

# Reputation Institute Holding A/S

Lersø Parkallé 112, 2100 København Ø

Company reg. no. 28 27 94 85

## Annual report

**1 January - 31 December 2022**

The annual report was submitted and approved by the general meeting on the 14 June 2023.

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**Frederik Bruhn**  
Chairman of the meeting

Notes:

- To ensure the greatest possible applicability of this document, IAS/IFRS English terminology has been used.
- Please note that decimal points have not been used in the usual English way. This means that for instance DKK 146.940 means the amount of DKK 146,940, and that 23,5 % means 23.5 %.

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## **Management's statement**

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Today, the Board of Directors and the Managing Director have approved the annual report of Reputation Institute Holding A/S for the financial year 1 January - 31 December 2022.

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

We consider the chosen accounting policy to be appropriate, and 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.

We recommend that the annual report be approved at the Annual General Meeting.

København Ø, 14 June 2023

### **Managing Director**

Mark Sonders

### **Board of directors**

Tyler Cranmer Newton

Nicolas Georges Trad

Charles Joseph Fombrun

John Archibald Mckinley JR

Vicki Raport

Christopher John Perry

## **Independent auditor's report**

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### **To the Shareholders of Reputation Institute Holding A/S**

#### **Opinion**

We have audited the financial statements of Reputation Institute Holding A/S for the financial year 1 January - 31 December 2022, which comprise a summary of significant accounting policies, income statement, balance sheet and notes, for the Company. The financial statements are prepared under the Danish Financial Statements Act.

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.

#### **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.

#### **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.

## Independent auditor's report

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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.
- 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.

## **Independent auditor's report**

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Aabyhøj, 14 June 2023

### **RSM Danmark**

Statsautoriseret Revisionspartnerselskab  
Company reg. no. 25 49 21 45

**John Lindholm Bode**

State Authorised Public Accountant  
mne32840

## Company information

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**The company**

Reputation Institute Holding A/S  
Lersø Parkallé 112  
2100 København Ø

Company reg. no. 28 27 94 85  
Established: 19 November 2004  
Domicile: Copenhagen, Denmark  
Financial year: 1 January - 31 December

**Board of directors**

Tyler Cranmer Newton  
Nicolas Georges Trad  
Charles Joseph Fombrun  
John Archibald Mckinley JR  
Vicki Raport  
Christopher John Perry

**Managing Director**

Mark Sonders

**Auditors**

RSM Danmark Statsautoriseret Revisionspartnerselskab  
Søren Frichs Vej 36 L  
8230 Aabyhøj

**Parent company**

RepTrak Holdings, Inc.

## Accounting policies

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The annual report for Reputation Institute Holding A/S has been presented in accordance with the Danish Financial Statements Act regulations concerning reporting class B enterprises. Furthermore, the company has decided to comply with certain rules applying to reporting class C enterprises.

The accounting policies are unchanged from last year, and the annual report is presented in DKK.

No consolidated financial statements have been prepared pursuant to section 112 (1) of the Danish Financial Statements Act. The financial statements of Reputation Institute Holding A/S and its group enterprises are included in the consolidated financial statements for RepTrak Holdings, Inc., Boston.

### Recognition and measurement in general

Income is recognised in the income statement concurrently with its realisation, including the recognition of value adjustments of financial assets and liabilities. Likewise, all costs are recognised in the income statement, including depreciations amortisations, write-downs for impairment, provisions, and reversals due to changes in estimated amounts previously recognised in the income statement.

Assets are recognised in the statement of financial position when it seems probable that future economic benefits will flow to the company and the value of the asset can be reliably measured.

Liabilities are recognised in the statement of financial position when it is seems probable that future economic benefits will flow out of the company and the value of the liability can be reliably measured.

Assets and liabilities are measured at cost at the initial recognition. Hereafter, assets and liabilities are measured as described below for each individual accounting item.

Certain financial assets and liabilities are measured at amortised cost, allowing a constant effective interest rate to be recognised during the useful life of the asset or liability. Amortised cost is recognised as the original cost less any payments, plus/less accrued amortisations of the difference between cost and nominal amount. In this way, capital losses and gains are allocated over the useful life of the liability.

Upon recognition and measurement, allowances are made for such predictable losses and risks which may arise prior to the presentation of the annual report and concern matters that exist on the reporting date.

### Foreign currency translation

Transactions in foreign currency are translated by using the exchange rate prevailing at the date of the transaction. Differences in the rate of exchange arising between the rate at the date of transaction and the rate at the date of payment are recognised in the profit and loss account as an item under net financials. If currency positions are considered to hedge future cash flows, the value adjustments are recognised directly in equity in a fair value reserve.



## Accounting policies

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Receivables, payables, and other foreign currency monetary items are translated using the closing rate. The difference between the closing rate and the rate at the time of the occurrence or initial recognition in the latest financial statements of the receivable or payable is recognised in the income statement under financial income and expenses.

