Pure Gym Denmark A/S Torveporten 2, 4. DK-2500 Valby CVR no. 25 65 29 91

**Annual report for 2022** 

Adopted at the annual general meeting on 19 June 2023

Alexander Basil John Wood chairman

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Statement by management on the annual report

The Board of Directors and Executive Board have today discussed and approved the annual report of Pure Gym Denmark A/S for the financial year 1 January - 31 December 2022.

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

In our opinion, the financial statements give a true and fair view of the company's financial position at 31 December 2022 and of the results of the company's operations for the financial year 1 January - 31 December 2022.

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

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

Valby, 19 June 2023

#### **Executive board**

Morten Nørdum Bentzen

## **Board of Directors**

Alexander Basil John Wood chairman

Morten Nørdum Bentzen

Zelda Hansson

## Independent auditor's report

# To the shareholder of Pure Gym Denmark A/S

## **Opinion**

In our opinion, the Financial Statements give a true and fair view of the financial position of the Company at 31 December 2022, and of the results of the Company's operations for the financial year 1 January - 31 December 2022 in accordance with the Danish Financial Statements Act.

We have audited the Financial Statements of Pure Gym Denmark A/S for the financial year 1 January - 31 December 2022, which comprise income statement, balance sheet, statement of changes in equity and notes, including a summary of significant accounting policies ("Financial Statements").

## **Basis for Opinion**

We conducted our audit in accordance with International Standards on Auditing (ISAs) and the 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 Financial Statements section of our report. We are independent of the Company in accordance with the International Ethics Standards Board for Accountants' International Code of Ethics for Professional Accountants (IESBA Code) and the additional ethical requirements applicable in Denmark, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the IESBA Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### **Statement on Management's Review**

Management is responsible for Management's Review.

Our opinion on the financial statements does not cover 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 Management's Review and, in doing so, consider whether 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 Management's Review provides the information required under the Danish Financial Statements Act.

Based on the work we have performed, in our view, Management's Review is in accordance with the Financial Statements and has been prepared in accordance with the requirements of the Danish Financial Statements Act. We did not identify any material misstatement in Management's Review.

## Independent auditor's report

#### Management's Responsibilities for the Financial Statements

Management is responsible for the preparation of 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 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 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 about 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 these financial statements.

As part of an audit conducted in accordance with ISAs and the additional requirements applicable in Denmark, we exercise professional judgment and maintain professional skepticism 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.
- 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 Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by Management.

## Independent auditor's report

- 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 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 company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and contents of the financial statements, including the disclosures, and whether the financial statements represent 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 internal control that we identify during our audit.

Hellerup, 19 June 2023

PricewaterhouseCoopers Statsautoriseret Revisionspartnerselskab CVR no. 33 77 12 31

Bo Schou-Jacobsen State Authorized Public Accountant MNE no. mne28703

Sune Christensen Bjerre State Authorized Public Accountant MNE no. mne47832

## Company details

**The company** Pure Gym Denmark A/S

Torveporten 2, 4. DK-2500 Valby

Website: www.puregym.dk

CVR no.: 25 65 29 91

Reporting period: 1 January - 31 December 2022

Domicile: Copenhagen

**Board of Directors** Alexander Basil John Wood, chairman

Morten Nørdum Bentzen

Zelda Hansson

**Executive board** Morten Nørdum Bentzen

**Auditors** PricewaterhouseCoopers

Statsautoriseret Revisionspartnerselskab

Strandvejen 44 2900 Hellerup

# Financial highlights

Seen over a 5-year period, the development of the Company may be described by means of the following financial highlights:

	2022	2021	2020	2019	2018
	TDKK	TDKK	TDKK	TDKK	TDKK
Key figures					
Revenue	1,189,258	768,149	914,953	1,366,239	1,302,685
Gross profit	434,704	292,758	316,654	607,162	584,247
Profit/loss before net financials	(67,214)	(270,645)	(342,928)	122,182	118,882
Net financials	(4,716)	(8,070)	(42,084)	(11,314)	(3,634)
Profit/loss for the year	(23,064)	(221,453)	(329,534)	78,731	68,740
Balance sheet total	593,292	660,809	698,359	816,345	786,276
Investment in property, plant and					
equipment	158,086	17,014	115,327	117,267	96,682
Equity	25,183	(201,753)	19,700	349,235	421,871
Number of employees	678	795	772	672	650
Financial ratios					
Gross margin	36.6 %	38.1 %	34.6 %	44.4 %	44.8 %
EBIT margin	(5.7)%	(35.2)%	(37.5)%	8.9 %	9.1 %
Solvency ratio	4.2 %	(30.5)%	2.8 %	42.8 %	53.7 %
Return on equity	0.0 %	0.0 %	(178.6)%	20.4 %	15.6 %

The financial ratios are calculated in accordance with the Danish Finance Society's recommendations and guidelines. For definitions, see the summary of significant accounting policies.

#### **Business review**

The Company's main activity is to operate fitness gyms and related activities. Pure Gym Denmark A/S is the country's largest fitness chain with gyms throughout Denmark and is part of the PureGym Group, which is one of the largest gym and fitness operators in Europe (by number of sites). The Group provides high quality, low cost and flexible physical fitness facilities.

In 2023 the company rebranded from "Fitness World" to "Pure Gym". The rebrand strategy is in line with the group strategy to unify the brand across the markets the group operates in. The name change took effect on 23 May 2023.

#### **Financial review**

Result for the year

2022 has been a year of recovery for the business, being the first year in the last 3 without enforced closures due to COVID-19. At the same time, it has been a year with new challenges from the current macro-economic climate. The Business has remained resilient in the face of these challenges and has delivered significant progress in its key financial trading metrics.

Revenue amounted to DKK 1,189 million in 2022, 55% when compared to the prior year.

