

GOOGLE DENMARK APS

Sankt Petri Passage 5,2., DK-1165 København K

ANNUAL REPORT FOR 1 JANUARY - 31 DECEMBER 2023

CVR No 28.86.69.84

The annual report was presented and adopted at the Annual General Meeting of the Company on 28 June 2024.

Yas Farah Bakhsh Akbatani

Chairman of the General Meeting

FINANCIAL STATEMENTS
For the Year Ended 31 December 2023

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MANAGEMENT'S STATEMENT
For the Year Ended 31 December 2023

The Executive Board has today considered and adopted the annual report of Google Denmark ApS for the financial year 1 January - 31 December 2023.

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 financial position at 31 December 2023 of the Company and of the results of the Company operations for 2023.

In our opinion, management's review includes a true and fair account of the matters addressed in the review.

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

Copenhagen, 28 June 2024

Executive Board

Michael Tangney

Svilen Ivanov Karaivanov

Independent auditor's report

To the shareholders of Google Denmark ApS

Opinion

We have audited the financial statements of Google Denmark ApS for the financial year 1 January - 31 December 2023, which comprise income statement, balance sheet, statement of changes in equity and notes, including accounting policies. The financial statements are prepared in accordance with 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 opinion

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

Independence

We are independent of the 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.

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

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

- ▶ Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations or the override of internal control.

Independent auditor's report

- ▶ Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the 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 note 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 the Management's review

Management is responsible for the Management's review.

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

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

Moreover, it is our responsibility to consider whether the Management's review provides the information required under the Danish Financial Statements Act.

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

Herning, 28. June 2024
EY Godkendt Revisionspartnerselskab
CVR no. 30 70 02 28

Jesper Stier
State Authorised
Public Accountant
mne42245

COMPANY INFORMATION
For the Year Ended 31 December 2023

The Company

Google Denmark ApS
Sankt Petri Passage 5,2.
DK-1165 København K

CVR No: 28.86.69.84

Financial period: 1 January- 31 December

Municipality of reg. office: Copenhagen

Executive Board

Michael Tangney
Svilen Ivanov Karaivanov

Auditors

EY Godkendt Revisionspartnerselskab
Dalgasgade 27,3
DK-7400 Herning

Bankers

Citibank
Hedegaardsvej 88,1.
2300 København S

FINANCIAL HIGHLIGHTS

Financial Highlights

Seen over a five-year period, the development of the Company is described by the following financial highlights:

	2023	2022	2021	2020	2019
	TDKK	TDKK	TDKK	TDKK	TDKK
Key figures					
Profit/loss					
Revenue	461,994	408,274	341,287	322,426	283,541
Operating profit/loss	83,244	76,597	51,876	54,774	22,399
Net financials	7,011	660	-240	20	-343
Profit for the year	70,207	60,136	48,415	21,899	16,502
Balance sheet					
Balance sheet total	412,856	348,885	243,538	263,272	201,155
Equity	309,108	238,901	178,765	130,350	108,451
Investment in property, plant and equipment	1,958	1,582	39,968	17,143	9,848
Number of employees	158	144	139	123	123
Ratios					
Profit margin	19.4 %	18.8 %	18.2 %	17.0 %	7.8 %
Return on assets	21.8 %	22.1 %	25.5 %	20.8 %	11.1 %
Solvency ratio	74.9 %	68.5 %	73.4 %	49.5 %	53.9 %
Return on equity	25.6 %	28.8 %	31.3 %	18.3 %	16.5 %

The ratios have been prepared in accordance with the recommendations and guidelines issued by the Danish Society of Financial Analysts. For definitions, see under accounting policies.

MANAGEMENT'S REVIEW
For the Year Ended 31 December 2023

Key activities

Google Denmark ApS is engaged in the provision of marketing and customer support services and the provision of contract research and development services to Group Enterprises.

