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THE COMPANIES ACT 2006
COMPANY LIMITED BY SHARES
NEW ARTICLES OF ASSOCIATION OF
DOGMATES LTD.

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THE COMPANIES ACT 2006
COMPANY LIMITED BY SHARES
NEW
ARTICLES OF ASSOCIATION
OF
DOGMATES LTD.

(Adopted by a special resolution passed on⁹ August 2021)

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:
- (a) article headings are used for convenience only and shall not affect the construction or interpretation of these Articles;
 - (b) words denoting the singular include the plural and vice versa and reference to one gender includes the other gender and neuter and vice versa; and
 - (c) Articles 8(2), 9(4), 10(3), 11(2), 13, 14, 17(2), 17(3), 19, 21, 26(5), 27, 28, 29, 30(5) to (7) (inclusive), 44(4), 51, 52 and 53 of the Model Articles shall not apply to the Company.

2. DEFINITIONS

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

"5SV" means Food Tech Opportunity I FPCI;

"5SV Investor Director" has the meaning given in Article 25.3;

"5SV Partner" has the meaning given in Article 25.3;

"Accepting Shareholder" has the meaning given in Article 20.5;

"Act" means the Companies Act 2006;

"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);

"Allocation Notice" has the meaning given in Article 17.7(b);

"Arrears" means in relation to any Share, all arrears of any dividend or other sums payable in respect of that Share;

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

"Associate" in relation to any person means:

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

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

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

"Bad Leaver" means a Founder who ceases to be an Employee at any time by reason of dismissal by the Company for Cause;

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

"Bonus Issue" or "Reorganisation" means any return of capital, bonus issue of shares or other securities of the Company by way of capitalisation of profits or reserves or any consolidation or sub-division or any repurchase or redemption of shares or any variation in the subscription price or conversion rate applicable to any other outstanding shares of the Company in each case other than shares issued as a result of the events set out in (and in accordance with) Article 13.5;

"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 21.2(a);

"Called Shareholders" has the meaning given in Article 22.1;

"Called Shares" has the meaning given in Article 22.2;

"Cause" means:

- (a) gross misconduct or a material or repudiatory breach of the terms of an employment agreement, including any material breach of obligations to the Company concerning confidentiality or intellectual property or non-compliance with non-compete obligations applicable under the terms of the employment agreement;
- (b) fraud or acts of dishonesty;
- (c) being convicted of any criminal offence (other than a road traffic offence which is not punishable by a custodial sentence);
- (d) the refusal or failure to substantially perform duties and responsibilities to the Company lawfully prescribed by the Board after reasonable notice of such failure and a reasonable opportunity to cure such failure; or
- (e) any act or omission (in the course of employment or engagement) which causes material damage to the Company's business reputation;

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

"Company" means Dogmates Ltd. company number 09328607;

"Continuing Shareholder" has the meaning given in Article 17.6(a);

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

"Co-Sale Notice" has the meaning given in Article 21.2;

"CTA 2010" means the Corporation Tax Act 2010;

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

"Deferred Shares" means deferred shares of £0.00001 each in the capital of the Company;

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

"Drag Along Notice" has the meaning given in Article 22.2;

"Drag Along Option" has the meaning given in Article 22.1;

"EIS Investors" means any Investor who holds EIS Shares (together the "EIS Investors" and each an "EIS Investor");

"EIS Provisions" means the provisions of Part 5 ITA and sections 150 and 150 A, B and C and Schedule 5B of the Taxation and Chargeable Gains Act 1992 (in each case as inserted and/or amended from time to time);

"EIS Reliefs" means the reliefs in respect of income tax and capital gains tax available to certain subscribers of shares pursuant to the EIS Provisions;

"EIS Shares" means any Shares that qualify for EIS Reliefs;

"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 who provides consultancy services to, the Company or any member of the Group (and the provision of services as a non-executive director shall not constitute consultancy services);

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

"Equity Holder" has the meaning given in Article 21.2;

"Excess Securities" has the meaning given in Article 13.2(b);

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

"Expert Valuer" is as determined in accordance with Article 18.1;

"Fair Value" is as determined in accordance with Article 18.3;

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

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

"Founder Directors" has the meaning given in Article 25.6;

"Founders" means Kevin Glynn and David Nolan;

"Founder Consent" means the prior written consent of at least one of the Founders, for so long as the Founders together hold more than five per cent (5%) of the issued share capital of the Company from time to time and at least one Founder is a Director;

"Fractional Holders" has the meaning given in Article 9.8;

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

"General Offer Period" has the meaning given in Article 17.6(a);

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

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

"Holding Company" means a newly formed holding company, pursuant to which the membership, pro rata shareholdings and classes of shares comprised in such holding company matches that of the Company immediately prior to the transfer of the issued share capital of the Company to such holding company;

"Independent Director" has the meaning given in Article 25.7;

"Interested Director" has the meaning given in Article 28.5;

"Investor Directors" means the 5SV Investor Director, the Passion Investor Director, the WSC Investor Director and the L Catterton Investor Director (together, the "Investor Directors" and each an "Investor Director");

"Investor Director Consent" means the prior written consent of any three of the Investor Directors;

"Investor Majority" means the holders of more than fifty per cent (50%) of the Investor Shares (voting together as a single class), provided that this includes L Catterton and WSC;

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

"Investors" has the meaning given to it in the Shareholders' Agreement;

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

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

"ITA" means Income Tax Act 2007;

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

"L Catterton" means S.L.06 S.à r.l.;

"L Catterton Investor Director" has the meaning given in Article 25.2;

"L Catterton Partner" has the meaning given in Article 25.2;

"LC" means Literacy Capital plc;

"Member of the same Fund Group" means if the Shareholder is a fund, partnership, company (including Passion Capital Nominees Limited), syndicate or other entity whose business is managed by a Fund Manager (an "Investment Fund") or a nominee or investment holding company (including L Catterton) of that Investment Fund:

- (a) any participant, investor or partner in or member of any such Investment Fund or the holders of any unit trust which is a participant or partner in or member of any Investment Fund (but, in connection with any transfer of Shares in accordance with

these Articles, only in connection with the dissolution of the Investment Fund or any distribution of assets of the Investment Fund pursuant to the operation of the Investment Fund in the ordinary course of business);

- (b) any Investment Fund managed or advised by that Fund Manager;
- (c) that Fund Manager and any Parent Undertaking or Subsidiary Undertaking of that Fund Manager, or any Subsidiary Undertaking of any Parent Undertaking of that Fund Manager; or
- (d) any trustee, nominee, custodian or investment holding company of such Investment Fund;

"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;

"Merger" means a merger where the Company is the discontinuing entity;

"Minimum Transfer Condition" has the meaning given in Article 17.2(d);

"Model Articles" has the meaning given in the Article 1.1;

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

"New Securities" means any shares or other securities convertible into, or carrying the right to subscribe for, those shares issued by the Company after the Date of Adoption (other than shares or securities issued as a result of the events set out in Article 13.5);

"New Shareholder" has the meaning given in Article 22.11;

"New Shares" has the meaning given in Article 22.11;

"Offer" has the meaning given in Article 20.2;

"Offer By Way Of Rights" has the meaning given in Article 9.10;

"Offer Period" has the meaning given in Article 20.3;

"Ordinary Shares" means the ordinary shares of £0.00001 each in the capital of the Company;

"Original Shareholder" has the meaning given in Article 16.1;

"Parent Undertaking" has the meaning set out in section 1162 of the Act;

"Passion" means Passion Capital Nominees Limited;

"Passion Investor Director" has the meaning given in Article 25.4;

"Permitted Transfer" means a transfer of shares in the capital of the Company in accordance with Article 16;

"Permitted Transferee" means:

- (a) in relation to a Shareholder who is an individual, any of his Privileged Relations or Trustees or a Qualifying Company;
- (b) in relation to a Shareholder which is an undertaking (as defined in section 1161(1) of the Act) means any Member of the same Group as that Shareholder;
- (c) in relation to a Shareholder which is an Investment Fund means any Member of the same Fund Group as that Shareholder;
- (d) in relation to Passion, Passion Capital II LP or any participant or partner in or member of Passion Capital II LP (but only in connection with the dissolution of Passion Capital II LP or any distribution of assets of Passion Capital II LP pursuant to the operation of the fund in the ordinary course of business) or any Member of the same Group as Passion;
- (e) in relation to an Investor:
 - (i) any Member of the same Group as that Investor;
 - (ii) any Member of the same Fund Group as that Investor;
 - (iii) any nominee of that Investor; and
- (f) in relation to any Shareholder, any transferee approved with Investor Majority Consent;

"Primary Holder" has the meaning given in Article 29.7;

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

"Proceeds of Sale" means the consideration payable (including any deferred and/or contingent consideration and any other consideration which, having regard to the substance of the transaction as a whole, can be reasonably regarded as an addition to the price paid or payable for the Shares being sold) whether in cash or otherwise to those Shareholders selling Shares under a Share Sale less any reasonable fees, costs and expenses payable in respect of such Share Sale as approved by the Board with Investor Director Consent;

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

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

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

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

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

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

"Qualifying Company" means a company in which a Shareholder or Trustee(s) hold the whole of the share capital and which they control;

"Qualifying IPO" means an IPO in which the net aggregate subscription amount in respect of new Ordinary Shares issued at the time of the IPO is not less than £50,000,000 at an issue price per Ordinary Share of at least £6.00;

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

"Relevant Amount" means an amount per share equal to the amount paid up or credited as paid up (including premium) for such share (or, (a) in the case of any Shares purchased by L Catterton from existing Shareholders and re-designated as Series C Shares on or around 12 March 2020, an amount per share equal to the price per share paid by L Catterton for those shares, and (b) in the case of any Shares purchased by L Catterton from existing Shareholders and re-designated as Series D Shares on or around the Date of Adoption, an amount per share equal to the price per share paid by L Catterton for those shares), together with a sum equal to any Arrears;

"Relevant Interest" has the meaning set out in Article 28.5;

"Relevant Offer" means a bona fide all cash offer, on an arm's length basis from a third party purchaser, payable at completion, to acquire the entire issued share capital of the Company:

- (a) at a price per share that is equal to or greater than 4x the Relevant Amount (excluding any Arrears) of the Series C Shares; or
- (b) where an investment bank or advisor has been engaged by the Company on a bona fide basis with instructions to organise the sale of the entire issued share capital of the Company and maximise the sale price payable to all Shareholders;

"Relevant Shareholder" has the meaning given in Article 21.1;

"Sale Shares" has the meaning set out in Article 17.2(a) of these Articles;

"Seed Shares" means seed shares of £0.00001 each in the capital of the Company;

"Series A Ordinary Shares" means the series A ordinary shares of £0.00001 each in the capital of the Company;

"Series A Preferred Shares" means the series A preferred shares of £0.00001 each in the capital of the Company;

"Series A Shares" means the Series A Preferred Shares and the Series A Ordinary Shares;

"Series B Ordinary Shares" means the series B ordinary shares of £0.00001 each in the capital of the Company;

"Series B Preferred Majority" means the holders of at least 60 per cent (60%) of the Series B Preferred Shares;

"Series B Preferred Shares" means the series B preferred shares of £0.00001 each in the capital of the Company;

"Series B Shares" means the Series B Preferred Shares and the Series B Ordinary Shares;

