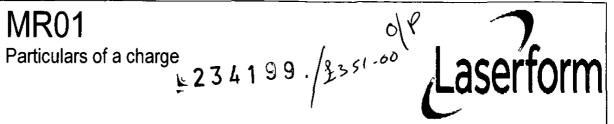
In accordance with Sections 859A and 859J of the Companies Act 2006



	A fee is payable with this form Please see 'How to pay' on the last page	You can use the WebFiling service to Please go to www companieshouse gov					
1	What this form is for You may use this form to register a charge created or evidenced by an instrument	What this form is NOT for You may not use this form to register a charge where there is no instrument. Use form	For further information, please refer to our guidance at uk				
_	This form must be delivered to the Regi 21 days beginning with the day after the delivered outside of the 21 days it will be a court order extending the time for delivery	A06	*A4MYCX55* 24/12/2015 #186 DMPANIES HOUSE				
	You <b>must</b> enclose a certified copy of the scanned and placed on the public record	instrument with this form					
1	Company details		For official use				
Company number	3 3 1 3 8 7 9		→ Filling in this form Please complete in typescript or in				
Company name in full	Corporate Citizenship Limited (the	e "Chargor")	bold black capitals				
			All fields are mandatory unless specified or indicated by *				
2	Charge creation date						
Charge creation date	$\begin{bmatrix} d & 1 & d & 8 \end{bmatrix}$ $\begin{bmatrix} m & 1 & m & 2 \end{bmatrix}$ $\begin{bmatrix} y & 2 & y & 0 \end{bmatrix}$	<sup>y</sup> 1 <sup>y</sup> 5					
3	Names of persons, security agents or trustees entitled to the charge						
	Please show the names of each of the p entitled to the charge	ersons, security agents or trustees					
Name	HSBC Corporate Trustee Company	y (UK) Limited					
	(in its capacity as Security Agent fo	or the Secured Parties)					
Name							
Name			-				
Name							
	If there are more than four names, pleas tick the statement below  I confirm that there are more than for trustees entitled to the charge						

	Particulars of a charge		
4	Brief description		
_	Please give a short description of any land, ship, aircraft or intellectual property registered or required to be registered in the UK subject to a charge (which is not a floating charge) or fixed security included in the instrument	Please submit only a short description If there are a number plots of land, aircraft and/or ships you should simply describe some	
Brief description	All current and future Property and Intellectual Property (in each case subject to clause 2 3 of the Deed) For further details please refer to the Security Accession Deed registered by this form MR01 (the "Deed") The terms "Property" and "Intellectual Property" used in this form have the meaning stated in the attached continuation Schedule	of them in the text field and add a statement along the lines of, "for more details please refer to the instrument"  Please limit the description to the available space	
5	Other charge or fixed security	1	
	Does the instrument include a charge (which is not a floating charge) or fixed security over any tangible or intangible or (in Scotland) corporeal or incorporeal property not described above? Please tick the appropriate box  [ ] Yes		
	□ No		
6	Floating charge		
	Is the instrument expressed to contain a floating charge? Please tick the appropriate box		
	[✓] Yes Continue		
	No Go to Section 7		
	Is the floating charge expressed to cover all the property and undertaking of the company?		
	[✓] Yes		
	Negative Pledge		
	Do any of the terms of the charge prohibit or restrict the company from creating further security that will rank equally with or ahead of the charge?  Please tick the appropriate box		
	[√] Yes		
	□ No		
8	Trustee statement •	_	
	You may tick the box if the company named in Section 1 is acting as trustee of the property or undertaking which is the subject of the charge	This statement may be filed after the registration of the charge (use form MR06)	
9	Signature		
	Please sign the form here		
Signature	XHonbrus Ltrain Cl. X		
	This form must be signed by a person with an interest in the charge		

MR01

#### MR01

Particulars of a charge



#### Presenter information

You do not have to give any contact information, but if you do, it will help Companies House if there is a query on the form. The contact information you give will be visible to searchers of the public record.

Contact name F3/ROBINSON/EMH/1R4537 001420

Company name Hogan Lovells International LLP

Address Atlantic House

Holborn Viaduct

Post town London

County/Region

Postcode E C 1 A 2 F G

Country United Kingdom

Telephone +44 (20) 7296 2000

DX 57 London Chancery Lane

## 1

#### Certificate

We will send your certificate to the presenter's address if given above or to the company's Registered Office if you have left the presenter's information blank

## 1

#### Checklist

We may return forms completed incorrectly or with information missing.

