

# **AR01** (ef)

### **Annual Return**



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Company Name:

WOOL AND THE GANG LTD

Company Number:

08332008

Date of this return:

14/12/2015

SIC codes:

47910

Company Type:

Private company limited by shares

Situation of Registered

Office:

C/O UNIT B001

89A SHACKLEWELL LANE

LONDON E8 2EB

Officers of the company

Company Director	1
Type: Full forename(s):	Person MS AURELIE
Surname:	POPPER
Former names:	
Service Address recorded	l as Company's registered office
Country/State Usually Re	sident: UNITED KINGDOM
Date of Birth: **/10/1984 Occupation: DIRECTOR	Nationality: SWISS
Company Director	2
Type:	Person
Full forename(s):	LISA
Surname:	RODWELL
Former names:	
Service Address recorded	l as Company's registered office
Country/State Usually Re	sident: UNITED KINGDOM
Date of Birth: **/10/1968 Occupation: EXECUTIV	Nationality: CANADIAN E

## Statement of Capital (Share Capital)

Class of shares	DEFERRED	Number allotted	3006000
Currency	CDD	Aggregate nominal value	300.6
	GBP	Amount paid	0.0001
		Amount unpaid	0

#### Prescribed particulars

VOTING- THE DEFERRED SHARES 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, NOT TO RECEIVE OR VOTE ON PROPOSED WRITTEN RESOLUTIONS OF THE COMPANY. DIVIDENDS- THE DEFERRED SHARES SHALL NOT ENTITLE THE HOLDER OF THEM TO RECEIVE DIVIDENDS. DISTRIBUTIONS- ON A DISTRIBUTION OF ASSETS ON A LIQUIDATION OR A RETURN ON CAPITAL SURPLUS ASSETS OF THE COMPANY REMAINING AFTER PAYMENT OF ITS LIABILITIES SHALL BE APPLIED: (A) FIRST, IN PAYING TO EACH OF THE SEED PREFERRED 3 SHAREHOLDERS, AN AMOUNT EQUAL TO THE HIGHER OF (I) THE PREFERENCE AMOUNT FOR EACH ISSUED SEED PREFERRED 3 SHARE HELD OR (II) THE AMOUNT SUCH SEED PREFERRED 3 SHAREHOLDER WOULD RECEIVE IF THE SURPLUS ASSETS WERE DISTRIBUTED TO THE ORDINARY SHAREHOLDERS AND THE SEED PREFERRED SHAREHOLDERS PRO RATA TO THEIR RESPECTIVE HOLDINGS; (B) SECOND, IN PAYING TO EACH OF THE SEED PREFERRED 2 SHAREHOLDERS, AN AMOUNT EQUAL TO THE HIGHER OF (I) THE PREFERENCE AMOUNT FOR EACH ISSUED SEED PREFERRED 2 SHARE HELD OR (II) THE AMOUNT SUCH SEED PREFERRED 2 SHAREHOLDER WOULD RECEIVE IF THE SURPLUS ASSETS WERE DISTRIBUTED TO THE ORDINARY SHAREHOLDERS AND THE SEED PREFERRED SHAREHOLDERS PRO RATA TO THEIR RESPECTIVE HOLDINGS; (A) THIRD, IN PAYING TO EACH OF THE SEED PREFERRED 1 SHAREHOLDERS, AN AMOUNT EQUAL TO THE HIGHER OF (I) THE PREFERENCE AMOUNT FOR EACH ISSUED SEED PREFERRED 1 SHARE HELD OR (II) THE AMOUNT SUCH SEED PREFERRED 1 SHAREHOLDER WOULD RECEIVE IF THE SURPLUS ASSETS WERE DISTRIBUTED TO THE ORDINARY SHAREHOLDERS AND THE SEED PREFERRED SHAREHOLDERS PRO RATA TO THEIR RESPECTIVE HOLDINGS; (D) FOURTH, IN PAYING TO THE HOLDERS OF THE DEFERRED SHARES, IF ANY, A TOTAL OF £1.00 FOR ENTIRE CLASS OF DEFERRED SHARES; AND (E) THE BALANCE OF THE SURPLUS ASSETS (IF ANY) SHALL BE DISTRIBUTED AMONG THE HOLDERS OF ORDINARY SHARES PRO RATA TO THE NUMBER OF ORDINARY SHARES HELD. DEFERRED SHARES ARE REDEEMABLE.

