



## Adservice A/S

Rosenkrantzgade 23, 2.  
8000 Aarhus C  
CVR No. 30545532

## Annual report 2020

The Annual General Meeting adopted the  
annual report on 15.06.2021

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**Casper Grud**

Chairman of the General Meeting

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# Entity details

## Entity

Adservice A/S  
Rosenkrantzgade 23, 2.  
8000 Aarhus C

Business Registration No.: 30545532  
Registered office: Aarhus  
Financial year: 01.01.2020 - 31.12.2020

## Board of Directors

Jesper Grøndahl Hviid, chairman of the board  
Casper Grud  
Øystein Åsebø  
Niels Christian Grud  
Rikke Bech Nygaard

## Executive Board

Casper Grud  
Øystein Åsebø

## Auditors

Deloitte Statsautoriseret Revisionspartnerselskab  
City Tower, Værkmestergade 2  
8000 Aarhus C

# Statement by Management on the annual report

The Board of Directors and the Executive Board have today considered and approved the annual report of Adservice A/S for the financial year 01.01.2020 - 31.12.2020

The annual report is presented in accordance with the Danish Financial Statements Act.

In our opinion, the consolidated financial statements and the parent financial statements give a true and fair view of the Group's and the Parent's financial position at 31.12.2020 and of the results of their operations and the consolidated cash flows for the financial year 01.01.2020 - 31.12.2020.

We believe that the management commentary contains a fair review of the affairs and conditions referred to therein.

We recommend the annual report for adoption at the Annual General Meeting.

Aarhus, 15.06.2021

## Executive Board

**Casper Grud**

**Øystein Åsebø**

## Board of Directors

**Jesper Grøndahl Hviid**  
chairman of the board

**Casper Grud**

**Øystein Åsebø**

**Niels Christian Grud**

**Rikke Bech Nygaard**

# Independent auditor's report

## To the shareholders of Adservice A/S

### Opinion

We have audited the consolidated financial statements and the parent financial statements of Adservice A/S for the financial year 01.01.2020 - 31.12.2020, which comprise the income statement, balance sheet, statement of changes in equity and notes, including a summary of significant accounting policies, for the Group as well as the Parent, and the consolidated cash flow statement. The consolidated financial statements and the parent financial statements are prepared in accordance with the Danish Financial Statements Act.

In our opinion, the consolidated financial statements and the parent financial statements give a true and fair view of the Group's and the Parent's financial position at 31.12.2020 and of the results of their operations and the consolidated cash flows for the financial year 01.01.2020 - 31.12.2020 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 consolidated financial statements and the parent financial statements" section of this auditor's report. We are independent of the Group in accordance with the International Ethics Standards Board of 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 consolidated financial statements and the parent financial statements

Management is responsible for the preparation of consolidated financial statements and parent 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 consolidated financial statements and parent financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the consolidated financial statements and the parent financial statements, Management is responsible for assessing the Group's and the Entity's ability to continue as a going concern, for disclosing, as applicable, matters related to going concern, and for using the going concern basis of accounting in preparing the consolidated financial statements and the parent financial statements unless Management either intends to liquidate the Entity or to cease operations, or has no realistic alternative but to do so.

### Auditor's responsibilities for the audit of the consolidated financial statements and the parent financial statements

Our objectives are to obtain reasonable assurance about whether the consolidated financial statements and the parent 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 consolidated financial statements and parent 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 consolidated financial statements and the parent 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 Group's and the Entity'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 consolidated financial statements and the parent 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 Group's and the Entity'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 consolidated financial statements and the parent 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 Group and the Entity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the consolidated financial statements and the parent financial statements, including the disclosures in the notes, and whether the consolidated financial statements and the parent financial statements represent the underlying transactions and events in a manner that gives a true and fair view.
- Obtain sufficient and appropriate audit evidence regarding the financial information of the entities or business activities within the Group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit opinion.

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 commentary**

Management is responsible for the management commentary.

Our opinion on the consolidated financial statements and the parent financial statements does not cover the management commentary, and we do not express any form of assurance conclusion thereon.

In connection with our audit of the consolidated financial statements and the parent financial statements, our responsibility is to read the management commentary and, in doing so, consider whether the management commentary is materially inconsistent with the consolidated financial statements and the parent financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

Moreover, it is our responsibility to consider whether the management commentary provides the information required under the Danish Financial Statements Act.

Based on the work we have performed, we conclude that the management commentary is in accordance with the consolidated financial statements and the parent financial statements and has been prepared in accordance with the requirements of the Danish Financial Statements Act. We did not identify any material misstatement of the management commentary.

