

# AP01

## Appointment of director



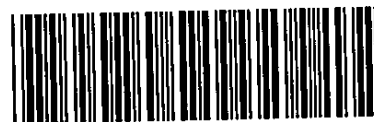
Companies House

You can use the WebFiling service to file this form online  
Please go to [www.companieshouse.gov.uk](http://www.companieshouse.gov.uk)

☒ What this form is for  
You may use this form to appoint  
an individual as a director

☐ What this form is NOT for  
You cannot use the form to appoint  
a corporate director. To do this  
please use form AP02 'Appointment  
of corporate director'

TUESDAY



A14 \*A4HG9BUQ\* #425  
06/10/2015  
COMPANIES HOUSE

### 1 Company details

Company number 3807549  
Company name in full ADVERTISING EDUCATION FORUM  
LIMITED

→ Filing in this form  
Please complete in typescript or in  
bold black capitals  
All fields are mandatory unless  
specified or indicated by \*

### 2 Date of director's appointment

Date of appointment d 1 0 m 0 9 y 2 0 1 5

### 3 New director's details

Title\* MS  
Full forename(s) CATHERINE LOUISE EDWARD  
Surname VAN REETH  
Former name(s) <sup>①</sup>   
Country/State of residence <sup>②</sup> BELGIUM  
Nationality BELGIAN  
Date of birth d 1 8 m 0 9 y 1 9 6 9  
Business occupation (if any) <sup>③</sup> DIRECTOR GENERAL, TOY INDUSTRIES OF EUROPE

① Former name(s)  
Please provide any previous names  
which have been used for business  
purposes in the past 20 years  
Married women do not need to give  
former names unless previously used  
for business purposes  
Continue in section 6 if required  
② Country/State of residence  
This is in respect of your usual  
residential address as stated in  
Section 4a  
③ Business occupation  
If you have a business occupation,  
please enter here. If you do not,  
please leave blank

### 4 New director's service address <sup>④</sup>

Please complete your service address below. You must also complete your usual  
residential address in Section 4a

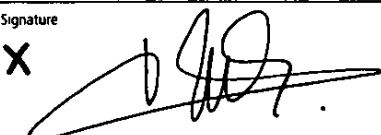
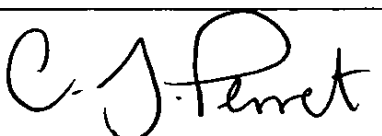
Building name/number 36  
Street WATERLOOLAAN  
Post town   
County/Region BRUSSELS  
Postcode 1000  
Country BELGIUM

④ Service address  
This is the address that will appear  
on the public record. This does not  
have to be your usual residential  
address  
Please state 'The Company's  
Registered Office' if your service  
address is recorded in the company's  
register of directors as the  
company's registered office  
If you provide your residential  
address here it will appear on the  
public record

AP01  
Appointment of director

5

Signatures

|                                                                                                                                                                                                                                                       |                                                                                                    |                                                                                                                                                                                                                                                                                                      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| I consent to act as director of the above named company                                                                                                                                                                                               |                                                                                                    |                                                                                                                                                                                                                                                                                                      |
| New director's signature                                                                                                                                                                                                                              | Signature<br>X  X | <b>❶ Societas Europaea</b><br>If the form is being filed on behalf of a Societas Europaea (SE) please delete 'director' and insert details of which organ of the SE the person signing has membership<br><br><b>❷ Person authorised</b><br>Under either section 270 or 274 of the Companies Act 2006 |
| Authorising signature                                                                                                                                                                                                                                 | Signature<br>X  X |                                                                                                                                                                                                                                                                                                      |
| This form may be signed and authorised by<br>Director <b>❶</b> , Secretary, Person authorised <b>❷</b> , Administrator, Administrative Receiver, Receiver, Receiver manager, Charitable commission receiver and manager, CIC manager, Judicial factor |                                                                                                    |                                                                                                                                                                                                                                                                                                      |

6

Additional former names (continued from Section 3)

|                       |  |                                                                                  |
|-----------------------|--|----------------------------------------------------------------------------------|
| Former names <b>❸</b> |  | <b>❸ Additional former names</b><br>Use this space to enter any additional names |
|                       |  |                                                                                  |
|                       |  |                                                                                  |
|                       |  |                                                                                  |
|                       |  |                                                                                  |
|                       |  |                                                                                  |
|                       |  |                                                                                  |
|                       |  |                                                                                  |
|                       |  |                                                                                  |

AP01

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**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

CHRIS PERRET

Company name

AEF

Address

12 HENRIETTA STREET

Post town

COVENT GARDEN

County/Region

LONDON

Postcode

WC2E 8LH

Country

UK.

DX

Telephone

020 7291 9020

**Checklist**

We may return forms completed incorrectly or with information missing

Please make sure you have remembered the following.

- ☐ The company name and number match the information held on the public Register
- ☐ You have provided a business occupation if you have one
- ☐ You have provided a correct date of birth
- ☐ You have completed the date of appointment
- ☐ You have completed the nationality box in Section 3
- ☐ You have provided both the service address and the usual residential address
- ☐ Addresses must be a physical location. They cannot be a PO Box number (unless part of a full service address), DX or LP (Legal Post in Scotland) number
- ☐ You have included all former names used for business purposes over the last 20 years
- ☐ You have enclosed a relevant section 243 application if applying for this at the same time as completing this form
- ☐ The new director has signed the form
- ☐ You have provided an authorising signature

**Important information**

Please note that all information on this form will appear on the public record, apart from information relating to usual residential addresses.

**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**  
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

**Section 243 exemption**

If you are applying for, or have been granted a section 243 exemption, please post this whole form to the different postal address below:  
The Registrar of Companies, PO Box 4082,  
Cardiff, CF14 3WE

**Further information**

For further information please see the guidance notes on the website at [www.companieshouse.gov.uk](http://www.companieshouse.gov.uk) or email [enquiries@companieshouse.gov.uk](mailto: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](http://www.companieshouse.gov.uk)