial gainful activity by reason of any medically determinable physical or mental impairment that can be expected to result in death or can be expected to last for a continuous period of not less than 12 months; or (ii) by reason of any medically determinable physical or mental impairment that can be expected to result in death or can be expected to last for a continuous period of not less than 12 months, receiving income replacement benefits that can be expected to last for a period of

not less than three months under an accident and health plan covering employees of the Group;

- 35.1.10 **"Restricted Area"** means any country or other relevant sub-national geography in which the Business is from time to time conducted or in respect of which the Company or any other Group Company is taking definitive steps towards commencing business operations;
- 35.2 Save as provided in these Articles, and in particular Article 7.3 above and Articles 35.3 to 35.17 below, the B Ordinary Shares shall rank *pari passu* with the Ordinary Shares in all respects and no action shall be taken by the Company in relation generally to, or offer made by the Company to the holders generally of, the Ordinary Shares unless the same action is taken in relation generally to, or the same offer is made to the holders generally of, the B Ordinary Shares. Subject to the foregoing, the rights and restrictions attached to the B Ordinary Shares are as set out in Articles 35.3 to 35.17 below.
- 35.3 The rights attached to the B Ordinary Shares shall not be, and shall not be deemed to be, varied or abrogated in any respect by:
- 35.3.1 the purchase by the Company or cancellation of any Ordinary Shares or Preferred Shares.
- but shall be deemed to be varied by:
- 35.3.2 the creation, allotment or issue of any shares other than Ordinary Shares, B Ordinary Shares or Preferred Shares; or
- 35.3.3 any variation of or amendment to, to the extent the B Ordinary Shares are referred to, in Articles 2, 3.4, 3.11, 5.1.3, 7.3, 8.16, 9.18, 11.1.9, 12.7.4.10, 13.5, 14.1.8, 15.7.2, 22.2 or 35 (including, without limitation, by virtue of the introduction of provisions conflicting with or seeking to supersede any of those Articles, or the amendment of any definitions referred to in Article 2 or Article 35 that are used (directly or indirectly) in any of Articles 3.4, 3.11, 5.1.3, 7.3, 8.16, 9.18, 11.1.9, 12.7.4.10, 13.5, 14.1.8, 15.7.2, 22.2 or 35, but not elsewhere in these Articles), or any act, matter, or omission in breach of, or contrary to, any of those Articles, to the extent the B Ordinary Shares are referred to in those Articles.
- 35.4 A B Ordinary Shareholder that is WS or a B Ordinary Share Permitted Transferee shall at any time be entitled, by serving a conversion notice on the Company at its registered office (accompanied by the share certificate(s) in respect of the B Ordinary Shares concerned (or, if such share certificate(s) have been lost or accidentally destroyed, a deed of indemnity in respect of such lost or destroyed share certificate(s)), to require the Company to convert some or all of the B Ordinary Shares held by such B Ordinary Shareholder into Ordinary Shares, on a one for one basis.
- 35.5 A B Ordinary Shareholder that is not WS or a B Ordinary Share Permitted Transferee shall not be entitled to elect to convert any B Ordinary Shares held by it into Ordinary Shares pursuant to Article 35.4 above.
- 35.6 Upon a transfer of B Ordinary Shares by a B Ordinary Shareholder to a person (the **transferee**) who is not WS or (subject to Article 35.7 below) a B Ordinary Share Permitted Transferee, such B Ordinary Shares shall convert into Ordinary Shares, on a one for one basis. Any conversion in accordance with this Article 35.6 shall occur (without further action) automatically upon, and contemporaneously with, registration by the Company (or its registrar) of the transfer in the register of members of the Company. The Ordinary Shares arising on conversion of any B Ordinary Shares under this Article 35.6 shall be held in certificated form.

