
Monsido ApS

Borupvang 3, DK-2750 Ballerup

Annual Report for 1 January - 31 December 2019

CVR No 33 86 23 77

The Annual Report was
presented and adopted at
the Annual General
Meeting of the Company on
16/9 2020

Jannik Ritter Grøntved
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 Monsido ApS for the financial year 1 January - 31 December 2019.

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 2019 of the Company and of the results of the Company operations for 2019.

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.

Ballerup, 16 September 2020

Executive Board

Jannik Ritter Grøntved
CEO

Board of Directors

Sarah Sommer Trebbe-Haas

Gautam Gupta

Jacob Christian Bratting
Pedersen

Jannik Ritter Grøntved

Independent Auditor's Report

To the Shareholders of Monsido ApS

Opinion

In our opinion, the Financial Statements give a true and fair view of the financial position of the Company at 31 December 2019 and of the results of the Company's operations for the financial year 1 January - 31 December 2019 in accordance with the Danish Financial Statements Act.

We have audited the Financial Statements of Monsido ApS for the financial year 1 January - 31 December 2019, which comprise income statement, balance sheet, statement of changes in equity and notes, including a summary of significant accounting policies ("the Financial Statements").

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.

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 Financials 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.

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 misstate-

Independent Auditor's Report

ment, 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 judgement and maintain professional scepticism 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.
- 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

Independent Auditor's Report

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.

Hellerup, 16 September 2020

PricewaterhouseCoopers

Statsautoriseret Revisionspartnerselskab

CVR No 33 77 12 31

Steffen Kaj Pedersen
statsautoriseret revisor
mne34357

Mads Blichfeldt Henriksen
statsautoriseret revisor
mne46065

Company Information

The Company

Monsido ApS
Borupvang 3
DK-2750 Ballerup
E-mail: info@monsido.com

CVR No: 33 86 23 77

Financial period: 1 January - 31 December

Municipality of reg. office: Ballerup

Board of Directors

Sarah Sommer Trebbe-Haas
Gautam Gupta
Jacob Christian Bratting Pedersen
Jannik Ritter Grøntved

Executive Board

Jannik Ritter Grøntved

Auditors

PricewaterhouseCoopers
Statsautoriseret Revisionspartnerselskab
Strandvejen 44
DK-2900 Hellerup

Management's Review

Financial Statements of Monsido ApS for 2019 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.

The Annual Report has been prepared under the same accounting policies as last year.

Key activities

The Company's key activity is to conduct business related to web optimisation and hereby related business.

Development in the year

The income statement of the Company for 2019 shows a loss of DKK 7,862,770, and at 31 December 2019 the balance sheet of the Company shows equity of DKK 6,883,925.

Subsequent events

The consequences of the Covid-19 pandemic, in which many governments around the world have decided to "shut down the countries", have a major impact on the world economy. Management considers the consequences of Covid-19 to be an event that occurred after the balance sheet date (31 December 2019) and therefore constitutes a non-regulatory event for the company. Currently it is not possible to determine the amount of the adverse effect of the Covid-19 pandemic.

In January 2020 Monsido closed an investment round with Level Equity and Vækstfonden. The investment secured future cash flow and the opportunity to scale Monsido further. The planned activities for 2020 have however been negatively affected by the COVID-19 pandemic. Due to the investment the Company has sufficient funds to continue its operating activities until at least 31 December 2020.

Income Statement 1 January - 31 December

	Note	2019 DKK	2018 DKK
Gross profit/loss		571.847	792.209
Staff expenses	2	-8.301.613	-1.435.084
Depreciation, amortisation and impairment of intangible assets and property, plant and equipment		-108.990	0
Profit/loss before financial income and expenses		-7.838.756	-642.875
Financial income	3	94.833	22.894
Financial expenses		-638.888	-202.013
Profit/loss before tax		-8.382.811	-821.994
Tax on profit/loss for the year	4	520.041	64.554
Net profit/loss for the year		-7.862.770	-757.440

