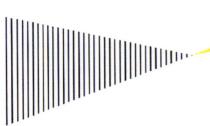
Komfo ApS

Vesterbrogade 6 D, 9. sal, 1620 København V

CVR no. 32 66 34 78



Annual report 2016/17

Approved at the annual general meeting of shareholders on 30/11 2017

Chairman: 1 ll m/





Contents

Statement by the Board of Directors and the Executive Board	2
Independent auditor's report	3
Management's review	5
Company details	5
Management commentary	6
Financial statements 1 July 2016 - 30 June 2017	7
Income statement	7
Balance sheet	8
Statement of changes in equity	10
Notes to the financial statements	11



Komfo ApS Annual report 2016/17

Statement by the Board of Directors and the Executive Board

Today, the Board of Directors and the Executive Board have discussed and approved the annual report of Komfo ApS for the financial year 1 July 2016 - 30 June 2017.

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 of the Company at 30 June 2017 and of the results of the Company's operations for the financial year 1 July 2016 - 30 June 2017.

Further, in our opinion, the Management's review gives a fair review of the matters discussed in the Management's review.

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

Copenhagen, 30 November 2017 Executive Board:

DocuSigned by: Rasmus Moller-Melsen

Ac788959C48A432 Rasmus Heilskov Møller-Nielsen CEO

Board of Directors:

DocuSigned by: Rich Forly

Richard Max Foehr Chairman

DocuSigned by Rasmus Maltha -Smith



Rasmus Maltha-Smith

Rasmus Heilskov Møller-Nielsen



Independent auditor's report

To the shareholders of Komfo ApS

Opinion

We have audited the financial statements of Komfo ApS for the financial year 1 July 2016 - 30 June 2017, which comprise an income statement, balance sheet, statement of changes in equity and notes, including accounting policies. The financial statements are prepared in accordance with the Danish Financial Statements Act.

In our opinion, the financial statements give a true and fair view of the financial position of the Company at 30 June 2017 and of the results of the Company's operations for the financial year 1 July 2016 - 30 June 2017 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 rules and requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Management's responsibilities for the financial statements

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

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

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 the 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 skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error as fraud may involve collusion, forgery, intentional omissions, misrepresentations or the override of internal control.
- U 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.
- u Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by Management.



Independent auditor's report

- 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 conclusion is 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 note 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 the Management's review

Management is responsible for the Management's review.

Our opinion on the financial statements does not cover the Management's review, and we do not express any form of assurance conclusion thereon.

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

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

Based on our procedures, we conclude that the Management's review is in accordance with the financial statements and has been prepared in accordance with the requirements of the Danish Financial Statement Act. We did not identify any material misstatement of the Management's review.

Copenhagen, 30 November 2017 ERNST & YOUNG Godkendt Revisionspartnerselskab CVR no. 30 70 02 28

100001 Peter Gath

State Authorised Public Accountant

Kennet Hartmann State Authorised Public Accountant



Management's review

Company details	
Name Address, Postal code, City	Komfo ApS Vesterbrogade 6 D, 9. sal, 1620 København V
CVR no. Established Registered office Financial year	32 66 34 78 29 December 2009 København 1 July 2016 - 30 June 2017
Board of Directors	Richard Max Foehr, Chairman Rasmus Maltha-Smith Rasmus Heilskov Møller-Nielsen
Executive Board	Rasmus Heilskov Møller-Nielsen, CEO
Auditors	Ernst & Young Godkendt Revisionspartnerselskab Osvald Helmuths Vej 4, P.O. Box 250, 2000 Frederiksberg, Denmark



Management's review

Management commentary

Business review

The Company's object is to develop and sell licenses for software and related activities with the goal of helping the Company's customers to success in social media.

Financial review

The income statement for 2016/17 shows a loss of DKK 10,298,833 against a loss of DKK 9,097,061 last year, and the balance sheet at 30 June 2017 shows equity of DKK 501,192.

Management considers the Company's financial performance in the year not satisfactory.

The Company will invest in continued revenue growth in in the years to come and due to these investments Management expects a loss in 2017/18.

Management expects that the existing capital resources will be sufficient to ensure the Company's going concern.

We refer to note 2 in the financial statement with respect to capital resources and the going concern assumption.

Events after the balance sheet date

No events materially affecting the Company's financial position have occurred subsequent to the financial year-end.