- 35.7 B Ordinary Shares shall not automatically convert into Ordinary Shares pursuant to Article 35.6 above if the transfer is to WS or a B Ordinary Share Permitted Transferee and, in the case of a transfer to a B Ordinary Share Permitted Transferee, prior to the registration by the Company (or its registrar) of the transfer in the register of members of the Company WS has provided notice in writing to the Company that following the transfer WS shall retain exclusive control of the voting rights attached to the B Ordinary Shares concerned.
- 35.8 If at any time the Board becomes aware that a person other than WS or a B Ordinary Share Permitted Transferee has any interest in any B Ordinary Share(s) (or if the Board becomes aware that WS no longer retains exclusive control of the voting rights attached to any B Ordinary Share(s) previously transferred to a B Ordinary Share Permitted Transferee) (the B Ordinary Share(s) concerned being, in each case, the “**Affected B Shares**”), the Board shall serve a notice (a “**mandatory conversion notice**”) on the holder or holders of such Affected B Shares. A mandatory conversion notice shall be in writing, shall specify the Affected B Shares to which it relates, shall identify the interest in the Affected B Shares of which the Board has become aware (or, where relevant, state that WS no longer retains exclusive control of the voting rights attached to the Affected B Shares) and shall specify the date on which conversion of the Affected B Shares into Ordinary Shares shall occur in accordance with Article 35.9 below.
- 35.9 At 11.59 p.m. (London time) on the date falling 10 Business Days after the date of the mandatory conversion notice (or such later date as the Board shall from time to time determine), the Affected B Shares shall convert into Ordinary Shares, on a one for one basis, automatically (without further action), unless prior to such time the Board notifies the holder or holders of the Affected B Shares in writing that it is satisfied that no person other than WS or a B Ordinary Share Permitted Transferee any longer has any interest in the Affected B Shares (or, where relevant, that WS does retain exclusive control of the voting rights attached to the Affected B Shares).
- 35.10 All issued and outstanding B Ordinary Shares shall convert into Ordinary Shares, on a one-for-one basis, automatically (without further action) at the earlier of:
- 35.10.1 11.59 p.m. (London time) on the date falling on the third anniversary of a Qualifying IPO; and
 - 35.10.2 11.59 p.m. (London time) on the date falling 10 Business Days (or 20 Business Days in the case of sub-paragraph 35.10.2.5) after the first to occur of any of the following events:
 - 35.10.2.1 the death of WS;
 - 35.10.2.2 the Board making a determination that WS has suffered a Permanent Incapacity;
 - 35.10.2.3 WS ceasing to be a director of the Company, except as a result of:
 - (a) removal of WS as a director under section 168 of the Act;
 - (b) a resolution to re-elect WS as a director of the Company not being passed at a general meeting of the Company;
 - (c) a bankruptcy order being made against WS;
 - (d) a composition being made with WS’s creditors generally in satisfaction of his debts; or

- (e) WS being absent for more than six consecutive months without permission of the Board from meetings of the Board held during that period;
 - 35.10.2.4 WS ceasing to provide services to the Company and any other Group Company as an officer, employee or consultant as a result of voluntary resignation (other than for Good Reason) or as a result of the Company and any other relevant Group Company terminating WS' employment or other role for cause (as determined in accordance with the terms from time to time of such employment or other role);
 - 35.10.2.5 the Board serving notice on WS that it has become aware that WS is concerned, engaged or interested in a Company Competitor (other than where such concern, engagement or interest has been approved by the Board or where prior to the date for conversion of the B Ordinary Shares under this paragraph 35.10.2.5, WS provides evidence to the satisfaction of the Board that he is no longer concerned, engaged or interested in the relevant Company Competitor), provided that for these purposes, a concern, engagement or interest in any Company Competitor shall mean where WS' concern, engagement or interest is as a director or officer (or equivalent) or is in an executive, managerial or operational capacity or is an investment of 5 per cent. or more of the equity or debt securities of or other ownership (or equivalent) interests in such Company Competitor; or
 - 35.10.2.6 the B Ordinary Shares then in issue and held by WS and any B Ordinary Share Permitted Transferees carrying in aggregate less than 25% of the voting rights of the Company on resolutions taken on a poll.
- 35.11 Conversion of any B Ordinary Shares pursuant to Article 35.4 to 35.10 above shall be effected by the re-designation of the relevant B Ordinary Shares as Ordinary Shares and, in any such case, the relevant B Ordinary Shareholder(s) shall be deemed irrevocably to approve for all purposes under the Act and these Articles, such re-designation and to consent to any variation or abrogation of its rights as may be occasioned by such re-designation.
- 35.12 The Ordinary Shares arising on conversion of any B Ordinary Shares under any of Article 35.8 to 35.10 (inclusive) above shall be held in certificated form. Within 10 Business Days after the conversion of the B Ordinary Shares into Ordinary Shares, the Company shall forward to the relevant former B Ordinary Shareholder, at its own risk, free of charge, a definitive certificate for the appropriate number of Ordinary Shares and, if the holder retains any unconverted B Ordinary Shares, a new certificate for such unconverted B Ordinary Shares comprised in any certificate surrendered by it. Pending the despatch of definitive certificates, transfers shall be certified against the register of members of the Company.
- 35.13 For so long as any B Ordinary Shares remain in issue and are held by WS or any B Ordinary Share Permitted Transferee(s), any scheme of arrangement under Part 26 of the Act between the Company and its members or between the Company and any class of its members shall not become effective without the prior written consent of WS (or, if WS is no longer a B Ordinary Shareholder, of the B Ordinary Shareholder that holds the largest number of B Ordinary Shares then in issue).
- 35.14 The allotment of Ordinary Shares pursuant to an employee share scheme may occur without any equivalent allotment of B Ordinary Shares (and such an allotment shall not be or be deemed to be a variation or abrogation of the rights attached to the B Ordinary Shares).

- 35.15 The Ordinary Shares arising on the conversion of any B Ordinary Shares shall rank *pari passu* in all respects and form one class with the Ordinary Shares then in issue.
- 35.16 For so long as any B Ordinary Shares are in issue, no consolidation and/or sub-division of Ordinary Shares shall be effected without simultaneous consolidation and/or sub division of the B Ordinary Shares (and vice versa).
- 35.17 After the conversion of all issued and outstanding B Ordinary Shares into Ordinary Shares, no further B Ordinary Shares shall be allotted or issued by the Company.