Gross profit amounted to DKK 435 million in 2022, up 49% when compared to the prior year.

Loss before net financials (EBIT) amounted to DKK -67 million compared to DKK -271 million in 2021, an improvement of DKK 204 million.

Result for the year changed from DKK -221 million in 2021 to DKK -23 million in 2022, an improvement of DKK 198 million. The result in 2021 was impacted by COVID-19, and the positive result in 2022 is related to the gradual return to normal operations throughout the year.

The result for the year is affected by several factors. An impairment on assets of DKK 34.5 million, onerous contracts of DKK 19.3 million, dilapidation provisions of DKK 62.7 million and restructuring costs of DKK 1.9 million have a negative impact on the result. While the result is positively affected by the recognition of a deferred tax asset of DKK 23.1 million regarding software development costs recognized in the financial statements in 2020 and 2021. The Danish Tax Authorities (Skattestyrelsen) have acknowledged the full deduction.

The result for the year is improved compared to 2021 and the management considers the result for the year satisfactory given the business' ongoing recovery post COVID-19.

Equity at end of 2022 amounted to DKK 25 million (DKK -202 million in 2021), corresponding to an solvency ratio of 4,2%. DKK 250 million was converted from intercompany debt in 2022 to equity and combined with the profit for the year, Pure Gym Denmark A/S has returned to a positive equity position.

The Balance Sheet total at the end of 2022 was DKK 593 million against DKK 661 million at the end of 2021.

#### Investments

The company has made investments in tangible assets, mainly related to refurbishment of existing gyms and upgrading of gym equipment, in order to further strengthen the company's position as market leader, strengthen the brand and invest in conserving the member base. The company has also disposed of a few selected clubs as part of improving the quality of its overall estate.

The total investments in tangible assets amounted to DKK 165 million in 2022. Restoration costs of DKK 65 million is included in the investments for the year and is related to a change in accounting estimates. The change includes restoration costs for more sites compared to previously and includes an increase in investment related to contractual terms, higher prices, and increased knowledge of actual costs of restoring leaseholds.

## The year at a glance and follow-up on expectations expressed last year

The development in revenue and earnings, although not yet fully at pre COVID-19 levels, is considered by management to be in line with revised expectations for the current year.

The management expects a positive trend in underlying trading performance for the year ahead, and anticipate significant investment in the rebrand, including marketing, additional IT expenditure and several gym refurbishments. Management expect the EBITDA for the Danish Pure Gym operations to be in the range of DKK 125 and 150 million for the year ending 31 December 2023.

## Events after the balance sheet date

The Danish Government is currently considering whether any changes should be made to the VAT status of the fitness industri in Denmark. The outcome of this review is not known.

Reference is made to note 28.

## Capital resources

In respect to securing financial resources, the company is fully supported by the parent company.

The parent company and group have liquidity of £380 million as at 31 December 2022.

These funds are available to all companies within the group as required. Management therefore considers that the group has sufficient liquidity to carry out future operations as planned and to support its immediate cash needs. See note 1 for further description of the capital resources.

#### Corporate governance

The Board of Directors is responsible for ensuring the overall strategic management and for ensuring that the financial and managerial control of the company is carried out in an appropriate manner.

The Board of Directors constitutes a highly qualified dialogue partner for the Executive Board in relation to strategic initiatives and continuously monitors the company's financial conditions, risk management and business activities.

The Board of Directors consists of three members:

- Alexander Basil John Wood since 2020
- Morten Nørdum Bentzen since 2020
- Zelda Hansson since 2023

Management is responsible for the day-to-day operation of Pure Gym Denmark. The management level consists of Managing Director Morten Nørdum Bentzen and Finance Director Zelda Hansson.

By the end of 2022, Pure Gym Denmark had a total number of employees including part time employees of approx. 2,944. It is crucial that Pure Gym Denmark can attract and retain competent and motivated employees.

## Statutory report on corporate social responsibility

In accordance with section 99a (7) in the Danish Financial Statement Act, Pure Gym Denmark A/S refers to Pinnacle Bidco PLC's Annual Report for the company's statutory reporting on corporate social responsibility. The consolidated financial statements can be requested at the following address: Town Centre House, Merrion Centre, Leeds LS2 8LY, Pure Gym Ltd, UK

The group report of Pinnacle Bidco PLC can also be obtained at the following URL address: https://corporate.puregym.com/investors/results-reports-and-presentations/default.aspx

## Uncertainty in relation to recognition and measurement

Reference is made to note 4.

## Statutory report on the underrepresented gender

The Company aims to appoint candidates with the best profiles and qualifications. In so doing, the Company takes gender into consideration only after ensuring that its other recruitment criteria, including requirements relating to professional qualifications, industry experience and educational background, have been met, as its primary consideration is ensuring that its board members and top executives have the right profiles.

The Company pursues the aim of having one female member of the Board of Directors. The requirements are fulfilled. Pure Gym Denmark has a policy of offering all employees equal opportunities and aims for a more equal gender distribution among employees in leadership positions. When recruiting managers, Pure Gym Denmark will in the future focus on gender equality if there are qualified applicants. However, Pure Gym Denmark does not compromise on qualifications and will continue to

employ the best-qualified candidate regardless of gender, or political, religious or personal orientation.

The Company also intends to increase the proportion of women in both Management and general management to reflect the proportion of women employed by Pure Gym Denmark, which is currently 64%. In 2022, the general management comprised 37% men and 63% women (including fitness gym managers).

## Statutory report on data ethics

Introduction

Pure Gym Denmark has a data ethics policy in accordance with data ethics pursuant to section 99 d of the Danish Financial Statements Act.

Pure Gym Denmark as a company must consider data ethics when we use data and new technologies global in Pure Gym Denmark.

