

# OMD Denmark A/S

Midtermolen 3  
2100 København Ø

CVR no. 29 83 10 33

## Annual Report 2021

The annual report was presented and approved at the  
Company's annual general meeting

on 10 June 2022

Peter Gottfredsen

Chairman of the annual general meeting

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## Statement by the Board of Directors and the Executive Board

The Board of Directors and the Executive Board have today discussed and approved the annual report of OMD Denmark A/S for the financial year 1 January – 31 December 2021.

The annual report has been 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 assets, liabilities and financial position at 31 December 2021 and of the results of the Company's operations for the financial year 1 January – 31 December 2021.

Further, in our opinion, the Management's review gives a fair review of the development in the Company's activities and financial matters, of the results for the year and of the Company's financial position.

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

Copenhagen, 10 June 2022  
Executive Board:

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Bo Damgaard  
CEO

Board of Directors:

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Peter Gottfredsen

Chairman

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Michael Holmer

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Frank Boe Aagaard  
Andersen

## Independent auditor's report

### To the shareholders of OMD Denmark A/S

#### Opinion

We have audited the financial statements of OMD Denmark A/S for the financial year 1 January – 31 December 2021 comprising 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 Company's assets, liabilities and financial position at 31 December 2021 and of the results of the Company's operations for the financial year 1 January – 31 December 2021 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 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 responsibility 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, that 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 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 the additional requirements in Denmark will always detect a material misstatement when it exists. Misstatements may 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 financial statement users made 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 judgement and maintain professional scepticism throughout the audit. We also

- identify and assess the risks of material misstatement of the company 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.

### **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.

Copenhagen, 10 June 2022

#### **KPMG**

Statsautoriseret Revisionspartnerselskab  
CVR no. 25 57 81 98

David Olafsson  
State Authorised  
Public Accountant  
mne19737

**OMD Denmark A/S**  
Annual report 2021  
CVR no. 29 83 10 33

## Management's review

### Company details

OMD Denmark A/S  
Midtermolen 3  
2100 København Ø  
Denmark

Telephone: +45 38 14 56 00  
E-mail: info@omd.dk  
CVR-no.: 29 83 10 33  
Financial period: 1 January – 31 December  
Established: 22 December 2006  
Registered office: Copenhagen

### Board of Directors

Peter Gottfredsen, Chairman  
Michael Holmer  
Frank Boe Aagaard Andersen

### Executive Board

Bo Damgaard, CEO

### Auditor

KPMG  
Statsautoriseret Revisionspartnerselskab  
Dampfærgevej 28  
2100 København Ø  
CVR no. 25 57 81 98

### General meeting

The annual general meeting will be held on 10 June 2022 at the Company's address.

## Management's review

### Financial highlights

DKK'000	2021	2020	2019	2018	2017
Revenue	84,192	81,198	83,646	79,308	76,011
Ordinary operating profit	13,248	10,852	6,853	9,006	10,024
Net financials	-258	45	-150	148	-343
Net profit for the year	10,093	8,496	5,214	7,124	7,446
Total assets	286,406	266,375	231,005	249,563	267,597
Investments in property, plant and equipment	-59	0	0	-13	-261
Equity	39,735	29,642	21,146	15,932	15,808
Operating margin	15.7%	13.4%	8.2%	11.4%	13.2%
Return on capital employed	4.8%	4.4%	2.9%	3.5%	3.9%
Return on equity	29.1%	33.5%	28.1%	44.9%	47.8%

Operating margin	$\frac{\text{Operating profit/loss} \times 100}{\text{Revenue}}$
Return on capital employed	$\frac{\text{Operating profit/loss} \times 100}{\text{Average capital}}$
Return on equity	$\frac{\text{Net profit for the year} \times 100}{\text{Average equity}}$

Financial ratios are calculated in accordance with the Danish Society of Financial Analysts' "Recommendations and Financial Ratios".



## Management's review

### Operating review

#### Principal activities

As a Marketing Performance Agency, OMD Denmark A/S provides a wide range of specialist services, including consultancy services in the areas of media and marketing strategy, data and technology, e-commerce, market analysis and media buying.

