
inMobile ApS

Axel Kiers Vej 18L, DK-8270 Højbjerg

Annual Report for 2023

CVR No. 31 42 64 72

The Annual Report was
presented and adopted
at the Annual General
Meeting of the
company
on 6/3 2024

Søren Vesterager
Guldager
Chairman of the
general meeting

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Management's statement

The Executive Board and Board of Directors have today considered and adopted the Annual Report of inMobile ApS for the financial year 1 January - 31 December 2023.

The Annual Report is prepared in accordance with the Danish Financial Statements Act.

In our opinion the Financial Statements give a true and fair view of the financial position at 31 December 2023 of the Company and of the results of the Company operations for 2023.

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

We recommend that the Annual Report be adopted at the Annual General Meeting.

Højbjerg, 6 March 2024

Executive Board

Søren Vesterager Guldager
Manager

Board of Directors

Peter Bager
Chairman

Kristian Guldager Larsen

Jens Gunnar Larsen

Søren Vesterager Guldager

Stephan Møller

Independent Practitioner's Extended Review Report

To the shareholders of inMobile ApS

Conclusion

We have performed an extended review of the Financial Statements of inMobile ApS for the financial year 1 January - 31 December 2023, which comprise income statement, balance sheet, statement of changes in equity and notes, including a summary of significant accounting policies. The Financial Statements are prepared in accordance with the Danish Financial Statements Act.

Based on the work performed, in our opinion, the Financial Statements give a true and fair view of the financial position of the Company at 31 December 2023 and of the results of the Company's operations for the financial year 1 January - 31 December 2023 in accordance with the Danish Financial Statements Act.

Basis for Conclusion

We conducted our extended review in accordance with the Danish Business Authority's Assurance Standard for Small Enterprises and FSR – Danish Auditors' standard on extended review of financial statements prepared in accordance with the Danish Financial Statements Act. Our responsibilities under those standards and requirements are further described in the "Practitioner's responsibilities for the extended review of the Financial Statements" section of our report. We are independent of the Company in accordance with the International Ethics Standards Board for Accountants' International Code of Ethics for Professional Accountants (IESBA Code) and the additional ethical requirements applicable in Denmark, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the IESBA Code. We believe that the evidence we have obtained is sufficient and appropriate to provide a basis for our conclusion.

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 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.

Practitioner's responsibilities for the extended review of the Financial Statements

Our responsibility is to express a conclusion on the Financial Statements. This requires that we plan and perform procedures to obtain limited assurance in respect of our conclusion on the Financial Statements and, moreover, that we perform supplementary procedures specifically required to obtain additional assurance in respect of our conclusion.

An extended review consists of making inquiries, primarily of Management and others within the enterprise, as appropriate, and applying analytical procedures and the supplementary procedures specifically required as well as assessing the evidence obtained.

An extended review is less in scope than an audit and, consequently, we do not express an audit opinion on the Financial Statements.

Statement on Management's Review

Management is responsible for Management's Review.

Our opinion on the Financial Statements does not cover Management's Review, and we do not express any form of assurance conclusion thereon.

Independent Practitioner's Extended Review Report

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

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

Based on the work we have performed, in our view, Management's Review is in accordance with the Financial Statements and has been prepared in accordance with the requirements of the Danish Financial Statements Act. We did not identify any material misstatement in Management's Review.

Aarhus C, 6 March 2024

PricewaterhouseCoopers

Statsautoriseret Revisionspartnerselskab

CVR No 33 77 12 31

Mads Meldgaard
State Authorised Public Accountant
mne24826

Martin Stenstrup Toft
State Authorised Public Accountant
mne42786

Company information

The Company

inMobile ApS
Axel Kiers Vej 18L
DK-8270 Højbjerg
CVR No: 31 42 64 72
Financial period: 1 January - 31 December
Incorporated: 14 May 2008
Financial year: 16th financial year
Municipality of reg. office: Aarhus

Board of Directors

Peter Bager, chairman
Kristian Guldager Larsen
Jens Gunnar Larsen
Søren Vesterager Guldager
Stephan Møller

Executive Board

Søren Vesterager Guldager

Auditors

PricewaterhouseCoopers
Statsautoriseret Revisionspartnerselskab
Jens Chr. Skous Vej 1
DK-8000 Aarhus C

Management's review

Key activities

The company's purpose is marketing, including telemarketing, development of software and other IT-related services, buying and selling, investment and related business.

