

**MARKETINGPLATFORM APS**  
**BIRKEMOSE ALLÉ 37, 6000 KOLDING**  
**ANNUAL REPORT**  
**1 JANUARY - 31 DECEMBER 2023**

**The Annual Report has been presented and  
adopted at the Company's Annual General  
Meeting on 26 June 2024**

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**Thomas Martin Berge**

*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. 34 21 74 83**

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**COMPANY DETAILS**

<b>Company</b>	MarketingPlatform ApS Birkemose Allé 37 6000 Kolding
	CVR No.: 34 21 74 83 Established: 23 January 2012 Municipality: Vejen Financial Year: 1 January - 31 December
<b>Board of Directors</b>	Thomas Martin Berge, chairman Sara Habberstad
<b>Executive Board</b>	Ina Christiansen Rasmussen
<b>Auditor</b>	PricewaterhouseCoopers Strandvejen 44 2900 Hellerup

## MANAGEMENT'S STATEMENT

Today the Board of Directors and Executive Board have discussed and approved the Annual Report of MarketingPlatform 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.

Kolding, 26 June 2024

Executive Board

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Ina Christiansen Rasmussen

Board of Directors

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Thomas Martin Berge  
Chairman

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Sara Habberstad

## INDEPENDENT AUDITOR'S REPORT

### To the Shareholder of MarketingPlatform ApS

#### Opinion

We have audited the Financial Statements of MarketingPlatform 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 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 (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 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.

## INDEPENDENT AUDITOR'S REPORT

- 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'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 Financial 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.

Hellerup, 26 June 2024

PricewaterhouseCoopers  
CVR no. 33 77 12 31

Niels Henrik B. Mikkelsen  
State Authorised Public Accountant  
MNE no. mne16675

## MANAGEMENT COMMENTARY

### Principal activities

Since 2012, MarketingPlatform has run a business within omnichannel marketing automation, e-mail marketing, app marketing and SMS marketing. The company sells licenses to MarketingPlatform to customers in Denmark and foreign companies.

### Development in activities and financial and economic position

The gross loss for the year shows a loss of t.DKK -3.441 against t.DKK -3.665 last year. Management considers the loss for the year as expected.

The Company's status as a going concern depends on the willingness of the bank and other external creditors to continue making available the capital required. The Parent company have issued a letter of support for financial safety. The Para Reference is made to note 1 of the financial statements.

The Company has lost more than half of the share capital, but expects to restore its capital through earnings.

### Significant events after the end of the financial year

We are planning to merge MarketingPlatform ApS into Link Mobility A/S in the financial year 2024.

## INCOME STATEMENT 1 JANUARY - 31 DECEMBER

	Note	2023 DKK	2022 DKK
<b>GROSS LOSS</b> .....		<b>-11.565</b>	<b>2.156.456</b>
Staff costs.....	1	-2.426.108	-4.809.160
Depreciation, amortisation and impairment losses for tangible and intangible assets.....		0	-832.447
<b>OPERATING LOSS</b> .....		<b>-2.437.673</b>	<b>-3.485.151</b>
Other financial income.....	2	178.927	35.288
Other financial expenses.....	3	-1.042.077	-1.094.774
<b>LOSS BEFORE TAX</b> .....		<b>-3.300.823</b>	<b>-4.544.637</b>
Tax on profit/loss for the year.....	4	-140.542	879.525
<b>LOSS FOR THE YEAR</b> .....		<b>-3.441.365</b>	<b>-3.665.112</b>
<b>PROPOSED DISTRIBUTION OF PROFIT</b>			
Allocation to other reserves.....		0	-1.633.160
Retained earnings.....		-3.441.365	-2.031.952
<b>TOTAL</b> .....		<b>-3.441.365</b>	<b>-3.665.112</b>