OMD Denmark A/S' craft combinations of technology, data services, strategy, and consulting practices drive brand and marketing performance. OMD Denmark A/S provides business intelligence and deploys technologies to help our clients take advantage of the collision of commerce and media and deliver the commercial momentum that our clients demand.

OMD Denmark A/S has a continuous and integrated cooperation with some of Denmark's largest advertisers and provides services in Denmark as well as in the other Nordic countries.

#### Business development and finances

In the financial year 2021, OMD Denmark A/S generated revenue of DKK 84.2 million, compared to DKK 81.2 million in the financial year 2020, corresponding to a growth of 3.7%. Profit for the year was DKK 10.1 million, compared to DKK 8.5 million in the financial year 2020. Our growth in revenue and profit is in line with our expectations. In general, our results reflect our continued strong growth within media and marketing strategy, data and technology, e-commerce and market analysis. We have invested significant resources in attracting and retaining talents and in the development of tools and structures. These investments will ensure our ability to continuously deliver high-quality services to our clients.

According to RECMA, OMD Denmark A/S received the highest market classification of all media agencies in Denmark. We received an exceptionally high number of awards and market recognitions and became 'Most Award-Winning Media Agency' in 2H 2021 as measured by BureauBiz. The Agency was also awarded 'Media Agency of the Year' in the annual image survey conducted by MyResearch.

#### Outlook

We expect a stable development in the Danish economy and a corresponding trend in media spending.

Despite the uncertainty in the general economy, we expect OMD Denmark A/S to strengthen its market position and market share through a continued prioritisation of product and service development and a high number of new client relationships.

## Management's review

### Intellectual capital

OMD Denmark A/S' business model is primarily based on sales of consulting services within media and marketing.

In order to continuously offer such services, it is imperative for OMD Denmark A/S to be able to recruit and retain highly-skilled employees in the fields of marketing, data, technology, and media.

Our objective is to base our services on the latest know-how and maintain the ability to quickly adjust to market changes.

### Special risks (business and financial risks)

OMD Denmark A/S' business and financial risks are closely related to the development of the national economy, which is currently considered unstable.

The primary financial risk for us is the clients' ability to pay; therefore, the Company has credit insurance coverage on all clients.

### Subsequent events

No events materially affecting the assessment of the annual report have occurred after the balance sheet date.

### Uncertainty relating to recognition and measurement

Recognition and measurement in the annual report have not been subject to any uncertainty.

### Unusual events

The financial position at 31 December 2021 of OMD Denmark A/S and the results of the Company operations for the financial year 2021 have not been affected by any unusual events.

### External environment

OMD Denmark A/S is environmentally conscious and works to reduce the environmental impact of corporate operations.

## Financial statements 1 January – 31 December 2021

### Income statement

DKK'000	Note	2021	2020
<b>Revenue</b>	2	84,192	81,198
External costs		-31,340	-33,768
<b>Gross profit</b>		52,852	47,429
Staff costs	3	-39,590	-36,515
Depreciation	4	-14	-61
<b>Operating profit</b>		13,248	10,852
Financial income	5	0	95
Financial expenses	6	-258	-50
<b>Profit from ordinary activities before tax</b>		12,990	10,897
Tax on profit for the year	7	-2,897	-2,401
<b>Profit for the year</b>		10,093	8,496
<b>Proposed distribution of profit</b>			
Proposed dividend for the financial year		0	0
Retained earnings		10,093	8,496
		10,093	8,496

## Financial statements 1 January – 31 December 2021

### Balance sheet

DKK'000	Note	2021	2020
<b>ASSETS</b>			
<b>Fixed assets</b>			
<b>Property, plant and equipment</b>			
Other fixtures and fittings, tools and equipment	8	0	0
Leasehold improvements		66	21
		<u>66</u>	<u>21</u>
<b>Total fixed assets</b>		<u>66</u>	<u>21</u>
<b>Receivables</b>			
Trade receivables		221,796	167,264
Contract work in progress	9	285	1,020
Amounts owed by Group entities		59,623	93,707
Other receivables		4,396	4,136
Deferred tax asset	10	105	24
Prepayments	11	135	203
		<u>286,340</u>	<u>266,353</u>
<b>Total current assets</b>		<u>286,340</u>	<u>266,353</u>
<b>TOTAL ASSETS</b>		<u><u>286,406</u></u>	<u><u>266,375</u></u>

