

# **Louis Tussaud's Wax Museum (Blackpool) A/S**

**Østergade 16  
1100 København K**

**CVR no. 36 42 93 13**

**Annual report 2015**

The annual report was presented and  
adopted at the annual general meeting of  
the Company on 31 May 2016



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Chairman

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## Statement by the Board of Directors and the Executive Board

The Board of Directors and the Executive Board have today discussed and approved the annual report of Louis Tussaud's Wax Museum (Blackpool) A/S for the financial year 1 January - 31 December 2015.

The annual report has been prepared 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 at 31 December 2015 and of the result of the Company's operations for the financial year 1 January - 31 December 2015.

Further, in our opinion, the Management's review includes a fair review of the matter discussed in the Management's review.

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

Copenhagen, 31 May 2016

**Executive Board**



Darren James Loblaw  
Managing Director

**Board of Directors**



Jim Fattison Jr



Darren Loblaw



Mick Desmarais



## **Independent auditor's report**

**To the Shareholder of Louis Tussaud's Wax Museum (Blackpool) A/S**

### **Independent auditor's report on the financial statements**

We have audited the financial statements of Louis Tussaud's Wax Museum (Blackpool) A/S for the financial year 1 January - 31 December 2015. The financial statements comprise accounting policies, income statement, balance sheet 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 that 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 as to 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 judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Company'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 Company'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 evaluating 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 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 assets, liabilities and financial position at 31 December 2015 and of the results of the Company's operations for the financial year 1 January - 31 December 2015 in accordance with the Danish Financial Statements Act.



## **Independent auditor's report**

### **Emphasis of matter**

Without qualifying our opinion, we refer to note 1 to the financial statements, in which it is stated that Jim Pattison U.S.A. Inc. has issued a letter of support stating that financial support will be provided to Louis Tussaud's Wax Museum (Blackpool) A/S at least until 31 December 2016.

### **Statement on the Management's review**

Pursuant to the Danish Financial Statements Act, we have read the Management's review. 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's review is consistent with the financial statements.

København, 31 May 2016

**KPMG**  
Statsautoriseret Revisionspartnerselskab  
CVR.no. 25 57 81 98

Henrik Kyhnau  
State Authorised Public Accountant

## Management's review

### Company details

**Company** Louis Tussaud's Wax Museum (Blackpool) A/S  
Østergade 16  
1100 København K

Denmark

CVR no.: 36 42 93 13  
Financial year: 1 January - 31 December  
Incorporated: 12 May 1971  
Registered office: Copenhagen

**Board of Directors** Jim Pattison Jr  
Darren Loblaw  
Nick Desmarais

**Executive Board** Darren James Loblaw, managing director

**Auditor** KPMG  
Statsautoriseret Revisionspartnerselskab  
Dampfærgevej 28  
2100 København Ø  
Denmark

**General meeting** The annual general meeting is held on 31 May 2016 at the Company's address.

## **Financial statements 1 January - 31 December**

### **Management's review**

#### **Principal activity**

The Company operates the museums Ripley's Believe It or Not, the World of Hans Christian Andersen, the Guinness World of Records Museum and the Mystic Exploratorie in Copenhagen.

#### **Development in the year**

The Company's income statement for 2015 shows a loss of DKK 2,154 thousand, which is considered unsatisfactory. The Company's equity amounts to DKK -1,638 thousand.

#### **Capital resources**

Jim Pattison U.S.A. Inc. has issued a letter of support stating that financial support will be provided to Louis Tussaud's Wax Museum (Blackpool) A/S at least until 31 December 2016.

Based on this, it is Management's assessment that the Company can continue as a going concern.

#### **Outlook**

In 2016, Management expects a smaller loss than what was realised in 2015.

#### **Subsequent events**

No events have occurred after the balance sheet date that materially affect the Company's financial position at 31 December 2015.

## **Financial statements 1 January - 31 December**

### **Accounting policies**

The annual report of Louis Tussaud's Wax Museum (Blackpool) A/S for 2015 has been presented in accordance with the provisions applying to reporting class B entities under the Danish Financial Statements Act.

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

### **Income statement**

#### **Revenue**

Revenue from sale of goods and services is recognised in the income statement provided that delivery and transfer of risk to the buyer have taken place before year end. Revenue is measured excluding VAT, taxes and discounts in relation to the sale.

#### **Other operating costs**

Other operating costs comprise items secondary to the activities of the entities, including losses on the disposal of intangible assets and property, plant and equipment.

#### **Other external costs**

Other external costs comprise distribution, sales, advertisement, administration, premises, etc.

#### **Staff costs**

Staff costs comprise salaries and wages, etc.