The past year and follow up on development expectations from last year

The income statement of the Company for 2023 shows a profit of TDKK 70,207, and at 31 December 2023 the balance sheet of the Company shows equity of TDKK 309,108.

The Company recorded a profit before tax of TDKK 90,157 for 2023 which is an increase of 17% compared with 2022 and slightly exceeds expectations. This reflects a higher than expected level of growth in revenue.

The Company has no plans or intention to restructure, reorganize or dispose of any assets other than those reflected in these financial statements, which could materially affect the book value or the classification of assets and liabilities, presentation of the income statement or which should be disclosed in these accounts. There are no future changes anticipated in the business of the Company at this time.

In January 2023, Alphabet Inc announced a global reduction in workforce. The financial impact of the reduction in workforce has been reflected in the entity's operating results.

Outlook

The Company expects to continue its growth in 2024 and as such revenue and profits are expected to grow by a factor of 5 - 15% in 2024.

Forward-looking statements are subject to risks and uncertainties that could cause the Company's actual results to differ materially from those expressed in the forward looking statements.

Corporate Social Responsibility

In accordance with the Danish Financial Statements Act (DFSA - section 99a), the parent company Google LLC, Corporate Identity Number 3582691, incorporated in the United States of America, prepares a non-financial social responsibility report for the group which includes Google Denmark ApS. This report is available on Google's corporate website at <https://www.gstatic.com/gumdrop/sustainability/google-2024-eu-nfrd-report.pdf>

Reporting of goals and policies for the underrepresented gender cf. §99b

The Company is not required to set a target for the supreme management body as it is constituted of two board members.

Top Managerial Positions include members of the Executive Board.

Employees in other managerial positions consist of employees within the two organisational levels below the Executive Board who own multiple processes and teams who oversee development of cross-organizational long-term growth goals and business innovation opportunities

In 2023, other managerial positions consisted of 52% percent women (13 women and 12 men). The Company is not required to set a target for the Leadership team as equal gender distribution has been achieved in 2023.

		2023	2024	2025	2026	2027
Top Managerial Positions (Executive Board)	Total number of members	2				
	Underrepresented gender in %	—				
Other Managerial Positions (1 and 2)	Total number of members	25				
	Underrepresented gender in %	52%				

We continue to ensure that gender diversity is an integrated part of our talent review, leadership development, and recruitment activities for leadership positions. A diverse workforce brings varied

MANAGEMENT'S REVIEW

For the Year Ended 31 December 2023

experiences, expertise, ideas, and innovation. To maintain a diverse workforce, we collaborate across the company to take advantage of knowledge sharing between culturally diverse groups.

First, we have made a commitment to build towards and support a representative Google in each market including and beyond gender, as a long term goal. We know that there are lots of local factors that influence diversity, equity and inclusion, from local population demographics, to legislation, history and culture and therefore we have created an EMEA-wide strategy and greater scope for each EMEA country to define the priorities that matter most for them.

Second, we are further increasing transparency. We aim to take the conversation—and our work—to the next level as we further refine our approach. We've published detailed workforce representation data in our global Diversity Annual Report 2024 available at <https://about.google/belonging/diversity-annual-report/2024/>

Third, we have dedicated Employee Resource Groups (ERGs) and communities advocating for gender diversity: Google Women in Engineering (GWE) and Women@Google, both committed to empowering women by a wide range of initiatives: from mentoring and coaching for career progression; to networking, fostering allyship and community building. Google Denmark has its own country chapter of Women@ to support local challenges and opportunities for women at the country level.

To support our goals, there have been ongoing discussions. For example, for International Women's Day, we organized a 'fireside' discussion together with the Denmark Country Manager around how to support women in the workplace. One Google's DEI strategy is to create a culture of belonging and inclusion and we have worked on and continue to work on many activities. For example, we continue to support and celebrate the Pride Parade in Copenhagen to show our overall support, and use this opportunity for conversations internally around intersectionality. This includes everyone at Google, but also users of the wider community that Google operates in.

