



Action Planner
Next Level Execution Software

ActionPlanner A/S

CVR-no. 35 38 89 31

**Gersonsvej 33, st. th.
2900 Hellerup**

Annual Report 2017

(Financial year 1 January 2017 - 31 December 2017)

The Annual Report is presented and
adopted at the Annual General Meeting of
shareholders on the 12 March 2018

Victor Veloso
Chairman of the meeting

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Management's Statement

The Board of Directors and the Executive Board have today considered and approved the Annual Report of 1 January 2017 - 31 December 2017 for ActionPlanner A/S.

The Annual Report has been prepared 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 and liabilities, financial position and results of operations for the financial year ended 31 December 2017.

In our opinion the Management's Review gives a true and fair statement regarding the content in the Management's Review.

We recommend the Annual Report approved at the Annual General Meeting.

Hellerup, 12 March 2018

Executive Board:



Victor Veloso


Board of Directors:



Hans Gormsen



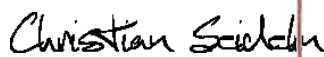
Victor Veloso



Søren Pedersen



Amer Ramzan



Christian Bertel
Seidelin

Independent Auditor's Reports

To the Shareholders of ActionPlanner A/S

Opinion

We have audited the Financial Statements of ActionPlanner A/S for the financial year 1 January 2017 - 31 December 2017, which comprise the income statement, balance sheet, notes and 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 2017 and of the results of the operations for the financial year 1 January 2017 - 31 December 2017, 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’ 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.

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.

Independent Auditor's Reports (-continued)

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 judgment and maintain professional skepticism 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.
- 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.

Independent Auditor's Reports (-continued)

- 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.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the Company to express an opinion on the Financial Statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit opinion.

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, we conclude that Management's Review is in accordance with the Financial Statements and has been prepared in accordance with the requirements of the Danish Financial Statement Acts. We did not identify any material misstatement of Management's Review.

Birkerød, den 12 March 2018

**Piaster Revisorerne,
statsautoriseret revisionsaktieselskab
CVR. no.: 25 16 00 37**



Steen Dahl Andersen
State Authorized Public Accountant
mne29455

Company details

Company details	ActionPlanner A/S Gersonsvej 33, st. th. 2900 Hellerup
	CVR no.: 35 38 89 31
	Founded: 28 June 2013
	Registered office: Gentofte
	Financial year: 1 January - 31 December
Executive Board	Victor Veloso
Board of Directors	Hans Gormsen Victor Veloso Søren Pedersen Amer Ramzan Christian Bertel Seidelin
Auditor	Piaster Revisorerne, Statsautoriseret Revisionsaktieselskab Abildgårdsparken 8A 3460 Birkerød
Bank	Nordea Lyngby Hovedgade 98 2800 Lyngby

Management's Review

Primary activities of the Company

Primary activities include development, sales and marketing of software and associated services.

The main product ActionPlanner is a web-based software application, built for business people and leaders to more efficiently follow-up on strategies, goals and action plans.

Our mission is to set a new standard for Business Execution Management and vision to enable Execution Excellence (from plan to action and results) and Successful Humans @ Work®.

Development in activities and financial affairs

During 2017 several important milestones were achieved, amongst others we realized our first clients in Europe. Also, we signed up the first SME clients and entered several new industries – all achievements validating the big global market potential, that ActionPlanner addresses.

We have managed to strengthen the senior sales team to keep executing on our growth strategy and although the company's financial performance is considered unsatisfying, it is acceptable given the progress and traction the company is experiencing. Vækstfonden's grant of loan is aligned with this belief.

Outlook 2018

In 2018 we expect to continue the growth path by further consolidation market shares in the Nordic countries and maturing the company in Europe. The product roadmap will continue to support the inside and web-sales channels in 2018.

Significant events occurred after the end of the financial year

Except from receiving capital commitment ensuring the company's continued operation until January 1st 2019, no events materially affecting the financial position of the company have occurred after the end of the financial year.

