

**Game Analytics ApS**  
Vesterbrogade 34, 4. th.  
1620 København V  
Business Registration No  
34043221

## **Annual report 2018**

The Annual General Meeting adopted the annual report on 06.06.2019

### **Chairman of the General Meeting**

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Name: Morten Edvard Wulff

## Contents

	<b><u>Page</u></b>
Entity details	2
Statement by Management on the annual report	2
Independent auditor's report	2
Management commentary	2
Income statement for 2018	2
Balance sheet at 31.12.2018	2
Statement of changes in equity for 2018	2
Notes	2
Accounting policies	2

## Entity details

### Entity

Game Analytics ApS  
Vesterbrogade 34, 4. th.  
1620 København V

Central Business Registration No (CVR): 34043221

Registered in: København

Financial year: 01.01.2018 - 31.12.2018

Website: [www.gameanalytics.com](http://www.gameanalytics.com)

### Board of Directors

Xiaohuan (Clement) Cao

Wei (Robin) Duan

Morten Edvard Wulff

### Executive Board

Morten Edvard Wulff

### Auditors

Deloitte Statsautoriseret Revisionspartnerselskab

Weidekampsgade 6

Postboks 1600

0900 København C

## Statement by Management on the annual report

The Board of Directors and the Executive Board have today considered and approved the annual report of Game Analytics ApS for the financial year 01.01.2018 - 31.12.2018.

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 31.12.2018 and of the results of its operations for the financial year 01.01.2018 - 31.12.2018.

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.

Copenhagen, 06.06.2019

### Executive Board

Morten Edvard Wulff

### Board of Directors

Xiaohuan (Clement) Cao

Wei (Robin) Duan

Morten Edvard Wulff

# Independent auditor's report

## To the shareholder of Game Analytics ApS

### Opinion

We have audited the financial statements of Game Analytics ApS for the financial year 01.01.2018 - 31.12.2018, 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 31.12.2018 and of the results of its operations for the financial year 01.01.2018 - 31.12.2018 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 of 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.

### Material uncertainty related to going concern

Without qualifying our opinion, we have considered the adequacy of the disclosures made in the management commentary and note 1 concerning the uncertainty relating to the Company's ability to continue as a going concern considering that at 31 December 2018, the Company has a negative equity of DKK 6.5 million including a net loss of DKK 0.8 million for the year then ended. As stated in the management commentary and note 1, a group company has issued a financial support letter ensuring that the Company is a going-concern at least until 30 June 2020.

### 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

## Independent auditor's report

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.

## Independent auditor's report

### 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 under the Danish Financial Statements Act.

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 of the Danish Financial Statements Act. We did not identify any material misstatement of the management commentary.

Copenhagen, 06.06.2019

### Deloitte

Statsautoriseret Revisionspartnerselskab

Central Business Registration No (CVR) 33963556

Kim Takata Mücke

State Authorised Public Accountant

Identification No (MNE) mne10944

## Management commentary

### Primary activities

The purpose of the Company is to develop and commercialise analytics software for online game developers and related activities.

### Development in activities and finances

The income statement of the Company for 2018 shows a loss of DKK 0.4 million.

The Company is to further develop its core product and features as well as to assist in the development of Mobvista's data management platform (DMP) services, whilst engaging with 3rd party mediation companies to commercialize its product offering. As such we expect future revenue to increase under the terms set out in the Service Agreement entered between Game Analytics ApS and Mobvista International Technology Limited.

The Company will continue to provide specific knowledge in the field of product development, commercial, financial and administrative management techniques and it is desirable that Mobvista International Technology Limited is able to benefit from such specialised knowledge.

Mobvista International Technology Limited have confirmed that, in the period up to 30 June 2020, Mobvista International Technology Limited shall be committed, on demand, to contribute to Game Analytics ApS the cash funds necessary for Game Analytics ApS to meet its obligations as they mature.

On this basis, Management has concluded that it is appropriate to prepare the annual report assuming that the Company is a going concern.

### 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 2018

	<u>Notes</u>	<u>2018 DKK</u>	<u>2017 DKK</u>
<b>Gross profit</b>		<b>4.778.375</b>	<b>3.110.546</b>
Staff costs	2	(5.571.716)	(1.770.109)
Depreciation, amortisation and impairment losses		<u>0</u>	<u>(9.696)</u>
<b>Operating profit/loss</b>		<b>(793.341)</b>	<b>1.330.741</b>
Other financial income		0	145.814
Impairment losses on financial assets		0	6.391
Other financial expenses		<u>(41.843)</u>	<u>(28.128)</u>
<b>Profit/loss before tax</b>		<b>(835.184)</b>	<b>1.454.818</b>
Tax on profit/loss for the year	3	<u>(670)</u>	<u>(1.853.966)</u>
<b>Profit/loss for the year</b>		<b><u>(835.854)</u></b>	<b><u>(399.148)</u></b>
<b>Proposed distribution of profit/loss</b>			
Retained earnings		<u>(835.854)</u>	<u>(399.148)</u>
		<b><u>(835.854)</u></b>	<b><u>(399.148)</u></b>

## Balance sheet at 31.12.2018

	<u>Notes</u>	<u>2018 DKK</u>	<u>2017 DKK</u>
Investments in group enterprises		10	10
Deposits		184.775	175.419
<b>Fixed asset investments</b>	4	<u><b>184.785</b></u>	<u><b>175.429</b></u>
<b>Fixed assets</b>		<u><b>184.785</b></u>	<u><b>175.429</b></u>
Receivables from group enterprises		1.166.867	0
Other receivables		1.124.331	137.693
Income tax receivable		0	1.268.371
Prepayments		1.049.106	2.024.519
<b>Receivables</b>		<u><b>3.340.304</b></u>	<u><b>3.430.583</b></u>
<b>Cash</b>		<u><b>2.275.103</b></u>	<u><b>1.531.291</b></u>
<b>Current assets</b>		<u><b>5.615.407</b></u>	<u><b>4.961.874</b></u>
<b>Assets</b>		<u><b>5.800.192</b></u>	<u><b>5.137.303</b></u>