"Series C Shares" means the series C preferred shares of £0.00001 each in the capital of the Company;

"Series C Majority" means the holders of at least fifty per cent (50%) of the Series C Shares;

"Series D Shares" means the series D preferred shares of £0.00001 each in the capital of the Company;

"Series D Majority" means the holders of at least fifty per cent (50%) of the Series D Shares (including L Catterton);

"Seller" has the meaning set out in Article 17.2 of these Articles;

"Selling Shareholder" has the meaning given in Article 22.1;

"Share Option Plan(s)" means the share option plan(s) of the Company, the terms of which have been approved by an Investor Majority;

"Shares" means the Ordinary Shares, the Seed Shares, the Series A Shares, the Series B Shares, the Series C Shares, the Series D Shares and the Deferred Shares;

"Share Sale" means the sale of (or the grant of a right to acquire or to dispose of) any of the shares in the capital of the Company (in one transaction or as a series of transactions, including a Merger) 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 following completion of the sale the shareholders and the proportion of shares held by each of them are the same as the shareholders and their shareholdings in the Company immediately prior to the sale;

"Shareholder" means any holder of any shares in the capital of the Company from time to time;

"Shareholders' Agreement" means the amended and restated shareholders' agreement dated on or around the Date of Adoption between amongst others, the Investors, the Founders and the Company;

"Specified Price" has the meaning given in Article 20.7(a);

"Stakeholder Interest" has the meaning given in Article 3.2;

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

"Supplemental Consideration" has the meaning given in Article 20.7(a);

"Surplus Shares" has the meaning given in Article 17.6(e);

"Transfer Notice" shall have the meaning given in Article 17.2;

"Transfer Price" shall have the meaning given in Article 17.2(c);

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

"WSC" means WSC IV LP;

"WSC Investor Director" has the meaning given in Article 25.5;

"WSC Partner" has the meaning given in Article 25.5.

- 2.2 In respect of any actions or matters requiring or seeking the acceptance, approval, agreement, consent or words having similar effect of an Investor Director under these Articles, if at any time an Investor Director has not been appointed or an Investor Director declares in writing to the Company and the Investors that he considers that providing such consent gives rise or may give rise to a conflict of interest to his duties as a Director, such action or matter shall require the consent of the relevant appointing Investor.

3. PURPOSE OF THE COMPANY

3.1 The purposes of the Company are to promote the success of the Company for the benefit of its members as a whole and, through its business and operations, to have a material positive impact on society and the environment, taken as a whole.

3.2 A Director must act in the way he or she considers, in good faith, most likely to promote the success of the Company in achieving the objects set out in Article 3.1 above, and in doing so shall have regard (amongst other matters) to:

- (a) the likely consequences of any decision of the Directors in the long term and the impact any such decision may have on any affected stakeholders;
- (b) the interests of the Employees;
- (c) the need to foster the Company's business relationships with suppliers, customers and others;
- (d) the impact of the Company's operations on the community and the environment and on affected stakeholders;
- (e) the desirability of the Company maintaining a reputation for high standards of business conduct and the impact this has on affected stakeholders; and
- (f) the need to act fairly as between members of the Company,

(together, the matters referred to above shall be defined for the purposes of this Article 3 as the "Stakeholder Interests" and each a "Stakeholder Interest").

3.3 For the purposes of a Director's duty to act in the way he or she considers, in good faith, most likely to promote the success of the Company, a Director shall not be required to regard the benefit of any particular Stakeholder Interest or group of Stakeholder Interests as more important than any other.

3.4 Nothing in this Article 3 express or implied, is intended to or shall create or grant any right or any cause of action to, by or for any person (other than the Company).

3.5 The Directors shall for each financial year of the Company, prepare and circulate to its members a strategic report as if sections 414A(1) and 414C of the Act (as in force at the Date of Adoption) applies to the Company whether or not they would be required to do so otherwise than by this Article.

4. SHARE CAPITAL

4.1 In these Articles, unless the context requires otherwise, references to shares of a particular class shall include shares allotted and/or issued after the Date of Adoption and ranking pari

passu in all respects (or in all respects except only as to the date from which those shares rank for dividend) with the shares of the relevant class then in issue.

- 4.2 Except as otherwise provided in these Articles, the Ordinary Shares, the Seed Shares, the Series A Ordinary Shares, the Series A Preferred Shares, the Series B Ordinary Shares, the Series B Preferred Shares, the Series C Shares and the Series D Shares shall rank pari passu in all respects but shall constitute separate classes of shares.
- 4.3 Whenever as a result of a consolidation of shares any Shareholders would become entitled to fractions of a share, the Directors may, on behalf of those Shareholders, sell the shares representing the fractions for the best price reasonably obtainable to any person (including, subject to the provisions of the Act, the Company) and distribute the net proceeds of sale in due proportion among those Shareholders, and the Directors may authorise any person to execute an instrument of transfer of the shares to, or in accordance with the directions of, the purchaser. The transferee shall not be bound to see to the application of the purchase money nor shall his title to the shares be affected by any irregularity in or invalidity of the proceedings in reference to the sale.
- 4.4 When the Company sub-divides or consolidates all or any of its shares, 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.
- 4.5 The words "and the directors may determine the terms, conditions and manner of redemption of any such shares" shall be deleted from Model Article 22(2) of the Model Articles.
- 4.6 In Model Article 25(2) of the Model Articles, the words "payment of a reasonable fee as the directors decide" in paragraph (c) shall be deleted and replaced by the words "payment of the expenses reasonably incurred by the Company in investigating evidence as the directors may determine".
- 4.7 Subject to Investor Majority Consent and subject also to the Act, the Company may purchase its own shares with cash to the extent permitted by section 692(1ZA) of the Act.
- 4.8 The Company may, by special resolution, re-designate as Series D Shares the Shares purchased by L Catterton from existing Shareholders on or around the Date of Adoption provided there is no alteration to the nominal value of such Shares.

5. DIVIDENDS

- 5.1 In respect of any Financial Year, the Company's Available Profits will be applied as set out in this Article 5.
- 5.2 Every dividend shall accrue on a daily basis assuming a 365-day year. All dividends are expressed net and should be paid in cash.

- 5.3 Any Available Profits which the Company may determine to distribute in respect of any Financial Year will be distributed among the holders of Equity Shares (pari passu as if the Equity Shares constituted once class of share) pro rata to their respective holdings of Equity Shares.
- 5.4 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.

6. LIQUIDATION

On a distribution of assets on liquidation or a return of capital (other than a conversion, redemption or purchase of Shares), the surplus assets of the Company remaining after the payment of its liabilities (the "Surplus Assets") shall be applied (to the extent that the Company is lawfully permitted to do so):

- (a) first, 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);
- (b) second, in paying the following amounts:
 - (i) to the holders of Ordinary Shares, a sum per Ordinary Share equal to 0.1% of the Relevant Amount per Series D Share;
 - (ii) to the holders of Seed Shares, a sum per Seed Share equal to 0.1% of the Relevant Amount per Series D Share;
 - (iii) to the holders of Series A Shares, a sum per Series A Share equal to 0.1% of the Relevant Amount per Series D Share;
 - (iv) to the holders of Series B Shares, a sum per Series B Share equal to 0.1% of the Relevant Amount per Series D Share; and
 - (v) to the holders of Series C Shares, a sum per Series C Share equal to 0.1% of the Relevant Amount per Series D Share; and
 - (vi) to the holders of Series D Shares, a sum per Series D Share equal to the remainder of the Relevant Amount of the Series D Shares (following the payments made pursuant to sub-paragraphs (i), (ii), (iii), (iv) and (v) above),

(which is on a pro rata basis between the holders of Ordinary Shares, Seed Shares, Series A Shares, Series B Shares, Series C Shares and Series D Shares such that sub-paragraphs (i), (ii), (iii), (iv), (v) and (vi) do not denote an order of preference as between the Ordinary Shares, Seed Shares, Series A Shares, Series B Shares, Series C Shares and Series D Shares);

provided that if there are insufficient Surplus Assets to pay such amounts in full, the remaining Surplus Assets shall be distributed amongst the holders of the Ordinary Shares, Seed Shares, Series A Shares, Series B Shares, Series C Shares and Series D Shares pro rata to the amount which such holders would otherwise have been entitled to receive under this Article 6(b) and sub-paragraphs (i), (ii), (iii), (iv), (v) and (vi) above do not denote an order of preference between them;

(c) third, in paying the following amounts:

- (i) to the holders of Ordinary Shares, a sum per Ordinary Share equal to 0.1% of the Relevant Amount per Series C Share;
- (ii) to the holders of Seed Shares, a sum per Seed Share equal to 0.1% of the Relevant Amount per Series C Share;
- (iii) to the holders of Series A Shares, a sum per Series A Share equal to 0.1% of the Relevant Amount per Series C Share;
- (iv) to the holders of Series B Shares, a sum per Series B Share equal to 0.1% of the Relevant Amount per Series C Share; and
- (v) to the holders of Series D Shares, a sum per Series D Share equal to 0.1% of the Relevant Amount per Series C Share; and
- (vi) to the holders of Series C Shares, a sum per Series C Share equal to the remainder of the Relevant Amount of the Series C Shares (following the payments made pursuant to sub-paragraphs (i), (ii), (iii), (iv) and (v) above),

(which is on a pro rata basis between the holders of Ordinary Shares, Seed Shares, Series A Shares, Series B Shares, Series C Shares and Series D Shares such that sub-paragraphs (i), (ii), (iii), (iv), (v) and (vi) do not denote an order of preference as between the Ordinary Shares, Seed Shares, Series A Shares, Series B Shares, Series C Shares and Series D Shares);

provided that if there are insufficient Surplus Assets to pay such amounts in full, the remaining Surplus Assets shall be distributed amongst the holders of the Ordinary Shares, Seed Shares, Series A Shares, Series B Shares, Series C Shares and Series D Shares pro rata to the amount which such holders would otherwise have been entitled to receive under this Article 6(c) and sub-paragraphs (i), (ii), (iii), (iv), (v) and (vi) above do not denote an order of preference between them;

(d) fourth, in paying the following amounts:

- (i) to the holders of Ordinary Shares, a sum per Ordinary Share equal to 0.1% of the Relevant Amount per Series B Share;

- (ii) to the holders of Seed Shares, a sum per Seed Share equal to 0.1% of the Relevant Amount per Series B Share;
- (iii) to the holders of Series A Shares, a sum per Series A Share equal to 0.1% of the Relevant Amount per Series B Share;
- (iv) to the holders of Series C Shares, a sum per Series C Share equal to 0.1% of the Relevant Amount per Series B Share; and
- (v) to the holders of Series D Shares, a sum per Series D Share equal to 0.1% of the Relevant Amount per Series B Share; and
- (vi) to the holders of Series B Shares, a sum per Series B Share equal to the remainder of the Relevant Amount of the Series B Shares (following the payments made pursuant to sub-paragraphs (i), (ii), (iii), (iv) and (v) above),

