

THE JUICE PLUS+ COMPANY ApS

Banevænget 13, St., 3460 Birkerød

Company reg. no. 20 65 66 46

Annual report

1 May 2016 - 30 April 2017

The annual report have been submitted and approved by the general meeting on the 3 July 2017.

Harry Parker Harness III
Chairman of the meeting

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Notes to users of the English version of this document:

- This document is a translation of a Danish version of the document. In the event of any dispute regarding the interpretation of any part of the document, the Danish version of the document shall prevail.
- To ensure the greatest possible applicability of this document, British English terminology has been used.
- Please note that decimal points remain unchanged from the Danish version of the document. This means that for instance DKK 146.940 is the same as the English amount of DKK 146,940, and that 23,5 % is the same as the English 23.5 %.

Management's report

The executive board has today presented the annual report of THE JUICE PLUS+ COMPANY ApS for the financial year 1 May 2016 to 30 April 2017.

The annual report has been presented in accordance with the Danish Financial Statements Act.

We consider the accounting policies used appropriate, and in our opinion the annual accounts provide a true and fair view of the company's assets and liabilities and its financial position as on 30 April 2017 and of the company's results of its activities in the financial year 1 May 2016 to 30 April 2017.

We are of the opinion that the management's review includes a fair description of the issues dealt with.

The annual report is recommended for approval by the general meeting.

Birkerød, 26 June 2017

Executive board

Alexander Anton Dettwiler

Harry Parker Harness III

Independent auditor's report

To the shareholders of THE JUICE PLUS+ COMPANY ApS

Opinion

We have audited the annual accounts of THE JUICE PLUS+ COMPANY ApS for the financial year 1 May 2016 to 30 April 2017, which comprise accounting policies used, profit and loss account, balance sheet and notes. The annual accounts are prepared in accordance with the Danish Financial Statements Act.

In our opinion, the annual accounts give a true and fair view of the company's assets, liabilities and financial position at 30 April 2017 and of the results of the company's operations for the financial year 1 May 2016 to 30 April 2017 in accordance with the Danish Financial Statements Act.

Basis for opinion

We conducted our audit in accordance with international standards on auditing and the additional requirements applicable in Denmark. Our responsibilities under those standards and requirements are further described in the below section "Auditor's responsibilities for the audit of the annual accounts". We are independent of the company in accordance with international ethics standards for accountants (IESBA's Code of Ethics) and the additional requirements applicable in Denmark, and we have fulfilled our other ethical responsibilities in accordance with these standards and requirements. We believe that the audit evidence obtained is sufficient and appropriate to provide a basis for our opinion.

Independent auditor's report

The management's responsibilities for the annual accounts

The management is responsible for the preparation of annual accounts that give a true and fair view in accordance with the Danish Financial Statements Act. The management is also responsible for such internal control as the management determines is necessary to enable the preparation of annual accounts that are free from material misstatement, whether due to fraud or error.

In preparing the annual accounts, the management is responsible for evaluating the company's ability to continue as a going concern, and, when relevant, disclosing matters related to going concern and using the going concern basis of accounting when preparing the annual accounts, unless the management either intends to liquidate the company or to cease operations, or if it has no realistic alternative but to do so.

Auditor's responsibilities for the audit of the annual accounts

Our objectives are to obtain reasonable assurance about whether the annual accounts as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report including an opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with international standards on auditing and the additional requirements applicable in Denmark will always detect a material misstatement when it exists. Misstatements may arise due to fraud or error and may be considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions made by users on the basis of the annual accounts

As part of an audit conducted in accordance with international standards on auditing and the additional requirements applicable in Denmark, we exercise professional evaluations and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement in the annual accounts, whether due to fraud or error, design and perform audit procedures in response to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than the risk of not detecting a misstatement resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of the internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control.
- Evaluate the appropriateness of accounting policies used by the management and the reasonableness of accounting estimates and related disclosures made by the management.