Finally, our aim is to foster a basis for organic growth and development of female talent that includes our leadership levels, and that women are truly considered in our commitment to make sure we have the best candidate.

Google's recruiting teams are committed to furthering Google's diversity, equity & inclusion efforts. On the hiring front, they've taken a deeper look at the intent and actions that can truly support our inclusive strategies. These steps should be followed across all new talent searches on every team and only work if each of our people leaders is committed.

Staffing partners complete training on unconscious bias and countering unconscious bias, along with several other core trainings. Staffing also audits ongoing open roles & new job postings to ensure accurate minimum and preferred qualifications and gender neutral language.

Hiring managers completed training on unconscious bias and countering unconscious bias, along with several other core trainings. They also work with Staffing to consider candidates outside of traditional profiles, schools and companies. There are tools to enable writing inclusive job descriptions that limit non-negotiable minimum qualifications and include preferred qualifications based on success needed in role vs. perceived pedigree and familiarity of experience. Hiring managers are supported to make hiring decisions against validated minimum and preferred qualifications, not preference and asked to assemble interview panels that represent diversity of thought and perspective.

Site teams also continue to volunteer to deliver activities throughout the year that focus on building a sense of inclusion and belonging for all Googlers.

Data ethics

In accordance with the Danish Financial Statements Act (DFSA - section 99d), the parent company Google LLC, Corporate Identity Number 3582691, incorporated in the United States of America, prepares a data ethics report for the group which includes Google Denmark ApS. This report is available on Google's corporate website at <https://www.gstatic.com/gumdrop/sustainability/google-2024-eu-nfrd-report.pdf>.

MANAGEMENT'S REVIEW
For the Year Ended 31 December 2023

Operating risks

As a provider of marketing and customer support services and contract research and development services to Group Enterprises, the Company's principal risks and uncertainties relate to scaling back its operations due to a reduction in demand for its services. The demand for its services would be impacted by the principal risks and uncertainties faced by Group Enterprises, namely:

- These businesses face intense competition. If they do not continue to innovate and provide products and services that are useful to users, they may not remain competitive, and their revenues and operating results could be adversely affected.
- These businesses generate their revenues almost entirely from advertising, and the reduction in spending by or loss of advertisers could seriously harm them.
- A variety of new and existing U.S. and foreign laws could subject these businesses to claims or otherwise harm them.

Critical accounting estimates and judgements

Judgement is involved in determining the Company's income taxes. Where the final tax outcome of these matters differs from the amounts that were initially recognised, such differences will impact the income tax and deferred tax, in the period in which such determination is made.

Subsequent events

No events materially affecting the assessment of the Annual Report have occurred after the balance sheet date.

INCOME STATEMENT

For the Year Ended 31 December 2023

	Note	2023	2022
		TDKK	TDKK
Revenue	3	461,994	408,274
Other external expenses		(67,232)	(81,290)
Gross profit		394,762	326,984
Staff expenses	4	(298,533)	(237,317)
Depreciation and impairment of property, plant and equipment	5	(12,985)	(13,070)
Other operating expenses		(98)	(4)
Profit before financial income and expenses		83,146	76,593
Financial income	7	7,156	828
Financial expenses	8	(145)	(168)
Profit before tax		90,157	77,253
Tax on profit for the year	9	(19,950)	(17,117)
Profit for the year		70,207	60,136

BALANCE SHEET
As at 31 December 2023

Assets	Note	2023	2022
		TDKK	TDKK
Other fixtures and fittings, tools and equipment		3,593	4,045
Leasehold improvements		28,335	39,368
Property, plant and equipment in progress		8	167
Property, plant and equipment	10	31,936	43,580
Deferred rent		52	0
Non-current deposits		2,401	0
Fixed assets		34,389	43,580
Receivables from group enterprises		355,881	294,301
Other receivables		3,963	2,069
Deferred tax asset	11	2,684	3,838
Corporation tax		15,461	2,021
Prepayments and other assets	12	478	3,076
Receivables		378,467	305,305
Currents assets		378,467	305,305
Assets		412,856	348,885

