



MACIS PROMOTIONS ApS

c/o Azets Wise Management ApS
Lyskær 3C, 1.
2730 Herlev
CVR no. 25 07 40 92

Annual report for 2023

Adopted at the annual general
meeting on 29 May 2024

María Eugenia Cisternas
chairman

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Statement by management on the annual report

The executive board has today discussed and approved the annual report of MACIS PROMOTIONS ApS for the financial year 1 January - 31 December 2023.

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

In my opinion, the financial statements give a true and fair view of the company's financial position at 31 December 2023 and of the results of the company's operations for the financial year 1 January - 31 December 2023.

In my opinion, management's review includes a fair review of the matters dealt with in the management's review.

The financial statements have not been audited. Management considers the criteria for not auditing the financial statements to be met.

Management recommends that the annual report should be approved by the company in general meeting.

Herlev, 29 May 2024

Executive board

María Eugenia Cisternas
Director

Auditor's report on compilation of the financial statements

To the shareholder of MACIS PROMOTIONS ApS

We have compiled the financial statements of MACIS PROMOTIONS ApS for the financial year 1 January - 31 December 2023 based on the company's bookkeeping records and other information made available by enterprise.

The financial statements comprises a summary of significant accounting policies, income statement, balance sheet, statement of changes in equity and notes.

We performed the engagement in accordance with ISRS 4410, Compilation Engagements.

We have applied our professional expertise to assist the enterprise in the preparation and presentation of the financial statements in accordance with the Danish Financial Statements Act. We complied with the relevant provisions of the Danish Act on Approved Auditors and with the International Ethics Standards Board for Accountants' Code of Ethics for Professional Accountants (IESBA Code), including principles relating to integrity, objectivity, professional competence and due care.

The financial statements and the accuracy and completeness of the information used to compile the financial statements are the enterprise's responsibility.

As a compilation engagement is not an assurance engagement, we are not required to verify the accuracy or completeness of the information provided by enterprise for our compilation of the financial statements. Accordingly, we do not express an audit or a review conclusion on whether the financial statements have been prepared in accordance with the Danish Financial Statements Act.

Roskilde, 29 May 2024

Boreco
Statsautoriseret revisionspartnerselskab
CVR no. 36 07 49 81

Simon Daniel Elvemand
State authorized accountant
mne45890

Company details

The company

MACIS PROMOTIONS ApS
c/o Azets Wise Management ApS
Lyskær 3C, 1.
2730 Herlev

CVR no.: 25 07 40 92

Reporting period: 1 January - 31 December 2023

Incorporated: 22 November 2013

Financial year: 10th financial year

Domicile: Herlev

Executive board

María Eugenia Cisternas, director

Management's review

Business review

The company's purpose is to organize employee-supported sales and marketing activities.

Recognition and measurement uncertainties

The recognition and measurement of items in the annual report is not associated with any uncertainty.

Unusual matters

The company's financial position at 31 December 2023 and the results of its operations for the financial year ended 31 December 2023 are not affected by any unusual matters.

Financial review

The company's income statement for the year ended 31 December 2023 shows a profit of DKK 45.826, and the balance sheet at 31 December 2023 shows equity of DKK 884.086.

Significant events occurring after the end of the financial year

No events have occurred after the balance sheet date which could significantly affect the company's financial position.

Accounting policies

The annual report of MACIS PROMOTIONS ApS for 2023 has been prepared in accordance with the provisions of the Danish Financial Statements Act applying to reporting class B entities, as well as provisions applying to reporting class C entities.

The accounting policies applied are consistent with those of last year.

The annual report for 2023 is presented in DKK.

Basis of recognition and measurement

Income is recognised in the income statement as earned, including value adjustments of financial assets and liabilities. All expenses, including amortisation, depreciation and impairment losses, are also recognised in the income statement.

Assets are recognised in the balance sheet when it is probable that future economic benefits will flow to the company and the value of the asset can be measured reliably.

Liabilities are recognised in the balance sheet when it is probable that future economic benefits will flow from the company and the value of the liability can be measured reliably.

On initial recognition, assets and liabilities are measured at cost. On subsequent recognition, assets and liabilities are measured as described below for each individual accounting item.

Certain financial assets and liabilities are measured at amortised cost using the effective interest method. Amortised cost is calculated as the historic cost less any installments and plus/less the accumulated amortisation of the difference between the cost and the nominal amount.

On recognition and measurement, allowance is made for predictable losses and risks which occur before the annual report is presented and which confirm or invalidate matters existing at the balance sheet date.

Accounting policies

Income statement

Gross profit

In pursuance of section 32 of the Danish Financial Statements Act, the company does not disclose its revenue.

Gross profit reflects an aggregation of revenue and other external expenses.

