

Company No. 9587427

THE COMPANIES ACT 2006
PRIVATE COMPANY LIMITED BY SHARES
WRITTEN RESOLUTION
OF
NEWINCCO 1358 LIMITED

Pursuant to section 288 of the Companies Act 2006 (**CA 2006**) we, the undersigned, being eligible members (as defined by section 289 CA 2006) of the Company, for this purpose representing at least a simple majority of the total voting rights of all such eligible members, signify our agreement to and pass the following written resolution as an ordinary resolution of the Company:

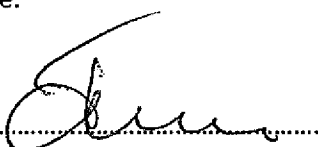
ORDINARY RESOLUTION

That, in accordance with sections 693 and 694 of the Companies Act 2006, the terms of the attached share buyback agreement dated 11 OCTOBER 2019 and made between Sylvia Kwok (**Seller**) and the Company, pursuant to which and in accordance with the terms set out therein, the Seller has agreed to sell and the Company has agreed to purchase, the 5,000 C3 Ordinary shares of £0.001 each held in the capital of the Company by the Seller (**Shares**), be authorised and approved and that the Shares be cancelled once purchased by the Company.

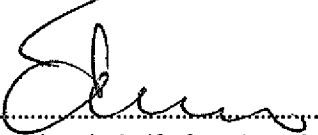
Note to members: see pages 2 to 3 for signature pages and page 4 for explanatory statement.

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Alan Greenberg

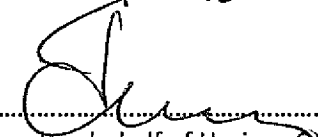
Date:


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For and on behalf of Horizon Capital Fund 2013 A Limited Partnership
acting by its general partner Horizon Capital 2013 GP Limited Partnership
itself acting by its general partner Horizon Capital 2013 General Partner Limited

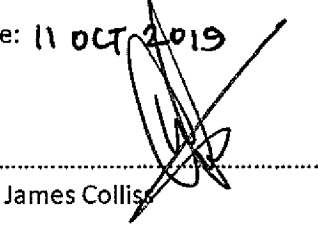
Date: 11 OCT 2019


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For and on behalf of Horizon Capital Fund 2013 B Limited Partnership
acting by its general partner Horizon Capital 2013 GP Limited Partnership
itself acting by its general partner Horizon Capital 2013 General Partner Limited

Date: 11 OCT 2019


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For and on behalf of Horizon Capital 2013 Friends and Family Limited Partnership
acting by its general partner Horizon Capital 2013 GP Limited Partnership
itself acting by its general partner Horizon Capital 2013 General Partner Limited

Date: 11 OCT 2019


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Lee James Collis

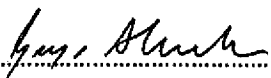
Date: 11 OCT 2019

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Kirsten English

Date:

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Peter Jonathan Beynon Hopkins

Date:


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George Abraham Kallarackal

Date: 11 OCT 2019

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Bernard David Nelson

Date:

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Christine Helen Schwob

Date:

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Robert Jean Schwob

Date:

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Sally Jennifer Tennant

Date:


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Sebastien Henri Roussotte

Date: 11 OCT 2019

EXPLANATORY STATEMENT TO MEMBERS
(not part of the proposed written resolution)

1. This document is proposed by the board of directors of the Company.
2. This document is sent to the eligible members of the Company on 11 OCTOBER 2019 (Circulation Date).
3. 'Eligible members' are the members who are entitled to vote on the resolution on the Circulation Date.
4. If you wish to signify agreement to this document, please follow the procedure below:
 - a. you (or someone acting on your behalf) must sign, print your name beneath your signature (if it is not already printed) and date this document.
 - b. if someone else is signing this document on your behalf under a power of attorney or other authority, please send a certified copy of the relevant power of attorney or authority when returning this document.
 - c. please return the document to the Company:
 - i. at its registered office address (Melbourne House, 46 Aldwych, London WC2B 4LL) marked for the attention of the directors; or
 - ii. by handing it to any of the directors or the secretary in person; or
 - iii. by scanning this document, attaching it to an email and sending it to:

Lee Colliss at lee.colliss@styleanalytics.com; or

Rebecca Glynn at rebecca.glynn@oakwood-corporate.com.
5. Please note that it is not possible to withdraw your consent once this document, signed by you or on your behalf, has been duly received.
6. To be valid, this document must be received no later than the end of the period of 28 days beginning on the Circulation Date, otherwise it will lapse.
7. Unless by that deadline this document has been received duly signed from at least the relevant threshold of eligible members, the proposed written resolution will lapse. The relevant threshold to pass an ordinary resolution is members holding over half the total votes in the Company.
8. This document may be executed in multiple copies. Each member may sign his or her own separate copy, or two or more members may sign the same copy, as convenient.