Aarhus, 15.06.2021

**Deloitte**

Statsautoriseret Revisionspartnerselskab  
CVR No. 33963556

**Mads Fauerskov**

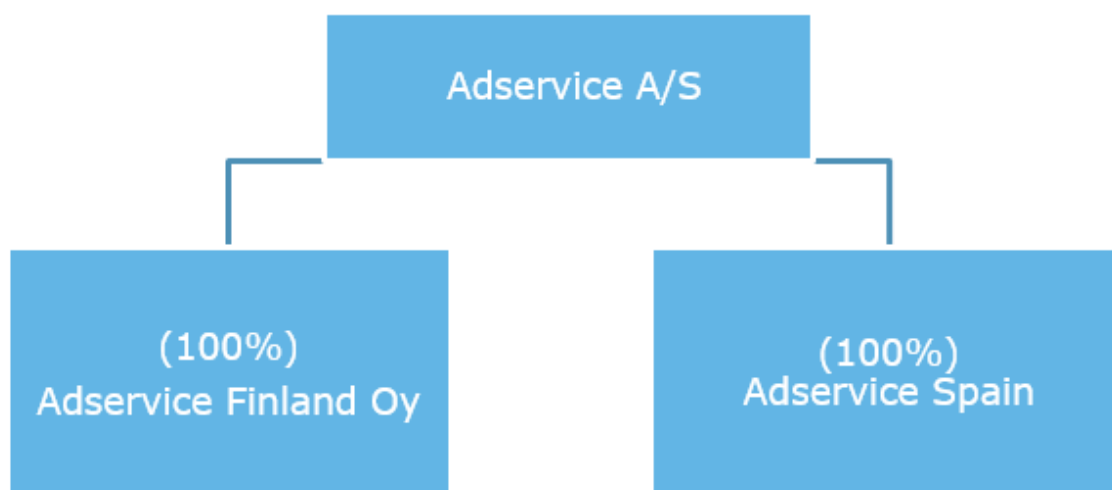
State Authorised Public Accountant  
Identification No (MNE) mne35428

# Management commentary

## Financial highlights

|   | 2020<br>DKK'000 | 2019<br>DKK'000 | 2018<br>DKK'000 | 2017<br>DKK'000 | 2016<br>DKK'000 |
|---|-----------------|-----------------|-----------------|-----------------|-----------------|
| <b>Key figures</b>                              |                 |                 |                 |                 |                 |
| Gross profit/loss                               | 31,134          | 40,783          | 57,075          | 43,757          | 38,038          |
| Operating profit/loss                           | 13,153          | 16,916          | 33,640          | 23,475          | 21,160          |
| Net financials                                  | (16)            | (718)           | (191)           | (1,577)         | 188             |
| Profit/loss for the year                        | 10,241          | 12,566          | 26,080          | 16,994          | 16,625          |
| Balance sheet total                             | 54,027          | 66,093          | 82,963          | 68,403          | 63,599          |
| Investments in property,<br>plant and equipment | 35              | 181             | 501             | 1,665           | 966             |
| Equity  | 27,124          | 28,884          | 38,318          | 28,239          | 25,245          |
| <b>Ratios</b>                                   |                 |                 |                 |                 |                 |
| Return on equity (%)                            | 36.57           | 37.40           | 78.37           | 63.55           | 79,4            |
| Equity ratio (%)                                | 50.20           | 43.70           | 46.19           | 41.28           | 39.69           |

### Group overview:



Financial highlights are defined and calculated in accordance with the current version of "Recommendations & Ratios" issued by the CFA Society Denmark.



**Return on equity (%):**

Profit/loss for the year \* 100

Average equity

**Equity ratio (%):**

Equity \* 100

Balance sheet total

### Primary activities

Adservice's primary activities are within the affiliate marketing industry. Adservice offers performance marketing solutions for advertisers and publishers who want to grow their business. The main part of this offering is our unique network of connections and industry-leading technology platform. We create solutions that drive results tailored to our clients' needs. Adservice have a strong focus on our core business which is building on more than a decade of know-how and experience.

### Development in activities and finances

The Adservice group has in the financial year 2020 generated an operating profit of 13,1M DKK compared to 16,9M DKK in 2019.

The management is satisfied with the result. Compared to 2019 the lower result in 2020 is primarily due to changes in the market but also a historical weak Swedish and Norwegian currency.

Due to the Covid-19 situation in 2020, Adservice has experienced a decrease in turnover and earning; however, Adservice as a company has in 2020 proven to be an agile company with a solid ability to adapt to market changes.

### Outlook

Adservice has a strong focus on tech, which can improve both the Advertiser and publisher experience on the Adservice platform and is now one of the best and most innovative platforms on the market.

The Adservice Group expects to grow in 2021 in all markets and have an EBITDA around 15-18 Mio DKK.

### Particular risks

Adservice's activities comprise many transactions in foreign currencies including both NOK, SEK, EUR, and PLN. Thereby a particular risk on fluctuation is identified.

The management handles this risk by serving bank accounts in different foreign currencies and has decided not to hold any financial instruments or foreign exchange contracts.

### Events after the balance sheet date

No events have occurred after the balance sheet date to this date, which would influence the evaluation of this annual report.

# Consolidated income statement for 2020

|  | Notes | 2020<br>DKK       | 2019<br>DKK       |
|--|-------|-------------------|-------------------|
| <b>Gross profit/loss</b>                         | 1     | <b>31,133,682</b> | <b>40,783,189</b> |
| Staff costs                                      | 2     | (17,463,655)      | (23,256,530)      |
| Depreciation, amortisation and impairment losses | 3     | (516,935)         | (610,970)         |
| <b>Operating profit/loss</b>                     |       | <b>13,153,092</b> | <b>16,915,689</b> |
| Other financial income                           |       | 2,603,035         | 4,334,600         |
| Other financial expenses                         |       | (2,619,074)       | (5,052,685)       |
| <b>Profit/loss before tax</b>                    |       | <b>13,137,053</b> | <b>16,197,604</b> |
| Tax on profit/loss for the year                  | 4     | (2,896,267)       | (3,631,660)       |
| <b>Profit/loss for the year</b>                  | 5     | <b>10,240,786</b> | <b>12,565,944</b> |