## Please make sure you have remembered the following:

- [ v ] The company name and number match the information held on the public Register
- You have included a certified copy of the instrument with this form
- You have entered the date on which the charge was created
- [ You have shown the names of persons entitled to the charge
- [v] You have ticked any appropriate boxes in Sections 3, 5, 6, 7 & 8
- You have given a description in Section 4, if appropriate
- √ You have signed the form
- You have enclosed the correct fee
- Please do not send the original instrument, it must be a certified copy

## Important information

Please note that all information on this form will appear on the public record.

## **£** How to pay

A fee of £13 is payable to Companies House in respect of each mortgage or charge filed on paper

Make cheques or postal orders payable to 'Companies House'

## ☑ Where to send

You may return this form to any Companies House address. However, for expediency, we advise you to return it to the appropriate address below

For companies registered in England and Wales: The Registrar of Companies, Companies House, Crown Way, Cardiff, Wales, CF14 3UZ DX 33050 Cardiff

For companies registered in Scotland: The Registrar of Companies, Companies House, Fourth floor, Edinburgh Quay 2, 139 Fountainbridge, Edinburgh, Scotland, EH3 9FF DX ED235 Edinburgh 1 or LP - 4 Edinburgh 2 (Legal Post)

For companies registered in Northern Ireland<sup>\*</sup> The Registrar of Companies, Companies House, Second Floor, The Linenhall, 32-38 Linenhall Street, Belfast, Northern Ireland, BT2 8BG DX 481 N R Belfast 1

## **T** Further information

For further information, please see the guidance notes on the website at www companieshouse gov uk or email enquiries@companieshouse gov uk

This form is available in an alternative format. Please visit the forms page on the website at www.companieshouse.gov.uk

CHFP025

#### SCHEDULE TO FORM MR01

Charge creation date 18 December 2015

Additional text for Section 4 "Brief Description"

The following text is taken from the underlying debenture to which the security accession deed registered by this from MR01 relates

"Intellectual Property" means any patents, trademarks, service marks, designs, business names, copyrights, database rights, design rights, domain names, moral rights, inventions, confidential information, knowhow and other intellectual property rights and interests (which may now or in the future subsist), whether registered or unregistered and the benefit of all applications and rights to use such assets which may now or in the future subsist,

"Property" means all freehold and leasehold property from time to time owned by a Chargor or in which a Chargor is otherwise interested and shall include

- (a) the proceeds of sale of all or any part of such property,
- (b) all rights, benefits, privileges, warranties, covenants, easements, appurtenances and licences relating to such property,
- (c) all money received by or payable to a Chargor in respect of such property, and
- (d) all buildings, fixtures and fittings from time to time on such property



DX

# CERTIFICATE OF THE REGISTRATION OF A CHARGE

Company number: 3313879

Charge code: 0331 3879 0003

The Registrar of Companies for England and Wales hereby certifies that a charge dated 18th December 2015 and created by CORPORATE CITIZENSHIP LIMITED was delivered pursuant to Chapter A1 Part 25 of the Companies Act 2006 on 24th December 2015

Given at Companies House, Cardiff on 6th January 2016





Save for material reducted pursuant to s859G of the Companies Act 2008, I certify that this is a true and companies (Cony of the composite original seen by me

#### Security Accession Deed

Name GRAHAM ARICE
Title Solicitor

THIS SECURITY ACCESSION DEED IS made on 18 December 2015

Date 22 Deserber 2015

#### BETWEEN.

Hogan Lovells International LLP (Ref Allantic House, Holborn Viaduct, London EC1A 2FG

- (1) Bell Finco Limited, a company incorporated in England and Wales with registered number 09780352 (the "Parent"),
- (2) The entities listed in Schedule 1 (New Chargors) (the "New Chargors" and each a "New Chargor"), and
- (3) HSBC Corporate Trustee Company (UK) Limited as security trustee for itself and the other Secured Parties (the "Security Agent")

#### RECITAL'

This deed is supplemental to a debenture dated 30 September 2015 between, amongst others, the Company, the Chargors named therein and the Security Agent, as previously supplemented by earlier Security Accession Deeds (if any) (the "Debenture")

NOW THIS DEED WITNESSES as follows

#### 1 INTERPRETATION

#### 11 Definitions

Terms defined in the Debenture shall have the same meaning when used in this deed

#### 12 Construction

Clauses 1.2 (Construction) to 1.8 (Senior Facilities Agreement) of the Debenture will be deemed to be set out in full in this deed, but as if references in those clauses to the "Debenture" and other similar expressions were references to this deed