(which is on a pro rata basis between the holders of Ordinary Shares, Seed Shares, Series A Shares, Series B Shares, Series C Shares and Series D Shares such that sub-paragraphs (i), (ii), (iii), (iv), (v) and (vi) do not denote an order of preference as between the Ordinary Shares, Seed Shares, Series A Shares, Series B Shares, Series C Shares and Series D Shares);

provided that if there are insufficient Surplus Assets to pay such amounts in full, the remaining Surplus Assets shall be distributed amongst the holders of the Ordinary Shares, Seed Shares, Series A Shares, Series B Shares, Series C Shares and Series D Shares pro rata to the amount which such holders would otherwise have been entitled to receive under this Article 6(d) and sub-paragraphs (i), (ii), (iii), (iv), (v) and (vi) above do not denote an order of preference between them;

(e) fifth, in paying the following amounts:

- (i) to the holders of Ordinary Shares, a sum per Ordinary Share equal to 0.1% of the Relevant Amount per Series A Share;
- (ii) to the holders of Seed Shares, a sum per Seed Share equal to 0.1% of the Relevant Amount per Series A Share;
- (iii) to the holders of Series B Shares, a sum per Series B Share equal to 0.1% of the Relevant Amount per Series A Share;
- (iv) to the holders of Series C Shares, a sum per Series C Share equal to 0.1% of the Relevant Amount per Series A Share;
- (v) to the holders of Series D Shares, a sum per Series D Share equal to 0.1% of the Relevant Amount per Series A Share; and

- (vi) to the holders of Series A Shares, a sum per Series A Share equal to the remainder of the Relevant Amount of the Series A Shares (following the payments made pursuant to sub-paragraphs (i), (ii), (iii), (iv) and (v) above),

(which is on a pro rata basis between the holders of Ordinary Shares, Seed Shares, Series A Shares, Series B Shares, Series C Shares and Series D Shares such that sub-paragraphs (i), (ii), (iii), (iv), (v) and (vi) do not denote an order of preference as between the Ordinary Shares, Seed Shares, Series A Shares, Series B Shares, Series C Shares and Series D Shares);

provided that if there are insufficient Surplus Assets to pay such amounts in full, the remaining Surplus Assets shall be distributed amongst the holders of the Ordinary Shares, Seed Shares, Series A Shares, Series B Shares, Series C Shares and Series D Shares pro rata to the amount which such holders would otherwise have been entitled to receive under this Article 6(c) and sub-paragraphs (i), (ii), (iii), (iv), (v) and (vi) above do not denote an order of preference between them;

- (f) sixth, in paying the following amounts:

- (i) to the holders of Ordinary Shares, a sum per Ordinary Share equal to 0.1% of the Relevant Amount per Seed Share;
- (ii) to the holders of Series A Shares, a sum per Seed Share equal to 0.1% of the Relevant Amount per Seed Share;
- (iii) to the holders of Series B Shares, a sum per Series B Share equal to 0.1% of the Relevant Amount per Seed Share;
- (iv) to the holders of Series C Shares, a sum per Series C Share equal to 0.1% of the Relevant Amount per Seed Share; and
- (v) to the holders of Series D Shares, a sum per Series D Share equal to 0.1% of the Relevant Amount per Seed Share; and
- (vi) to the holders of Seed Shares, a sum per Seed Share equal to the remainder of the Relevant Amount of the Seed Shares (following the payments made pursuant to sub-paragraphs (i), (ii), (iii), (iv) and (v) above),

(which is on a pro rata basis between the holders of Ordinary Shares, Seed Shares, Series A Shares, Series B Shares, Series C Shares and Series D Shares such that sub-paragraphs (i), (ii), (iii), (iv), (v) and (vi) do not denote an order of preference as between the Ordinary Shares, Seed Shares, Series A Shares, Series B Shares, Series C Shares and Series D Shares);

provided that if there are insufficient Surplus Assets to pay such amounts in full, the remaining Surplus Assets shall be distributed amongst the holders of the Ordinary Shares, Seed Shares, Series A Shares, Series B Shares, Series C Shares and Series D Shares pro rata to the amount which such holders would otherwise have been entitled to receive under this Article 6(f) and sub-paragraphs (i), (ii), (iii), (iv), (v) and (vi) above do not denote an order of preference between them;

- (g) thereafter, the balance of the Surplus Assets (if any) shall be distributed among the holders of Equity Shares, to be distributed as to 0.0001% to the holders of Investor Shares pro rata (as if such Investor Shares constituted one and the same class) to the number of Investor Shares held and as to the balance to the holders of Equity Shares (other than the Investor Shares) pro-rata (as if such Equity Shares constituted one and the same class) to the number of Equity Shares (other than the Investor Shares) held.

References in this Article 6 to the holders of Ordinary Shares, Seed Shares, Series A Shares, Series B Shares, Series C Shares and Series D Shares shall be to the holders of those classes of Shares at the time of distribution of the Surplus Assets, including where following the conversion of any Shares to Ordinary Shares in accordance with Article 9.

7. EXIT PROVISIONS

7.1 On a Share Sale the Proceeds of Sale shall be distributed in the following order of priority:

- (a) first, 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);
- (b) second, in paying to each of the holders of Series D Shares, in priority to the Series C Shares, the Series B Shares, Series A Shares, Seed Shares and the Ordinary Shares, the greater of either:
 - (i) an amount per Series D Share equal to the Relevant Amount of the Series D Shares (provided that if there are insufficient Proceeds of Sale to pay the amounts per share equal to the Relevant Amount of the Series D Shares in full, the remaining Proceeds of Sale shall be distributed to the holders of Series D Shares pro rata to the amounts paid up on the Series D Shares); or
 - (ii) an amount per Share equivalent to that which the holders of Series D Shares would have received in accordance with this Article 7 had the Investor Shares converted into Ordinary Shares (in accordance with Article 9, whether or not the Investor Shares have in fact been so converted) immediately prior to such Share Sale
- (c) third, in paying to each of the holders of Series C Shares, in priority to the Series B Shares, Series A Shares, Seed Shares and the Ordinary Shares, the greater of either:

- (i) an amount per Series C Share equal to the Relevant Amount of the Series C Shares (provided that if there are insufficient Proceeds of Sale to pay the amounts per share equal to the Relevant Amount of the Series C Shares in full, the remaining Proceeds of Sale shall be distributed to the holders of Series C Shares pro rata to the amounts paid up on the Series C Shares); or
 - (ii) an amount per Share equivalent to that which the holders of Series C Shares would have received in accordance with this Article 7 had the Investor Shares converted into Ordinary Shares (in accordance with Article 9, whether or not the Investor Shares have in fact been so converted) immediately prior to such Share Sale;
- (d) fourth, in paying to each of the holders of Series B Shares, in priority to the Series A Shares, Seed Shares and the Ordinary Shares, the greater of either:
 - (i) an amount per Series B Share equal to the Relevant Amount of the Series B Shares (provided that if there are insufficient Proceeds of Sale to pay the amounts per share equal to the Relevant Amount of the Series B Shares in full, the remaining Proceeds of Sale shall be distributed to the holders of Series B Shares pro rata to the amounts paid up on the Series B Shares); or
 - (ii) an amount per Share equivalent to that which the holders of Series B Shares would have received in accordance with this Article 7 had the Investor Shares converted into Ordinary Shares (in accordance with Article 9, or as if the relevant Series B Shares had been capable of being converted into Ordinary Shares in accordance with Article 9, whether or not the Investor Shares have in fact been so converted) immediately prior to such Share Sale;
- (e) fifth, in paying to each of the holders of Series A Shares, in priority to the Seed Shares and the Ordinary Shares, the greater of either:
 - (i) an amount per Series A Share equal to the Relevant Amount of the Series A Shares (provided that if there are insufficient Proceeds of Sale to pay the amounts per share equal to the Relevant Amount of the Series A Shares in full, the remaining Proceeds of Sale shall be distributed to the holders of Series A Shares pro rata to the amounts paid up on the Series A Shares); or
 - (ii) an amount per Share equivalent to that which the holders of Series A Shares would have received in accordance with this Article 7 had the Investor Shares converted into Ordinary Shares (in accordance with Article 9, or as if the relevant Series A Shares had been capable of being converted into Ordinary Shares in accordance with Article 9, whether or not the Investor Shares have in fact been so converted) immediately prior to such Share Sale;

- (f) sixth, in paying to each of the holders of Seed Shares, in priority to the Ordinary Shares, the greater of either:
 - (i) an amount per Seed Share equal to the Relevant Amount of the Seed Shares (provided that if there are insufficient Proceeds of Sale to pay the amounts per share equal to the Relevant Amount of the Seed Shares in full, the remaining Proceeds of Sale shall be distributed to the holders of Seed Shares pro rata to the amounts paid up on the Seed Shares); or
 - (ii) an amount per Share equivalent to that which the holders of Seed Shares would have received in accordance with this Article 7 had the Investor Shares converted into Ordinary Shares (in accordance with Article 9, or as if the relevant Seed Shares had been capable of being converted into Ordinary Shares in accordance with Article 9, whether or not the Investor Shares have in fact been so converted) immediately prior to such Share Sale; and
- (g) the balance of the surplus assets shall be distributed among the holders of Ordinary Shares pro rata to the number of Ordinary Shares held.

7.2 The Directors shall not register any transfer of Shares sold in connection with that Share Sale if the Proceeds of Sale are not distributed in accordance with Article 7.1 provided that if the Proceeds of Sale are not settled in their entirety upon completion of the Share Sale:

- (a) the Directors shall not be prohibited from registering the transfer of the relevant Shares so long as the Proceeds of Sale that are settled have been distributed in the order of priority set out in Article 7.1; and
- (b) the Shareholders shall take any lawful action required by an Investor Majority to ensure that the Proceeds of Sale in their entirety are distributed in the order of priority set out in Article 7.1.

In the event that the Proceeds of Sale are distributed on more than one occasion (for any deferred or contingent consideration or otherwise), the consideration so distributed on any further occasion shall be paid by continuing the distribution from the previous distribution of consideration in the order of priority set out in Article 7.1.

7.3 On an Asset Sale, the surplus assets of the Company remaining after payment of its liabilities shall be distributed (to the extent that the Company is lawfully permitted to do so) in the order of priority set out in Article 6 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 lawful action required by an Investor Majority so that Article 6 applies.

8. VOTES IN GENERAL MEETING

- 8.1 The Equity Shares shall confer on each holder of Equity 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.
- 8.2 The Deferred Shares (if any) shall not entitle the holders of them to receive notice of, to attend, to speak or to vote at any general meeting of the Company nor to receive or vote on, or otherwise constitute an eligible member for the purposes of, proposed written resolutions of the Company.
- 8.3 Where shares confer a right to vote, on a show of hands each holder of such shares who (being an individual) is present in person or by proxy or (being a corporation) is present by a duly authorised representative or by proxy shall have one vote and on a poll each such holder so present shall have one vote for each such share held by him.