BALANCE SHEET
As at 31 December 2023

Liabilities and equity	Note	2023	2022
		TDKK	TDKK
Share capital		750	750
Retained earnings	14	308,358	238,151
Equity		309,108	238,901
Other provisions	15	699	18,400
Provisions		699	18,400
Deferred rent		0	236
Long-term debt	16	0	236
Trade payables		9,900	6,484
Payables to group enterprises		342	25,780
Other payables	16	92,789	59,040
Deferred rent	17	18	44
Short-term debt		103,049	91,348
Debt		103,049	91,584
Liabilities and equity		412,856	348,885

Critical accounting estimates and judgements	1
Distribution of profit	14
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STATEMENT OF CHANGES IN EQUITY
For the Year Ended 31 December 2023

	Note	Share capital	Retained earnings	Total
2023		TDKK	TDKK	TDKK
Equity at 1 January		750	238,151	238,901
Net profit for the year		0	70,207	70,207
Equity at 31 December	13	<u>750</u>	<u>308,358</u>	<u>309,108</u>

NOTES TO THE FINANCIAL STATEMENTS
For the Year Ended 31 December 2023
1. Critical accounting estimates and judgements

Judgement is involved in determining the Company's income taxes. Where the final tax outcome of these matters differs from the amounts that were initially recognised, such differences will impact the income tax and deferred tax, in the period in which such determination is made.

2. Subsequent events

No events materially affecting the assessment of the Annual Report have occurred after the balance sheet date.

3. Revenue

	2023	2022
	TDKK	TDKK
Denmark	0	0
Rest of Europe	362,606	324,883
America	99,388	83,391
	<u>461,994</u>	<u>408,274</u>

Geographical segment and business are similar, hence they are disclosed together.

4. Staff expenses

	2023	2022
	TDKK	TDKK
Wages and salaries	267,996	211,669
Pensions	20,707	16,787
Other staff expenses	9,830	8,861
	<u>298,533</u>	<u>237,317</u>
Average number of employees	<u>158</u>	<u>144</u>

The directors receive remuneration in respect of their services of the Company from other group companies. The cost of the services that they provide to the Company cannot be separately identified.

5. Depreciation and impairment of property, plant and equipment

	2023	2022
	TDKK	TDKK
Depreciation of property, plant and equipment	12,985	13,070
	<u>12,985</u>	<u>13,070</u>

NOTES TO THE FINANCIAL STATEMENTS
For the Year Ended 31 December 2023
6. Statutory and other information

	2023	2022
	TDKK	TDKK
Statutory audit	307	307
	307	307

7. Financial income

	2023	2022
	TDKK	TDKK
Interest received from group enterprises	7,156	668
Other financial income	0	160
	7,156	828

8. Financial expenses

	2023	2022
	TDKK	TDKK
Other financial expenses	80	0
Foreign exchange losses	65	168
	145	168

9. Tax on profit for the year

	2023	2022
	TDKK	TDKK
Current tax for the year	17,467	20,076
Deferred tax for the year	1,156	(4,230)
Adjustment of deferred tax concerning previous years	1,327	1,271
	19,950	17,117

NOTES TO THE FINANCIAL STATEMENTS
For the Year Ended 31 December 2023
10. Property, plant and equipment

