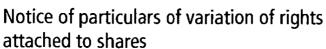
In accordance with Section 637 of the Companies Act 2006

SH10





What this form is for You may use this form to give notice of particulars of variation of rights

attached to shares

What this form is NOT for You cannot use this form to notice of particulars of varia of class rights of members of company without share capital depths, please use form SMI



					A31M8BIH						
1	Compa	anv d	etai	ilc				do this, please use form SH1	13/02/2014 #250 COMPANIES HOUSE		
Company number		_ <u>-</u> -			-[-	- _		_	→ Filling in this form		
Company name in full	0 8 Behav	5 //Oura	6 Ine	7	/ um	9 uted	2		Please complete in typescript or in bold black capitals.		
	Bella			giita					All fields are mandatory unless specified or indicated by *		
2	Date o	of vai	riati	on o	f ri	ghts					
Date of variation of rights	b [4		δ	2	-	2	Įč) 	1		
3	Detail	s of v	varia	atior	ı of	rigi	ıts				
	Please	give d		Continuation pages Please use a continuation page if							
Variation	A VO ORDII Each A ORI One (a writt a Rele	Chang TING NARY share DINAI 1) vot en re	ged RIG SH Is e RY S e for solut	Into A ARE ntitle SHAF eac	A Or S d to RES h A or or	one Ordii n a p	vot nary	e varied due to the ordinary shares shares e in any circumstances y Share held on a show of hands or lif an Event of Default (as defined in agreement entered into on the	you need to enter more details		
4	Signa	ture									
	I am sı	gning	this f	orm c	n be	half o	of th	e company	• Societas Europaea If the form is being filed on behalf		
Signature		rm ma	y be :	ary, Pe	d by			ed 2 . Administrator, Administrative receiver	of a Societas Europaea (SE), please delete 'director' and insert details of which organ of the SE the person signing has membership Person authorised Under either Section 270 or 274 of		
	manag										

SH10

Notice of particulars of variation of rights attached to shares

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 Andy Jackson Behavioural Insights Ltd First Floor, 1 Plough Place London County/Regio D ΙE Country UK ĐΧ Telephone Checklist with information missing

We may return forms completed incorrectly or

Please make sure you have remembered the following

- The company name and number match the information held on the public Register
- You have entered the date of variation of rights in section 2
- You have provided details of the variation of rights in section 3
- You have signed the form

Important information

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

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

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

In accordance with Section 637 of the Companies Act 2006

SH10 – continuation page

Notice of particulars of variation of rights attached to shares

Details of variation of rights

Please give details of the variation of rights attached to shares

Variation

CONTINUATION ONE

on the 4 February to which amongst others the Company, the B Ordinary Shareholder and the beneficial owner of the A Ordinary Shares) occurs the Defaulting Shareholder (as defined in a Relevant Agreement) shall not be (i) entitled to receive notice of or to exercise its right to attend and vote at general meetings of the Company, (ii) an eligible member for the purposes of executing written resolutions of the Company, (iii) required to give its approval to any Consent Matter other than in respect of the Consent Matter relating to the appointment or removal of any Director otherwise than in accordance with the Company's Articles and any Relevant Agreement If the holder of the A Ordinary Shares is subject to a Conflict Matter (as defined in a Relevant Agreement), it shall not be required to give its consent to any Consent Matter

B RIGHTS TO PARTICIPAT IN A DISTRIBUTION ORDIANRY SHARES

Each share is entitled pari passu to dividend payments or any other distribution

A ORDIANRY SHARES

Any dividend declared in accordance with the terms of a Relevant Agreement shall be distributed to the holders of the A Ordinary Shares, the B Ordinary Shares and the C Ordinary Shares on a pro rata basis save that (i) no dividends may be paid to B Ordinary Shareholders or C Ordinary Shareholders within three years from 4 February 2014 unless such dividend is made in contemplation of the Company being wound up for any reason other than insolvency, (ii) if a shareholder commits an Event of Default (as defined in the relevant Agreement) that shareholder's entitlement to a distribution shall be withheld until the earlier of (a) the remedy of the Event of Default, (b) the waiver by the Non-Defaulting Shareholder (as defined in a Relevant Agreement) and (c) completion of the transfer of the defaulting shareholder's shares

C RIGHTS ON A RETURN OF CAPITAL ORDINARY SHARES

Each share is entitled pari passu to participate in a distribution arising from a winding up of the company

A ORDIANRY SHARES

On a return of assets on a liquidation or otherwise (other than a redemption of shares or the purchase by the Company of its own shares), the surplus assets and retained profits of the Company available for distribution among the shareholders shall be applied

In accordance with Section 637 of the Companies Act 2006

SH10 — continuation page Notice of particulars of variation of rights attached to shares

3	Details of variation of rights	
	Please give details of the variation of rights attached to shares	-
Variation	CONTINUATION TWO	
	first in paying to the shareholders a sum equal to the nominal amount of each Share held by them and, secondly the balance of such assets (if any) shall be distributed amongst the shareholders pro rata to the number of shares held by each of them respectively	
	·	
	,	
•		