9. CONVERSION OF INVESTOR SHARES

- 9.1 Any holder of Investor Shares (other than EIS Investors in respect of their EIS Shares) shall be entitled, by notice in writing to the Company, to require conversion into Ordinary Shares of all of the fully paid Investor Shares held by them at any time and those Investor Shares shall convert automatically on the date of such notice (the "Conversion Date"), provided that the holder may in such notice state that conversion of its Investor Shares into Ordinary Shares is conditional upon the occurrence of one or more events (the "Conditions").
- 9.2 All of the fully paid Investor Shares (other than the Investor Shares that are EIS Shares) shall automatically convert into Ordinary Shares:
- (a) in the case of any single class of Investor Shares (other than the EIS Shares), on the date of a notice given by the holders of more than 50 per cent of that class of Investor Shares (which date shall be treated as the Conversion Date); or
 - (b) immediately upon the occurrence of a Qualifying IPO.
- 9.3 In the case of: (i) Articles 9.1 and 9.2(a), not more than five Business Days after the Conversion Date; or (ii) in the case of Article 9.2(b), at least five Business Days prior to the occurrence of the Qualifying IPO, each holder of the relevant Investor Shares shall deliver the certificate(s) (or an indemnity for lost certificate(s) in a form acceptable to the Board) in respect of the Investor Shares being converted to the Company at its registered office for the time being.
- 9.4 Where conversion is mandatory on the occurrence of a Qualifying IPO, that conversion will be effective only immediately prior to and conditional upon such Qualifying IPO (and "Conversion Date" shall be construed accordingly) and, if such Qualifying IPO does not become effective or does not take place, such conversion shall be deemed not to have occurred. In the event of a conversion under Article 9.1, if the Conditions have not been satisfied or waived by the

relevant holder by the Conversion Date, such conversion shall be deemed not to have occurred.

- 9.5 On the Conversion Date, the relevant Investor 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 Investor Share held (the "Conversion Ratio"), and the Ordinary Shares resulting from that conversion shall in all other respects rank *pari passu* with the existing issued Ordinary Shares.
- 9.6 The Company shall on the Conversion Date enter the holder of the converted Investor Shares on the register of members of the Company as the holder of the appropriate number of Ordinary Shares and, subject to the relevant holder delivering its certificate(s) (or an indemnity for lost certificate in a form acceptable to the Board) in respect of the Investor Shares in accordance with this Article, the Company shall, within ten Business Days of the Conversion Date, forward to such holder of Investor Shares by post to his address shown in the register of members, free of charge, a definitive certificate for the appropriate number of fully paid Ordinary Shares.
- 9.7 The Conversion Ratio shall from time to time be adjusted in accordance with the provisions of this Article:
- (a) if Investor Shares remain capable of being converted into new Ordinary Shares and there is a consolidation and/or sub-division of Ordinary Shares, the Conversion Ratio shall be adjusted by an amount, which in the opinion of the Board is fair and reasonable, to maintain the right to convert so as to ensure that each holder of Investor Shares is in no better or worse position as a result of such consolidation or sub-division, such adjustment to become effective immediately after such consolidation or sub-division;
 - (b) if Investor Shares remain capable of being converted into Ordinary Shares, on an allotment of fully-paid Ordinary Shares pursuant to a capitalisation of profits or reserves to holders of Ordinary Shares the Conversion Ratio shall be adjusted by an amount, which in the opinion of the Board is fair and reasonable, to maintain the right to convert so as to ensure that each holder of Investor Shares is in no better or worse position as a result of such capitalisation of profits or reserves, such adjustment to become effective as at the record date for such issue.
- 9.8 If any holder of Investor Shares becomes entitled to fractions of an Ordinary Share as a result of conversion ("Fractional Holders"), the Directors may (in their absolute discretion) deal with these fractions as they think fit on behalf of the Fractional Holders. In particular, the Directors may aggregate and sell the fractions to a person for the best price reasonably obtainable and distribute the net proceeds of sale in due proportions among the Fractional Holders or may ignore fractions or accrue the benefit of such fractions to the Company rather than the Fractional Holder. For the purposes of completing any such sale of fractions, the chairman of

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

9.9 If a doubt or dispute arises concerning an adjustment of the Conversion Ratio in accordance with Article 9.8, the Board shall refer the matter to the Auditors for determination who shall make available to all Shareholders their report and whose certificate as to the amount of the adjustment is, in the absence of manifest error, conclusive and binding on all concerned and their costs shall be met by the Company.

9.10 If Investor Shares remain capable of being converted into new Ordinary Shares and Ordinary Shares are offered by the Company by way of rights to holders of Ordinary Shares (an "Offer By Way Of Rights"), the Company shall on the making of each such offer, make a like offer to each holder of Investor Shares as if immediately before the record date for the Offer By Way of Rights, his Investor Shares had been converted into fully-paid Ordinary Shares at the then applicable Conversion Ratio.

10. SUSPENSION OF VOTING RIGHTS

10.1 All voting rights attached to any Shares held by a Shareholder who is an Employee (including the Founders) or by any Permitted Transferee of that Shareholder (the "Restricted Member"), if any, shall at the time he ceases to be an Employee be suspended save where the Board with Investor Majority Consent notifies them otherwise.

10.2 Any Shares whose voting rights are suspended pursuant to Article 10.1 ("Restricted Shares") shall confer on the holders of Restricted Shares the right to receive a notice of and attend all general meetings of the Company but shall have no right to vote either in person or by proxy or to vote on any proposed written resolution. Voting rights suspended pursuant to Article 10.1 shall be automatically restored immediately prior to an IPO. If a Restricted Member transfers any Restricted Shares in accordance with these Articles all voting rights attached to the Restricted Shares so transferred shall upon completion of the transfer (as evidenced by the transferee's name being entered in the Company's register of members) automatically be restored.

11. DEFERRED SHARES

11.1 Subject to the Act, any 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(s) without obtaining the sanction of the holder(s).

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

- (a) appoint any person to execute any transfer of (or any agreement to transfer) such Deferred Shares to such person(s) as the Company may determine (as nominee or custodian thereof or otherwise);
- (b) give, on behalf of such holder, consent to the cancellation of such Deferred Shares; and/or
- (c) purchase such Deferred Shares in accordance with the Act,

in any such case: (i) for a price being not more than an aggregate sum of one penny for all the Deferred Shares registered in the name of such holder(s); and (ii) with the Company having authority pending such transfer, cancellation and/or purchase to retain the certificates (if any) in respect thereof.

- 11.3 No Deferred Share may be transferred without the prior consent of the Board (with Investor Director Consent).

12. VARIATION OF RIGHTS

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

- (a) Series B Preferred Shares may only be varied or abrogated with the consent of a Series B Preferred Majority;
- (b) Series C Shares may only be varied or abrogated with the consent of a Series C Majority; and
- (c) Series D Shares may only be varied or abrogated with the consent of a Series D Majority.

- 12.2 The creation 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 of those existing classes of shares.

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

- 13.1 Sections 561(1) and 562(1) to (5) (inclusive) of the Act do not apply to an allotment of equity securities made by the Company.
- 13.2 Unless otherwise agreed with the consent of the holders of an Investor Majority, Founder Consent (where required) and by special resolution passed in general meeting or as a written

resolution passed in accordance with Chapter 2 of Part 13 of the Act, 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 all existing holders of Equity Shares on the same terms and at the same price as those New Securities are being offered to other persons on a pro rata basis to the number of Equity Shares (as if the Equity Shares constituted one and the same class) held by those holders (as nearly as may be without involving fractions). The offer:

- (a) shall be in writing, give details of the number and subscription price of the New Securities and the period (being not less than 10 Business Days) within which the offer must be accepted; and
- (b) may stipulate that any holder of Equity Shares 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.

13.3 Any New Securities not accepted by the holders of Equity Shares pursuant to the offer made to them in accordance with Article 13.2 shall be used for satisfying any requests for Excess Securities made pursuant to Article 13.2 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 the applicants immediately prior to the offer made to holders of Equity Shares in accordance with Article 13.2 (as nearly as may be without involving fractions) and after that allotment, any New Securities remaining shall be offered to any other person as the Directors may determine at the same price and on the same terms as the offer to the holders of Equity Shares.

13.4 Subject to Articles 13.2 and 13.3 above and to the provisions of section 551 of the Act, any New Securities shall be at the disposal of the Board who may allot, grant options over or otherwise dispose of them to any persons at those times and generally on the terms and conditions they think proper.

13.5 The provisions of Articles 13.2 to 13.4 shall not apply to:

- (a) options to subscribe for Ordinary Shares and the issue of shares pursuant to the exercise of options granted under any Share Option Plan;
- (b) New Securities issued in consideration of the acquisition by the Company of any company or business which has been approved in writing by the Board (with Investor Director Consent including the L Catterton Investor Director and the WSC Investor Director); and

- (c) New Securities issued as a result of a Bonus Issue of shares which has been approved in writing by the Board (with Investor Director Consent including the L Catterton Investor Director and the WSC Investor Director).
- 13.6 Each of 5SV, Passion, WSC, LC and L Catterton may assign all or any portion of their rights under this Article 13 to their respective Permitted Transferees (whether or not they have transferred all or any of their Shares to those Permitted Transferees).
- 13.7 No shares shall be allotted to any Employee, Director, prospective employee or prospective director of the Company, who in the opinion of the Board is subject to taxation in the United Kingdom, unless such person has entered into a joint section 431 ITEPA election with the Company.
- 14. LIEN

The Company shall have a first and paramount lien on every share not fully paid for all and any indebtedness of any holder of it to the Company (whether a sole holder or one of two or more joint holders), whether or not that indebtedness or liability is in respect of the shares concerned and whether or not it is presently payable.
- 15. TRANSFERS OF SHARES – GENERAL
 - 15.1 In Articles 15 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.
 - 15.2 No Share may be transferred unless the transfer is made in accordance with these Articles.
 - 15.3 If a Shareholder transfers or purports to transfer a Share otherwise than in accordance with these Articles he will be deemed immediately to have served a Transfer Notice in respect of all Shares held by him.
 - 15.4 Any transfer of a Share by way of sale which is required to be made under Articles 17 to 21 (inclusive) will be deemed to include a warranty that the transferor sells with full title guarantee free from all Encumbrances.
 - 15.5 The Directors may refuse to register a transfer if:
 - (a) it is a transfer of a Share to a bankrupt, a minor or a person of unsound mind;
 - (b) the transfer is to an Employee, Director or prospective employee or prospective director of the Company, who in the opinion of the Board is subject to taxation in the United Kingdom, and such person has not entered into a joint section 431 ITEPA election with the Company;

- (c) it is a transfer of a Share which is not fully paid;
- (d) the transfer is not lodged at the registered office or at such other place as the Directors may appoint;
- (e) the transfer is not accompanied by the certificate for the Shares to which it relates (or an indemnity for lost certificate in a form acceptable to the Board) and such other evidence as the Directors may reasonably require to show the right of the transferor to make the transfer; or
- (f) these Articles otherwise provide that such transfer shall not be registered.

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.

15.6 The Directors may, as a condition to the registration of any transfer of Shares in the Company (whether pursuant to a Permitted Transfer or otherwise), require the transferee to execute and deliver to the Company a deed agreeing to be bound by the terms of any 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 15.6 the transfer may not be registered unless that deed has been executed and delivered to the Company's registered office by the transferee.

15.7 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 (acting with Investor Director Consent) may require any holder or the legal personal representatives of any deceased holder or any person named as transferee in any transfer lodged for registration or any other person who the Directors may reasonably believe to have information relevant to that purpose, to furnish to the Company such information and evidence which 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 writing of that fact and the following shall occur:

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

- (i) to vote (whether on a show of hands or on a poll and whether exercisable at a general meeting or on a written resolution of the Company or at any separate meeting or on a written resolution of the class in question); or
 - (ii) to receive dividends or other distributions otherwise attaching to those shares or to any further shares issued in respect of those shares; and
- (b) 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 (with Investor Director Consent) may require by notice in writing to that holder.

