



PRETTYSOCIAL MEDIA ApS

**Agern Alle 5 A
2970 Hørsholm**

CVR-no. 35398317

**Annual report
1. jan. 2022 - 31. dec. 2022**

Adopted at the Annual General Meeting on
25. jun. 2023

Trine Buus
Chairman

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Company information

The company

PRETTYSOCIAL MEDIA ApS
Agern Alle 5 A
2970 Hørsholm

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

Financial year: 1. jan. 2022 - 31. dec. 2022

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. 2022 - 31. dec. 2022 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 financial statements give a true and fair view of the company's assets, liabilities and financial position as at 31. dec. 2022 and the results of the company's activities for the financial year 1. jan. 2022 - 31. dec. 2022.

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

The financial statements have 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.

Hørsholm, on the 25. jun. 2023

Executive Board

Trine Buus
Director

Board of Directors

Trine Buus
Member of the Board

Jeannette Bonderup
Member of the Board

Ulrich Schmidt
Member of the Board

Auditor's report on compilation of financial statements

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, 2022, to December 31, 2022, 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, 25. jun. 2023

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 deficit of DKK -69.920, and the company's balance sheet per. 31. dec. 2022 has equity of -2.614.076.

A loss of the company's capital has been identified, and the future operations of the company are dependent on positive future earnings. The management assesses that there will be positive earnings in the upcoming years and therefore presents the annual report on the assumption of a going concern.

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 2022 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 raw materials and consumables and 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.

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 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. 2022 - 31. dec. 2022

	Note	2022	2021
		kr.	kr.
Gross profit or loss		432.306	309.866
Employee expense	2	-446.682	-452.550
Profit/loss before financial items		-14.376	-142.684
Other financial income		111	0
Other financial expenses	3	-55.655	-74.857
Profit/loss from activities before tax		-69.920	-217.541
Tax on profit/loss for the year		0	0
Profit/loss for the year		-69.920	-217.541
Proposed distribution of profit			
Retained earnings		-69.920	-217.541
Retained earnings		-69.920	-217.541

Balance 31. dec. 2022

	Note	2022	2021
		kr.	kr.
Assets			
Deposits		9.875	25.875
Investments		9.875	25.875
Total non-current assets		9.875	25.875
Short-term trade receivables		0	34.518
Other short-term receivables		0	27.700
Prepayment entries		0	3.075
Receivables		0	65.293
Cash and cash equivalents		6.065	88.223
Total current assets		6.065	153.516
Total assets		15.940	179.391

Balance 31. dec. 2022

	Note	2022	2021
		kr.	kr.
Liabilities and equity			
Share capital		120.918	120.918
Retained earnings		-2.734.994	-2.665.074
Equity		-2.614.076	-2.544.156
Short-term payables to associates		2.137.764	2.015.205
Short-term trade payables		324.203	339.828
Short-term payables to shareholders and management		7.984	0
Other short-term payables		101.586	285.740
VAT and duties payables		58.479	82.774
Short-term liabilities other than provisions		2.630.016	2.723.547
Liabilities other than provisions		2.630.016	2.723.547
Total equity and liabilities		15.940	179.391

Notes

1. Disclosure of uncertainties relating to going concern

A loss of the company's capital has been identified, and the future operations of the company are dependent on positive future earnings. The management assesses that there will be positive earnings in the upcoming years and therefore presents the annual report on the assumption of a going concern.

	2022	2021
	kr.	kr.
2. Employee expense		
Wages and salaries	439.285	382.375
Post-employment benefit expense	0	53.724
Other social security contributions	6.698	14.446
Other employee expense	699	2.005
Total	446.682	452.550
Average number of employees	1	2

	2022	2021
	kr.	kr.
3. Other financial expenses		
Other interest expenses	7.299	4.937
Interest expense to group enterprises	48.356	69.920
Total	55.655	74.857

4. Disclosure of contingent liabilities

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



Jeannette Bonderup

Navnet returneret af dansk MitID var:
Jeannette Bonderup
Medlem af bestyrelsen
Medlem af bestyrelsen
ID: f188d323-8b78-4c06-a316-9f32cae7abbd
Tidspunkt for underskrift: 28-06-2023 kl.: 12:42:48
Underskrevet med MitID



Ulrich Schmidt
Medlem af bestyrelsen
Medlem af bestyrelsen
IP-adresse: 89.245.156.68:32066
Tidspunkt for underskrift: 27-06-2023 kl.: 10:23:25
Underskrevet med esignatur EasySign



Johnny Larsen

Navnet returneret af dansk NemID var:
Johnny Larsen
Revisor
Revisor
ID: 26078912
Tidspunkt for underskrift: 28-06-2023 kl.: 13:39:48
Underskrevet med NemID

NEM ID

Trine Buus

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Trine Buus
Medlem af bestyrelsen
Medlem af bestyrelsen
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Tidspunkt for underskrift: 28-06-2023 kl.: 15:40:36
Underskrevet med MitID



Trine Buus

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Trine Buus
Medlem af bestyrelsen
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Underskrevet med MitID



Trine Buus

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Trine Buus
Medlem af bestyrelsen
Dirigent
ID: 29986a92-96c6-4995-b979-5a642ade6103
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Underskrevet med MitID

