

# JS World Media A/S

Aros Allé 1, 8000 Aarhus C

CVR no. 21 42 72 84

## Annual report 2020

Approved at the Company's annual general meeting on 26 April 2021

Chair of the meeting:

.....  
Peter V. Ekstrøm



## Contents

Statement by the Board of Directors and the Executive Board	2
Independent auditor's report	3
Management's review	5
Consolidated financial statements and parent company financial statements 1 January - 31 December	10
Income statement	10
Balance sheet	11
Statement of changes in equity	13
Cash flow statement	14
Notes	15

## Statement by the Board of Directors and the Executive Board

The Board of Directors and the Executive Board have today discussed and approved the annual report of JS World Media A/S for the financial year 1 January - 31 December 2020.

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

In our opinion, the consolidated financial statements and the parent company financial statements give a true and fair view of the financial position of the Group and the Parent Company at 31 December 2020 and of the results of their operations and consolidated cash flows for the financial year 1 January - 31 December 2020.

Further, in our opinion, the Management's review gives a fair review of the development in the Group's and the Parent Company's operations and financial matters, the results for the year and the Group's and the Parent Company's financial position.

We recommend that the annual report be approved at the annual general meeting.

Aarhus, 26 April 2021  
Executive Board:

.....  
Henrik Bergholdt  
CEO

Board of Directors:

.....  
Jens B. Stausholm  
Chair

.....  
Peter V. Ekstrøm

.....  
Henrik Bergholdt

## Independent auditor's report

### To the shareholders of JS World Media A/S

#### Opinion

We have audited the consolidated financial statements and the parent company financial statements of JS World Media A/S for the financial year 1 January - 31 December 2020, which comprise income statement, balance sheet, statement of changes in equity and notes, including accounting policies, for both the Group and the Parent Company, and a consolidated cash flow statement. The consolidated financial statements and the parent company financial statements are prepared in accordance with the Danish Financial Statements Act.

In our opinion, the consolidated financial statements and the parent company financial statements give a true and fair view of the financial position of the Group and the Parent Company at 31 December 2020 and of the results of the Group's and the Parent Company's operations as well as the consolidated cash flows for the financial year 1 January - 31 December 2020 in accordance with the Danish Financial Statements Act.

#### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs) and additional requirements applicable in Denmark. Our responsibilities under those standards and requirements are further described in the "Auditor's responsibilities for the audit of the consolidated financial statements and the parent company financial statements" (hereinafter collectively referred to as "the financial statements") section of our report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### Independence

We are independent of the Group in accordance with the International Ethics Standards Board for Accountants' Code of Ethics for Professional Accountants (IESBA Code) and additional requirements applicable in Denmark, and we have fulfilled our other ethical responsibilities in accordance with these rules and requirements.

#### Management's responsibility for the financial statements

Management is responsible for the preparation of consolidated financial statements and parent company financial statements that give a true and fair view in accordance with the Danish Financial Statements Act and for such internal control as Management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, Management is responsible for assessing the Group's and the Parent Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting in preparing the financial statements unless Management either intends to liquidate the Group or the Parent Company or to cease operations, or has no realistic alternative but to do so.

#### Auditor's responsibilities for the audit of the financial statements

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

As part of an audit conducted in accordance with ISAs and the additional requirements applicable in Denmark, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- ▶ Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive 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 for one resulting from error as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

## Independent auditor's report

- ▶ Obtain an understanding of 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 Group's and the Parent Company's internal control.
- ▶ Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by Management.
- ▶ Conclude on the appropriateness of Management's use of the going concern basis of accounting in preparing the financial statements and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Group's and the Parent 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 financial statements 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 Group and the company to cease to continue as a going concern.
- ▶ Evaluate the overall presentation, structure and contents of the financial statements, including the note disclosures, and whether the financial statements represent the underlying transactions and events in a manner that gives a true and fair view.
- ▶ Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the Group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit opinion.

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 internal control that we identify during our audit.

### Statement on the Management's review

Management is responsible for the Management's review.

Our opinion on the financial statements does not cover the Management's review, and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the Management's review and, in doing so, consider whether the Management's review is materially inconsistent with the financial statements or our knowledge obtained during the audit, or otherwise appears to be materially misstated.

Moreover, 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 conclude that the Management's review is in accordance with the financial statements and has been prepared in accordance with the requirements of the Danish Financial Statement Act. We did not identify any material misstatement of the Management's review.

Aarhus, 26 April 2021  
EY Godkendt Revisionspartnerselskab  
CVR no. 30 70 02 28

