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CVR no. 20 22 26 70

DEPT DIGITAL MARKETING APS
LANGEBROGADE 6E 1., 1411 KØBENHAVN K
ANNUAL REPORT
1 JANUARY - 31 DECEMBER 2023

**The Annual Report has been presented and
adopted at the Company's Annual General
Meeting on 30 June 2024**

Lasse Loftin Lund Rasmussen

The English part of this document is an unofficial translation of the original Danish text, and in case of any discrepancy between the Danish text and the English translation, the Danish text shall prevail.

CVR NO. 32 67 56 11

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COMPANY DETAILS

| | |
|---------------------------|--|
| Company | Dept Digital Marketing ApS Langebrogade 6E 1. 1411 Copenhagen K |
| | CVR No.: 32 67 56 11 Established: 1 January 2010 Municipality: Copenhagen Financial Year: 1 January - 31 December |
| Board of Directors | Francois Louis Schmid, chairman |
| Executive Board | Sanne Huldalgaard Høttges Hansen Lasse Loftin Lund Rasmussen |
| Auditor | BDO Statsautoriseret revisionsaktieselskab Havneholmen 29 1561 Copenhagen V |
| Bank | Jyske Bank A/S Hovedvej 99 2600 Glostrup |

MANAGEMENT'S STATEMENT

Today the Board of Directors and Executive Board have discussed and approved the Annual Report of Dept Digital Marketing ApS for the financial year 1 January - 31 December 2023.

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

In our opinion the Financial Statements give a true and fair view of the Company's assets, liabilities and financial position at 31 December 2023 and of the results of the Company's operations for the financial year 1 January - 31 December 2023.

The Management Commentary includes in our opinion a fair presentation of the matters dealt with in the Commentary.

We recommend the Annual Report be approved at the Annual General Meeting.

Copenhagen, 30 June 2024

Executive Board

Sanne Huldalgaard Høttges
Hansen

Lasse Loftin Lund Rasmussen

Board of Directors

Francois Louis Schmid
Chairman

INDEPENDENT AUDITOR'S REPORT

To the Shareholder of Dept Digital Marketing ApS

Opinion

We have audited the Financial Statements of Dept Digital Marketing ApS for the financial year 1 January - 31 December 2023, which comprise income statement, Balance Sheet, statement of changes in equity, notes and a summary of significant 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 assets, liabilities and 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 Opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs) and the additional requirements applicable in Denmark. Our responsibilities under those standards and requirements are further described in the "Auditor's Responsibilities for the Audit of the Financial Statements" section of our report. We are independent of the Company in accordance with the International Ethics Standards Board for Accountants' International Code of Ethics for Professional Accountants (including International Independence Standards) (IESBA Code), together with the ethical requirements that are relevant to our audit of the financial statements 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.

Other matter

With effect for the current financial year, the company has been subject to full audit. We must emphasize that the comparative figures in the annual report have not been audited, as they were subject to an extended review 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 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 Commentary

Management is responsible for Management Commentary.

Our opinion on the Financial Statements does not cover Management Commentary, 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 Commentary and, in doing so, consider whether Management Commentary 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 Commentary provides the information required under the Danish Financial Statements Act.

Based on the work we have performed, we conclude that Management Commentary 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 Commentary.

Copenhagen, 30 June 2024

BDO Statsautoriseret revisionsaktieselskab
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Søren Søndergaard Jensen
State Authorised Public Accountant
MNE no. mne32069

MANAGEMENT COMMENTARY

Principal activities

The principal activities comprise sales of digital marketing services.

Significant events after the end of the financial year

No events have occurred after the end of the financial year of material importance for the Company's financial position.

