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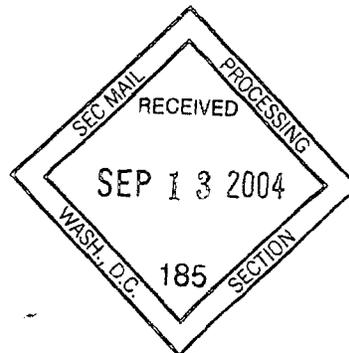
Sofia Bernsand
Company Secretarial Assistant

The Registrar of Companies
Companies House
Crown Way
Maindy
Cardiff CF4 3UZ

VIA SWIFLY

2 September 2004

SUPPL



Dear Sir/Madam

**The Customer Equity Company Limited. no- 4049251.
Annual return for the period ended 10 July 2004**

Please find enclosed completed annual return (363s) for the above-named company together with a cheque for £15.00 being the filing fee due for the above company. Also enclosed is a 288a for the appointment of David Hannay as a director for the company and a 288b for the resignation of David Lowden as a director of the company.

Please acknowledge safe receipt by date stamping and returning the enclosed duplicate of this letter in once of the enclosed stamped addressed envelope and also acknowledge that the above documents have been accepted and successfully filed by date stamping and returning the enclosed duplicate of this letter in the other enclosed stamped addressed envelope.

Yours faithfully

Sofia Bernsand

PROCESSED

SEP 14 2004

THOMSON
FINANCIAL

Encls.

cc. Securities and Exchange Commission, Filing Desk, Division of Corporation Finance, Office of International Corporate Finance, 450 Fifth Street, N.W., Washington, DC 20549, United States

Zafar Aziz, Bank of New York (London) - 020 7964 6028
Robert Goad, Bank of New York (US) - 001 212 571 3051

Handwritten initials and date: JW 9/14

Company Name

THE CUSTOMER EQUITY
COMPANY LIMITED

363s Annual Return

- > Please check the details printed in blue on this statement.
- > If any details are wrong, strike them through and write the correct details in the "Amended details" column.
- > Please use black pen and write in capitals.

Company Type

Private Company Limited By
Shares

Company Number

4049251

Information extracted from
Companies House records on
10th July 2004

Section 1: Company details

Ref: 4049251/03/10

	Current details	Amended details														
<p>> Registered Office Address <i>If any of the details are wrong, strike them through and fill in the correct details in the "Amended details" column.</i></p>	<p>Tns House Westgate London W5 1UA</p>	<p>Address _____ _____ _____ UK Postcode </p>														
<p>> Register of Members <i>If any of the details are wrong, strike them through and fill in the correct details in the "Amended details" column.</i></p>	<p>Address where the Register is held At Registered Office</p>	<p>Address _____ _____ _____ UK Postcode </p>														
<p>> Register of Debenture Holders <i>If any of the details are wrong, strike them through and fill in the correct details in the "Amended details" column.</i></p>	<p>Not Applicable</p>	<p>Address _____ _____ _____ UK Postcode </p>														
<p>> Principal Business Activities <i>If any of the details are wrong, strike them through and fill in the correct details in the "Amended details" column.</i></p>	<table border="1"> <thead> <tr> <th>SIC Code</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>7415</td> <td>Holding companies incl head offices</td> </tr> </tbody> </table>	SIC Code	Description	7415	Holding companies incl head offices	<table border="1"> <thead> <tr> <th>SIC CODE</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>_____</td> <td>_____</td> </tr> <tr> <td>_____</td> <td>_____</td> </tr> <tr> <td>_____</td> <td>_____</td> </tr> <tr> <td>_____</td> <td>_____</td> </tr> </tbody> </table>	SIC CODE	Description	_____	_____	_____	_____	_____	_____	_____	_____
SIC Code	Description															
7415	Holding companies incl head offices															
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_____	_____															
_____	_____															
_____	_____															
_____	_____															
<p>> <i>Please enter additional principal activity code(s) in "Amended details" column. See notes for guidance for list of activity codes.</i></p>																

> **Director**
If any of the details for this person are wrong, strike them through and fill in the correct details in the "Amended details" column.

Name
Amaury Jean-Claude Yves Marie
DE CONDE

Address
15 Avenue De Circourt
La Celle St Cloud 78170
France

Date of birth 05/01/1961

Nationality French

Occupation Market Research

Name

Tick this box if this address is a service address for the beneficiary of a Confidentiality Order granted under section 723B of the Companies Act 1985.