Independent auditor's report

- Conclude on the appropriateness of the management's preparation of the annual accounts being based on the going concern principle and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may raise significant doubt about the company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the annual accounts or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and contents of the annual accounts, including the disclosures in the notes, and whether the annual accounts reflect the underlying transactions and events in a manner that gives a true and fair view.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in the internal control that we identify during our audit.

Statement on the management's review

The management is responsible for the management's review.

Our opinion on the annual accounts does not cover the management's review, and we do not express any kind of assurance opinion on the management's review.

In connection with our audit of the annual accounts, our responsibility is to read the management's review and in that connection consider whether the management's review is materially inconsistent with the annual accounts or our knowledge obtained during the audit, or whether it otherwise appears to contain material misstatement.

Furthermore, it is our responsibility to consider whether the management's review provides the information required under the Danish Financial Statements Act.

Based on the work we have performed, we believe that the management's review is in accordance with the annual accounts and that it has been prepared in accordance with the requirements of the Danish Financial Statement Acts. We did not find any material misstatement in the management's review.

Copenhagen, 26 June 2017

BUUS JENSEN

State Authorised Public Accountants
Company reg. no. 16 11 90 40

Ulrik Nørskov

State Authorised Public Accountant

Company data

The company

THE JUICE PLUS+ COMPANY ApS
Banevænget 13, St.
3460 Birkerød

Company reg. no. 20 65 66 46

Domicile:

Financial year: 1 May - 30 April

Executive board

Alexander Anton Dettwiler
Harry Parker Harness III

Auditors

BUUS JENSEN, Statsautoriserede revisorer

Management's review

The principal activities of the company

The main activities of the enterprise are trade and investments.

Development in activities and financial matters

The results from ordinary activities after tax are DKK 2.771.765 against DKK 1.579.323 last year. The management consider the results satisfactory.

The management expect a positive result for the next year.

Accounting policies used

The annual report for THE JUICE PLUS+ COMPANY ApS is presented in accordance with those regulations of the Danish Financial Statements Act concerning companies identified as class B enterprises.

The accounting policies used are unchanged compared to last year, and the annual accounts are presented in Danish kroner (DKK).

Recognition and measurement in general

Income is recognised in the profit and loss account concurrently with its realisation, including the recognition of value adjustments of financial assets and liabilities. Likewise, all costs, these including depreciation, amortisation, writedown, provisions, and reversals which are due to changes in estimated amounts previously recognised in the profit and loss account are recognised in the profit and loss account.

Assets are recognised in the balance sheet when the company is liable to achieve future, financial benefits and the value of the asset can be measured reliably.

Liabilities are recognised in the balance sheet when the company is liable to lose future, financial benefits and the value of the liability can be measured reliably.

At the first recognition, assets and liabilities are measured at cost. Later, assets and liabilities are measured as described below for each individual accounting item.

Certain fixed asset investments and liabilities are measured at amortised cost, by which method a fixed, effective interest is recognised during the useful life of the asset or the liability. Amortised cost is recognised as the original cost with deduction of any payments and additions/deductions of the accrued amortisation of the difference between cost and nominal amount. In this way capital losses and capital profits are spread over the useful life.

At recognition and measurement, such predictable losses and risks are taken into consideration, which may appear before the annual report is presented, and which concerns matters existing on the balance sheet date.

Translation of foreign currency

Transactions in foreign currency are translated by using the exchange rate prevailing at the date of the transaction. Differences in the rate of exchange arising between the rate at the date of transaction and the rate at the date of payment are recognised in the profit and loss account as an item under net financials.

Debtors, creditors, and other monetary items in foreign currency are translated by using the closing rate. The difference between the closing rate and the rate at the time of the occurrence or the recognition in the latest annual accounts of the amount owed or the liability is recognised in the profit and loss account under financial income and expenses.

Accounting policies used

Fixed assets and other non-monetary assets acquired in foreign currency and which are not considered to be investment assets purchased in foreign currencies are measured at the exchange rate on the transaction date.