# Consolidated balance sheet at 31.12.2020

## Assets

|  | Notes | 2020<br>DKK       | 2019<br>DKK       |
|--|-------|-------------------|-------------------|
| Acquired rights                                  |       | 0                 | 0                 |
| <b>Intangible assets</b>                         | 6     | <b>0</b>          | <b>0</b>          |
| Other fixtures and fittings, tools and equipment |       | 310,173           | 492,225           |
| Leasehold improvements                           |       | 576,398           | 876,381           |
| <b>Property, plant and equipment</b>             | 7     | <b>886,571</b>    | <b>1,368,606</b>  |
| Deposits   |       | 371,535           | 360,735           |
| <b>Financial assets</b>                          | 8     | <b>371,535</b>    | <b>360,735</b>    |
| <b>Fixed assets</b>                              |       | <b>1,258,106</b>  | <b>1,729,341</b>  |
| Trade receivables                                |       | 22,828,994        | 37,507,290        |
| Other receivables                                |       | 622,786           | 1,700,353         |
| Tax receivable                                   |       | 0                 | 131,123           |
| Prepayments                                      | 9     | 33,188            | 190,367           |
| <b>Receivables</b>                               |       | <b>23,484,968</b> | <b>39,529,133</b> |
| <b>Cash</b>                                      |       | <b>29,284,189</b> | <b>24,834,317</b> |
| <b>Current assets</b>                            |       | <b>52,769,157</b> | <b>64,363,450</b> |
| <b>Assets</b>                                    |       | <b>54,027,263</b> | <b>66,092,791</b> |

**Equity and liabilities**

|  | <b>Notes</b> | <b>2020<br/>DKK</b> | <b>2019<br/>DKK</b> |
|--|--------------|---------------------|---------------------|
| Contributed capital                                  |              | 500,000             | 500,000             |
| Retained earnings                                    |              | 26,624,154          | 16,384,330          |
| Proposed dividend for the financial year             |              | 0                   | 12,000,000          |
| <b>Equity</b>  |              | <b>27,124,154</b>   | <b>28,884,330</b>   |
| Deferred tax   | 10           | 24,000              | 31,000              |
| <b>Provisions</b>                                    |              | <b>24,000</b>       | <b>31,000</b>       |
| Other payables                                       |              | 1,593,672           | 660,168             |
| <b>Non-current liabilities other than provisions</b> | 11           | <b>1,593,672</b>    | <b>660,168</b>      |
| Trade payables                                       |              | 22,813,463          | 34,570,732          |
| Tax payable  |              | 635,182             | 0                   |
| Joint taxation contribution payable                  |              | 236,439             | 0                   |
| Other payables                                       |              | 1,464,225           | 1,862,683           |
| Deferred income                                      | 12           | 136,128             | 83,878              |
| <b>Current liabilities other than provisions</b>     |              | <b>25,285,437</b>   | <b>36,517,293</b>   |
| <b>Liabilities other than provisions</b>             |              | <b>26,879,109</b>   | <b>37,177,461</b>   |
| <b>Equity and liabilities</b>                        |              | <b>54,027,263</b>   | <b>66,092,791</b>   |
| Unrecognised rental and lease commitments            | 14           |                     |                     |
| Transactions with related parties                    | 15           |                     |                     |
| Subsidiaries   | 16           |                     |                     |

# Consolidated statement of changes in equity for 2020

|                           | Contributed<br>capital<br>DKK | Retained<br>earnings<br>DKK | Proposed<br>dividend for<br>the financial<br>year<br>DKK | Total<br>DKK      |
|---------------------------|-------------------------------|-----------------------------|--|-------------------|
| Equity beginning of year  | 500,000                       | 16,384,330                  | 12,000,000   | 28,884,330        |
| Ordinary dividend paid    | 0                             | 0                           | (12,000,000)   | (12,000,000)      |
| Exchange rate adjustments | 0                             | (962)                       | 0  | (962)             |
| Profit/loss for the year  | 0                             | 10,240,786                  | 0  | 10,240,786        |
| <b>Equity end of year</b> | <b>500,000</b>                | <b>26,624,154</b>           | <b>0</b>   | <b>27,124,154</b> |

# Consolidated cash flow statement for 2020

|   | Notes | 2020<br>DKK         | 2019<br>DKK         |
|---|-------|---------------------|---------------------|
| Operating profit/loss   |       | 13,153,092          | 16,915,689          |
| Amortisation, depreciation and impairment losses                                  |       | 516,935             | 610,970             |
| Working capital changes   | 13    | 4,743,069           | 4,772,656           |
| <b>Cash flow from ordinary operating activities</b>                               |       | <b>18,413,096</b>   | <b>22,299,315</b>   |
| Financial income received   |       | 2,603,035           | 4,334,600           |
| Financial expenses paid   |       | (2,619,074)         | (5,052,685)         |
| Taxes refunded/(paid)   |       | (1,901,487)         | (4,891,911)         |
| <b>Cash flows from operating activities</b>                                       |       | <b>16,495,570</b>   | <b>16,689,319</b>   |
| Acquisition etc. of property, plant and equipment                                 |       | (34,898)            | (180,866)           |
| Acquisition of fixed asset investments  |       | (10,800)            | 0                   |
| <b>Cash flows from investing activities</b>                                       |       | <b>(45,698)</b>     | <b>(180,866)</b>    |
| <b>Free cash flows generated from operations and investments before financing</b> |       | <b>16,449,872</b>   | <b>16,508,453</b>   |
| Dividend paid   |       | (12,000,000)        | (22,000,000)        |
| <b>Cash flows from financing activities</b>                                       |       | <b>(12,000,000)</b> | <b>(22,000,000)</b> |
| <b>Increase/decrease in cash and cash equivalents</b>                             |       | <b>4,449,872</b>    | <b>(5,491,547)</b>  |
| Cash and cash equivalents beginning of year                                       |       | 24,834,317          | 30,325,864          |
| <b>Cash and cash equivalents end of year</b>                                      |       | <b>29,284,189</b>   | <b>24,834,317</b>   |
| Cash and cash equivalents at year-end are composed of:                            |       |                     |                     |
| Cash  |       | 29,284,189          | 24,834,317          |
| <b>Cash and cash equivalents end of year</b>                                      |       | <b>29,284,189</b>   | <b>24,834,317</b>   |

