



Mynewsdesk ApS

Vesterbrogade 149, 1. b6.
1620 København V
CVR No. 34042101

Annual report 2020

The Annual General Meeting adopted the
annual report on 18.06.2021

Louise Manon Clara Mariana Barnekow
Chairman of the General Meeting

Contents

Entity details	2
Statement by Management	3
Independent auditor's extended review report	4
Management commentary	6
Income statement for 2020	7
Balance sheet at 31.12.2020	8
Statement of changes in equity for 2020	10
Notes	11
Accounting policies	12

Entity details

Entity

Mynewsdesk ApS
Vesterbrogade 149, 1. b6.
1620 København V

CVR No.: 34042101
Date of foundation: 11.10.2011
Registered office: København
Financial year: 01.01.2020 - 31.12.2020
URL: www.mynewsdesk.com

Executive Board

Louise Manon Clara Mariana Barnekow, Chief Executive Officer

Auditors

Deloitte Statsautoriseret Revisionspartnerselskab
Weidekampsgade 6
2300 Copenhagen S

Statement by Management

The Executive Board have today considered and approved the annual report of Mynewsdesk ApS for the financial year 01.01.2020 - 31.12.2020.

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

In my opinion, the financial statements give a true and fair view of the Entity's financial position at 31.12.2020 and of the results of its operations for the financial year 01.01.2020 - 31.12.2020.

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

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

Copenhagen, 18.06.2021

Executive Board

Louise Manon Clara Mariana Barnekow
Chief Executive Officer

Independent auditor's extended review report

To the shareholders of Mynewsdesk ApS

Conclusion

We have performed an extended review of the financial statements of Mynewsdesk ApS for the financial year 01.01.2020 - 31.12.2020, 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.

Based on our extended review, in our opinion, the financial statements give a true and fair view of the Entity's financial position at 31.12.2020 and of the results of its operations for the financial year 01.01.2020 - 31.12.2020 in accordance with the Danish Financial Statements Act.

Basis for conclusion

We conducted our extended review in accordance with the assurance engagement standard for small enterprises as issued by the Danish Business Authority and the standard on extended review of financial statements prepared in accordance with the Danish Financial Statements Act as issued by FSR - Danish Auditors. Our responsibilities under those standards and requirements are further described in the "Auditor's responsibilities for the extended review of the financial statements" section. We are independent of the Entity 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 evidence we have obtained is sufficient and appropriate to provide a basis for our conclusion.

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, disclosing, as applicable, matters related to going concern, and using the going concern basis of accounting 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 extended review of the financial statements

Our responsibility is to express a conclusion on the financial statements. This requires that we plan and perform procedures to obtain limited assurance about our conclusion on the financial statements and that we also perform specifically required supplementary procedures for the purpose of obtaining additional assurance about our conclusion.

An extended review consists of making inquiries, primarily of management and, if appropriate, of other entity personnel, performing analytical and the specifically required supplementary procedures as well as evaluating the evidence obtained.

The procedures performed in an extended review are less in scope than in an audit, and accordingly we do not express an audit opinion on the financial statements.

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 extended review 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 extended review or otherwise appears to be materially misstated.

Moreover, it is our responsibility to consider whether the management commentary provides the information required under the Danish Financial Statements Act.

Based on the work we have performed, we conclude that the management commentary is in accordance with 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 the management commentary.

Copenhagen, 18.06.2021

Deloitte

Statsautoriseret Revisionspartnerselskab
CVR No. 33963556

Stine Eva Grothen

State Authorised Public Accountant
Identification No (MNE) mne29431

Management commentary

Primary activities

The company's purpose is sale and support of software products and related services.

Mynewsdesk ApS is a wholly owned subsidiary of Mynewsdesk AB, Sweden.

Development in activities and finances

Profit for the financial year amounts to DKK 484 thousand which is in line with Management's expectations.

For 2021, management expects to generate positive results.