Income statement 1 January - 31 December

DKK	Notes	2017	2016
Gross loss		-375.978	414.426
Staff costs	1	-2.252.192	-2.311.702
Depreciation, amortisation expense and impairment losses of property, plant and equipment and intangible assets recognised in profit or loss	2	-664.721	-665.004
Other operating expenses		-296	0
Operating profit		-3.293.187	-2.562.280
Financial expenses	3	-186.640	-34.014
Profit before tax		-3.479.827	-2.596.294
Tax on profit for the year	4	763.948	582.427
Profit for the year		-2.715.879	-2.013.867
Proposed distribution of results			
Retained earnings		-2.715.879	-2.013.867
Proposed dividend recognised in equity		0	0
Total distribution		-2.715.879	-2.013.867

Balance sheet at 31 December

Assets

	Notes	2017	2016
		<u> </u>	<u> </u>
Completed development projects	5	55.368	677.808
Goodwill	6	30.000	60.000
Intangible assets		<u>85.368</u>	<u>737.808</u>
Fixtures, fittings, tools and equipment	7	7.346	19.923
Property, plant and equipment		<u>7.346</u>	<u>19.923</u>
Long-term investments in group enterprises	8	1.650	1.650
Financial fixed assets		<u>1.650</u>	<u>1.650</u>
Fixed assets		<u>94.364</u>	<u>759.381</u>
Trade receivables		172.042	86.031
Other receivables		167.547	26.850
Deferred tax assets	9	626.000	273.000
Receivables		<u>965.589</u>	<u>385.881</u>
Cash and cash equivalents		<u>1.459.669</u>	<u>3.493.894</u>
Current assets		<u>2.425.258</u>	<u>3.879.775</u>
Assets		<u>2.519.622</u>	<u>4.639.156</u>

Balance sheet at 31 December

Equity and liabilities

	Notes	2017	2016
		<u> </u>	<u> </u>
Share capital		692.047	679.547
Retained earnings		-2.723.515	-495.136
Proposed dividend recognised in equity		0	0
Equity	10	<u>-2.031.468</u>	<u>184.411</u>
Debt to other credit institutions	11	1.861.635	1.000.000
Long-term liabilities other than provisions		<u>1.861.635</u>	<u>1.000.000</u>
Short-term part of long-term liabilities other than provisions	11	143.050	0
Trade payables		47.835	93.000
Other payables		708.696	1.052.325
Deferred income		1.789.874	2.309.420
Short-term liabilities other than provisions		<u>2.689.455</u>	<u>3.454.745</u>
Liabilities other than provisions		<u>4.551.090</u>	<u>4.454.745</u>
Equity and liabilities		<u>2.519.622</u>	<u>4.639.156</u>
Going concern	12		
Contingent liabilities	13		
Mortgages and collaterals	14		

Notes

	2017	2016
1 Staff costs		
Wages and salaries	2.226.238	2.291.081
Post-employment benefit expense	8.440	9.341
Social security contributions	17.514	11.280
	2.252.192	2.311.702
Average number of full time employees	4	4
2 Depreciation, amortisation expense and impairment losses of property, plant and equipment and intangible assets recognised in profit or loss		
Depreciation, completed development projects	30.000	30.000
Depreciation, goodwill	622.440	622.428
Depreciation, fixtures, fittings, tools and equipment	12.281	12.576
	664.721	665.004
3 Financial expenses		
Other financial expenses	186.640	34.014
	186.640	34.014
4 Tax on profit for the year		
Joint taxation contribution	0	-43.222
Adjustment of deferred tax	-353.000	-176.000
Tax paid out due to development costs	-410.948	-363.205
	-763.948	-582.427

Tax payables also includes tax payables to group companies.