Class of shares ORDINARY Number allotted 7280600

Aggregate nominal 728.06

value

Currency GBP Amount paid 0.0001

Amount unpaid 0

Prescribed particulars

VOTING- THE ORDINARY SHARES 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, NOT TO RECEIVE OR VOTE ON PROPOSED WRITTEN RESOLUTIONS OF THE COMPANY. DIVIDENDS- THE ORDINARY SHARES SHALL NOT ENTITLE THE HOLDERS OF THEM TO RECEIVE DIVIDENDS. DISTRIBUTIONS- ON A DISTRIBUTION OF ASSETS ON A LIQUIDATION OR A RETURN ON CAPITAL SURPLUS ASSETS OF THE COMPANY REMAINING AFTER PAYMENT OF ITS LIABILITIES SHALL BE APPLIED: (A) FIRST, IN PAYING TO EACH OF THE SEED PREFERRED 3 SHAREHOLDERS, AN AMOUNT EQUAL TO THE HIGHER OF (I) THE PREFERENCE AMOUNT FOR EACH ISSUED SEED PREFERRED 3 SHARE HELD OR (II) THE AMOUNT SUCH SEED PREFERRED 3 SHAREHOLDER WOULD RECEIVE IF THE SURPLUS ASSETS WERE DISTRIBUTED TO THE ORDINARY SHAREHOLDERS AND THE SEED PREFERRED SHAREHOLDERS PRO RATA TO THEIR RESPECTIVE HOLDINGS; (B) SECOND, IN PAYING TO EACH OF THE SEED PREFERRED 2 SHAREHOLDERS, AN AMOUNT EQUAL TO THE HIGHER OF (I) THE PREFERENCE AMOUNT FOR EACH ISSUED SEED PREFERRED 2 SHARE HELD OR (II) THE AMOUNT SUCH SEED PREFERRED 3 SHAREHOLDER WOULD RECEIVE IF THE SURPLUS ASSETS WERE DISTRIBUTED TO THE ORDINARY SHAREHOLDERS AND THE SEED PREFERRED SHAREHOLDERS PRO RATA TO THEIR RESPECTIVE HOLDINGS; (A) THIRD, IN PAYING TO EACH OF THE SEED PREFERRED 1 SHAREHOLDERS, AN AMOUNT EQUAL TO THE HIGHER OF (I) THE PREFERENCE AMOUNT FOR EACH ISSUED SEED PREFERRED 1 SHARE HELD OR (II) THE AMOUNT SUCH SEED PREFERRED 3 SHAREHOLDER WOULD RECEIVE IF THE SURPLUS ASSETS WERE DISTRIBUTED TO THE ORDINARY SHAREHOLDERS AND THE SEED PREFERRED SHAREHOLDERS PRO RATA TO THEIR RESPECTIVE HOLDINGS; (D) FOURTH, IN PAYING TO THE HOLDERS OF THE DEFERRED SHARES, IF ANY, A TOTAL OF £1.00 FOR ENTIRE CLASS OF DEFERRED SHARES; AND (E) THE BALANCE OF THE SURPLUS ASSETS (IF ANY) SHALL BE DISTRIBUTED AMONG THE HOLDERS OF ORDINARY SHARES PRO RATA TO THE NUMBER OF ORDINARY SHARES HELD. ORDINARY ARE NOT REDEEMABLE.

