



Huray A/S

Carl Jacobsens Vej 16, 2. 11
2500 Valby
CVR No. 33948786

Annual report 2023

The Annual General Meeting adopted the annual report on 08.04.2024

Jan Rye Petersen

Chairman of the General Meeting

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Entity details

Entity

Huuray A/S

Carl Jacobsens Vej 16, 2. 11

2500 Valby

Business Registration No.: 33948786

Registered office: København

Financial year: 01.01.2023 - 31.12.2023

Board of Directors

Tino Thorbjørn Sølling, Chairman

Rune Eirby Sarup Poulsen

Jan Rye Petersen

Executive Board

Rune Eirby Sarup Poulsen, CEO

Auditors

Deloitte Statsautoriseret Revisionspartnerselskab

Weidekampsgade 6

2300 Copenhagen S

Statement by Management

The Board of Directors and the Executive Board have today considered and approved the annual report of Huray A/S for the financial year 01.01.2023 - 31.12.2023.

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 Entity's financial position at 31.12.2023 and of the results of its operations for the financial year 01.01.2023 - 31.12.2023.

We believe that the management commentary contains a fair review of the affairs and conditions referred to therein.

We recommend the annual report for adoption at the Annual General Meeting.

Valby, 08.04.2024

Executive Board

Rune Eirby Sarup Poulsen
CEO

Board of Directors

Tino Thorbjørn Sølling
Chairman

Rune Eirby Sarup Poulsen

Jan Rye Petersen

Independent auditor's report

To the shareholders of Huray A/S

Opinion

We have audited the financial statements of Huray A/S for the financial year 01.01.2023 - 31.12.2023, which comprise the income statement, balance sheet, statement of changes in equity and notes, including a summary of significant accounting policies. The financial statements are prepared in accordance with the Danish Financial Statements Act.

In our opinion, the financial statements give a true and fair view of the Entity's financial position at 31.12.2023 and of the results of its operations for the financial year 01.01.2023 - 31.12.2023 in accordance with the Danish Financial Statements Act.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs) and 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 this auditor's report. We are independent of the Entity in accordance with the International Ethics Standards Board for Accountants' International Code of Ethics for Professional Accountants (IESBA Code) and the additional ethical requirements applicable in Denmark, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the IESBA Code. We believe that the 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 Entity's ability to continue as a going concern, for disclosing, as applicable, matters related to going concern, and for using the going concern basis of accounting in preparing the financial statements unless Management either intends to liquidate the Entity 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 Entity'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 Entity'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 Entity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures in the notes, 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 commentary

Management is responsible for the management commentary.

Our opinion on the financial statements does not cover the 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 the management commentary and, in doing so, consider whether the management commentary is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

Moreover, it is our responsibility to consider whether the management commentary provides the information required by relevant law and regulations.

Based on the work we have performed, we conclude that the management commentary is in accordance with the financial statements and has been prepared in accordance with the requirements in the relevant law and regulations. We did not identify any material misstatement of the management commentary.

Copenhagen, 08.04.2024

Deloitte

Statsautoriseret Revisionspartnerselskab
CVR No. 33963556

Christian Sanderhage

State Authorised Public Accountant
Identification No (MNE) mne23347

Per Lynggaard

State Authorised Public Accountant
Identification No (MNE) mne49332

Management commentary

Primary activities

The company's activity consists of operating and developing gift, incentives & reward concepts, catering to an extensive range of customers within the B2C, B2B, and B2G markets, both in the Nordic countries and on a global scale.

Development in activities and finances

The annual report for 2023 shows a profit before tax of DKK 1,050 thousand, which the Management finds satisfactory.

2023 has marked a year of strategic investments:

- Development and enhancement of our IT platform
- Considerable investments in both refining our existing offerings and developing innovative concepts for launch in the coming years.
- Expansion of our gift and reward content portfolio, catering to the diverse needs of our clients across the Nordic region and globally.

Looking ahead to 2024, we anticipate robust growth across all Nordic countries and on a global scale, with expectations set for positive financial outcomes.