	Other fixtures and fittings, tools and equipment	Leasehold improvements	Property, plant and equipment in progress	Total
	TDKK	TDKK	TDKK	TDKK
Cost at 1 January 2023	15,525	86,212	167	101,904
Additions for the year	1,865	93	0	1,958
Disposals for the year	(1,898)	(1,331)	0	(3,229)
Transfers for the year	159	0	(159)	0
Cost at 31 December 2023	<u>15,651</u>	<u>84,974</u>	<u>8</u>	<u>100,633</u>
Impairment losses and depreciation at 1 January 2023	11,480	46,844	0	58,324
Depreciation for the year	1,859	11,126	0	12,985
Reversal of impairment and depreciation of sold assets for the year	(1,281)	(1,331)	0	(2,612)
Impairment losses and depreciation at 31 December 2023	<u>12,058</u>	<u>56,639</u>	<u>0</u>	<u>68,697</u>
Carrying amount at 31 December 2023	<u>3,593</u>	<u>28,335</u>	<u>8</u>	<u>31,936</u>

11. Deferred tax asset / (liability)

	2023	2022
	TDKK	TDKK
Deferred tax asset/liability at 1 January	3,838	(391)
Amounts recognised in the income statement for the year	(2,481)	2,959
Adjustment of deferred tax concerning previous years	1,327	1,271
Deferred tax asset at 31 December	<u>2,684</u>	<u>3,838</u>

The recognised tax asset comprises temporary differences associated with assets that are expected to be utilised within the next 5 years.

12. Prepayments

Prepayments consist of prepaid expenses concerning rent and deposit for same and other external expenses.

13. Equity

The share capital consists of 750 shares of a nominal value of TDKK 750. No shares carry any special rights.

14. Distribution of profit

	2023	2022
	TDKK	TDKK
Retained earnings	70,207	60,136
	<u>70,207</u>	<u>60,136</u>

NOTES TO THE FINANCIAL STATEMENTS
For the Year Ended 31 December 2023
15. Other provisions

	2023	2022
	TDKK	TDKK
Other provisions	699	18,400
	<u>699</u>	<u>18,400</u>

The provisions are expected to mature as follows:

Within 1 year	699	18,400
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The Company has recognized provisions related to temporary staff services. Legal and constructive obligations relate to past events, and it is judged that the outflow of future economic benefits is highly probable. Accordingly, the Company recognized the provision by reflecting the best estimate, and uncertainty exists in the management's assumptions and judgments reflected in this process.

16. Long-term debt

Payments due within 1 year are recognised in short-term debt. Other debt is recognised as long-term debt.

The debt falls due for payment as specified below:

	2023	2022
	TDKK	TDKK
Deferred rent		
Between 1 and 5 years		
Long-term part	0	236
Short-term part	18	44
	<u>18</u>	<u>280</u>
Other payables		
Other short-term payables	92,789	59,040
	<u>92,789</u>	<u>59,040</u>

17. Deferred rent

Deferred rent consists of a rental discount which is accrued over the term of the lease period.

18. Contingent assets, liabilities and other financial obligations

	2023	2022
	TDKK	TDKK
Rental and lease obligations		
The Company has entered into rental and lease agreements.	32,636	14,790

Other contingent liabilities

The group companies are jointly and severally liable for tax on the jointly taxed incomes etc. of the Group. Moreover, the group companies are jointly and severally liable for Danish withholding taxes by way of dividend tax, tax on royalty payments and tax on unearned income. Google Denmark is the management company of the joint taxation group.

NOTES TO THE FINANCIAL STATEMENTS
For the Year Ended 31 December 2023

19. Related parties

	<u>Basis</u>
Controlling interest	
Google International LLC, USA	Parent Company
Alphabet Inc., USA	Ultimate Parent Company

Transactions

The Company has chosen only to disclose transactions which have not been made on an arm's length basis in accordance with section 98(c)(7) of the Danish Financial Statements Act.

The Company has no transactions which have not been on arm's length basis.