The profit and loss account

Gross profit

The gross profit comprises the net turnover, changes in inventories of finished goods and work in progress, work performed for own purposes and capitalised, other operating income, and external costs.

Other external costs comprise costs for distribution, sales, advertisement, administration, premises, loss on debtors, and operational leasing costs.

Staff costs

Staff costs include salaries and wages including holiday allowances, pensions and other costs for social security etc. for staff members. Staff costs are less public reimbursements.

Depreciation, amortisation and writedown

Depreciation, amortisation and writedown comprise depreciation on, amortisation of and writedown relating to intangible and tangible fixed assets respectively.

Net financials

Net financials comprise interest, realised and unrealised capital gains and losses concerning financial assets and liabilities, amortisation of financial assets and liabilities, additions and reimbursements under the Danish tax prepayment scheme, etc. Financial income and expenses are recognised in the profit and loss account with the amounts that concerns the financial year.

Tax of the results for the year

The tax for the year comprises the current tax for the year and the changes in deferred tax, and it is recognised in the profit and loss account with the share referring to the results for the year and directly in the equity with the share referring to entries directly on the equity.

The balance sheet

Tangible fixed assets

Tangible fixed assets are measured at cost with deduction of accrued depreciation and writedown. Land is not depreciated.

The basis of depreciation is cost with deduction of any expected residual value after the end of the useful life of the asset. The amortisation period and the residual value are determined at the acquisition date and reassessed annually. If the residual value exceeds the book value, the amortisation discontinues.

Accounting policies used

If the amortisation period or the residual value is changed, the effect on amortisation will in the future be recognised as a change in the accounting estimates.

The cost comprises the acquisition cost and costs directly attached to the acquisition until the time when the asset is ready for use.

The cost of a total asset is divided into separate components. These components are depreciated separately, the useful lives of each individual components differing.

Depreciation takes place on a straight line basis and based on an evaluation of the expected useful life:

Other plants, operating assets, fixtures and furniture 3-5 years

Debtors

Debtors are measured at amortised cost which usually corresponds to face value. In order to meet expected losses, writedown takes place at the net realisable value.

Accrued income and deferred expenses

Accrued income and deferred expenses recognised under assets comprise incurred costs concerning the next financial year.

Available funds

Available funds comprise cash at bank and in hand.

Equity

Dividend

Dividend expected to be distributed for the year is recognised as a separate item under the equity. Proposed dividend is recognised as a liability at the time of approval by the general meeting (the time of declaration).

Corporate tax and deferred tax

Current tax receivable and tax liabilities are recognised in the balance sheet at the amount calculated on the basis of the expected taxable income for the year adjusted for tax on previous years' taxable income and prepaid taxes. Tax receivable and tax liabilities are set off to the extent that legal right of set-off exists and if the items are expected to be settled net or simultaneously.

Deferred tax is measured on the basis of all temporary differences in assets and liabilities with a balance sheet focus.

Deferred tax is measured based on the tax rules and tax rates applying under the legislation on the balance sheet date and prevailing when the deferred tax is expected to be released as current tax.

Accounting policies used

Liabilities

Other liabilities are measured at amortised cost which usually corresponds to the nominal value.

Accrued expenses and deferred income

Received payments concerning income during the following years are recognised under accrued expenses and deferred income.

Profit and loss account 1 May - 30 April

All amounts in DKK.

<u>Note</u>	<u>2017</u>	<u>2016</u>
Gross profit	7.485.799	5.867.528
1 Staff costs	-3.515.338	-3.449.320
Depreciation and writedown relating to tangible fixed assets	-68.165	-42.036
Operating profit	3.902.296	2.376.172
Other financial income	2.032	3.395
Other financial costs	-345.557	-351.840
Results before tax	3.558.771	2.027.727
2 Tax on ordinary results	-787.006	-448.404
Results for the year	2.771.765	1.579.323
Proposed distribution of the results:		
Extraordinary dividend adopted during the financial year	3.500.000	0
Dividend for the financial year	2.800.000	0
Allocated to results brought forward	0	1.579.323
Allocated from results brought forward	-3.528.235	0
Distribution in total	2.771.765	1.579.323

Balance sheet 30 April

All amounts in DKK.

