



## **OPEEPL ApS**

c/o Univate Emil Holms Kanal 14  
2300 København S  
CVR no. 32 65 09 61

### **Annual report for 2019/20**

Adopted at the annual general  
meeting on 30 November 2020

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Morten Korch-Haahr  
chairman

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## Statement by management on the annual report

The supervisory and executive boards have today discussed and approved the annual report of OPEEPL ApS for the financial year 1 July 2019 - 30 June 2020.

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

In our opinion, the financial statements give a true and fair view of the company's financial position at 30 June 2020 and of the results of the company's operations for the financial year 1 July 2019 - 30 June 2020.

In our opinion, management's review includes a fair review of the matters dealt with in the management's review.

Management recommends that the annual report should be approved by the company in general meeting.

Copenhagen, 30 November 2020

### Executive board

Morten Korch-Haahr  
director

### Supervisory board

Per Møller  
chairman

Morten Korch-Haahr

Michael Skafte Clausen

## Independent auditor's report

### *To the shareholder of OPEEPL ApS*

#### **Opinion**

We have audited the financial statements of OPEEPL ApS for the financial year 1 July 2019 - 30 June 2020, which comprise income statement, balance sheet, statement of changes in equity, notes and summary of significant accounting policies. The financial statements are prepared under the Danish Financial Statements Act.

In our opinion, the financial statements give a true and fair view of the company's financial position at 30 June 2020 and of the results of the company's operations for the financial year 1 July 2019 - 30 June 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 the additional requirements applicable in Denmark. Our responsibilities under those standards and requirements are further described in the "Auditor's responsibilities for the audit of the financial statements" section of our report. We are independent of the company in accordance with the International Ethics Standards Board for Accountants' Code of Ethics for Professional Accountants (IESBA Code) and the additional requirements applicable in Denmark, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### **Management's responsibilities for the financial statements**

Management is responsible for the preparation of financial statements, that give a true and fair view in accordance with the Danish Financial Statements Act and for such internal control as management determines is necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

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

#### **Auditor's responsibilities for the audit of the financial statements**

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

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

## Independent auditor's report

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting in preparing the financial statements and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and contents of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that gives a true and fair view.

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 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.

In connection with our audit 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 audit, 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.

## Independent auditor's report

Based on the work we have performed, we conclude that 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 of management's review.

Roskilde, 30 November 2020

Boreco  
Statsautoriseret revisionspartnerselskab  
CVR no. 36 07 49 81

Anders Salomonsen  
statsautoriseret revisor  
MNE no. mne40143

## Company details

### The company

OPEEPL ApS  
c/o Univate Emil Holms Kanal 14  
2300 København S

CVR no.: 32 65 09 61

Reporting period: 1 July 2019 - 30 June 2020

Incorporated: 1. November 2009

Financial year: 11st financial year

Domicile: Copenhagen

### Supervisory board

Per Møller, chairman  
Morten Korch-Haahr  
Michael Skafte Clausen

### Executive board

Morten Korch-Haahr, director

### Auditors

Boreco  
Statsautoriseret revisionspartnerselskab  
Vindingevej 10  
4000 Roskilde

## Management's review

### Business review

The company's business constitutes of technology development and sales towards the global consumer insights market. The company is a growth company working with international blue-chip customers such as Nestlé, Ford and Google Inc. A substantial part of the activities entails the development of the company's software platform to be used in mobile consumer insights.

### Financial review

The company's income statement for the year ended 30 June 2020 shows a profit of DKK 639.070, and the balance sheet at 30 June 2020 shows equity of DKK 2.449.227.

The management considers the net profit for the year to be satisfactory given the impact of COVID19 in 1st half of 2020.

### Expected development of the company, including specific prerequisites and uncertainties

The company has grown considerably in latest years and is expected to accelerate the growth rate through continued investments in internationalization, increased share of wallet and technology development.



## Accounting policies

The annual report of OPEEPL ApS for 2019/20 has been prepared in accordance with the provisions of the Danish Financial Statements Act concerning reporting class B entities as well as selected provisions as regards larger entities.

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

The annual report for 2019/20 is presented in DKK

### 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.

Certain financial assets and liabilities are measured at amortised cost using the effective interest method. Amortised cost is calculated as the historic cost less any installments and plus/less the accumulated amortisation of the difference between the cost and the nominal amount.

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

### Gross profit

In pursuance of section 32 of the Danish Financial Statements Act, the company does not disclose its revenue.

Gross profit reflects an aggregation of revenue, changes in inventories of finished goods and work in progress and other operating income less costs of raw materials and consumables and other external expenses.

### Revenue

Revenue is recognized in the income statement when delivery and transfer of risk to the buyer has taken place, and if the revenue can be calculated reliably and is expected to be received.

## Accounting policies

Revenue is measured at the fair value of the agreed consideration, excluding VAT and other indirect taxes. Revenue is net of all types of discounts granted.

### Other external expenses

Other external expenses include expenses related to distribution, sale, advertising, administration, premises, bad debts, payments under operating leases, etc.

### Staff costs

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. The item is net of refunds made by public authorities.

### Financial income and expenses

Financial income and expenses are recognized in the income statement with the amounts relating to the financial year. Financial items comprise interest income and expenses, realized and unrealized exchange rate gains and losses relating to transactions in foreign currency, as well as surcharges and reimbursement under the advance tax scheme, etc.

### Tax on profit/loss for the year

Tax for the year, which comprises the current tax charge for the year and changes in the deferred tax charge, is recognised in the income statement as regards the portion that relates to the profit/loss for the year and directly in equity as regards the portion that relates to entries directly in equity.