# Notes to consolidated financial statements

## 1 Gross profit/loss

The gross profit contains DKK 264.725 from the salary compensation support schemes set up as a result of the spread and outbreak of COVID-19.

## 2 Staff costs

|                                       | <b>2020</b>       | <b>2019</b>       |
|---------------------------------------|-------------------|-------------------|
|                                       | <b>DKK</b>        | <b>DKK</b>        |
| Wages and salaries                    | 15,678,795        | 20,356,272        |
| Pension costs                         | 1,138,479         | 1,688,213         |
| Other social security costs           | 476,114           | 361,630           |
| Other staff costs                     | 170,267           | 850,415           |
|                                       | <b>17,463,655</b> | <b>23,256,530</b> |
| Average number of full-time employees | <b>31</b>         | <b>46</b>         |

|  | <b>Remuneration<br/>of manage-<br/>ment<br/>2020<br/>DKK</b> | <b>Pension<br/>liabilities<br/>2020<br/>DKK</b> |
|--|--|---|
| Total amount for management categories | 2,418,122  | 68,391  |
|  | <b>2,418,122</b>   | <b>68,391</b>                                   |

Remuneration of the management is comprised with reference to the Danish GAAP Act section 98 b.

## 3 Depreciation, amortisation and impairment losses

|   | <b>2020</b>    | <b>2019</b>    |
|---|----------------|----------------|
|   | <b>DKK</b>     | <b>DKK</b>     |
| Depreciation on property, plant and equipment | 516,935        | 610,970        |
|   | <b>516,935</b> | <b>610,970</b> |

## 4 Tax on profit/loss for the year

|                                      | <b>2020</b>      | <b>2019</b>      |
|--------------------------------------|------------------|------------------|
|                                      | <b>DKK</b>       | <b>DKK</b>       |
| Current tax                          | 2,903,267        | 3,609,339        |
| Change in deferred tax               | (7,000)          | (9,000)          |
| Adjustment concerning previous years | 0                | 31,321           |
|                                      | <b>2,896,267</b> | <b>3,631,660</b> |



## 5 Proposed distribution of profit/loss

|  | 2020<br>DKK       | 2019<br>DKK       |
|--|-------------------|-------------------|
| Ordinary dividend for the financial year | 0                 | 12,000,000        |
| Retained earnings                        | 10,240,786        | 565,944           |
|  | <b>10,240,786</b> | <b>12,565,944</b> |

## 6 Intangible assets

|   | Acquired<br>rights<br>DKK |
|---|---------------------------|
| Cost beginning of year                                | 429,877                   |
| <b>Cost end of year</b>                               | <b>429,877</b>            |
| Amortisation and impairment losses beginning of year  | (429,877)                 |
| <b>Amortisation and impairment losses end of year</b> | <b>(429,877)</b>          |
| <b>Carrying amount end of year</b>                    | <b>0</b>                  |

## 7 Property, plant and equipment

|   | Other fixtures<br>and fittings,<br>tools and<br>equipment<br>DKK | Leasehold<br>improvements<br>DKK |
|---|--|----------------------------------|
| Cost beginning of year                                | 2,090,024  | 1,561,631                        |
| Additions   | 21,513   | 13,385                           |
| <b>Cost end of year</b>                               | <b>2,111,537</b>   | <b>1,575,016</b>                 |
| Depreciation and impairment losses beginning of year  | (1,597,799)  | (685,250)                        |
| Exchange rate adjustments                             | 0  | 2                                |
| Depreciation for the year                             | (203,565)  | (313,370)                        |
| <b>Depreciation and impairment losses end of year</b> | <b>(1,801,364)</b>   | <b>(998,618)</b>                 |
| <b>Carrying amount end of year</b>                    | <b>310,173</b>   | <b>576,398</b>                   |

## 8 Financial assets

|                                    | Deposits<br>DKK |
|------------------------------------|-----------------|
| Cost beginning of year             | 360,735         |
| Additions                          | 10,800          |
| <b>Cost end of year</b>            | <b>371,535</b>  |
| <b>Carrying amount end of year</b> | <b>371,535</b>  |

## 9 Prepayments

Prepayments comprise incurred costs relating to subsequent financial years.

**10 Deferred tax**

|                               | <b>2020</b>   | <b>2019</b>   |
|-------------------------------|---------------|---------------|
|                               | <b>DKK</b>    | <b>DKK</b>    |
| Property, plant and equipment | 24,000        | 31,000        |
| <b>Deferred tax</b>           | <b>24,000</b> | <b>31,000</b> |

| <b>Changes during the year</b>     | <b>2020</b>   | <b>2019</b>   |
|------------------------------------|---------------|---------------|
|                                    | <b>DKK</b>    | <b>DKK</b>    |
| Beginning of year                  | 31,000        | 40,000        |
| Recognised in the income statement | (7,000)       | (9,000)       |
| <b>End of year</b>                 | <b>24,000</b> | <b>31,000</b> |

**11 Non-current liabilities other than provisions**

Non-current other payables comprise holiday pay to employees according to the new danish holiday law.

