

# Brand Unit ApS

Wilders Plads 15 C, 1403 Copenhagen C

CVR no. 35 84 26 59

## Annual report 2017

Approved at the Company's annual general meeting on 30 May 2018

Chairman:



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### Statement by the Executive Board

Today, the Executive Board has discussed and approved the annual report of Brand Unit ApS for the financial year 1 January - 31 December 2017.


The annual report is 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 Company's operations for the financial year 1 January - 31 December 2017.

Further, in our opinion, the Management's review gives a fair review of the matters discussed in the Management's review.

We recommend that the annual report be approved at the annual general meeting.

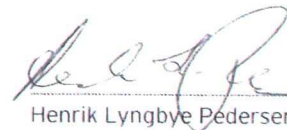
Lynge, 30 May 2018  
Executive Board:



Gunnhild á Rógvi Olsen  
CEO



Jan Sørensen



Henrik Lyngbye Pedersen



## Independent auditor's report

To the shareholder of Brand Unit ApS

### Opinion

We have audited the financial statements of Brand Unit ApS for the financial year 1 January - 31 December 2017, which comprise income statement, balance sheet, statement of changes in equity and notes, including 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 Company's operations for the financial year 1 January - 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 believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Independence

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 rules and requirements.

### 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 as to 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 the 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 note 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 the Management's review

Management is responsible for the Management's review.

Our opinion on the financial statements does not cover the 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 the Management's review and, in doing so, consider whether the 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 the Management's review provides the information required under the Danish Financial Statements Act.

Based on the work we have performed, we conclude that the Management's review is in accordance with the financial statements and has been prepared in accordance with the requirements of the Danish Financial Statement Act. We did not identify any material misstatement of the Management's review.

Copenhagen, 30 May 2018  
ERNST & YOUNG  
Godkendt Revisionspartnerselskab  
CVR no. 30 70 02 28



Peter Gath  
State Authorised Public Accountant  
MNE no.: mne19718



Morten Weinreich Larsen  
State Authorised Public Accountant  
MNE no.: mne42791



## Management's review

### Company details

Name	Brand Unit ApS
Address, Postal code, City	Wilders Plads 15 C, 1403 Copenhagen C
CVR no.	35 84 26 59
Established	30 April 2014
Registered office	Copenhagen
Financial year	1 January - 31 December
Executive Board	Gunnhild á Rógvi Olsen, CEO Jan Sørensen Henrik Lyngbye Pedersen
Auditors	Ernst & Young Godkendt Revisionspartnerselskab Osvald Helmuths Vej 4, P.O. Box 250, 2000 Frederiksberg, Denmark



## **Management's review**

### **Business review**

The principal activity of the Company is wholesale of clothing.

### **Financial review**

The loss for the year amounts to DKK 4,288 thousand which is considered unsatisfying.

The company has completed its discussions with Bregnerød Investeringselskab ApS and has obtained a commitment for the necessary financing of the operations up to and including 31 December 2018. In 2018, the financing and equity base will be sufficient for the company to meet its liabilities for a period of at least 12 months after the preparations of the annual report.

### **Events after the balance sheet date**

No events materially affecting the Company's financial position have occurred subsequent to the financial year-end.

### **Outlook**

Management expects that the Company will also realise a loss in 2018, but that growth in activity will enable the achievement of positive earnings over the next few years.



## Financial statements 1 January - 31 December

### Income statement

Note	DKK'000	2017	2016
	<b>Revenue</b>	2,872	3,101
	Cost of sales	-1,611	-1,663
	Other external expenses	-2,503	-3,054
	<b>Gross margin</b>	-1,242	-1,616
3	Staff costs	-2,898	-3,791
	Amortisation/depreciation of intangible assets and property, plant and equipment	-197	-121
	<b>Profit/loss before net financials</b>	-4,337	-5,528
	Financial income	0	2
4	Financial expenses	-121	-158
	<b>Profit/loss before tax</b>	-4,458	-5,684
5	Tax for the year	170	0
	<b>Profit/loss for the year</b>	-4,288	-5,684
	<b>Recommended appropriation of profit/loss</b>		
	Retained earnings/accumulated loss	-4,288	-5,684
		-4,288	-5,684