Address

UK Postcode _ _ _ _ _

Date of birth _ _ / _ _ / _ _ _ _

Nationality _____

Occupation _____

Date of change _ _ / _ _ / _ _ _ _

Date Amaury Jean-Claude Yves Marie
DE CONDE ceased to be director (if applicable) _ _ / _ _ / _ _ _ _

Particulars of a new Director must be notified on form 288a.

> **Director**
If any of the details for this person are wrong, strike them through and fill in the correct details in the "Amended details" column.

Name
Edward Frederick HOEFLING

Address
27 Newlyn Close
Bricket Wood
St. Albans
Hertfordshire
AL2 3UP

Date of birth 17/07/1952

Nationality British

Occupation Accountant

Name

Tick this box if this address is a service address for the beneficiary of a Confidentiality Order granted under section 723B of the Companies Act 1985.

Address

UK Postcode _ _ _ _ _

Date of birth _ _ / _ _ / _ _ _ _

Nationality _____

Occupation _____

Date of change _ _ / _ _ / _ _ _ _

Date Edward Frederick HOEFLING
ceased to be director (if applicable) _ _ / _ _ / _ _ _ _

Particulars of a new Director must be notified on form 288a.

> **Director**
If any of the details for this person are wrong, strike them through and fill in the correct details in the "Amended details" column.

Name
Jan Hendrik HOFMEYR

Address
10 Gilquin Crescent
Hout Bay
7800
South Africa

Date of birth 02/02/1953

Nationality South African

Occupation Market Researcher

Name _____

Tick this box if this address is a service address for the beneficiary of a Confidentiality Order granted under section 723B of the Companies Act 1985.

Address _____

UK Postcode _____

Date of birth ____ / ____ / _____

Nationality _____

Occupation _____

Date of change ____ / ____ / _____

Date Jan Hendrik HOFMEYR ceased to be director (if applicable)
____ / ____ / _____

Particulars of a new Director must be notified on form 288a.

> **Director**
If any of the details for this person are wrong, strike them through and fill in the correct details in the "Amended details" column.

Name
Andrew Robert LANCEFIELD

Address
1 Rose Street
Newlands
Cape Town
7700
South Africa

Date of birth 10/05/1961

Nationality South African

Occupation Accountant

Name _____

Tick this box if this address is a service address for the beneficiary of a Confidentiality Order granted under section 723B of the Companies Act 1985.

Address _____

UK Postcode _____

Date of birth ____ / ____ / _____

Nationality _____

Occupation _____

Date of change ____ / ____ / _____

Date Andrew Robert LANCEFIELD ceased to be director (if applicable)
____ / ____ / _____

Particulars of a new Director must be notified on form 288a.

	Current details	Amended details
<p>> Director If any of the details for this person are wrong, strike them through and fill in the correct details in the "Amended details" column.</p> <p>Particulars of a new Director must be notified on form 288a.</p>	<p>Name David Soutar LOWDEN</p> <p>Address The Squirrels Riversdale Bourne End Buckinghamshire SL8 5EB</p> <p>Date of birth 16/08/1957</p> <p>Nationality British</p> <p>Occupation Accountant</p>	<p>Name</p> <hr/> <p><input type="checkbox"/> Tick this box if this address is a service address for the beneficiary of a Confidentiality Order granted under section 723B of the Companies Act 1985.</p> <p>Address</p> <hr/> <hr/> <hr/> <p>UK Postcode _ _ _ _ _</p> <p>Date of birth _ / _ / _ _ _ _</p> <p>Nationality _____</p> <p>Occupation _____</p> <p>Date of change _ / _ / _ _ _ _</p> <p>Date David Soutar LOWDEN ceased to be director (if applicable) 20, 03, 2001</p>

<p>> Director If any of the details for this person are wrong, strike them through and fill in the correct details in the "Amended details" column.</p> <p>Particulars of a new Director must be notified on form 288a.</p>	<p>Name Paul Simon Kent WRIGHT</p> <p>Address Lees Rigg Green North Road Jordans Beaconsfield Buckinghamshire HP9 2SX</p> <p>Date of birth 02/12/1957</p> <p>Nationality British</p> <p>Occupation Solicitor</p>	<p>Name</p> <hr/> <p><input type="checkbox"/> Tick this box if this address is a service address for the beneficiary of a Confidentiality Order granted under section 723B of the Companies Act 1985.</p> <p>Address</p> <hr/> <hr/> <hr/> <p>UK Postcode _ _ _ _ _</p> <p>Date of birth _ / _ / _ _ _ _</p> <p>Nationality _____</p> <p>Occupation _____</p> <p>Date of change _ / _ / _ _ _ _</p> <p>Date Paul Simon Kent WRIGHT ceased to be director (if applicable) _ / _ / _ _ _ _</p>
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Section 3: Share Capital

Current details	Amended details
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> Issued Share Capital
This table shows the total number of shares that have been issued by your company and their Nominal Value. If any of the details are wrong, please fill in the correct details.