Notes

	<u>2017</u>	<u>2016</u>
5 Completed development projects		
Cost at 1 January	<u>3.112.171</u>	<u>3.112.171</u>
Cost at 31 December	<u>3.112.171</u>	<u>3.112.171</u>
Depreciations at 1 January	2.434.363	1.811.935
Depreciation for the year	<u>622.440</u>	<u>622.428</u>
Depreciations at 31 December	<u>3.056.803</u>	<u>2.434.363</u>
Carrying amount at 31 December	<u>55.368</u>	<u>677.808</u>
6 Goodwill		
Cost at 1 January	<u>150.000</u>	<u>150.000</u>
Cost at 31 December	<u>150.000</u>	<u>150.000</u>
Depreciations at 1 January	90.000	60.000
Depreciation for the year	<u>30.000</u>	<u>30.000</u>
Depreciations at 31 December	<u>120.000</u>	<u>90.000</u>
Carrying amount at 31 December	<u>30.000</u>	<u>60.000</u>

Notes

	2017	2016
7 Fixtures, fittings, tools and equipment		
Cost at 1 January	62.895	62.895
Disposals	-3.557	0
Cost at 31 December	59.338	62.895
Depreciations at 1 January	42.972	30.396
Depreciation for the year	12.281	12.576
Impairment losses and depreciation of disposed investments	-3.261	0
Depreciations at 31 December	51.992	42.972
Carrying amount at 31 December	7.346	19.923

8 Long-term investments in group enterprises		
Cost at 1 January	1.650	0
Additions	0	1.650
Cost at 31 December	1.650	1.650
Revaluations at 1 January	0	0
Share of loss for the year	0	0
Dividends received from group enterprises	0	0
Revaluations at 31 December	0	0
Carrying amount at 31 December	1.650	1.650

Information from the latest financial statements

	Ownership Percentage	Share Capital	Profit for the year	Equity
ActionPlanner CZ s.r.o. Czech Republic Company No. 049 55 218	100%	CZK 6000	CZK -116.978	CZK -159 961

Notes

	2017	2016
9 Provisions for deferred tax		
Deferred tax at 1 January	273.000	97.000
Revaluation of deferred tax this year	353.000	176.000
	626.000	273.000
10 Equity		
Share capital at 1 January	679.547	666.223
Capital increase	12.500	13.324
Share capital at 31 December	692.047	679.547
Retained earnings at 1 January	-495.136	1.032.005
Share premium	487.500	486.726
Proposed distribution of results this year	-2.715.879	-2.013.867
Retained earnings at 31 December	-2.723.515	-495.136
Proposed dividend recognised in equity at 1 January	0	0
Extraordinary dividend recognised in equity this year	0	0
Dividend paid	0	0
Proposed distribution of results	0	0
Proposed dividend recognised in equity at 31 December	0	0
Equity 31 December	-2.031.468	184.411

Notes

Development in share capital during the last 5 years

Share capital from incorporation in 2013	500.000	500.000
Share capital from capital increase in 2014	132.911	132.911
Share capital from capital increase in 2015	33.312	33.312
Share capital from capital increase in 2016	13.324	13.324
Share capital from capital increase in 2017	12.500	0
	692.047	679.547
Warrants issued	7.486	19.986

Share capital

Share capital is divided as follows:

Shares, 6.920.470 pcs. of nominal value 0,10 DKK.	692.047	679.547
	692.047	679.547

11 Long-term liabilities other than provisions

	<u>Total debt 31 December</u>	<u>Repayment next year</u>	<u>Long-term part</u>	<u>Unpaid debt after 5 years</u>
Debt to other credit institutions	2.004.685	143.050	1.861.635	0
	2.004.685	143.050	1.861.635	0

Notes

12 Going concern

The company's continued operation until January 1st 2019, is ensured by capital commitment in 2018.

13 Contingent liabilities

The company is a subsidiary in joint taxation with Veloso Lema Holding ApS and Veloso ApS. The companies in the joint taxation are jointly liable on corporation taxes and taxes on dividends, interest and royalties.