Events after the balance sheet date

No events have occurred after the balance sheet date to this date, which would influence the evaluation of this annual report.

Income statement for 2023

	Notes	2023 DKK	2022 DKK
Gross profit/loss		6,398,635	12,799,364
Staff costs	1	(5,152,819)	(6,306,731)
Depreciation, amortisation and impairment losses		(163,652)	(316,430)
Operating profit/loss		1,082,164	6,176,203
Income from investments in group enterprises		23,042	140,423
Other financial income	2	548,985	31,515
Other financial expenses	3	(603,715)	(1,119,828)
Profit/loss before tax		1,050,476	5,228,313
Tax on profit/loss for the year	4	(230,491)	(1,120,529)
Profit/loss for the year		819,985	4,107,784
Proposed distribution of profit and loss			
Retained earnings		819,985	4,107,784
Proposed distribution of profit and loss		819,985	4,107,784

Balance sheet at 31.12.2023

Assets

	Notes	2023 DKK	2022 DKK
Other fixtures and fittings, tools and equipment		440,993	254,645
Property, plant and equipment	5	440,993	254,645
Investments in group enterprises		458,466	435,424
Deposits		124,939	114,829
Financial assets	6	583,405	550,253
Fixed assets		1,024,398	804,898
Manufactured goods and goods for resale		8,008,246	5,419,545
Inventories		8,008,246	5,419,545
Trade receivables		36,199,998	32,495,915
Other receivables		4,456,859	2,074,568
Prepayments		37,741	126,462
Receivables		40,694,598	34,696,945
Cash		18,639,847	18,100,386
Current assets		67,342,691	58,216,876
Assets		68,367,089	59,021,774

Equity and liabilities

	Notes	2023 DKK	2022 DKK
Contributed capital		400,000	400,000
Reserve for net revaluation according to the equity method		418,466	395,424
Retained earnings		8,474,878	7,677,935
Equity		9,293,344	8,473,359
Deferred tax		13,643	10,784
Provisions		13,643	10,784
Prepayments received from customers		4,306,515	1,530,718
Trade payables		30,074,447	25,323,640
Payables to group enterprises		647,087	325,190
Joint taxation contribution payable		226,532	1,120,064
Other payables		466,984	569,976
Deferred income	7	23,338,537	21,668,043
Current liabilities other than provisions		59,060,102	50,537,631
Liabilities other than provisions		59,060,102	50,537,631
Equity and liabilities		68,367,089	59,021,774
Unrecognised rental and lease commitments	8		
Contingent liabilities	9		
Group relations	10		

Statement of changes in equity for 2023

	Contributed capital DKK	Reserve for net revaluation according to the equity method DKK	Retained earnings DKK	Total DKK
Equity beginning of year	400,000	395,424	7,677,935	8,473,359
Profit/loss for the year	0	23,042	796,943	819,985
Equity end of year	400,000	418,466	8,474,878	9,293,344

Notes

1 Staff costs

	2023	2022
	DKK	DKK
Wages and salaries	4,373,260	5,327,477
Pension costs	346,718	366,774
Other social security costs	76,934	239,427
Other staff costs	355,907	373,053
	5,152,819	6,306,731
Average number of full-time employees	9	10

2 Other financial income

	2023	2022
	DKK	DKK
Other interest income	548,985	31,515
	548,985	31,515

3 Other financial expenses

	2023	2022
	DKK	DKK
Other interest expenses	11,052	6,321
Exchange rate adjustments	592,663	1,113,507
	603,715	1,119,828

4 Tax on profit/loss for the year

	2023	2022
	DKK	DKK
Current tax	226,532	1,120,064
Change in deferred tax	2,859	465
Adjustment concerning previous years	1,100	0
	230,491	1,120,529

5 Property, plant and equipment

	Other fixtures and fittings, tools and equipment DKK
Cost beginning of year	332,146
Additions	350,000
Cost end of year	682,146
Depreciation and impairment losses beginning of year	(77,501)
Depreciation for the year	(163,652)
Depreciation and impairment losses end of year	(241,153)
Carrying amount end of year	440,993

6 Financial assets

	Investments in group enterprises DKK	Deposits DKK
Cost beginning of year	40,000	114,829
Additions	0	10,110
Cost end of year	40,000	124,939
Revaluations beginning of year	395,424	0
Share of profit/loss for the year	23,042	0
Revaluations end of year	418,466	0
Carrying amount end of year	458,466	124,939

Investments in subsidiaries	Registered in	Corporate form	Equity interest %
Online Data ApS	Valby, Denmark	ApS	100.00

7 Deferred income

Deferred income comprises income received from gift cards for recognition in subsequent financial years.