The rights referred to in (a) above may be reinstated by the Board and shall in any event be reinstated upon the completion of any transfer referred to in (b) above.

15.8 In any case where the Board requires a Transfer Notice to be given in respect of any Shares, if a Transfer Notice is not duly given within a period of 10 Business Days of demand being made, a Transfer Notice shall be deemed to have been given at the expiration of that period. If a Transfer Notice is required to be given by the Board or is deemed to have been given under these Articles, the Transfer Notice will be treated as having specified that:

- (a) the Transfer Price for the Sale Shares will be as agreed between the Board (with Investor Director Consent) (the votes of any director who is a Seller or with whom the Seller is connected (within the meaning of section 252 of the Act) being disregarded) and the Seller, or, failing agreement within five Business Days after the date of service of the Transfer Notice or the date on which the Board becomes aware that a Transfer Notice has been deemed to have been given, will be the Fair Value of the Sale Shares;
- (b) it does not include a Minimum Transfer Condition (as defined in Article 17.2(d)); and
- (c) the Seller wishes to transfer all of the Equity Shares held by it.

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

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

16. PERMITTED TRANSFERS

16.1 A Shareholder (who is not a Permitted Transferee) (the "Original Shareholder") may transfer all or any of his or its Shares to a Permitted Transferee without restriction as to price or otherwise.

- 16.2 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.
- 16.3 Shares previously transferred as permitted by Articles 16.1 or 16.2 may be transferred by the transferee to any other Permitted Transferee of the Original Shareholder without restriction as to price or otherwise.
- 16.4 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.
- 16.5 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 as the Original Shareholder (other than as part of a process leading to the dissolution or liquidation of 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 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 have given a Transfer Notice in respect of those shares.
- 16.6 Trustees may (i) transfer shares to a Qualifying Company or (ii) transfer shares to the Original Shareholder or to another Permitted Transferee of the Original Shareholder or (iii) transfer shares to the new or remaining trustees upon a change of Trustees without restrictions as to price or otherwise.
- 16.7 No transfer of shares may be made to Trustees unless the Board is satisfied:
- (a) with the terms of the trust instrument and in particular with the powers of the trustees;
 - (b) with the identity of the proposed trustees;
 - (c) the proposed transfer will not result in fifty per cent (50%) or more of the aggregate of the Company's equity share capital being held by trustees of that and any other trusts; and
 - (d) that no costs incurred in connection with the setting up or administration of the Family Trust in question are to be paid by the Company.

- 16.8 If a company to which a share has been transferred under Article 16.6 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 (and 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.
- 16.9 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 or she must, within 15 Business Days of so ceasing either:
- (a) execute and deliver to the Company a transfer of the shares held by him to the Original Shareholder (or to any Permitted Transferee of the Original Shareholder) for such consideration as may be agreed between them; or
 - (b) give a Transfer Notice to the Company in accordance with Article 17.2,
- failing which he or she shall be deemed to have given a Transfer Notice.
- 16.10 On the death (subject to Article 16.2), bankruptcy, liquidation, administration or administrative receivership of a Permitted Transferee (other than a joint holder) his personal representatives or trustee in bankruptcy, or its liquidator, administrator or administrative receiver must within five Business Days after the date of the grant of probate, the making of the bankruptcy order or the appointment of the liquidator, administrator or the administrative receiver execute and deliver to the Company a transfer of the shares held by the Permitted Transferee without restriction as to price or otherwise. The transfer shall be to the Original Shareholder if still living (and not bankrupt or in liquidation) or, if so directed by the Original Shareholder, to any Permitted Transferee of the Original Shareholder. If the transfer is not executed and delivered within five Business Days of such period or if the Original Shareholder has died or is bankrupt or is in liquidation, administration or administrative receivership, the personal representative or trustee in bankruptcy or liquidator, administrator or administrative receiver will be deemed to have given a Transfer Notice.
- 16.11 A transfer of any Shares approved by the Board (with Investor Director Consent including the L Catterton Investor Director) may be made without restriction as to price or otherwise and each such transfer shall be registered by the Directors.
- 16.12 Any shares may at any time be transferred where there is a sale of the entire issued share capital of the Company to a Holding Company, which has been approved by a majority of the Board (with Investor Director Consent including the L Catterton Investor Director and the WSC Investor Director).
17. TRANSFERS OF SHARES SUBJECT TO PRE-EMPTION RIGHTS
- 17.1 Save where the provisions of Articles 16, 20, 21 and 22 apply, any transfer of shares by a Shareholder shall be subject to the pre-emption rights contained in this Article 17.

17.2 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:

- (a) the number of Shares which he wishes to transfer (the "Sale Shares");
- (b) if he wishes to sell the Sale Shares to a third party, the name of the proposed transferee;
- (c) the price at which he wishes to transfer the Sale Shares (the "Transfer Price"); and
- (d) whether the Transfer Notice is conditional on all or a specific number of the Sale Shares being sold to Shareholders (a "Minimum Transfer Condition").

If no cash price is specified by the Seller, the Transfer Price must be agreed by the Board (with Investor Director Consent). In addition, if the price is not specified in cash, an equivalent cash value price must be agreed between the Seller and the Board (with Investor Director Consent). In both cases, the price will be the Fair Value of the Sale Shares if no price is agreed within 5 Business Days after the date of service of the Transfer Notice.

17.3 Except with the written consent of the Board (with Investor Director Consent), no Transfer Notice once given or deemed to have been given under these Articles may be withdrawn.

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

17.5 As soon as practicable following the later of:

- (a) receipt of a Transfer Notice;
- (b) agreement of the Transfer Price; and
- (c) in the case where the Transfer Price has not been agreed, the determination of the Transfer Price under Article 18,

the Board shall offer the Sale Shares for sale to the holders of Equity Shares in the manner set out in Article 17.6. Each offer must be in writing and give details of the number and Transfer Price of the Sale Shares offered.

17.6 Transfers: General Offer

- (a) The Board shall offer the Sale Shares to all holders of Equity Shares other than the Seller (the "Continuing Shareholders") inviting them to apply in writing within the period from the date of the offer to the date 15 Business Days after the offer (inclusive) (the "General Offer Period") for the maximum number of Sale Shares they wish to buy.

- (b) If the Sale Shares are subject to a Minimum Transfer Condition then any allocation made under this Article 17.6 will be conditional on the fulfilment of the Minimum Transfer Condition.
- (c) If, at the end of the General Offer Period, the number of Sale Shares applied for is equal to or exceeds the number of Sale Shares, the Board shall allocate the Sale Shares to each Continuing Shareholder who has applied for Sale Shares in the proportion (fractional entitlements being rounded to the nearest whole number) which his existing holding of Equity Shares bears to the total number of Equity Shares held by all Continuing Shareholders who have applied for Sale Shares but no allocation shall be made to a Shareholder of more than the maximum number of Sale Shares which he has stated he is willing to buy.
- (d) If not all Sale Shares are allocated in accordance with Article 17.6(c) but there are applications for Sale Shares that have not been satisfied, those Sale Shares that have not yet been allocated shall be allocated to the relevant applicant(s) in accordance with the procedure set out in Article 17.6(c), which procedure shall be repeated until all Sale Shares have been allocated.
- (e) If, at the end of the General Offer Period, the number of Sale Shares applied for is less than the number of Sale Shares, the Board shall allocate the Sale Shares to the Continuing Shareholders in accordance with their applications and the balance (the "Surplus Shares") will, subject to Article 17.7(a), be dealt with in accordance with Article 17.7(e).

17.7 Completion of transfer of Sale Shares

- (a) If the Transfer Notice includes a Minimum Transfer Condition and the total number of Sale Shares applied for by Continuing Shareholders is less than the Minimum Transfer Condition:
 - (i) the Board shall notify the Seller and all those to whom Sale Shares have been conditionally allocated under Article 17.6 stating the condition has not been met and that the relevant Transfer Notice has lapsed with immediate effect; and
 - (ii) subject to Article 17.7(f), the Seller may, within eight weeks after such notification, transfer the Sale Shares to any person at a price at least equal to the Transfer Price provided that the sale of the Sale Shares shall continue to be subject to any Minimum Transfer Condition.
- (b) If the Transfer Notice:
 - (i) does not include a Minimum Transfer Condition; or

- (ii) does include a Minimum Transfer Condition and the number of Sale Shares applied for is equal to or greater than the Minimum Transfer Condition,

the Board shall, at the end of the General Offer Period, give written notice of allocation (an "Allocation Notice") to the Seller and each Shareholder to whom Sale Shares have been allocated (an "Applicant") specifying the number of Sale Shares allocated to each Applicant and the place and time (being not less than 10 Business Days nor more than 20 Business Days after the date of the Allocation Notice) for completion of the transfer of the Sale Shares.

- (c) 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.

- (d) If the Seller fails to comply with the provisions of Article 17.7(c):

- (i) the chairman of the Company or, failing him, one of the directors, or some other person nominated by a resolution of the Board, may on behalf of the Seller:

- (A) complete, execute and deliver in his name all documents necessary to give effect to the transfer of the relevant Sale Shares to the Applicants;
- (B) receive the Transfer Price and give a good discharge for it; and
- (C) (subject to the transfer being duly stamped) enter the Applicants in the register of Shareholders as the holders of the shares purchased by them; and

- (ii) the Company shall pay the Transfer Price into a separate bank account in the Company's name on trust (but without interest) 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).

- (e) If an Allocation Notice does not relate to all the Sale Shares then, subject to Article 17.7(f), the Seller may, within eight weeks after service of the Allocation Notice, transfer the Surplus Shares to any person at a price at least equal to the Transfer Price provided that the sale of the Surplus Shares shall continue to be subject to any Minimum Transfer Condition.

- (f) The right of the Seller to transfer shares under Article 17.7(a) and Article 17.7(e) does not apply if:

- (i) the transferee is a person (or a nominee for a person or an Associate of a person) engaged in a pet food or pet treats business or who the Board

otherwise determines in their absolute discretion is a competitor with (or an Associate of a competitor with) the business of the Company or with a Subsidiary Undertaking of the Company;

- (ii) the Board is of the opinion on reasonable grounds that the sale of the Sale Shares is not bona fide or the price is subject to a deduction, rebate or allowance to the transferee;
- (iii) the Seller has failed or refused to provide promptly information available to it or him and reasonably requested by the Board for the purpose of enabling it to form the opinion mentioned above; or
- (iv) the Seller does not provide L Catterton with all information that it reasonably requires in order to comply with its obligations (or the obligations of the Fund Manager of the Investment Fund that owns L Catterton) under applicable anti-money laundering laws or other applicable laws or regulations with respect to the identity of the proposed transferee and its ultimate beneficial owners (if any).

17.8 Waiver or amendment of restrictions

The restrictions imposed by this Article 17 may not be waived in relation to any proposed transfer of shares nor amended, except with the consent of the Board (including Investor Majority Consent), and the consent of the Shareholders who together hold seventy-five per cent (75%) or more of the Equity Shares and who, but for the waiver or amendment, would have been entitled to have the Sale Shares offered to them in accordance with this Article 17.

17.9 Each of 5SV, Passion, WSC, LC and L Catterton may assign all or any portion of their rights under this Article 17 to their respective Permitted Transferees (whether or not they have transferred all or any of their Shares to those Permitted Transferees).