Data ethics goes beyond compliance with data privacy laws. Pure Gym Denmark acknowledge and respect that our use of data may create risks for the users, and therefore we manage these risks by adhering to the following principles. We comply with all legal requirements in our use of data.

#### Use of data

In Pure Gym Denmark we process different types of data, including,

- Personal data about job applicants, employees, users of our website and app, and suppliers
- Non-personal data about our operating assets and other operations.

We strive for high data ethics standards for the use of both personal and non-personal data. We use a variety of technologies when processing data. Data collection is important to fulfil our business purpose. We have high standards in relation to where we collect data and how we use the data.

#### Our Data Ethics Principles

We commit to the following data ethics principles:

#### Equality and fairness

We must strike a fair balance when using data in the business. Data processes must not discriminate and must be fair using machine learning and data processing.

## Transparency

We uphold transparency and openness concerning our use of data. We ensure that our data ethics principles remain clear, understandable, and easily accessible.

#### Dignity

Human dignity is respected in all data processing. Data is not used to exploit data of individuals. Pure Gym Denmark secures, that we have the members prioritized before commercial interests.

#### Self-determination

Every human has a self-determination in all data processes. An individual should have control over their own data, including control of what data is collected, what they are used for and in what contexts. own data, including control of what data is collected, what they are used for and in what contexts.

## Accountability

Pure Gym Denmark is responsible for the data in our possession and all data collection involves human decisions. Therefore, we strive to require governance of data processes for all parts of our organisation. We assess and document permissible uses of our data and systems and take measures to avoid impermissible uses.

## **Governance and reporting**

Each year we will account for this policy in accordance with section 99 d of the Danish Financial Statements Act. Processing of data must be done with respect for basic guarantees of legal certainty and the level of legal certainty in society.

The annual report of Pure Gym Denmark A/S for 2022 has been prepared in accordance with the provisions of the Danish Financial Statements Act applying to large enterprises of reporting class C.

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

The annual report for 2022 is presented in TDKK.

Pursuant to sections §112, of the Danish Financial Statements Act, the company has not prepared consolidated financial statements. The company is included in the consolidated financial statements of Pinnacle Bidco PLC and Pinnacle Topco Limited (the ultimate parent company in 2022).

Pursuant to sections §86.4 of the Danish Financial Statement Act, no cash flow statement has been prepared for the company. The company is consolidated with Pinnacle Bidco PLC and Pinnacle Topco Limited, where a company cash flow statement is included.

## Change in significant accounting estimates

Management has obtained further knowledge and experiences and based on this, a dilapidation provision of DKK 62.7 million has been recognised as of 1 January 2022. Consequently, leasehold improvements have increased with DKK 62.7 million and depreciations have increased with DKK 23.2 million in 2022.

#### 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.

#### Statement of goodwill

Gains or losses on the disposal of subsidiaries and associates are stated as the difference between the selling price and the carrying amount of net assets at the time of sale, including non-amortised goodwill and expected costs to sell.

Acquisitions of entities are accounted for using the purchase method, according to which the identifiable assets and liabilities acquired are measured at their fair values at the date of acquisition. Provision is made for costs related to adopted and announced plans to restructure the acquired entity in connection with the acquisition. Allowance is made for the tax effect of revaluations made.

Any excess (goodwill) of the cost over the fair value of the acquired identifiable assets and liabilities, including provisions for restructuring costs, is recognised under intangible assets and amortised systematically in the income statement based on individual assessments of the useful lives of the assets. Goodwill from acquisitions can be adjusted until the end of the year following acquisition.

#### **Intra-group business combinations**

The book value method is applied to intra-group business combinations such as acquisition of equity investments and mergers, etc., in which entities controlled by the parent company are involved, provided that the combination is considered completed at the acquisition date without any restatement of comparative figures.

#### **Income statement**

#### Revenue

The company is using IFRS 15 as interpretation for recognition of revenue.

The company's principal sources of revenue are membership services (fitness gym memberships, including joining fees and live group lessons). Other revenue includes revenues related to the sale of day passes, nutritional products and personal training sessions.

Revenue is measured at the fair value of the consideration received or receivable, and represents amounts receivable for goods supplied and services rendered, stated net of discounts, returns and value added taxes. The company recognizes revenue when the amount of revenue can be reliably measured; when it is probable that future economic benefits will flow to the entity; and when specific criteria have been met for each of the company's activities, as described below.

Information on segments is based on the company's activities and its internal financial reporting systems. Revenue is divided in sale of memberships, sale of goods and sale of personal training. All revenue is generated in Denmark.

#### Sale of services

The company provides fitness gym services for its customers. For sale of services, revenue is recognized in the accounting period in which the services are rendered. Delivery of fitness gym services extends throughout the term of membership.

Joining fees and free trial periods are recognized in full at the beginning of the contract period. Membership revenue is recognized on a monthly basis over the contract term.

## Sale of goods

The sale of goods comprises revenue from sales of nutritional and other fitness-related products, such as ready-to-drink beverages, protein powders, merchandise, etc. Sales of these products are recognized in the income statement, provided that risks and rewards have been transferred to the customer and that the income can be reliably measured and is expected to be received, excluding VAT and taxes charged on behalf of third parties.

## Sale of personal training

The sale of personal training comprises revenue from sale of personal training service vouchers. Revenue from sale of personal training services is recognized in the income statement as the services are rendered, excluding VAT and taxes charged on behalf of third parties. Sale of vouchers for personal training sessions not used before year-end is recognized as contract liabilities within deferred revenue and will be recognized as revenue in the following financial years.

#### Segment information on revenue

Information on business segments and geographical segments is based on the company's risks and returns and its internal financial reporting system. Business segments are regarded as the primary segments.

## Cost of goods sold

Costs of goods sold are consumables used in generating the year's revenue.

