



## PLYTIX.COM ApS

Esromgade 15, 1. 2107.  
2200 Copenhagen  
CVR No. 35858180

## Annual report 2020

The Annual General Meeting adopted the  
annual report on 15.06.2021

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**Mohammad Irfan Goandal**

Chairman of the General Meeting

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# Entity details

## Entity

PLYTIX.COM ApS

Esromgade 15, 1. 2107.

2200 Copenhagen

CVR No.: 35858180

Registered office: Copenhagen

Financial year: 01.01.2020 - 31.12.2020

## Board of Directors

Mohammad Irfan Goandal, Chairman

Morten Hellesøe Poulsen

Anders Bach Waagstein

Marc Thrane

## Executive Board

Morten Hellesøe Poulsen, CEO

## Auditors

Deloitte Statsautoriseret Revisionspartnerselskab

Weidekampsgade 6

2300 Copenhagen S

# Statement by Management

The Board of Directors and the Executive Board have today considered and approved the annual report of PLYTIX.COM ApS for the financial year 01.01.2020 - 31.12.2020.

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 31.12.2020 and of the results of its operations for the financial year 01.01.2020 - 31.12.2020.

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, 15.06.2021

## Executive Board

**Morten Hellesøe Poulsen**  
CEO

## Board of Directors

**Mohammad Irfan Goandal**  
Chairman

**Morten Hellesøe Poulsen**

**Anders Bach Waagstein**

**Marc Thrane**

# Independent auditor's report

## To the shareholders of PLYTIX.COM ApS

### Opinion

We have audited the financial statements of PLYTIX.COM ApS for the financial year 01.01.2020 - 31.12.2020, which comprise the income statement, balance sheet, statement of changes in equity and notes, including a summary of significant 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 Entity's financial position at 31.12.2020 and of the results of its operations for the financial year 01.01.2020 - 31.12.2020 in accordance with the Danish Financial Statements Act.

### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs) and 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 this auditor's report. We are independent of the Entity in accordance with the International Ethics Standards Board of 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 Entity's ability to continue as a going concern, for disclosing, as applicable, matters related to going concern, and for using the going concern basis of accounting in preparing the financial statements unless Management either intends to liquidate the Entity 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 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 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 Entity'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 Entity'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 Entity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures in the notes, 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 commentary**

Management is responsible for the management commentary.

Our opinion on the financial statements does not cover the management commentary, 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 commentary and, in doing so, consider whether the management commentary is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

Moreover, it is our responsibility to consider whether the management commentary provides the information required under the Danish Financial Statements Act.

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

Copenhagen, 15.06.2021

**Deloitte**

Statsautoriseret Revisionspartnerselskab  
CVR No. 33963556

**Henrik Wolff Mikkelsen**

State Authorised Public Accountant  
Identification No (MNE) mne33747

# Management commentary

## Primary activities

The primary purpose of Plytix.com ApS is to deliver, develop and maintain software.

## Development in activities and finances

The results from ordinary activities amounts to a deficit of DKK 2,361k. The balance is DKK 22,380k, and equity is DKK 6,439k.

The Company is at this time not able to fully finance its own operations solely from its operational revenue, and is partly financed by Horizon 2020 and investments from Promentum Capital A/S.

In 2020, the ecommerce industry skyrocketed, growing as much in 3 months as it did in the past 10 years. This is extraordinary given that ecommerce is already the fastest growing industry in the history of mankind. The same has happened for ecommerce-enabling technologies.

One particular technology that has been thriving in 2020 is Product Information Management (PIM). However, the sudden growth in ecommerce is not the only reason why the demand for PIM has grown so rapidly in 2020. The pandemic forced everyone into remote work, and with many retail businesses needing to adapt to both ecommerce and remote work, the need for a central source of product information became painfully apparent.

At Plytix we have felt this mentality shift in the market. Not only has Plytix become a mission critical technology for our existing customers, we have also experienced first hand that demand is on the rise in the market.

But we're not the only ones who've picked up on this behavioral shift in the market. Towards the end of 2020 and during the first months of 2021, we turned down 3 concrete acquisition offers. This confirms our previous predictions that we should expect a consolidation of retail technologies at a global scale, with a focus on PIM capabilities being particularly in high demand.

In 2020, Plytix grew Annual Recurring Revenue (ARR) by 156% and grew gross profit by 347%. We've done so by building a predictable, scalable and sustainable growth engine and by running a capital efficient operation. Both of which have always been at the forefront of our strategy, however, there's also wisdom to be found in Winston Churchill's famous quote: "Never let a good crisis go to waste". I believe we find ourselves in an opportune moment for Plytix. The demand for our technology is on the rise, there's plenty of Venture Capital available, And the economic tragedies of technology firms in other industries has freed up talent otherwise unattainable for companies our size.

