



*Companies House*  
— for the record —

**AR01** (ef)

**Annual Return**



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**X17G0K35**

*Company Name:* **?WHAT IF! HOLDINGS LIMITED**

*Company Number:* **03745474**

*Date of this return:* **01/04/2012**

*SIC codes:* **74990**

*Company Type:* **Private company limited by shares**

*Situation of Registered Office:* **5TH FLOOR  
89 NEW BOND STREET  
LONDON  
ENGLAND  
W1S 1DA**

**Officers of the company**

## *Company Secretary 1*

*Type:* **Person**  
*Full forename(s):* **MISS JULIA LOUISE**

*Surname:* **HOARE**

*Former names:*

*Service Address:* **1 HOLDERS HILL GARDENS  
LONDON  
NW4 1NP**

*Company Director*    ***I***

*Type:*                      **Person**

*Full forename(s):*        **DAVID**

*Surname:*                **ALLAN**

*Former names:*

*Service Address:*        **PRIESTBARROW HOUSE  
PRISTON  
BATH  
BA2 9EH**

*Country/State Usually Resident:*    **UNITED KINGDOM**

*Date of Birth:*    **16/11/1963**

*Nationality:*    **BRITISH**

*Occupation:*    **DIRECTOR**

*Company Director* 2

*Type:* **Person**  
*Full forename(s):* **MATTHEW**

*Surname:* **KINGDON**

*Former names:*

*Service Address:* **16 BIGWOOD ROAD  
LONDON  
NW11 7BD**

*Country/State Usually Resident:* **ENGLAND**

*Date of Birth:* **22/02/1979** *Nationality:* **BRITISH**  
*Occupation:* **CONSULTANT**

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*Company Director*    **3**

*Type:*                      **Person**

*Full forename(s):*        **SALIL**

*Surname:*                **PAJWANI**

*Former names:*

*Service Address:*        **ST TIMOTHEE DARLINGS LANE  
MAIDENHEAD  
BERKSHIRE  
SL6 6PA**

*Country/State Usually Resident:*    **UNITED KINGDOM**

*Date of Birth:*    **03/07/1964**                      *Nationality:*    **BRITISH**

*Occupation:*    **MARKETING**

*Company Director* 4

*Type:* **Person**  
*Full forename(s):* **MR ROBIN MARK DODGSON**

*Surname:* **PRICE**

*Former names:*

*Service Address:* **71 BARROWGATE ROAD  
LONDON  
UNITED KINGDOM  
W4 4QS**

*Country/State Usually Resident:* **UNITED KINGDOM**

*Date of Birth:* **30/04/1956** *Nationality:* **BRITISH**  
*Occupation:* **COMMERCIAL DIRECTOR**

## Statement of Capital (Share Capital)

<b>Class of shares</b>	<b>ORDINARY</b>	<i>Number allotted</i>	<b>2420763</b>
		<i>Aggregate nominal value</i>	<b>2420.76</b>
<i>Currency</i>	<b>GBP</b>	<i>Amount paid per share</i>	<b>0.001</b>
		<i>Amount unpaid per share</i>	<b>0</b>

### *Prescribed particulars*

THE SHARES HAVE ATTACHED TO THEM FULL VOTING, DIVIDEND AND PRE-EMPTION RIGHTS. THE MAJORITY SHAREHOLDERS SHALL HAVE THE RIGHT TO ACCEPT AN OFFER OF SALE OF SHARES SUBJECT TO OBSERVANCE OF PRE-EMPTION RIGHTS. IN CASE MORE SHARES BEING OFFERED FOR SALE, THE MAJORITY SHAREHOLDERS HAVE A 'DRAG ALONG' RIGHT REQUIRING OTHER SHAREHOLDERS TO ACCEPT FULL OFFER. THE SHARES ALSO CONFER RIGHTS TO DISTRIBUTION IN PROPORTION OF SHAREHOLDING BASED ON THE 'FORMULA PRICE' FOR SALE OF SHARES.

## Statement of Capital (Totals)

<i>Currency</i>	<b>GBP</b>	<i>Total number of shares</i>	<b>2420763</b>
		<i>Total aggregate nominal value</i>	<b>2420.76</b>

## *Full Details of Shareholders*

The details below relate to individuals / corporate bodies that were shareholders as at 01/04/2012 or that had ceased to be shareholders since the made up date of the previous Annual Return

*A full list of shareholders for the company are shown below*

*Shareholding 1* : **878566 ORDINARY shares held as at the date of this return**  
*Name:* **MATTHEW KINGDON**

*Shareholding 2* : **878566 ORDINARY shares held as at the date of this return**  
*Name:* **DAVE ALLAN**

*Shareholding 3* : **172631 ORDINARY shares held as at the date of this return**  
*Name:* **WHAT IF HOLDINGS LIMITED 2004 EMPLOYEEBENEFIT TRUST**

*Shareholding 4* : **38000 ORDINARY shares held as at the date of this return**  
*Name:* **NINA POWELL**

*Shareholding 5* : **8000 ORDINARY shares held as at the date of this return**

*Name:* JULIA HOARE

*Shareholding 6* : 391000 ORDINARY shares held as at the date of this return  
*Name:* SALIL PAJWANI

*Shareholding 7* : 30000 ORDINARY shares held as at the date of this return  
*Name:* MELDRUM DUNCAN

*Shareholding 8* : 8000 ORDINARY shares held as at the date of this return  
*Name:* MADDI RIDDELL

*Shareholding 9* : 8000 ORDINARY shares held as at the date of this return  
*Name:* SARAH PAJWANI

*Shareholding 10* : 8000 ORDINARY shares held as at the date of this return  
*Name:* ALICE KINGDON

*Shareholding 11* : 0 ORDINARY shares held as at the date of this return  
36000 shares transferred on 2011-06-27  
*Name:* HARRY BLUNDUN

*Shareholding 12* : 0 ORDINARY shares held as at the date of this return  
36000 shares transferred on 2011-11-18  
*Name:* HARRY JOHN HOBSON

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### *Authorisation*

*Authenticated*

*This form was authorised by one of the following:*

Director, Secretary, Person Authorised, Charity Commission Receiver and Manager, CIC Manager, Judicial Factor.