INCOME STATEMENT 1 JANUARY - 31 DECEMBER

| | Note | 2023 DKK | 2022 DKK |
|---|------|-------------------|-------------------|
| GROSS PROFIT | | 37.734.201 | 42.084.659 |
| Staff costs..... | 1 | -33.721.392 | -33.091.540 |
| Depreciation, amortisation and impairment losses..... | | -387.134 | -414.560 |
| Other operating expenses..... | | 0 | -271.194 |
| OPERATING PROFIT | | 3.625.675 | 8.307.365 |
| Other financial income..... | 2 | 1.595 | 207.818 |
| Other financial expenses..... | 3 | -195.056 | -48.671 |
| PROFIT BEFORE TAX | | 3.432.214 | 8.466.512 |
| Tax on profit/loss for the year..... | 4 | -760.831 | -1.865.865 |
| PROFIT FOR THE YEAR | | 2.671.383 | 6.600.647 |
| PROPOSED DISTRIBUTION OF PROFIT | | | |
| Proposed dividend for the year..... | | 22.227.225 | 0 |
| Retained earnings..... | | -19.555.842 | 6.600.647 |
| TOTAL | | 2.671.383 | 6.600.647 |

BALANCE SHEET AT 31 DECEMBER

| ASSETS | Note | 2023 DKK | 2022 DKK |
|---|-------------|---------------------|---------------------|
| Other plant, machinery tools and equipment..... | | 836.921 | 968.907 |
| Leasehold improvements..... | | 0 | 990 |
| Property, plant and equipment..... | 5 | 836.921 | 969.897 |
| NON-CURRENT ASSETS..... | | 836.921 | 969.897 |
| Trade receivables..... | | 3.910.445 | 5.368.290 |
| Contract work in progress..... | 6 | 1.104.816 | 855.575 |
| Receivables from group enterprises..... | | 36.292.306 | 29.868.725 |
| Deferred tax assets..... | | 74.503 | 75.543 |
| Other receivables..... | | 719.059 | 425.587 |
| Receivables..... | | 42.101.129 | 36.593.720 |
| Cash and cash equivalents..... | | 1.432.081 | 2.802.104 |
| CURRENT ASSETS..... | | 43.533.210 | 39.395.824 |
| ASSETS..... | | 44.370.131 | 40.365.721 |
| EQUITY AND LIABILITIES | | | |
| Share Capital..... | | 125.000 | 125.000 |
| Retained earnings..... | | 0 | 19.555.842 |
| Proposed dividend..... | | 22.227.225 | 0 |
| EQUITY..... | | 22.352.225 | 19.680.842 |
| Contract work in progress..... | 6 | 851.588 | 0 |
| Prepayments received from customers..... | | 166 | 0 |
| Trade payables..... | | 129.752 | 272.160 |
| Debt to group enterprises..... | | 10.353.616 | 9.057.566 |
| Corporation tax..... | | 759.791 | 1.863.196 |
| Joint tax contribution payable..... | | 7.087.074 | 7.087.074 |
| Other liabilities..... | | 2.835.919 | 2.404.883 |
| Current liabilities..... | | 22.017.906 | 20.684.879 |
| LIABILITIES..... | | 22.017.906 | 20.684.879 |
| EQUITY AND LIABILITIES..... | | 44.370.131 | 40.365.721 |
| Contingencies etc. | 7 | | |
| Consolidated Financial Statements | 8 | | |

EQUITY

| DKK | Share Capital | Retained earnings | Proposed dividend | Total |
|--|----------------|-------------------|-------------------|-------------------|
| Equity at 1 January 2023..... | 125.000 | 19.555.842 | 0 | 19.680.842 |
| Proposed profit allocation..... | | -19.555.842 | 22.227.225 | 2.671.383 |
| Equity at 31 December 2023..... | 125.000 | 0 | 22.227.225 | 22.352.225 |