Class of share Ordinary	Class of share _____
Nominal value of each share £1.00	Nominal value of each share _____
Number of shares issued 8	Number of shares issued _____
Aggregate Nominal Value of issued shares £8.00	Aggregate Nominal Value of issued shares _____

> Total shares issued and value
If any of the details are wrong, strike them through and fill in the correct details in the "Amended details" column.

Total number of shares issued 8	Total number of shares issued _____
Total Nominal value of shares issued £8.00	Total Nominal value of shares issued _____

> At the date of this Annual Return, if the company has altered or changed its share capital in any way or allotted new shares, please refer to the guidance notes for details of the appropriate form that should be sent with this Annual Return. Annual return guidance notes are available on the Companies House web site at www.companieshouse.gov.uk or by ringing 0870 3333636.

Section 4: Details of Shareholders

- > The details we hold on your company's shareholders and their shareholdings are printed below. These are based on your last Annual Return.
- > If any details have changed, or if any shares have been transferred, please fill in the details in the "Amended details" or "Shares transferred" column.
- > Please give details of any other shareholders in Section 5.

Current details	Amended details	Shares transferred
<p>> Shareholder Name RESEARCH SURVEYS PTY LIMITED</p> <p>Address 99 Kloot Street Gardens Po Box 4626 Cape Town 8066 South Africa</p> <p>Shares held Class Number Ordinary 2</p>	<p>Name _____</p> <p>Address _____ _____ _____</p> <p>UK Postcode _ _ _ _ _</p> <p>Shares held Class Number</p> <p>_____ _____</p>	<p>Shares transferred by RESEARCH SURVEYS PTY LIMITED</p> <p>Class Number Date of transfer</p> <p>_____ _____</p>
<p>> Shareholder Name TAYLOR NELSON SOFRES BV</p> <p>Address Illegible 1013 Ks Amsterdam Netherlands</p> <p>Shares held Class Number Ordinary 6</p>	<p>Name _____</p> <p>Address _____ _____ _____</p> <p>UK Postcode _ _ _ _ _</p> <p>Shares held Class Number</p> <p>_____ _____</p>	<p>Shares transferred by TAYLOR NELSON SOFRES BV</p> <p>Class Number Date of transfer</p> <p>_____ _____</p>

Section 5: Details of Other Shareholders

- > Please fill in details of any persons or corporate bodies who are shareholders of the company at the date of this return, but whose details are not printed in Section 4.
- > Also, provide the details of any persons who became but have ceased to be shareholders of the company since the date of the last annual return.
- > For jointly held shares please list those joint shareholders consecutively on the form. If a joint shareholder also holds shares in their own right, list that holding separately.
- > Please copy this page if there is not enough space to enter all the company's other shareholders.

Shareholders details	Class and number of shares or amount of stock held	Class and number of shares or amount of stock transferred <small>(if appropriate)</small>	Date of registration of transfer <small>(if appropriate)</small>
Name <hr/> Address <hr/> <hr/> <hr/> UK Postcode _ _ _ _ _			
Name <hr/> Address <hr/> <hr/> <hr/> UK Postcode _ _ _ _ _			
Name <hr/> Address <hr/> <hr/> <hr/> UK Postcode _ _ _ _ _			
Name <hr/> Address <hr/> <hr/> <hr/> UK Postcode _ _ _ _ _			



- > When you have checked all the sections of this form, please complete this page and sign the declaration below.
- > If you want to change the made up date of this annual return, please complete 2 below.

1. Declaration

- I confirm that the details in this annual return are correct as at the made-up-date (shown at 2 below). I enclose the filing fee of £15.

Signature

[Handwritten Signature]
(Director/ Secretary)

Date

02, 09, 2004

This date must not be earlier than the return date at 2 below

What to do now

Complete this page then send the whole of the Annual Return and the declaration to the address shown at 4 below.