Consolidated Financial Statements

The Company is included in the Group Annual Report of the Ultimate Parent Company:

<u>Name</u>	<u>Place of registered office</u>
Alphabet Inc.	USA

The Group Annual Report of Alphabet Inc. may be obtained at the following address:

1600 Amphitheatre Parkway, Mountain View,
 California 94043,
 USA
 Investor.google.com

20. Accounting Policies

The Annual Report of Google Denmark ApS for 2023 has been prepared in accordance with the provisions of the Danish Financial Statements Act applying to large-sized enterprises of reporting class C.

The accounting policies applied remain unchanged from last year.

The Financial Statements for 2023 are presented in TDKK.

Cash flow statement

With reference to section 86(4) of the Danish Financial Statements Act and to the cash flow statement included in the consolidated financial statements of Alphabet Inc., the Company has not prepared a cash flow statement.

Recognition and measurement

Revenues are recognised in the income statement as earned. Furthermore, value adjustments of financial assets and liabilities measured at fair value or amortised cost are recognised. Moreover, all expenses incurred to achieve the earnings for the year are recognised in the income statement, including depreciation, amortisation, and provisions as well as reversals due to changed accounting estimates of amounts that have previously been recognised in the income statement.

Assets are recognised in the balance sheet when it is probable that future economic benefits attributable to the asset 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 out of the Company, and the value of the liability can be measured reliably.

Assets and liabilities are initially measured at cost. Subsequently, assets and liabilities are measured as described for each item below.

NOTES TO THE FINANCIAL STATEMENTS
For the Year Ended 31 December 2023

19. Accounting Policies (continued)
Translation policies

Transactions in foreign currencies are translated at the exchange rates at the dates of transaction. Exchange differences arising due to differences between the transaction date rates and the rates at the dates of payment are recognised in financial income and expenses in the income statement. Where foreign exchange transactions are considered hedging of future cash flows, the value adjustments are recognised directly in equity.

Receivables, payables and other monetary items in foreign currencies that have not been settled at the balance sheet date are translated at the exchange rates at the balance sheet date. Any differences between the exchange rates at the balance sheet date and the rates at the time when the receivable or the debt arose are recognised in financial income and expenses in the income statement.

Fixed assets acquired in foreign currencies are measured at the transaction date rates.

Income Statement

Revenue

The Company has chosen IAS11/IAS 18 as interpretation for revenue recognition.

Revenue from the sale of goods is recognised when the risks and rewards relating to the goods sold have been transferred to the purchaser, the revenue can be measured reliably and it is probable that the economic benefits relating to the sale will flow to the Company.

Services are recognised at the rate of completion of the service to which the contract relates by using the percentage-of-completion method, which means that revenue equals the selling price of the service completed for the year. This method is applied when total revenues and expenses in respect of the service and the stage of completion at the balance sheet date can be measured reliably, and it is probable that the economic benefits, including payments, will flow to the Company. The stage of completion is determined on the basis of the ratio between the expenses incurred and the total expected expenses of the service.

Revenue is measured at the consideration received and is recognised exclusive of VAT and net of discounts relating to sales.

Other external expenses

Other external expenses comprise cost relating to advertising, administration, premises, operating lease expenses and similar expenses.

Staff expenses

Staff expenses comprise wages and salaries as well as payroll expenses.

Depreciation and impairment of property, plant and equipment

Depreciation and impairment losses comprise depreciation and impairment of property, plant and equipment.

Other operating income and expenses

Other operating income and other operating expenses comprise items of a secondary nature to the main activities of the Company, including gains and losses on the sale of fixed assets.

Financial income and expenses

Financial income and expenses are recognised in the income statement at the amounts relating to the financial year.

Tax on profit for the year

Tax for the year consists of current tax for the year and changes in deferred tax for the year. The tax attributable to the profit for the year is recognised in the income statement, whereas the tax attributable to equity transactions is recognised directly in equity.

NOTES TO THE FINANCIAL STATEMENTS
For the Year Ended 31 December 2023

19. Accounting Policies (continued)

The Company is jointly taxed with Danish group enterprises. The tax effect of the joint taxation is allocated to enterprises in proportion to their taxable income.

