

**THIS DOCUMENT IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION. IF YOU ARE IN ANY DOUBT AS TO WHAT ACTION TO TAKE YOU ARE RECOMMENDED TO CONSULT YOUR STOCKBROKER, SOLICITOR, ACCOUNTANT OR OTHER INDEPENDENT ADVISER AUTHORISED UNDER THE FINANCIAL SERVICES AND MARKETS ACT 2000.**

If you have sold or transferred all of your ordinary shares in BrainJuicer Group Plc, you should pass this document, together with the accompanying form of proxy, to the person through whom the sale or transfer was made for transmission to the purchaser or transferee.

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# **BrainJuicer Group Plc**

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## **Notice of Annual General Meeting**

Notice of the annual general meeting which has been convened for Tuesday, 24 May 2011 at 10:00 a.m. at 1 Cavendish Place, London, W1G, 0QF is set out on pages 3, 4 and 5 of this document.

To be valid, forms of proxy must be completed and returned in accordance with the instructions printed thereon so as to be received by the Company's registrars, Capita Registrars, PXS, The Registry, 34 Beckenham Road, Beckenham, Kent, BR3 4TU as soon as possible and in any event not later than 48 hours before the time appointed for holding the meeting.

## **BrainJuicer Group Plc**

(incorporated and registered in England and Wales under number 05940040)

**Registered Office:**

1 Cavendish Place  
London  
W1G 0QF

21 April 2011

Dear Shareholder

**Notice of annual general meeting**

I am pleased to be writing to you with details of our annual general meeting ("AGM") which we are holding on Tuesday, 24 May 2011 at 10:00 a.m. The formal notice of annual general meeting is set out on page 3 of this document.

If you would like to vote on the resolutions but cannot come to the AGM, please fill in the proxy form sent to you with this notice and return it to our Registrars as soon as possible, who must receive it no later than 10:00 a.m. on 22 May 2011.

Explanatory notes on all the business to be considered at this year's AGM appear on pages 7 to 12 of this document.

The board considers that all the resolutions to be put to the meeting are in the best interests of the Company and its shareholders as a whole. Your board will be voting in favour of them and unanimously recommends that you do so as well.

Yours sincerely,

**Ken Ford**  
**Chairman**

Company number: 05940040

## **BRAINJUICER GROUP PLC**

### **NOTICE OF ANNUAL GENERAL MEETING**

**NOTICE IS HEREBY GIVEN** that the annual general meeting of BrainJuicer Group Plc (the "Company") will be held at 1 Cavendish Place, London, W1G 0QF on Tuesday, 24 May 2011 at 10:00 a.m. for the following purposes.

As ordinary business of an annual general meeting to consider and, if thought fit, pass the following ordinary resolutions:

1. To receive and adopt the financial statements of the Company for the financial year ended 31 December 2010 and the reports of the directors and auditors on those financial statements.
2. To receive, adopt and approve the directors' remuneration report for the year ended 31 December 2010.
3. To re-elect Mr Ken Ford, who retires by rotation and offers himself for re-appointment by general meeting, as a director of the Company.
4. To re-elect Mr John Kearon, who retires by rotation and offers himself for re-appointment by general meeting, as a director of the Company.
5. To re-appoint as a director of the Company Mr Alexander Batchelor, who has been appointed since the last annual general meeting and offers himself for re-appointment in accordance with the Company's articles of association.
6. To re-elect Grant Thornton LLP as auditors and to authorise the directors to determine the auditors' remuneration.
7. To declare a final dividend of 1.8 pence per share on each of the Company's ordinary shares for the financial year ended 31 December 2010.

As special business of an annual general meeting to consider and, if thought fit, pass resolution 8 as an ordinary resolution and resolutions 9 to 11 as special resolutions.