Jes Lauritzen  
State Authorised  
Public Accountant  
mne10121

Morten Klarskov Larsen  
State Authorised  
Public Accountant  
mne32736

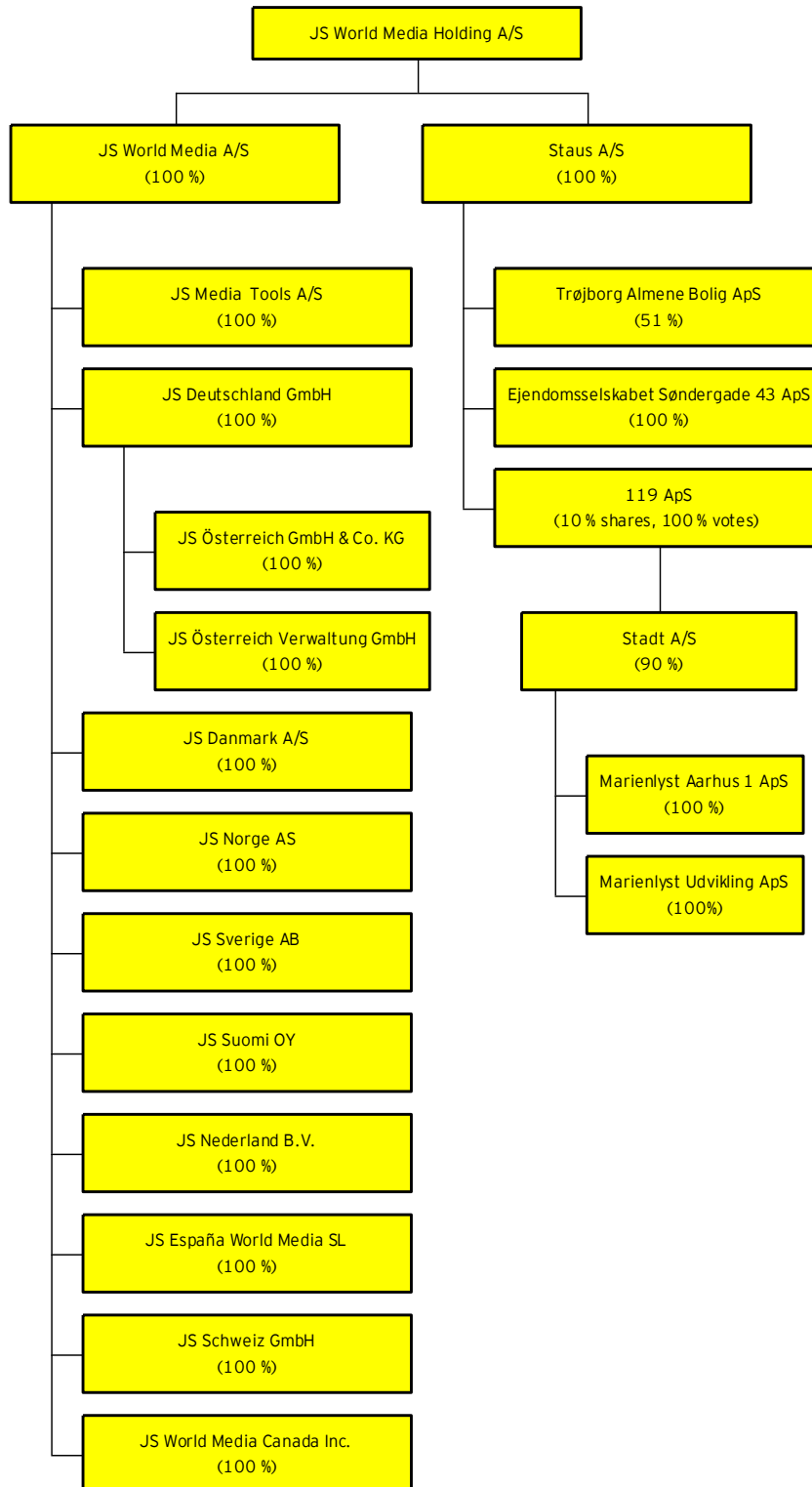
## Management's review

### Company details

Name	JS World Media A/S
Address, zip code, city	Aros Allé 1, 8000 Aarhus C
CVR no.	21 42 72 84
Established	20 November 1998
Registered office	Aarhus
Financial year	1 January - 31 December
Board of Directors	Jens B. Stausholm, Chairman Peter V. Ekstrøm Henrik Bergholdt
Executive Board	Henrik Bergholdt
Auditor	EY Godkendt Revisionspartnerselskab Værkmestergade 25, 8000 Aarhus C

## Management's review

### Group chart



## Management's review

### Financial highlights for the Group

DKK'000	2020	2019	2018	2017	2016
<b>Key figures</b>					
Revenue	267,756	250,935	236,489	266,815	305,985
Gross profit	209,704	181,184	166,764	188,386	208,566
Operating profit	49,146	20,841	11,363	21,065	17,496
Profit from net financials	490	593	547	1,148	899
<b>Profit for the year</b>	<b>38,194</b>	<b>15,936</b>	<b>8,075</b>	<b>16,167</b>	<b>12,159</b>
<b>Total assets</b>					
Portion relating to investment in property, plant and equipment	1,872	880	912	3,267	4,614
<b>Equity</b>	<b>178,668</b>	<b>140,783</b>	<b>124,745</b>	<b>116,723</b>	<b>100,863</b>
<b>Cash flows</b>					
Cash flows from operating activities	45,763	29,867	-4,953	29,239	-7,153
Cash flows from investing activities	-1,872	-559	-904	-940	-4,148
Cash flows from financing activities	1,499	1,227	0	0	-9,059
<b>Total cash flows</b>	<b>45,390</b>	<b>30,535</b>	<b>-5,858</b>	<b>15,135</b>	<b>-20,360</b>
<b>Financial ratios</b>					
Operating margin	18.4	8.3	4.8	7.9	5.7
Return on invested capital	29.5	15.3	9.3	15.0	26.6
Gross margin	78.3	72.2	70.5	70.6	68.2
Current ratio	346.1	336.0	328.7	312.3	251.5
Solvency ratio	68.0	67.9	68.5	68.1	61.8
Return on equity	23.9	12.0	7.1	15.1	24.1
<b>Average number of full-time employees</b>	<b>386</b>	<b>384</b>	<b>368</b>	<b>431</b>	<b>480</b>

The financial ratios stated in the survey of financial highlights have been calculated as follows:

Operating margin	$\frac{\text{Operating profit (EBIT)} \times 100}{\text{Revenue}}$
Return on invested capital	$\frac{\text{Operating profit} \times 100}{\text{Average invested capital}}$
Invested capital	Operating intangible assets and property, plant and equipment plus net working capital
Gross margin	$\frac{\text{Gross profit} \times 100}{\text{Revenue}}$
Current ratio	$\frac{\text{Current assets} \times 100}{\text{Current liabilities}}$
Solvency ratio	$\frac{\text{Equity at year end} \times 100}{\text{Total equity and liabilities at year end}}$
Return on equity	$\frac{\text{Profit from ordinary activities after tax} \times 100}{\text{Average equity}}$



## Management's review

### Business review for the Group

The Group's business model is sale and production of interactive brochures funded by suppliers, and the Company has activities in Denmark, Iceland, Norway, Sweden, Finland, Germany, the Netherlands, Austria, Switzerland and Spain. The Group established its activities in 1993, and the corporate form has changed to public limited company over the years. All sales are made by our employees through telesales and physical meetings with brochure customers. Sale of advertisements is made solely through telesales. The production of the interactive brochures is handled partly by our own employees and partly by external subsuppliers.

### Development in activities and financial matters

The Group's income statement for 2020 shows increased profit compared with 2019. Profit for the year amounts to DKK 38,194 thousand against a profit of DKK 15,936 thousand in 2019.

The Group's balance sheet at 31 December 2020 shows equity of DKK 178,668 thousand (2019: DKK 140,783 thousand) and equity interest of 68.0% (2019: 67.9%).

Group Management considers the results satisfactory.

### Investments

In line with the Group's strategy, further investments were made in products and improvements of existing products. The Group will continue to invest in new products and markets in 2021.

