

Mecom Denmark Holdings ApS

Pilestræde 34
DK-1112 Copenhagen K
CVR no. 29 78 91 26

Annual Report for 2016

Adopted at the Annual General
Meeting on 31 May 2017

Chairman

Mette Maix

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Statement by Management on the Annual Report

The executive board has today discussed and approved the Annual Report of Mecom Denmark Holdings ApS for the financial year 1 January - 31 December 2016.

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 2016 and of the results of the Company's operations for the financial year 1 January - 31 December 2016.

Management recommends that the Annual Report should be approved at the annual general meeting.

Copenhagen, 31 May 2017

Executive board

Mette Maix
CEO

Michael Bjerregaard
Executive Officer

Independent Auditor's Report

To the shareholder of Mecom Denmark Holdings ApS

Opinion

In our opinion, the Financial Statements give a true and fair view of the Company's financial position at 31 December 2016 and of the results of the Company's operations for the financial year 1 January - 31 December 2016 in accordance with the Danish Financial Statements Act.

We have audited the Financial Statements of Mecom Denmark Holdings ApS for the financial year 1 January - 31 December 2016, which comprise an income statement, balance sheet 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' Code of Ethics for Professional Accountants (IESBA Code) and the additional requirements applicable in Denmark, and we have fulfilled our other ethical responsibilities in accordance with these requirements. 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.

Independent Auditor's Report

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.
- 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.

Independent Auditor's Report

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, 31 May 2017

PricewaterhouseCoopers
Statsautoriseret Revisionspartnerselskab
CVR no. 33 77 12 31

Bo Schou-Jacobsen
State Authorised Public Accountant

Leif Ulbæk Jensen
State Authorised Public Accountant

Company Details

The Company

Mecom Denmark Holdings ApS
Pilestræde 34
DK-1112 Copenhagen K

Telephone: +45 33 75 75 75

CVR no.: 29 78 91 26

Reporting period: 1 January - 31 December

Incorporated: 28 August, 2006

Financial year: 11st financial year

Municipality of reg. office: Copenhagen

Executive board

Mette Maix, CEO
Michael Bjerregaard, Executive Officer

Auditors

PricewaterhouseCoopers
Statsautoriseret Revisionspartnerselskab
Strandvejen 44
DK-2900 Hellerup

Accounting Policies

The annual report of Mecom Denmark Holdings ApS for 2016 has been prepared in accordance with the provisions of the Danish Financial Statements Act applying to enterprises of reporting class B as well as selected provisions as regards larger entities.

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

The annual report for 2016 is presented in TDKK.

Consolidated financial statements

Pursuant to section§112, of the Danish Financial Statements Act, and to the consolidated financial statements of De Persgroep NV, the Company has not prepared consolidated financial statements.

Recognition and measurement

The Financial Statements have been prepared under the historical cost method.

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.

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.

Certain financial assets and liabilities are measured at amortised cost, which involves the recognition of a constant effective interest rate over the maturity period. Amortised cost is calculated as original cost less any repayments and with addition/deduction of the cumulative amortisation of any difference between cost and the nominal amount. In this way, capital losses and gains are allocated over the maturity period.

Recognition and measurement take into account predictable losses and risks occurring before the presentation of the Annual Report which confirm or invalidate affairs and conditions existing at the balance sheet date.

Danish kroner is used as the measurement currency. All other currencies are regarded as foreign currencies.

Accounting Policies

Translation policies

Transactions in foreign currencies are translated at the exchange rates at the dates of transaction. Gains and losses 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.

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 transaction date rates are recognised in financial income and expenses in the income statement.

Income statement

Other external expenses

Other external expenses comprise expenses related to administration.

Income from investments in subsidiaries

Dividends from subsidiaries are recognised as income in the income statement when adopted at the General Meeting of the subsidiary.

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/loss for the year

Tax for the year consists of current tax for the year and 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.

Any changes in deferred tax due to changes to tax rates are recognised in the income statement.

The Company is jointly taxed with wholly owned Danish subsidiaries. The tax effect of the joint taxation with the subsidiaries is allocated to Danish enterprises showing profits or losses in proportion to their taxable incomes (full allocation with credit for tax losses). The jointly taxed enterprises have adopted the on-account taxation scheme.

Balance sheet

Investments in subsidiaries

Investments in subsidiaries are measured at cost. Where cost exceeds the recoverable amount, write-down is made to this lower value.

Accounting Policies

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.

Equity

Dividend

Dividend distribution proposed by Management for the year is disclosed as a separate equity item.