#### **Ordinary resolutions**

8. That the directors be generally and unconditionally authorised for the purposes of section 551 of the Companies Act 2006 (the "Act") to exercise all the powers of the Company to:
  - (a) allot shares in the Company and grant rights to subscribe for or convert any security into shares in the Company up to an aggregate nominal amount of £41,510; and
  - (b) allot equity securities (as defined in section 560 of the Act) up to an aggregate nominal amount of £83,020 (such amount to be reduced by the nominal amount of any shares allotted or rights granted under paragraph (a) of this resolution 8) in connection with an offer by way of a rights issue to:
    - (i) the holders of ordinary shares in the Company in proportion (as nearly as may be practicable) to the respective numbers of ordinary shares held by them; and
    - (ii) holders of other equity securities, as required by the rights of those securities or, subject to such rights, as the directors of the Company otherwise consider necessary,

and so that the directors of the Company may impose any limits or restrictions and make any arrangements which they consider necessary or appropriate to deal with treasury shares, fractional entitlements, record dates, legal, regulatory or practical problems in, or under the laws of, any territory or any other matter.

These authorities shall apply in substitution for all previous authorities (but without prejudice to the validity of any allotment pursuant to such previous authority) and shall expire at the end of the next annual general meeting of the Company or, if earlier, 15 months after the date of this resolution, save that the Company may before such expiry make any offer or agreement which would or might require shares to be allotted or rights

granted to subscribe for or convert any security into shares after such expiry and the directors may allot shares or grant such rights in pursuance of any such offer or agreement as if the power and authority conferred by this resolution had not expired.

### Special resolutions

9. That, subject to the passing of resolution 8 above, the directors be generally and unconditionally empowered for the purposes of section 570 of the Act to allot equity securities (within the meaning of section 560 of the Act) for cash:

- (a) pursuant to the authority conferred by resolution 8 above; or
- (b) where the allotment constitutes an allotment by virtue of section 560(2)(b) of the Act,

in each case as if section 561 of the Act did not apply to any such allotment, provided that this power shall be limited to:

- (i) the allotment of equity securities in connection with an offer of equity securities (but in the case of an allotment pursuant to the authority granted under paragraph (b) of resolution 8, such power shall be limited to the allotment of equity securities in connection with an offer by way of a rights issue only) to:
  - (A) the holders of ordinary shares in the Company in proportion (as nearly as may be practicable) to the respective numbers of ordinary shares held by them; and
  - (B) holders of other equity securities, as required by the rights of those securities or, subject to such rights, as the directors of the Company otherwise consider necessary,and so that the directors of the Company may impose any limits or restrictions and make any arrangements which it considers necessary or appropriate to deal with treasury shares, fractional entitlements, record dates, legal, regulatory or practical problems in, or under the laws of, any territory or any other matter; and
- (ii) the grant of options to subscribe for shares in the Company, and the allotment of such shares pursuant to the exercise of options granted, under the terms of any share option scheme adopted or operated by the Company; and
- (iii) the allotment of equity securities, other than pursuant to paragraphs (i) and (ii) above of this resolution, up to an aggregate nominal amount of £12,453.

This power shall (unless previously renewed, varied or revoked by the Company in general meeting) expire at the conclusion of the next annual general meeting of the Company following the passing of this resolution or, if earlier, on the date 15 months after the passing of such resolution, save that the Company may before the expiry of this power make any offer or enter into any agreement which would or might require equity securities to be allotted, or treasury shares sold, after such expiry and the directors may allot equity securities or sell treasury shares in pursuance of any such offer or agreement as if the power conferred by this resolution had not expired.

10. That the Company be generally and unconditionally authorised for the purposes of section 701 of the Companies Act 2006 (the "Act") to make market purchases (as defined in section 693(4) of the Act) of ordinary shares of £0.01 each in the capital of the Company ("Ordinary Shares") in such manner and on such terms as the directors of the Company may from time to time determine, and where such shares are held as treasury shares, the Company may use them for the purposes set out in sections 727 or 729 of the Act, including for the purpose of its employee share schemes, provided that:

- (a) the maximum number of Ordinary Shares which may be purchased is 1,245,311;
- (b) the minimum purchase price which may be paid for any Ordinary Share is 1 pence (exclusive of expenses);
- (c) the maximum purchase price which may be paid for any Ordinary Share shall not be more than the higher of (in each case exclusive of expenses):
  - (i) 5% above the average middle market quotations for an Ordinary Share as derived from the London Stock Exchange Daily Official List for the five business days immediately preceding the day on which the purchase is made; and

(ii) the amount stipulated by article 5(1) of the Buyback and Stabilisation Regulation 2003; and

this authority shall take effect on the date of passing of this resolution and shall (unless previously revoked, renewed or varied) expire on the conclusion of the next annual general meeting of the Company after the passing of this resolution or, if earlier, 15 months after the date of passing of this resolution, save in relation to purchases of Ordinary Shares the contract for which was concluded before the expiry of this authority and which will or may be executed wholly or partly after such expiry.