Class of shares SEED PREFERRED 1 Number allotted 3006000

Aggregate nominal 300.6

value

Currency GBP Amount paid 0.20438

Amount unpaid 0

Prescribed particulars

VOTING- THE SEED SHARES 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, NOT TO RECEIVE OR VOTE ON PROPOSED WRITTEN RESOLUTIONS OF THE COMPANY. DIVIDENDS- THE SEED PREFERRED SHAREHOLDERS SHALL BE ENTITLED TO PARTICIPATE IN ANY DISTRIBUTION OF AVAILABLE PROFITS WHICH THE COMPANY MAY DETERMINE TO DISTRIBUTE PARI PASSU WITH ANY OTHER CLASS OR CLASSES OF SHARE TO WHOM SUCH DISTRIBUTION IS MADE PRO RATA ON AN AS CONVERTED BASIS TO THEIR RESPECTIVE HOLDINGS OF SHARES. DISTRIBUTIONS- ON A DISTRIBUTION OF ASSETS ON A LIQUIDATION OR A RETURN ON CAPITAL SURPLUS ASSETS OF THE COMPANY REMAINING AFTER PAYMENT OF ITS LIABILITIES SHALL BE APPLIED: (A) FIRST, IN PAYING TO EACH OF THE SEED PREFERRED 3 SHAREHOLDERS, AN AMOUNT EQUAL TO THE HIGHER OF (I) THE PREFERENCE AMOUNT FOR EACH ISSUED SEED PREFERRED 3 SHARE HELD OR (II) THE AMOUNT SUCH SEED PREFERRED 3 SHAREHOLDER WOULD RECEIVE IF THE SURPLUS ASSETS WERE DISTRIBUTED TO THE ORDINARY SHAREHOLDERS AND THE SEED PREFERRED SHAREHOLDERS PRO RATA TO THEIR RESPECTIVE HOLDINGS; (B) SECOND, IN PAYING TO EACH OF THE SEED PREFERRED 2 SHAREHOLDERS, AN AMOUNT EQUAL TO THE HIGHER OF (I) THE PREFERENCE AMOUNT FOR EACH ISSUED SEED PREFERRED 2 SHARE HELD OR (II) THE AMOUNT SUCH SEED PREFERRED 3 SHAREHOLDER WOULD RECEIVE IF THE SURPLUS ASSETS WERE DISTRIBUTED TO THE ORDINARY SHAREHOLDERS AND THE SEED PREFERRED SHAREHOLDERS PRO RATA TO THEIR RESPECTIVE HOLDINGS; (A) THIRD, IN PAYING TO EACH OF THE SEED PREFERRED 1 SHAREHOLDERS, AN AMOUNT EQUAL TO THE HIGHER OF (I) THE PREFERENCE AMOUNT FOR EACH ISSUED SEED PREFERRED 1 SHARE HELD OR (II) THE AMOUNT SUCH SEED PREFERRED 3 SHAREHOLDER WOULD RECEIVE IF THE SURPLUS ASSETS WERE DISTRIBUTED TO THE ORDINARY SHAREHOLDERS AND THE SEED PREFERRED SHAREHOLDERS PRO RATA TO THEIR RESPECTIVE HOLDINGS; (D) FOURTH, IN PAYING TO THE HOLDERS OF THE DEFERRED SHARES, IF ANY, A TOTAL OF £1.00 FOR ENTIRE CLASS OF DEFERRED SHARES; AND (E) THE BALANCE OF THE SURPLUS ASSETS (IF ANY) SHALL BE DISTRIBUTED AMONG THE HOLDERS OF ORDINARY SHARES PRO RATA TO THE NUMBER OF ORDINARY SHARES HELD. SEED SHARES ARE NOT REDEEMABLE.

Class of shares SEED PREFERRED 2 Number allotted 12696910

Aggregate nominal 1269.961

value

Currency GBP Amount paid 0.20438

Amount unpaid 0

Prescribed particulars

VOTING- THE SEED SHARES 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, NOT TO RECEIVE OR VOTE ON PROPOSED WRITTEN RESOLUTIONS OF THE COMPANY. DIVIDENDS- THE SEED PREFERRED SHAREHOLDERS SHALL BE ENTITLED TO PARTICIPATE IN ANY DISTRIBUTION OF AVAILABLE PROFITS WHICH THE COMPANY MAY DETERMINE TO DISTRIBUTE PARI PASSU WITH ANY OTHER CLASS OR CLASSES OF SHARE TO WHOM SUCH DISTRIBUTION IS MADE PRO RATA ON AN AS CONVERTED BASIS TO THEIR RESPECTIVE HOLDINGS OF SHARES. DISTRIBUTIONS- ON A DISTRIBUTION OF ASSETS ON A LIQUIDATION OR A RETURN ON CAPITAL SURPLUS ASSETS OF THE COMPANY REMAINING AFTER PAYMENT OF ITS LIABILITIES SHALL BE APPLIED: (A) FIRST, IN PAYING TO EACH OF THE SEED PREFERRED 3 SHAREHOLDERS, AN AMOUNT EQUAL TO THE HIGHER OF (I) THE PREFERENCE AMOUNT FOR EACH ISSUED SEED PREFERRED 3 SHARE HELD OR (II) THE AMOUNT SUCH SEED PREFERRED 3 SHAREHOLDER WOULD RECEIVE IF THE SURPLUS ASSETS WERE DISTRIBUTED TO THE ORDINARY SHAREHOLDERS AND THE SEED PREFERRED SHAREHOLDERS PRO RATA TO THEIR RESPECTIVE HOLDINGS; (B) SECOND, IN PAYING TO EACH OF THE SEED PREFERRED 2 SHAREHOLDERS, AN AMOUNT EQUAL TO THE HIGHER OF (I) THE PREFERENCE AMOUNT FOR EACH ISSUED SEED PREFERRED 2 SHARE HELD OR (II) THE AMOUNT SUCH SEED PREFERRED 3 SHAREHOLDER WOULD RECEIVE IF THE SURPLUS ASSETS WERE DISTRIBUTED TO THE ORDINARY SHAREHOLDERS AND THE SEED PREFERRED SHAREHOLDERS PRO RATA TO THEIR RESPECTIVE HOLDINGS; (A) THIRD, IN PAYING TO EACH OF THE SEED PREFERRED 1 SHAREHOLDERS, AN AMOUNT EQUAL TO THE HIGHER OF (I) THE PREFERENCE AMOUNT FOR EACH ISSUED SEED PREFERRED 1 SHARE HELD OR (II) THE AMOUNT SUCH SEED PREFERRED 3 SHAREHOLDER WOULD RECEIVE IF THE SURPLUS ASSETS WERE DISTRIBUTED TO THE ORDINARY SHAREHOLDERS AND THE SEED PREFERRED SHAREHOLDERS PRO RATA TO THEIR RESPECTIVE HOLDINGS; (D) FOURTH, IN PAYING TO THE HOLDERS OF THE DEFERRED SHARES, IF ANY, A TOTAL OF £1.00 FOR ENTIRE CLASS OF DEFERRED SHARES; AND (E) THE BALANCE OF THE SURPLUS ASSETS (IF ANY) SHALL BE DISTRIBUTED AMONG THE HOLDERS OF ORDINARY SHARES PRO RATA TO THE NUMBER OF ORDINARY SHARES HELD. SEED SHARES ARE NOT REDEEMABLE.