18. VALUATION OF SHARES

18.1 If no Transfer Price can be agreed between the Seller and the Board in accordance with the provisions of Articles 15.8 or 17.2 then, on the date of failure to reach agreement (within the time limits set out in Articles 15.8(a) or 17.2, the Board shall either:

- (a) appoint an expert valuer in accordance with Article 18.2 (the "Expert Valuer") to certify the Fair Value of the Sale Shares; or
- (b) (if the Fair Value of any Sale Shares has been certified by an Expert Valuer within the preceding 12 weeks) specify that the Fair Value of the Sale Shares will be calculated by dividing any Fair Value so certified by the number of Sale Shares to which it related and multiplying such Fair Value by the number of Sale Shares the subject of the Transfer Notice.

- 18.2 The Expert Valuer will be either (as determined by the Board):
- (a) the Auditors; or
 - (b) an independent firm of Chartered Accountants to be agreed between the Board (including Investor Director Consent) and the Seller or, failing agreement within 10 Business Days after the date of service of the Transfer Notice or the date on which the Board becomes aware that a Transfer Notice has been deemed to have been given, to be nominated by the then President of the Institute of Chartered Accountants in England and Wales on the application of the Company (acting by any Director) or the Seller.
- 18.3 The "Fair Value" of the Sale Shares shall be determined by the Expert Valuer on the following assumptions and bases:
- (a) valuing the Sale Shares as on an arm's-length sale between a willing seller and a willing buyer;
 - (b) if the Company is then carrying on business as a going concern, on the assumption that it will continue to do so;
 - (c) that the Sale Shares are capable of being transferred without restriction;
 - (d) valuing the Sale Shares as a rateable proportion of the total value of all the issued Shares without any premium or discount being attributable to the percentage of the issued share capital of the Company which they represent; and
 - (e) reflecting any other factors which the Expert Valuer reasonably believes should be taken into account.
- 18.4 If any difficulty arises in applying any of these assumptions or bases then the Expert Valuer shall resolve that difficulty in whatever manner it shall in its absolute discretion think fit.
- 18.5 The Expert Valuer shall be requested to determine the Fair Value within 20 Business Days of its appointment and to notify the Board of its determination.
- 18.6 The Expert Valuer shall act as expert and not as arbitrator and its determination shall be final and binding on the parties (in the absence of fraud or manifest error).
- 18.7 The Board will give the Expert Valuer access to all accounting records or other relevant documents of the Company subject to it agreeing such confidentiality provisions as the Board may reasonably impose.
- 18.8 The Expert Valuer shall deliver its certificate to the Company. As soon as the Company receives the certificate it shall deliver a copy of it to the Seller. Unless the shares are to be

sold under a Transfer Notice which is deemed to have been served, the Seller may by notice in writing to the Company within five Business Days of the service on him of the copy certificate, cancel the Company's authority to sell the Sale Shares.

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

- (a) the Seller cancels the Company's authority to sell the Sale Shares; or
- (b) the sale is pursuant to a Transfer Notice which is deemed to have been served, and the Fair Value certified by the Expert Valuer is less than the price (if any) offered by the directors to the Seller for the Sale Share before Expert Valuer was instructed,

in which case the Seller shall bear the cost.

19. COMPULSORY TRANSFERS – GENERAL

19.1 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.

19.2 If a share remains registered in the name of a deceased Shareholder for longer than one year after the date of his death the Directors may require the legal personal representatives of that deceased Shareholder either:

- (a) to effect a Permitted Transfer of such shares (including for this purpose an election to be registered in respect of the Permitted Transfer); or
- (b) to show to the satisfaction of the Directors that a Permitted Transfer will be effected before or promptly upon the completion of the administration of the estate of the deceased Shareholder.

If either requirement in this Article 19.2 shall not be fulfilled to the satisfaction of the Directors, a Transfer Notice shall be deemed to have been given in respect of each such share save to the extent that the Board may otherwise determine.

19.3 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 (other than as part of a bona fide restructuring or reorganisation), the relevant Shareholder shall be deemed to have given a Transfer Notice in respect of all the shares held by the relevant Shareholder save to the extent that, and at a time, the Directors may determine.

19.4 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 or, if that Shareholder is a nominee of another company, a change of control of that other company, it shall be bound at any time, if and when required in writing by the Directors to do so, to give a Transfer Notice in respect of all the shares registered

in its name, save that in the case of a Shareholder which is a Permitted Transferee, it shall first be permitted to transfer those shares back to the Original Shareholder from whom it received its shares or to any other Permitted Transferee of that Original Shareholder (provided, in either case, that there has not also been a change of control of that Original Shareholder or other Permitted Transferee) before being required to serve a Transfer Notice. This Article 19.4 shall not apply to a member that is an Investor which has a right to appoint an Investor Director.

20. MANDATORY OFFER ON CHANGE OF CONTROL

- 20.1 Except in the case of Permitted Transfers and transfers pursuant to Article 19, after going through the pre-emption procedure in Article 17, the provisions of Article 20.2 will apply if one or more Shareholders ("Proposed Sellers") propose to transfer in one or a series of related transactions any Equity Shares (the "Proposed Transfer") which would, if put into effect, result in any Proposed Purchaser (and Associates of the Proposed Purchaser or persons Acting in Concert with the Proposed Purchaser) acquiring a Controlling Interest in the Company.
- 20.2 A Proposed Seller must, before making a Proposed Transfer, procure the making by the Proposed Purchaser of an offer (the "Offer") to all other holders of Equity Shares to acquire all of the Equity Shares for a consideration per share in cash the value of which is at least equal to the Specified Price (as defined in Article 20.7).
- 20.3 The Offer must be given by written notice (a "Proposed Sale Notice") at least 10 Business Days (the "Offer Period") prior to the proposed sale date ("Proposed Sale Date"). The Proposed Sale Notice must set out, to the extent not described in any accompanying documents, the identity of the Proposed Purchaser, the purchase price and other terms and conditions of payment, the Proposed Sale Date and the number of shares proposed to be purchased by the Proposed Purchaser from the Proposed Sellers (the "Proposed Sale Shares").
- 20.4 If any other holder of Equity Shares is not given the rights accorded him by this Article, the Proposed Sellers will not be entitled to complete their sale and the Company and the Directors will not register any transfer intended to carry that sale into effect.
- 20.5 If the Offer is accepted by any Shareholder (an "Accepting Shareholder") within the Offer Period, the completion of the Proposed Transfer will be conditional on the completion of the purchase of all the shares held by Accepting Shareholders.
- 20.6 The Proposed Transfer is subject to the pre-emption provisions of Article 17 but the purchase of the Accepting Shareholders' shares shall not be subject to Article 17.
- 20.7 For the purpose of this Article:
- (a) the expression "Specified Price" shall mean in respect of each share a sum in cash equal to the highest price per share offered or paid by the Proposed Purchaser:

- (i) in the Proposed Transfer; or
- (ii) in any related or previous transaction by the Proposed Purchaser or any Associate of the Proposed Purchaser or any person Acting in Concert with the Proposed Purchaser in the 12 months preceding the date of the Proposed Transfer,

plus an amount equal to the Relevant Sum, as defined in Article 20.7(b), of any other consideration (in cash or otherwise) paid or payable by the Proposed Purchaser or any other person Acting in Concert with the Proposed Purchaser, which having regard to the substance of the transaction as a whole, can reasonably be regarded as an addition to the price paid or payable for the shares (the "Supplemental Consideration"), provided however that in the case of the Equity Shares held by the Investors, the Specified Price shall not be less per share than the Relevant Amount;

(b) $\text{Relevant Sum} = C \div A$

where:

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

C = the Supplemental Consideration.

21. CO-SALE RIGHT

21.1 No transfer (other than a Permitted Transfer) of any Ordinary Shares may be made or validly registered unless the relevant Shareholder (a "Relevant Shareholder") shall have observed the following procedures of this Article, unless an Investor Majority has determined (in writing) that this Article 21 shall not apply to such transfer.

21.2 After the Relevant Shareholder has gone through the pre-emption process set out in Article 17, the Relevant Shareholder shall give to each Shareholder who has not taken up his pre-emptive rights under Article 17 in connection with such proposed transfer (each an "Equity Holder") not less than 15 Business Days' notice in advance of the proposed sale (a "Co-Sale Notice"). The Co-Sale Notice shall specify:

- (a) the identity of the proposed purchaser (the "Buyer");
- (b) the price per share which the Buyer is proposing to pay;
- (c) the manner in which the consideration is to be paid;
- (d) the number of Ordinary Shares which the Relevant Shareholder proposes to sell; and
- (e) the address where the counter-notice should be sent.

- 21.3 Any Equity Holder shall be entitled within five Business Days after receipt of the Co-Sale Notice, to notify the Relevant Shareholder that it wishes to sell a certain number of Equity Shares held by it at the proposed sale price, by sending a counter-notice which shall specify the number of Equity Shares which the Equity Holder wishes to sell. The maximum number of shares which any 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 held by the Equity Holders and the Selling Shareholder;

Z is the number of Ordinary Shares the Relevant Shareholder proposes to sell.

- 21.4 If any Equity Holder does not send a counter-notice within such five Business Day period such Equity Holder shall be deemed to have specified that it wishes to sell no shares.

- 21.5 Following the expiry of five Business Days from the date the Equity Holders receive the Co-Sale Notice, the Relevant Shareholder 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 the 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 shares they have respectively indicated they wish to sell on terms no less favourable than those obtained by the Relevant Shareholder from the Buyer.

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

- 21.7 Sales by Equity Holders made in accordance with this Article 21 shall not be subject to Article 17.

22. DRAG-ALONG

- 22.1 If at any time:

- (a) the holders of more than fifty per cent (50%) of the issued Equity Shares (excluding any Shares which have had their voting rights suspended pursuant to these Articles) with Investor Majority Consent and (where required) Founder Consent (the "Relevant Shareholders"), wish to transfer all their interest in Shares; or
- (b) on or after the date falling 48 months after the Date of Adoption, a Relevant Offer has been made which L Catterton wishes to accept in respect of its Shares,

(in each case the Relevant Shareholders or L Catterton hereinafter referred to as the "Selling Shareholders" and the interest in their Shares they respectively wish to transfer pursuant to (a) or (b) above hereinafter referred to as the "Sellers' Shares") to a Proposed Purchaser, then the Selling Shareholders shall have the option (the "Drag Along Option"), subject in the case of Article 22.1(a) to the approval of the Board, to require all the other holders of Shares (the "Called Shareholders") to sell and transfer all their Shares to the Proposed Purchaser or as the Proposed Purchaser shall direct (the "Drag Purchaser") in accordance with the provisions of this Article.

22.2 The Selling Shareholders may exercise the Drag Along Option by giving a written notice to that effect (a "Drag Along Notice") to the Company which the Company shall forthwith copy to the Called Shareholders at any time before the transfer of the Sellers' Shares to the Drag Purchaser. A Drag Along Notice shall specify that:

- (a) the Called Shareholders are required to transfer all their Shares (the "Called Shares") under this Article;
- (b) the person to whom they are to be transferred;
- (c) the consideration for which the Called Shares are to be transferred (calculated in accordance with this Article);
- (d) the proposed date of transfer; and
- (e) the form of any sale agreement or form of acceptance or any other document of similar effect that the Called Shareholders are required to sign in connection with such sale (the "Sale Agreement").