11. That the Company be authorised, pursuant to section 694 of the Act, to enter into contracts to make off-market purchases of Ordinary Shares from stock option holders who are not also directors of the Company, and where such repurchased shares are held as treasury shares, that the Company be authorised to use them for the purposes set out in sections 727 or 729 of the Act, including for the purpose of its employee share schemes, provided that:
- (a) each contract is on the same terms as the draft contract (the "Share Purchase Agreement") set out on page 12 of this circular, and is with a person whose name is annexed to the said contract (such person being a stock option holder and not also being a director of the Company);
  - (b) the maximum number of Ordinary Shares which may be acquired pursuant to this authority when aggregated with the number of Ordinary Shares acquired pursuant to resolution 10 above is 1,245,311;
  - (c) the price payable for an Ordinary Share shall be the mid-market closing price of an Ordinary Share on the business day preceding the completion of the share purchase to which it relates;
  - (d) any variation in the terms of the Share Purchase Agreement must be authorised by a special resolution of the Company;
  - (e) if the resolution is passed, the authority will expire on the earlier of 23 August 2012 (the date which is 15 months after the date of the resolution) and the date of the next annual general meeting of the Company in 2012; and
  - (f) this authority may be varied, revoked or renewed from time to time by special resolution of the Company.

#### **By order of the Board**

**James Geddes**  
Company Secretary

**Registered Office:**  
1 Cavendish Place  
London  
W1G 0QF  
Registered in England and Wales No. 05940040

#### **Notes:**

1. Members are entitled to appoint a proxy to exercise all or any of their rights to attend and to speak and vote on their behalf at the meeting and at any adjournment of it. A member may appoint more than one proxy in relation to the meeting provided that each proxy is appointed to exercise the rights attached to a different share or shares held by that member. If a proxy appointment is submitted without indicating how the proxy should vote on any resolution, the proxy will exercise his discretion as to whether and, if so, how he votes.
2. A proxy need not be a member of the Company. A proxy form which may be used to make such appointment and give proxy instructions accompanies this notice. If you do not have a proxy form and believe that you should have one, or if you require additional forms, please contact Capita Registrars on 0871 664 0300 (calls cost 10 pence per minute plus network extras and lines are open Monday – Friday, 8:30 a.m. – 5:30 p.m.). From outside the UK please use +44 (0) 20 8639 3399. Members may also appoint a proxy through the CREST electronic proxy appointment service as described in note 11 below. Members wishing to appoint a proxy and register their proxy votes electronically other than through CREST should visit the website [www.capitashareportal.com](http://www.capitashareportal.com). The on-screen instructions at that website will give details on how to complete the appointment and voting process. Electronic proxy appointments and voting instructions must be received no later than 48 hours before the meeting to be effective.
3. To be valid any proxy form or other instrument appointing a proxy must be received by post or (during normal business hours only) by hand to Capita Registrars at PXS, The Registry, 34 Beckenham Road, Beckenham, Kent, BR3 4TU or by Capita Registrars at the electronic address provided in note 2, in each case no later than 10:00 a.m. on 22 May 2011, together with, if appropriate, the power of attorney or other authority (if any) under which it is signed or a duly certified copy of that power or authority.