## Other operating income

Other operating income comprises items of a secondary nature relative to the company's activities, including gains on the sale of intangible assets and items of property, plant and equipment and compensation due to COVID-19.

## Other operating expenses

Other operating expenses comprise items of a secondary nature relative to the company's activities, including losses on the sale of intangible assets and items of property, plant and equipment.

#### Other external expenses

Other external expenses include expenses related to distribution, sale, advertising, administration, premises, bad debts, payments under operating leases, etc.

Other external expenses also comprise research and development costs that do not qualify for capitalisation.

#### 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. The item is net of refunds made by public authorities.

## Amortisation, depreciation and impairment losses

Amortisation, depreciation and impairment losses comprise the year's amortisation, depreciation and impairment of intangible assets and property, plant and equipment.

#### Financial income and expenses

Financial income and expenses are recognised in the income statement at the amounts that relate to the financial year. Net financials include interest income and expenses, financial expenses relating to finance leases, realised and unrealised gains and losses on securities and foreign currency transactions and allowances under the Danish Tax Prepayment Scheme.

## Tax on profit/loss for the year

The company is subject to the Danish rules on compulsory joint taxation of the Group's Danish subsidiaries. Subsidiaries participate in the joint taxation arrangement from the time when they are included in the consolidated financial statements and until the time when they withdraw from the consolidation.

On payment of joint taxation contributions, the current Danish income tax is allocated between the jointly taxed entities in proportion to their taxable income. Entities with tax losses receive joint taxation contributions from entities that have been able to use tax losses to reduce their own taxable profits.

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.

## **Balance sheet**

## **Intangible assets**

Goodwill acquired is measured at cost less accumulated amortisation. Goodwill is amortised on a straight-line basis over its useful life, which is assessed to be max. 10 years.

Customer base and brand are measured at cost less accumulated amortisation. Customer base and brand are amortised on a straight-line basis over its useful life, which is assessed to be 5 years.

Software acquired is measured at cost less accumulated amortisation. Software is amortised on a straight-line basis over its useful life, which is assessed to be 3-5 years.

The estimated economic life of intangible assets, is determined on the basis of management's assessment based on the individual business areas.

Development projects in progress are measured at cost and amortisation over economic period, when finalised and taken into use.

Gains and losses on the disposal of intangible assets are determined as the difference between the selling price less selling costs and the carrying amount at the date of disposal. Gains or losses are recognised in the income statement as other operating income or other operating expenses.

#### **Tangible assets**

Items of plant and machinery and fixtures and fittings, tools and equipment are measured at cost less accumulated depreciation and impairment losses.

The depreciable amount is cost less the expected residual value at 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. The cost of self-constructed assets comprises direct and indirect costs of materials, components, sub-suppliers and wages.

Straight-line depreciation is provided on the basis of the following estimated useful lives of the assets:

Other fixtures and fittings, tools and equipment 3-10 years Leasehold improvements 5-8 years

The useful life and residual value are re-assessed annually. A change is accounted for as an accounting estimate, and the impact on amortisation/depreciation is recognised going forward.

Gains or losses from the disposal of property, plant and equipment are recognised in the income statement as other operating income or other operating expenses, respectively.

## Leases

Leases for items of property, plant and equipment that transfer substantially all the risks and rewards incident to ownership to the company (finance leases) are recognised in the balance sheet as assets. On initial recognition, assets are measured at estimated cost, corresponding to the lower of fair value of the leased asset and the present value of the future lease payments. In calculating the net present value of the future lease payments, the interest rate implicit in the lease or the incremental borrowing rate is used as the discount factor. Assets held under finance leases are subsequently depreciated as the company's other non-current assets.

The capitalised residual lease commitment is recognised in the balance sheet as a liability, and the interest element of the lease payment is recognised in the income statement over the term of the lease.

All other leases are operating leases. Payments relating to operating leases and any other leases are recognised in the income statement over the term of the lease. The company's total liabilities relating to operating leases and other rent agreements are disclosed under 'Contingencies, etc.'.

#### **Investments in subsidiaries**

Investments in subsidiaries are measured at the proportionate share of the net asset value of the entities, calculated in the basis of the group's accounting policies, plus or less unrealised intra-group gains or losses and plus or less any remaining value of positive or negative goodwill stated according to the purchase method.

Investments in subsidiaries and associates with a negative net asset value are measured at DKK 0, and the carrying amount of any receivables from these entities is reduced to the extent that they are considered irrecoverable. If the parent company has a legal or constructive obligation to cover a deficit that exceeds the receivable, the balance is recognised under provisions.

Net revaluations of investments in subsidiaries and associates are taken to the net revaluation reserve according to the equity method in so far as that the carrying amount exceeds the cost. Dividends from subsidiaries which are expected to be declared before the annual report of Pure Gym Denmark A/S is adopted are not taken to the net revaluation reserve.

Acquirees are accounted for using the purchase method, see the above description of statement of goodwill.

#### Other investments

Deposits are measured at amortised cost, which essentially corresponds to nominal value.

#### **Stocks**

Stocks are measured at cost using the FIFO method. Where the net realisable value is lower than the cost, inventories are recognised at this lower value.

The cost of goods for resale, raw materials and consumables comprises the purchase price plus delivery costs.

The net realisable value of stocks is calculated as the expected selling price less direct costs of completion and expenses incurred to effect the sale. The net realisable value is determined taking into account marketability, obsolescence and expected selling price movements.

#### Impairment of fixed assets

The carrying amount of intangible assets, items of property, plant and equipment and investments in subsidiaries, associates and participating interests is tested annually for impairment, in addition to what is reflected through normal amortisation and depreciation.

Where there is evidence of impairment, an impairment test is performed for each individual asset or group of assets. Write-down is made to the lower of the recoverable amount and the carrying amount.