#### **Amortisation, depreciation and impairment losses**

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

#### **Financial income and expenses**

Financial income and expenses relating to the financial year are recognised in the income statement. Financial items comprise interest income and expenses, realised and unrealised gains and losses on securities, payables and transactions denominated in foreign currencies, as well as surcharges and refunds under the on-account tax scheme, etc.



## **Financial statements 1 January - 31 December**

### **Accounting policies**

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

Tax for the year comprises current tax and changes in deferred tax for the year. The tax expense relating to the profit/loss for the year is recognised in the income statement, and the tax expense relating to amounts directly recognised in equity is recognised directly in equity.

### **Balance sheet**

#### **Property, plant and equipment**

Fixtures and fittings, tools and equipment are measured at cost less accumulated depreciation and impairment losses.

Cost comprises the purchase price and any costs directly attributable to the acquisition until the date when the asset is available for use. The cost of self-constructed assets comprises direct and indirect costs of materials, components, sub-suppliers, and wages and salaries.

Where individual components of an item of property, plant and equipment have different useful lives, they are accounted for as separate items, which are depreciated separately.

The depreciable amount, which is calculated as cost less any residual value, is depreciated on a straight-line basis over the expected useful life. The expected useful lives are as follows:

Fixtures and fittings, tools and equipment	7 years
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Gains and losses on the disposal of property, plant and equipment are determined as the difference between selling price less selling costs and the carrying amount at the date of disposal. Gains or losses are recognised in the income statement as other operating income and -expenses, respectively.

#### **Receivables**

Receivables are measured at amortised cost.

#### **Prepayments**

Prepayments comprise costs incurred concerning subsequent financial years.

## **Financial statements 1 January - 31 December**

### **Accounting policies**

#### **Equity**

##### *Dividends*

Proposed dividends are recognised as a liability at the date when they are approved at the annual general meeting (declaration date). The expected dividend payment for the year is disclosed as a separate item under equity.

#### **Corporation tax and deferred tax**

Current tax payable and receivable are recognised in the balance sheet as tax computed on the taxable income for the year, adjusted for tax on the taxable income of prior years and for tax paid on account.

Deferred tax is measured using the balance sheet liability method on all temporary differences between the carrying amount and the tax base of assets and liabilities. Where alternative tax rules can be applied to determine the tax value, deferred tax is measured based on the planned use of the asset or settlement of the liability, respectively.

Deferred tax assets, including the tax value of tax loss carryforward, 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 and jurisdiction.

Deferred tax is measured according to the tax rules and at the tax rates applicable in the respective countries at the balance sheet date when the deferred tax is expected to crystallise as current tax. The change in deferred tax as a result of changes in tax rates is recognised in the income statement.

#### **Liabilities other than provisions**

Liabilities are measured at net realisable value.

#### **Deferred income**

Deferred income comprises payments received concerning income in subsequent years.

#### **Foreign currency translation**

On initial recognition, transactions denominated in foreign currencies are translated at the exchange rates 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.

## **Financial statements 1 January - 31 December**

### **Accounting policies**

Receivables, payables and other monetary items denominated in foreign currencies are translated at the exchange rates 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 latest financial statements is recognised in the income statement as financial income or financial expenses.

## Financial statements 1 January - 31 December

### Income statement

	Note	2015	2014
		tkr./DKK'000	tkr./DKK'000
<b>Revenue</b>		<b>10,681</b>	<b>10,845</b>
Cost of sales		-269	-253
Other external costs		-8,858	-9,025
<b>Gross profit</b>		<b>1,554</b>	<b>1,567</b>
Staff costs	2	-3,715	-4,053
Depreciation, amortisation and impairment of property, plant and equipment		-16	-1,482
<b>Loss before financial income and expenses</b>		<b>-2,177</b>	<b>-3,968</b>
Other financial income		23	0
Other financial expenses		0	-200
<b>Loss before tax</b>		<b>-2,154</b>	<b>-4,168</b>
Tax on loss for the year	3	0	-6
<b>Loss for the year</b>		<b>-2,154</b>	<b>-4,174</b>
<b>Proposed distribution of loss</b>			
Retained earnings		-2,154	-4,174
		<b>-2,154</b>	<b>-4,174</b>

## Financial statements 1 January - 31 December

### Balance sheet

	<u>Note</u>	<u>2015</u>	<u>2014</u>
		tkr./DKK'000	tkr./DKK'000
<b>Assets</b>			
Fixtures and fittings, tools and equipment		270	291
<b>Property, plant and equipment</b>		<b>270</b>	<b>291</b>
<b>Total non-current assets</b>		<b>270</b>	<b>291</b>
Other receivables		2,514	2,322
Prepayments		140	127
<b>Receivables</b>		<b>2,654</b>	<b>2,449</b>
<b>Cash at bank and in hand</b>		<b>1,922</b>	<b>2,585</b>
<b>Total current assets</b>		<b>4,576</b>	<b>5,034</b>
<b>Total assets</b>		<b>4,846</b>	<b>5,325</b>