In 2020 we grew the organisation by 70% and that number is expected to double in 2021 as we continue to take advantage of the current momentum in the market. We also expect to grow our ARR by +150%.

Growth will remain important to us into 2021. With an established and sustainable commercial engine, we will set our sights on growing through our product. Therefore, we will continue to allocate the majority of our resources into R&D in 2021. We have great ambitions for our platform this year and we expect to evolve Plytix from a SMB focused PIM to become a leading Multi Channel Commerce platform.



### **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.

# Income statement for 2020

	Notes	2020 DKK	2019 DKK
<b>Gross profit/loss</b>		<b>2,557,323</b>	<b>571,687</b>
Staff costs	1	(756,813)	(309,839)
Depreciation, amortisation and impairment losses		(4,851,470)	(3,914,795)
<b>Operating profit/loss</b>		<b>(3,050,960)</b>	<b>(3,652,947)</b>
Other financial income		11,356	20,866
Other financial expenses		(439,817)	(14,955)
<b>Profit/loss before tax</b>		<b>(3,479,421)</b>	<b>(3,647,036)</b>
Tax on profit/loss for the year	2	1,118,445	816,860
<b>Profit/loss for the year</b>		<b>(2,360,976)</b>	<b>(2,830,176)</b>
<b>Proposed distribution of profit and loss</b>			
Retained earnings		(2,360,976)	(2,830,176)
<b>Proposed distribution of profit and loss</b>		<b>(2,360,976)</b>	<b>(2,830,176)</b>

# Balance sheet at 31.12.2020

## Assets

	Notes	2020 DKK	2019 DKK
Completed development projects	4	7,705,500	7,386,295
<b>Intangible assets</b>	3	<b>7,705,500</b>	<b>7,386,295</b>
Investments in group enterprises		23,189	22,500
<b>Financial assets</b>	5	<b>23,189</b>	<b>22,500</b>
<b>Fixed assets</b>		<b>7,728,689</b>	<b>7,408,795</b>
Trade receivables		704,540	303,933
Receivables from group enterprises		1,433,570	134,690
Other receivables		123,326	68,086
Income tax receivable		832,795	1,682,165
Prepayments		70,740	83,541
<b>Receivables</b>		<b>3,164,971</b>	<b>2,272,415</b>
<b>Cash</b>		<b>11,486,294</b>	<b>9,183,608</b>
<b>Current assets</b>		<b>14,651,265</b>	<b>11,456,023</b>
<b>Assets</b>		<b>22,379,954</b>	<b>18,864,818</b>

**Equity and liabilities**

	Notes	2020 DKK	2019 DKK
Contributed capital		141,149	141,149
Reserve for development expenditure		6,010,290	5,523,369
Retained earnings		287,833	3,135,730
<b>Equity</b>		<b>6,439,272</b>	<b>8,800,248</b>
Deferred tax		1,299,472	1,570,555
<b>Provisions</b>		<b>1,299,472</b>	<b>1,570,555</b>
Convertible and dividend-yielding debt instruments		2,000,000	0
Other payables		6,038,950	0
<b>Non-current liabilities other than provisions</b>	6	<b>8,038,950</b>	<b>0</b>
Bank loans		0	39,251
Trade payables		64,000	37,794
Payables to group enterprises		1,103,419	0
Other payables		234,336	23,912
Deferred income	7	5,200,505	8,393,058
<b>Current liabilities other than provisions</b>		<b>6,602,260</b>	<b>8,494,015</b>
<b>Liabilities other than provisions</b>		<b>14,641,210</b>	<b>8,494,015</b>
<b>Equity and liabilities</b>		<b>22,379,954</b>	<b>18,864,818</b>

# Statement of changes in equity for 2020

	Contributed capital DKK	Reserve for development expenditure DKK	Retained earnings DKK	Total DKK
Equity beginning of year	141,149	5,523,369	3,135,730	8,800,248
Transfer to reserves	0	486,921	(486,921)	0
Profit/loss for the year	0	0	(2,360,976)	(2,360,976)
<b>Equity end of year</b>	<b>141,149</b>	<b>6,010,290</b>	<b>287,833</b>	<b>6,439,272</b>

# Notes

## 1 Staff costs

	2020 DKK	2019 DKK
Wages and salaries	749,820	287,368
Other social security costs	5,396	2,272
Other staff costs	1,597	20,199
	<b>756,813</b>	<b>309,839</b>
Average number of full-time employees	<b>2</b>	<b>1</b>

## 2 Tax on profit/loss for the year

	2020 DKK	2019 DKK
Current tax	(832,795)	(1,186,102)
Change in deferred tax	(271,083)	369,242
Adjustment concerning previous years	(14,567)	0
	<b>(1,118,445)</b>	<b>(816,860)</b>

## 3 Intangible assets

	Completed development projects DKK
Cost beginning of year	14,583,558
Additions	5,170,675
<b>Cost end of year</b>	<b>19,754,233</b>
Amortisation and impairment losses beginning of year	(7,197,263)
Amortisation for the year	(4,851,470)
<b>Amortisation and impairment losses end of year</b>	<b>(12,048,733)</b>
<b>Carrying amount end of year</b>	<b>7,705,500</b>

## 4 Development projects

The company recognizes development projects as the company develops an all-in-one product information management platform. The company has increased its investments into the platform throughout the year, but has changed its accounting estimates in order to limit the balance sheet in the parent company, Plytix.com ApS, of the Plytix group.