Revenue

Income is recognised in the income statement, provided that the transfer of risk, usually on delivery to the buyer, has taken place and that the income can be measured reliably and is expected to be received.

Revenue is measured at the fair value of the agreed consideration, excluding VAT and other indirect taxes. Revenue is net of all types of discounts granted.

Other operating income

The item Other operating income includes items of a secondary nature relative to the company's activities, including payroll refunds.

Other external expenses

Other external expenses include expenses related to distribution, sale, advertising, administration, premises etc.

Staff costs

Staff costs include wages and salaries, including compensated absence and pensions, as well as other social security contributions, etc. made to the entity's employees.

Financial income and expenses

Financial income and expenses are recognised in the income statement at the amounts relating to the financial year. Net financials include interest income and expenses, financial expenses relating to realised and unrealised capital/exchange gains and losses on foreign currency transactions and surcharges and allowances under the advance-payment-of-tax scheme, etc.

Tax on profit/loss for the year

Tax for the year, which comprises the current tax charge for the year and changes in the deferred tax charge, is recognised in the income statement as regards the portion that relates to the profit/loss for the year and directly in equity as regards the portion that relates to entries directly in equity.

Accounting policies

Balance sheet

Receivables

Receivables are measured at amortised cost.

Prepayments

Prepayments recognised under 'Current assets' comprises expenses incurred concerning subsequent financial years.

Cash and cash equivalents

Cash and cash equivalents comprise cash and deposits at banks.

Equity

Dividends

Proposed dividends are disclosed as a separate item under equity. Dividends are recognised as a liability when declared by the annual general meeting of shareholders.

Income tax and deferred tax

Current tax liabilities and current tax receivables are recognised in the balance sheet as the estimated tax on the taxable income for the year, adjusted for tax on the taxable income for previous years and tax paid on account.

Liabilities

Liabilities are measured at amortised cost, which is usually equivalent to nominal value.

Income statement 1 January - 31 December

	<u>Note</u>	<u>2023</u> DKK	<u>2022</u> DKK
Gross profit		1.238.678	1.320.037
Staff costs	1	<u>-1.171.332</u>	<u>-1.017.494</u>
Profit/loss before amortisation/depreciation and impairment losses		67.346	302.543
Other operating costs		<u>-6.125</u>	<u>0</u>
Financial income		309	0
Financial costs		<u>-2.284</u>	<u>-5.937</u>
Profit/loss before tax		59.246	296.606
Tax on profit/loss for the year	2	<u>-13.420</u>	<u>-65.384</u>
Profit/loss for the year		<u>45.826</u>	<u>231.222</u>
 Recommended appropriation of profit/loss			
Retained earnings		<u>45.826</u>	<u>231.222</u>
		<u>45.826</u>	<u>231.222</u>

Balance sheet 31 December

	<u>Note</u>	<u>2023</u> DKK	<u>2022</u> DKK
Assets			
Trade receivables		658.128	273.425
Other receivables		17.235	7.012
Corporation tax		8.889	0
Prepayments		3.582	3.851
Receivables		<u>687.834</u>	<u>284.288</u>
Cash at bank and in hand		<u>414.388</u>	<u>670.083</u>
Total current assets		<u>1.102.222</u>	<u>954.371</u>
Total assets		<u><u>1.102.222</u></u>	<u><u>954.371</u></u>

Balance sheet 31 December

	<u>Note</u>	<u>2023</u> DKK	<u>2022</u> DKK
Equity and liabilities			
Share capital		80.000	80.000
Retained earnings		804.086	758.260
Equity		<u>884.086</u>	<u>838.260</u>
Trade payables		17.430	12.876
Payables to subsidiaries		101.244	0
Corporation tax		0	47.384
Other payables		99.462	55.851
Total current liabilities		<u>218.136</u>	<u>116.111</u>
Total liabilities		<u>218.136</u>	<u>116.111</u>
Total equity and liabilities		<u><u>1.102.222</u></u>	<u><u>954.371</u></u>

Statement of changes in equity

	<u>Share capital</u>	<u>Retained earnings</u>	<u>Total</u>
Equity at 1 January 2023	80.000	758.260	838.260
Net profit/loss for the year	0	45.826	45.826
Equity at 31 December 2023	80.000	804.086	884.086

Notes

	<u>2023</u>	<u>2022</u>
	DKK	DKK
1 Staff costs		
Wages and salaries	772.487	655.054
Pensions	131.536	125.016
Other social security costs	14.845	17.201
Other staff costs	252.464	220.223
	<u>1.171.332</u>	<u>1.017.494</u>
Number of fulltime employees on average	<u>2</u>	<u>2</u>
2 Tax on profit/loss for the year		
Current tax for the year	<u>13.420</u>	<u>65.384</u>
	<u>13.420</u>	<u>65.384</u>