**12 Deferred income**

Deffered income comprise deffered income received in 2020 but related to the financial year 2021.

**13 Changes in working capital**

|  | <b>2020</b>      | <b>2019</b>      |
|--|------------------|------------------|
|  | <b>DKK</b>       | <b>DKK</b>       |
| Increase/decrease in receivables         | 16,117,460       | 11,079,118       |
| Increase/decrease in trade payables etc. | (11,374,391)     | (6,306,462)      |
|  | <b>4,743,069</b> | <b>4,772,656</b> |

**14 Unrecognised rental and lease commitments**

|   | <b>2020</b>    | <b>2019</b>    |
|---|----------------|----------------|
|   | <b>DKK</b>     | <b>DKK</b>     |
| Total liabilities under rental or lease agreements until maturity | <b>469,000</b> | <b>462,000</b> |

**15 Transactions with related parties**

No transactions with related parties were made in the financial year, which were not made on an arm's length basis.

**16 Subsidiaries**

|                          | <b>Registered in</b> | <b>Corporate form</b> | <b>Ownership %</b> |
|--------------------------|----------------------|-----------------------|--------------------|
| Adservice Finland Oy     | Finland              | Oy                    | 100                |
| Adservice Affiliate S.L. | Spain                | S.L.                  | 100                |

# Parent income statement for 2020

|  | Notes | 2020<br>DKK       | 2019<br>DKK       |
|--|-------|-------------------|-------------------|
| <b>Gross profit/loss</b>                         | 1     | <b>27,965,160</b> | <b>38,934,811</b> |
| Staff costs                                      | 2     | (14,650,705)      | (21,333,267)      |
| Depreciation, amortisation and impairment losses | 3     | (515,891)         | (610,970)         |
| <b>Operating profit/loss</b>                     |       | <b>12,798,564</b> | <b>16,990,574</b> |
| Income from investments in group enterprises     |       | 285,828           | (76,118)          |
| Other financial income                           |       | 2,603,035         | 4,334,600         |
| Other financial expenses                         |       | (2,616,170)       | (5,051,914)       |
| <b>Profit/loss before tax</b>                    |       | <b>13,071,257</b> | <b>16,197,142</b> |
| Tax on profit/loss for the year                  | 4     | (2,830,471)       | (3,631,198)       |
| <b>Profit/loss for the year</b>                  | 5     | <b>10,240,786</b> | <b>12,565,944</b> |

# Parent balance sheet at 31.12.2020

## Assets

|  | Notes | 2020<br>DKK       | 2019<br>DKK       |
|--|-------|-------------------|-------------------|
| Acquired rights                                  |       | 0                 | 0                 |
| <b>Intangible assets</b>                         | 6     | <b>0</b>          | <b>0</b>          |
| Other fixtures and fittings, tools and equipment |       | 310,173           | 492,225           |
| Leasehold improvements                           |       | 564,055           | 876,381           |
| <b>Property, plant and equipment</b>             | 7     | <b>874,228</b>    | <b>1,368,606</b>  |
| Investments in group enterprises                 |       | 391,809           | 106,910           |
| Deposits   |       | 371,535           | 360,735           |
| <b>Financial assets</b>                          | 8     | <b>763,344</b>    | <b>467,645</b>    |
| <b>Fixed assets</b>                              |       | <b>1,637,572</b>  | <b>1,836,251</b>  |
| Trade receivables                                |       | 22,820,994        | 37,507,290        |
| Other receivables                                |       | 608,426           | 1,689,350         |
| Tax receivable                                   |       | 0                 | 131,123           |
| Prepayments                                      | 9     | 21,899            | 190,367           |
| <b>Receivables</b>                               |       | <b>23,451,319</b> | <b>39,518,130</b> |
| <b>Cash</b>                                      |       | <b>28,638,319</b> | <b>24,540,923</b> |
| <b>Current assets</b>                            |       | <b>52,089,638</b> | <b>64,059,053</b> |
| <b>Assets</b>                                    |       | <b>53,727,210</b> | <b>65,895,304</b> |

**Equity and liabilities**

|  | <b>Notes</b> | <b>2020<br/>DKK</b> | <b>2019<br/>DKK</b> |
|--|--------------|---------------------|---------------------|
| Contributed capital  |              | 500,000             | 500,000             |
| Reserve for net revaluation according to the equity method |              | 350,893             | 65,924              |
| Retained earnings  |              | 26,273,261          | 16,318,373          |
| Proposed dividend for the financial year                   |              | 0                   | 12,000,000          |
| <b>Equity</b>  |              | <b>27,124,154</b>   | <b>28,884,297</b>   |
| Deferred tax   | 10           | 24,000              | 31,000              |
| <b>Provisions</b>  |              | <b>24,000</b>       | <b>31,000</b>       |
| Other payables   |              | 1,593,672           | 660,168             |
| <b>Non-current liabilities other than provisions</b>       | 11           | <b>1,593,672</b>    | <b>660,168</b>      |
| Trade payables   |              | 22,676,299          | 34,457,156          |
| Tax payable  |              | 635,182             | 0                   |
| Joint taxation contribution payable                        |              | 236,439             | 0                   |
| Other payables   |              | 1,437,464           | 1,862,683           |
| <b>Current liabilities other than provisions</b>           |              | <b>24,985,384</b>   | <b>36,319,839</b>   |
| <b>Liabilities other than provisions</b>                   |              | <b>26,579,056</b>   | <b>36,980,007</b>   |
| <b>Equity and liabilities</b>                              |              | <b>53,727,210</b>   | <b>65,895,304</b>   |
| Unrecognised rental and lease commitments                  | 12           |                     |                     |
| Contingent liabilities                                     | 13           |                     |                     |
| Related parties with controlling interest                  | 14           |                     |                     |
| Transactions with related parties                          | 15           |                     |                     |