Income statement

Note	ркк	2016/17	2015/16
Note	DKK	2010/17	2015/10
	Gross margin	4,514,963	6,319,488
3	Staff costs	-15,223,836	-13,436,461
	Amortisation/depreciation and impairment of intangible		
	assets and property, plant and equipment	-3,053,192	-3,081,338
	Profit/loss before net financials	-13,762,065	-10,198,311
	Financial income	16,644	0
	Financial expenses	-87,585	-256,128
	Profit/loss before tax	-13,833,006	-10,454,439
4	Tax for the year	3,534,173	1,357,378
-		5,554,175	1,337,370
	Profit/loss for the year	-10,298,833	-9,097,061
	Decommended appropriation of profit/loss		
	Recommended appropriation of profit/loss	10 000 000	0 007 0/1
	Retained earnings/accumulated loss	-10,298,833	-9,097,061
		-10,298,833	-9,097,061



Balance sheet

Note	ДКК	2016/17	2015/16
	ASSETS Fixed assets		
5	Intangible assets		
	Completed development projects	2,082,364	5,111,600
		2,082,364	5,111,600
6	Property, plant and equipment		
	Other fixtures and fittings, tools and equipment	47,308	51,083
		47,308	51,083
7	Investments		
	Investments in group entities, net asset value	50,153	50,153
	Deposits	219,511	268,800
		269,664	318,953
	Total fixed assets	2 200 224	F 401 (0)
		2,399,336	5,481,636
	Non-fixed assets Receivables		
	Trade receivables	2,674,892	2,548,505
	Receivables from group entities	185,983	126,175
	Joint taxation contribution receivable	2,584,037	1,630,684
	Other receivables	4,282	55,200
	Prepayments	328,726	178,317
		5,777,920	4,538,881
	Cash	10,578,594	17,831
	Total non-fixed assets	16,356,514	4,556,712
	TOTAL ASSETS	18,755,850	10,038,348



Balance sheet

Note	ДКК	2016/17	2015/16
	EQUITY AND LIABILITIES Equity		
	Share capital Retained earnings	201,229 299,963	201,227 -13,007,328
	Total equity	501,192	-12,806,101
	Provisions Deferred tax	498,000	1,115,124
	Total provisions	498,000	1,115,124
	Liabilities other than provisions Current liabilities other than provisions		
	Bank debt	0	1,678,436
	Trade payables	144,734	548,382
	Payables to group entities	0	2,805,956
	Payables to management	0	909,595
	Other payables	5,328,446	4,249,558
	Deferred income	12,283,478	11,537,398
		17,756,658	21,729,325
	Total liabilities other than provisions	17,756,658	21,729,325
	TOTAL EQUITY AND LIABILITIES	18,755,850	10,038,348

Accounting policies
Expectations to future operations and capital resources
Contractual obligations and contingencies, etc.

9 Related parties



Statement of changes in equity

ДКК	Share capital	Retained earnings	Total
Equity at 1 July 2016	201,227	-13,007,328	-12,806,101
Capital increase	2	23,606,124	23,606,126
Transfer through appropriation of loss	0	-10,298,833	-10,298,833
Equity at 30 June 2017	201,229	299,963	501,192



Notes to the financial statements

1 Accounting policies

The annual report of Komfo ApS for 2016/17 has been prepared in accordance with the provisions in the Danish Financial Statements Act applying to reporting class B entities and elective choice of certain provisions applying to reporting class C entities.

Referring to section 112 of the Danish Financial Statements Act, no consolidated financial statements are prepared.

Effective 1 January 2016, the Company has adopted act no. 738 of 1 June 2015. This implies changes in the recognition and measurement in the following areas:

- 1. Dividend from investments in subsidiaries
- 2. Yearly reassessment of residual values of property, plant and equipment
- 3. Reserve for development costs

Re 1: Dividend from investments in subsidiaries must always be recognised in the income statement going forward. If the cost exceeds the carrying amount of the net assets of subsidiaries, or if dividend exceeding the profit for the year is distributed, there will be evidence of impairment, meaning that an impairment test must be conducted. Previously, dividend exceeding the subsidiary's accumulated earnings would be set off against cost.

Re 2: In future, residual values of property, plant and equipment will be subject to annual reassessment. The Company has no significant residual values relating to property, plant and equipment. Consequently, the change is made with future effect only as a change in accounting estimates with no impact on equity.