#### 2 Accession Of New Chargon

#### 21 Accession

Each New Chargor agrees to be a Chargor for the purposes of the Debenture with immediate effect and agrees to be bound by all of the terms of the Debenture as if it had originally been a party to it as a Chargor

#### 2 2 Covenant to pay

Each New Chargor as primary obligor covenants with the Security Agent (for the benefit of itself and the other Secured Parties) that it will on demand pay or discharge its Secured Obligations when they fall due in the manner provided for in the Finance Documents

### 2 3 Specific Security

Subject to Clause 1 6 (*Excluded Assets*) of the Debenture, each New Chargor, as continuing security for the payment of its Secured Obligations, charges in favour of the Security Agent with full title guarantee the following assets, both present and future, from time to time owned by it or in which it has an interest

- (a) by way of first legal mortgage all Property now belonging to or vested in it (including any property specified in Schedule 2 (*Properties*)), and
- (b) by way of fixed charge

- (i) all other interests (not effectively charged under paragraph (a) above) in any Property and the benefit of all other agreements relating to land,
- (ii) all of its rights, title and interest in the Intellectual Property,
- (iii) all its Investments, Shares and corresponding Related Rights,
- (iv) all Trading Receivables and all rights and claims against third parties and against any security in respect of those Trading Receivables,
- (v) all Other Debts and all rights and claims against third parties against any security in respect of those Other Debts,
- (vi) all monies standing to the credit of the Mandatory Prepayment Account and all of its rights, title and interest in relation to the Mandatory Prepayment Account,
- (vii) all monies standing to the credit of the other Accounts and all of its rights, title and interest in relation to those accounts,
- (viii) the benefit of all licences, consents and agreements held by it in connection with the use of any of its assets,
- (ix) its goodwill and uncalled capital; and
- (x) If not effectively assigned by Clause 2.4 (Security Assignment), all its rights, title and interest in (and claims under) the Insurance Policies and the Assigned Agreements.

#### 2.4 Ranking of foreign law share security

Any Security created by this Deed over any Shares in a member of the Group not incorporated in England and Wales (a Foreign Entity), which are or become subject to Transaction Security governed by the laws of that Foreign Entity, shall rank junior to that Transaction Security

#### 2 5 Security Assignment

Subject to Clause 1.6 (Excluded Assets) of the Debenture, as further security for the payment of its Secured Obligations, each New Chargor assigns absolutely with full title guarantee to the Security Agent all its rights, title and interest in

- (a) the Insurance Policies, and
- (b) the Assigned Agreements,

subject in each case to reassignment by the Security Agent to the new Chargor of all such rights, title and interest upon payment or discharge in full of such New Chargor's Secured Obligations

#### 2 6 Floating charge

(a) As further security for the payment of its Secured Obligations, each New Chargor charges with full title guarantee in favour of the Security Agent (for the benefit of itself and the other Secured Parties) by way of first floating charge all its present and future assets, undertakings and rights

(b) Paragraph 14 of Schedule B1 to the Insolvency Act 1986 shall apply to the floating charge created by this deed

#### 2 7 Implied Covenants for Title

The Security created under this Debenture is made with full title guarantee in accordance with the Law of Property (Miscellaneous Provisions) Act 1994 (other than as permitted under the Senior Facilities Agreement)

#### 3 NEGATIVE PLEDGE

Each New Chargor may not:

- (a) create or agree to create or permit to subsist any Security or Quasi-Security over all or any part of the Charged Property under this deed,
- (b) sell, transfer, lease out, lend or otherwise dispose of all or any part of Charged Property under this deed (other than in respect of assets charged under Clause 2 6(a) (Floating Charge) in the ordinary course of trading) or the right to receive or to be paid the proceeds arising on the disposal of the same, or agree or attempt to do so, or
- (c) dispose of the equity of redemption in respect of all or any part of the Charged Property under this deed,

except as permitted under the Finance Documents or with the prior consent of the Security Agent

#### 4 CONSTRUCTION OF DEBENTURE

- (a) The Debenture shall remain in full force and effect as supplemented by this deed
- (b) The Debenture and this deed shall be read together as one instrument on the basis that references in the Debenture to "this deed" or "this Debenture" and other similar expressions will be deemed to be references to the Debenture as supplemented by this deed

