



JoinMyBox ApS

Roskildevej 16
4030 Tune
CVR no. 36 08 29 09

Annual report for 2021

Adopted at the annual general meeting on 31 May 2022

Jørgen Bødker
chairman

Table of contents

	Page
Statements	
Statement by management on the annual report	1
Independent auditor's report	2
Management's review	
Company details	5
Management's review	6
Financial statements	
Accounting policies	8
Income statement 1 January - 31 December	12
Balance sheet 31 December	13
Statement of changes in equity	15
Notes	16

Statement by management on the annual report

The Board of Directors and executive board have today discussed and approved the annual report of JoinMyBox ApS for the financial year 1 January - 31 December 2021.

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 company's financial position at 31 December 2021 and of the results of the company's operations for the financial year 1 January - 31 December 2021.

In our opinion, management's review includes a fair review of the matters dealt with in the management's review.

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

Greve, 31 May 2022

Executive board

Jørgen Bødker

Board of Directors

Jørgen Bødker

Susanne Lund

Per Henrik Askestad

Independent auditor's report

To the shareholders of JoinMyBox ApS

Opinion

We have audited the financial statements of JoinMyBox ApS for the financial year 1 January - 31 December 2021, which comprise a summary of significant accounting policies, income statement, balance sheet, statement of changes in equity and notes. The financial statements are prepared under the Danish Financial Statements Act.

In our opinion, the financial statements give a true and fair view of the company's financial position at 31 December 2021 and of the results of the company's operations for the financial year 1 January - 31 December 2021 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 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 requirements and IESBA Code. 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 the 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.

Independent auditor's report

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 company'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 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 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.

Independent auditor's report

Statement on management's review

Management is responsible for management's review.

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

Based on the work we have performed, we conclude that management's review 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 management's review.

Roskilde, 31 May 2022

Boreco
Statsautoriseret revisionspartnerselskab
CVR no. 36 07 49 81

Simon Daniel Jensen
State Authorized Public Accountant
MNE no. mne45890

Company details

The company

JoinMyBox ApS
Roskildevej 16
4030 Tune

CVR no.: 36 08 29 09

Reporting period: 1 January - 31 December 2021

Incorporated: 5 September 2014

Financial year: 7th financial year

Domicile: Roskilde

Board of Directors

Jørgen Bødker
Susanne Lund
Per Henrik Askestad

Executive board

Jørgen Bødker

Auditors

Boreco
Statsautoriseret revisionspartnerselskab
Vindingevej 10
4000 Roskilde

Management's review

Our Path

Today Eikonice is a B2B company, with a SaaS market approach - and the potential of becoming a marketplace. Our history goes back to 2015 and the launch of Mesterskud in Denmark – a company focused solely on school photography. Now, +8 millions portraits later we have launched a scalable AI-driven platform for hassle free handling of employee portraits.

Principal activities of the company

The objective of the company is to develop, produce and sell services enabling companies to organize, automate and manage the entire workflow for photographic portraits.

Portraits taken by mobile phone or by a professional photographer are automatically uploaded to eikonice cloud based platform enabling companies to easily manage their portraits across all geographical locations in compliance with GDPR. The portraits are instantly processed according to visual guidelines of the company and delivered to the company systems and to the employees use for LinkedIn.

Services from the platform are provided to organizations and companies as a SaaS solution, either as stand-alone or integrated company systems for Marketing, HR and Facility Management.

Recognition and measurement uncertainties

The recognition and measurement of items in the annual report is not associated with any uncertainty.

Unusual matters

The company's financial position at 31 December 2021 and the results of its operations for the financial year ended 31 December 2021 are not affected by any unusual matters.

Development in activities and financial matters

After a soft launch in 2020 for the Danish market, we have been focused on developing our product market fit, maintaining and grow revenue from existing customers.

A partnership with one of the largest school photographers in Denmark has driven a volume of more than 4 mill portraits of more than 80.000 persons, proving the platform's capabilities to efficiently produce large volume of high quality portraits in a scalable and robust way. In addition to the productivity gain, the photographer experienced significant higher satisfaction among his customers resulting in a churn rate close to zero and a growth in signed contracts of 35%.

The income statement for the year ended 31. December 2021 shows a loss of 33,891 DKK and the balance sheet as of 31. December 2021 shows an equity of 464.729 DKK.

In order to provide GDPR compliant platform and services to customers, a ISAE3000 certification by PwC was achieved.

Eikonice maintained all customers in 2021 and the platform has clearly proven its enormous growth potential.

Management's review

Events occurring after the end of the financial year

In March 2022 we received a grant from Innovation Fund Denmark to further develop software enabling professional photographers to shoot directly to eikonice and to improve quality of photography with additional service features.

Expected development of the company, including specific prerequisites and uncertainties

Working From Home and the accelerated transition to digital platforms, increases the need for updated and well represented portraits of people as they are the “first impression” of the organization external and internal.

Growth of revenue from the SaaS platform and added services is expected to support investments ensuring the overall growth of the company's activities in the coming years..