Re 3: An amount corresponding to development costs recognised are in future tied up in a special reserve under equity called "Reserve for development costs". The amount is tied up in a special reserve, which cannot be used to distribute dividend or cover losses. If the development costs recognised are sold or in some other way no longer form part of the Company's operations, the reserve will be dissolved or reduced by a transfer directly to distributable reserves under equity. If the recognised development costs are written down, part of the reserve for development costs must be reversed. The reversed portion corresponds to the write-down of the development costs. If a write-down of the development costs is subsequently reversed, the reserve for development costs must be re-established. The reserve for development costs is also reduced by amortisation charges. In doing so, the equity reserve will not exceed the amount recognised in the balance sheet as development costs.

The requirement for "Reserve of development costs" is incorporated into the Act as a result of amending act No. 735 of June 1, 2015. A transitional relief is provided in the Act, according to which there is only a requirement to establish a reserve for development costs for the development costs incurred and recognized in balance sheet after financial year starting 1 January 2016 or later. The Company has not recognized any development costs in the balance sheet during the financial year 2016/17. Consequently, no reserve of development costs are tied up under equity.

None of the above changes affects the income statement or the balance sheet for 2016/17 or the comparative figures.

Apart from the above changes as well as new and changed presentation and disclosure requirements, which follow from act no. 738 of 1 June 2015, the accounting policies are consistent with those of last year.



Notes to the financial statements

1 Accounting policies (continued)

Reporting currency

The financial statements are presented in Danish kroner (DKK).

Foreign currency translation

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

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

Non-current assets acquired in foreign currency are measured at the exchange rate at the transaction date.

Income statement

Revenue

Revenue from sale of licences for software is recognised over the term of the agreement in accordance with the contents of the agreement.

Revenue is measured at the fair value of the agreed consideration excluding VAT and taxes charged on behalf of third parties. All discounts and rebates granted are recognised in revenue.

Gross margin

The items revenue, costs of sales and external expenses have been aggregated into one item in the income statement called gross margin in accordance with section 32 of the Danish Financial Statements Act.

Cost of sales

Cost of sales includes the cost of sales used in generating the year's revenue.

External expenses

Other external expenses include the year's expenses relating to the entity's core activities, including expenses relating to distribution, sale, advertising, administration, premises, bad debts 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.



Notes to the financial statements

1 Accounting policies (continued)

Amortisation/depreciation

The item comprises amortisation/depreciation of intangible assets and property, plant and equipment.

The cost for completed development projects is amortised over the expected useful life.

The basis of amortisation, which is calculated as cost less any residual value, is amortised on a straight line basis over the expected useful life. The expected useful lives of the assets are as follows:

Completed development projects

3 years

Where individual components of an item of property, plant and equipment have different useful lives, they are accounted for as separate items, which are depreciated separately.

The basis of depreciation, which is calculated as cost less any residual value, is depreciated on a straight line basis over the expected useful life. The expected useful lives of the assets are as follows:

Other fixtures and fittings, tools and equipment

5 years

The residual value is determined at the time of acquisition and are reassessed every year. Where the residual value exceeds the carrying amount of the asset, no further depreciation charges are recognised. In case of changes in the residual value, the effect on the depreciation charges is recognised prospectively as a change in accounting estimates.

Financial income and expenses

Financial income and expenses comprise interest income and expense, payables and transactions denominated in foreign currencies, amortisation of financial assets and liabilities as well as surcharges and refunds under the on-account tax scheme, etc.

Dividend from investments in subsidiaries is recognised in the income statement in the year of declaration. Distributions of dividend where the dividend exceeds the profit for the year or where the carrying amount of the Company's investments in the subsidiary exceeds the carrying amount of the subsidiary's net asset value will be evidence of impairment, meaning that an impairment test must be conducted.

Тах

Tax for the year includes current tax on the year's expected taxable income and the year's deferred tax adjustments. The portion of the tax for the year that relates to the profit/loss for the year is recognised in the income statement, whereas the portion that relates to transactions taken to equity is recognised in equity.

The Company and its Danish group entities are jointly taxed. The total Danish income tax charge is allocated between profit/loss-making Danish entities in proportion to their taxable income (full absorption).