# Parent statement of changes in equity for 2020

|                           | Contributed<br>capital<br>DKK | Reserve for<br>net<br>revaluation<br>according to<br>the equity<br>method<br>DKK | Retained<br>earnings<br>DKK | Proposed<br>dividend for<br>the year<br>DKK | Total<br>DKK      |
|---------------------------|-------------------------------|--|-----------------------------|---|-------------------|
| Equity beginning of year  | 500,000                       | 65,924   | 16,318,373                  | 12,000,000                                  | 28,884,297        |
| Ordinary dividend paid    | 0                             | 0  | 0                           | (12,000,000)                                | (12,000,000)      |
| Exchange rate adjustments | 0                             | (859)  | (70)                        | 0   | (929)             |
| Profit/loss for the year  | 0                             | 285,828  | 9,954,958                   | 0   | 10,240,786        |
| <b>Equity end of year</b> | <b>500,000</b>                | <b>350,893</b>   | <b>26,273,261</b>           | <b>0</b>                                    | <b>27,124,154</b> |

# Notes to parent financial statements

## 1 Gross profit/loss

The gross profit contains DKK 264.725 from the salary compensation support schemes set up as a result of the spread and outbreak of COVID-19.

## 2 Staff costs

|                                       | 2020<br>DKK       | 2019<br>DKK       |
|---------------------------------------|-------------------|-------------------|
| Wages and salaries                    | 13,345,011        | 18,759,704        |
| Pension costs                         | 914,442           | 1,390,725         |
| Other social security costs           | 220,985           | 332,423           |
| Other staff costs                     | 170,267           | 850,415           |
|                                       | <b>14,650,705</b> | <b>21,333,267</b> |
| Average number of full-time employees | <b>26</b>         | <b>40</b>         |

|  | Remuneration<br>of manage-<br>ment<br>2020<br>DKK | Pension<br>liabilities<br>2020<br>DKK |
|--|---|---------------------------------------|
| Total amount for management categories | 2,418,122   | 68,391                                |
|  | <b>2,418,122</b>                                  | <b>68,391</b>                         |

Remuneration of the management is comprised with reference to the Danish GAAP Act section 98 b.

## 3 Depreciation, amortisation and impairment losses

|   | 2020<br>DKK    | 2019<br>DKK    |
|---|----------------|----------------|
| Depreciation on property, plant and equipment | 515,891        | 610,970        |
|   | <b>515,891</b> | <b>610,970</b> |

## 4 Tax on profit/loss for the year

|                                      | 2020<br>DKK      | 2019<br>DKK      |
|--------------------------------------|------------------|------------------|
| Current tax                          | 2,837,471        | 3,608,877        |
| Change in deferred tax               | (7,000)          | (9,000)          |
| Adjustment concerning previous years | 0                | 31,321           |
|                                      | <b>2,830,471</b> | <b>3,631,198</b> |

## 5 Proposed distribution of profit and loss

|  | 2020<br>DKK       | 2019<br>DKK       |
|--|-------------------|-------------------|
| Ordinary dividend for the financial year | 0                 | 12,000,000        |
| Retained earnings                        | 10,240,786        | 565,944           |
|  | <b>10,240,786</b> | <b>12,565,944</b> |

## 6 Intangible assets

|   | Acquired<br>rights<br>DKK |
|---|---------------------------|
| Cost beginning of year                                | 429,877                   |
| <b>Cost end of year</b>                               | <b>429,877</b>            |
| Amortisation and impairment losses beginning of year  | (429,877)                 |
| <b>Amortisation and impairment losses end of year</b> | <b>(429,877)</b>          |
| <b>Carrying amount end of year</b>                    | <b>0</b>                  |

## 7 Property, plant and equipment

|   | Other fixtures<br>and fittings,<br>tools and<br>equipment<br>DKK | Leasehold<br>improvements<br>DKK |
|---|--|----------------------------------|
| Cost beginning of year                                | 2,090,024  | 1,561,631                        |
| Additions   | 21,513   | 0                                |
| <b>Cost end of year</b>                               | <b>2,111,537</b>   | <b>1,561,631</b>                 |
| Depreciation and impairment losses beginning of year  | (1,597,799)  | (685,250)                        |
| Depreciation for the year                             | (203,565)  | (312,326)                        |
| <b>Depreciation and impairment losses end of year</b> | <b>(1,801,364)</b>   | <b>(997,576)</b>                 |
| <b>Carrying amount end of year</b>                    | <b>310,173</b>   | <b>564,055</b>                   |



## 8 Financial assets

|                                    | Investments in<br>group<br>enterprises<br>DKK | Deposits<br>DKK |
|------------------------------------|---|-----------------|
| Cost beginning of year             | 40,986  | 360,735         |
| Exchange rate adjustments          | (70)  | 0               |
| Additions                          | 0   | 10,800          |
| <b>Cost end of year</b>            | <b>40,916</b>                                 | <b>371,535</b>  |
| Revaluations beginning of year     | 65,924  | 0               |
| Exchange rate adjustments          | (859)   | 0               |
| Share of profit/loss for the year  | 285,828                                       | 0               |
| <b>Revaluations end of year</b>    | <b>350,893</b>                                | <b>0</b>        |
| <b>Carrying amount end of year</b> | <b>391,809</b>                                | <b>371,535</b>  |

A specification of investments in subsidiaries is evident from the notes to the consolidated financial statements.