Accounting policies

The annual report of JoinMyBox ApS for 2021 has been prepared in accordance with the provisions of the Danish Financial Statements Act applying to enterprises of reporting class B, as well as provisions applying to reporting class C entities.

The accounting policies applied are consistent with those of last year.

Basis of recognition and measurement

Income is recognised in the income statement as earned, including value adjustments of financial assets and liabilities. All expenses, including amortisation, depreciation and impairment losses, are also recognised in the income statement.

Assets are recognised in the balance sheet when it is probable that future economic benefits will flow to the company and the value of the asset can be measured reliably.

Liabilities are recognised in the balance sheet when it is probable that future economic benefits will flow from the company and the value of the liability can be measured reliably.

On initial recognition, assets and liabilities are measured at cost. On subsequent recognition, assets and liabilities are measured as described below for each individual accounting item.

Certain financial assets and liabilities are measured at amortised cost using the effective interest method. Amortised cost is calculated as the historic cost less any installments and plus/less the accumulated amortisation of the difference between the cost and the nominal amount.

On recognition and measurement, allowance is made for predictable losses and risks which occur before the annual report is presented and which confirm or invalidate matters existing at the balance sheet date.

Government grants

Government grants comprise grants for environment-friendly generation and for funding of research and development projects. Government grants are recognised when there is reasonable assurance that they will be received.

Grants for electricity generation are recognised as revenue in step with the recognition of the related electricity revenue.

Grants for research and development costs which are recognised directly in the income statement are recognised as other operating income in step with the costs to which the grants relate being incurred.

Grants for production assets and development projects are recognised in the balance sheet as deferred income and transferred to other operating income in the income statement in step with depreciation and amortisation of the assets to which the grants relate.

Allocated CO₂ rights are recognised as rights within intangible assets.

Accounting policies

Income statement

Gross profit

In pursuance of section 32 of the Danish Financial Statements Act, the company does not disclose its revenue.

Gross profit reflects an aggregation of revenue and work in progress and other operating income less raw materials and consumables and other external expenses.

Revenue

Income is recognised in the income statement, provided that the transfer of risk, usually on delivery to the buyer, has taken place and that the income can be measured reliably and is expected to be received.

Revenue is measured at the fair value of the agreed consideration, excluding VAT and other indirect taxes. Revenue is net of all types of discounts granted.

Other operating income

Other operating income comprises items of a secondary nature relative to the company's activities, including gains on the sale of intangible assets and items of property, plant and equipment.

Other external costs

Other external costs include expenses related to distribution, sales, advertising, administration, premises, etc.

Staff costs

Staff costs include wages and salaries, including compensated absence and pensions, as well as other social security contributions, etc. made to the entity's employees.

Amortisation, depreciation and impairment losses

Amortisation, depreciation and impairment losses comprise the year's amortisation, depreciation and impairment of intangible assets and property, plant and equipment.

Financial income and expenses

Financial income and expenses are recognised in the income statement at the amounts relating to the financial year. Net financials include interest income and expenses, realised and unrealised capital/exchange gains and losses on securities and foreign currency transactions, etc.

Tax on profit/loss for the year

Tax for the year, which comprises the current tax charge for the year and changes in the deferred tax charge, is recognised in the income statement as regards the portion that relates to the profit/loss for the year and directly in equity as regards the portion that relates to entries directly in equity.

Accounting policies

Balance sheet

Intangible assets

Development projects, patents and licences

Developments projects recognised in the balance sheet are measured at cost less accumulated amortisation and impairment losses.

Following the completion of the development work, development costs are amortised on a straight-line basis over the estimated useful life. The amortisation period is usually five years.

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 is impaired, an impairment loss for that individual asset is recognised.

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, using the effective interest rate of individual receivables or portfolios of receivables as discount rate.

Prepayments

Prepayments recognised under 'Current assets' comprises expenses incurred concerning subsequent financial years.

Cash and cash equivalents

Cash and cash equivalents comprise cash and deposits at banks.

Income tax and deferred tax

Current tax liabilities and current tax receivables are recognised in the balance sheet as the estimated tax on the taxable income for the year, adjusted for tax on the taxable income for previous years and tax paid on account.

Deferred tax is measured according to the liability method in respect of temporary differences between the carrying amount of assets and liabilities and their tax base, calculated on the basis of the planned use of the asset and settlement of the liability, respectively. Deferred tax is measured at net realisable value.

Liabilities

Financial liabilities are recognised on the raising of the loan at the proceeds received net of transaction costs incurred. On subsequent recognition, the financial liabilities are measured at amortised cost, corresponding to the capitalised value, using the effective interest method. Accordingly, the difference between the net proceeds and the nominal value is recognised in the income statement over the term of the loan.

Accounting policies

Other liabilities, which include trade payables, payables to group entities and other payables, are measured at amortised cost, which is usually equivalent to nominal value.

Deferred income

Deferred income recognised under 'Current liabilities' comprises payments received concerning income in subsequent financial years.