#### 5 DESIGNATION AS A FINANCE DOCUMENT

This deed is designated as a Finance Document

#### 6 FAILURE TO EXECUTE

Failure by one or more parties ("Non-Signatories") to execute this Deed on the date hereof will not invalidate the provisions of this Deed as between the other Parties who do execute this Deed Such Non-Signatories may execute this Deed on a subsequent date and will thereupon become bound by its provisions

#### 7 GOVERNING LAW

This deed (and any dispute, controversy, proceedings or claims of whatever nature arising out of or in any way relating to this deed or its formation) and obligations of the Parties hereto and any matter, claim or dispute arising out of or in connection with this deed (including any non-contractual claims arising out of or in association with it) shall be governed by and construed in accordance with English law

IN WITNESS whereof this deed has been duly executed on the date first above written

### SCHEDULE 1

## **New Chargors**

	Name of Acceding Party	Registered Number
1.	14 Curzon Street 1 Limited	7467580
2.	Big Eyes Communications Limited	8696178
3.	Chime Communications Limited	1983857
4.	Chime Limited	2370011
5.	Corporate Citizenship Limited	3313879
6.	CSM Sport and Entertainment Holdings Limited	7795755
7.	CSM Sport and Entertainment International Limited	8268316
8.	CSM Sport and Entertainment LLP	OC368517
9.	Facts International Limited	6064157
10.	FIL Market Research Limited	3224959
11.	Good Relations Limited	697060
12.	Good Relations Property Limited	2427911
	Harvard Public Relations Limited	1635226
14.	Heresy IMS Group Limited	2899318
15.	Icon Beta Limited	3865001
16.	Insight Marketing & Communications Limited	2597166
17.	Insight Public Relations Limited	3495750
18.	JMI Motorsport Limited	8709528
19.		2665055
20.	People Marketing UK Ltd	8330097
21.	Pure Media Group Limited	4365511
	Teamspirit Limited	3042867
23.	VCCP Group LLP	OC370529
24.	VCCP Holdings Limited	7873955
25.	VCCP Overseas Limited	8268313
26.	WARL Group Limited	4351772
27.	Chime Finance Limited	09809986

### SCHEDULE 2

## Properties

Registered Land:
None
Unregistered Land
None
Investments
None
Patent and Patent Application
None
Trade Marks and Trade Marks Applications
None
Registered Designs and Applications for Registered Designs
None
Copyright Works and Unregistered Design
None
Other Intellectual Property of the New Chargors
None
Intellectual Property licences
None
Insurance Policies
None

#### Shares:

Name of Acceding Party which holds	Name of company iscular charge (registered				
the shares	Name of company issuing shares (registered number)				
14 Curzon Street 1 Limited	Open Health Communications LLP (OC360224) –				
14 Outzon outcet i Emilieu	(51%)				
Chime Communications Limited	Watermelon Research Limited (7917715)–(90%)				
	Facts International Limited (6064157)				
	FIL Market Research Limited (3224959)				
	Chime Limited (2370011)				
	Good Relations Property Limited (2427911)				
	JMI Motorsport Limited (8709528)				
	ABC Sports Management Limited (5875498)				
	People Marketing UK Limited (8330097)				
	CSM Sport and Entertainment Holdings Limited				
	(7795755)				
	Heresy IMS Group Limited (2899318*)				
	Corporate Citizenship Limited (3313879)				
	Harvard Public Relations Limited (1635226)				
	Teamspirit Limited (30 42867)				
	VCCP Holdings Limited (7873955)				
	WARL Group Limited (4351172)				
	Big Eyes Communications Limited (8696178)				
	14 Curzon Street 1 Limited (7467580)				
	Insight Public Relations Limited (3495750)				
	Pure Media Group Limited (4365511) (40%)				
	Chime Finance Limited (09809986)				
Chime Limited	Good Relations Limited (697060)				
	Opinion Leader Research Limited (2665055)				
CSM Sport and Entertainment	Fast Track Agency Limited (3549379)				
Holdings Limited	SPS Etech Limited (6470858)				
5	CSM Sport and Entertainment LLP (OC368517) -				
	(99.99%)				
	Icon Display Limited (463076)				
CSM Sport and Entertainment	The Complete Leisure Group Limited (5516278) -				
International Limited	(98.8%)				
CSM Sport and Entertainment LLP	CSM Sport and Entertainment International Limited				
	(8268316)				
Heresy IMS Group Limited	Pure Media Group Limited (4365511) (60%)				
Insight Public Relations Limited	Insight Marketing & Communications Limited				
	(2597166)				
Teamspirit Limited	Teamspirit Brand Limited (6905470)				
VCCP Group LLP	VCCP Overseas Limited (8268313)				
VCCP Holdings Limited	VCCP Group LLP (OC370529) (99.99%)				
_	Icon Beta Limited (3865001)				
VCCP Overseas Limited	VCCP Me Limited (5428098)				
	Ex Nihilo Limited (0890735)				
WARL Group Limited	WARL Internal Communications Limited (6206824)				
	, , , , , , , , , , , , , , , ,				