<u>Note</u>	<u>2017</u>	<u>2016</u>
Assets		
Fixed assets		
3 Other plants, operating assets, and fixtures and furniture	154.701	92.222
Tangible fixed assets in total	<u>154.701</u>	<u>92.222</u>
Fixed assets in total	<u>154.701</u>	<u>92.222</u>
Current assets		
Trade debtors	1.046.537	810.950
Other debtors	135.140	342.296
Accrued income and deferred expenses	145.178	240.120
Debtors in total	<u>1.326.855</u>	<u>1.393.366</u>
Available funds	<u>7.149.192</u>	<u>7.544.154</u>
Current assets in total	<u>8.476.047</u>	<u>8.937.520</u>
Assets in total	<u>8.630.748</u>	<u>9.029.742</u>

Balance sheet 30 April

All amounts in DKK.

Equity and liabilities			
<u>Note</u>		<u>2017</u>	<u>2016</u>
Equity			
4	Contributed capital	125.000	125.000
5	Results brought forward	32.194	3.560.429
6	Proposed dividend for the financial year	2.800.000	0
	Equity in total	<u>2.957.194</u>	<u>3.685.429</u>
 Liabilities			
	Trade creditors	2.024.697	2.219.503
	Corporate tax	717.006	450.736
	Other debts	2.931.851	2.674.074
	Short-term liabilities in total	<u>5.673.554</u>	<u>5.344.313</u>
	Liabilities in total	<u>5.673.554</u>	<u>5.344.313</u>
	Equity and liabilities in total	<u>8.630.748</u>	<u>9.029.742</u>

7 Contingencies

Notes

All amounts in DKK.

	<u>2017</u>	<u>2016</u>
1. Staff costs		
Salaries and wages	3.212.988	3.144.156
Pension costs	256.178	250.985
Other costs for social security	<u>46.172</u>	<u>54.179</u>
	<u>3.515.338</u>	<u>3.449.320</u>
Average number of employees	<u>6</u>	<u>7</u>
2. Tax on ordinary results		
Tax of the results for the year, parent company	787.006	450.736
Adjustment for the year of deferred tax	<u>0</u>	<u>-2.332</u>
	<u>787.006</u>	<u>448.404</u>
3. Other plants, operating assets, and fixtures and furniture		
Cost 1 May 2016	286.762	286.762
Additions during the year	<u>130.644</u>	<u>0</u>
Cost 30 April 2017	<u>417.406</u>	<u>286.762</u>
Depreciation and writedown 1 May 2016	-194.540	-152.504
Depreciation for the year	<u>-68.165</u>	<u>-42.036</u>
Depreciation and writedown 30 April 2017	<u>-262.705</u>	<u>-194.540</u>
Book value 30 April 2017	<u>154.701</u>	<u>92.222</u>

Notes

All amounts in DKK.

	<u>30/4 2017</u>	<u>30/4 2016</u>
4. Contributed capital		
Contributed capital 1 May 2016	125.000	125.000
	<u>125.000</u>	<u>125.000</u>
5. Results brought forward		
Results brought forward 1 May 2016	60.429	1.981.106
Profit or loss for the year brought forward	-3.528.235	1.579.323
Extraordinary dividend adopted during the financial year	3.500.000	0
	<u>32.194</u>	<u>3.560.429</u>
6. Proposed dividend for the financial year		
Dividend for the financial year	2.800.000	0
	<u>2.800.000</u>	<u>0</u>
7. Contingencies		
Contingent liabilities		
Rent commitments at 30 April 2017 represents T. DKK 1.058.		