Fixed assets acquired and paid for in foreign currency are measured at the exchange rate prevailing at the date of the transaction.

### Income statement

#### Gross loss

Gross loss comprises other external costs.

Other external costs comprise costs incurred for administration.

#### Financial income and expenses

Financial income and expenses are recognised in the income statement with the amounts concerning the financial year. Financial income and expenses comprise interest income and expenses, realised and unrealised capital gains and losses relating to debt and transactions in foreign currency, amortisation of financial assets and liabilities as well as surcharges and reimbursements under the advance tax scheme, etc.

#### Tax on net profit or loss for the year

Tax for the year comprises the current income tax for the year and changes in deferred tax and is recognised in the income statement with the share attributable to the net profit or loss for the year and directly in equity with the share attributable to entries directly in equity.

The company is subject to Danish rules on compulsory joint taxation of Danish group enterprises. The company acts as an administration company in relation to the joint taxation. This means that the total Danish tax payable by the Danish consolidated companies is paid to the tax authorities by the company.

The current Danish income tax is allocated among the jointly taxed companies proportional to their respective taxable income (full allocation with reimbursement of tax losses).

### Statement of financial position

#### Investments

##### Equity investments in group enterprises

Investments in subsidiaries are recognised and measured at cost. If the recoverable amount is lower than the cost price, it shall be written down for impairment to this lower value.

## Accounting policies

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### **Impairment loss relating to non-current assets**

The carrying amount of both intangible and tangible fixed assets as well as equity investments in group enterprises are subject to annual impairment tests in order to disclose any indications of impairment beyond those expressed by amortisation and depreciation respectively.

If indications of impairment are disclosed, impairment tests are carried out for each individual asset or group of assets, respectively. write-down for impairment is done to the recoverable amount if this value is lower than the carrying amount.

The recoverable amount is the higher value of value in use and selling price less expected selling cost. The value in use is calculated as the present value of the expected net cash flows from the use of the asset or the asset group and expected net cash flows from the sale of the asset or the asset group after the end of their useful life.

Previously recognised impairment losses are reversed when conditions for impairment no longer exist. Impairment relating to goodwill is not reversed.

### **Receivables**

Receivables are measured at amortised cost, which usually corresponds to nominal value.

In order to meet expected losses, impairment takes place at the net realisable value.

### **Prepayments**

Prepayments recognised under assets comprise incurred costs concerning the following financial year.

### **Cash and cash equivalents**

Cash and cash equivalents comprise cash at bank.

### **Income tax and deferred tax**

As administration company, Reputation Institute Holding A/S is liable to the tax authorities for the subsidiaries' corporate income taxes.

Current tax liabilities and current tax receivable are recognised in the statement of financial position as calculated tax on the taxable income for the year, adjusted for tax of previous years' taxable income and for tax paid on account.

The company is jointly taxed with consolidated Danish companies. The current corporate income tax is distributed between the jointly taxed companies in proportion to their taxable income and with full distribution with reimbursement as to tax losses. The jointly taxed companies are comprised by the Danish tax prepayment scheme.

Joint taxation contributions payable and receivable are recognised in the statement of financial position as "Income tax receivable" or "Income tax payable".

## Accounting policies

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Deferred tax is measured on the basis of temporary differences in assets and liabilities with a focus on the statement of financial position. Deferred tax is measured at net realisable value.

Adjustments take place in relation to deferred tax concerning elimination of unrealised intercompany gains and losses.

Deferred tax assets, including the tax value of tax losses allowed for carryforward, are recognised at the value at which they are expected to be realisable, either by settlement against tax of future earnings or by set-off in deferred tax liabilities within the same legal tax unit. Any deferred net tax assets are measured at net realisable value.

### **Liabilities other than provisions**

Financial liabilities other than provisions related to borrowings are recognised at the received proceeds less transaction costs incurred. In subsequent periods, the financial liabilities are recognised at amortised cost, corresponding to the capitalised value when using the effective interest rate. The difference between the proceeds and the nominal value is recognised in the income statement during the term of the loan.

Mortgage loans and bank loans are thus measured at amortised cost which, for cash loans, corresponds to the outstanding payables. For bond loans, the amortised cost corresponds to an outstanding payable calculated as the underlying cash value at the date of borrowing, adjusted by amortisation of the market value on the date of the borrowing effectuated over the repayment period.

Liabilities other than provisions relating to investment properties are measured at amortised cost.

Other liabilities concerning payables to suppliers and other payables are measured at amortised cost which usually corresponds to the nominal value.