Management report for inMobile ApS

inMobile is a leading SMS gateway in Denmark, dedicated to providing a stable, secure, and user-friendly platform. Our main products and services focus on making it easy and quick for our customers to integrate SMS communication into their existing software solutions. We have integrations with popular platforms such as Shopify, Zapier, HubSpot, ActiveCampaign, Make, and Prestashop, positioning us as the preferred platform for our customers. Our clients include some of the biggest brands and companies in Denmark.

Development in the year

2023 has been a satisfying year for inMobile with significant growth in both gross profit and earnings before taxes. In 2023 we achieved a gross profit of DKK 15,296,936 and a pre-tax profit of DKK 7,441,692. We have increased our subscriptions every month of the year and have significantly improved our churn rate. This financial success emphasizes our strong customer focus and ability to innovate.

Technological innovation

inMobile has continued the development of our product to ensure that our solution remains market-leading. We have launched new features that meet our customers' changing needs and expectations. Moreover, we have expanded our business areas to also include the sending of emails via API, which will further strengthen our market position.

Data security and compliance

inMobile processes large amounts of data every day, acting as a data processor for our customers. Therefore, the auditing firm Deloitte prepares an ISAE 3000 type 2 report every year. They do this because we want to ensure that we take good care of our customers' data.

Sustainability and social responsibility

At inMobile, we take our responsibility towards society and the environment seriously. As part of our commitment, we have taken concrete steps to reduce our environmental footprint and increase our social contribution.

We have invested in charging stations for electric cars on our parking lot. This supports our goal of making sustainable transport a reality for both our employees and the company.

In the social area, inMobile is committed to creating an inclusive workplace. We employ people in flexible jobs and support diverse talents, contributing to a more dynamic and robust working environment. We believe in creating opportunities for everyone and support our employees in achieving their full potential.

These initiatives are just the beginning. We continuously work on identifying new areas where we can make a positive difference, and we are committed to updating our stakeholders on our progress in these important areas.

Future plans and strategies

In 2024, we will begin our entrance on the global market beginning with launches in Norway and Sweden. This step is part of our strategy to expand our reach and continue to grow our business. We remain dedicated to innovating and providing value for our customers while maintaining a strong financial position.

Subsequent events

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

Income statement 1 January - 31 December

	Note	2023 DKK	2022 DKK
Gross profit		15,296,936	10,781,257
Staff expenses	1	-6,947,884	-5,225,471
Earnings Before Interest Taxes Depreciation and Amortization		8,349,052	5,555,786
Amortisation, depreciation and impairment losses of intangible assets and property, plant and equipment		-897,335	-815,172
Profit/loss before financial income and expenses		7,451,717	4,740,614
Financial income		14,459	2,214
Financial expenses		-24,484	-22,061
Profit/loss before tax		7,441,692	4,720,767
Tax on profit/loss for the year	2	-1,648,985	-1,045,050
Net profit/loss for the year		5,792,707	3,675,717

Distribution of profit

	2023 DKK	2022 DKK
Proposed distribution of profit		
Extraordinary dividend paid	2,000,000	1,000,000
Proposed dividend for the year	3,000,000	1,700,000
Retained earnings	792,707	975,717
	5,792,707	3,675,717

Balance sheet 31 December

Assets

	Note	2023 DKK	2022 DKK
Completed development projects		4,337,536	3,410,204
Acquired patents		958,427	870,566
Intangible assets	3	5,295,963	4,280,770
Other fixtures and fittings, tools and equipment		207,108	233,120
Leasehold improvements		230,449	200,198
Property, plant and equipment	4	437,557	433,318
Deposits	5	94,000	94,000
Fixed asset investments		94,000	94,000
Fixed assets		5,827,520	4,808,088
Trade receivables		9,812,714	6,974,479
Other receivables		416,543	445,976
Prepayments		477,757	333,059
Receivables		10,707,014	7,753,514
Cash at bank and in hand		6,353,972	5,859,799
Current assets		17,060,986	13,613,313
Assets		22,888,506	18,421,401