4. The return of a completed proxy form, other such instrument or any CREST Proxy Instruction (as described in note 11(a) below) will not prevent a member attending the meeting and voting in person if he/she wishes to do so.
5. A vote withheld option is provided on the form of proxy to enable you to instruct your proxy not to vote on any particular resolution, however, it should be noted that a vote withheld in this way is not a 'vote' in law and will not be counted in the calculation of the proportion of the votes 'For' and 'Against' a resolution.
6. Only those members entered on the register of members of the Company at 6.00 p.m. on the 22 May 2011 or, in the event that this meeting is adjourned, in the register of members as at 6.00 p.m. on the day two days before the date of any adjourned meeting, shall be entitled to attend and vote at the meeting in respect of the number of ordinary shares registered in their names at that time. Changes to the entries on the register of members by the close of business on 22 May 2011 or, in the event that this meeting is adjourned, in the register of members before the close of business on the day two days before the date of the adjourned meeting, shall be disregarded in determining the rights of any person to attend or vote at the meeting.
7. In the case of joint holders, where more than one of the joint holders purports to appoint a proxy, only the appointment submitted by the most senior holder will be accepted. Seniority is determined by the order in which the names of the joint holders appear in the Company's register of members in respect of the joint holding (the first-named being the most senior).
8. If a member submits more than one valid proxy appointment, the appointment received last before the latest time for the receipt of proxies will take precedence.
9. Any member attending the meeting has the right to ask questions. The Company must cause to be answered any such question relating to the business being dealt with at the meeting but no such answer need be given if (i) to do so would interfere unduly with the preparation for the meeting or would involve the disclosure of confidential information or (ii) the answer has already been given on a website in the form of an answer to a question or (iii) it is undesirable in the interests of the Company or the good order of the meeting that the question be answered.
10. As at 21 April 2011 the Company's issued share capital consists of 12,453,114 ordinary shares, carrying one vote each. Therefore, the total voting rights in the Company as at 21 April 2011 are 12,453,114.
11. CREST members who wish to appoint a proxy or proxies through the CREST electronic proxy appointment service may do so for this meeting by using the procedures described in the CREST Manual. CREST personal members or other CREST sponsored members, and those CREST members who have appointed a voting service provider(s), should refer to their CREST sponsor or voting service provider(s), who will be able to take the appropriate action on their behalf. Please note the following.
  - (a) In order for a proxy appointment or instruction made using the CREST service to be valid, the appropriate CREST message (a "CREST Proxy Instruction") must be properly authenticated in accordance with Euroclear UK & Ireland Limited's specifications and must contain the information required for such instructions, as described in the CREST Manual. The message, regardless of whether it constitutes the appointment of a proxy or is an amendment to the instruction given to a previously appointed proxy must, in order to be valid, be transmitted so as to be received by the issuer's agent (ID RA10) by the latest time(s) for receipt of proxy appointments specified in this notice. For this purpose, the time of receipt will be taken to be the time (as determined by the timestamp applied to the message by the CREST Application Host) from which the issuer's agent is able to retrieve the message by enquiry to CREST in the manner prescribed by CREST. After this time any change of instructions to proxies appointed through CREST should be communicated to the appointee through other means.
  - (b) CREST members and, where applicable, their CREST sponsors or voting service providers should note that Euroclear UK & Ireland Limited does not make available special procedures in CREST for any particular messages. Normal system timings and limitations will therefore apply in relation to the input of CREST Proxy Instructions. It is the responsibility of the CREST member concerned to take (or, if the CREST member is a CREST personal member or sponsored member or has appointed a voting service provider(s), to procure that his CREST sponsor or voting service provider(s) take(s)) such action as shall be necessary to ensure that a message is transmitted by means of the CREST system by any particular time. In this connection, CREST members and, where applicable, their CREST sponsors or voting service providers are referred in particular to those sections of the CREST Manual concerning practical limitations of the CREST system and timings.
  - (c) The Company may treat as invalid a CREST Proxy Instruction in the circumstances set out in regulation 35(5)(a) of the Uncertificated Securities Regulations 2001.
12. Any corporation which is a member can appoint one or more corporate representatives who may exercise on its behalf all of its powers as a member provided that they do not so in relation to the same shares.
13. Copies of (i) the executive directors' service contracts and (ii) letters of appointment of the non-executive directors will be available for inspection during normal business hours at the registered office of the Company from 3 May April 2011 (Saturdays, Sundays and public holidays excepted) until the time of the AGM from 15 minutes before the AGM until it ends.
14. A copy of this notice, and other information required by section 311A of the Companies Act 2006 can be found at [www.brainjuicer.com](http://www.brainjuicer.com).

