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**Blackwood Seven Danmark A/S  
Central Business Registration No  
35849491  
Livjægergade 17 B, 2.  
2100 Copenhagen Ø**

**Annual report 2015**

The Annual General Meeting adopted the annual report on 14.06.2016

**Chairman of the General Meeting**

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Name: Nils Peter Mortensen

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## **Entity details**

### **Entity**

Blackwood Seven Danmark A/S  
Livjægergade 17 B, 2.  
2100 Copenhagen Ø

Central Business Registration No: 35849491

Registered in: Copenhagen

Financial year: 01.01.2015 - 31.12.2015

### **Board of Directors**

Carl Erik Kjærsgaard, Chairman

Thomas Bertelsen

Henrik Busch

### **Executive Board**

Thomas Bertelsen

### **Auditors**

Deloitte Statsautoriseret Revisionspartnerselskab

Weidekampsgade 6

Postboks 1600

0900 København C

## **Statement by Management on the annual report**

The Board of Directors and the Executive Board have today considered and approved the annual report of Blackwood Seven Danmark A/S for the financial year 01.01.2015 - 31.12.2015.

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 Entity's financial position at 31.12.2015 and of the results of its operations for the financial year 01.01.2015 - 31.12.2015.

We believe that the management commentary contains a fair review of the affairs and conditions referred to therein.

We recommend the annual report for adoption at the Annual General Meeting.

Copenhagen, 14.06.2016

### **Executive Board**

Thomas Bertelsen

### **Board of Directors**

Carl Erik Kjærsgaard  
Chairman

Thomas Bertelsen

Henrik Busch

## **Independent auditor's reports**

### **To the owner of Blackwood Seven Danmark A/S**

#### **Report on the financial statements**

We have audited the financial statements of Blackwood Seven Danmark A/S for the financial year 01.01.2015 - 31.12.2015, which comprise the accounting policies, income statement, balance sheet, statement of changes in equity and notes. The financial statements are prepared in accordance with the Danish Financial Statements Act.

#### **Management's responsibility 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.

#### **Auditor's responsibility**

Our responsibility is to express an opinion on the financial statements based on our audit. We conducted our audit in accordance with International Standards on Auditing and additional requirements under Danish audit regulation. This requires that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatements of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Entity's preparation of financial statements that give a true and fair view 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 Entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by Management, as well as the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Our audit has not resulted in any qualification.

#### **Opinion**

In our opinion, the financial statements give a true and fair view of the Company's financial position at 31.12.2015 and of the results of its operations for the financial year 01.01.2015 - 31.12.2015 in accordance with the Danish Financial Statements Act.

## **Independent auditor's reports**

### **Statement on the management commentary**

Pursuant to the Danish Financial Statements Act, we have read the management commentary. We have not performed any further procedures in addition to the audit of the financial statements.

On this basis, it is our opinion that the information provided in the management commentary is consistent with the financial statements.

Copenhagen, 14.06.2016

### **Deloitte**

Statsautoriseret Revisionspartnerselskab

Bjørn Winkler Jakobsen  
State Authorised Public Accountant

CVR-nr. 33963556

## **Management commentary**

### **Primary activities**

Blackwood Seven Danmark A/S is a consulting agency within media. Blackwood Seven Danmark A/S helps advertisers on a strategic, tactical and operational level optimising and implementing their marketing and media campaigns across all media platforms. Blackwood Seven Danmark A/S uses the advanced technologies and modeling frameworks developed by Blackwood Seven A/S.

### **Development in activities and finances**

Financial results are on budget and therefore satisfactory. Blackwood Seven Danmark A/S has, as planned, obtained many new clients during the year, including major accounts as BRF Kredit, Novo Nordisk and LO Plus.

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

No events have occurred after the balance sheet date to this date which would influence the evaluation of this annual report.

## **Accounting policies**

### **Reporting class**

This annual report has been presented in accordance with the provisions of the Danish Financial Statements Act governing reporting class B enterprises with addition of certain provisions for reporting class C.

The accounting policies applied for these financial statements are consistent with those applied last year.

### **Recognition and measurement**

Assets are recognised in the balance sheet when it is probable as a result of a prior event that future economic benefits will flow to the Entity, and the value of the asset can be measured reliably.

Liabilities are recognised in the balance sheet when the Entity has a legal or constructive obligation as a result of a prior event, and it is probable that future economic benefits will flow out of the Entity, and the value of the liability can be measured reliably.