No Drag Along Notice or Sale Agreement may require a Called Shareholder to agree to any terms except those specifically provided for in this Article.

22.3 Drag Along Notices shall be irrevocable but will lapse if for any reason there is not a sale of the Sellers' Shares by the Selling Shareholders to the Drag Purchaser within 40 Business Days after the date of service of the Drag Along Notice. The Selling Shareholders shall be entitled to serve further Drag Along Notices following the lapse of any particular Drag Along Notice.

22.4 The consideration (in cash or otherwise) for which the Called Shareholders shall be obliged to sell each of the Called Shares shall be that to which they would be entitled if the total consideration proposed to be paid by the Drag Purchaser were distributed to the holders of the Called Shares and the Sellers' Shares in accordance with the provisions of Article 7.1 (the "Drag Consideration").

22.5 In respect of a transaction that is the subject of a Drag Along Notice and with respect to any Drag Document, a Called Shareholder shall be obliged to undertake to transfer his Shares with

full title guarantee free from all Encumbrances (and provide an indemnity for lost certificate in a form acceptable to the Board if so necessary) and shall be obliged to give:

- (a) (in the case of the Founders only, for so long as they are Employees) customary business warranties; and
- (b) (in the case of all Called Shareholders) warranties that:
 - (i) that Called Shareholder has the requisite capacity to enter into each Drag Document;
 - (ii) if that Called Shareholder is not an individual, the person or persons executing each Drag Document on behalf of that Called Shareholder has or have the due authority to do so and all necessary board, shareholder and other resolutions have been passed to enable the Called Shareholder to execute each Drag Document; and
 - (iii) that Called Shareholder is the sole legal and beneficial owner of the Shares held by such Called Shareholder,

but shall not be required to give any other warranties, indemnities, undertakings, covenants or obligations of any other kind whatsoever.

22.6 Within five Business Days of the Company copying the Drag Along Notice to the Called Shareholders (or such later date as may be specified in the Drag Along Notice) (the "Drag Completion Date"), each Called Shareholder shall deliver:

- (a) duly executed stock transfer form(s) for its Shares in favour of the Drag Purchaser;
- (b) the relevant share certificate(s) in respect of the Called Shares (or a duly executed indemnity for lost certificate in a form acceptable to the Board) to the Company; and
- (c) a duly executed Sale Agreement, if applicable, in the form specified in the Drag Along Notice or as otherwise specified by the Company,

(together the "Drag Documents").

22.7 On the Drag Completion Date the Company shall pay each Called Shareholder, on behalf of the Drag Purchaser, the Drag Consideration that is due to the extent the Drag Purchaser has paid such consideration to the Company. The Company's receipt of the Drag Consideration shall be a good discharge to the Drag Purchaser. The Company shall hold the Drag Consideration in trust for each of the Called Shareholders without any obligation to pay interest.

- 22.8 To the extent that the Drag Purchaser has not, on the Drag Completion Date, paid the Drag Consideration that is due to the Company, the Called Shareholders shall be entitled to the immediate return of the Drag Documents for the relevant Called Shares and the Called Shareholders shall have no further rights or obligations under this Article 22 in respect of their Called Shares (but without prejudice to any further Drag Along Notices which may be served).
- 22.9 If a Called Shareholder fails to deliver the Drag Documents for its Called Shares to the Company by the Drag Completion Date, the Company and each Director shall be constituted the agent of such defaulting Called Shareholder to take such actions and enter into any Drag Document or such other agreements or documents as are necessary to effect the transfer of the Called Shareholder's Called Shares pursuant to this Article 22 and the Directors shall, if requested by the Drag Purchaser, authorise any Director to transfer the Called Shareholder's Shares on the Called Shareholder's behalf to the Drag Purchaser (or its nominee(s)) to the extent the Drag Purchaser has, by the Drag Completion Date, paid the Drag Consideration to the Company for the Called Shareholder's Called Shares. 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 for his Called Shares (or provide a suitable indemnity) to the Company. On surrender, he shall be entitled to the Drag Consideration due to him.
- 22.10 Any transfer of Called Shares to a Drag Purchaser (or as they may direct) pursuant to a sale in respect of which a Drag Along Notice has been duly served shall not be subject to the provisions of Article 17.
- 22.11 If any new shares ("New Shares") are issued to any person, following the issue of a Drag Along Notice, pursuant to the exercise of a pre-existing option or warrant to acquire shares in the Company or pursuant to the conversion of any convertible security of the Company (a "New Shareholder"), a Drag Along Notice shall be deemed to have been served on the New Shareholder in respect of the New Shares immediately upon the issue of those New Shares on the same terms as the previous Drag Along Notice and the New Shareholder shall then be bound to sell and transfer all such New Shares to the Drag Purchaser or as the Drag Purchaser may direct and the provisions of this Article 22 shall apply with the necessary changes to the New Shareholder except that completion of the sale of the New Shares shall take place immediately on the Drag Along Notice being deemed served on the New Shareholder.

Asset Sale

- 22.12 In the event that an Asset Sale is approved by the Board and the holders of more than fifty per cent (50%) of the issued Equity Shares (excluding any Shares which have had their voting rights suspended pursuant to these Articles) with Investor Majority Consent and (where required) Founder Consent, such consenting Shareholders shall have the right, by notice in writing to all other Shareholders, to require such Shareholders to take any and all such actions as it may be necessary for Shareholders to take in order to give effect to or otherwise

implement such Asset Sale, subject always to the proceeds from such Asset Sale being distributed to Shareholders in accordance with the provisions of Articles 6 and 7.3.

23. GENERAL MEETINGS

- 23.1 If the Directors are required by the Shareholders under section 303 of the Act to call a general meeting, the Directors shall convene the meeting for a date not later than 28 days after the date on which the Directors became subject to the requirement under section 303 of the Act.
- 23.2 The provisions of section 318 of the Act shall apply to the Company, save that if a quorum is not present at any meeting adjourned for the reason referred to in Model Article 41 of the Model Articles, then, provided that the Qualifying Person present holds or represents the holder of at least 50 per cent in nominal value of the 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.
- 23.3 If any two or more Shareholders (or Qualifying Persons representing two or more Shareholders) attend the meeting in different locations, the meeting shall be treated as being held at the location specified in the notice of the meeting, save that if no one is present at that location so specified, the meeting shall be deemed to take place where the largest number of Qualifying Persons is assembled or, if no such group can be identified, at the location of the chairman.
- 23.4 If a demand for a poll is withdrawn under Model Article 44(3) of the Model Articles, the demand shall not be taken to have invalidated the result of a show of hands declared before the demand was made and the meeting shall continue as if the demand had not been made.
- 23.5 Polls must be taken in such manner as the chairman directs. A poll demanded on the election of a chairman or on a question of adjournment must be held immediately. A poll demanded on any other question must be held either immediately or at such time and place as the chairman directs not being more than 14 days after the poll is demanded. The demand for a poll shall not prevent the continuance of a meeting for the transaction of any business other than the question on which the poll was demanded.
- 23.6 No notice need be given of a poll not held immediately if the time and place at which it is to be taken are announced at the meeting at which it is demanded. In any other case at least seven clear days' notice shall be given specifying the time and place at which the poll is to be taken.
- 23.7 If the poll is to be held more than 48 hours after it was demanded the Shareholders shall be entitled to deliver proxy notices in respect of the poll at any time up to 24 hours before the time appointed for taking that poll. In calculating that period, no account shall be taken of any part of a day that is not a working day.

24. PROXIES

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

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

25. NUMBER AND APPOINTMENT OF DIRECTORS

- 25.1 Unless and until the Company in general meeting or by written resolution of the members shall otherwise determine, in either case with Investor Majority Consent, the number of Directors shall not be less than two and shall not exceed seven.
- 25.2 For so long as L Catterton (together with its Permitted Transferee(s) (where applicable)) holds at least seven and a half per cent (7.5%) of the issued share capital of the Company from time to time, L Catterton shall be entitled to nominate one person to act as a Director of the Company by notice in writing addressed to the Company from time to time and the other Shareholders shall not vote their shares so as to remove that Director (the "L Catterton Investor Director") from office. L Catterton shall be entitled to remove their nominated Director so appointed at any time by notice in writing to the Company served at its registered office and appoint another person to act in his place being either (i) Jean-Philippe Barade (the "L

Catterton Partner"); or (ii) such other person (not being the L Catterton Partner) as L Catterton shall appoint.

- 25.3 For so long as 5SV (together with its Permitted Transferee(s) (where applicable)) holds more than seven and a half per cent (7.5%) of the issued share capital of the Company from time to time, 5SV shall be entitled to nominate one person to act as a Director of the Company by notice in writing addressed to the Company from time to time and the other Shareholders shall not vote their shares so as to remove that Director (the "5SV Investor Director") from office. 5SV shall be entitled to remove their nominated Director so appointed at any time by notice in writing to the Company served at its registered office and appoint another person to act in his place being either (i) Ivan Farneti (the "5SV Partner"), or (ii) such other person (not being the 5SV Partner) as 5SV shall appoint, provided that the consent of the Founders shall be required to any such appointee, such consent not to be unreasonably withheld.
- 25.4 The Investor Directors (other than any Passion Investor Director) and Founder Directors, acting unanimously, shall be entitled to appoint one person to act as a Director of the Company from time to time and the Shareholders shall not vote their shares so as to remove that Director (the "Passion Investor Director") from office. The Investor Directors (other than any Passion Investor Director) and Founders Directors, acting unanimously, may remove the Passion Investor Director so appointed at any time and appoint another person to act in his place. The Passion Investor Director as at the date of this agreement is Eileen Burbidge.
- 25.5 For so long as WSC (together with its Permitted Transferee(s) (where applicable)) holds more than seven and a half per cent (7.5%) of the issued share capital of the Company from time to time, WSC shall be entitled to nominate one person to act as a Director of the Company by notice in writing addressed to the Company from time to time and the other Shareholders shall not vote their shares so as to remove that Director (the "WSC Investor Director") from office. WSC shall be entitled to remove their nominated Director so appointed at any time by notice in writing to the Company served at its registered office and appoint another person to act in his place, being either (i) Eric Martineau-Fortin (the "WSC Partner"); or (ii) such other person (not being the WSC Partner) as WSC shall appoint, provided that the consent of the Founders shall be required to any such appointee, such consent not to be unreasonably withheld.
- 25.6 For so long as the Founders together hold more than five per cent (5%) of the issued share capital of the Company from time to time, each Founder who is at that time a full-time employee of the Company or who the Board has determined shall be engaged as a consultant to the Company, shall have the right to be appointed and maintained in office as a Director of the Company (and as a member of each and any committee of the Board) (each a "Founder Director" and together the "Founder Directors").
- 25.7 The Investor Directors and Founder Directors, acting unanimously, shall be entitled to appoint one independent person to act as a non-executive Director of the Company from time to time and the Shareholders shall not vote their shares so as to remove that Director (the "Independent Director") from office. The Investor Directors and Founders Directors, acting

unanimously, may remove the Independent Director so appointed at any time and appoint another person to act in his place. The Independent Director as at the date of this agreement is Richard Flint. The Independent Director shall have a four (4) year term of office from the date of his appointment (or reappointment) and shall then be eligible for reappointment in accordance with this Article.

