



## **PRETTYSOCIAL MEDIA ApS**

**Lyngebækgårds Alle 8  
2990 Nivå**

**CVR-no. 35398317**

**Annual report  
1. jan. 2023 - 31. dec. 2023**

The annual report has been adopted at the  
Annual General Meeting on 1. jul. 2024

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Trine Buus  
Chairman

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## Company information

### The company

PRETTYSOCIAL MEDIA ApS  
Lyngebækgårds Alle 8  
2990 Nivå

CVR-no: 35398317  
Date of foundation: 2. jul. 2013  
Executive Board Trine Buus  
Member of the Board: Trine Buus  
Ulrich Schmidt

Financial year: 1. jan. 2023 - 31. dec. 2023

### Auditor

First name and surname of auditor: Johnny Larsen  
Description of auditor: Registreret revisor  
Identification number of auditor: mne18185  
Auditor name: KRYDSREVISION ApS Godkendt Revisionsfirma  
Street name: Måløv Byvej  
Number: 229G, st. tv.  
Post code: 2760  
District name: Måløv  
Country identification code: DK  
Country: Danmark  
CVR-no: 38225804  
Production unit (P-enhed) no.: 1021974206

## **Statement by management**

Board of Directors and management has today processed and approved the annual report for the financial year. 1. jan. 2023 - 31. dec. 2023 for PRETTYSOCIAL MEDIA ApS is presented in accordance with the Danish Financial Statements Act.

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

It is our opinion that the annual report give a true and fair view of the company's assets, liabilities and financial position as at 31. dec. 2023 and the results of the company's activities for the financial year 1. jan. 2023 - 31. dec. 2023.

In our opinion, the management's report contains a true and fair view of the matters to which the report relates.

Annual report has not been audited. Management declares that the conditions for this are met.

Management recommends that the annual report should be approved by the company at a general meeting.

Nivå, on the 1. jul. 2024

## **Executive Board**

Trine Buus  
Director

## **Board of Directors**

Trine Buus  
Member of the Board

Ulrich Schmidt  
Member of the Board

## **Auditor's report on compilation of annual report**

### **To the capital owner in PRETTYSOCIAL MEDIA ApS**

We have prepared the annual financial statements for PRETTYSOCIAL MEDIA ApS for the financial year January 1, 2023, to December 31, 2023, based on the company's accounting and other information provided by you.

The annual financial statements include the applied accounting policies, income statement, balance sheet, and notes. We have performed the task in accordance with ISRS 4410, Engagements to Compile Financial Information.

We have applied our professional expertise to assist you in preparing and presenting the annual financial statements in accordance with the Danish Financial Statements Act. We have complied with relevant provisions of the Danish Auditor's Act and the International Ethics Standards Board for Accountants' International Code of Ethics for Professional Accountants (IESBA Code), including principles of integrity, objectivity, professional competence, and due care.

The annual financial statements, as well as the accuracy and completeness of the information used in the preparation of the financial statements, are your responsibility.

Since an engagement to compile financial information is not an assurance engagement, we are not required to verify the accuracy or completeness of the information you have provided to us for the purpose of preparing the annual financial statements.

Therefore, we do not express any audit or review conclusion as to whether the annual financial statements have been prepared in accordance with the Danish Financial Statements Act.

Måløv, 1. jul. 2024

KRYDSREVISION ApS Godkendt Revisionsfirma  
CVR no.: 38225804

Johnny Larsen  
Registreret revisor  
MNE (Auth. Auditor ID) no.: mne18185

## **Management's review**

### **The company's main activities**

The purpose of the company is to engage in business within the field of digital media and consulting services.

### **Development in activities and financial conditions**

The company's income statement shows a surplus of DKK 52.338, and the company's balance sheet per. 31. dec. 2023 has equity of DKK -2.561.737.

There has been a loss of the company's capital, and the future operations of the company are contingent upon positive forward-looking earnings. Management assesses that there will be positive earnings in the coming years and therefore presents the annual report on the assumption of continued operations.

### **Significant events that occurred after the end of the financial year**

No events have occurred after the end of the financial year that could significantly affect the company's financial position.

## **Accounting policies**

Annual report has been submitted in accordance with the provisions of the Danish Financial Statements Act for Accounting Class B.

The accounting policies applied are unchanged compared to last year.

Annual report for 2023 has been paid in DKK.

## **The income statement**

### **Gross profit or loss**

The company applies the provision in section 32 of the Danish Financial Statements Act, according to which the company's turnover is not disclosed.

Gross profit is a summary of revenue with deduction of other external costs.

### **Net sales**

Net sales is recognised in the income statement if delivery and transfer of risk to the buyer has taken place before the end of the year. Net revenue is recognised excl. VAT and with deduction of discounts in connection with the sale.

### **Staff costs**

Personnel costs include salaries, including holiday pay and other costs for social security, etc. to the company's employees. Staff costs received from public authorities are deducted from staff costs.

### **Other operating expenses**

Other operating expenses include accounting items of a secondary nature in relation to the companies' activities.

### **Financial items**

Financial income and expenses are recognised in the income statement with the amounts relating to the financial year. Financial items include securities, interest income and expenses.

### **Income tax expense**

The tax for the year, which consists of the current corporation tax for the year and changes in deferred tax, is recognised in the income statement with the part that can be attributed to the profit for the year and directly in equity with the part that can be attributed to entries directly in equity.

## **Balance**

### **Financial assets**

Deposits, investments are recognised at cost.

### **Receivables**

Receivables are measured at amortised cost, which usually corresponds to nominal value.