Balance sheet 31 December

Liabilities and equity

	Note	2023 DKK	2022 DKK
Share capital		147,059	147,059
Reserve for development costs		3,383,278	2,659,959
Retained earnings		91,181	21,793
Proposed dividend for the year		3,000,000	1,700,000
Equity		6,621,518	4,528,811
Provision for deferred tax		1,183,154	919,100
Provisions		1,183,154	919,100
Prepayments received from customers		2,082,018	1,892,502
Trade payables		10,246,176	9,336,198
Corporation tax		228,328	627,747
Other payables		2,527,312	1,117,043
Short-term debt		15,083,834	12,973,490
Debt		15,083,834	12,973,490
Liabilities and equity		22,888,506	18,421,401
Contingent assets, liabilities and other financial obligations	6		
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Statement of changes in equity

	Share capital	Reserve for development costs	Retained earnings	Proposed dividend for the year	Total
	DKK	DKK	DKK	DKK	DKK
Equity at 1 January	147,059	2,659,959	21,793	1,700,000	4,528,811
Ordinary dividend paid	0	0	0	-1,700,000	-1,700,000
Extraordinary dividend paid	0	0	-2,000,000	0	-2,000,000
Development costs for the year	0	723,319	-723,319	0	0
Net profit/loss for the year	0	0	2,792,707	3,000,000	5,792,707
Equity at 31 December	147,059	3,383,278	91,181	3,000,000	6,621,518

Notes to the Financial Statements

	2023 DKK	2022 DKK
1. Staff Expenses		
Wages and salaries	6,397,866	4,655,965
Pensions	309,972	354,404
Other social security expenses	95,774	106,293
Other staff expenses	144,272	108,809
	6,947,884	5,225,471
Average number of employees	14	12
2. Income tax expense		
Current tax for the year	1,384,328	724,350
Deferred tax for the year	264,054	320,700
Adjustment of tax concerning previous years	603	0
	1,648,985	1,045,050

Notes to the Financial Statements

3. Intangible fixed assets

	Completed development projects	Acquired patents
	DKK	DKK
Cost at 1. January	7,470,328	1,327,083
Additions for the year	1,394,864	375,635
Cost at 31. December	<u>8,865,192</u>	<u>1,702,718</u>
Impairment losses and depreciation at 1. January	4,060,124	456,517
Depreciation for the year	467,532	287,774
Impairment losses and depreciation at 31. December	<u>4,527,656</u>	<u>744,291</u>
Carrying amount at 31. December	<u>4,337,536</u>	<u>958,427</u>
Amortised over	10 years	5 years

Completed development projects consist of the development of new functionalities and expansion of the user experience for the company's existing user interface and products. Several projects have been completed this year, which proceeded as planned using the resources that the management had set aside for the development. It is expected that the developed functionalities will be sold on the current market to the company's existing customers. Prior to the initiation of the projects, the company has investigated the need for new solutions with the customers, which will lead to an improved user experience and lead to greater use of the company's products for several customer groups.

4. Property, plant and equipment

	Other fixtures and fittings, tools and equipment	Leasehold improvements
	DKK	DKK
Cost at 1. January	723,222	772,294
Additions for the year	51,706	94,562
Cost at 31. December	<u>774,928</u>	<u>866,856</u>
Impairment losses and depreciation at 1. January	490,102	572,096
Depreciation for the year	77,718	64,311
Impairment losses and depreciation at 31. December	<u>567,820</u>	<u>636,407</u>
Carrying amount at 31. December	<u>207,108</u>	<u>230,449</u>
Amortised over	3-5 years	5 years

Notes to the Financial Statements

5. Other fixed asset investments

	Deposits
	DKK
Cost at 1. January	94,000
Cost at 31. December	<u>94,000</u>
Carrying amount at 31. December	<u>94,000</u>

6. Contingent assets, liabilities and other financial obligations

Rental and lease obligations

Lease obligations under operating leases. Total future lease payments:

	2023	2022
	DKK	DKK
Lease obligations, period of non-terminability 6 months	251,614	229,000
	<u>251,614</u>	<u>229,000</u>

Notes to the Financial Statements

7. Accounting policies

The Annual Report of inMobile ApS for 2023 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 rules applying to reporting class C.

Reclassifications have been made in the comparative figures for 2022, which have not affected the result or equity. The accounting policies applied remain otherwise unchanged from last year.