## EXPLANATORY NOTES

The notes on the following pages give an explanation of the proposed resolutions.

Resolutions 1 to 8 are proposed as ordinary resolutions. This means that for each of those resolutions to be passed, more than half of the votes cast must be in favour of the resolution. Resolutions 9 to 11 are proposed as special resolutions. This means that for each of those resolutions to be passed, at least three-quarters of the votes cast must be in favour of the resolution.

### **Report and Accounts (Resolution 1)**

The directors of the Company must present the accounts to the meeting.

### **Directors' Remuneration Report (Resolution 2)**

In line with legislation, this vote will be advisory and in respect of the overall remuneration package and not specific to individual levels of remuneration. You can find the remuneration report in the Company's annual report and accounts.

### **Re-election of directors (Resolutions 3 to 5)**

The Company's articles of association require that all directors retire at least every three years and that all newly appointed directors retire at the first annual general meeting following their appointment.

At this meeting, Ken Ford, John Kearon and Alexander Batchelor will retire and stand for re-election or election as directors. Short biographies of these directors can be found in the Annual Report and Accounts. Having considered the performance of and contribution made by each of the directors standing for re-election the board remains satisfied that the performance of each of the relevant directors continues to be effective and to demonstrate commitment to the role and, as such, recommends their re-election.

### **Reappointment and remuneration of auditors (Resolution 6)**

Resolution 6 proposes the reappointment of Grant Thornton LLP as auditors of the Company and authorises the directors to set their remuneration.

### **Declaration of a dividend (Resolution 7)**

A final dividend can only be paid after the shareholders at a general meeting have approved it. A final dividend of 1.8 pence per ordinary share is recommended by the directors for payment to shareholders who are on the register of members at the close of business on 3 June 2011. If approved, the date of payment of the final dividend will be 25 June 2011.

### **Directors' authority to allot shares (Resolution 8)**

The purpose of resolution 8 is to renew the directors' authority to allot shares.

The authority in paragraph (a) will allow the directors to allot new shares in the Company or to grant rights to subscribe for or convert any security into shares in the Company up to a nominal value of £41,510, which is equivalent to approximately one third of the total issued ordinary share capital of the Company as at 21 April 2011. There is no present intention of exercising this general authority.

The authority in paragraph (b) will allow the directors to allot new shares or to grant rights to subscribe for or convert any security into shares in the Company only in connection with a pre-emptive rights issue up to an aggregate nominal value of £83,020, which is approximately two-thirds of the Company's issued share capital as at 21 April 2011 (inclusive of the nominal value of £41,510 sought under paragraph (a) of the resolution). This is in line with corporate governance guidelines. There is no present intention to exercise this authority.

As at 21 April 2011, the Company held 660,000 ordinary shares in treasury, which represents approximately 5.3 per cent of the total ordinary share capital in issue at that date.

If the resolution is passed, the authority will expire on the earlier of 23 August 2012 (the date which is 15 months after the date of the resolution) and the end of next annual general meeting of the Company in 2012.

### **Disapplication of pre-emption rights (Resolution 9)**

If the directors wish to allot new shares or grant rights over shares or sell treasury shares for cash (other than pursuant to an employee share scheme) company law requires that these shares are first offered to existing

shareholders in proportion to their existing holdings. There may be occasions, however, when the directors will need the flexibility to finance business opportunities by the issue of ordinary shares without a pre-emptive offer to existing shareholders. This cannot be done unless the shareholders have first waived their pre-emption rights.

Resolution 9 asks the shareholders to do this and, apart from rights issues or any other pre-emptive offer concerning equity securities and the grant of share options, the authority will be limited to the issue of shares for cash up to a maximum number of 1,245,311 (which includes the sale on a non pre-emptive basis of any shares held in treasury), which is equivalent to approximately 10 per cent of the Company's issued ordinary share capital as at 21 April 2011. The Company undertakes to restrict its use of this authority to a maximum of 7.5 per cent of the Company's issued ordinary share capital in any three year period. Shareholders will note that this resolution also relates to treasury shares and will be proposed as a special resolution.