## 9 Prepayments

Prepayments comprise incurred costs relating to subsequent financial years.

## 10 Deferred tax

|                                    | 2020<br>DKK   | 2019<br>DKK   |
|------------------------------------|---------------|---------------|
| <b>Changes during the year</b>     |               |               |
| Beginning of year                  | 31,000        | 40,000        |
| Recognised in the income statement | (7,000)       | (9,000)       |
| <b>End of year</b>                 | <b>24,000</b> | <b>31,000</b> |

## 11 Non-current liabilities other than provisions

Non-current other payables comprise holiday pay to employees according to the new danish holiday law.

## 12 Unrecognised rental and lease commitments

|   | 2020<br>DKK    | 2019<br>DKK    |
|---|----------------|----------------|
| Total liabilities under rental or lease agreements until maturity | <b>469,000</b> | <b>462,000</b> |

## 13 Contingent liabilities

The Entity participates in a Danish joint taxation arrangement in which 25. Maj Holding ApS serves as the administration company as of 29/11/2020.

According to the joint taxation provisions of the Danish Corporation Tax Act, the Entity is therefore secondarily liable for income taxes etc. for the jointly taxed entities, limited to the equity interest by which the Entity participates in the Group, and also secondarily liable for obligations, if any, relating to the withholding of tax on interest, royalties and dividends for the jointly taxed entities. The jointly taxed entities' total known net liability under the joint taxation arrangement is disclosed in the administration company's financial statements.

**14 Related parties with controlling interest**

25. Maj Holding ApS, 8240 Risskov, have controlling interest in the company, since possessing the majority of the shares in the company.

Casper Grud, 8240 Risskov, have controlling interest in 25. Maj Holding ApS, as he posses all the shares in the company.

**15 Transactions with related parties**

No transactions with related parties were made in the financial year, which were not made on an arm's length basis.

# Accounting policies

## Reporting class

This annual report has been prepared in accordance with the provisions of the Danish Financial Statements Act governing reporting class C enterprises (medium).

The accounting policies applied to these consolidated financial statements and parent financial statements are consistent with those applied last year.

## Recognition and measurement

Assets are recognised in the balance sheet when it is probable as a result of a prior event that future economic benefits will flow to the Entity, and the value of the asset can be measured reliably.

Liabilities are recognised in the balance sheet when the Entity has a legal or constructive obligation as a result of a prior event, and it is probable that future economic benefits will flow out of the Entity, and the value of the liability can be measured reliably.

On initial recognition, assets and liabilities are measured at cost. Measurement subsequent to initial recognition is effected as described below for each financial statement item.

Anticipated risks and losses that arise before the time of presentation of the annual report and that confirm or invalidate affairs and conditions existing at the balance sheet date are considered at recognition and measurement.

Income is recognised in the income statement when earned, whereas costs are recognised by the amounts attributable to this financial year.

## Consolidated financial statements

The consolidated financial statements comprise the Parent and the group enterprises (subsidiaries) that are controlled by the Parent. Control is achieved by the Parent, either directly or indirectly, holding more than 50% of the voting rights or in any other way possibly or actually exercising controlling influence.

## Basis of consolidation

The consolidated financial statements are prepared on the basis of the financial statements of the Parent and its subsidiaries. The consolidated financial statements are prepared by combining uniform items. On consolidation, intragroup income and expenses, intra-group accounts and dividends as well as profits and losses on transactions between the consolidated enterprises are eliminated. The financial statements used for consolidation have been prepared applying the Group's accounting policies.

Subsidiaries' financial statement items are recognised in full in the consolidated financial statements.

Investments in subsidiaries are offset at the pro rata share of such subsidiaries' net assets at the acquisition date, with net assets having been calculated at fair value.

## Foreign currency translation

On initial recognition, foreign currency transactions are translated applying the exchange rate at the transaction

date. Receivables, payables and other monetary items denominated in foreign currencies that have not been settled at the balance sheet date are translated using the exchange rate at the balance sheet date. Exchange differences that arise between the rate at the transaction date and the rate in effect at the payment date, or the rate at the balance sheet date, are recognised in the income statement as financial income or financial expenses.

When recognising foreign subsidiaries and associates that are independent entities, the income statements are translated at average exchange rates for the months that do not significantly deviate from the rates at the transaction date. Balance sheet items are translated using the exchange rates at the balance sheet date. Goodwill is considered belonging to the independent foreign entity and is translated using the exchange rate at the balance sheet date. Exchange differences arising out of the translation of foreign subsidiaries' equity at the beginning of the year at the balance sheet date exchange rates and out of the translation of income statements from average rates to the exchange rates at the balance sheet date are recognised directly in translation reserve in equity.

Exchange adjustments of outstanding accounts with independent foreign subsidiaries, which are considered part of the total investment in the subsidiary in question, are recognised directly in translation reserve in equity.