## Financial statements 1 January - 31 December

### Balance sheet

Note	DKK'000	2017	2016
	<b>ASSETS</b>		
	Fixed assets		
6	Intangible assets		
	Acquired intangible assets	275	375
		<u>275</u>	<u>375</u>
7	Property, plant and equipment		
	Other fixtures and fittings, tools and equipment	236	24
	Leasehold improvements	117	151
		<u>353</u>	<u>175</u>
8	Investments		
	Deposits	171	168
		<u>171</u>	<u>168</u>
	<b>Total fixed assets</b>	<u>799</u>	<u>718</u>
	Non-fixed assets		
	Inventories		
	Finished goods and goods for resale	826	1,234
		<u>826</u>	<u>1,234</u>
	Receivables		
	Trade receivables	272	390
	Receivables from group entities	6	69
	Other receivables	179	453
		<u>457</u>	<u>912</u>
9	Cash	810	346
	<b>Total non-fixed assets</b>	<u>2,093</u>	<u>2,492</u>
	<b>TOTAL ASSETS</b>	<u>2,892</u>	<u>3,210</u>



## Financial statements 1 January - 31 December

### Balance sheet

Note	DKK'000	2017	2016
	<b>EQUITY AND LIABILITIES</b>		
	<b>Equity</b>		
	Share capital	100	100
	Retained earnings	647	2,435
	<b>Total equity</b>	<b>747</b>	<b>2,535</b>
	<b>Liabilities other than provisions</b>		
	<b>Current liabilities other than provisions</b>		
	Bank debt	44	30
	Trade payables	293	27
	Payables to group entities	1,355	0
	Other payables	453	618
		<b>2,145</b>	<b>675</b>
	<b>Total liabilities other than provisions</b>	<b>2,145</b>	<b>675</b>
	<b>TOTAL EQUITY AND LIABILITIES</b>	<b>2,892</b>	<b>3,210</b>

- 1 Accounting policies
- 2 Capital Resources
- 10 Contractual obligations and contingencies, etc.
- 11 Collateral
- 12 Related parties



## Financial statements 1 January - 31 December

### Statement of changes in equity

DKK'000	Share capital	Retained earnings	Total
Equity at 1 January 2017	100	2,435	2,535
Transfer through appropriation of loss	0	-4,288	-4,288
Contribution from group	0	2,500	2,500
<b>Equity at 31 December 2017</b>	<b>100</b>	<b>647</b>	<b>747</b>

## Financial statements 1 January - 31 December

### Notes to the financial statements

#### 1 Accounting policies

The annual report of Brand Unit ApS for 2017 has been prepared in accordance with the provisions in the Danish Financial Statements Act applying to reporting class B entities and elective choice of certain provisions applying to reporting class C entities.

The accounting policies used in the preparation of the financial statements are consistent with those of last year.

#### Reporting currency

The financial statements are presented in Danish kroner (DKK'000).

#### Foreign currency translation

On initial recognition, transactions denominated in foreign currencies are translated at the exchange rate at the transaction date. Foreign exchange differences arising between the exchange rates at the transaction date and the date of payment are recognised in the income statement as financial income or financial expenses.

Receivables and payables and other monetary items denominated in foreign currencies are translated at the exchange rate at the balance sheet date. The difference between the exchange rates at the balance sheet date and the date at which the receivable or payable arose or was recognised in the most recent financial statements is recognised in the income statement as financial income or financial expenses.

#### Income statement

##### Revenue

Income from the sale of goods for resale and finished goods is recognised in revenue when the most significant rewards and risks have been transferred to the buyer and provided the income can be measured reliably and payment is expected to be received. The date of the transfer of the most significant rewards and risks is based on standardised terms of delivery based on Incoterms® 2010.

Revenue is measured at the fair value of the agreed consideration excluding VAT and taxes charged on behalf of third parties. All discounts and rebates granted are recognised in revenue.

##### Cost of sales

Cost of sales includes the cost of goods used in generating the year's revenue.

##### Other external expenses

Other external expenses include the year's expenses relating to the Company's core activities, including expenses relating to distribution, sale, advertising, administration, premises, bad debts, payments under operating leases, etc.