Income statement 1 January - 31 December

	<u>Note</u>	<u>2021</u> DKK	<u>2020</u> DKK
Gross profit	2	435,262	267,004
Staff costs	4	<u>-158,049</u>	<u>-456,137</u>
Profit/loss before amortisation/depreciation and impairment losses		277,213	-189,133
Depreciation, amortisation and impairment losses of intangible assets, plant and equipment		<u>-393,917</u>	<u>-316,650</u>
Profit/loss before net financials		-116,704	-505,783
Financial income	5	315	4,316,248
Financial expenses	6	<u>-2,570</u>	<u>-239,684</u>
Profit/loss before tax		-118,959	3,570,781
Tax on profit/loss for the year	7	<u>83,178</u>	<u>0</u>
Profit/loss for the year		<u>-35,781</u>	<u>3,570,781</u>
Retained earnings		<u>-35,781</u>	<u>3,570,781</u>
		<u>-35,781</u>	<u>3,570,781</u>

Balance sheet 31 December

	<u>Note</u>	<u>2021</u> DKK	<u>2020</u> DKK
Assets			
Completed development projects		545,212	482,635
Intangible assets	8	545,212	482,635
Total non-current assets		545,212	482,635
Trade receivables		8,930	0
Other receivables		0	6,110
Corporation tax		343,589	260,411
Prepayments		0	3,609
Receivables		352,519	270,130
Cash at bank and in hand		41,102	74,431
Total current assets		393,621	344,561
Total assets		938,833	827,196

Balance sheet 31 December

	<u>Note</u>	<u>2021</u> DKK	<u>2020</u> DKK
Equity and liabilities			
Share capital		189,223	184,292
Reserve for development expenditure		425,265	376,456
Retained earnings		-149,759	-65,169
Equity		<u>464,729</u>	<u>495,579</u>
Banks		0	59
Trade payables		139,391	104,553
Other payables		312,514	219,343
Deferred income		22,199	7,662
Total current liabilities		<u>474,104</u>	<u>331,617</u>
Total liabilities		<u>474,104</u>	<u>331,617</u>
Total equity and liabilities		<u><u>938,833</u></u>	<u><u>827,196</u></u>

Statement of changes in equity

	Share capital	Reserve for development expenditure	Retained earnings	Total
Equity at 1 January 2021	184,292	376,456	-65,169	495,579
Cash capital increase	4,931	0	0	4,931
Transfers, reserves	0	48,809	-48,809	0
Net profit/loss for the year	0	0	-35,781	-35,781
Equity at 31 December 2021	189,223	425,265	-149,759	464,729

Notes

1 Uncertainty in the recognition and measurement

Corporation tax, receivable

The receivable corporation tax, recognized with TDKK 344, includes receivable tax from payment under the tax credit legislation. The company has an ongoing case with the tax authorities regarding the repayment of the receivable, which is also mentioned in note 9.

It is the management's and the Tax Appeals Board's judgement that the company is entitled to the repayment of the tax regarding the tax credit legislation, but since the case must be decided in the national tax court, the receivable is conditional on a positive outcome of the case and thus associated with a process risk.

	<u>2021</u> DKK	<u>2020</u> DKK
2 Special items		
The result of last year was positively affected by 54 T.DKK as a result of compensation in connection with Covid-19. In addition, the company's management made a debt forgiveness of 4,316 T.DKK. The income is shown under gross profit in the income statement of 2020. This is also commented in the management's review in last year's annual report.		
Debt forgiveness	0	4,316,232
Covid-19	<u>0</u>	<u>53,793</u>
	<u>0</u>	<u>4,370,025</u>
3 Other Income		
Grants from the innovation Fund	156,760	353,456
Covid19-compensation	<u>0</u>	<u>53,793</u>
	<u>156,760</u>	<u>407,249</u>

Notes

	2021 DKK	2020 DKK
4 Staff costs		
Wages and salaries	484,707	648,767
Other social security costs	2,272	3,881
Other staff costs	25,826	3,951
	512,805	656,599
Transfer to development projects	-354,756	-200,462
	158,049	456,137
Average number of employees	1	2
5 Financial income		
Other financial income	224	0
Exchange gains	91	16
Debt forgiveness	0	4,316,232
	315	4,316,248
6 Financial expenses		
Interest paid to associates	0	225,017
Other financial costs	2,570	14,667
	2,570	239,684
7 Tax on profit/loss for the year		
Current tax for the year	-83,178	0
	-83,178	0

Notes

8 Intangible assets

	<u>Completed devel- opment projects</u>
Cost at 1 January 2021	6,256,216
Additions for the year	<u>456,494</u>
Cost at 31 December 2021	<u>6,712,710</u>
Impairment losses and amortisation at 1 January 2021	5,773,581
Depreciation for the year	<u>393,917</u>
Impairment losses and amortisation at 31 December 2021	<u>6,167,498</u>
Carrying amount at 31 December 2021	<u><u>545,212</u></u>

Special assumptions regarding development projects and tax assets

The company's development projects consist of the development of a web-app and systems for online processing of portraits based on AI. The development projects are considered completed and depreciated in accordance with accounting policies, which are also the expected useful life.

9 Contingent liabilities

The company has a tax litigation case that the board of directors and their lawyers expects to win. The potential obligation for the company amounts to a payback of t.DKK 922 and a not received amount of t.DKK 344.