## Financial statements 1 January – 31 December 2021

### Balance sheet

DKK'000	Note	2021	2020
<b>EQUITY AND LIABILITIES</b>			
<b>Equity</b>			
Share capital		500	500
Retained earnings		32,235	22,142
Proposed dividend for the financial year		0	0
Proposed dividend for prior years		7,000	7,000
<b>Total equity</b>		<u>39,735</u>	<u>29,642</u>
<b>Liabilities other than provisions</b>			
<b>Current liabilities other than provisions</b>			
Trade payables		148,703	115,999
Contract work in progress	9	0	4,752
Payables to Group entities		27,828	61,663
Corporation tax		2,977	1,521
Other payables		14,886	17,619
Deferred income	12	52,277	35,179
		<u>246,671</u>	<u>236,733</u>
<b>Total liabilities other than provisions</b>		<u>246,671</u>	<u>236,733</u>
<b>TOTAL EQUITY AND LIABILITIES</b>		<u>286,406</u>	<u>266,375</u>
<b>Contingent liabilities and security</b>	13		
<b>Related parties and ownership</b>	14		

## Financial statements 1 January – 31 December 2021

### Statement of changes in equity

DKK'000	Share capital	Retained earnings	Proposed dividend	Total equity
<b>Equity at 1 January 2021</b>	500	22,142	7,000	29,642
Distributed dividend	0	0	0	0
Net profit for the year	0	10,093	0	10,093
<b>Equity at 31 December 2021</b>	<u>500</u>	<u>32,235</u>	<u>7,000</u>	<u>39,735</u>

Dividend from previous years will be paid in 2022.

The share capital consists of 349 shares of a nominal value of DKK 1,433. No shares carry any special rights.

There have been no changes in the share capital during the last five years.

## Financial statements 1 January – 31 December 2021

### Notes

#### 1 Accounting policies

The annual report of OMD Denmark A/S for 2021 has been prepared in accordance with the provisions applying to reporting class C entities under the Danish Financial Statements Act.

The accounting policies used in the preparation of the financial statements are consistent with those of last year.

The annual report of OMD Denmark A/S is included in the consolidated financial statements of Omnicom Media Group A/S.

Pursuant to Section 86(4) of the Danish Financial Statements Act, no cash flow statement has been prepared.

#### Basis of recognition and measurement

Income is recognised in the income statement as earned, including value adjustments of financial assets and liabilities. All expenses, including amortisation, depreciation and impairment losses, are also recognised in the income statement.

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

Liabilities are recognised in the balance sheet when it is probable that future economic benefits will flow from the Company and the value of the liability can be measured reliably.

On initial recognition, assets and liabilities are measured at cost. On subsequent recognition, assets and liabilities are measured as described below for each individual accounting item.

## Financial statements 1 January – 31 December 2021

### Notes

#### 1 Accounting policies (continued)

On recognition and measurement, allowance is made for predictable losses and risks which occur before the annual report is presented and which confirm or invalidate matters existing at the balance sheet date.

### Income statement

#### Revenue

Revenue consists of media revenue and revenue regarding consultancy services.

Media invoicing to customers is recognised in the income statement provided that delivery and transfer of risk to the buyer have taken place before year-end and that the income can be reliably measured and is expected to be received. Media revenue is measured ex. VAT, tax charged and rebates in connection with the sale. We act as an agent, and revenue is recognised as invoicing to customers less media expenses.

In our business, we incur third-party costs on behalf of clients. Third-party direct costs include, among others: purchased media, studio production services, including artists and other freelance labour, market research and third-party data, and other related expenditures.

The inclusion of billings related to third-party direct costs in revenue depends on whether we act as a principal or as an agent in the client arrangement. In our businesses, including advertising, which also includes studio production efforts and media planning and buying services, we act as an agent and arrange, at the client's direction, for third parties to perform certain services.

In these cases, we do not control the goods or services prior to transfer to the client. As a result, revenue is recorded net of these costs, equal to the amount retained for our fee or commission.