This resolution seeks a disapplication of the pre-emption rights on a rights issue so as to allow the directors to make exclusions or such other arrangements as may be appropriate to resolve legal or practical problems which, for example, might arise with overseas shareholders. If given, the authority will expire at the conclusion of the next annual general meeting of the Company in 2012 or, if earlier, 23 August 2012 (the date which is 15 months after the passing of the resolution).

#### **Authority to purchase own shares (Resolution 10)**

In certain circumstances, it may be advantageous for the Company to purchase its own shares and resolution 10 seeks the authority from shareholders to continue to do so. The directors will continue to exercise this power only when, in the light of market conditions prevailing at the time, they believe that the effect of such purchases will be to increase earnings per share and is in the best interests of shareholders generally. Other investment opportunities, appropriate gearing levels and the overall position of the Company will be taken into account when exercising this authority.

Any shares purchased in this way will be cancelled and the number of shares in issue will be reduced accordingly, save that the Company may hold in treasury any of its own shares that it purchases pursuant to the Act and the authority conferred by this resolution. This gives the Company the ability to re-issue treasury shares quickly and cost-effectively and provides the Company with greater flexibility in the management of its capital base. It also gives the Company the opportunity to satisfy employee share scheme awards with treasury shares. Once held in treasury, the Company is not entitled to exercise any rights, including the right to attend and vote at meetings in respect of the shares. Further, no dividend or other distribution of the Company's assets may be made to the Company in respect of the treasury shares.

The resolution specifies the maximum number of Ordinary Shares that may be acquired (approximately 10 per cent of the Company's issued ordinary share capital as at 21 April 2011) and the maximum and minimum prices at which they may be bought.

Resolution 10 will be proposed as a special resolution to provide the Company with the necessary authority. If given, this authority will expire at the conclusion of the next annual general meeting of the Company in 2012 or, if earlier, 23 August 2012 (the date which is 15 months after the date of passing of the resolution).

The directors intend to seek renewal of this power at subsequent annual general meetings.

#### **Authority to purchase own shares off market (Resolution 11)**

The Company mitigates the dilutive impact from the exercise of stock options, by transferring shares from treasury to satisfy stock option exercises, and simultaneously purchasing such shares and transferring them back into treasury, pursuant to the authority for share buy-back granted annually at the annual general meeting. These share buy-backs have until now had to be undertaken on-market, using the Company's broker, Canaccord Genuity Limited.

In order to simplify the administration of such share buy-backs and reduce dealing costs, the Company through this resolution is seeking authority to undertake these share buy-backs off-market.

The terms of such off-market share buy-backs would be the same as those contained in the Share Purchase Agreement, which is set out on pages 9 to 12 of this circular and made available for inspection at the registered office of the Company from 3 May 2011 as well as at the annual general meeting itself.

Such off-market share buy-backs would be limited to shares purchased from current stock option holders only and would exclude directors. There are currently 62 such option holders and their names are listed in the Annex of the Share Purchase Agreement. The total stock options which such option holders own, and which will have vested and so be available for exercise prior to the Company's next annual general meeting, is no more than 860,000 (which equates to less than 14,000 options per person on average).

The price per share at which an option holder's shares are purchased will be the closing mid-market price of an Ordinary Share on the working day prior to the buy-back of shares from that option holder.



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**THE PERSONS whose names  
are set out in the Annex**

**and**

**BRAINJUICER GROUP PLC**

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**SALE AND PURCHASE AGREEMENT**

**relating to  
ordinary shares of  
BRAINJUICER GROUP PLC**

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THIS AGREEMENT is made the day of 2011

## BETWEEN

- (1) [SELLER] of [SELLER'S ADDRESS] (the "Seller"); and
- (2) BRAINJUICER GROUP PLC, a company registered in England and Wales with number 5940040 whose registered office is at 1 Cavendish Place, London, W1G 0QF (the "Company").