## BALANCE SHEET AT 31 DECEMBER

ASSETS	Note	2023 DKK	2022 DKK
Rent deposit and other receivables.....		86.239	86.239
<b>Financial non-current assets.....</b>	5	<b>86.239</b>	<b>86.239</b>
<b>NON-CURRENT ASSETS.....</b>		<b>86.239</b>	<b>86.239</b>
Trade receivables.....		890.791	1.350.945
Receivables from group enterprises.....		563.802	8.358
Deferred tax assets.....		1.535.980	2.162.284
Other receivables.....		10.500	0
Corporation tax receivable.....		509.122	509.122
Joint tax contribution receivable.....		485.762	0
Prepayments.....		0	49.555
<b>Receivables.....</b>		<b>3.995.957</b>	<b>4.080.264</b>
<b>Cash and cash equivalents.....</b>		<b>44.448</b>	<b>1.312.077</b>
<b>CURRENT ASSETS.....</b>		<b>4.040.405</b>	<b>5.392.341</b>
<b>ASSETS.....</b>		<b>4.126.644</b>	<b>5.478.580</b>

## BALANCE SHEET AT 31 DECEMBER

EQUITY AND LIABILITIES	Note	2023 DKK	2022 DKK
Share Capital.....		80.000	80.000
Retained earnings.....		-31.035.774	-27.594.409
<b>EQUITY.....</b>		<b>-30.955.774</b>	<b>-27.514.409</b>
Payables to group enterprises.....		31.724.777	30.699.314
<b>Non-current liabilities.....</b>	<b>6</b>	<b>31.724.777</b>	<b>30.699.314</b>
Trade payables.....		642.406	620.729
Debt to Group companies.....		4.172	0
Other liabilities.....		1.118.255	618.394
Deferred income.....		1.592.808	1.054.552
<b>Current liabilities.....</b>		<b>3.357.641</b>	<b>2.293.675</b>
<b>LIABILITIES.....</b>		<b>35.082.418</b>	<b>32.992.989</b>
<b>EQUITY AND LIABILITIES.....</b>		<b>4.126.644</b>	<b>5.478.580</b>
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**EQUITY**

<b>DKK</b>	<b>Share Capital</b>	<b>Retained earnings</b>	<b>Total</b>
Equity at 1 January 2023.....	80.000	-27.594.409	-27.514.409
Proposed profit allocation.....		-3.441.365	-3.441.365
<b>Equity at 31 December 2023 .....</b>	<b>80.000</b>	<b>-31.035.774</b>	<b>-30.955.774</b>

## NOTES

	2023 DKK	2022 DKK	Note
<b>Staff costs</b>			<b>1</b>
Average number of full time employees	3	8	
Wages and salaries.....	2.073.608	4.203.078	
Pensions.....	243.781	526.072	
Social security costs.....	39.208	80.010	
Other staff costs.....	69.511	0	
	<b>2.426.108</b>	<b>4.809.160</b>	
<b>Other financial income</b>			<b>2</b>
Interest income from group enterprises.....	0	31	
Other interest income.....	178.927	35.257	
	<b>178.927</b>	<b>35.288</b>	
<b>Other financial expenses</b>			<b>3</b>
Interest expenses to group enterprises.....	977.455	877.317	
Other interest expenses.....	64.622	217.457	
	<b>1.042.077</b>	<b>1.094.774</b>	
<b>Tax on profit/loss for the year</b>			<b>4</b>
Calculated tax on taxable income of the year.....	-485.762	0	
Adjustm. of deferred tax due to change in tax rate.....	626.304	-879.525	
	<b>140.542</b>	<b>-879.525</b>	
<b>Financial non-current assets</b>			<b>5</b>
		Rent deposit and other receivables	
Cost at 1 January 2023.....		86.239	
Cost at 31 December 2023.....		86.239	
Carrying amount at 31 December 2023.....		86.239	
<b>Long-term liabilities</b>			<b>6</b>
	31/12 2023 total liabilities	Debt outstanding after 5 years	31/12 2022 total liabilities
Payables to group enterprises.....	31.724.777	0	30.699.314
	<b>31.724.777</b>	<b>0</b>	<b>30.699.314</b>

## NOTES

### Note

#### Contingencies etc.

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##### Contingent liabilities

Rent Liabilities include a rent obligation totaling DKK 259.200 in interminable rent agreements at 31 December 2023. The rent Liabilities is irrevocable until 1 March 2025. Afterwards, the obligation is three months rent.