The project has developed as expected in 2021. Reference is also made to the management commentary.

## 5 Financial assets

	<b>Investments in group enterprises DKK</b>
Cost beginning of year	22,500
Additions	689
<b>Cost end of year</b>	<b>23,189</b>
<b>Carrying amount end of year</b>	<b>23,189</b>

<b>Investments in subsidiaries</b>	<b>Registered in</b>	<b>Corporate form</b>	<b>Equity interest %</b>
Plytix S.L.	Malaga, Spain	S.L.	100
Plytix Inc.	USA	Inc.	100

## 6 Non-current liabilities other than provisions

	<b>Due after more than 12 months 2020 DKK</b>
Convertible and dividend-yielding debt instruments	2,000,000
Other payables	6,038,950
	<b>8,038,950</b>

## 7 Deferred income

Deferred income consists of accrued revenue and grants from Horizon2020 which are recognized as income in line with development costs incurred.

# 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 to these financial statements are consistent with those applied last year.

## Consolidated financial statements

Referring to section 110 of the Danish Financial Statements Act, no consolidated financial statements have been prepared.

## Income statement

### Gross profit or loss

Gross profit or loss comprises revenue, other operating income, cost of raw materials and consumables and external expenses.

### Revenue

Revenue from the sale of manufactured goods and goods for resale is recognised in the income statement when delivery is made and risk has passed to the buyer. 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.

### Other operating income

Other operating income comprises income of a secondary nature as viewed in relation to the Entity's primary activities.

### 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 writedowns of receivables recognised in current assets.

### Staff costs

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

### Depreciation, amortisation and impairment losses

Depreciation, amortisation and impairment losses relating to property, plant and equipment and intangible assets comprise depreciation, amortisation and impairment losses for the financial year, and gains and losses from the sale of intangible assets and property, plant and equipment.

### Other financial income

Other financial income comprises dividends etc received on other investments, interest income, including interest income on receivables from group enterprises, payables and transactions in foreign currencies and tax relief under the Danish Tax Prepayment Scheme etc.



**Other financial expenses**

Other financial expenses comprise interest expenses, including interest expenses from payables and transactions in foreign currencies and tax surcharge under the Danish Tax Prepayment Scheme etc.

**Tax on profit/loss for the year**

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.

**Balance sheet****Intellectual property rights etc**

Intellectual property rights etc comprise development projects completed and in progress.

Development projects on clearly defined and identifiable products and processes, for which the technical rate of utilisation, adequate resources and a potential future market or development opportunity in the enterprise can be established, and where the intention is to manufacture, market or apply the product or process in question, are recognised as intangible assets. Other development costs are recognised as costs in the income statement as incurred. When recognising development projects as intangible assets, an amount equalling the costs incurred less deferred tax is taken to equity under Reserve for development costs that is reduced as the development projects are amortised and written down.

The cost of development projects comprises costs that are directly and indirectly attributable to the development projects.

Completed development projects are amortised on a straight-line basis using their estimated useful lives which are determined based on a specific assessment of each development project. If the useful life cannot be estimated reliably, it is fixed at 10 years. For development projects protected by intellectual property rights, the maximum period of amortisation is the remaining duration of the relevant rights. The amortisation periods used are 3 years.

Intellectual property rights etc are written down to the lower of recoverable amount and carrying amount.

**Investments in group enterprises**

Investments in group enterprises are measured at cost. Investments are written down to the lower of recoverable amount and carrying amount.

**Receivables**

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

**Tax payable or receivable**

Current tax payable or receivable is recognised in the balance sheet, stated as tax computed on this year's taxable income, adjusted for prepaid tax.

**Prepayments**

Prepayments comprise incurred costs relating to subsequent financial years. Prepayments are measured at cost.

**Cash**

Cash comprises cash in hand and bank deposits.

**Deferred tax**

Deferred tax is recognised on all temporary differences between the carrying amount and the tax-based value of assets and liabilities, for which the tax-based value is calculated based on the planned use of each asset. However, no deferred tax is recognised for amortisation of goodwill disallowed for tax purposes and temporary differences arising at the date of acquisition that do not result from a business combination and that do not have any effect on profit or loss or on taxable income.

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.

**Other financial liabilities**

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

**Deferred income**

Deferred income comprises income received for recognition in subsequent financial years. Deferred income is measured at cost.