## INTRODUCTION

- (A) The Company is a public company whose ordinary shares are admitted to trading on AIM.
- (B) The Seller holds [ ] ordinary shares in the Company as a result of the exercise of share options (the "Sale Shares").
- (C) The Seller has agreed to sell and the Company has agreed to purchase the Sale Shares on the terms of this Agreement.
- (D) The purchase of the Sale Shares by the Company on the terms of this Agreement has been authorised by a special resolution of the Company passed on 24 May 2011.

## AGREED TERMS

### 1. Definitions and Interpretation

- 1.1 In this Agreement and the introduction and schedules the following words and expressions have the meanings set out opposite them:

"Act" means the Companies Act 2006;

"AIM" means the AIM market of the London Stock Exchange;

"Business Day" means a day other than a day which is a Saturday, Sunday or public holiday in England;

"Consideration" means the sum paid for the Sale Shares, being the number of Sale Shares multiplied by the Sale Price;

"Encumbrance" includes a mortgage, charge, lien, pledge, right of pre-emption, option, covenant, restriction, lease, trust, order, decree, title defect or any other security interest or conflicting claim of ownership or right to use or any other third party right; and

"Sale Price" means the mid-market closing price of an ordinary share in the Company on the Business Day preceding the date of this Agreement ("Completion");

### 2. Sale and Purchase

- 2.1 The Seller hereby agrees to sell and the Company agrees to purchase the Sale Shares with full title guarantee free from all Encumbrances.
- 2.2 The Sale Shares shall be sold with all rights to dividends and other distributions declared after Completion in respect of the Sale Shares and all other rights and advantages belonging to or accruing to the Sale Shares on or after Completion.

### 3. Consideration

- 3.1 The Seller shall sell the Sale Shares at the Sale Price of [ ] per share.
- 3.2 The Consideration shall be payable to the Seller within five Business Days of the Seller delivering to the Company a stock transfer form duly executed by the Seller in respect of the Sale Shares.

3.3 The Company shall pay the Consideration by cheque or electronic funds transfer to the account of the Seller, at the discretion of the Company.

**4. Miscellaneous**

Each party shall bear its own costs incurred in connection with this Agreement.

**5. Governing law**

The governing law of this Agreement, and of any claim, dispute or issue arising out of or in connection with this Agreement or its subject matter (including non-contractual claims), shall be that of England and Wales.

-----  
[SELLER]

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Authorised signatory, for and on behalf of  
**BRAINJUICER GROUP PLC**

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## Annex

### The Sellers

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Alex Hunt	Eleanor Marshall	Matthew Beal
Alison Shaw	Emanuele Grespan	Matthew Langley
Antony Martinez	Emma Cooper (Formerly Cumber)	Michael Riley
Ari Popper	Eric Johnson	Moritz Du Mee
Beata Gora	Evert Bos	Nina Holland
Ben Hughes	Holly Urban	Orlando Wood
Brent Snider	Iain Robinson	Pamela Vastardis
Bruce Bickerton	Imke Schuller	Paul Roberts
Casimir King	Jaap Moll	Rachel Barlow-Brown
Catherine Fish	James Ashton	Robyn Di Cesare
Charlotte Birdseye	James Kennedy	Russell Gray
Charlotte Kiddle	Jan Priebe	Samantha Colburn
Chris Aanderwiel	Jessicca Butterworth	Shirley Tang
Chris Couldridge	Jim Rimmer	Susan Griffin
Chris Jones	Jonathan Gable	Susanna Marchant
Coenraad De Vos Van Steenwijk	Jonathan Morgan-Jones	Tony Cook
Dan Clarke	Julius Ladwig	Veronique Scholten
Daniel Brookes	Krishna Kabra	Vinod Sahdev
David Whitelam	Laura Arthur	William Goodhand
Denise Barrett	Mandolin Lextrait	Yvonne Chien
Ed Harrison	Mark Johnson	

The share options owned by these option holders, and which will have vested and so be available for exercise prior to the Company's next annual general meeting, total no more than 860,000 (which equates to less than 14,000 per person on average).