



# RSM

**RSM Danmark**

Statsautoriseret  
Revisionspartnerselskab

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# Reputation Institute ApS

c/o Buus Jensen Lersø Parkallé 112, 2100 København Ø

Company reg. no. 28 27 95 07

## Annual report

**1 January - 31 December 2023**

The annual report was submitted and approved by the general meeting on the 17 June 2024.

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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 %.

København | Aarhus | Esbjerg | Kolding | Holstebro | Skive | Fredericia | Thisted | Nykøbing Mors | Fjerritslev | Vinderup | Hurup Thy | Hanstholm

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## **Management's statement**

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Today, the Managing Director has approved the annual report of Reputation Institute ApS for the financial year 1 January - 31 December 2023.

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

I consider the chosen accounting policy to be appropriate, and in my opinion, the financial statements give a true and fair view of the financial position of the Company at 31 December 2023 and of the results of the Company's operations for the financial year 1 January – 31 December 2023.

Further, in my opinion, the Management's review gives a true and fair review of the matters discussed in the Management's review.

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

København Ø, 17 June 2024

**Managing Director**

Mark Sonders

## **Independent auditor's report**

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### **To the Shareholders of Reputation Institute ApS**

#### **Opinion**

We have audited the financial statements of Reputation Institute ApS for the financial year 1 January - 31 December 2023, 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 2023, and of the results of the Company's operations for the financial year 1 January - 31 December 2023 in accordance with the Danish Financial Statements Act.

#### **Basis for conclusion**

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.

### 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.

## **Independent auditor's report**

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

Aabyhøj, 17 June 2024

### **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 ApS  
c/o Buus Jensen Lersø Parkallé 112  
2100 København Ø

Company reg. no. 28 27 95 07  
Financial year: 1 January - 31 December

**Managing Director**

Mark Sonders

**Auditors**

RSM Danmark Statsautoriseret Revisionspartnerselskab  
Søren Frichs Vej 36 L  
8230 Aabyhøj

**Parent company**

Reputation Insitute Holding A/S

## Management's review

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### **The principal activities of the company**

The company, together with its group enterprises (the "RI Group"), is the world leading reputation data and insights company. The company operates primarily within the EMEA countries.

They provide the only global platform for data-driven insights on Reputation, Brand, and ESG. Reputation Institute's proprietary RepTrak® model is the global standard for measuring and analyzing the sentiment of the world using proven data science models and machine learning techniques across industries and geographies.

Subscribers to the RepTrak® Program use our predictive insights to protect business value, improve return on investment, and increase their positive impact on society.

### **Development in activities and financial matters**

The gross profit for the year totals TDKK 14.151 against TDKK 15.192 last year. Income or loss from ordinary activities after tax totals TDKK 4.353 against TDKK 3.723 last year. The management consider the results as expected.



## Accounting policies

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The annual report for Reputation Institute ApS 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 i DKK.

### **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, writedowns 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.

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.

## Accounting policies

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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 profit

Gross profit comprises the revenue, cost of sales, other operating income, and external costs.

In accordance with IFRS 15, revenue is recognized when a customer obtains control of promised goods or services. The amount of revenue recognized reflects the consideration to which the Group expects to be entitled to receive in exchange for these goods or services. The Group has elected the practical expedient to exclude any sales incentives or taxes collected from customer, which are subsequently remitted to government authorities. To achieve this core principle, the Group applies the following model:

- Identify the contract with the customer.
- Identify the performance obligations in the contract.
- Determine the transaction price.
- Allocate the transaction price to performance obligations in the contract.
- Recognize revenue when (or as) each performance obligation is satisfied.

In accordance with this guidance, the company's arrangements generally include stand-ready professional and advisory services, measurement, support and maintenance services, and monthly SaaS services (collectively "services"). The company has concluded that its services represent a single combined performance obligation. Fees are recognized ratably over the period of performance, typically one to three years. Revenue for the combined performance obligation is recognized over time.

Payment terms on invoiced amounts are typically 30 to 90 days. The transaction price is the amount of consideration to which the company expects to be entitled in exchange for transferring goods and services to the customer. Revenue is recorded based on the transaction price. The company excludes from revenue sales tax and other government assessed and imposed taxes on revenue generating activities that are invoiced to customers.