### Intellectual capital

In 2020, according to group strategy, major investments were made in the recruitment and training of employees to increase their skills. These investments form part of the group strategy to support the Group's future growth potential.

### Corporate social responsibility, including human rights and climate

The Group's primary activities comprise sale and production of brochures, magazines and films. Based on an analysis of the Group's activities, the Group is not considered to have significant risks associated with and as a consequence of

- ▶ human rights
- ▶ climate
- ▶ environment
- ▶ social matters
- ▶ anti-corruption.

Nevertheless, the Group strives to live up to international stands and standards in the countries in which the Group is represented.

Consequently, the Group has not prepared any policies on these matters and does not register actions within these areas, if any. Moreover, no performance in these areas is measured either.

### Goals and policies regarding gender distribution in Management

The Group always strives at recruiting the best suitable board members, managers and other employees irrespective of gender, race or religion. The Group's and the Company's recruitment and staff policies support this practice.

As a family-owned business, the Group has a long-term strategy and objective. The members of the Board of Directors are recruited with this in mind and therefore have a long-standing relation with the Group. The aim is to maintain stability and continuity in the composition of the Board of Directors going forward.

## Management's review

The Board of Directors of the Company consists of three members who are elected at the annual general meeting. At present, all the members are men. A target is set at a 33/67 distribution so that the gender ratio of the Board of Directors will be one member of one gender and two members of the other gender. We aim to achieve the target no later than in 2024.

In 2020, no election for the Board was held, and thus, the target was not reached.

The Board of Directors and the Executive Board commit to continuously work for and encourage that persons of the underrepresented gender run for election for the Board of Directors at the annual general meetings.

The Group's target/policy is to increase the ratio of the underrepresented gender at the other levels of management. The other levels of management in the Group are defined as the Group Executive Board and other executives with staff responsibilities. These levels of management usually consist of 6-8 people. A target ratio of 33/67 in Management has been set; the low target is due to industry factors. It is regularly considered how to strengthen the other levels of management by increased diversity, including in terms of gender. The Group strives to interview qualified candidates of both genders when executive positions are refilled.

The Executive Board and Management of the JS World Media Holding Group currently consist of six people in charge of management, of whom one is female. As there have been no replacements during the year, one gender has been overrepresented since the beginning of 2013. The Company still strives to achieve the target through future recruitment.

The aim is to have at least one candidate of each gender among the final three candidates in the recruitment process.

### Events after the balance sheet date

No events materially affecting the Group's and the Company's financial position have occurred subsequent to the financial year end.

### Outlook

The Group's Management expects improved results for 2021 compared with 2020. Due to the COVID-19 outbreak, this expectation is subject to some uncertainty. However, the expectation is the best estimate at the time of presentation.

### Risks

The Group is not exposed to any unusual risks.

The Group's currency risks primarily relate to foreign subsidiaries' results at year end, which are translated into Danish kroner based on average exchange rates; however, the majority of the Group's foreign entities are domiciled in EUR countries. In general, the foreign entities are not affected by exchange rate fluctuations, as income and expenses are settled in local currencies.

The Group's credit risks relate to financial assets. Credit risks in relation to financial assets correspond to the values recognised in the balance sheet. The Group is not exposed to any major risks regarding one particular customer or business partner.

## Consolidated financial statements and parent company financial statements 1 January - 31 December

### Income statement

Note	DKK'000	Group		Parent	
		2020	2019	2020	2019
2	<b>Revenue</b>	267,756	250,935	13,966	16,163
	Other operating income	397	360	0	0
	Cost of sales/production costs	-24,889	-27,255	0	0
3	Other external costs	-33,560	-42,856	-4,565	-5,442
	<b>Gross profit</b>	209,704	181,184	9,401	10,721
4	Staff costs	-159,165	-158,475	-8,120	-9,784
5	Depreciation on property, plant and equipment and amortisation of intangible assets	-1,393	-1,733	-226	-276
	Other operating costs	0	-135	0	-29
	<b>Operating profit</b>	49,146	20,841	1,055	632
	Share of profit/loss in subsidiaries	0	0	36,867	15,489
6	Financial income	964	1,268	891	959
7	Financial expenses	-474	-675	-244	-557
	<b>Profit before tax</b>	49,636	21,434	38,569	16,523
8	Tax for the year	-11,442	-5,498	-375	-587
	<b>Profit for the year</b>	38,194	15,936	38,194	15,936

## Consolidated financial statements and parent company financial statements 1 January - 31 December

### Balance sheet

Note	DKK'000	Group		Parent	
		2020	2019	2020	2019
		<b>ASSETS</b>			
		<b>Non-current assets</b>			
9	<b>Intangible assets</b>				
	Goodwill	0	0	0	0
		0	0	0	0
10	<b>Property, plant and equipment</b>				
	Fixtures and fittings, tools and equipment	3,579	3,114	692	850
		3,579	3,114	692	850
	<b>Investments</b>				
11	Equity investments in subsidiaries	0	0	79,708	47,510
	Other receivables	778	870	0	0
		778	870	79,708	47,510
	<b>Total non-current assets</b>	<b>4,357</b>	<b>3,984</b>	<b>80,400</b>	<b>48,360</b>
	<b>Current assets</b>				
	<b>Receivables</b>				
	Trade receivables	38,007	28,662	15	0
12	Sales contracts	6,239	4,373	0	0
	Receivables from group entities	87,476	85,231	98,108	99,277
	Receivables from associates	0	31	0	31
16	Corporation tax receivable	3,199	5,050	0	0
15	Deferred tax asset	110	185	192	252
	Other receivables	4,480	4,634	1,916	1,824
13	Prepayments	3,548	4,173	877	692
		143,059	132,339	101,108	102,076
	<b>Cash</b>	<b>115,500</b>	<b>71,104</b>	<b>15,480</b>	<b>7,296</b>
	<b>Total current assets</b>	<b>258,559</b>	<b>203,443</b>	<b>116,588</b>	<b>109,372</b>
	<b>TOTAL ASSETS</b>	<b>262,916</b>	<b>207,427</b>	<b>196,988</b>	<b>157,732</b>