Jointly taxed entities entitled to a tax refund are reimbursed by the management company based on the rates applicable to interest allowances, and jointly taxed entities which have paid too little tax pay a surcharge according to the rates applicable to interest surcharges to the management company.



Notes to the financial statements

1 Accounting policies (continued)

Balance sheet

Intangible assets

On initial recognition, intangible assets are measured at cost.

Development costs comprise expenses, salaries and amortisation directly or indirectly attributable to development activities.

Development projects that are clearly defined and identifiable, where the technical feasibility, sufficient resources and a potential future market or development opportunities areidentifiable and where the Company intends to produce, market or use the project, are recognised as intangible assets provided that the cost can be measured reliably and that there is sufficient assurance that future earnings can cover production costs, selling costs and administrative expenses and development costs. Other development costs are recognised in the income statement as incurred.

Development costs that are recognised in the balance sheet are measured at cost less accumulated amortisation and impairment losses.

Gains and losses on the sale of intangible assets are recognised in the income statement under "Other operating income" or "Other operating expenses", respectively. Gains and losses are calculated as the difference between the selling price less selling expenses and the carrying amount at the time of sale.

Property, plant and equipment

Items of property, plant and equipment are measured at cost less accumulated depreciation and impairment losses. Cost includes the acquisition price and costs directly related to the acquisition until the time at which the asset is ready for use.

Gains or losses are calculated as the difference between the selling price less selling costs and the carrying amount at the date of disposal. Gains and losses from the disposal of property, plant and equipment are recognised in the income statement as other operating income or other operating expenses.

Investments

Deposits are measured at amortized cost.

Investments in subsidiaries

Investments in subsidiaries are measured at cost. Cost includes the consideration measured at fair value plus direct purchase costs. In case of evidence of impairment, an impairment test must be conducted. Investments are written down to the lower of the carrying amount and the recoverable amount.

Impairment of fixed assets

The carrying amount of intangible assets, property, plant and equipment and investments in subsidiaries is assessed for impairment on an annual basis.

Impairment tests are conducted on assets or groups of assets when there is evidence of impairment. The carrying amount of impaired assets is reduced to the higher of the net selling price and the value in use (recoverable amount).



Notes to the financial statements

1 Accounting policies (continued)

The recoverable amount is the higher of the net selling price of an asset and its value in use. The value in use is calculated as the present value of the expected net cash flows from the use of the asset or the group of assets and the expected net cash flows from the disposal of the asset or the group of assets after the end of the useful life.

Previously recognised impairment losses are reversed when the reason for recognition no longer exists. Impairment losses on goodwill are not reversed.

Receivables

Receivables are measured at amortised cost.

An impairment loss is recognised if there is objective evidence that a receivable or a group of receivables is impaired. If there is objective evidence that an individual receivable has been impaired, an impairment loss is recognised on an individual basis.

Receivables in respect of which there is no objective evidence of individual impairment are tested for objective evidence of impairment on a portfolio basis. The portfolios are primarily based on the debtors' domicile and credit ratings in line with the Company's risk management policy. The objective evidence applied to portfolios is determined based on historical loss experience.

Impairment losses are calculated as the difference between the carrying amount of the receivables and the present value of the expected cash flows, including the realisable value of any collateral received. The effective interest rate for the individual receivable or portfolio is used as discount rate.

Prepayments

Prepayments recognised under "Assets" comprise prepaid expenses regarding subsequent financial reporting years.

Equity

Reserve for development costs

The reserve for development costs comprises recognised development costs. The reserve cannot be used to distribute dividends or cover losses. The reserve will be reduced or dissolved if the recognised development costs are no longer part of the Company's operations by a transfer directly to the distributable reserves under equity.

Proposed dividends

Dividend proposed for the year is recognised as a liability once adopted at the annual general meeting (declaration date). Dividends expected to be distributed for the financial year are presented as a separate item under "Equity".

Income taxes

Current tax payables and receivables are recognised in the balance sheet as the estimated income tax charge for the year, adjusted for prior-year taxes and tax paid on account.



Notes to the financial statements

1 Accounting policies (continued)

Deferred tax is measured according to the liability method on all temporary differences between the carrying amount and the tax base of assets and liabilities. However, deferred tax is not recognised on temporary differences relating to goodwill which is not deductible for tax purposes and on office premises and other items where temporary differences, apart from business combinations, arise at the date of acquisition without affecting either profit/loss for the year or taxable income. Where alternative tax rules can be applied to determine the tax base, deferred tax is measured based on Management's intended use of the asset or settlement of the liability, respectively.