NOTES

| | 2023 DKK | 2022 DKK | Note |
|--|--|---------------------------|----------|
| Staff costs | | | 1 |
| Average number of full time employees | 79 | 61 | |
| Wages and salaries..... | 32.174.364 | 29.667.809 | |
| Pensions..... | 1.416.454 | 2.632.270 | |
| Social security costs..... | 8.090 | 411.613 | |
| Other staff costs..... | 122.484 | 379.848 | |
| | 33.721.392 | 33.091.540 | |
| Other financial income | | | 2 |
| Other interest income..... | 1.595 | 207.818 | |
| | 1.595 | 207.818 | |
| Other financial expenses | | | 3 |
| Other interest expenses..... | 195.056 | 48.671 | |
| | 195.056 | 48.671 | |
| Tax on profit/loss for the year | | | 4 |
| Calculated tax on taxable income of the year..... | 759.791 | 1.863.196 | |
| Adjustment of deferred tax..... | 1.040 | 2.669 | |
| | 760.831 | 1.865.865 | |
| Property, plant and equipment | | | 5 |
| DKK | Other plant, machinery tools and equipment | Leasehold improvements | |
| Cost at 1 January 2023..... | 2.279.645 | 28.093 | |
| Additions..... | 254.159 | 0 | |
| Cost at 31 December 2023..... | 2.533.804 | 28.093 | |
| Depreciation and impairment losses at 1 January 2023..... | 1.310.738 | 27.104 | |
| Reversal of depreciation of assets disposed of..... | 2 | 0 | |
| Depreciation for the year..... | 386.143 | 989 | |
| Depreciation and impairment losses at 31 December 2023... | 1.696.883 | 28.093 | |
| Carrying amount at 31 December 2023..... | 836.921 | 0 | |

NOTES

| | 2023 DKK | 2022 DKK | Note |
|--|----------------|----------------|--------------|
| Contract work in progress | | | 6 |
| Progress invoicing/advances received..... | 253.228 | 855.575 | |
| Contract work in progress, net..... | 253.228 | 855.575 | |
| Recognised as follows | | | |
| Contract work in progress (asset)..... | 1.104.816 | 855.575 | |
| Contract work in progress (liability)..... | -851.588 | 0 | |
| | 253.228 | 855.575 | |
| Contingencies etc. | | | 7 |
| Joint liabilities | | | |
| The company is jointly and severally liable together with the parent company and the other group companies in the joint taxable group for tax on the group's joint taxable income and for certain possible withholding taxes, such as dividend tax, etc. | | | |
| Tax payable on the Group's joint taxable income is stated in the annual report of Dept Denmark Holding ApS, which serves as management company for the joint taxation. | | | |
| Consolidated Financial Statements | | | 8 |
| The company is part of the consolidated financial statements for Digital Agency Holding B.V., Generaal Vetterstraat 66, 1059BW Amsterdam, Netherlands. | | | |

ACCOUNTING POLICIES

The Annual Report of Dept Digital Marketing ApS for 2023 has been presented in accordance with the provisions of the Danish Financial Statements Act for enterprises in reporting class B and certain provisions applying to reporting class C.

The Annual Report is prepared consistently with the accounting principles applied last year.

INCOME STATEMENT

Net revenue

Net revenue from sale is recognized in the Income Statement if supply and risk transfer to purchaser has taken place before the end of the year and if the income can be measured reliably and is expected to be received. Net revenue is recognized exclusive of VAT, duties and less discounts related to the sale.

Where products with a high degree of individual adjustments are delivered, recognition in net revenue is made as and when the production progresses, the net revenue being equal to the sales value of the work performed for the year (the production method). This method is applied when the total costs and expenses regarding the contract and the degree of completion at the balance sheet date can be reliably assessed, and it is likely that the financial benefits will flow to the company.

Cost of sales

Cost of sales comprise costs incurred to achieve the net revenue for the year, including direct and indirect costs of raw materials and consumables.

Other operating income

Other operating income includes items of a secondary nature in relation to the Group's and the Company's activities, including profit from sale of intangible and tangible fixed assets. In addition, profit from sale of intangible and tangible fixed assets as well as business interruption and conflict compensations are included. Compensations are recognised when the income is deemed to be realisable.

Other external expenses

Other external expenses include cost of sales, advertising, administration, buildings, bad debts, operating lease expenses, etc.

Staff costs

Staff costs comprise wages and salaries, including holiday pay and pensions and other costs for social security etc. for the company's employees. Repayments from public authorities are deducted from staff costs.

Other operating expenses

Other operating expenses include items of a secondary nature in relation to the enterprises' principal activities, including loss from sale of intangible and tangible fixed assets.

Financial income and expenses

Financial income and expenses include interest income and expenses, financial expenses of finance leases, realised and unrealised gains and losses arising from investments in financial assets, debt and transactions in foreign currencies, amortisation of financial assets and liabilities as well as charges and allowances under the tax-on-account scheme etc. Financial income and expenses are recognised in the income statement by the amounts that relate to the financial year.