## Consolidated financial statements and parent company financial statements 1 January - 31 December

### Balance sheet

Note	DKK'000	Group		Parent	
		2020	2019	2020	2019
		<b>EQUITY AND LIABILITIES</b>			
		<b>Equity</b>			
14	Share capital	558	558	558	558
	Net revaluation reserve according to the equity method	0	0	25,420	0
	Translation reserve	-309	0	-309	0
	Retained earnings	78,419	140,225	52,999	140,225
	Dividend proposed for the year	100,000	0	100,000	0
	<b>Total equity</b>	<b>178,668</b>	<b>140,783</b>	<b>178,668</b>	<b>140,783</b>
	<b>Provisions</b>				
15	Deferred tax	7,063	5,172	0	0
	<b>Total provisions</b>	<b>7,063</b>	<b>5,172</b>	<b>0</b>	<b>0</b>
	<b>Liabilities other than provisions</b>				
	<b>Non-current liabilities other than provisions</b>				
19	Other payables	2,476	928	1,158	435
		2,476	928	1,158	435
	<b>Current liabilities other than provisions</b>				
	Bank loans	0	518	0	518
	Lease liabilities	250	299	250	299
12	Sales contracts	23,468	21,102	0	0
	Trade payables	4,289	3,796	592	793
	Payables to group entities	0	0	11,171	11,932
	Payables to associates	70	0	70	0
16	Corporation tax	8,783	2,228	315	153
	Other payables	34,106	29,025	4,764	2,819
17	Deferred income	3,743	3,576	0	0
		74,709	60,544	17,162	16,514
	<b>Total liabilities other than provisions</b>	<b>77,185</b>	<b>61,472</b>	<b>18,320</b>	<b>16,949</b>
	<b>TOTAL EQUITY AND LIABILITIES</b>	<b>262,916</b>	<b>207,427</b>	<b>196,988</b>	<b>157,732</b>

- 1 Accounting policies
- 18 Treasury shares
- 20 Contractual obligations and contingencies, etc.
- 21 Mortgages and collateral
- 22 Related party disclosures

## Consolidated financial statements and parent company financial statements 1 January - 31 December

### Statement of changes in equity

		Group				
Note	DKK'000	Share capital	Translation reserve	Retained earnings	Dividend proposed for the year	Total
	Equity at 1 January 2019	558	0	124,187	0	124,745
	Transfer, see "Distribution of profit/loss"	0	0	15,936	0	15,936
	Foreign exchange adjustments, foreign subsidiary	0	0	102	0	102
	<b>Equity at 1 January 2020</b>	<b>558</b>	<b>0</b>	<b>140,225</b>	<b>0</b>	<b>140,783</b>
	Transfer, see "Distribution of profit/loss"	0	0	-61,806	100,000	38,194
	Foreign exchange adjustments, foreign subsidiary	0	-309	0	0	-309
	<b>Equity at 31 December 2020</b>	<b>558</b>	<b>-309</b>	<b>78,419</b>	<b>100,000</b>	<b>178,668</b>

		Parent					
Note	DKK'000	Share capital	Net revaluation reserve according to the equity method	Translation reserve	Retained earnings	Dividend proposed for the year	Total
	Equity at 1 January 2019	558	0	0	124,187	0	124,745
23	Transfer, see "Distribution of profit/loss"	0	0	0	15,936	0	15,936
	Foreign exchange adjustments, foreign subsidiary	0	0	0	102	0	102
	<b>Equity at 1 January 2020</b>	<b>558</b>	<b>0</b>	<b>0</b>	<b>140,225</b>	<b>0</b>	<b>140,783</b>
23	Transfer, see "Distribution of profit/loss"	0	25,420	0	-87,226	100,000	38,194
	Foreign exchange adjustments, foreign subsidiary	0	0	-309	0	0	-309
	<b>Equity at 31 December 2020</b>	<b>558</b>	<b>25,420</b>	<b>-309</b>	<b>52,999</b>	<b>100,000</b>	<b>178,668</b>

## Consolidated financial statements and parent company financial statements 1 January - 31 December

### Cash flow statement

Note	DKK'000	Group	
		2020	2019
	Revenue	267,756	250,935
	Costs	-217,213	-228,726
	Cash generated from operations before changes in working capital	50,543	22,209
24	Changes in working capital	-4,377	11,381
	Cash generated from operations	46,166	33,590
	Net interest received and paid	657	356
	Cash generated from operations	46,823	33,946
	Corporation tax paid	-1,060	-4,079
	<b>Cash flows from operating activities</b>	<b>45,763</b>	<b>29,867</b>
	Acquisition of property, plant and equipment	-1,872	-880
	Disposal of property, plant and equipment	0	321
	<b>Cash flows from investing activities</b>	<b>-1,872</b>	<b>-559</b>
	Proceeds of debt, other payables	1,548	928
	Proceeds of debt, finance leases	0	351
	Repayments, finance leases	-49	-52
	<b>Cash flows from financing activities</b>	<b>1,499</b>	<b>1,227</b>
	<b>Net cash flows from operating, investing and financing activities</b>	<b>45,390</b>	<b>30,535</b>
	Cash and cash equivalents at 1 January	70,586	39,714
	Foreign exchange adjustments	-476	337
	<b>Cash and cash equivalents at 31 December</b>	<b>115,500</b>	<b>70,586</b>

The cash flow statement cannot be directly derived from the other components of the consolidated financial statements and the parent company financial statements.

## Consolidated financial statements and parent company financial statements 1 January - 31 December

### Notes

#### 1 Accounting policies

The annual report of JS World Media A/S for 2020 has been prepared in accordance with the provisions in the Danish Financial Statements Act applying to large reporting class C entities.

The financial statements have been prepared in accordance with the same accounting policies as last year.

### Consolidated financial statements

#### *Control*

The consolidated financial statements comprise the parent company, JS World Media A/S, and subsidiaries in which JS World Media A/S directly or indirectly holds more than 50% of the voting rights or which it, in some other way, controls.

Control means the power to exercise decisive influence over a subsidiary's financial and operating decisions. Moreover, the possibility of yielding a return from the investment is required.

In assessing whether the Parent Company controls an entity, de facto control is also taken into consideration.

The existence of potential voting rights that may currently be exercised or converted into additional voting rights is considered when assessing whether an entity may become empowered to exercise decisive influence over another entity's financial and operating decisions.

#### *Preparation of consolidated financial statements*

The consolidated financial statements are prepared as a consolidation of the Parent Company's and the individual subsidiaries' financial statements, which are prepared according to the Group's accounting policies. On consolidation, intra-group income and expenses, shareholdings, intra-group balances and dividends as well as realised and unrealised gains on intra-group transactions are eliminated. Unrealised gains on transactions with associates are eliminated in proportion to the Group's interest in the entity. Unrealised losses are eliminated in the same way as unrealised gains unless they do not reflect impairment.