The recoverable amount is the higher of the net present value and the value in use less expected costs to sell. The net present value is determined as the present value of the anticipated net cash flows from the use of the asset or group of assets and the anticipated net cash flows from the disposal of the asset or group of assets after the end of their useful life.

#### Receivables

Receivables are measured in the balance sheet at the lower of amortised cost and net realisable value, which corresponds to nominal value less provisions for bad debts.

The company measures the provision for bad debt for all the trade receivables at each reporting date. The provision for bad debt is based on days past due for groups of customers, as well as an individual assessment. This requires management's judgement.

#### **Prepayments**

Prepayments recognised under 'Current assets' comprise expenses incurred relating to future financial years.

## Cash and cash equivalents

Cash and cash equivalents comprise cash and deposits at banks.

## **Equity**

Reserve for development costs

The reserve for development costs comprises recognised development costs less related deferred tax liabilities. The reserve cannot be used as dividend or for covering losses.

The reserve is reduced or dissolved if the recognised development costs are amortised or abandoned. This is done by direct transfer to the distributable reserves of the equity.

Reserve for net revaluation according to the equity method

The reserve for net revaluation according to the equity method in the company's financial statements comprises net revaluation of investments in subsidiaries, participating interests and associates relative to the cost.

#### 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.

#### **Provisions**

Provisions comprise expected expenses relating restructuring, dilapidation and onerous contracts. Provisions are recognised when, as a result of a past event, the company has a legal or constructive obligation and it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation.

Provisions are made for dilapidations of leasehold improvements in leased properties. Management make estimates of the amount and timing of future payments in relation to the restoration of leased properties based on contractual obligations and historic experience. Where it is assessed that the likelihood of an outflow of resources to settle a restoration obligation on leased premises is probable, a provision is made for the expected future outflow, discounted to present value to reflect the time value of money.

Provisions for restructuring are recognised when a detailed, formal plan for the restructuring has been made before or on the reporting date and has been announced to the parties involved.

A provision for onerous contracts is made when the expected benefits to be derived by the Company from a contract are lower than the unavoidable cost of meeting obligations under the contract.

## 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.

The company and all its Danish group entities are taxed on a joint basis. The current income tax charge is allocated between the jointly taxed entities relative to their taxable income. Tax losses are allocated based on the full absorption method. The jointly taxed entities are eligible for the Danish Tax Prepayment Scheme.

Joint taxation contributions payable and receivable are recognised in the balance sheet as 'Joint taxation contributions receivable' or 'Joint taxation contributions payable'.

Deferred tax is measured according to the liability method in respect of temporary differences between the carrying amount of assets and liabilities and their tax base, calculated on the basis of the planned use of the asset and settlement of the liability, respectively. Deferred tax is measured at net realisable value.

Deferred tax assets, including the tax base of tax losses allowed for carry forward, are measured at the value to which the asset is expected to be realised, either as a set-off against tax on future income or as a set-off against deferred tax liabilities within the same legal tax entity. Any deferred net tax assets are measured at net realisable value.

#### Liabilities

Financial liabilities are recognised on the raising of the loan at the proceeds received net of transaction costs incurred. On subsequent recognition, the financial liabilities are measured at amortised cost, corresponding to the capitalised value, using the effective interest method. Accordingly, the difference between the net proceeds and the nominal value is recognised in the income statement over the term of the loan.

Financial liabilities also include the capitalised residual finance lease commitment.

Other liabilities, which include trade payables, payables to group entities and other payables, are measured at amortised cost, which is usually equivalent to nominal value.

## **Deferred income**

Deferred income recognised under 'Current liabilities' comprises payments received concerning income relating to future financial years.

## **Financial highlights**

Definitions of financial ratios.	
	Gross profit x 100
Gross margin ratio	Revenue
EDIT manaria	Profit/loss before financials x 100
EBIT margin	Revenue
	Equity, end of year x 100
Solvency ratio	Total assets at year-end
	Profit/loss from ordinary operations after tax x 100
Return on equity	Average equity

# Income statement 1 January - 31 December

	Note	2022	2021
		TDKK	TDKK
Revenue	2	1,189,258	768,149
Other operating income	5	485	206,076
Raw materials and consumables		(77,900)	(50,576)
Other external expenses		(677,139)	(630,891)
Gross profit		434,704	292,758
Staff costs	7	(318,034)	(394,008)
Profit/loss before amortisation/depreciation and impairment			
losses		116,670	(101,250)
Depreciation, amortisation and impairment of intangible assets			
and property, plant and equipment	8	(177,726)	(158,360)
Other operating costs	9	(6,158)	(11,035)
Profit/loss before net financials		(67,214)	(270,645)
Financial income	10	5,103	1,501
Financial costs	11	(9,819)	(9,571)
Profit/loss before tax		(71,930)	(278,715)
Tax on profit/loss for the year	12	48,866	57,262
Profit/loss for the year		(23,064)	(221,453)
Distribution of profit	13		

# Balance sheet 31 December

	Note	2022	2021
		TDKK	TDKK
Assets			
Software		2,556	4,315
Customer base		8,775	18,654
Goodwill		39,641	59,734
Development projects in progress		0	0
Trademarks		240	360
Intangible assets	14	51,212	83,063
		· · · · · · · ·	
Other fixtures and fittings, tools and equipment	15	119,267	161,850
Leasehold improvements	15	170,396	133,150
Leasehold improvements in progress	15	7,592	2,884
Tangible assets		297,255	297,884
Investments in subsidiaries	16	0	0
Deposits	17	48,692	52,140
Fixed asset investments		48,692	52,140
Total non-current assets		397,159	433,087
Finished goods and goods for resale		15,332	10,734
Stocks	18	15,332	10,734
Trade receivables		19,296	21,590
Receivables from Group companies		8,678	9,392
Other receivables		4,876	4,231
Deferred tax asset	19	122,460	76,371
Joint taxation contributions receivable		508	751
Prepayments	20	11,315	9,056
Receivables		167,133	121,391
Cash at bank and in hand		13,668	95,597
Total current assets		196,133	227,722
Total assets		593,292	660,809