Financial debts

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

Income Statement 1 January - 31 December

	<u>Note</u>	<u>2016</u> TDKK	<u>2015</u> TDKK
Other operating income		750	0
Other external expenses		<u>-25</u>	<u>-1.530</u>
Gross profit		725	-1.530
Financial expenses	2	<u>-2.973</u>	<u>-10.338</u>
Profit/loss before tax		-2.248	-11.868
Tax on profit/loss for the year	3	<u>282</u>	<u>1.387</u>
Net profit/loss for the year		<u>-1.966</u>	<u>-10.481</u>
Distribution of profit	4		

Balance Sheet 31 December

	<u>Note</u>	<u>2016</u> TDKK	<u>2015</u> TDKK
Assets			
Investments in subsidiaries	5	<u>900.000</u>	<u>900.000</u>
Fixed asset investments		<u>900.000</u>	<u>900.000</u>
Fixed assets total		<u>900.000</u>	<u>900.000</u>
Receivables from group enterprises		7.952	1.572
Corporation tax		<u>78</u>	<u>0</u>
Receivables		<u>8.030</u>	<u>1.572</u>
Current assets total		<u>8.030</u>	<u>1.572</u>
Assets total		<u>908.030</u>	<u>901.572</u>

Balance Sheet 31 December

	<u>Note</u>	<u>2016</u> TDKK	<u>2015</u> TDKK
Liabilities and equity			
Share capital		12.138	12.138
Retained earnings		<u>221.769</u>	<u>223.735</u>
Equity	6	<u>233.907</u>	<u>235.873</u>
Payables to group enterprises		674.123	664.949
Other payables		<u>0</u>	<u>750</u>
Short-term debt		<u>674.123</u>	<u>665.699</u>
Debt total		<u>674.123</u>	<u>665.699</u>
Liabilities and equity total		<u>908.030</u>	<u>901.572</u>
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Notes to the Financial Statements

1 Main activity

Mecom Denmark Holdings ApS was founded on 28 August 2006 with the object of acquiring all shares in Berlingske Media A/S.

Berlingske Media A/S is one of Denmark's largest media groups with operations within daily papers, printing houses, radio and internet activities.

	<u>2016</u> TDKK	<u>2015</u> TDKK
2 Financial expenses		
Interest paid to group enterprises	2.798	1.878
Other financial expenses	<u>175</u>	<u>8.460</u>
	<u>2.973</u>	<u>10.338</u>
3 Tax on profit/loss for the year		
Current tax for the year	<u>-282</u>	<u>-1.387</u>
	<u>-282</u>	<u>-1.387</u>
4 Distribution of profit		
Overført resultat	<u>-1.966</u>	<u>-10.481</u>
	<u>-1.966</u>	<u>-10.481</u>

Notes to the Financial Statements

	<u>2016</u> TDKK	<u>2015</u> TDKK
5 Investments in subsidiaries		
Cost at 1 January	<u>2.698.864</u>	<u>2.698.864</u>
Cost at 31 December	<u>2.698.864</u>	<u>2.698.864</u>
Revaluations at 1 January	<u>-1.798.864</u>	<u>-1.798.864</u>
Revaluations at 31 December	<u>-1.798.864</u>	<u>-1.798.864</u>
Carrying amount at 31 December	<u>900.000</u>	<u>900.000</u>

Investments in subsidiaries are specified as follows:

<u>Name</u>	<u>Place of registered office</u>	<u>Votes and ownership</u>	<u>Equity</u>	<u>Net profit/loss for the year</u>
Berlingske Media A/S	Copenhagen	100%	586.951	23.080

6 Equity

	<u>Share capital</u> TDKK	<u>Retained earnings</u> TDKK	<u>Total</u> TDKK
Equity at 1 January	12.138	223.735	235.873
Net profit/loss for the year	<u>0</u>	<u>-1.966</u>	<u>-1.966</u>
Equity at 31 December	<u>12.138</u>	<u>221.769</u>	<u>233.907</u>

The share capital consists of 12.137.551 shares of a nominal value of DKK 1. No shares carry any special rights.

Notes to the Financial Statements

7 Contingent assets, liabilities and other financial obligations

Contingent liabilities

As management company, the Company is jointly taxed with other Danish group entities and is jointly and severally liable together with other jointly-taxed group entities for payment of income taxes for the income year 2013 onwards as well as withholding taxes on interest, royalties and dividends falling due to payment on or after July 2012.

The Company participates in the Berlingske Media Group's cash pool arrangement and is subject to joint and several liability together with the Group's other entities.

8 Group information

Consolidated financial statements

The Company is included in the Group Annual Report of the Parent Company De Persgroep NV.

The Group Annual Report of the Parent Company De Persgroep NV may be obtained at the following address:

De Persgroep NV
Brusselsesteenweg 347
1730 Asse (Kobbegem)
Belgium

9 Subsequent events

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