

# **LOSAAL MEDIA ApS**

Egegade 5, st. th

2200 København N

CVR No. 34465924

## **Annual Report 2023**

12. financial year

The Annual Report was presented and adopted at the Annual General Meeting of the Company on 20 March 2024

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George Michael Doumani  
Chairman

## LOSAAL MEDIA ApS

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## **Management's Statement**

Today, Management has considered and adopted the Annual Report of LOSAAL MEDIA ApS for the financial year 1 January 2023 - 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 assets, liabilities and financial position of the Company at 31 December 2023 and of the results of the Company's operations for the financial year 1 January 2023 - 31 December 2023.

In our opinion, the Management's Review includes a true and fair account of the matters addressed in the review.

The conditions for not conducting an audit of the Financial Statement have been met.

We recommend that the Annual Report be adopted at the Annual General Meeting.

København N, 20 March 2024

### **Executive Board**

George Michael Doumani  
Manager

## **LOSAAL MEDIA ApS**

### **Company details**

<b>Company</b>	LOSAAL MEDIA ApS Egegade 5, st. th 2200 København N
CVR No.	34465924
Date of formation	26 March 2012
Financial year	1 January 2023 - 31 December 2023
<b>Executive Board</b>	George Michael Doumani

## Management's Review

### **The Company's principal activities**

The Company's principal activities consist in ...

### **Development in the activities and the financial situation of the Company**

#### **Development in activities and the financial situation**

The Company's Income Statement of the financial year 1 January 2023 - 31 December 2023 shows a result of DKK -30.174 and the Balance Sheet at 31 December 2023 a balance sheet total of DKK 207.069 and an equity of DKK 202.669.

### **Post financial year events**

After the end of the financial year, no events have occurred which may change the financial position of the entity substantially.

## Accounting Policies

### Reporting Class

The annual report of LOSAAL MEDIA ApS for 2023 has been presented in accordance with the provisions of the Danish Financial Statements Act applying to enterprises of reporting class B.

The accounting policies applied remain unchanged from last year.

### Reporting currency

The annual report is presented in Danish kroner.

## General information

### Basis of recognition and measurement

The financial statement have been prepared under the historical cost principle.

Income is recognised in the income statement as it is earned, including value adjustments of financial assets and liabilities that are measured at fair value or amortized cost. Moreover, all expenses incurred to achieve the earnings for the year are recognised in the income statement, including depreciation, amortization, 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 accrue 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 attributable to the asset will flow out of the Company, and the value of the liability can be measured reliably.

At initial recognition, assets and liabilities are 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 term. Amortised cost is calculated as original cost less repayments and with the addition/deduction of the accumulated amortisation of the difference between the cost and the nominal amount. This way, exchange losses and gains are allocated over the term.

In connection with recognition and measurement, consideration is given to predictable losses and risks occurring prior to the presentation of the financial statement, i.e. losses and risks which prove or disprove matters which exist at the balance sheet date.

## Income statement

### Revenue

Revenue is recognised in the income statement if the goods have been delivered and the risk has passed to the buyer before year-end and if the revenue can be reliably calculated and expected to be received. Revenue is recognised excluding VAT and all discounts granted are recognised in revenue.

### Other external expenses

Other external expenses include expenses for distribution, sales, advertising, administration, premises, bad debts, operating leasing expenses etc.

### Financial income and expenses

Financial income and expenses are recognised in the income statement based at the amounts that concern the financial year. Financial income and expenses include interest revenue and expenses, financial expenses of finance

## **Accounting Policies**

leases, realised and unrealised capital gains and losses regarding securities, accounts payable and transactions in foreign currencies, repayment on mortgage loans, and surcharges and allowances under the advance-payment of tax scheme.

Dividends from other investments are recognised as income in the financial year in which the dividends are declared.

### **Tax on net profit for the year**

Tax on net profit/loss for the year comprises current tax on expected taxable income of the year and the year's adjustment of deferred tax less the part of the tax of the year that relates to changes in equity. Current and deferred tax regarding changes in equity is recognised directly in equity.

## **Balance sheet**

### **Receivables**

Receivables are measured at amortized cost which usually corresponds to the nominal value. The value is reduced by write-downs for expected bad debts.

Impairment of accounts receivables past due is established on individual assessment of receivables.