The timing of revenue recognition may not align with the right to invoice the customer. The company records accounts receivable when it has the unconditional right to issue and invoice and receive payment regardless of whether revenue has been recognized. If revenue has not yet been recognized, a contract liability (deferred revenue) is also recorded. If revenue is recognized in advance of the right to invoice, an unbilled receivable is recorded as Contract work in progress in the balance sheet.

## Accounting policies

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Costs to obtain and fulfill a contract: The company recognizes the incremental costs of obtaining contracts as an expense when incurred if the amortization period for the assets that the company otherwise would have recognized is one year or less. Therefore, the company capitalizes incremental costs of obtaining a contract with customer if the company expects the benefits of those costs to be longer than one year and amortize such costs over the expected benefit period.

The company pays commissions for both new sales and renewals. As customer contracts in which the commissions paid on new business and renewals are not commensurate, the company capitalizes commission costs related to new sales and amortizes the costs over an expected period of benefit, which the company determined to be approximately 48 months. The expected period of benefit was determined by taking into consideration customer contracts and the duration of historical customer relationships. The company includes amortization of deferred commissions in staff costs in the accompanying income statement. The company periodically reviews these costs to determine whether events or changes in circumstances have occurred that could affect the period of benefit of these contract acquisition costs. There were no impairment losses recorded during the year ended 31 December 2023.

Costs of sales consists primarily of data used in performing client projects.

Other operating income comprise accounting items of secondary nature in proportion to the principal activities of the enterprise, including gains on disposal of tangible fixed assets.

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

### **Staff costs**

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

### **Other operating expenses**

Other operating expenses comprise items of secondary nature as regards the principal activities of the enterprise, including losses on the disposal of intangible and tangible assets.

### **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, financial expenses from financial leasing, realised and unrealised capital gains and losses relating to securities, debt and transactions in foreign currency, amortisation of financial assets and liabilities as well as surcharges and reimbursements under the advance tax scheme, etc.

## Accounting policies

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### 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 the Danish legislation concerning compulsory joint taxation with the danish group enterprises.

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

### Statement of financial position

#### Property, plant, and equipment

Property, plant, and equipment are measured at cost less accrued depreciation and write-down for impairment.

The depreciable amount is cost less any expected residual value after the end of the useful life of the asset. The amortisation period and the residual value are determined at the acquisition date and reassessed annually. If the residual value exceeds the carrying amount, the depreciation is discontinued.

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

Depreciation is done on a straight-line basis according to an assessment of the expected useful life:

	Useful life
Other fixtures and fittings, tools and equipment	3 years

Minor assets with an expected useful life of less than 1 year are recognised as costs in the income statement in the year of acquisition.

Profit or loss derived from the disposal of property, land, and equipment is measured as the difference between the sales price less selling costs and the carrying amount at the date of disposal. Profit or loss is recognised in the income statement as other operating income or other operating expenses.

#### Receivables

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

## Accounting policies

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In order to meet expected losses, impairment takes place at the net realisable value. The company has chosen to use IAS 39 as a basis for interpretation when recognising impairment of financial assets, which means that impairments must be made to offset losses where an objective indication is deemed to have occurred that an account receivable or a portfolio of accounts receivable is impaired. If an objective indication shows that an individual account receivable has been impaired, an impairment takes place at individual level.

Accounts receivable for which there is no objective indication of impairment at the individual level are evaluated at portfolio level for objective indication of impairment. The portfolios are primarily based on the debtors' domicile and credit rating in accordance with the company's and the group's credit risk management policy. Determination of the objective indicators applied for portfolios are based on experience with historical losses.

Impairment losses are calculated as the difference between the carrying amount of accounts receivable and the present value of the expected cash flows, including the realisable value of any securities received. The effective interest rate for the individual account receivable or portfolio is used as the discount rate.

### **Contract work in progress**

The timing of revenue recognition may not align with the right to invoice the customer. The Group recorded accounts receivable when it has the unconditional right to issue and invoice and receive payment regardless of whether revenue has been recognized. If revenue is recognized in advance of the right to invoice, an unbilled receivable is recorded as Contract work in progress in the balance sheet. The unbilled receivable is measured at recognized revenue from the contract with the deduction of invoicing on account and expected losses.

### **Prepayments and accrued income**

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

### **Cash and cash equivalents**

Cash and cash equivalents comprise cash at bank and on hand.

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

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.

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.

## **Accounting policies**

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Deferred tax is measured based on the tax rules and tax rates applying under the legislation prevailing in the respective countries on the reporting date when the deferred tax is expected to be released as current tax. Changes in deferred tax due to changed tax rates are recognised in the income statement, except for items included directly in the equity.