8 Unrecognised rental and lease commitments

	2023 DKK	2022 DKK
Liabilities under rental or lease agreements until maturity in total	122,000	122,000

9 Contingent liabilities

The Entity participates in a Danish joint taxation arrangement where TS Holding 2018 ApS serves as the administration company. According to the joint taxation provisions of the Danish Corporation Tax Act, the Entity is therefore liable for income taxes etc for the jointly taxed entities, and for obligations, if any, relating to the withholding of tax on interest, royalties and dividend for the jointly taxed entities. The jointly taxed entities' total known net liability under the joint taxation arrangement is disclosed in the administration company's financial statements.

10 Group relations

Name and registered office of the Parent preparing consolidated financial statements for the smallest group:
TS Holding 2018 ApS, C/O Scanavo A/S, Roskildevej 328, 2630 Taastrup.

Accounting policies

Reporting class

This annual report has been presented in accordance with the provisions of the Danish Financial Statements Act governing reporting class B enterprises with addition of a few provisions for reporting class C.

The accounting policies applied to these financial statements are consistent with those applied last year.

Consolidated financial statements

Referring to section 110 of the Danish Financial Statements Act, no consolidated financial statements have been prepared.

Recognition and measurement

Assets are recognised in the balance sheet when it is probable as a result of a prior event that future economic benefits will flow to the Entity, and the value of the asset can be measured reliably.

Liabilities are recognised in the balance sheet when the Entity has a legal or constructive obligation as a result of a prior event, and it is probable that future economic benefits will flow out of the Entity, and the value of the liability can be measured reliably.

On initial recognition, assets and liabilities are measured at cost. Measurement subsequent to initial recognition is effected as described below for each financial statement item.

Anticipated risks and losses that arise before the time of presentation of the annual report and that confirm or invalidate affairs and conditions existing at the balance sheet date are considered at recognition and measurement.

Income is recognised in the income statement when earned, whereas costs are recognised by the amounts attributable to this financial year.

Income statement

Gross profit or loss

Gross profit or loss includes net sales, cost of purchasing gift cards, as well as other external costs.

Revenue

Revenue from the sale of private-label gift cards is recognized in the income statement at the time the gift cards are utilized, while sold, unredeemed gift cards are accrued under prepayments until used. Net sales and consumption of goods from gift card sales, where the company acts as an agent, are recognised net under "Revenue". For the sales of gift cards and physical goods where the company acts as responsible for the fulfillment of the obligation (principal) service, net sales and consumption of goods are recognised gross under "Revenue" and "Cost of sales".

Other operating income

Other operating income comprises income of a secondary nature as viewed in relation to the Entity's primary activities, including profit from the sale of intangible assets and property, plant and equipment, and salary refunds.

Cost of sales

Cost of sales comprises gift cards bought from vendors and consumed by customers in the financial year measured at cost, adjusted for ordinary inventory writedowns including commisions.

Other external expenses

Other external expenses include expenses relating to the Entity's ordinary activities, including expenses for premises, stationery and office supplies, marketing costs, etc. This item also includes writedowns of receivables recognised in current assets.

Staff costs

Staff costs comprise salaries and wages, and social security contributions, pension contributions, etc for entity staff.

Depreciation, amortisation and impairment losses

Depreciation, amortisation and impairment losses relating to property, plant and equipment and intangible assets comprise depreciation, amortisation and impairment losses for the financial year, and gains and losses from the sale of intangible assets and property, plant and equipment.

Income from investments in group enterprises

Income from investments in group enterprises comprises the pro rata share of the individual enterprises' profit/loss after full elimination of intra-group profits or losses.