Class of shares SEED PREFERRED 3 Number allotted 1151412

Aggregate nominal 115.141

value

Currency GBP Amount paid 0.26055

Amount unpaid 0

#### Prescribed particulars

VOTING- THE SEED SHARES 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, NOT TO RECEIVE OR VOTE ON PROPOSED WRITTEN RESOLUTIONS OF THE COMPANY. DIVIDENDS- THE SEED PREFERRED SHAREHOLDERS SHALL BE ENTITLED TO PARTICIPATE IN ANY DISTRIBUTION OF AVAILABLE PROFITS WHICH THE COMPANY MAY DETERMINE TO DISTRIBUTE PARI PASSU WITH ANY OTHER CLASS OR CLASSES OF SHARE TO WHOM SUCH DISTRIBUTION IS MADE PRO RATA ON AN AS CONVERTED BASIS TO THEIR RESPECTIVE HOLDINGS OF SHARES. DISTRIBUTIONS- ON A DISTRIBUTION OF ASSETS ON A LIQUIDATION OR A RETURN ON CAPITAL SURPLUS ASSETS OF THE COMPANY REMAINING AFTER PAYMENT OF ITS LIABILITIES SHALL BE APPLIED: (A) FIRST, IN PAYING TO EACH OF THE SEED PREFERRED 3 SHAREHOLDERS, AN AMOUNT EQUAL TO THE HIGHER OF (I) THE PREFERENCE AMOUNT FOR EACH ISSUED SEED PREFERRED 3 SHARE HELD OR (II) THE AMOUNT SUCH SEED PREFERRED 3 SHAREHOLDER WOULD RECEIVE IF THE SURPLUS ASSETS WERE DISTRIBUTED TO THE ORDINARY SHAREHOLDERS AND THE SEED PREFERRED SHAREHOLDERS PRO RATA TO THEIR RESPECTIVE HOLDINGS; (B) SECOND, IN PAYING TO EACH OF THE SEED PREFERRED 2 SHAREHOLDERS, AN AMOUNT EQUAL TO THE HIGHER OF (I) THE PREFERENCE AMOUNT FOR EACH ISSUED SEED PREFERRED 2 SHARE HELD OR (II) THE AMOUNT SUCH SEED PREFERRED 3 SHAREHOLDER WOULD RECEIVE IF THE SURPLUS ASSETS WERE DISTRIBUTED TO THE ORDINARY SHAREHOLDERS AND THE SEED PREFERRED SHAREHOLDERS PRO RATA TO THEIR RESPECTIVE HOLDINGS; (A) THIRD, IN PAYING TO EACH OF THE SEED PREFERRED 1 SHAREHOLDERS, AN AMOUNT EQUAL TO THE HIGHER OF (I) THE PREFERENCE AMOUNT FOR EACH ISSUED SEED PREFERRED 1 SHARE HELD OR (II) THE AMOUNT SUCH SEED PREFERRED 3 SHAREHOLDER WOULD RECEIVE IF THE SURPLUS ASSETS WERE DISTRIBUTED TO THE ORDINARY SHAREHOLDERS AND THE SEED PREFERRED SHAREHOLDERS PRO RATA TO THEIR RESPECTIVE HOLDINGS; (D) FOURTH, IN PAYING TO THE HOLDERS OF THE DEFERRED SHARES, IF ANY, A TOTAL OF £1.00 FOR ENTIRE CLASS OF DEFERRED SHARES; AND (E) THE BALANCE OF THE SURPLUS ASSETS (IF ANY) SHALL BE DISTRIBUTED AMONG THE HOLDERS OF ORDINARY SHARES PRO RATA TO THE NUMBER OF ORDINARY SHARES HELD. SEED SHARES ARE NOT REDEEMABLE.