##### 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 LINK Mobility Holding ApS, which serves as management Company for the joint taxation.

#### Related parties

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The Company's related parties include:

##### Controlling interest

Link Mobility Group AS, Universitetsgata 2, 0164 Oslo, Norway, is the principal shareholder.

##### Transactions with related parties

The Company did not carry out any material transactions that were not concluded on market conditions. According to section 98c, subsection 7 of the Danish Financial Statements Act information is given only on transactions that were not performed on common market conditions.

The Company has receivables and debt with other group companies. The balances are disclosed separately in the balance sheet.

#### Going concern assumptions

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There is considerable uncertainty regarding the going concern status of the enterprise.

The Company has received a letter of support concerning an irrevocable promise to contribute necessary funds to the Company, in order for the Company to be able to pay its obligations as they fall due.

The letter of support is valid until the annual General Meeting in 2025.

The Annual Report and the financial statements have accordingly been prepared using the going concern assumption.

**NOTES****Note****Consolidated Financial Statements****10**

The company is reflected in the group report as the parent company statements of the parent company LINK Mobility Group AS.

The group report of statements of the parent company LINK Mobility Group AS can be obtained at the following address:

LINK Mobility Group AS  
Langkaia 1  
0150 Oslo  
Norway

## ACCOUNTING POLICIES

The Annual Report of MarketingPlatform ApS for 2023 has been presented in accordance with the provisions of the Financial Statements Act for Danish 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.

### Consolidated Financial Statements

Consolidated Financial Statements have not been prepared because the group fulfils the exemption provisions of section 112 of the Danish Financial Statements Act on sub-groups. The Company is included in the consolidated Financial Statements of Link Mobility Group AS, Universitetsgata 2, 0164 Oslo, Norway.

## INCOME STATEMENT

### Net revenue

Net revenue from the sale of merchandise and finished goods is recognised 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 recognised exclusive of VAT and less duties and discounts related to the sale.

### 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 enterprises' principal activities, including profit from sale of intangible and tangible assets, operating loss and conflict compensations, as well as salary refunds. Compensations are recognised when the income is estimated to be realisable.

### Other external expenses

Other external expenses include other production, sales, delivery and administrative costs, including costs of energy, marketing, premises, loss on bad debts, lease expenses, etc

### Staff costs

Staff costs comprise wages and salaries, including holiday pay and pensions, and other costs of social security etc., for the Company's employees.

### 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 securities, debt and transactions in foreign currencies, as well as charges and allowances under the tax-on-account scheme, etc. Financial income and expenses are recognised by the amounts that relate to the financial year. Interest income and expenses are calculated on amortised cost prices.

### 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 share that may be attributed to the profit for the year, and is recognised directly in equity by the share that may be attributed to entries directly to equity.

## BALANCE SHEET

### Financial non-current assets

Deposits include rental deposits which are recognised and measured at cost. Deposits are not depreciated.

## ACCOUNTING POLICIES

### Impairment of fixed assets

The carrying amount of fixed assets, which are not measured at fair value, are assessed annually 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 recoverable amount.

The recoverable amount is calculated at the higher of the capital value and the sales value less expected costs of a sale. The capital value is determined as the Company's share in the current value of the net cash flows which the subsidiary is expected to generate through its activities and from sale of assets after the end of their useful lives. A discount rate is used which reflects the risk-free market rate and the owners' minimum return on interest requirements for similar assets. The growth rate in the terminal period is determined in accordance with the standards within the industry.

### 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.

### Accruals, assets

Accruals recognised as assets include costs incurred relating to the subsequent financial year.

### Cash and cash equivalents

Cash and cash equivalents include cash at bank.

### 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 carryforwards, are measured at the amount at which the asset is expected to be used within a reasonable number of years, either by setoff against tax on future earnings or by setoff against deferred tax liabilities within the same legal tax entity.



## ACCOUNTING POLICIES

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 transaction 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 loan period.

The amortised cost of current liabilities corresponds usually to the nominal value.

### **Accruals, liabilities**

Accruals recognised as liabilities include payments received regarding income in subsequent years.