14 Mortgages and collaterals

As collateral for the loan at tDKK 2.004 from Vækstfonden, there are submitted floating company charge at tDKK 2.000. The floating company charge includes the company's intangible assets, tangible assets, inventories and current receivables at 31 December 2017 with a total book value of tDKK 432.

Accounting policies

The Annual Report has been prepared in accordance with the provisions of the Danish Financial Statements Act applying to enterprises of reporting class B with election from reporting class C.

The accounting policies are consistent with those of last year.

General

Reporting currency

The Annual Report is presented in Danish kroner (DKK).

In general regarding accounting and measuring

Income is recognized in the income statement when they are earned. Furthermore are all costs, depreciations and write downs recognized in the income statement when incurred.

Assets are recognized in the balance sheet when it is probable that future economical benefits will accrue to the company and the assets value can be measured reliably.

Liabilities are recognized in the balance sheet when it is probable that future economical benefits will be deducted from the company and the value can be measured reliably.

On initial recognition assets and liabilities are measured to cost price. Thereafter assets and liabilities are measured as described for each entry.

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.

Currency translation

Transactions denominated in foreign currency are translated into the functional currency at the exchange rates ruling at the date of the transaction. Exchange differences arising between the transaction date and the exchange rate at the date of actual payment are recognized in the income statement under financial income or financial expenses.

Receivables, payables and other monetary items denominated in foreign currencies are translated into the functional currency at the exchange rates ruling at the balance sheet date. The difference between the exchange rates ruling at the balance sheet date and at the date when the receivable or payable arose is recognized in the income statement under financial income or financial expenses.

Accounting policies

Non-current assets acquired in foreign currency are measured to the exchange rate ruling at the date of the transaction.

Consolidated financial statements

In accordance with the exemption in the section 112 of the Danish Financial Statements Act no consolidated financial statements have been prepared.

Income statement

Gross profit

With reference to section 32 of the Danish Financial Statement Act, the items “Revenue” to and including “Other external expenses” are consolidated into one item designated “Gross profit”.

Revenue

Revenue includes invoiced sales of goods and rendering of services, recognition is done, when

- delivery and transfer of risk to the buyer has taken place before year end
- a committing sales agreement exists
- sales price is determined, and
- payment is received, or there are reasonable security that it will be received

Revenue is recognized excluding value added tax and after deduction of provisions rebates and trade discounts relating to the sale.

Cost of revenue

Cost of revenue include costs incurred to achieve revenue for the year. Cost of revenue include freight and forwarding costs.

Other external expenses

Other external expenses include expenses related to distribution, sale, advertising, administration, bad debt, premises, operating lease agreements etc.

Staff costs

Staff costs comprise costs such as wages and salaries, pension costs and other social security benefits ect. to the company's employees.

Other operating income and expenses

Other operating income and expenses includes items of a secondary nature relative to the enterprise's core business.

Accounting policies

Dividends from group enterprises

Received dividends in the financial year from group enterprises are recognized in the income

Income from other investments and receivables that are fixed assets

Dividend, interest and realized and unrealized gains and losses regarding share Investment, securities and receivables are recognized In the income statement.

Financial items

Financial income and expenses are recognized in the income statement with the amounts related to the year. Financial income and expenses comprise interest receivable and payable, realised and unrealised capital gains on securities and currency translation adjustments.

Tax expense

Tax on income for the year, consisting of the year's current tax and deferred tax, is recognized in the income statement to the extent that it relates to the income or loss for the year and on equity to the extent that it relates there to.

Balance sheet

Intangible assets

Development expenses in 2013 and goodwill are measured at historic cost less accumulated amortisation and impairment losses. Development and goodwill expenses are depreciated over the estimated useful economic life. The useful life is estimated at 5 years.

The amortization period is based on a evaluation of the Company's market position and earnings profile.

Development costs from 2014 and onwards are recognized in the profit and loss account when they occur.