Contract work in progress is recognised as revenue as the production is carried out. Accordingly, revenue corresponds to the selling price of work performed during the year (the percentage-of-completion method). Revenue is recognised when total income and expenses and the stage of completion of the contract at the balance sheet date can be reliably calculated and when it is probable that the economic benefits, including payment, will flow to the Group.

#### External costs

External costs comprise expenses for distribution, sales, advertising, administration, premises, loss on bad debt, operating lease, etc.



## Financial statements 1 January – 31 December 2021

### Notes

#### 1 Accounting policies (continued)

##### Staff costs

Staff costs comprise salaries and wages, including holiday allowance, pension and other social security costs, etc., to the Company's employees excluding refunds from public authorities.

##### Depreciations

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

##### Financial income and expenses

Financial income and expenses are recognised in the income statement at the amounts regarding the financial year. Financial income and expenses comprise interest income and expenses, realised and unrealised gains and losses on securities, payables and transactions denominated in foreign currencies as well as surcharges and refunds under the on-account tax scheme, etc.

##### Tax on profit for the year

Tax for the year comprises current tax and changes in deferred tax for the year. The tax expense relating to the profit for the year is recognised in the income statement, and the tax expense relating to amounts directly recognised in equity is recognised directly in equity.

The Company is jointly taxed with the other Omnicom companies in Denmark. The tax effect of the joint taxation is allocated in proportion to the taxable income (full absorption).

## Financial statements 1 January – 31 December 2021

### Notes

#### 1 Accounting policies (continued)

##### Balance sheet

###### Property, plant and equipment

Fixtures and fittings and tools and equipment are measured at cost less accumulated depreciation and impairment.

Cost comprises the purchase price and any costs directly attributable to the acquisition until the date when the asset is available for use.

Depreciation is provided on a straightline basis over the expected useful lives of the assets. The expected useful life is as follows:

Fixtures and fittings, tools and equipment	3-5 years
Leasehold improvements	During the lease period

Property, plant and equipment are written down to the recoverable amount if this is lower than the carrying amount. Impairment tests are conducted of individual assets or groups of assets when there is an indication that they may be impaired.

Gains and losses on the disposal of property, plant and equipment are determined as the difference between the sales price less disposal costs and the carrying amount at the date of disposal. The gains or losses are recognised in the income statement as other operating income or other operating costs, respectively.

## Financial statements 1 January – 31 December 2021

### Notes

#### 1 Accounting policies (continued)

##### Receivables

Receivables are measured at amortised cost. Write-down is made for bad debt losses.

##### Contract work in progress

Contract work in progress is measured at the selling price of the work performed calculated on the basis of the stage of completion. The stage of completion is measured by the proportion that the contract expenses incurred to date bear to the estimated total contract expenses. Where it is probable that total contract expenses will exceed total revenues from a contract, the expected loss is recognised as an expense in the income statement.

When the selling price of a construction contract cannot be measured reliably, the selling price is measured at the lower of costs incurred and net realisable value.

Contract work in progress is recognised in the balance sheet under receivables or payables, depending on the net amount of the selling price less progress billings and prepayments.

##### Prepayments

Prepayments comprise costs incurred concerning subsequent financial years.

##### Equity

###### *Dividend*

Proposed dividends are recognised as a liability at the date on which they are adopted at the annual general meeting (declaration date). The expected dividend payment for the year (declaration date) is disclosed as a separate item under equity.

## Financial statements 1 January – 31 December 2021

### Notes

#### 1 Accounting policies (continued)

##### Deferred tax assets and liabilities

Current tax payable and receivable is recognised on the balance sheet as tax computed on the taxable income for the year, adjusted for tax on the taxable income of prior years and for tax paid on account.

Deferred tax is measured using the balance sheet liability method on all temporary differences between the carrying amount and the tax value of assets and liabilities based on the planned use of the asset or settlement of the liability.

Deferred tax assets are recognised at the expected value of their utilisation within the foreseeable future; either as a set-off against tax on future income or as a set-off against deferred tax liabilities in the same legal tax entity. Any deferred net assets are measured at net realisable value.