On initial recognition, assets and liabilities are measured at cost. Measurement subsequent to initial recognition is effected as described below for each financial statement item.

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.

Income is recognised in the income statement when earned, whereas costs are recognised by the amounts attributable to this financial year.

### **Foreign currency translation**

On initial recognition, foreign currency transactions are translated applying the exchange rate at the transaction date. Receivables, payables and other monetary items denominated in foreign currencies that have not been settled at the balance sheet date are translated using the exchange rate at the balance sheet date. Exchange differences that arise between the rate at the transaction date and the one in effect at the payment date, or the rate at the balance sheet date are recognised in the income statement as financial income or financial expenses.

### **Income statement**

#### **Revenue**

Revenue from the sale of services is recognised in the income statement when delivery is made to the buyer. Revenue is recognised net of VAT, duties and sales discounts and is measured at fair value of the consideration fixed.



## Accounting policies

### Cost of sales

Cost of sales comprises costs of sales for the financial year measured at cost, adjusted for ordinary inventory write-downs.

### Other external expenses

Other external expenses include expenses relating to the Entity's ordinary activities, including expenses for premises, stationery and office supplies, marketing costs, etc. This item also includes write-downs of receivables recognised in current assets.

### Staff costs

Staff costs comprise salaries and wages as well as social security contributions, pension contributions, etc for entity staff.

### Other financial income

Other financial income comprises dividends etc received on other investments, interest income, including interest income and net capital gain on transactions in foreign currencies etc.

### Other financial expenses

Other financial expenses comprise interest expenses, including interest expenses on payables to group enterprises, net capital losses on transactions in foreign currencies etc.

### Income taxes

Tax for the year, which consists of current tax for the year and changes in deferred tax, is recognised in the income statement by the portion attributable to the profit for the year and recognised directly in equity by the portion attributable to entries directly in equity.

The Entity is jointly taxed with the parent company. The current Danish income tax is allocated among the jointly taxed entities proportionally to their taxable income (full allocation with a refund concerning tax losses).

## Balance sheet

### Receivables

Receivables are measured at amortised cost, usually equalling nominal value less write-downs for bad and doubtful debts.

### Deferred tax

Deferred tax is recognised on all temporary differences between the carrying amount and tax-based value of assets and liabilities, for which the tax-based value of assets is calculated based on the planned use of each asset.

## **Accounting policies**

Deferred tax assets, including the tax base of tax loss carryforwards, are recognised in the balance sheet at their estimated realisable value, either as a set-off against deferred tax liabilities or as net tax assets.

### **Cash**

Cash comprises cash in hand and bank deposits.

### **Operating leases**

Lease payments on operating leases are recognised on a straight-line basis in the income statement over the term of the lease.

### **Other financial liabilities**

Other financial liabilities are measured at amortised cost, which usually corresponds to nominal value.

### **Prepayments received from customers**

Prepayments received from customers comprise amounts received from customers prior to delivery of the goods agreed or completion of the service agreed.

## Income statement for 2015

	<u>Notes</u>	<u>2015 DKK</u>	<u>2014 DKK'000</u>
Revenue		130.107.962	52.229
Cost of sales		(124.581.050)	(50.634)
Other external expenses		<u>(1.355.540)</u>	<u>(768)</u>
<b>Gross profit/loss</b>		<b>4.171.372</b>	<b>827</b>
Staff costs	1	<u>(4.320.956)</u>	<u>(2.926)</u>
<b>Operating profit/loss</b>		<b>(149.584)</b>	<b>(2.099)</b>
Other financial income		(67)	0
Other financial expenses		<u>(227.444)</u>	<u>(142)</u>
<b>Profit/loss from ordinary activities before tax</b>		<b>(377.095)</b>	<b>(2.241)</b>
Tax on profit/loss from ordinary activities	2	<u>0</u>	<u>520</u>
<b>Profit/loss for the year</b>		<b><u>(377.095)</u></b>	<b><u>(1.721)</u></b>
<b>Proposed distribution of profit/loss</b>			
Retained earnings		<u>(377.095)</u>	<u>(1.721)</u>
		<b><u>(377.095)</u></b>	<b><u>(1.721)</u></b>

