



**Companies House**  
— for the record —

# AR01 (ef)

**Annual Return**



XCAK3T98

Received for filing in Electronic Format on the: **13/04/2011**

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*Company Name:* **APPLICATION PERFORMANCE LTD**

*Company Number:* **05094474**

*Date of this return:* **05/04/2011**

*SIC codes:* **7222**

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

*Situation of Registered Office:* **20-22 BEDFORD ROW  
LONDON  
WC1R 4JS**

## Single Alternative Inspection Location (SAIL)

*The address for an alternative location to the company's registered office for the inspection of registers is:*

C/O MRS I O'CONNOR  
119 WATERBEACH ROAD  
LANDBEACH  
CAMBRIDGE  
UNITED KINGDOM  
CB25 9FA

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*The following records have moved to the single alternative inspection location:*

Register of members (section 114)  
Register of directors (section 162)  
Register of secretaries (section 275)

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### Officers of the company

## *Company Secretary 1*

*Type:* **Person**  
*Full forename(s):* **MRS ISOBEL**

*Surname:* **O'CONNOR**

*Former names:*

*Service Address:* **119 WATERBEACH ROAD  
LANDBEACH  
CAMBRIDGE  
ENGLAND  
CB25 9FA**

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*Company Director* 1

*Type:* **Person**  
*Full forename(s):* **MR RUSSELL**

*Surname:* **LUKE**

*Former names:*

*Service Address:* **C/O APPLICATION PERFORMANCE LTD  
CENTAUR HOUSE ANCELLS BUSINESS PARK  
ANCELLS ROAD  
FLEET  
HAMPSHIRE  
UNITED KINGDOM  
GU51 2UJ**

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

*Date of Birth:* **13/08/1967**                      *Nationality:* **BRITISH**

*Occupation:* **SALES DIRECTOR**

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*Company Director* 2

*Type:* **Person**

*Full forename(s):* **MR MICHAEL**

*Surname:* **MCGUINNESS**

*Former names:*

*Service Address:* **C/O APPLICATION PERFORMANCE LTD  
CENTAUR HOUSE ANCELLS BUSINESS PARK  
ANCELLS ROAD  
FLEET  
HAMPSHIRE  
UNITED KINGDOM  
GU51 2UJ**

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

*Date of Birth:* **12/04/1974**

*Nationality:* **BRITISH**

*Occupation:* **CONSULTANT**

*Company Director* 3

*Type:* **Person**  
*Full forename(s):* **MR MARTIN THOMAS**

*Surname:* **PINNER**

*Former names:*

*Service Address:* **C/O APPLICATION PERFORMANCE LTD  
CENTAUR HOUSE ANCELLS ROAD  
HASLINGFIELD  
FLEET  
HAMPSHIRE  
UNITED KINGDOM  
GU51 2UJ**

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

*Date of Birth:* **20/10/1965**                      *Nationality:* **BRITISH**  
*Occupation:* **CONSULTANT**

## Statement of Capital (Share Capital)

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|                               |                 |                                |             |
|-------------------------------|-----------------|--------------------------------|-------------|
| <b>Class of shares</b>        | <b>ORDINARY</b> | <i>Number allotted</i>         | <b>1000</b> |
|                               |                 | <i>Aggregate nominal value</i> | <b>1000</b> |
| <i>Currency</i>               | <b>GBP</b>      | <i>Amount paid per share</i>   | <b>0</b>    |
|                               |                 | <i>Amount unpaid per share</i> | <b>0</b>    |
| <i>Prescribed particulars</i> |                 |                                |             |
| <b>NONE</b>                   |                 |                                |             |

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## Statement of Capital (Totals)

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|                 |            |                                      |             |
|-----------------|------------|--------------------------------------|-------------|
| <i>Currency</i> | <b>GBP</b> | <i>Total number of shares</i>        | <b>1000</b> |
|                 |            | <i>Total aggregate nominal value</i> | <b>1000</b> |

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### *Full Details of Shareholders*

The details below relate to individuals / corporate bodies that were shareholders as at 05/04/2011 or that had ceased to be shareholders since the made up date of the previous Annual Return

*A full list of shareholders for a private or non-traded public company are shown below*

*Shareholding 1* : 800 ORDINARY shares held as at 2011-04-05  
*Name:* RUSSELL LUKE

*Shareholding 2* : 100 ORDINARY shares held as at 2011-04-05  
*Name:* MICHAEL MCGUINNESS

*Shareholding 3* : 100 ORDINARY shares held as at 2011-04-05  
*Name:* MARTIN PINNER

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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.