##### Staff costs

Staff costs include wages and salaries, including compensated absence and pension to the Company's employees, as well as other social security contributions, etc. The item is net of refunds from public authorities.

##### Amortisation/depreciation

The item comprises amortisation/depreciation of intangible assets and property, plant and equipment.

## Financial statements 1 January - 31 December

### Notes to the financial statements

#### 1 Accounting policies (continued)

The basis of amortisation/depreciation, which is calculated as cost less any residual value, is amortised/depreciated on a straight line basis over the expected useful life. The expected useful lives of the assets are as follows:

Acquired intangible assets	5 years
Other fixtures and fittings, tools and equipment	5 years
Leasehold improvements	5 years

#### Financial income and expenses

Financial income and expenses are recognised in the income statements at the amounts that concern the financial year. Net financials include interest income and expenses as well as allowances and surcharges under the advance-payment-of-tax scheme, etc.

#### Tax

Tax for the year includes current tax on the year's expected taxable income and the year's deferred tax adjustments. The portion of the tax for the year that relates to the profit/loss for the year is recognised in the income statement, whereas the portion that relates to transactions taken to equity is recognised in equity.

The entity is jointly taxed with other group entities. The total Danish income tax charge is allocated between profit/loss-making Danish entities in proportion to their taxable income (full absorption).

Jointly taxed entities entitled to a tax refund are reimbursed by the management company based on the rates applicable to interest allowances, and jointly taxed entities which have paid too little tax pay a surcharge according to the rates applicable to interest surcharges to the management company.

#### Balance sheet

##### Intangible assets

Intangible assets include acquired intangible rights, including distribution rights.

Intangible assets are measured at cost less accumulated amortisation and impairment losses.

##### Property, plant and equipment

Items of property, plant and equipment are measured at cost less accumulated depreciation and impairment losses. Cost includes the acquisition price and costs directly related to the acquisition until the time at which the asset is ready for use.

##### Investments

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



## Financial statements 1 January - 31 December

### Notes to the financial statements

#### 1 Accounting policies (continued)

##### Impairment of fixed assets

The carrying amount of intangible assets and property, plant and equipment is assessed for impairment on an annual basis.

Impairment tests are conducted on assets or groups of assets when there is evidence of impairment. The carrying amount of impaired assets is reduced to the higher of the net selling price and the value in use (recoverable amount).

The recoverable amount is the higher of the net selling price of an asset and its value in use. The value in use is calculated as the present value of the expected net cash flows from the use of the asset or the group of assets and the expected net cash flows from the disposal of the asset or the group of assets after the end of the useful life.

Previously recognised impairment losses are reversed when the reason for recognition no longer exists. Impairment losses on goodwill are not reversed.

##### Inventories

Inventories are measured at cost in accordance with the FIFO method. Where the net realisable value is lower than cost, inventories are written down to this lower value. The net realisable value of inventories is calculated as the sales amount less costs of completion and expenses required to effect the sale and is determined taking into account marketability, obsolescence and development in the expected selling price.

Goods for resale are measured at cost, which comprises the cost of acquisition plus delivery costs as well as other expenses directly attributable to the acquisition.

##### Receivables

Receivables are measured at amortised cost.

An impairment loss is recognised if there is objective evidence that a receivable or a group of receivables is impaired. If there is objective evidence that an individual receivable has been impaired, an impairment loss is recognised on an individual basis.

Receivables in respect of which there is no objective evidence of individual impairment are tested for objective evidence of impairment on a portfolio basis. The portfolios are primarily based on the debtors' domicile and credit ratings in line with the Company's risk management policy. The objective evidence applied to portfolios is determined based on historical loss experience.

Impairment losses are calculated as the difference between the carrying amount of the receivables and the present value of the expected cash flows, including the realisable value of any collateral received. The effective interest rate for the individual receivable or portfolio is used as discount rate.

##### Cash

Cash comprise cash and short term securities which are readily convertible into cash and subject only to minor risks of changes in value.



## Financial statements 1 January - 31 December

### Notes to the financial statements

#### 1 Accounting policies (continued)

##### Equity

##### *Proposed dividends*

Dividend proposed for the year is recognised as a liability once adopted at the annual general meeting (declaration date). Dividends expected to be distributed for the financial year are presented as a separate item under "Equity".