The subsidiaries' financial statement items are included 100% in the consolidated financial statements. Non-controlling interests' share of the profit/loss for the year and of the equity of subsidiaries that are not wholly-owned is included in the Group's profit/loss and equity, respectively, but is presented separately.

Equity investments in subsidiaries are set off against the proportionate share of the subsidiaries' fair value of net assets or liabilities at the acquisition date.

#### **Business combinations**

Newly acquired entities are recognised in the consolidated financial statements from the acquisition date. Entities sold or otherwise disposed of are recognised in the consolidated financial statements up to the date of disposal. Comparative figures are not restated to reflect newly acquired entities. Discontinued operations are presented separately, see below.

The acquisition date is the date when the Group actually obtains control of the acquired entity.

The purchase method is applied to acquisitions of new businesses over which the Group obtains control. The acquired businesses' identified assets, liabilities and contingent liabilities are measured at fair value at the acquisition date. Identifiable intangible assets are recognised if they are separable or arise from a contractual right. Deferred tax on revaluations is recognised.



## Consolidated financial statements and parent company financial statements 1 January - 31 December

### Notes

#### 1 Accounting policies (continued)

Positive differences (goodwill) between, on the one hand, the consideration for the acquired entity, the value of non-controlling interests in the acquired entity and the fair value of any previously acquired equity investments and, on the other hand, the fair value of the assets, liabilities and contingent liabilities acquired are recognised as goodwill in intangible assets. Goodwill is amortised on a straight-line basis in the income statement based on an individual assessment of the economic life of the asset.

Negative differences (negative goodwill) are recognised in the income statement at the acquisition date.

Upon acquisition, goodwill is allocated to the cash-generating units, which subsequently form the basis for impairment testing. Goodwill and fair value adjustments in connection with the acquisition of a foreign entity with a functional currency different from the Group's presentation currency are accounted for as assets and liabilities belonging to the foreign entity and are, on initial recognition, translated into the foreign entity's functional currency using the exchange rate at the transaction date.

The purchase consideration for an entity consists of the fair value of the agreed consideration in the form of assets transferred, liabilities assumed and equity instruments issued. If part of the purchase consideration is contingent on future events or compliance with agreed terms, such part of the purchase consideration is recognised at fair value at the acquisition date. Subsequent adjustments of contingent purchase considerations are recognised in the income statement.

Expenses incurred to acquire entities are recognised in the income statement in the year in which they are incurred.

#### Foreign currency translation

On initial recognition, transactions denominated in foreign currencies are translated at the exchange rates at the transaction date. Foreign exchange differences arising between the exchange rates at the transaction date and at the date of payment are recognised in the income statement as financial income or financial expenses.

Receivables, payables and other monetary items denominated in foreign currencies are translated at the exchange rates at the balance sheet date. The difference between the exchange rates at the balance sheet date and at the date at which the receivable or payable arose or was recognised in the latest financial statements is recognised in the income statement as financial income or financial expenses.

Foreign subsidiaries are considered separate entities. The income statements are translated at the average exchange rates for the month, and the balance sheet items are translated at the exchange rates at the balance sheet date. Foreign exchange differences arising on translation of the opening equity of foreign subsidiaries at the exchange rates at the balance sheet date and on translation of the income statements from average exchange rates to the exchange rates at the balance sheet date are recognised directly in equity.

#### Income statement

##### Revenue

Sales contracts in the form of magazine production are recognised as revenue by reference to the stage of completion. Accordingly, revenue corresponds to the selling price of work performed during the year (the percentage of completion method).

Hosting fees are deferred over the period of the contract.

Revenue is measured at the fair value of the agreed consideration exclusive of VAT and taxes charged on behalf of third parties.

## Consolidated financial statements and parent company financial statements 1 January - 31 December

### Notes

#### 1 Accounting policies (continued)

The share of hosting fees relating to the current financial year is recognised in the income statement. The remaining share is accrued over the term of the licence.

#### Cost of sales / Production costs

Cost of sales includes the cost of goods, subsuppliers, etc., used in generating the year's revenue.

#### External costs

External costs comprise costs related to distribution, sales, advertising, administration, premises, bad debts, operating leases, etc.

#### Other operating income

Other operating income comprises items secondary to the principal activities of the entities.

#### Staff costs

Staff costs comprise wages and salaries, including holiday allowance and pensions, and other social security costs, etc., for the Company's employees. Refunds received from public authorities are deducted from staff costs.

#### Profit/loss from equity investments in subsidiaries

The proportionate share of profit/loss after tax of the individual subsidiaries is recognised in the income statement of the Parent Company after full elimination of intra-group profits/losses.

#### Financial income and expenses

Financial income and expenses comprise interest income and expense, gains and losses on securities, payables and transactions denominated in foreign currencies, amortisation of financial assets and liabilities as well as surcharges and refunds under the on-account tax scheme, etc.

#### Tax for the year

The Parent Company is subject to the Danish rules on compulsory joint taxation of the JS World Media Holding A/S Group's Danish subsidiaries. Danish subsidiaries are included in the joint taxation from the date on which they are included in the consolidation of the consolidated financial statements and up to the date on which they exit the consolidation.

The current Danish corporation tax is allocated by settlement of joint taxation contributions between the jointly taxed companies in proportion to their taxable income. Companies with tax losses receive joint taxation contribution from companies that have been able to use the tax losses to reduce their taxable income.

Tax for the year comprises current corporation tax for the year, joint taxation contributions for the year and changes in deferred tax due to changes in the tax rate. The tax expense relating to the profit/loss for the year is recognised in the income statement, and the tax expense relating to amounts directly recognised in equity is recognised directly in equity.

## Consolidated financial statements and parent company financial statements 1 January - 31 December

### Notes

#### 1 Accounting policies (continued)

##### Balance sheet

##### Intangible assets

###### *Goodwill*

Goodwill is amortised over its estimated useful life determined on the basis of Management's experience of the specific business areas. Goodwill is amortised on a straight-line basis over a maximum amortisation period of ten years.

###### **Property, plant and equipment**

Fixtures and fittings, tools and equipment as well as aircraft are measured at cost less accumulated depreciation and impairment losses.