2. Date of this return

- This AR is made up to 8/8/2004 If you are making this return up to an earlier date, please give the date here

__ / __ / ____

Note: The form must be delivered to CH within 28 days of this date

3. Date of next return

- If you wish to change your next return to a date earlier than **8th August 2005** please give the new date here:

__ / __ / ____

4. Where to send this form

- Please return this form to:

Registrar of Companies
Companies House
Crown Way
Cardiff CF14 3UZ

OR

For members of the Hays Document
Exchange service
DX 33050 Cardiff

Have you enclosed the filing fee with the company number written on the reverse of the cheque?

Contact Address

You do not have to give any contact information below, but if you do, it will help Companies House to contact you if there is a query on the form. The contact information that you give will be visible to searchers of the public record.

Contact Name

Sofia Bernsand

Telephone number *inc code*

0208 9672230

Address

INS House
Westgate
London

DX number *if applicable*

DX exchange

Postcode

W5 1UA



288b

Please complete in typescript,
or in bold black capitals.

CHWP000

Terminating appointment as director or secretary (NOT for appointment (use Form 288a) or change of particulars (use Form 288c))

Company Number

Company Name in full

Date of termination of appointment
Day Month Year

as director as secretary Please mark the appropriate box. If terminating appointment as a director and secretary mark both boxes.

NAME *Style / Title *Honours etc

Please insert details as previously notified to Companies House.

Forename(s)

Surname

†Date of Birth
Day Month Year

A serving director, secretary etc must sign the form below.

Signed Date

* Voluntary details.
† Directors only.
** Delete as appropriate

(** serving director / secretary / administrator / administrative receiver / receiver-manager / receiver.)

Please give the name, address, telephone number and, if available, a DX number and Exchange of the person Companies House should contact if there is any query.

Companies House receipt date barcode
**This form has been provided free of charge
by Companies House.**

When you have completed and signed the form please send it to the Registrar of Companies at:
Companies House, Crown Way, Cardiff, CF14 3UZ DX 33050 Cardiff
for companies registered in England and Wales or
Companies House, 37 Castle Terrace, Edinburgh, EH1 2EB
for companies registered in Scotland **DX 235 Edinburgh**

Please complete in typescript,
or in bold black capitals.

CHWP000

APPOINTMENT of director or secretary (NOT for resignation (use Form 288b) or change of particulars (use Form 288c))

Company Number ~~4040935~~ 4049251

Company Name in full
The Customer Equity
Company Limited†

Date of appointment: Day 04, Month 07, Year 2003
†Date of Birth: Day 31, Month 07, Year 1958

Appointment form

Appointment as director as secretary Please mark the appropriate box. If appointment is as a director and secretary mark both boxes.

Notes on completion appear on reverse.

NAME *Style / Title: MR *Honours etc:

Forename(s): DAVID RICHARD

Surname: HANNAY

Previous Forename(s): Previous Surname(s):

†† Tick this box if the address shown is a service address for the beneficiary of a Confidentiality Order granted under the provisions of section 723B of the Companies Act 1985

†† Usual residential address: 60 WOODHUEST AVENUE 2

Post town: ORPINGTON Postcode: BR5 1AS

County / Region: KENT Country: KENT

†Nationality: BRITISH †Business occupation: MARKET RESEARCH

†Other directorships (additional space overleaf):

I consent to act as ** director / secretary of the above named company
Consent signature: *Danny* Date: 24/10/03

* Voluntary details.
† Directors only.
**Delete as appropriate

A director, secretary etc must sign the form below.
Signed: *Edward Jeffrey* Date: 24/10/03

(**a director / secretary / administrator / administrative receiver / receiver manager / receiver)

You do not have to give any contact information in the box opposite but if you do, it will help Companies House to contact you if there is a query on the form. The contact information that you give will be visible to searchers of the public record..

Sofia Bernsand
TNS House, Westgate, London
W5 1UA Tel 0208 967 2230
DX number: DX exchange:

Companies House receipt date barcode
This form has been provided free of charge by Companies House

When you have completed and signed the form please send it to the Registrar of Companies at:

Companies House, Crown Way, Cardiff, CF14 3UZ DX 33050 Cardiff
for companies registered in England and Wales or
Companies House, 37 Castle Terrace, Edinburgh, EH1 2EB
for companies registered in Scotland DX 235 Edinburgh