The Financial Statements for 2023 are presented in DKK.

Recognition and measurement

All expenses incurred to achieve the earnings for the year are recognised in the income statement, including depreciation, amortisation, impairment losses and provisions as well as reversals due to changed accounting estimates of amounts that have previously been recognised in the income statement.

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

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

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

Income statement

Revenue

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

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

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

Direct expenses

Direct expenses primarily include operating expenses for the year.

Other external expenses

Other external expenses comprise expenses for premises, sales as well as office expenses, etc.

Gross profit/loss

With reference to section 32 of the Danish Financial Statements Act, gross profit/loss is calculated as a summary of revenue, work on own account recognised in assets, direct expenses and other external expenses.

Notes to the Financial Statements

Staff expenses

Staff costs include wages and salaries including compensated absence and pensions as well as other social security contributions etc. made to the entity's employees.

Amortisation, depreciation and impairment losses

Amortisation, depreciation and impairment losses comprise 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 relating to the financial year.

Tax on profit/loss for the year

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

Balance sheet

Intangible fixed assets

Acquired intellectual property rights are measured at cost less accumulated depreciation and write-downs. Acquired intellectual property rights are depreciated on a straight-line basis over 5 years.

Development projects that are clearly defined and identifiable, and where the technical feasibility, sufficient resources and a potential future market or development opportunity can be demonstrated, and where the intention is to manufacture, market or use the project, are recognized as intangible assets if the cost price can be reliably determined , and there is sufficient certainty that future earnings can cover production, sales and administration costs as well as development costs. Other development costs are recognized in the income statement as the costs are incurred

Development costs recognized in the balance sheet are measured at cost less accumulated depreciation and write-downs.

The development costs are amortized on a straight-line basis over the estimated economic useful life of 10 years.

Property, plant and equipment

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

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

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

Other fixtures and fittings, tools and equipment	3–5 years
Leasehold improvements	5 years

The fixed assets' residual values are determined at nil.

Depreciation period and residual value are reassessed annually.

Notes to the Financial Statements

Impairment of fixed assets

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

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

Other fixed asset investments

Other fixed asset investments consist of deposit.

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.

Prepayments

Prepayments comprise prepaid expenses concerning rent, insurance premiums, subscriptions and interest.

Equity

Dividend

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

Deferred tax assets and liabilities

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

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

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

Current tax receivables and liabilities

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

Financial liabilities

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

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Søren Vesterager Guldager

Manager

På vegne af: inMobile ApS

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IP: 85.184.xxx.xxx

2024-03-06 08:46:13 UTC



Jens Gunnar Larsen

Board Member

På vegne af: inMobile ApS

Serienummer: f53cf5b5-5b86-4990-b449-66dbf36f59c0

IP: 185.143.xxx.xxx

2024-03-06 12:38:43 UTC



Peter Bager

Chairman

På vegne af: inMobile ApS

Serienummer: 3d807669-2cd-4386-8eb8-4306b0b3b215

IP: 85.203.xxx.xxx

2024-03-06 14:38:07 UTC



Søren Vesterager Guldager

Board Member

På vegne af: inMobile ApS

Serienummer: c0b6af14-2a35-4cc4-bce6-d2c9e0bcf7ab

IP: 85.184.xxx.xxx

2024-03-06 08:46:13 UTC



Stephan Møller

Board Member

På vegne af: inMobile ApS

Serienummer: 1d8a1be6-dc49-49f8-9aa8-cc0decd1fc2

IP: 85.203.xxx.xxx

2024-03-06 14:24:37 UTC



Kristian Guldager Larsen

Board Member

På vegne af: inMobile ApS

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

Martin Stenstrup Toft

State Authorised Public Accountant

På vegne af: PricewaterhouseCoopers Statsautoriseret...

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Søren Vesterager Guldager

Chairman of the General Meeting

Serienummer: c0b6af14-2a35-4cc4-bce6-d2c9e0bcf7ab

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2024-03-07 18:37:51 UTC



Mads Meldgaard

PRICEWATERHOUSECOOPERS STATSAUTORISERET

REVISIONSPARTNERSELSKAB CVR: 33771231

State Authorised Public Accountant

På vegne af: PricewaterhouseCoopers Statsautoriseret...

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