Distribution of profit

Proposed distribution of profit

Retained earnings		-7.862.770	-757.440
		-7.862.770	-757.440

Balance Sheet 31 December

Assets

	Note	2019 DKK	2018 DKK
Other fixtures and fittings, tools and equipment		217.979	0
Property, plant and equipment	5	217.979	0
Investments in subsidiaries		101.297	101.297
Receivables from group enterprises		73.111	1.922.677
Deposits		107.100	107.100
Fixed asset investments		281.508	2.131.074
Fixed assets		499.487	2.131.074
Trade receivables		526.079	273.779
Receivables from group enterprises		6.959.679	1.109.967
Other receivables		159.703	210.865
Corporation tax		520.041	0
Corporation tax receivable from group enterprises		179.832	64.554
Prepayments		441.413	211.861
Receivables		8.786.747	1.871.026
Cash at bank and in hand		1.751.597	7.789.900
Currents assets		10.538.344	9.660.926
Assets		11.037.831	11.792.000

Balance Sheet 31 December

Liabilities and equity

	Note	2019 DKK	2018 DKK
Share capital		110.182	103.495
Share premium account		0	9.374.505
Retained earnings		6.773.743	-1.200.417
Equity		6.883.925	8.277.583
Subordinate loan capital		0	725.000
Other payables		430.694	1.850.810
Long-term debt	6	430.694	2.575.810
Subordinate loan capital	6	725.000	0
Trade payables		124.050	118.248
Other payables	6	2.463.647	489.715
Deferred income		410.515	330.644
Short-term debt		3.723.212	938.607
Debt		4.153.906	3.514.417
Liabilities and equity		11.037.831	11.792.000
Subsequent events	1		
Contingent assets, liabilities and other financial obligations	7		
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Statement of Changes in Equity

	Share capital	Share premium	Retained	Total
	<u>DKK</u>	<u>account</u>	<u>earnings</u>	<u>DKK</u>
	DKK	DKK	DKK	DKK
Equity at 1 January	103.495	9.374.505	-1.200.417	8.277.583
Capital increases	6.687	6.462.425	0	6.469.112
Net profit/loss for the year	0	0	-7.862.770	-7.862.770
Transfer from share premium account	0	-15.836.930	15.836.930	0
Equity at 31 December	110.182	0	6.773.743	6.883.925

Notes to the Financial Statements

1 Subsequent events

The consequences of the Covid-19 pandemic, in which many governments around the world have decided to "shut down the countries", have a major impact on the world economy. Management considers the consequences of Covid-19 to be an event that occurred after the balance sheet date (31 December 2019) and therefore constitutes a non-regulatory event for the company. Currently it is not possible to determine the amount of the adverse effect of the Covid-19 pandemic.

In January 2020 Monsido closed an investment round with Level Equity and Vækstfonden. The investment secured future cash flow and the opportunity to scale Monsido further. The planned activities for 2020 have however been negatively affected by the COVID-19 pandemic. Due to the investment the Company has sufficient funds to continue its operating activities until at least 31 December 2020.

	2019 DKK	2018 DKK
2 Staff expenses		
Wages and salaries	7.847.730	1.373.173
Pensions	333.491	39.293
Other social security expenses	35.028	6.374
Other staff expenses	85.364	16.244
	8.301.613	1.435.084
Average number of employees	15	3
3 Financial income		
Interest received from group enterprises	89.238	0
Exchange gains	5.595	22.894
	94.833	22.894
4 Tax on profit/loss for the year		
Current tax for the year	-520.041	-64.554
	-520.041	-64.554

Notes to the Financial Statements

5 Property, plant and equipment

	Other fixtures and fittings, tools and equipment DKK
Cost at 1 January	0
Additions for the year	<u>326.969</u>
Cost at 31 December	<u>326.969</u>
Impairment losses and depreciation at 1 January	0
Depreciation for the year	<u>108.990</u>
Impairment losses and depreciation at 31 December	<u>108.990</u>
Carrying amount at 31 December	<u>217.979</u>

6 Long-term debt

Payments due within 1 year are recognised in short-term debt. Other debt is recognised in long-term debt.

The debt falls due for payment as specified below:

	2019 DKK	2018 DKK
Subordinate loan capital		
Between 1 and 5 years	<u>0</u>	725.000
Long-term part	0	<u>725.000</u>
Within 1 year	<u>725.000</u>	0
	<u>725.000</u>	<u>725.000</u>
Other payables		
Between 1 and 5 years	<u>430.694</u>	1.850.810
Long-term part	<u>430.694</u>	<u>1.850.810</u>
Within 1 year	0	260.119
Other short-term payables	<u>2.463.647</u>	<u>229.596</u>
Short-term part	<u>2.463.647</u>	<u>489.715</u>
	<u>2.894.341</u>	<u>2.340.525</u>