## Income statement 1 January - 31 December

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All amounts in DKK.

| <u>Note</u>                                   | <u>2022</u>       | <u>2021</u>       |
|---|-------------------|-------------------|
| <b>Gross profit</b>                           | <b>-1.380.353</b> | <b>-1.372.954</b> |
| Other financial income from group enterprises | 326.597           | 332.405           |
| Other financial income                        | 229.481           | 52.673            |
| Other financial costs                         | -1.293            | -1.546.155        |
| <b>Pre-tax net profit or loss</b>             | <b>-825.568</b>   | <b>-2.534.031</b> |
| Tax on net profit or loss for the year        | 0                 | 0                 |
| <b>Net profit or loss for the year</b>        | <b>-825.568</b>   | <b>-2.534.031</b> |
| <b>Proposed distribution of net profit:</b>   |                   |                   |
| Allocated from retained earnings              | -825.568          | -2.534.031        |
| <b>Total allocations and transfers</b>        | <b>-825.568</b>   | <b>-2.534.031</b> |

## Balance sheet at 31 December

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All amounts in DKK.

| <b>Assets</b>                      |                         |                         |
|------------------------------------|-------------------------|-------------------------|
| <u>Note</u>                        | <u>2022</u>             | <u>2021</u>             |
| <b>Current assets</b>              |                         |                         |
| Receivables from group enterprises | 5.276.887               | 5.062.641               |
| Prepayments and accrued income     | 0                       | 974.526                 |
| Total receivables                  | <u>5.276.887</u>        | <u>6.037.167</u>        |
| Cash on hand and demand deposits   | <u>247.236</u>          | <u>293.364</u>          |
| <b>Total current assets</b>        | <b><u>5.524.123</u></b> | <b><u>6.330.531</u></b> |
| <b>Total assets</b>                | <b><u>5.524.123</u></b> | <b><u>6.330.531</u></b> |

## Balance sheet at 31 December

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All amounts in DKK.

| <b>Equity and liabilities</b>                |  |                             |                             |
|--|--|-----------------------------|-----------------------------|
| <u>Note</u>                                  |  | <u>2022</u>                 | <u>2021</u>                 |
| <b>Equity</b>                                |  |                             |                             |
| 2  | Contributed capital                                | 1.248.579                   | 1.248.579                   |
| 3  | Retained earnings                                  | 561.086                     | 1.386.654                   |
|  | <b>Total equity</b>                                | <b><u>1.809.665</u></b>     | <b><u>2.635.233</u></b>     |
| <br><b>Liabilities other than provisions</b> |  |                             |                             |
|  | Trade payables                                     | 224.943                     | 1.248.063                   |
|  | Payables to group enterprises                      | 3.489.515                   | 2.447.235                   |
|  | Total short term liabilities other than provisions | <u>3.714.458</u>            | <u>3.695.298</u>            |
|  | <b>Total liabilities other than provisions</b>     | <b><u>3.714.458</u></b>     | <b><u>3.695.298</u></b>     |
|  | <br><b>Total equity and liabilities</b>            | <br><b><u>5.524.123</u></b> | <br><b><u>6.330.531</u></b> |

- 1 The significant activities of the enterprise**
- 4 Charges and security**
- 5 Contingencies**
- 6 Related parties**

## Notes

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All amounts in DKK.

### 1. The significant activities of the enterprise

Reputation Institute Holding A/S is a holding company and together with its subsidiaries (the "RI Group") is the world leading reputation data and insights company.

|                                    | <u>31/12 2022</u>       | <u>31/12 2021</u>       |
|------------------------------------|-------------------------|-------------------------|
| <b>2. Contributed capital</b>      |                         |                         |
| Contributed capital 1 January 2022 | <u>1.248.579</u>        | <u>1.248.579</u>        |
|                                    | <b><u>1.248.579</u></b> | <b><u>1.248.579</u></b> |
| <b>3. Retained earnings</b>        |                         |                         |
| Retained earnings 1 January 2022   | 1.386.654               | 3.920.685               |
| Retained earnings for the year     | <u>-825.568</u>         | <u>-2.534.031</u>       |
|                                    | <b><u>561.086</u></b>   | <b><u>1.386.654</u></b> |

### 4. Charges and security

Reputation Institute Holding A/S will be committed to financial support the Group through the financial year 2023.

Reputation Institute Holding A/S has provided guarantees and Floation charges for the bank commitments of Reputation Institute, Inc.

## Notes

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All amounts in DKK.

### 5. Contingencies

#### Joint taxation

The company acts as administration company for the group of companies subject to the Danish scheme of joint taxation and is unlimitedly, jointly, and severally liable, along with the other jointly taxed companies, to pay the total corporation tax.

Any subsequent adjustments of corporate taxes or withholding taxes, etc., may result in changes in the company's liabilities.

### 6. Related parties

#### Transactions

Transactions and balances with group are presented in the balance sheet. The company does consider the disclosed transactions to have been made on arm's length basis in accordance with section 98(c)(7) of the Danish Financial Statements Act.

#### Consolidated financial statements

The company is included in the consolidated financial statements of RepTrak Holdings Inc, 399 Boylston Street, Floor 7, Boston MA02116, USA. Reputation Institute Holding A/S does not present consolidated financial statements.