# Balance sheet 31 December

	Note	2022	2021
		TDKK	TDKK
Equity and liabilities			
Share capital		891	891
Reserve for development expenditure		773	3,749
Retained earnings		23,519	(206,393)
Equity	21	25,183	(201,753)
Other provisions	22	103,961	60,073
Total provisions		103,961	60,073
Lease obligations		17,227	35,994
Payables to Group companies		89,409	85,588
Other payables		19,942	44,983
Total non-current liabilities	23	126,578	166,565
Short-term part of long-term debet	23	18,769	35,447
Trade payables		80,173	81,355
Payables to Group companies		208,768	379,266
Other payables		17,252	67,816
Deferred income	24	12,608	72,040
Total current liabilities		337,570	635,924
Total liabilities		464,148	802,489
Total equity and liabilities	:	593,292	660,809
Uncertainty about the continued operation (going concern)	1		
Special items	3		
Uncertainty in the recognition and measurement	4		
Fee to auditors appointed at the general meeting	6		
Contingent liabilities	25		
Mortgages and collateral	26		
Related parties and ownership structure	27		
Subsequent events	28		

# Statement of changes in equity

		Reserve for		
		development	Retained	
	Share capital	expenditure	earnings	Total
Equity at 1 January 2022	891	3,749	(206,393)	(201,753)
Increase of capital by conversion of debt	0	0	250,000	250,000
Transfers, reserves	0	(2,976)	2,976	0
Net profit/loss for the year	0	0	(23,064)	(23,064)
Equity at 31 December 2022	891	773	23,519	25,183

## 1 Uncertainty about the continued operation (going concern)

The Company is dependent on continued liquidity from group companies, including Pinnacle Bidco PLC ("the Group").

The Company has received a letter of support from Pinnacle Bidco PLC stating that they will support the Company to the extent necessary for the financial year 2023, ie. 31 December 2023.

Based on the above it is the assessment of the Executive Board and Board of Directors that the Company has sufficient capital resources to continue operations until 31 December 2023.

Management therefore submits the Annual Report on the assumption of going concern.

		2022	2021
		TDKK	TDKK
2	Revenue		
	Sales of memberships	1,061,216	688,142
	Sale of goods	97,856	58,774
	Personal training	30,186	21,233
	Total revenue	1,189,258	768,149

All revenue is generated in Denmark.

2022	2021
TDKK	TDKK

## 3 Special items

Special items comprise costs, which is special due to their size or nature e.g. restructuring costs, recognition of onerous contracts etc.

Special items for the year relates to a number of different non-recurring events as shown below and are recognised in the income statement as follows:

Other operating income	0	206,069
Other external expenses	(21,155)	(38,369)
Staff costs	0	(18,632)
Impairment of tangible and intangible assets	(38,448)	(8,385)
Other operating costs	(1,925)	(11,035)
Tax on profit/loss for the year	21,326	0
Total	(40,202)	129,648
Special items consists of:		
COVID-19, fixed cost compensation	0	120,500
COVID-19, payroll compensation	0	85,569
Restructuring costs	(1,877)	(28,061)
Impairment on tangible and intangible assets	(38,448)	0
Onerous contracts	(19,278)	0
Expenses regarding legal disputes	0	1,424
Securing financial resources	0	(5,304)
Development costs	0	(25,060)
Impairment on software	0	(8,385)
Tax effect of impairment in previous years	21,326	0
Loss on sale of assets	(1,925)	(11,035)
	(40,202)	129,648

## 4 Uncertainty in the recognition and measurement

The preparation of the Financial Statements requires Management to make estimates and judgements.

These are the basis for recognition and measurement of the Company's income, expenses, assets and liabilities. This means that an estimate can be subject to significant uncertainty. The applied estimates are based on historical data, experience, assumptions concerning future developments and other factors that Management considers appropriate under the given circumstances, but which are inherently uncertain or unpredictable. Such assumptions may be incomplete or inaccurate, and unexpected events or circumstances may occur. In addition, the Company is subject to risks and uncertainties that may cause actual outcomes to deviate from these estimates.

Significant estimates are normally made when estimating the following:

#### Impairment test

Estimates are applied in the assessment of future revenues, gross profits, operating margins, discount rates and growth expectations in the terminal period in the impairment testing (value-in-use calculation). These are based on an assessment of current and future developments in the cash-generating units and on historical data and assumptions of expected future developments.

The applied value-in-use calculation is based on a numerous of significant estimates including:

- Increase in membership revenue due to price increase
- Rent savings
- Other cost savings
- WACC

#### Deferred tax

Pure Gym Denmark recognizes deferred tax assets, including the tax base of tax loss carry-forwards, if management assesses that these tax assets can be offset against positive taxable income within a foreseeable future. This judgment is made on an ongoing basis and is based on numerous factors, including actual results, budgets, and business plans for the coming years.

Realization of deferred tax assets is dependent upon a number of factors, including future taxable earnings, the timing and amount of which is uncertain.

For other significant estimates, we refer to the section above regarding impairment test.

#### **Provisions**

In accounting for leasehold improvements corresponding dilapidation provisions and provisions for onerous contracts, estimations are applied in determining both the leasehold asset and the dilapidation provision. Estimates include assessment of lease periods, utilisation of extension options and applicable discount rates.

For other significant estimates, we refer to the section above regarding impairment test.