### **Cash and cash equivalents**

Cash and cash equivalents comprise cash at bank and in hand as well as short-term securities with a term of less than three months which can be converted directly into cash at bank and in hand and involve only an insignificant risk of value changes.

### **Equity**

Equity comprises the working capital and a number of equity items that may be statutory or stipulated in the articles of association.

### **Current tax liabilities**

Current tax liabilities and current tax receivables are recognised in the balance sheet as estimated income tax charge for the year, adjusted for prior-year taxes and tax paid on account.

### **Liabilities**

Financial liabilities are recognised initially at the proceeds received net of transaction expenses incurred. In subsequent periods, financial liabilities are measured at amortized cost, corresponding to the capitalized value using the effective interest method, so that the difference between the proceeds and the nominal value is recognised in the income statement over the life of the financial instrument.

Mortgage debt is accordingly measured at amortized cost, corresponding to the outstanding balance in case of cash loans. In case of bond loans, amortized cost corresponds to the outstanding balance determined as the underlying cash value of the loans at the time of borrowing adjusted for amortisation of capital losses on the loans over the repayment period.

Other liabilities are measured at net realisable value.

### **Other payables**

Other payables are measured at amortized cost, which usually corresponds to the nominal value.

### **Contingent assets and liabilities**

Contingent assets and liabilities are not recognised in the Balance Sheet but appear only in the notes.

**Income Statement**

	Note	2023 kr.	2022 kr.
<b>Gross profit</b>		<b>-28.243</b>	<b>-96.359</b>
Employee benefits expense	1	0	0
<b>Profit from ordinary operating activities</b>		<b>-28.243</b>	<b>-96.359</b>
Other finance income	2	48	0
Finance expenses	3	-1.979	-231
<b>Profit from ordinary activities before tax</b>		<b>-30.174</b>	<b>-96.590</b>
<b>Profit</b>		<b>-30.174</b>	<b>-96.590</b>
<b>Proposed distribution of results</b>			
Retained earnings		-30.174	-96.590
<b>Distribution of profit</b>		<b>-30.174</b>	<b>-96.590</b>



LOSAAL MEDIA ApS

Balance Sheet as of 31 December

	Note	2023 kr.	2022 kr.
<b>Assets</b>			
Other short-term receivables		640	12.385
<b>Receivables</b>		<u>640</u>	<u>12.385</u>
<b>Cash and cash equivalents</b>		<u>206.429</u>	<u>224.458</u>
<b>Current assets</b>		<u>207.069</u>	<u>236.843</u>
<b>Assets</b>		<u>207.069</u>	<u>236.843</u>

Balance Sheet as of 31 December

	Note	2023 kr.	2022 kr.
<b>Liabilities and equity</b>			
Contributed capital		90.000	90.000
Retained earnings		112.669	142.843
<b>Equity</b>		<b>202.669</b>	<b>232.843</b>
Trade payables		4.000	4.000
Other payables		400	0
<b>Short-term liabilities other than provisions</b>		<b>4.400</b>	<b>4.000</b>
<b>Liabilities other than provisions within the business</b>		<b>4.400</b>	<b>4.000</b>
<b>Liabilities and equity</b>		<b>207.069</b>	<b>236.843</b>
Contingent liabilities	4		
Collaterals and assets pledges as security	5		

**Statement of changes in Equity**

	<b>Contributed capital</b>	<b>Retained earnings</b>	<b>Total</b>
Equity 1 January 2023	90.000	142.843	232.843
Profit (loss)	0	-30.174	-30.174
<b>Equity 31 December 2023</b>	<b>90.000</b>	<b>112.669</b>	<b>202.669</b>

The share capital has remained unchanged for the last 5 years.

Notes

	2023	2022
<b>1. Employee benefits expense</b>		
Average number of employees	<u>0</u>	<u>0</u>
<b>2. Other finance income</b>		
Other finance income	<u>48</u>	<u>0</u>
	<b><u>48</u></b>	<b><u>0</u></b>
<b>3. Finance expenses</b>		
Other finance expenses	<u>1.979</u>	<u>231</u>
	<b><u>1.979</u></b>	<b><u>231</u></b>
<b>4. Contingent liabilities</b>		
No contingent liabilities exist at the balance sheet date.		
<b>5. Collaterals and securities</b>		
No securities or mortgages exist at the balance sheet date.		