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**

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

### **Accruals and deferred income**

Payments received concerning future income are recognised under accruals and deferred income.

## Income statement 1 January - 31 December

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All amounts in DKK.

<u>Note</u>	<u>2023</u>	<u>2022</u>
<b>Gross profit</b>	<b>14.150.639</b>	<b>15.192.102</b>
2 Staff costs	-4.800.604	-8.550.536
Other operating costs	-4.873.483	-2.888.152
<b>Operating profit</b>	<b>4.476.552</b>	<b>3.753.414</b>
Other financial income	188.634	173.115
Other financial costs	-311.580	-203.638
<b>Pre-tax net profit or loss</b>	<b>4.353.606</b>	<b>3.722.891</b>
Tax on net profit or loss for the year	0	0
<b>Net profit or loss for the year</b>	<b>4.353.606</b>	<b>3.722.891</b>
<b>Proposed distribution of net profit:</b>		
Transferred to retained earnings	4.353.606	3.722.891
<b>Total allocations and transfers</b>	<b>4.353.606</b>	<b>3.722.891</b>

## Balance sheet at 31 December

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All amounts in DKK.

<b>Assets</b>		
<u>Note</u>	<u>2023</u>	<u>2022</u>
<b>Non-current assets</b>		
Other fixtures and fittings, tools and equipment	22.090	0
Total property, plant, and equipment	22.090	0
<b>Total non-current assets</b>	<b>22.090</b>	<b>0</b>
<b>Current assets</b>		
Trade receivables	5.086.151	7.744.947
Receivables from group enterprises	17.981.705	10.070.024
Prepayments and accrued income	65.531	0
Total receivables	23.133.387	17.814.971
Cash on hand and demand deposits	233.175	2.028.150
<b>Total current assets</b>	<b>23.366.562</b>	<b>19.843.121</b>
<b>Total assets</b>	<b>23.388.652</b>	<b>19.843.121</b>



## Balance sheet at 31 December

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All amounts in DKK.

<b>Equity and liabilities</b>		
<u>Note</u>	<u>2023</u>	<u>2022</u>
<b>Equity</b>		
Contributed capital	125.000	125.000
Retained earnings	13.093.341	8.739.735
<b>Total equity</b>	<b><u>13.218.341</u></b>	<b><u>8.864.735</u></b>
<b>Liabilities other than provisions</b>		
Trade payables	654.789	843.712
Payables to group enterprises	2.878.555	1.460.127
Other payables	1.284.224	1.210.922
Accruals and deferred income	5.352.743	7.463.625
Total short term liabilities other than provisions	<u>10.170.311</u>	<u>10.978.386</u>
<b>Total liabilities other than provisions</b>	<b><u>10.170.311</u></b>	<b><u>10.978.386</u></b>
<b>Total equity and liabilities</b>	<b><u>23.388.652</u></b>	<b><u>19.843.121</u></b>

**1** Uncertainties relating to going concern

**3** Contingencies

## Notes

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All amounts in DKK.

### 1. Uncertainties relating to going concern

The directors continue to adopt the going concern basis of accounting in preparing the financial statements. The parent company has confirmed that it will continue to provide financial support to the company for at least 12 months from the date of approval of the financial statements. The directors have considered the budgets and cash flow forecasts of the group and are satisfied that it has the ability to provide this financial support. On this basis, at the time of approving the financial statements, the directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the period of at least 12 months from the date of approval of the financial statements.

	<u>2023</u>	<u>2022</u>
<b>2. Staff costs</b>		
Salaries and wages	4.770.295	8.039.977
Pension costs	0	457.289
Other costs for social security	<u>30.309</u>	<u>53.270</u>
	<b><u>4.800.604</u></b>	<b><u>8.550.536</u></b>
Average number of employees	<u>4</u>	<u>6</u>

### 3. Contingencies

#### Joint taxation

Reputation Institute Holding A/S, company reg. no 28 27 94 85 being the administration company, the company is subject to the Danish scheme of joint taxation and unlimited jointly and severally liable with the other jointly taxed companies for the total corporation tax.

The company is unlimited jointly and severally liable with the other jointly taxed companies for any obligation to withhold tax on interest, royalties and dividends.

Any subsequent adjustments of corporate taxes or withheld taxes etc. may cause changes in the company's liabilities.