The basis of depreciation is calculated as cost less any residual value after the end of the useful life.

Cost comprises the purchase price and any costs directly attributable to the acquisition until the date when the asset is available for use.

Where individual components of an item of property, plant and equipment have different useful lives, they are accounted for as separate items, which are depreciated separately.

Depreciation is provided on a straight-line basis over the expected useful lives of the assets. The expected useful lives are as follows:

Fixtures and fittings, tools and equipment	3-5 years
--	-----------

The basis of depreciation is based on the residual value of the asset at the end of its useful life and is reduced by impairment losses, if any. The depreciation period and the residual value are determined at the time of acquisition and are reassessed every year. Where the residual value exceeds the carrying amount of the asset, no further depreciation charges are recognised.

In case of changes in the depreciation period or the residual value, the effect on the depreciation charges is recognised prospectively as a change in accounting estimates.

###### **Equity investments in subsidiaries**

Equity investments in subsidiaries are measured according to the equity method.

Equity investments in subsidiaries are measured at the proportionate share of the entities' net asset values calculated in accordance with the Group's accounting policies minus or plus unrealised intra-group profits and losses and plus or minus any residual value of positive or negative goodwill determined in accordance with the purchase method.

Equity investments in subsidiaries with negative net asset values are measured at DKK 0 (nil), and any amounts owed by such entities are written down if the amount owed is irrecoverable. If the Parent Company has a legal or constructive obligation to cover a loss that exceeds the amount owed, the remaining amount is recognised in provisions.

Net revaluation of equity investments in subsidiaries is recognised in the net revaluation reserve according to the equity method in equity to the extent that the carrying amount exceeds cost. Dividends from subsidiaries that are expected to be adopted before the approval of the annual report of JS World Media A/S are not recognised in the net revaluation reserve.

## Consolidated financial statements and parent company financial statements 1 January - 31 December

### Notes

#### 1 Accounting policies (continued)

##### Impairment of non-current assets

The carrying amount of intangible assets and property, plant and equipment as well as equity investments in subsidiaries is subject to an annual test for indications of impairment other than the decrease in value reflected by depreciation or amortisation.

Impairment tests are conducted of individual assets or groups of assets when there is an indication that they may be impaired. Write-down is made to the recoverable amount if this is lower than the carrying amount.

The recoverable amount is the higher of an asset's net selling price and its value in use. The value in use is determined as the present value of the expected net cash flows from the use of the asset or the group of assets.

##### Receivables

Receivables are measured at amortised cost.

An impairment loss is recognised if there is objective evidence that a receivable or a group of receivables is impaired. If there is objective evidence that an individual receivable has been impaired, an impairment loss is recognised on an individual basis.

##### Sales contracts

Sales contracts are measured at the selling price of the work performed. The selling price is measured by reference to the stage of completion at the balance sheet date and total expected income from the contract.

When the selling price of a sales contract cannot be measured reliably, the selling price is measured at the lower of costs incurred and net realisable value.

Individual sales contracts are recognised in the balance sheet as either receivables or payables. Net assets are determined as the sum of sales contracts where the selling price of the work performed exceeds progress billings. Net liabilities are determined as the sum of sales contracts where progress billings exceed the selling price.

Selling costs and costs incurred in securing contracts are recognised in the income statement when incurred.

##### Prepayments

Prepayments comprise costs incurred concerning subsequent financial years.

##### Equity

##### *Net revaluation reserve according to the equity method*

Net revaluation of equity investments in subsidiaries and associates is recognised at cost in the net revaluation reserve according to the equity method.

The reserve may be eliminated in case of losses, realisation of equity investments or a change in accounting estimates.

The reserve cannot be recognised at a negative amount.

## Consolidated financial statements and parent company financial statements 1 January - 31 December

### Notes

#### 1 Accounting policies (continued)

##### *Translation reserve*

The translation reserve comprises the share of foreign exchange differences arising on translation of financial statements of entities that have a functional currency other than DKK, foreign exchange adjustments of assets and liabilities considered part of the Company's net investments in such entities and foreign exchange adjustments regarding hedging transactions that hedge the Company's net investments in such entities. The reserve is dissolved on the sale of foreign entities or if the conditions for effective hedging no longer exist. When equity investments in subsidiaries and associates in the parent company financial statements are subject to the limitation requirement in the net revaluation reserve according to the equity method, foreign exchange adjustments will be included in this equity reserve instead.

##### *Dividends*

Proposed dividends are recognised as a liability at the date when they are adopted at the annual general meeting (declaration date). The expected dividend payment for the year is disclosed as a separate line item under equity.

##### **Corporation tax and deferred tax**

Current tax payable and receivable is recognised in the balance sheet as tax computed on the taxable income for the year, adjusted for tax on the taxable income of prior years and for tax paid on account.

Deferred tax is measured using the balance sheet liability method on all temporary differences between the carrying amount and the tax value of assets and liabilities. However, deferred tax is not recognised on temporary differences relating to goodwill, which is not deductible for tax purposes, and on other items where temporary differences, apart from business combinations, arise at the date of acquisition without affecting either profit/loss for the year or taxable income. Where alternative tax rules can be applied to determine the tax value, deferred tax is measured based on the planned use of the asset or settlement of the liability, respectively.

Deferred tax assets, including the tax value of tax loss carryforwards, are recognised at the expected value of their utilisation; either as a set-off against tax on future income or as a set-off against deferred tax liabilities in the same legal tax entity. Deferred net assets, if any, are measured at net realisable value.

Adjustment is made to deferred tax resulting from elimination of unrealised intra-group profits and losses.

Deferred tax is measured according to the tax rules and at the tax rates applicable in the respective countries at the balance sheet date when the deferred tax is expected to crystallise as current tax.

##### **Liabilities**

Financial liabilities are recognised at net realisable value.

##### **Deferred income**

Deferred income comprises payments received concerning income in subsequent years.

## Consolidated financial statements and parent company financial statements 1 January - 31 December

### Notes

#### 1 Accounting policies (continued)

##### Lease liabilities

Lease liabilities are measured at the net present value of the remaining lease payments including any guaranteed residual value based on the interest rate implicit in the lease.

##### Cash flow statement

The cash flow statement shows the Group's cash flows from operating, investing and financing activities for the year, the year's changes in cash and cash equivalents as well as the Group's cash and cash equivalents at the beginning and end of the year.

