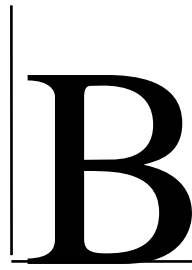


APPLICATION FOR CREDIT REGISTRATION



I hereby apply for Credit Registration by the Periodical Publishers Association Ltd (hereinafter referred to as "the Association"). The following information is submitted on the understanding that the information herein shall be the basis of the agreement of registration between the Association and the agency and that any inaccuracy or omission therein, accidental or otherwise, shall render such agreement voidable at the option of the Association. Please ensure that you complete Forms A, C and D.

NB If you require Sector Professional Registration, please specify in which market the agency operates:

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1. Capital

a. Authorised £

b. Paid up in cash £

c. Issued for other consideration £

State nature of consideration £

d. On a separate sheet, state the nature and amounts, if any, of financing other than equity capital (e.g. debentures, loans, overdrafts, etc)

2. Date of end of financial year

Please attach a copy of the Audited Accounts and Directors' Report for the last financial year. For new companies, please attach a projected balance sheet and a projected profit and loss account for the first year trading.

3. Total annual billings (all figures excluding VAT) Last Year Forecast for Current Year

Periodicals/.....

Newspapers/.....

TV/Cable/Satellite/.....

Radio/.....

Posters/.....

Direct Mail/.....

Online/.....

Other (please specify)/.....

TOTAL/.....

4. Is the agency insured for:

4.1 Credit risks?

4.2 error and negligence?

(state policy number, company and date of expiry)

5. Has any director given a personal guarantee in connection with the agency's activities? If YES, please give details.

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6. Does the agency factor any of its debts? If YES, please give details?

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7. 7.1 Name and address of bankers

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7.2 Name and address of solicitors

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7.3 Name and address of auditors

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8. Please state who is responsible for credit control within the agency.

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