Deferred tax is measured in accordance with the tax rules and at the tax rates applicable in the respective countries at the balance sheet date when the deferred tax is expected to crystallise as current tax. The change in deferred tax as a result of changes in tax rates is recognised in the income statement and equity.

##### Liabilities

Financial liabilities are recognised at the date of borrowing at the net proceeds received less transaction costs paid. In subsequent periods, the financial liabilities are measured at amortised cost, corresponding to the capitalised value using the effective interest rate. Accordingly, the difference between the proceeds and the nominal value is recognised in the income statement over the term of the loan together interest expenses.

Finance lease obligations are recognised as financial liabilities at amortised cost.

Other liabilities are measured at net realisable value.

Deferred income recognised as liabilities includes incoming payments regarding income in following years.

##### Foreign currency translation

On initial recognition, transactions denominated in foreign currencies are translated at the exchange rates at the transaction date. Foreign exchange differences arising between the exchange rates at the transaction date and at the date of payment are recognised in the income statement as financial income or financial expenses.

Receivables and payables and other monetary items denominated in foreign currencies are translated at the exchange rates at the balance sheet date. The difference between the exchange rates at the balance sheet date and at the date at which the receivable or payable arose or was recognised in the latest financial statements is recognised in the income statement as financial income or financial expenses.

## Financial statements 1 January – 31 December 2021

### Notes

	2021	2020
DKK'000		
<b>2 Revenue</b>		
Invoicing to customers	951,820	847,135
Media expenses, etc.	-867,628	-765,938
	<u>84,192</u>	<u>81,198</u>
<b>3 Staff costs</b>		
Wages and salaries	36,792	33,963
Pensions	2,299	2,146
Other social security costs	499	407
	<u>39,590</u>	<u>36,515</u>
Average number of full-time employees	<u>67</u>	<u>67</u>
<p>In accordance with section 98 B(3) of the Danish Financial Statements Act, remuneration to the Executive Board has not been disclosed. No remuneration has been paid to the Board of Directors.</p>		
DKK'000	2021	2020
<b>4 Depreciation</b>		
Depreciation, tangible assets	14	61
	<u>14</u>	<u>61</u>
which breaks down as follows:		
Other fixtures and fittings, tools and equipment	0	44
Leasehold improvements	14	17
	<u>14</u>	<u>61</u>
<b>5 Financial income</b>		
Other financial income	0	95
	<u>0</u>	<u>95</u>

## Financial statements 1 January – 31 December 2021

### Notes

DKK'000	2021	2020
<b>6 Financial expenses</b>		
Other financial expenses	258	50
	<u>258</u>	<u>50</u>
<b>7 Tax on profit for the year</b>		
Current tax for the year/joint taxation contribution	2,977	2,358
Adjustment of deferred tax	-80	43
	<u>2,897</u>	<u>2,401</u>
which breaks down as follows:		
Tax on profit for the year	2,897	2,401
	<u>2,897</u>	<u>2,401</u>
<b>8 Property, plant and equipment</b>		
	Other fixtures and fittings, tools and equipment	Leasehold improvements
DKK'000		
Cost at 1 January 2021	347	85
Additions for the year	0	59
Disposals for the year	0	0
Cost at 31 December 2021	<u>347</u>	<u>144</u>
Impairment losses and depreciation at 1 January 2021	-347	-64
Depreciation for the year	0	-14
Depreciation on disposed assets	0	0
Impairment losses and depreciation at 31 December 2021	<u>-347</u>	<u>-78</u>
<b>Carrying amount at 31 December 2021</b>	<u>0</u>	<u>66</u>

## Financial statements 1 January – 31 December 2021

### Notes

DKK'000	2021	2020
<b>9 Contract work in progress</b>		
Contract work in progress	332	801
Work in progress, payments received on account	-47	-4,533
	<u>285</u>	<u>-3,732</u>
Recognised in the balance sheet as follows:		
Contract work in progress recognised in assets	285	1,020
Prepayments received recognised in liabilities	0	-4,752
	<u>285</u>	<u>-3,732</u>
<b>10 Deferred tax asset</b>		
Deferred tax 1 January	24	67
Deferred tax adjustment	80	-43
Deferred tax at 31 December	<u>105</u>	<u>24</u>
<b>11 Prepayments</b>		
Prepayments recognised in assets in the amount of DKK 135 thousand (2020: DKK 203 thousand) comprise costs incurred concerning subsequent financial years.		
<b>12 Deferred income</b>		
Prepayments recognised in liabilities in the amount of DKK 52,277 thousand (2020: DKK 35,179 thousand) consist of payments received from customers that will be recognised as income during next year.		