##### Cash flows from operating activities

Cash flows from operating activities are calculated as the Group's share of the profit/loss adjusted for non-cash operating items, changes in working capital and corporation tax paid.

##### Cash flows from investing activities

Cash flows from investing activities comprise payments in connection with acquisitions and disposals of entities and activities and of intangible assets, property, plant and equipment and investments.

##### Cash flows from financing activities

Cash flows from financing activities comprise changes in the size or composition of the Group's share capital and related costs as well as the raising of loans, repayment of interest-bearing debt and payment of dividends to shareholders.

##### Cash and cash equivalents

Cash and cash equivalents comprise cash.

## Consolidated financial statements and parent company financial statements 1 January - 31 December

### Notes

DKK'000	Group		Parent	
	2020	2019	2020	2019
<b>2 Revenue</b>				
Scandinavia	122,986	116,005	7,697	8,558
Central Europe	127,713	114,661	5,286	6,274
Southern Europe	17,057	20,269	983	1,331
	<u>267,756</u>	<u>250,935</u>	<u>13,966</u>	<u>16,163</u>
<b>3 Fees paid to auditor appointed at the annual general meeting</b>				
Total fees to paid to auditor	1,197	1,188	521	449
Fee for statutory audit	511	567	106	106
Fees for tax advisory services	307	239	228	213
Other assistance	379	382	187	130
	<u>1,197</u>	<u>1,188</u>	<u>521</u>	<u>449</u>
<b>4 Staff costs</b>				
Wages and salaries	134,320	134,253	7,539	9,275
Pensions	4,486	4,427	571	508
Other social security costs	20,359	19,795	10	1
	<u>159,165</u>	<u>158,475</u>	<u>8,120</u>	<u>9,784</u>
Average number of full-time employees	<u>386</u>	<u>384</u>	<u>10</u>	<u>13</u>

Pursuant to section 98b(3)(ii) of the Danish Financial Statements Act, remuneration of Group Management is not disclosed.

DKK'000	Group		Parent	
	2020	2019	2020	2019
<b>5 Depreciation and amortisation</b>				
Fixtures and fitting, tools and equipment	1,393	1,733	226	276
	<u>1,393</u>	<u>1,733</u>	<u>226</u>	<u>276</u>
<b>6 Financial income</b>				
Interest income from group entities	763	665	887	851
Other interest income, foreign exchange gains, etc.	201	603	4	108
	<u>964</u>	<u>1,268</u>	<u>891</u>	<u>959</u>

## Consolidated financial statements and parent company financial statements 1 January - 31 December

### Notes

DKK'000	Group		Parent	
	2020	2019	2020	2019
<b>7 Financial expenses</b>				
Interest expense to group entities	0	0	21	257
Other interest expense, foreign exchange losses, etc.	474	675	223	300
	<u>474</u>	<u>675</u>	<u>244</u>	<u>557</u>
<b>8 Tax for the year</b>				
Current tax for the year	9,458	3,392	315	153
Deferred tax adjustment	1,988	1,741	60	69
Adjustment in respect of previous years	-4	365	0	365
	<u>11,442</u>	<u>5,498</u>	<u>375</u>	<u>587</u>
<b>9 Intangible assets</b>				
DKK'000			<b>Group</b>	
			<b>Goodwill</b>	
Cost at 1 January 2020			<u>8,105</u>	
Cost at 31 December 2020			<u>8,105</u>	
Amortisation and impairment losses at 1 January 2020			<u>8,105</u>	
Amortisation and impairment losses at 31 December 2020			<u>8,105</u>	
Carrying amount at 31 December 2020			<u>0</u>	



## Consolidated financial statements and parent company financial statements 1 January - 31 December

### Notes

#### 10 Property, plant and equipment

DKK'000	Group	Parent
	Fixtures and fittings, tools and equipment	Fixtures and fittings, tools and equipment
Cost at 1 January 2020	23,581	4,657
Foreign exchange adjustments	-138	0
Additions	1,872	68
Disposals	-752	0
Cost at 31 December 2020	24,563	4,725
Depreciation at 1 January 2020	20,467	3,807
Foreign exchange adjustments	-124	0
Depreciation	1,393	226
Disposals	-752	0
Depreciation at 31 December 2020	20,984	4,033
<b>Carrying amount at 31 December 2020</b>	<b>3,579</b>	<b>692</b>
Property, plant and equipment include finance leases with a carrying amount totalling	297	297

DKK'000	Parent	
	2020	2019
<b>11 Equity investments in subsidiaries</b>		
Cost at 1 January	54,702	54,844
Disposals	-414	-142
Cost at 31 December	54,288	54,702
Value adjustments at 1 January	-7,192	-13,549
Exchange rate adjustments	-252	164
Distributed dividends	-4,105	-8,657
Profit/loss for the year	36,867	15,489
Reversal of impairment losses	0	-469
Disposals	102	-170
Value adjustments at 31 December	25,420	-7,192
<b>Carrying amount at 31 December</b>	<b>79,708</b>	<b>47,510</b>

## Consolidated financial statements and parent company financial statements 1 January - 31 December

### Notes

#### 11 Equity investments in subsidiaries (continued)

Name	Registered office	Voting rights and ownership
JS Media Tools A/S	Denmark	100%
JS Danmark A/S	Denmark	100%
JS Norge AS	Norway	100%
JS Sverige AB	Sweden	100%
JS Suomi OY	Finland	100%
JS Deutschland GmbH	Germany	100%
JS Österreich GmbH & Co. KG	Germany	100%
JS Österreich Verwaltungs-GmbH	Germany	100%
JS Nederland B.V.	The Netherlands	100%
JS España World Media SL	Spain	100%
JS Schweiz GmbH	Switzerland	100%
JS World Media Canada Inc.	Canada	100%

All subsidiaries are considered separate entities.

	Group		Parent	
	2020	2019	2020	2019
DKK'000				
<b>12 Sales contracts</b>				
Selling price of work performed	108,361	75,224	0	0
Progress billings	-125,590	-91,953	0	0
	-17,229	-16,729	0	0
recognised as follows:				
Sales contracts (assets)	6,239	4,373	0	0
Sales contracts (liabilities)	-23,468	-21,102	0	0
	-17,229	-16,729	0	0

#### 13 Prepayments

##### Group

Prepayments comprise costs incurred concerning subsequent financial years.

##### Parent

Prepayments comprise costs incurred concerning subsequent financial years.