Staten	nent of Capital (Totals)		
Currency	GBP	Total number of shares	27140922
		Total aggregate nominal value	2714.362

## Full Details of Shareholders

The details below relate to individuals / corporate bodies that were shareholders as at 14/12/2015 or that had ceased to be shareholders since the made up date of the previous Annual Return

A full list of shareholders for the company are shown below

Shareholding 1 : 3340000 ORDINARY shares held as at the date of this return

Name: JADE HARWOOD

Shareholding 2 : 3340000 ORDINARY shares held as at the date of this return

Name: AURELIE POPPER

Shareholding 3 : 3006000 SEED PREFERRED 1 shares held as at the date of this return

Name: ELISABETH SABRIER

Shareholding 4 : 3006000 DEFERRED shares held as at the date of this return

Name: ELISABETH SABRIER

Shareholding 5 : 334000 ORDINARY shares held as at the date of this return

Name: JULIAN COOK

Shareholding 6 : 2399610 SEED PREFERRED 2 shares held as at the date of this return

Name: INDEX VENTURES VI (JERSEY), L.P.

Shareholding 7 : 48440 SEED PREFERRED 2 shares held as at the date of this return

Name: INDEX VENTURES VI PARALLEL ENTREPRENEUR FUND (JERSEY), L.P.

Shareholding 8 : 30990 SEED PREFERRED 2 shares held as at the date of this return

Name: YUCCA (JERSEY) SLP

Shareholding 9: 619760 SEED PREFERRED 2 shares held as at the date of this return

Name: LGV, L.P.

Shareholding 10 : 3098800 SEED PREFERRED 2 shares held as at the date of this return

Name: WELLINGTON PARTNERS VENTURE V TECHNOLOGY FUND L.P.

Shareholding 17 : 2201780 SEED PREFERRED 2 shares held as at the date of this return

Name: MMC LONDON GP LIMITED

Shareholding 12 : 318040 SEED PREFERRED 2 shares held as at the date of this return

Name: ACE SF INVESTMENTS LTD

Shareholding 13 : 35870 SEED PREFERRED 2 shares held as at the date of this return

Name: PETER READ

Shareholding 14 : 1081320 SEED PREFERRED 2 shares held as at the date of this return

Name: FPGP NOMINEES LIMITED

Shareholding 15 : 1223210 SEED PREFERRED 2 shares held as at the date of this return

Name: BRITISH BUSINESS ASPIRE HOLDCO LTD

Shareholding 16 : 489280 SEED PREFERRED 2 shares held as at the date of this return

Name: ELISABETH SABRIER

Shareholding 17 : 21960 ORDINARY shares held as at the date of this return

Name: JEROME RIGA

Shareholding 18 : 122320 ORDINARY shares held as at the date of this return

Name: LIZ AND DAVID FORGASH

Shareholding 19 : 122320 ORDINARY shares held as at the date of this return

Name: MIN KIM

Shareholding 20 : 293570 SEED PREFERRED 2 shares held as at the date of this return

Name: UNIVERSAL MUSIC LEISURE LIMITED

Shareholding 21 : 557260 SEED PREFERRED 3 shares held as at the date of this return

Name: INDEX VENTURES VI (JERSEY), L.P.

Shareholding 22 : 11249 SEED PREFERRED 3 shares held as at the date of this return

Name: INDEX VENTURES VI PARALLEL ENTREPRENEURS FUND (JERSEY), L.P.

Shareholding 23 : 7197 SEED PREFERRED 3 shares held as at the date of this return

Name: YUCCA (JERSEY) SLP

Shareholding 24 : 575706 SEED PREFERRED 3 shares held as at the date of this return

Name: WELLINGTON PARTNERS V TECHNOLOGY FUND LP

Shareholding 25 : 366960 SEED PREFERRED 2 shares held as at the date of this return

Name: HARLEQUIN NOMINEES LIMITED

Shareholding 26 : 489280 SEED PREFERRED 2 shares held as at the date of this return

Name: HOWZAT AGAIN LLP

## Authorisation

Authenticated	
This form was authorised by one of the following:	
Director, Secretary, Person Authorised, Charity Commission Receiver and Manager, CIC Manager, Judicial Fa	cto