## Balance sheet at 31.12.2018

	<u>Notes</u>	<u>2018</u> <u>DKK</u>	<u>2017</u> <u>DKK</u>
Contributed capital	5	551.392	551.392
Retained earnings		<u>(7.026.324)</u>	<u>(6.190.470)</u>
<b>Equity</b>		<b><u>(6.474.932)</u></b>	<b><u>(5.639.078)</u></b>
Trade payables		1.525.781	654.826
Payables to group enterprises		8.791.661	7.962.283
Other payables		<u>1.957.682</u>	<u>2.159.272</u>
<b>Current liabilities other than provisions</b>		<b><u>12.275.124</u></b>	<b><u>10.776.381</u></b>
<b>Liabilities other than provisions</b>		<b><u>12.275.124</u></b>	<b><u>10.776.381</u></b>
<b>Equity and liabilities</b>		<b><u>5.800.192</u></b>	<b><u>5.137.303</u></b>
Going concern	1		
Unrecognised rental and lease commitments	6		

## Statement of changes in equity for 2018

	<b>Contributed capital DKK</b>	<b>Retained earnings DKK</b>	<b>Total DKK</b>
Equity beginning of year	551.392	(6.190.470)	(5.639.078)
Profit/loss for the year	0	(835.854)	(835.854)
<b>Equity end of year</b>	<b>551.392</b>	<b>(7.026.324)</b>	<b>(6.474.932)</b>

## Notes

### 1. Going concern

Mobvista International Technology Limited have confirmed that, in the period up to 30 June 2020, Mobvista International Technology Limited shall be committed, on demand, to contribute to Game Analytics ApS the cash funds necessary for Game Analytics ApS to meet its obligations as they mature.

On this basis, Management has concluded that it is appropriate to prepare the annual report assuming that the Company is a going concern.

	<b>2018</b>	<b>2017</b>
	<b>DKK</b>	<b>DKK</b>
<b>2. Staff costs</b>		
Wages and salaries	5.482.642	1.660.885
Other social security costs	12.263	55.576
Other staff costs	76.811	53.648
	<b>5.571.716</b>	<b>1.770.109</b>
Average number of employees	<b>11</b>	<b>4</b>

	<b>2018</b>	<b>2017</b>
	<b>DKK</b>	<b>DKK</b>
<b>3. Tax on profit/loss for the year</b>		
Current tax	0	(94.443)
Adjustment concerning previous years	670	1.948.409
	<b>670</b>	<b>1.853.966</b>

The Company has an unrecognised tax asset of DKK 8.3 million related to tax losses carried forward.

	<b>Invest- ments in group enterprises</b>	<b>Deposits</b>
	<b>DKK</b>	<b>DKK</b>
<b>4. Fixed asset investments</b>		
Cost beginning of year	10	175.419
Additions	0	9.356
<b>Cost end of year</b>	<b>10</b>	<b>184.775</b>
<b>Carrying amount end of year</b>	<b>10</b>	<b>184.775</b>

## Notes

	<u>Registered in</u>	<u>Corpo- rate form</u>	<u>Equity inte- rest %</u>
Investments in group enterprises comprise:			
Game Analytics Ltd.	England	Ltd.	100,0

	<u>Number</u>	<u>Par value DKK</u>	<u>Nominal value DKK</u>
<b>5. Contributed capital</b>			
Share capital A	28.356	7,44	211.096
Share capital B	45.711	7,44	340.296
	<b>74.067</b>		<b>551.392</b>

	<u>2018 DKK</u>	<u>2017 DKK</u>
<b>6. Unrecognised rental and lease commitments</b>		
Liabilities under rental or lease agreements until maturity in total	<b>154.646</b>	<b>149.649</b>

## 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 for 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.

### Foreign currency translation

On initial recognition, foreign currency transactions are translated applying the exchange rate at the transaction date. Receivables, payables and other monetary items denominated in foreign currencies that have not been settled at the balance sheet date are translated using the exchange rate at the balance sheet date. Exchange differences that arise between the rate at the transaction date and the one in effect at the payment date, or the rate at the balance sheet date are recognised in the income statement as financial income or financial expenses. Property, plant and equipment, intangible assets and other non-monetary assets that have been purchased in foreign currencies are translated using historical rates.

## Accounting policies

### Income statement

#### Gross profit or loss

Gross profit or loss comprises revenue and other income less other external expenses.

#### 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 Company's ordinary activities, including service fees, expenses for premises, stationery and office supplies, marketing costs, etc.

#### Staff costs

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

#### Depreciation, amortisation and impairment losses

Amortisation, depreciation and impairment losses relating to other fixtures and fittings, tools and equipment comprise depreciation for the financial year, calculated on the basis of the residual values and useful lives of the individual assets and impairment testing.

#### Other financial income

Other financial income comprises interest income etc.

#### Impairment of financial assets

Impairment of financial assets comprises write-down of intercompany receivables.

#### Other financial expenses

Other financial expenses comprise interest expenses 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.



## Accounting policies

### Balance sheet

#### Investments in group enterprises

Investments in group enterprises are measured at cost and are written down to the lower of recoverable amount and carrying amount.

#### Receivables

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

#### Income tax payable or receivable

Current tax payable or receivable is recognised in the balance sheet, stated as reimbursement applied for the Company's development costs according to Danish tax credit subsidy system.

#### Prepayments

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

#### Cash

Cash comprises bank deposits.

#### Other financial liabilities

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