**Balance sheet at 31.12.2015**

	<u>Notes</u>	<u>2015 DKK</u>	<u>2014 DKK'000</u>
Deposits		75.000	75
<b>Fixed asset investments</b>		<b>75.000</b>	<b>75</b>
<b>Fixed assets</b>		<b>75.000</b>	<b>75</b>
Trade receivables		12.431.792	11.742
Receivables from group enterprises		18.354	0
Deferred tax assets		520.000	520
Other short-term receivables		0	2.266
<b>Receivables</b>		<b>12.970.146</b>	<b>14.528</b>
<b>Cash</b>		<b>3.267.297</b>	<b>8.967</b>
<b>Current assets</b>		<b>16.237.443</b>	<b>23.495</b>
<b>Assets</b>		<b>16.312.443</b>	<b>23.570</b>

**Balance sheet at 31.12.2015**

	<u>Notes</u>	<u>2015 DKK</u>	<u>2014 DKK'000</u>
Contributed capital	3	500.000	500
Retained earnings		(97.881)	279
<b>Equity</b>		<u><b>402.119</b></u>	<u><b>779</b></u>
Prepayments received from customers		2.400.000	0
Trade payables		11.760.946	21.078
Debt to group enterprises		0	1.059
Other payables	4	1.749.378	654
<b>Current liabilities other than provisions</b>		<u><b>15.910.324</b></u>	<u><b>22.791</b></u>
<b>Liabilities other than provisions</b>		<u><b>15.910.324</b></u>	<u><b>22.791</b></u>
<b>Equity and liabilities</b>		<u><u><b>16.312.443</b></u></u>	<u><u><b>23.570</b></u></u>
Contingent liabilities	5		
Ownership	6		

**Statement of changes in equity for 2015**

	<b>Contributed capital DKK</b>	<b>Retained ear- nings DKK</b>	<b>Total DKK</b>
Equity beginning of year	500.000	279.214	779.214
Profit/loss for the year	0	(377.095)	(377.095)
<b>Equity end of year</b>	<b>500.000</b>	<b>(97.881)</b>	<b>402.119</b>

## Notes

	<u>2015</u> <u>DKK</u>	<u>2014</u> <u>DKK'000</u>	
<b>1. Staff costs</b>			
Wages and salaries	4.309.805	2.642	
Other social security costs	58.445	39	
Other staff costs	(47.294)	245	
	<u>4.320.956</u>	<u>2.926</u>	
	<u>2015</u> <u>DKK</u>	<u>2014</u> <u>DKK'000</u>	
<b>2. Tax on ordinary profit/loss for the year</b>			
Change in deferred tax for the year	0	(520)	
	<u>0</u>	<u>(520)</u>	
	<u>Number</u>	<u>Par value</u> <u>DKK</u>	<u>Nominal</u> <u>value</u> <u>DKK</u>
<b>3. Contributed capital</b>			
Shares	500.000	1,00	500.000
	<u>500.000</u>		<u>500.000</u>
		<u>2015</u> <u>DKK</u>	<u>2014</u> <u>DKK</u>
<b>Changes in contributed capital</b>			
Contributed capital beginning of year		500.000	500.000
<b>Contributed capital end of year</b>		<u>500.000</u>	<u>500.000</u>
		<u>2015</u> <u>DKK</u>	<u>2014</u> <u>DKK'000</u>
<b>4. Other short-term payables</b>			
VAT and duties		1.037.924	0
Wages and salaries, personal income taxes, social security costs, etc. payable		613.575	536
Other costs payable		97.879	118
		<u>1.749.378</u>	<u>654</u>
		<u>2015</u> <u>DKK</u>	<u>2014</u> <u>DKK'000</u>
<b>5. Contingent liabilities</b>			
Recourse and non-recourse guarantee commitments		7.500.000	5.000.000
<b>Contingent liabilities</b>		<u>7.500.000</u>	<u>5.000.000</u>

## Notes

The Company participates in a Danish joint taxation arrangement in which Blackwood Seven A/S serves as the administration company. According to the joint taxation provisions of the Danish Corporation Tax Act, the Company is therefore liable from the financial year 2014 for income taxes etc for the jointly taxed companies and from 13 May 2014 also for obligations, if any, relating to the withholding of tax on interest, royalties and dividend for the jointly taxed companies.

### 6. Ownership

The company has registered the following shareholders to hold more than 5% of the voting share capital or of the nominal value of the share capital:

Blackwood Seven A/S, Denmark