- 25.8 An appointment or removal of a Director under Articles 25.2 to 25.6 will take effect at and from the time when the written notice is received at the registered office of the Company or produced to a meeting of the directors of the Company.
- 25.9 The Directors shall be entitled at their request to be appointed to any committee of the Board established from time to time and to the board of directors of any other Group Company.
- 25.10 Any reference to the acceptance, approval, agreement or consent of an Investor Director or words having similar effect shall be deemed to be a reference to his acceptance, approval, agreement or consent in writing or to his vote in favour of a resolution in respect of the matter concerned at a duly convened and quorate meeting of the Board, such vote being recorded in minutes of the meeting of the Board which are subsequently approved in writing by the Investor Director concerned.
- 25.11 Any Director may appoint as an alternate any other Director, or (in the case of a Director other than an Investor Director) any other person approved by an Investor Director, or (in the case of an Investor Director) any other person, to exercise that Director's powers and carry out that Director's responsibilities in relation to the taking of decisions by the Directors, in the absence of the appointing Director. Any appointment or removal of an alternate must be effected by notice in writing to the Company signed by the appointing Director, or in any other manner approved by the Directors.
- 25.12 The directorship of any Founder who ceases to be an Employee by reason of being a Bad Leaver shall terminate immediately, and such Founder shall not be reappointed to the Board at any time without Investor Director Consent.

26. DISQUALIFICATION OF DIRECTORS

In addition to that provided in Model Article 18 of the Model Articles, the office of a Director shall also be vacated if he is convicted of a criminal offence (other than a minor motoring offence) and the Directors resolve that his office be vacated.

27. PROCEEDINGS OF DIRECTORS

- 27.1 The quorum for Directors' meetings shall require the attendance of a majority of the appointed Director(s) who must include in all circumstances at least one Founder Director and at least three Investor Directors (one of whom must be the L Catterton Investor Director) (in each case, if appointed) (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 Director and any other

interested Director shall not be included in the quorum required for the purpose of such authorisation but shall otherwise be included for the purpose of forming the quorum at the meeting). If such a quorum is not present within half an hour from the time appointed for the meeting, or if during a meeting such quorum ceases to be present, the meeting shall stand adjourned to the same day in the next week at the same time and place or at such time and place as determined by the Directors present at such meeting. If a quorum is not present at any such adjourned meeting within half an hour from the time appointed, then the meeting shall proceed (but without prejudice to any matters requiring Investor Majority Consent, Investor Director Consent, Investor Director Consent including the L Catterton Investor Director, or Founder Consent).

- 27.2 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.
- 27.3 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.
- 27.4 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 but without prejudice to any matters requiring Investor Majority Consent, Investor Director Consent, Investor Director Consent including the L Catterton Investor Director, or Founder Consent), 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.
- 27.5 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.
- 27.6 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 Model Article 7(1) of the Model Articles to Model Article 8 of the Model Articles shall be deemed to include a reference to this Article also.

28. DIRECTORS' INTERESTS

Specific interests of a Director

28.1 Subject to the provisions of the Act and provided (if these Articles so require) that he has declared to the Directors in accordance with the provisions of these Articles, the nature and extent of his interest, a Director may (save as to the extent not permitted by law from time to time), notwithstanding his office, have an interest of the following kind:

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

Interests of an Investor Director

28.2 In addition to the provisions of Article 28.1, subject to the provisions of the Act and provided (if these Articles so require) that he has declared to the Directors in accordance with the provisions of these Articles, the nature and extent of his interest, where a Director is an Investor

Director he may (save as to the extent not permitted by law from time to time), notwithstanding his office, have an interest arising from any duty he may owe to, or interest he may have as an employee, director, trustee, member, partner, officer or representative of, or a consultant to, or direct or indirect investor (including without limitation by virtue of a carried interest, remuneration or incentive arrangements or the holding of securities) in:

- (a) his appointing Investor;
- (b) a Fund Manager which manages or advises or manages such Investor;
- (c) any of the funds advised or managed by a Fund Manager who advises or manages such Investor from time to time; or
- (d) another body corporate or firm in which a Fund Manager who advises or manages such Investor or any fund managed or advised by such Fund Manager has directly or indirectly invested, including without limitation any portfolio companies.

Interests of which a Director is not aware

- 28.3 For the purposes of this Article 28, 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

- 28.4 In any situation permitted by this Article 28 (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

- 28.5 Subject to Article 28.6, any authority given in accordance with section 175(5)(a) of the Act in respect of a Director ("Interested Director") who has proposed that the Directors authorise his interest ("Relevant Interest") pursuant to that section may, for the avoidance of doubt:

- (a) be given on such terms and subject to such conditions or limitations as may be imposed by the authorising Directors as they see fit from time to time, including, without limitation:
 - (i) restricting the Interested Director from voting on any resolution put to a meeting of the Directors or of a committee of the Directors in relation to the Relevant Interest;

- (ii) restricting the Interested Director from being counted in the quorum at a meeting of the Directors or of a committee of the Directors where such Relevant Interest is to be discussed; or
 - (iii) restricting the application of the provisions in Articles 28.7 and 28.8, so far as is permitted by law, in respect of such Interested Director;
- (b) be withdrawn, or varied at any time by the Directors entitled to authorise the Relevant Situation as they see fit from time to time; and

subject to Article 28.6 an Interested Director must act in accordance with any such terms, conditions or limitations imposed by the authorising Directors pursuant to section 175(5)(a) of the Act and this Article 28.

Terms and conditions of Board authorisation for an Investor Director

- 28.6 Notwithstanding the other provisions of this Article 28, 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 28.8.

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

- 28.7 Subject to Article 28.8 (and without prejudice to any equitable principle or rule of law which may excuse or release the Director from disclosing information, in circumstances where disclosure may otherwise be required under this Article 28), if a Director, otherwise than by virtue of his position as director, receives information in respect of which he owes a duty of confidentiality to a person other than the Company, he shall not be required:
- (a) to disclose such information to the Company or to any Director, or to any officer or employee of the Company; or
 - (b) otherwise to use or apply such confidential information for the purpose of or in connection with the performance of his duties as a Director.
- 28.8 Where such duty of confidentiality arises out of a situation in which a Director has, or can have, a direct or indirect interest that conflicts, or possibly may conflict, with the interests of the Company, Article 28.7 shall apply only if the conflict arises out of a matter which falls within Article 28.1 or Article 28.2 or has been authorised under section 175(5)(a) of the Act.

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

- 28.9 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:
- (a) absenting himself from any discussions, whether in meetings of the Directors or otherwise, at which the relevant situation or matter falls to be considered; and
 - (b) excluding himself from documents or information made available to the Directors generally in relation to such situation or matter and/or arranging for such documents or information to be reviewed by a professional adviser to ascertain the extent to which it might be appropriate for him to have access to such documents or information.

Requirement of a Director to declare an interest

- 28.10 Subject to section 182 of the Act, a Director shall declare the nature and extent of any interest permitted by Article 28.1 or Article 28.2 at a meeting of the Directors, or by general notice in accordance with section 184 (notice in writing) or section 185 (general notice) of the Act or in such other manner as the Directors may determine, except that no declaration of interest shall be required by a Director in relation to an interest:
- (a) falling under Article 28.1(g);
 - (b) if, or to the extent that, the other Directors are already aware of such interest (and for this purpose the other Directors are treated as aware of anything of which they ought reasonably to be aware); or
 - (c) if, or to the extent that, it concerns the terms of his service contract (as defined by section 227 of the Act) that have been or are to be considered by a meeting of the Directors, or by a committee of Directors appointed for the purpose under these Articles.

Shareholder approval

- 28.11 Subject to section 239 of the Act, the Company may by ordinary resolution ratify any contract, transaction or arrangement, or other proposal, not properly authorised by reason of a contravention of any provisions of this Article 28.
- 28.12 For the purposes of this Article 28:
- (a) a conflict of interest includes a conflict of interest and duty and a conflict of duties;

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

29. NOTICES

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

- (a) in hard copy form; or
- (b) in electronic form,

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

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 29.

Notices in hard copy form

29.2 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):

- (a) to the Company or any other company at its registered office; or
- (b) to the address notified to or by the Company for that purpose; or
- (c) in the case of an intended recipient who is a member or his legal personal representative or trustee in bankruptcy, to such member's address as shown in the Company's register of members; or
- (d) in the case of an intended recipient who is a Director or alternate, to his address as shown in the register of Directors; or
- (e) to any other address to which any provision of the Companies Acts (as defined in the Act) authorises the document or information to be sent or supplied; or
- (f) where the Company is the sender, if the Company is unable to obtain an address falling within one of the addresses referred to in (a) to (e) above, to the intended recipient's last address known to the Company.

29.3 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:

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

Notices in electronic form

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

- (a) if sent by fax or email (provided that a fax number or an address for email has been notified to or by the Company for that purpose), be sent by the relevant form of communication to that address;
- (b) if delivered or sent by first class post (airmail if overseas) in an electronic form (such as sending a disk by post), be so delivered or sent as if in hard copy form under Article 29.2; or
- (c) be sent by such other electronic means (as defined in section 1168 of the Act) and to such address(es) as the Company may specify (i) on its website from time to time; or (ii) by notice (in hard copy or electronic form) to all members of the Company from time to time.

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

- (a) if sent by facsimile or email (where a fax number or an address for email has been notified to or by the Company for that purpose), on receipt or 48 hours after the time it was sent, whichever occurs first;
- (b) if posted in an electronic form, on receipt or 48 hours after the time it was posted, whichever occurs first;
- (c) if delivered in an electronic form, at the time of delivery; and
- (d) if sent by any other electronic means as referred to in Article 29.5(c), at the time such delivery is deemed to occur under the Act.

29.6 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.

General

29.7 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.

29.8 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).

30. INDEMNITIES AND INSURANCE

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

(a) without prejudice to any indemnity to which a Director or other officer of the Company may otherwise be entitled, every Director or other officer of the Company (excluding the Auditors) shall be entitled to be indemnified by the Company (and the Company shall also be able to indemnify directors of any associated company (as defined in section 256 of the Act)) out of the Company's assets against all liabilities, losses, costs and expenses 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 or any associated company is indemnified by the Company against:

(i) any liability incurred by the director to the Company or any associated company; or

(ii) any liability incurred by the director to pay a fine imposed in criminal proceedings or a sum payable to a regulatory authority by way of a penalty in respect of non-compliance with any requirements of a regulatory nature; or

(iii) any liability incurred by the director:

(A) in defending any criminal proceedings in which he is convicted;

(B) in defending civil proceedings brought by the Company or any associated company in which final judgment (within the meaning set out in section 234 of the Act) is given against him; or

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

30.2 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.

31. SHARE CERTIFICATES

31.1 The Company shall not be bound to issue more than one certificate in respect of Shares held jointly by two or more persons. Delivery of a certificate to the person first named in the register shall be sufficient delivery to all joint holders.

31.2 Share certificates may be issued under seal (by affixing the seal to or printing the seal or a representation of it on the certificate) or signed by at least two Directors or by at least one Director and the Company's secretary or by one Director in the presence of a witness. Such certificate shall specify the number and class of the Shares in respect of which it is issued and the amount or respective amounts paid up on it (or that the Shares are fully paid). The Board may by resolution decide, either generally or in any particular case or cases, that any signatures on any Share certificates need not be autographic but may be applied to the certificates by some mechanical or other means or may be printed on them or that the certificates need not be issued under seal or signed by any person.