Notes to the Financial Statements

	2019	2018
	DKK	DKK
7 Contingent assets, liabilities and other financial obligations		
Charges and security		
Floating charges are providing security on loans corresponding to a nominal value of:	2.175.000	2.175.000
Rental and lease obligations		
Lease obligations under operating leases. Total future lease payments:		
Within 1 year	122.325	430.950
Between 1 and 5 years	0	40.775
	122.325	471.725

Other contingent liabilities

The group companies are jointly and severally liable for tax on the jointly taxed incomes etc of the Group. The total amount of corporation tax payable is disclosed in the Annual Report of T&J Invest ApS, which is the management company of the joint taxation purposes. Moreover, the group companies are jointly and severally liable for Danish withholding taxes by way of dividend tax, tax on royalty payments and tax on unearned income. Any subsequent adjustments of corporation taxes and withholding taxes may increase the Company's liability.

The joint taxation has ceased on 2 January 2020.

Notes to the Financial Statements

8 Accounting Policies

The Annual Report of Monsido ApS for 2019 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.

The accounting policies applied remain unchanged from last year.

The Financial Statements for 2019 are presented in DKK.

Recognition and measurement

The Financial Statements have been prepared under the historical cost method.

Revenues are recognised in the income statement as earned. Furthermore, value adjustments of financial assets and liabilities measured at fair value or amortised cost are recognised. Moreover, 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.

Certain financial assets and liabilities are measured at amortised cost, which involves the recognition of a constant effective interest rate over the maturity period. Amortised cost is calculated as original cost less any repayments and with addition/deduction of the cumulative amortisation of any difference between cost and the nominal amount. In this way, capital losses and gains are allocated over the maturity period.

Recognition and measurement take into account predictable losses and risks occurring before the presentation of the Annual Report which confirm or invalidate affairs and conditions existing at the balance sheet date.

Translation policies

Danish kroner is used as the presentation currency. All other currencies are regarded as foreign currencies.

Transactions in foreign currencies are translated at the exchange rates at the dates of transaction.

Notes to the Financial Statements

8 Accounting Policies (continued)

Exchange differences arising due to differences between the transaction date rates and the rates at the dates of payment are recognised in financial income and expenses in the income statement. Where foreign exchange transactions are considered hedging of future cash flows, the value adjustments are recognised directly in equity.

Receivables, payables and other monetary items in foreign currencies that have not been settled at the balance sheet date are translated at the exchange rates at the balance sheet date. Any differences between the exchange rates at the balance sheet date and the rates at the time when the receivable or the debt arose are recognised in financial income and expenses in the income statement.

Fixed assets acquired in foreign currencies are measured at the transaction date rates.

Income Statement

Revenue

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.

Other external expenses

Other external expenses comprise indirect production costs and expenses for premises, sales and distribution as well as office expenses, etc.

Other external expenses also include research and development costs that do not qualify for capitalisation.

Gross profit/loss

With reference to section 32 of the Danish Financial Statements Act, gross profit/loss is calculated as a summary of revenue and other external expenses.

Staff expenses

Staff expenses comprise wages and salaries as well as payroll expenses.

Notes to the Financial Statements

8 Accounting Policies (continued)

Amortisation, depreciation and impairment losses

Amortisation, depreciation and impairment losses comprise amortisation, depreciation and impairment of 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.

The Company is jointly taxed with wholly owned Danish and foreign subsidiaries. The tax effect of the joint taxation is allocated to Danish enterprises in proportion to their taxable incomes.

Balance Sheet

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 years

Depreciation period and residual value are reassessed annually.

Assets with an estimated useful lifetime exceeding 1 year are capitalised.

Impairment of fixed assets

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

Notes to the Financial Statements

8 Accounting Policies (continued)

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

Investments in subsidiaries

Investments in subsidiaries are measured at cost. Where cost exceeds the recoverable amount, write-down is made to this lower value.

Other fixed asset investments

Other fixed asset investments consist of deposits.

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.

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 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.

Notes to the Financial Statements

8 Accounting Policies (continued)

Financial debts

Loans are recognised initially at the proceeds received net of transaction expenses incurred. Subsequently, the loans are measured at amortised cost; the difference between the proceeds and the nominal value is recognised as an interest expense in the income statement over the loan period.

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

Deferred income

Deferred income comprises payments received in respect of income in subsequent years.