Other financial income

Other financial income comprises dividends etc received on other investments, interest income, including interest income on receivables from group enterprises, net capital or exchange gains on securities, payables and transactions in foreign currencies, amortisation of financial assets, and tax relief under the Danish Tax Prepayment Scheme etc.

Other financial expenses

Other financial expenses comprise interest expenses, including interest expenses on payables to group enterprises, net capital or exchange losses on securities, payables and transactions in foreign currencies, amortisation of financial liabilities, and tax surcharge under the Danish Tax Prepayment Scheme etc.

Tax on profit/loss for the year

Tax for the year, which consists of current tax for the year and changes in deferred tax, is recognised in the income statement by the portion attributable to the profit for the year and recognised directly in equity by the portion attributable to entries directly in equity.

The Entity is jointly taxed with all Danish group enterprises. The current Danish income tax is allocated among the jointly taxed entities proportionally to their taxable income (full allocation with a refund concerning tax losses).

Balance sheet

Property, plant and equipment

Other fixtures and fittings, tools and equipment are measured at cost less accumulated depreciation and impairment losses.

Cost comprises the acquisition price, costs directly attributable to the acquisition and preparation costs of the asset until the time when it is ready to be put into operation.

The basis of depreciation is cost less estimated residual value after the end of useful life. Straight-line depreciation is made on the basis of the following estimated useful lives of the assets:

	Useful life
Other fixtures and fittings, tools and equipment	3-5 years

Estimated useful lives and residual values are reassessed annually.

Items of property, plant and equipment are written down to the lower of recoverable amount and carrying amount.

Investments in group enterprises

Investments in group enterprises are recognised and measured according to the equity method. This means that investments are measured at the pro rata share of the enterprises' equity value plus unamortised goodwill and plus or minus unrealised intra-group profits or losses. Refer to the above section on business combinations for more details about the accounting policies used on acquisitions of investments in group enterprises.

Group enterprises with negative equity value are measured at DKK 0. Any receivables from these enterprises are written down to net realisable value based on a specific assessment. If the Parent has a legal or constructive obligation to cover the liabilities of the relevant enterprise, and it is probable that such obligation will involve a loss, a provision is recognised that is measured at present value of the costs necessary to settle the obligations at the balance sheet date.

Upon distribution of profit or loss, net revaluation of investments in group enterprises is transferred to the reserve for net revaluation according to the equity method in equity.

Inventories

Inventories consist of gift cards from vendor brands.

Inventories are measured at the lower of cost using the FIFO method and net realisable value.

The net realisable value of inventories is calculated as the estimated selling price less completion costs and costs incurred to execute sale.

Receivables

Receivables are measured at amortised cost, usually equalling nominal value less writedowns for bad and doubtful debts.

Prepayments

Prepayments comprise incurred costs relating to subsequent financial years. Prepayments are measured at cost.

Cash

Cash comprises cash in hand and bank deposits.

Deferred tax

Deferred tax assets, including the tax base of tax loss carryforwards, are recognised in the balance sheet at their estimated realisable value, either as a set-off against deferred tax liabilities or as net tax assets.

Deferred tax relating to retaxation of previously deducted losses in foreign subsidiaries is recognised on the basis of an actual assessment of the purpose of each subsidiary.

Operating leases

Lease payments on operating leases are recognised on a straight-line basis in the income statement over the term of the lease.

Other financial liabilities

Other financial liabilities are measured at amortised cost, which usually corresponds to nominal value.

Prepayments received from customers

Prepayments received from customers comprise amounts received from customers prior to delivery of the goods agreed or completion of the service agreed.

Joint taxation contributions payable or receivable

Current joint taxation contributions receivable or joint taxation contributions payable are recognised in the balance sheet, calculated as tax computed on the taxable income of the year, which has been adjusted for prepaid tax. For tax losses, joint taxation contributions receivable are only recognised if such losses are expected to be used under the joint taxation arrangement.

Deferred income

Deferred income comprises income received from gift cards for recognition in subsequent financial years. Deferred income is measured at cost.