## Financial statements 1 January - 31 December

### Balance sheet

	Note	2015 <small>tkr./DKK'000</small>	2014 <small>tkr./DKK'000</small>
<b>Equity and liabilities</b>			
Share capital		751	751
Retained earnings		<u>-2,389</u>	<u>-235</u>
<b>Total equity</b>	4	<u><b>-1,638</b></u>	<u><b>516</b></u>
Payables to group enterprises		6,179	4,099
Other payables		<u>305</u>	<u>710</u>
<b>Current liabilities other than provisions</b>		<u><b>6,484</b></u>	<u><b>4,809</b></u>
<b>Total liabilities other than provisions</b>		<u><b>6,484</b></u>	<u><b>4,809</b></u>
<b>Total equity and liabilities</b>		<u><u><b>4,846</b></u></u>	<u><u><b>5,325</b></u></u>
Capital resources	1		
Contractual obligations and contingencies, etc.	5		
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## Financial statements 1 January - 31 December

### Notes

#### 1 Capital resources

Louis Tussaud's Wax Museum (Blackpool) A/S recorded a loss of DKK 2,154 thousand for the financial year ended 31 December 2015. As a result, the Company have a negative equity of DKK 1,638 thousand. Jim Pattison U.S.A. Inc. has issued a letter of support stating that financial support will be provided to Louis Tussaud's Wax Museum (Blackpool) A/S at least until 31 December 2016.

	2015	2014
	tkr./DKK'000	tkr./DKK'000
<b>2 Staff costs</b>		
Wages and salaries	3,597	3,932
Pensions	58	52
Other social security costs	60	69
	<u>3,715</u>	<u>4,053</u>
Average number of employees	<u>11</u>	<u>11</u>
<b>3 Tax on loss for the year</b>		
Other changes concerning previous years	<u>0</u>	<u>6</u>
	<u>0</u>	<u>6</u>

## Financial statements 1 January - 31 December

### Notes

#### 4 Equity

	Share capital	Retained earnings	Total
	tkr./DKK'000	tkr./DKK'000	tkr./DKK'000
Equity at 1 January 2015	751	-235	516
Net loss for the year	0	-2,154	-2,154
<b>Equity at 31 December 2015</b>	<b>751</b>	<b>-2,389</b>	<b>-1,638</b>

The share capital consists of:

1 A-shares á DKK 340,000	340,000
1 A-shares á DKK 5,000	5,000
10 A-shares á DKK 500	5,000
801 B-shares á DKK 500	400,500
	<b>750,500</b>

Changes in share capital during the past five years are specified as follows:

	2015	2014	2013	2012	2011
	tkr./DKK'000	tkr./DKK'000	tkr./DKK'000	tkr./DKK'000	tkr./DKK'000
Share capital at 1 January 2015	751	751	751	750	750
Additions for the year	0	0	0	1	0
<b>Share capital at 31 December 2015</b>	<b>751</b>	<b>751</b>	<b>751</b>	<b>751</b>	<b>750</b>

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

##### Contingent liabilities

The Company has signed rental agreements with a period of non-terminability until 31 January 2016. The rental obligation amounts to DKK 4,720 thousand.



## Financial statements 1 January - 31 December

### Notes

#### 6 Mortgages and collateral

Bank deposits amounting to DKK 1,629 thousand at 31 December 2015 have been provided as collateral for rental obligations, which are included in other receivables.

#### 7 Related parties and ownership

Louis Tussaud's Wax Museum (Blackpool) A/S' related parties comprise the following:

##### Controlling interest

Jim Pattison U.S.A. Inc., 19 San Marco Avenue, St. Augustine 32084 Florida, USA, which holds the majority of the share capital in the Company.

##### Other related parties

Other related parties include the members of the Board of Directors and the Executive Board.

During the year, no significant transactions with members of the Board of Directors and the Executive Board have taken place, in which members have had a financial interest. The transactions made comply with their service contracts.

##### Ownership

The following shareholders are recorded in the Company's register of shareholders as holding at least 5% of the votes or at least 5% of the share capital:

Jim Pattison U.S.A. Inc.  
19 San Marco Avenue  
St. Augustine  
32084 Florida, USA.

The consolidated financial statements of the Jim Pattison Group are available at the Company's address:

Jim Pattison Group  
Suite 1800 1067 West Cordova Street  
Vancouver, BC V6C 1C7.  
U.S.A.