Balance Sheet

Property, plant and equipment

Property, plant and equipment are measured at cost less accumulated depreciation and less any accumulated impairment losses.

Cost comprises the cost of acquisition and expenses directly related to the acquisition up until the time when the asset is ready for use.

Depreciation based on cost reduced by any residual value is calculated on a straight-line basis over the expected useful lives of the assets, which are:

Other fixtures and fittings, tools and equipment	1 - 5 years
Leasehold improvements	7 years

Depreciation period and residual value are reassessed annually.

Impairment of property, plant and equipment

The carrying amounts of property, plant and equipment are assessed on an annual basis to determine whether there is any indication of impairment other than that expressed by depreciation.

If so, the asset is written down to its lower recoverable amount.

Receivables

The Company has chosen IAS 39 as interpretation for impairment write-down of financial receivables.

Receivables are measured at amortised cost.

Write-down for bad and doubtful debts is made when there is objective evidence that a receivable or a portfolio of receivables has been impaired. If there is objective evidence that an individual receivable has been impaired, an impairment loss is recognised on an individual basis.

Receivables in respect of which there is no objective evidence of individual impairment are tested for objective evidence of impairment on a portfolio basis. The portfolios are primarily based on the country of domicile and credit ratings of the debtors in accordance with the credit risk management policy of the Parent Company and the Group. The objective evidence applied to portfolios is determined based on historical loss experience.

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

Prepayments

Prepayments comprise prepaid expenses concerning subsequent financial reporting years.

Cash

The Company participates in an intragroup cash pooling program, which involves the transfer of cash amounts, bank overdrafts and balances with related parties to an intragroup cash pooling company. The amounts placed with the cash pooling company are classified under "Receivables from group enterprises".

Provisions

Provisions are recognised when

NOTES TO THE FINANCIAL STATEMENTS
For the Year Ended 31 December 2023

19. Accounting Policies (continued)

- in consequence of an event occurred before or on the balance sheet date;
- the Company has a legal or constructive obligation; and
- it is probable that economic benefits must be given up to settle the obligation.

Deferred tax assets and liabilities

Deferred income tax is measured using the balance sheet liability method in respect of temporary differences arising between the tax bases of assets and liabilities and their carrying amounts for financial reporting purposes on the basis of the intended use of the asset and settlement of the liability, respectively.

Deferred tax assets are measured at the value at which the asset is expected to be realised, either by elimination in tax on future earnings or by set-off against deferred tax liabilities within the same legal tax entity.

Deferred tax is measured on the basis of the tax rules and tax rates that will be effective under the legislation at the balance sheet date when the deferred tax is expected to crystallise as current tax. Any changes in deferred tax due to changes to tax rates are recognised in the income statement or in equity if the deferred tax relates to items recognised in equity.

Corporation tax

Current tax liabilities and receivables are recognised in the balance sheet as the expected taxable income for the year adjusted for tax on taxable incomes for prior years and tax paid on account. Extra payments and repayment under the on-account taxation scheme are recognised in the income statement in tax on profit/ (loss) for the year.

Financial debts

Debts are measured at amortised cost, substantially corresponding to nominal value.

Deferred rent

Deferred rent consists of a rental discount which is accrued over the term of the lease period.

Segment information

The allocation of revenue to activities and geographical markets is disclosed where these activities and markets differ significantly in the organisation of sales of goods and services.

Financial Highlights

Explanation of financial ratios

Profit margin	$\frac{\text{Profit before financials} \times 100}{\text{Revenue}}$
Return on assets	$\frac{\text{Profit before financials} \times 100}{\text{Total assets}}$
Solvency ratio	$\frac{\text{Equity at year end} \times 100}{\text{Total assets at year end}}$
Return on equity	$\frac{\text{Net profit for the year} \times 100}{\text{Average equity}}$