When recognising foreign subsidiaries that are integral entities, monetary assets and liabilities are translated using the exchange rates at the balance sheet date. Non-monetary assets and liabilities are translated at the exchange rate at the time of acquisition or the time of any subsequent revaluation or writedown. The items of the income statement are translated at the average rates of the months; however, items deriving from non-monetary assets and liabilities are translated using the historical rates applicable to the relevant non-monetary items.

## **Income statement**

### **Gross profit or loss**

Gross profit or loss comprises revenue, other operating income, cost of sales and external expenses.

### **Revenue**

Revenue from the sale of services is recognised in the income statement when delivery is made to the buyer. Revenue is recognised net of VAT, duties and sales discounts and is measured at fair value of the consideration fixed.

### **Other operating income**

Other operating income comprises income of a secondary nature as viewed in relation to the Entity's primary activities.

### **Costs of sales**

Costs of sales includes the direct cost on the revenue including expenses for publishers, direct suppliers etc.

### **Other external expenses**

Other external expenses include expenses relating to the Entity's ordinary activities, including expenses for premises, stationery and office supplies, marketing costs, etc. This item also includes writedowns of receivables recognised in current assets.

### **Staff costs**

Staff costs comprise salaries and wages as well as social security contributions, pension contributions, etc for entity staff.

**Depreciation, amortisation and impairment losses**

Depreciation, amortisation and impairment losses relating to property, plant and equipment and intangible assets comprise depreciation for the financial year, calculated on the basis of the residual values and useful lives of the individual assets and impairment testing as well as gains and losses from the sale of intangible assets as well as property, plant and equipment.

**Income from investments in group enterprises**

Income from investments in group enterprises comprises the pro rata share of the individual enterprises' profit/loss after full elimination of internal profits or losses.

**Other financial income**

Other financial income comprises dividends, transactions in foreign currencies, etc.

**Other financial expenses**

Other financial expenses comprise interest expenses, transactions in foreign currencies, etc.

**Tax on profit/loss for the year**

Tax for the year, which consists of current tax for the year and changes in deferred tax, is recognised in the income statement by the portion attributable to the profit for the year and recognised directly in equity by the portion attributable to entries directly in equity.

**Balance sheet**

**Intellectual property rights etc.**

Intellectual property rights comprises the hosted website adservice.com

Intellectual property rights acquired are measured at cost less accumulated amortisation.

Intellectual property rights etc. are written down to the lower of recoverable amount and carrying amount.

**Property, plant and equipment**

Other fixtures and fittings, tools and equipment and leasehold improvements are measured at cost less accumulated depreciation and impairment losses.

Cost comprises the acquisition price, costs directly attributable to the acquisition and preparation costs of the asset until the time when it is ready to be put into operation.

The basis of depreciation is cost less estimated residual value after the end of useful life. Straight-line depreciation is made on the basis of the following estimated useful lives of the assets:

|  |         |
|--|---------|
| Other fixtures and fittings, tools and equipment | 4 years |
| Leasehold improvements                           | 5 years |

For leasehold improvements and assets subject to finance leases, the depreciation period cannot exceed the contract period.

Estimated useful lives and residual values are reassessed annually.

Items of property, plant and equipment are written down to the lower of recoverable amount and carrying amount.

**Investments in group enterprises**

In the parent financial statements, investments in group enterprises are recognised and measured according to the equity method. This means that investments are measured at the pro rata share of the enterprises' equity value.

Investments in group enterprises are written down to the lower of recoverable amount and carrying amount

**Receivables**

Receivables are measured at amortised cost, usually equalling nominal value, less writedowns for bad and doubtful debts.

**Tax payable or receivable**

Current tax payable or receivable is recognised in the balance sheet, stated as tax computed on this year's taxable income, adjusted for prepaid tax.

**Prepayments**

Prepayments comprise incurred costs relating to subsequent financial years. Prepayments are measured at cost.

**Cash**

Cash comprises bank deposits.

**Dividend**

Dividend is recognised as a liability at the time of adoption at the general meeting. Proposed dividend for the financial year is disclosed as a separate item in equity. Extraordinary dividend adopted in the financial year is recognised directly in equity when distributed and disclosed as a separate item in Management's proposal for distribution of profit/loss.

**Deferred tax**

Deferred tax is recognised on all temporary differences between the carrying amount and the tax-based value of assets and liabilities, for which the tax-based value is calculated based on the planned use of each asset or the planned settlement of each liability.

Deferred tax assets, including the tax base of tax loss carryforwards, are recognised in the balance sheet at their estimated realisable value, either as a set-off against deferred tax liabilities or as net tax assets.

**Other financial liabilities**

Other financial liabilities are measured at amortised cost, which usually corresponds to nominal value.

**Deferred income**

Deferred income comprises income received for recognition in subsequent financial years. Deferred income is measured at cost.

**Cash flow statement**

The cash flow statement shows cash flows from operating, investing and financing activities as well as cash and cash equivalents at the beginning and the end of the financial year.

Cash flows from operating activities are presented using the indirect method and calculated as the operating

profit/loss adjusted for non-cash operating items, working capital changes and income taxes paid.

Cash flows from investing activities comprise payments in connection with acquisition and divestment of enterprises, activities and fixed asset investments as well as purchase, development, improvement and sale, etc of intangible assets and property, plant and equipment, including acquisition of assets held under finance leases.

Cash flows from financing activities comprise changes in the size or composition of the contributed capital and related costs as well as the raising of loans, inception of finance leases, instalments on interest-bearing debt, purchase of treasury shares and payment of dividend.

Cash and cash equivalents comprise cash and short-term securities with an insignificant price risk less shortterm bank loans.