		2022	2021
		TDKK	TDKK
5	Other operating income		
	Compensation for COVID-19	0	206,069
	Gain on sale of assets	389	0
	Other operating income	96	7
		485	206,076
6	Fee to auditors appointed at the general meeting		
	Audit fee	1,564	1,301
	Other assurance engagements	82	32
	Non-audit services	0	16
		1,646	1,349
7	Staff costs		
	Wages and salaries	298,010	371,523
	Pensions	14,074	15,358
	Other social security costs	5,950	7,127
		318,034	394,008
	Average number of employees	678	795

According to section 98 B(3) of the Danish Financial Statements Act, renumeration to the Executive Board has not been disclosed. No renumeration has been paid to the Board of Directors.

		2022	2021
		TDKK	TDKK
8	Depreciation, amortisation and impairment of intangible assets and property, plant and equipment		
	Amortisation intangible assets	31,339	52,487
	Depreciation tangible assets	107,926	97,488
	Impairment intangible assets	1,016	8,385
	Impairment tangible assets	37,445	0
		177,726	158,360
9	Other operating costs		
	Change in lease liability	4,233	0
	Loss on sale of assets	1,925	11,035
		6,158	11,035
10	Financial income		
	Other financial income	5,103	1,501
		5,103	1,501
11	Financial costs		
	Interest paid to Group companies	3,820	3,657
	Other financial costs	5,727	5,513
	Exchange loss, net	272	401
		9,819	9,571

		2022	2021
		TDKK	TDKK
12	Tax on profit/loss for the year		
	Deferred tax for the year	(15,357)	(49,813)
	Adjustment of tax concerning previous years	(2,269)	(6,698)
	Adjustment of deferred tax concerning previous years	(30,732)	0
	Joint taxation contribution	(508)	(751)
		(48,866)	(57,262)
13	Distribution of profit		
	Retained earnings	(23,064)	(221,453)
		(23,064)	(221,453)

## 14 Intangible assets

		Customer		Development projects in		
	Software	base	Goodwill	progress	Trademarks	Total
Cost at 1 January 2022	110,066	71,375	296,318	76,176	600	554,535
Additions for the year	503	0	0	0	0	503
Cost at 31 December 2022	110,569	71,375	296,318	76,176	600	555,038
Impairment losses and amortisation at 1 January 2022	105,751	52,720	236,584	76,176	240	471,471
Impairment losses for the year	419	597	0	0	0	1,016
Amortisation for the year	1,843	9,283	20,093	0	120	31,339
Impairment losses and amortisation at 31 December 2022	108,013	62,600	256,677	76,176	360	503,826
Carrying amount at 31 December 2022	2,556	8,775	39,641	0	240	51,212

## 15 Tangible assets

	Other fixtures			
	and fittings,		Leasehold	
	tools and	Leasehold	improvements	
	equipment	improvements	in progress	Total
Cost at 1 January 2022	660,847	578,857	2,884	1,242,588
Adjustment to opening	(13,636)	6,086	0	(7,550)
Additions for the year	17,621	72,113	75,027	164,761
Scrapped and disposals for the				
year	(111,855)	(49,460)	0	(161,315)
Transfers for the year	11,858	58,461	(70,319)	0
Cost at 31 December 2022	564,835	666,057	7,592	1,238,484
Impairment losses and				
depreciation at 1 January 2022	498,999	445,707	0	944,706
Adjustment to opening	(13,768)	6,106	0	(7,662)
Impairment losses for the year	15,303	22,142	0	37,445
Depreciation for the year	54,185	65,628	0	119,813
Impairment and depreciation of				
scrapped assets for the year	(109,151)	(43,922)	0	(153,073)
Impairment losses and depreciation at 31 December				
2022	445,568	495,661	0	941,229
Carrying amount at 31				
December 2022	119,267	170,396	7,592	297,255
Value of leased assets	60,082	0	0	

				2022	2021
4.6		-		TDKK	TDKK
16	Investments in subsidiarie Cost at 1 January 2022	es .		12,940	12,940
	Cost at 31 December 2022		_	<u> </u>	
	Cost at 31 December 2022		_	12,940	12,940
	Revaluations at 1 January	2022	_	(12,940)	(12,940)
	Revaluations at 31 Decem	ber 2022	_	(12,940)	(12,940)
	Carrying amount at 31 De	cember 2022	=	0	0
	Investments in subsidiaries	s are specified as follows:			
			Ownership		Profit/loss for
	Name	Registered office	interest	Equity	the year
	Fitness Institute ApS	Denmark	100 %	(1,260)	234
17	Fixed asset investments				Deposits
	Cost at 1 January 2022			_	52,140
	Additions for the year				1,691
	Disposals for the year			=	(5,139)
	Cost at 31 December 2022			_	48,692
	Impairment losses at 31 De	ecember 2022		_	0
	Carrying amount at 31 De	cember 2022		=	48,692
18	Stocks				
10	Finished goods and goods	for resale		15,332	10,734
			=	15,332	10,734

		2022 TDKK	2021 TDKK
19	Deferred tax asset		
	Deferred tax asset at 1 January 2022	(76,371)	(26,558)
	Deferred tax recognised in income statement	(46,089)	(49,813)
	Deferred tax asset at 31 December 2022	(122,460)	(76,371)
	Deferred tax asset on:		
	Intangible assets	1,875	4,333
	Property, plant and equipment	15,227	8,887
	Prepayments	1,199	631
	Provisions	(23,818)	(13,215)
	Liabilities	(7,919)	5,123
	Tax loss carry-forward	(109,024)	(82,130)
	Transferred to deferred tax asset	122,460	76,371
	Deferred tax asset		
	Calculated tax asset	122,460	76,371
	Carrying amount	122,460	76,371

## 20 Prepayments

Prepayments comprise mainly of prepaid expenses regarding rent, IT licenses and other external costs.