Gains and losses on disposals are determined as the difference between selling price less sales cost and carrying amount at time of disposal and are recognized in the income statement. Gain or loss is recognized under other operating income or other operating expenses.

Accounting policies

Impairment of intangible assets

The carrying amount of intangible assets is every year reviewed in order to determine if there are indications of impairment exceeding the amount expressed by amortisations. If this is the case a impairment test is carried out in order to determine if the recoverable amount is lower than the carrying amount. The assets are written down to this lower value.

Recoverable amount for the asset is determined as the highest value of net sales price and the capital value. If it is not possible to determine the recoverable amount for the individual asset, assets are assessed together with the smallest group of assets where it is possible to determine a reliable evaluation of the recoverable amount.

Assets where it is not possible to determine an individual capital value because the asset does not generate future cash flows is assessed together with the group of assets which they can be attributed to.

Property, plant and equipment

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

Historic cost comprise the purchase price and any costs directly attributable to the acquisition until the date when the asset is available for use.

Assets are depreciated on a straight-line basis over the expected useful economic lives of the assets:

	<u>Useful life</u>	<u>Expected scrap value</u>
Fixtures, fittings, tools and equipment	5 years	0%

Asset acquisitions below the taxable limit is fully written off in the year of acquisition.

Gains and losses on disposals are determined as the difference between selling price less sales cost and carrying amount at time of disposal and are recognized in the income statement. Gain or loss is recognized under other operating income or expenses.

Accounting policies

Impairment of property, plant and equipment

The carrying amount of property, plant and equipment is every year reviewed in order to determine if there are indications of impairment exceeding the amount expressed by depreciations and amortisations. If this is the case an impairment test is carried out in order to determine if the recoverable amount is lower than the carrying amount. The assets are written down to this lower value.

Recoverable amount for the asset is determined as the highest value of net sales price and the capital value. If it is not possible to determine the recoverable amount for the individual asset, assets are assessed together with the smallest group of assets where it is possible to determine a reliable evaluation of the recoverable amount.

Assets where it is not possible to determine an individual capital value because the asset does not generate future cash flows is assessed together with the group of assets which they can be attributed to.

Financial fixed assets

Investments in group enterprises are recognized at historic cost less accumulated impairment losses. If the historic cost exceeds the recoverable amount the investment is written down to this lower value.

Receivables

Receivables are measured at amortized cost which corresponds in all material respects to nominal value. The value is reduced with provisions for expected bad debts.

Deferred income

Deferred income, recognized under liabilities, comprise income concerning subsequent financial years.

Other short-term investments

When is likely that the total cost will exceed the total income on a specific task, the expected loss will be recognized in the in income statement.

Cash and bank balances

Cash comprises cash balances and bank balances.

Accounting policies

Current tax and current deferred tax

Current tax liabilities and current tax assets are recognized in the balance sheet as estimated tax on the taxable income for the year, adjusted for change in tax on prior years' taxable income and for tax paid under the on-account tax scheme.

Deferred tax is measured according to the balance sheet liability method on all timing differences between the tax and accounting value of assets and liabilities.

Deferred tax assets, including the tax value of tax loss carryforwards, are recognised at the expected value of their utilisation within the foreseeable future; either as a set-off against tax on future income or as a set-off against deferred tax liabilities in the same legal tax entity. Any deferred net assets are measured at net realisable value.

Deferred income tax is measured using tax rules and tax rates that apply by the balance sheet date when the deferred tax asset is realised or the deferred income tax liability is settled. The change in deferred tax as a result of changes in tax rates is recognized in the income statement.

Liabilities

Borrowings are recognized at the time the loans are obtained and are initially measured at the proceeds received less transaction costs. In the subsequent periods, financial liabilities are measured at amortized cost, applying the 'effective interest rate method', to the effect that the difference between the proceeds and the nominal value is recognized in the income statement under financial expenses over the term of the loan.

Other liabilities are measured at amortized cost, corresponding to the nominal value.