**Prepayments and accrued income**

Prepayments and accrued income, recognised under current assets, comprise expenses incurred relating to subsequent financial years.

**Cash and cash equivalents**

Cash and cash equivalents include cash and bank deposits.

**Debt liabilities**

Debt liabilities, which include debt to suppliers and other debt, are measured at amortised cost, which usually corresponds to nominal value.



## Income statement 1. jan. 2023 - 31. dec. 2023

	Note	2023	2022
		kr.	kr.
<b>Gross profit or loss</b>		<b>695.112</b>	<b>432.306</b>
Employee expense	2	-561.142	-509.050
Other operating expenses		-15.484	62.368
<b>Profit/loss before financial items</b>		<b>118.486</b>	<b>-14.376</b>
Other financial income	3	436	111
Other financial expenses	4	-66.584	-55.655
<b>Profit/loss from activities before tax</b>		<b>52.338</b>	<b>-69.920</b>
Tax on profit/loss for the year		0	0
<b>Profit/loss for the year</b>		<b>52.338</b>	<b>-69.920</b>
<b>Proposed distribution of profit</b>			
Retained earnings		52.338	-69.920
<b>Retained earnings</b>		<b>52.338</b>	<b>-69.920</b>

## Balance 31. dec. 2023

	Note	2023	2022
		kr.	kr.
<b>Assets</b>			
Deposits		9.875	9.875
<b>Investments</b>		<b>9.875</b>	<b>9.875</b>
<b>Total non-current assets</b>		<b>9.875</b>	<b>9.875</b>
Short-term trade receivables		89.750	0
Prepayment entries		50.016	0
<b>Receivables</b>		<b>139.766</b>	<b>0</b>
<b>Cash and cash equivalents</b>		<b>582.163</b>	<b>6.065</b>
<b>Total current assets</b>		<b>721.929</b>	<b>6.065</b>
<b>Total assets</b>		<b>731.804</b>	<b>15.940</b>

## Balance 31. dec. 2023

	Note	2023	2022
		kr.	kr.
<b>Liabilities and equity</b>			
Share capital		120.918	120.918
Retained earnings		-2.682.655	-2.734.994
<b>Equity</b>		<b>-2.561.737</b>	<b>-2.614.076</b>
Short-term payables to associates		2.200.828	2.137.764
Short-term trade payables		754.861	324.203
Short-term payables to shareholders and management		5.953	7.984
VAT and duties payables		235.023	58.479
Other payables including tax payables (short-term)		96.876	101.586
<b>Short-term liabilities other than provisions</b>		<b>3.293.541</b>	<b>2.630.016</b>
<b>Liabilities other than provisions</b>		<b>3.293.541</b>	<b>2.630.016</b>
<b>Total equity and liabilities</b>		<b>731.804</b>	<b>15.940</b>

## Notes

### 1. Disclosure of uncertainties relating to going concern

There has been a loss of the company's capital, and the future operations of the company are contingent upon positive forward-looking earnings. Management assesses that there will be positive earnings in the coming years and therefore presents the annual report on the assumption of continued operations.

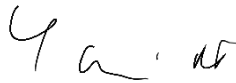
	2023	2022
	kr.	kr.
<b>2. Employee expense</b>		
Wages and salaries	503.373	501.653
Post-employment benefit expense	53.724	0
Other social security contributions	2.272	2.651
Other employee expense	1.773	4.746
<b>Total</b>	<b>561.142</b>	<b>509.050</b>
Average number of employees	1	1

	2023	2022
	kr.	kr.
<b>3. Other financial income</b>		
Other interest income	436	0
Exchange rate adjustments [other finance income]	0	111
<b>Total</b>	<b>436</b>	<b>111</b>

	2023	2022
	kr.	kr.
<b>4. Other financial expenses</b>		
Other interest expenses	3.329	6.032
Interest expense to group enterprises	63.064	48.356
Exchange rate adjustments [other finance expenses]	191	1.267
<b>Total</b>	<b>66.584</b>	<b>55.655</b>

## **5. Disclosure of liabilities**

Rental and leasing obligations include a lease commitment with a 3-month notice period. The rental obligation amounts to DKK 15,000.



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Ulrich Schmidt  
Medlem af bestyrelsen  
Medlem af bestyrelsen  
IP-adresse: 35.158.91.146:30927  
Tidspunkt for underskrift: 01-07-2024 kl.: 12:51:47  
Underskrevet med esignatur EasySign



## Johnny Larsen

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Navnet returneret af dansk MitID var:  
Johnny Larsen  
Revisor  
Revisor  
ID: a0b1b4c3-7975-4038-a06d-a36b8a647216  
Tidspunkt for underskrift: 01-07-2024 kl.: 13:09:24  
Underskrevet med MitID



## Trine Buus

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Navnet returneret af dansk MitID var:  
Trine Buus  
Medlem af bestyrelsen  
Medlem af bestyrelsen  
ID: 02cbb20d-41f3-4883-8ef9-4d2242466a68  
Tidspunkt for underskrift: 01-07-2024 kl.: 13:32:26  
Underskrevet med MitID



## Trine Buus

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Navnet returneret af dansk MitID var:  
Trine Buus  
Medlem af bestyrelsen  
Direktør  
ID: 02cbb20d-41f3-4883-8ef9-4d2242466a68  
Tidspunkt for underskrift: 01-07-2024 kl.: 13:32:26  
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## Trine Buus

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Trine Buus  
Medlem af bestyrelsen  
Dirigent  
ID: 02cbb20d-41f3-4883-8ef9-4d2242466a68  
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Underskrevet med MitID