#### **Bank Accounts**

Name of New Chargor	Name of the institution at which account is held	Account Number	Sort Code	
Big Eyes Communications Limited	RBS	266	560027	
Chime Communications Limited	RBS	835	560027	
		266	560027	
Corporate Citizenship Limited	RBS	822	603003	
CSM Sport & Entertainment LLP	RBS	25€	560027	
·		256	560027	
		257	560027	
		257	560027	
		257	560027	
		257	560027	
		257	560027	
		257	560027	
		266	560027	
		266	560027	
	,	266	560027	
		266	560027	
		266	560027	
	,	469	606008	
		469	606008	
		472	606008	
Facts International Limited	RBS	256	560027	
F I L Market Research Limited	RBS	256	560027	
Good Relations Limited	RBS	266	560027	
		266	560027	
		243	560027	
Good Relations Property Limited	RBS	256	560027	
Harvard Public Relations Limited	RBS	421	601811	
Heresy IMS Group Limited	RBS	834	560027	
Icon Beta Limited	RBS	255	560027	
Insight Marketing &	RBS	040	010541	
Communications Limited				
JMI Motorsport Limited	RBS	266	560027	
Opinion Leader Research Limited	RBS	836	560027	
Pure Media Group Limited	RBS	255	560027	
Teamspirit Limited	RBS	606	502108	
VCCP Group LLP	RBS	255	560027	
-		256	560027	
		256	560027	
		256	560027	
	}	257	560027	
		260	560027	
		17:	601811	
WARL Group Limited	RBS	266	560027	

#### Signatories to Security Accession Deed

#### The New Chargors

Executed as a deed by 14 Curzon Street 1 Limited acting by

RESERT DANSON



Director/Cempany Secretary

Witness' signature

Witness' address



Louisa Jane Richards

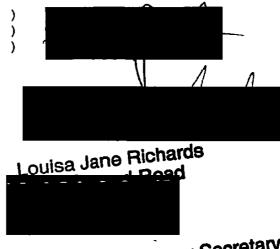
Executed as a deed by Big Eyes
Communications Limited acting by

WHATCH IE FROST

Director/Company Secretary

Witness' signature

Witness' address

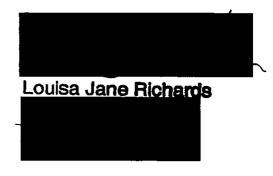


Executed as a deed by Chime )
Communications Limited acting by. )

Director/Company Secretary

Witness' signature

Witness' address



Executed as a deed by Chime Limited acting by ROBERT DAVISON

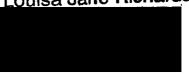
#### Director/Company Secretary

Witness' signature

Witness' address



Louisa Jane Richards



Executed as a deed by Corporate Citizenship Limited acting by



Director/Company Secretary

Witness' signature



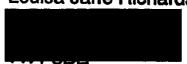
Director/Company Secretary

Witness' signature

Witness' address



Louisa Jane Richards



Executed as a deed by CSM Sport and Entertainment International Limited acting by



Director/Oompany Secretary

Witness' signature

Witness' address



Louisa Jane Richards

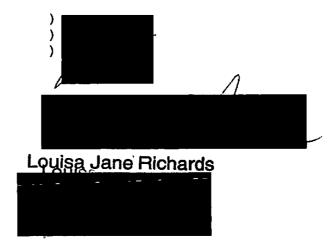
Executed as a deed by CSM Sport and Entertainment LLP acting by

JIM OHOVER.

Member

Witness' signature

Witness' address



Executed as a deed by Facts )
International Limited acting by )

Director/Company Secretary

Witness' signature



Executed as a deed by F ! L Market )
Research Limited acting by )



Director/Company Secretary

Witness' signature



Executed as a deed by Good Relations Limited acting by Director/Gempany Secretary

Witness' signature Louisa Jane Richards

Witness' address

Assistant Company Secretary

Executed as a deed by Good Relations Property Limited acting by FOODEST PRASTAR.