## Balance sheet

### Other securities and investments, fixed assets

Other securities and investments are measured at amortised cost.

### Receivables

Receivables are measured at amortised cost.

### Prepayments

Prepayments recognised under 'Current assets' comprises expenses incurred concerning subsequent financial years.

### Income tax and deferred tax

Current tax liabilities and current tax receivables are recognised in the balance sheet as the estimated tax on the taxable income for the year, adjusted for tax on the taxable income for previous years and tax paid on account.

Deferred tax is measured according to the liability method in respect of temporary differences between the carrying amount of assets and liabilities and their tax base, calculated on the basis of the planned use of the asset and settlement of the liability, respectively.

## Accounting policies

### Liabilities

Liabilities, which include trade payables, payables to group entities and other payables, are measured at amortised cost, which is usually equivalent to nominal value.

## Income statement 1 July - 30 June

	<u>Note</u>	<u>2019/20</u> DKK	<u>2018/19</u> DKK
<b>Gross profit</b>		<b>5.796.536</b>	<b>5.927.142</b>
Staff costs	1	<u>-4.955.347</u>	<u>-3.617.843</u>
<b>Profit/loss before net financials</b>		<b>841.189</b>	<b>2.309.299</b>
Financial income		0	40
Financial costs		<u>-21.169</u>	<u>-21.145</u>
<b>Profit/loss before tax</b>		<b>820.020</b>	<b>2.288.194</b>
Tax on profit/loss for the year	2	<u>-180.950</u>	<u>-189.858</u>
<b>Profit/loss for the year</b>		<b><u>639.070</u></b>	<b><u>2.098.336</u></b>
Retained earnings		<u>639.070</u>	<u>2.098.336</u>
		<b><u>639.070</u></b>	<b><u>2.098.336</u></b>

## Balance sheet 30 June

	<u>Note</u>	<u>2019/20</u> DKK	<u>2018/19</u> DKK
<b>Assets</b>			
Deposits		71.004	0
<b>Fixed asset investments</b>		<b>71.004</b>	<b>0</b>
<b>Total non-current assets</b>		<b>71.004</b>	<b>0</b>
Trade receivables		1.353.237	1.251.511
Other receivables		0	109.809
Prepayments		20.132	0
<b>Receivables</b>		<b>1.373.369</b>	<b>1.361.320</b>
<b>Cash at bank and in hand</b>		<b>3.712.570</b>	<b>2.860.918</b>
<b>Total current assets</b>		<b>5.085.939</b>	<b>4.222.238</b>
<b>Total assets</b>		<b>5.156.943</b>	<b>4.222.238</b>

## Balance sheet 30 June

	<u>Note</u>	<u>2019/20</u> DKK	<u>2018/19</u> DKK
<b>Equity and liabilities</b>			
Share capital		181.932	181.932
Share premium account		1.217.797	1.217.797
Retained earnings		1.049.498	410.427
<b>Equity</b>		<b><u>2.449.227</u></b>	<b><u>1.810.156</u></b>
Subordinate loan capital		742.325	0
<b>Total non-current liabilities</b>		<b><u>742.325</u></b>	<b><u>0</u></b>
Other credit institutions		4.238	5.382
Trade payables		128.530	256.643
Other payables		1.832.623	2.150.057
<b>Total current liabilities</b>		<b><u>1.965.391</u></b>	<b><u>2.412.082</u></b>
<b>Total liabilities</b>		<b><u>2.707.716</u></b>	<b><u>2.412.082</u></b>
<b>Total equity and liabilities</b>		<b><u><u>5.156.943</u></u></b>	<b><u><u>4.222.238</u></u></b>
Contingent liabilities	3		

## Statement of changes in equity

	Share capital	Share premium account	Retained earnings	Total
Equity at 1 July 2019	181.932	1.217.797	410.428	1.810.157
Net profit/loss for the year	0	0	639.070	639.070
<b>Equity at 30 June 2020</b>	<b>181.932</b>	<b>1.217.797</b>	<b>1.049.498</b>	<b>2.449.227</b>

## Notes

	<u>2019/20</u>	<u>2018/19</u>
	DKK	DKK
<b>1 Staff costs</b>		
Wages and salaries	4.886.491	3.561.660
Other social security costs	<u>68.856</u>	<u>56.183</u>
	<b><u>4.955.347</u></b>	<b><u>3.617.843</u></b>
Average number of employees	<u>10</u>	<u>8</u>
<b>2 Tax on profit/loss for the year</b>		
Current tax for the year	<u>180.950</u>	<u>189.858</u>
	<b><u>180.950</u></b>	<b><u>189.858</u></b>
<b>3 Contingent liabilities</b>		
The company has entered into operating leases at the following amounts T.DKK. 71.		



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## Per Møller

### Bestyrelsesformand

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2020-11-30 09:18:21Z

NEM ID 

## Michael Skafté Clausen

### Bestyrelsesmedlem

Serienummer: PID:9208-2002-2-738607225748

IP: 89.233.xxx.xxx

2020-12-01 12:07:14Z

NEM ID 

## Morten Korch-Haahr

### Direktør

Serienummer: PID:9208-2002-2-779352415844

IP: 5.57.xxx.xxx

2020-12-02 10:16:55Z

NEM ID 

## Morten Korch-Haahr

### Bestyrelsesmedlem

Serienummer: PID:9208-2002-2-779352415844

IP: 5.57.xxx.xxx

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NEM ID 

## Anders Salomonsen

### Statsautoriseret revisor

På vegne af: Boreco Statsautoriseret Revisionspartne...

Serienummer: CVR:36074981-RID:98866845

IP: 80.63.xxx.xxx

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## Morten Korch-Haahr

### Dirigent

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