## Consolidated financial statements and parent company financial statements 1 January - 31 December

### Notes

#### 14 Share capital

The share capital comprises 558,334 shares of a nominal value of DKK 1 each. The share capital is not divided into classes.

The share capital has not changed for the past five years.

DKK'000	Group		Parent	
	2020	2019	2020	2019
<b>15 Deferred tax</b>				
Deferred tax at 1 January	-4,987	-3,278	252	321
Deferred tax adjustment	-1,988	-1,741	-60	-69
Adjustment in respect of previous years	0	30	0	0
Foreign exchange adjustments	22	2	0	0
<b>Deferred tax at 31 December</b>	<b>-6,953</b>	<b>-4,987</b>	<b>192</b>	<b>252</b>
Deferred tax relates to:				
Deferred tax asset (assets)	110	185	192	252
Deferred tax (provisions)	-7,063	-5,172	0	0
	<b>-6,953</b>	<b>-4,987</b>	<b>192</b>	<b>252</b>

#### 16 Corporation tax

Corporation tax at 1 January	2,822	2,158	-153	-266
Current tax for the year	-9,458	-3,392	-315	-153
Corporation tax paid during the year	1,060	4,079	153	266
Foreign exchange adjustments	-4	-21	0	0
Adjustment in respect of previous years	-4	-2	0	0
<b>Corporation tax at 31 December</b>	<b>-5,584</b>	<b>2,822</b>	<b>-315</b>	<b>-153</b>

recognised as follows:

Corporation tax receivable	3,199	5,050	0	0
Corporation tax	-8,783	-2,228	-315	-153
	<b>-5,584</b>	<b>2,822</b>	<b>-315</b>	<b>-153</b>

#### 17 Deferred income

Deferred income consists of payments received from customers that cannot be recognised as revenue until in the subsequent financial year.

#### 18 Treasury shares

Treasury shares comprise 25,000 shares of a nominal value of DKK 25 thousand, corresponding to 4.48% of the share capital (2019: 4.48%).

Treasury shares relate to mergers and acquisitions of non-controlling interests.

## Consolidated financial statements and parent company financial statements 1 January - 31 December

### Notes

#### 19 Non-current liabilities

	Group			
	Total debt at 31/12 2020	Repayment next year	Long-term portion	Outstanding debt after 5 years
DKK'000				
Other payables	2,476	0	2,476	2,476
	<u>2,476</u>	<u>0</u>	<u>2,476</u>	<u>2,476</u>
	Parent			
	Total debt at 31/12 2020	Repayment next year	Long-term portion	Outstanding debt after 5 years
DKK'000				
Other payables	1,158	0	1,158	1,158
	<u>1,158</u>	<u>0</u>	<u>1,158</u>	<u>1,158</u>

#### 20 Contractual obligations and contingencies, etc.

##### Group

The Danish group entities are jointly taxed with the other group entities. The Group has joint and several unlimited liability for Danish corporation taxes and withholding taxes on dividends, interest and royalties. The jointly taxed companies' net liabilities to SKAT are disclosed in the financial statements of the administration company, JS World Media Holding A/S, CVR no. 33 77 09 52. Any subsequent corrections of the taxable income subject to joint taxation or withholding taxes on dividends, interest and royalties may entail that the Group's liability will increase.

The Group is involved in a case that is not expected to have a significant impact on the Company's financial statements.

Lease liabilities relate to rent, licence fees and lease of vehicles totalling DKK 21,375 thousand (2019: DKK 23,724 thousand).

##### Parent

The Company is jointly taxed with the other group entities. The Company has joint and several unlimited liability for Danish corporation taxes and withholding taxes on dividends, interest and royalties. The jointly taxed companies' net liabilities to SKAT are disclosed in the financial statements of the administration company, JS World Media Holding A/S, CVR no. 33 77 09 52. Any subsequent corrections of the taxable income subject to joint taxation or withholding taxes on dividends, interest and royalties may entail that the Company's liability will increase.

The Company is involved in a case that is not expected to have a significant impact on the Company's financial statements.

Lease liabilities relate to rent, license fees and lease of vehicles totalling DKK 1,236 thousand (2019: DKK 869 thousand).

## Consolidated financial statements and parent company financial statements 1 January - 31 December

### Notes

#### 21 Mortgages and collateral

##### *Parent*

The Company has provided a guarantee for JS Danmark A/S, JS Media Tools A/S and JS World Media Holding A/S' balance with the companies' bankers.

#### 22 Related parties

##### *Group*

##### **Related party transactions**

The Group solely discloses related party transactions that have not been carried out on an arm's length basis, see section 98c(7) of the Danish Financial Statements Act.

All transactions have been carried out on an arm's length basis.

##### *Parent*

JS World Media A/S' related parties comprise the following:

##### **Parties exercising control**

JS World Media Holding A/S, who is the principal shareholder.

##### **Related party transactions**

Other related parties with whom the Company has had transactions are; subsidiaries, see note 11; the Parent Company, JS World Media Holding A/S; and the associate Staus A/S.

The Company solely discloses related party transactions that have not been carried out on an arm's length basis, see section 98c(7) of the Danish Financial Statements Act.

All transactions have been carried out on an arm's length basis.

##### **Information about consolidated financial statements**

<b>Parent</b>	<b>Domicile</b>	<b>Requisitioning of the Parent Company's consolidated financial statements</b>
JS World Media Holding A/S	Aarhus	JS World Media Holding A/S

## Consolidated financial statements and parent company financial statements 1 January - 31 December

### Notes

DKK'000	Parent	
	2020	2019
<b>23 Distribution of profit/loss</b>		
Proposed distribution of profit/loss		
Proposed dividend recognised under equity	100,000	0
Net revaluation reserve according to the equity method	25,420	0
Transferred to reserves under equity	-87,226	15,936
	<u>38,194</u>	<u>15,936</u>
<b>24 Changes in working capital</b>		
Changes in receivables and sales contracts	-10,309	-1,442
Changes in balances with group entities	-2,245	5,160
Changes in trade and other payables	8,177	7,663
	<u>-4,377</u>	<u>11,381</u>

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## Peter Volquards Ekstrøm

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## Peter Volquards Ekstrøm

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## Henrik Bergholdt

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## Henrik Bergholdt

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## Jes Østergaard Lauritzen

### Statsautoriseret revisor

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## Morten Klarskov Larsen

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