## Financial statements 1 January – 31 December 2021

### Notes

#### 13 Contingent liabilities and security

Lease obligations falling due within 1 year total DKK 237 thousand.

Lease obligations falling due within 1-5 years total DKK 21 thousand.

#### Joint taxation

The Company is jointly taxed with the group of Danish subsidiaries. The administrative company, together with the group of Danish subsidiaries included in the joint taxation, has joint and several unlimited liability for Danish corporation taxes and withholding taxes on dividends and interest. The jointly taxed companies' net liabilities to SKAT appear in the administrative company's annual report, Omnicom Media Group A/S, CVR no. 15 10 68 75. Any subsequent corrections of the taxable income subject to joint taxation or withholding taxes on dividends, interest and royalties may entail that the Company's liability will increase.

DKK'000	2021	2020
<b>14 Related parties and ownership</b>		
Purchase of services from Group enterprises	-66,328	-65,316
Sale of services from group enterprises	1,555	1,081
	<u>-64,773</u>	<u>-64,235</u>

OMD Denmark A/S' related parties include Omnicom Media Group A/S and group enterprises as well as the companies' Board of Directors', Executive Board, executive employees and family members. Related parties also include companies in which the above persons have substantial interests.

Purchase of services from group enterprises consists of management fee, facility services, administration services, IT costs and handling fees.

Sale of services to group enterprises consists of handling fees.

#### Controlling interest

Omnicom Media Group A/S, Midtermolen 3, 2100 Copenhagen Ø, Denmark, which is the major shareholder.



## Financial statements 1 January – 31 December 2021

### Notes

#### 14 Related parties and ownership (continued)

##### Ownership

The following shareholders are recorded in the Company's register of shareholders as holding at least 5% of the votes or at least 5% of the share capital:

Omnicom Media Group A/S  
Midtermolen 3  
2100 København Ø  
Denmark

##### Consolidated annual report

Consolidated annual report can be required at owner (see above). The supreme parent is Omnicom Group Inc., and their consolidated annual report can be required at:

Omnicom Group Inc.  
437 Madison Avenue  
New York, New York 10022

# PENNEO

Underskrifterne i dette dokument er juridisk bindende. Dokumentet er underskrevet via Penneo™ sikker digital underskrift.  
Underskrivernes identiteter er blevet registreret, og informationerne er listet herunder.

“Med min underskrift bekræfter jeg indholdet og alle datoer i dette dokument.”

## Michael Holmer

### Bestyrelsesmedlem

På vegne af: Michael Holmer

Serienummer: 38ec5452-b1b5-4715-8f10-7b0aba1c3657

IP: 163.116.xxx.xxx

2022-06-10 08:02:39 UTC



## NAVNE & ADRESSEBESKYTTET

### Adm. direktør

På vegne af: OMD Denmark A/S

Serienummer: c8f5c899-4fbb-4666-85a4-0f064956d03f

IP: 163.116.xxx.xxx

2022-06-10 08:37:50 UTC



## Frank Boe Aagaard Andersen

### Bestyrelsesmedlem

På vegne af: Frank Andersen

Serienummer: beab5fa4-a7ef-4cea-992f-d065efe45973

IP: 163.116.xxx.xxx

2022-06-10 10:03:36 UTC



## NAVNE & ADRESSEBESKYTTET

### Revisor

På vegne af: KPMG

Serienummer: 06a48006-4bce-4cc4-9481-f8edac0501d0

IP: 83.151.xxx.xxx

2022-06-12 16:18:54 UTC



## Peter Gottfredsen

### Bestyrelsesformand

På vegne af: Peter Gottfredsen

Serienummer: PID:9208-2002-2-765052496063

IP: 213.237.xxx.xxx

2022-06-14 10:37:10 UTC



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