) )

Director/Company Secretary

Witness' signature

Witness' address



Louisa Jane Richards

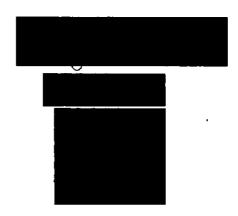
Louisa dano . nondi

Executed as a deed by Harvard Public Relations Limited acting by



Director/Company Secretary

Witness' signature



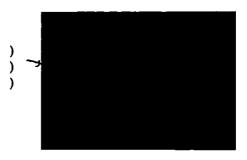
Executed as a deed by Heresy IMS Group Limited acting by

LOBERT BRYISON

Director/Company Secretary

Witness' signature

Witness' address





Louisa Jane Richards



Executed as a deed by Icon Beta
Limited acting by MAGAIC GROST

Director/Company Secretary

Witness' signature

Louisa Jane Richards

Witness' address

Assistant Company Secretary

Executed as a deed by Insight Marketing & Communications Limited acting by.



**Director/Company Secretary** 

Witness' signature



Executed as a deed by Insight Public Relations Limited acting by

ROBGRET DAM SON

Director/Company Secretary

Witness' signature

Witness' address





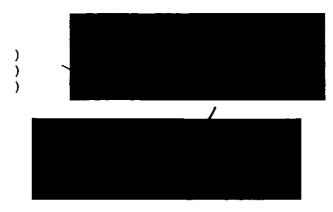
Louisa Jane Richards

Executed as a deed by JMI Motorsport Limited acting by where smittle

Director/Company Secretary-

Witness' signature

Witness' address



Louisa Jane Richards

Executed	as	а	deed	by	Opinion	)	
Leader Research Limited acting by				)			
						)	

**Director/Company Secretary** 

Witness' signature





Executed as a deed by People Marketing UK Limited acting by

) ) )

Director/Company Secretary

Witness' signature

Witness' address



Louisa Jane Richards

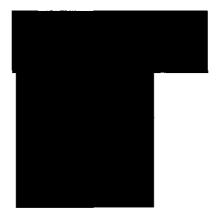


Executed as a deed by Pure Media Group Limited acting by



Director/Company Secretary

Witness' signature



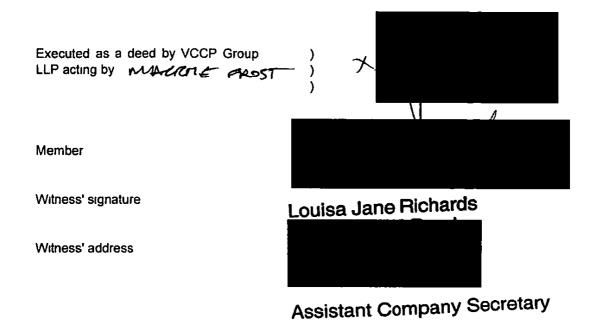
Executed as a deed by Teamspirit Limited acting by



**Director/Company Secretary** 

Witness' signature





Executed as a deed by VCCP Holdings Limited acting by

ROBERD DKV. SOW



Director/Company Secretary

Witness' signature

Witness' address



Louisa Jane Richards

Louisa Jane I Road

Executed as a deed by VCCP Overseas Limited acting by

MAGGINE FROST

**Director/Gompany Secretary** 

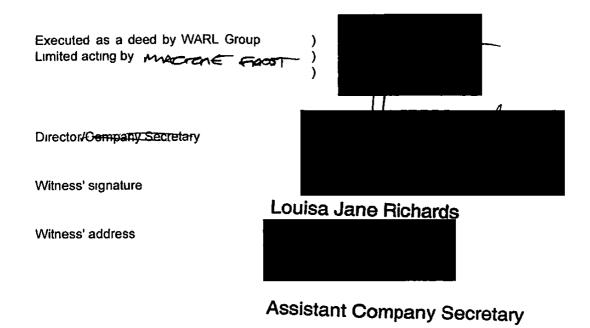
Witness' signature

Witness' address



Louisa Jane Richards

Louisa dalla



Executed as a deed by Chime Finance Limited acting by

×

Director/Gempany Secretary-

Witness' signature

Witness' address



Louisa Jane Richards

#### The Parent

Executed as a deed by Bell Finco
Limited acting by
CHRISTOPHER SATIBLEH WATE



Director

Witness' signature

Witness' address



Louisa Jane Richards

## The Security Agent

Executed by HSBC Corporate Trustee Company (UK) Limited acting by



James McComb