## 21 Equity

The share capital consists of 891,102 shares of a nominal value of TDKK 0.001. No shares carry any special rights.

		2022	2021
		TDKK	TDKK
22	Other provisions		
	Balance at beginning of year at 1 January 2022	60,073	82,852
	Reversal of provision	(36,609)	(9,040)
	Provision in year	92,606	14,793
	Applied in the year	(12,109)	(28,532)
	Balance at 31 December 2022	103,961	60,073
	The expected due dates of other provisions are:		
	Within one year	41,197	16,309
	Between 1 and 5 years	24,865	33,408
	Over 5 years	37,899	10,356
		103,961	60,073

Other provisions mainly consist of provision related to dilapidation costs of DKK 79 million (2021: DKK 33 million), provision for restructuring of DKK 6 million (2021: DKK 27 million) and provision for onerous contracts of DKK 19 million (2021: DKK 0).

## 23 Long term debt

	Debt at 1 January 2022	Debt at 31 December 2022	Instalment next year	Debt outstanding after 5 years
Lease obligations	35,994	35,996	18,769	0
Payables to Group companies	85,588	89,409	0	0
Other payables	44,983	19,942	0	17,076
	166,565	145,347	18,769	17,076

## 24 Deferred income

Deferred income consists of payments received in respect of income in subsequent financial years, related to personal training offerings and prepaid memberships subscriptions.

## 25 Contingent liabilities

The company is taxed jointly with the Danish companies in the Group. Together with the other companies in the Group the company is jointly liable for corporate taxes and withholding taxes on dividends, interests and royalties within the joint taxation scheme.

## 25 Contingent liabilities (continued)

Operating leases have been concluded with an annual rent and lease payment of DKK 288 million (2021: DKK 299 million). The lease contracts have a residual maturity of up 13 years with a total nominal residual lease payment of DKK 1,047 million (2021: DKK 1,068 million).

The company is a guarantor of the financing facilities held by its parent company, Pinnacle Bidco PLC, which holds financing facilities on behalf of the PureGym group ("the Group").

At the start of the year, the Group, of which the Company is a part, had £430 million of Senior Secured Notes ("the Sterling Notes") and €490 million of Senior Secured Notes ("the Euro Notes") in issue (together, "the Notes").

The Notes are listed on The International Stock Exchange, for which Pinnacle Bidco PLC is the Issuer and certain subsidiaries of the Group are guarantors. Interest on the Sterling Notes accrues at a rate of 6.375% and interest on the Euro Notes accrues at a rate of 5.500% both payable at half-yearly intervals. The Notes are due to be repaid in full on 15 February 2025.

In addition, the Group has a revolving credit facility (the "RCF") with eight international institutions (Barclays Bank PLC, Jefferies Finance LLC, Royal Bank of Canada, Credit Suisse International, ING Bank N.V. Lloyds Bank plc and Danske Bank A/S, collectively "the Lenders"), repayable 15 August 2024. Included within the total RCF is a £10 million overdraft facility.

As at 31 December 2022 and 31 December 2021, the facility was undrawn.

Following amendments to the terms of the RCF on 18 September 2020, and further amendments on 7 January 2021, the Lenders granted a waiver of the pre-existing financial covenants on the RCF for the remainder of the term. The financial covenant is replaced with a £30 million minimum liquidity test on the last day of March, June, September and December each year.

The Group has been in compliance with all such covenants and tests during the current and previous financial years.

The company acts as guarantor towards Sydbank for its subsidiary Functional Supply A/S in any outstanding balance between Sydbank and Functional Supply A/S in the event of default.

The company acts in solidarity with Pure Gym Denmark Holding A/S as guarantor towards Sydbank for its sister company PureGym AG in any outstanding balance between Sydbank and PureGym AG in the event of default.

## 26 Mortgages and collateral

Tangible assets with a carrying amount of DKK 60 million at 31 December 2022, see note 14, are financed by finance leases. The lease liability totals DKK 36 million at 31 December 2022.

Guarantees on rent obligations constitute DKK 51 million at 31 December 2022. (2021: DKK 50 million).

## 27 Related parties and ownership structure

## **Controlling interest**

Pure Gym Denmark Holding A/S holds the share capital in the company.

Forward Topco A/S holds the share capital in Pure Gym Denmark Holding A/S.

Pinnacle Europe Holdings Limited holds the share capital in Forward Topco A/S.

Pure Gym Limited holds the share capital in Pinnacle Europe Holdings Limited.

Gym Bidco Limited holds the share capital in Pure Gym Limited.

Gym Midco 2 Limited holds the share capital in Gym Bidco Limited.

Gym Midco Limited holds the share capital in Gym Midco 2 Limited.

Gym Topco Limited holds the share capital in Gym Midco Limited.

Pinnacle Bidco PLC holds the share capital in Gym Topco Limited.

Pinnacle Midco 2 Limited holds the share capital in Pinnacle Bidco PLC.

Pinnacle Midco 1 Limited holds the share capital in Pinnacle Midco 2 Limited.

Pinnacle Topco Limited holds the share capital in Pinnacle Midco 1 Limited.

Green Equity Investors Side VII, LP. holds the largest proportion of the share capital in Pinnacle Topco Limited.

#### **Transactions**

The company's intercompany transactions and normal management remuneration has during the year been entered into at arm's length.

## **Consolidated financial statements**

The company is reflected in the consolidated financial statements of the parent company.

The group report can be obtained at the following address:

https://corporate.puregym.com/investors/results-reports-and-presentations/default.aspx

## 28 Subsequent events

The Danish Government is currently considering whether any changes should be made to the VAT status of the fitness industry in Denmark. The outcome of this review is not known.

Other than that, no events have occurred after the balance sheet date that would influence the evaluation of these financial statements.