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 2020

	Notes	2020 DKK	2019 DKK
Revenue		7,087,251	8,125,061
Other external expenses		(1,274,775)	(1,787,765)
Gross profit/loss		5,812,476	6,337,296
Staff costs	1	(5,140,482)	(5,581,035)
Depreciation, amortisation and impairment losses		(46,012)	(52,312)
Operating profit/loss		625,982	703,949
Other financial expenses		(11,632)	(7,915)
Profit/loss before tax		614,350	696,034
Tax on profit/loss for the year	2	(130,317)	(179,968)
Profit/loss for the year		484,033	516,066
Proposed distribution of profit and loss:			
Retained earnings		484,033	516,066
Proposed distribution of profit and loss		484,033	516,066

Balance sheet at 31.12.2020

Assets

	Notes	2020 DKK	2019 DKK
Other fixtures and fittings, tools and equipment		50,527	50,023
Property, plant and equipment		50,527	50,023
Other receivables		273,105	267,750
Financial assets		273,105	267,750
Fixed assets		323,632	317,773
Receivables from group enterprises		2,499,916	2,608,862
Other receivables		95,651	92,337
Prepayments		231,987	218,154
Receivables		2,827,554	2,919,353
Cash		1,816,520	669,688
Current assets		4,644,074	3,589,041
Assets		4,967,706	3,906,814

Equity and liabilities

	Notes	2020 DKK	2019 DKK
Contributed capital		80,000	80,000
Retained earnings		3,104,797	2,620,764
Equity		3,184,797	2,700,764
Other payables		445,989	173,925
Non-current liabilities other than provisions	3	445,989	173,925
Trade payables		300,927	0
Income tax payable		68,048	115,143
Other payables		967,945	916,982
Current liabilities other than provisions		1,336,920	1,032,125
Liabilities other than provisions		1,782,909	1,206,050
Equity and liabilities		4,967,706	3,906,814
Unrecognised rental and lease commitments	4		
Related parties with controlling interest	5		

Statement of changes in equity for 2020

	Contributed capital DKK	Retained earnings DKK	Total DKK
Equity beginning of year	80,000	2,620,764	2,700,764
Profit/loss for the year	0	484,033	484,033
Equity end of year	80,000	3,104,797	3,184,797

Notes

1 Staff costs

	2020	2019
	DKK	DKK
Wages and salaries	4,815,536	4,977,492
Pension costs	272,392	289,803
Other social security costs	52,554	313,740
	5,140,482	5,581,035
Average number of full-time employees	11	10

2 Tax on profit/loss for the year

	2020	2019
	DKK	DKK
Current tax	130,317	167,647
Adjustment concerning previous years	0	12,321
	130,317	179,968

3 Non-current liabilities other than provisions

	Due after more than 12 months 2020 DKK
Other payables	445,989
	445,989

4 Unrecognised rental and lease commitments

	2020	2019
	DKK	DKK
Liabilities under rental or lease agreements until maturity in total	955,418	1,795,333

5 Related parties with controlling interest

The Company has registered the following shareholder to hold more than 5% of the voting share capital or of the nominal value of the share capital:

Mynewsdesk AB, Rosenlundgatan 40, 118 53 Stockholm, Sweden

Mynewsdesk ApS is included in the consolidated financial statements of NHST Media Group AS. The consolidated financial statements for NHST Media Group AS can be obtained by contacting the Company.

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 certain provisions for reporting class C.

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

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

Revenue

Revenue from the sale of services is recognised in the income statement when delivery is made to the buyer. Revenue is recognised net of VAT, duties and sales discounts and is measured at fair value of the consideration fixed.

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 property, plant and equipment.

Other financial expenses

Other financial expenses comprise interest expenses, including interest expenses on payables to group enterprises.

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.

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:

Other fixtures and fittings, tools and equipment	3 years
--	---------

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

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.

Other financial liabilities

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

Tax receivable or payable

Current tax receivable or payable is recognised in the balance sheet, stated as tax computed on this year's taxable income, adjusted for prepaid tax.