Deferred tax is measured according to the tax rules and at the tax rates applicable at the balance sheet date when the deferred tax is expected to crystallise as current tax. Deferred tax assets are recognised at the expected value of their utilisation; either as a set-off against tax on future income or as a set-off against deferred tax liabilities in the same legal tax entity. Changes in deferred tax due to changes in the tax rate are recognised in the income statement.

Other payables

Other payables are measured at net realisable value.

Deferred income

Deferred income recognised as a liability comprises payments received concerning income in subsequent financial reporting years.



Notes to the financial statements

2 Expectations to future operations and capital resources

The Company will invest in continued revenue growth and due to these investments Management expects a loss in 2017/18.

During 2016/17 the sole shareholder Sitecore Corporation A/S has carried out a capital increase for a total of DKK 23,6m of which DKK 10,6 was subscribed through conversion of debt and DKK 13m through cash capital contribution.

Management expect that the existing capital resources will be sufficient to ensure the Company's going concern. As of 30 June 2017 cash amount to DKK 10,6m which is sufficient to cover the forecasted liquidity needs.

Management will continually monitor developments in respect of the operating budgets and cash flow forecasts prepared in order to ensure that the necessary capital resources are available in this respect. On this basis, the Annual Report is prepared under the going concern assumption.

	DKK	2016/17	2015/16
3	Staff costs	13,907,470	12,165,112
	Wages/salaries	884,061	837,372
	Pensions	86,567	51,278
	Other social security costs	345,738	382,699
	Other staff costs	15,223,836	13,436,461
	Average number of full-time employees	22	18
4	Tax for the year	-617,000	273,306
	Deferred tax adjustments in the year	-493,506	0
	Tax adjustments, prior years	-2,423,667	-1,630,684
	Refund in joint taxation	-3,534,173	-1,357,378

5 Intangible assets

DKK	Completed development projects
Cost at 1 July 2016	20,171,164
Cost at 30 June 2017	20,171,164
Impairment losses and amortisation at 1 July 2016 Amortisation/depreciation in the year	15,059,564 3,029,236
Impairment losses and amortisation at 30 June 2017	18,088,800
Carrying amount at 30 June 2017	2,082,364

Completed development projects

Completed development projects relate to the development of the Komfo social media management platform. The platform is the basis for meeting the market demands in the Northern European market where the Company expect to expand its customer base.



Notes to the financial statements

6 Property, plant and equipment

DKK	Other fixtures and fittings, tools and equipment
Cost at 1 July 2016 Additions in the year	342,054 34,500
Cost at 30 June 2017	376,554
Impairment losses and depreciation at 1 July 2016 Amortisation/depreciation in the year	290,971 38,275
Impairment losses and depreciation at 30 June 2017	329,246
Carrying amount at 30 June 2017	47,308

7 Investments

DKK	Investments in group entities, net asset value	Deposits	Total
Cost at 1 July 2016 Additions in the year Disposals in the year	50,153 0 0	268,800 219,511 -268,800	318,953 219,511 -268,800
Cost at 30 June 2017	50,153	219,511	269,664
Carrying amount at 30 June 2017	50,153	219,511	269,664

8 Contractual obligations and contingencies, etc.

Other contingent liabilities

The Company is jointly taxed with its parent, Sitecore Holding II A/S, which acts as management company, and is jointly and severally liable with other jointly taxed group entities for payment of income taxes as well as withholding taxes on interest, royalties and dividends falling due for payment.

Other financial obligations

Other rent and lease liabilities:

DKK	2016/17	2015/16
Rent and lease liabilities	636,169	408,000



Financial statements 1 July 2016 - 30 June 2017

Notes to the financial statements

9 Related parties

Information about consolidated financial statements

Parent	Domicile	Requisitioning of the parent company's consolidated financial statements
Sitecore Holding II A/S	Copenhagen, Denmark	https://datacvr.virk.dk/data

Ownership

The following shareholders are registered in the Company's register of shareholders as holding minimum 5% of the share capital:

Name

Sitecore Corporation A/S

Domicile

Copenhagen, Denmark