##### Income taxes

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

Deferred tax is measured according to the liability method on all temporary differences between the carrying amount and the tax base of assets and liabilities. However, deferred tax is not recognised on temporary differences relating to goodwill which is not deductible for tax purposes and on office premises and other items where temporary differences, apart from business combinations, arise at the date of acquisition without affecting either profit/loss for the year or taxable income. Where alternative tax rules can be applied to determine the tax base, deferred tax is measured based on Management's intended use of the asset or settlement of the liability, respectively.

Deferred tax is measured according to the tax rules and at the tax rates applicable at the balance sheet date when the deferred tax is expected to crystallise as current tax. Deferred tax assets are recognised at the expected value of their utilisation; 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. Changes in deferred tax due to changes in the tax rate are recognised in the income statement.

##### Other payables

Other payables are measured at net realisable value.

#### 2 Capital Resources

The company has completed its discussions with Bregnerød Investeringsselskab ApS and has obtained a commitment for the necessary financing of operations up to and including 31 December 2018. On this basis the financial statements has been prepared under the going concern assumption.

DKK'000	2017	2016
<b>3 Staff costs</b>		
Wages/salaries	2,687	3,468
Pensions	93	130
Other social security costs	32	45
Other staff costs	86	148
	<u>2,898</u>	<u>3,791</u>
 Average number of full-time employees	 <u>6</u>	 <u>7</u>

## Financial statements 1 January - 31 December

### Notes to the financial statements

DKK'000		2017	2016	
<b>4</b>	<b>Financial expenses</b>			
	Interest expenses, group entities	82	130	
	Other financial expenses	39	28	
		<u>121</u>	<u>158</u>	
<b>5</b>	<b>Tax for the year</b>			
	Tax adjustments, prior years	-170	0	
		<u>-170</u>	<u>0</u>	
<b>6</b>	<b>Intangible assets</b>			
DKK'000			Acquired intangible assets	
	Cost at 1 January 2017		<u>500</u>	
	Cost at 31 December 2017		<u>500</u>	
	Impairment losses and amortisation at 1 January 2017		125	
	Amortisation/depreciation in the year		<u>100</u>	
	Impairment losses and amortisation at 31 December 2017		<u>225</u>	
	Carrying amount at 31 December 2017		<u>275</u>	
	Amortised over		<u>5 years</u>	
<b>7</b>	<b>Property, plant and equipment</b>			
DKK'000		Other fixtures and fittings, tools and equipment	Leasehold improvements	Total
	Cost at 1 January 2017	48	170	218
	Additions in the year	275	0	275
	Cost at 31 December 2017	<u>323</u>	<u>170</u>	<u>493</u>
	Impairment losses and depreciation at 1 January 2017	24	19	43
	Depreciation in the year	63	34	97
	Impairment losses and depreciation at 31 December 2017	<u>87</u>	<u>53</u>	<u>140</u>
	Carrying amount at 31 December 2017	<u>236</u>	<u>117</u>	<u>353</u>
	Depreciated over	<u>5 years</u>	<u>5 years</u>	

## Financial statements 1 January - 31 December

### Notes to the financial statements

#### 8 Investments

DKK'000

	<u>Deposits</u>
Cost at 1 January 2017	168
Additions in the year	3
Cost at 31 December 2017	<u>171</u>
Carrying amount at 31 December 2017	<u>171</u>

#### 9 Cash

Brand Unit has deposited DKK 200 thousand as a collateral against company credit card overdraft.

#### 10 Contractual obligations and contingencies, etc.

##### Other contingent liabilities

The company has entered into operating leases amounting to DKK 264 thousand at 31 December 2017

The Company is jointly taxed with its parent, Bregnerød Investeringsselskab ApS, which acts as management company, and is jointly and severally with other jointly taxed group entities for payment of income taxes for the income year 2014 onwards as well as withholding taxes on interest, royalties and dividends.

#### 11 Collateral

The Company has not provided any security or other collateral in assets at 31 December 2017.

#### 12 Related parties

##### Ownership

The following shareholders are registered in the Company's register of shareholders as holding minimum 5% of the share capital:

<u>Name</u>	<u>Domicile</u>
Bregnerød Investeringsselskab ApS	Copenhagen, Denmark