Tax

The tax for the year, which consists of the current tax for the year and changes in deferred tax, is recognised in the income statement by the portion that may be attributed to the profit for the year, and is recognised directly in the equity by the portion that may be attributed to entries directly to the equity.

ACCOUNTING POLICIES

BALANCE SHEET

Tangible fixed assets

Land and buildings, production plant and machinery, other plant, fixtures and equipment are measured at cost less accumulated depreciation and impairment losses. Land is not depreciated.

The depreciation base is cost less estimated residual value after end of useful life.

The cost includes the acquisition price and costs incurred directly in connection with the acquisition until the time when the asset is ready to be used. As regards self-manufactured assets, the cost price includes cost of materials, components, subcontractors, direct payroll and indirect production costs.

Straight-line depreciation is provided on the basis of an assessment of the expected useful lives of the assets and their residual value:

| | Useful life | Residual value |
|--|-------------|----------------|
| Other plant, fixtures and equipment..... | 5 years | 0 % |
| Leasehold improvements..... | 5 years | 0 % |

Profit or loss on disposal of tangible fixed assets is stated as the difference between the sales price less selling costs and the carrying amount at the time of sale. Profit or loss is recognised in the income statement as other operating income or other operating expenses.

Impairment of fixed assets

The carrying amount of tangible assets are valued on an annual basis for indications of impairment other than that reflected by amortisation and depreciation.

In the event of impairment indications, an impairment test is made for each asset or group of assets, respectively. If the recoverable amount is lower than the carrying amount, the asset is written down to the carrying amount.

The recoverable amount is calculated at the higher of net selling price and capital value. The capital value is determined as the fair value of the expected net cash flows from the use of the asset or group of assets and the expected net cash flows from sale of the asset or group of assets after the end of its useful life.

Receivables

Receivables are measured at amortised cost which usually corresponds to nominal value. The value is written down to meet expected losses.

Write-off is performed to provide for losses when an objective indication has been assessed to have incurred that a receivable or a portfolio of receivables are impaired. If there is an objective indication that an individual receivable is impaired, the write-off is performed at individual level.

Receivables for which there are no objective indication of impairment at individual level are assessed at portfolio level for objective indication of impairment. The portfolios are primarily based on the debtors' registered office and credit rating in accordance with the Company's policy for credit risk management. The objective indicators, which are applied for portfolios, are determined based on the historical loss experiences.

Write-off is determined as the difference between the carrying amount of receivables and the present value of the expected cash flows, including realisable value of any received collaterals. The effective interest rate is used as discount rate for the single receivable or portfolio.

ACCOUNTING POLICIES

Contract work in progress

Work in progress on contract is measured at the sales value of the work performed. The sales value is measured on the basis of the degree of completion on the balance sheet date and the total anticipated revenue related to the specific piece of work in progress.

The specific piece of work in progress is recognised in the Balance Sheet as receivables or payables, depending on the net value of the selling price less progress invoicing and progress payments.

Tax payable and deferred tax

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

The company is subject to joint taxation with Danish group companies. The current corporation tax is distributed among the joint taxable companies in proportion to their taxable income and with full allocation and refund related to tax losses. The joint taxable companies are included in the tax-on-account scheme. Joint taxation contributions receivable and payable are recognised in the balance sheet under current assets and liabilities, respectively.

Deferred tax is measured on the temporary differences between the carrying amount and the tax value of assets and liabilities.

Deferred tax assets, including the tax value of tax loss carry-forwards, are measured at the expected realisable value of the asset, either by set-off against 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 under the legislation in force on the balance sheet date will be applicable when the deferred tax is expected to crystallise as current tax. Any changes in the deferred tax resulting from changes in tax rates, are recognised in the income statement, except from items recognised directly in equity.

Liabilities

Financial liabilities are recognised at the time of borrowing by the amount of proceeds received less borrowing costs. In subsequent periods, the financial liabilities are measured at amortised cost equal to the capitalised value when using the effective interest, the difference between the proceeds and the nominal value being recognised in the Income Statement over the term of loan.

Amortised cost for short-term liabilities usually corresponds to the nominal value.