ANNUAL REPORT

2021

hypefactors h

CONTENTS

Management's Statement and Auditor's Report

Company Information

Q&A sessions

Financial Statements

MANAGEMENT'S STATEMENT

The Executive Board and Board of Directors have today considered and adopted the Annual Report of Hypefactors A/S 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 financial position at 31 December 2021 of the Company and of the results of the Company operations for 2021.

In our opinion, Management's Review includes a true and fair account of the matters addressed in the Review.

We recommend that the Annual Report be adopted at the Annual General Meeting.

Copenhagen, 6 April 2022

Executive Board

Casper Janns
CEO

Board of Directors

Pierre-André Montjovet   Casper Janns
Chairman

Kasper Holten Hülsen   Martin Michael Hansen

INDEPENDENT AUDITOR'S REPORT

To the Shareholders of Hypefactors A/S

Report on the Financial Statements

OPINION

In our opinion, the Financial Statements give a true and fair view of the financial position of the Company 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.

We have audited the Financial Statements of Hypefactors A/S for the financial year 1 January - 31 December 2021, which comprise income statement, balance sheet, statement of changes in equity and notes, including a summary of significant accounting policies ("the Financial Statements").

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

OTHER MATTER

The Company has described capital resources and going concern in note 1. We refer to the description in note 1.

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 the 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 Financials Statements Act. Based on the work we have performed, in our view, Management's Review is in accordance with the Financial Statements and has been prepared in accordance with the requirements of the Danish Finanscial Statements Act. We did not identify any material misstatement in Management's Review.

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 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.

REPORTING OBLIGATIONS UNDER SECTION 7(2) OF THE DANISH EXECUTIVE ORDER ON APPROVED AUDITORS' REPORTS

NON-COMPLIANCE WITH DANISH VAT LEGISLATION

Contrary to the Danish VAT Act, the Company has filed VAT returns late with the Danish tax authorities, by which Management may incur liability.

Hellerup, 6 April 2022
PricewaterhouseCoopers
Statsautoriseret Revisionspartnerselskab
CVR No 33 77 12 31

Flemming Eghoff
State Authorised Public Accountant
mne30221

Morten Jørgensen
State Authorised Public Accountant
mne32806

COMPANY INFORMATION

The Company

Hypefactors A/S
Kronprinsessegade 8 B, 4. sal
DK-1306 København K

CVR No: 36 68 26 04
Financial period: 1 January - 31 December
Incorporated: 12 March 2015
Municipality of reg. office: København

Telephone: + 45 31152424
E-mail: info@hypefactors.com
Website: www.Hypefactors.com

Board of Directors

Pierre-André Montjovet, Chairman
Casper Janns
Martin Michael Hansen
Kasper Holten Hülsen

Executive Board

Casper Janns

Auditors

PricewaterhouseCoopers
Statsautoriseret Revisionspartnerselskab
Strandvejen 44
DK-2900 Hellerup

6,787,000

Revenue in DKK
01-01-2021 til 31-12-2021

7,751,000

ARR in DKK
31-12-2022

Management's Review

KEY ACTIVITIES

Hypefactors is a software company that delivers a media intelligence tech platform (SaaS), primarily used by management, marketing and communications specialists. The platform is used to ensure better media intelligence reputation management and trust tracking. Through integrated solutions, the platform empowers clients to make more informed decisions and bridge the gap between communications, marketing and management when it comes to managing the increasingly important aspects of reputation and trust management.

Clients are provided with a complete overview of how their company, brands, competitors and industry are mentioned by third-party across editorial and social media. Hypefactors utilizes its artificial intelligence (AI) to turn big amounts of unstructured data into smart data and unique insights for its clients. Hypefactors combine data, analytics, technology and tools to provide a unified and easy-to-use experience, incl. advanced analytics. The Hypefactors' platform includes national and global media monitoring, analytics, media reporting, media database, digital newsrooms and news distribution. The artificial intelligence (AI) and machine learning driven solution helps organizations improve the performance, save time and reduce costs.

The company is listed on Nasdaq First North Growth Market in Denmark.

DEVELOPMENT IN THE YEAR

2021 was the best year for Hypefactors so far. Revenue for the period amounted to DKK 6,787m, compared to DKK 4,234m in 2020,

corresponding to an increase of 60.3%. Earnings before interest, tax, depreciation and amortization (EBTIDA) amounted to a negative of DKK 2,073m compared to 2020 which showed a negative EBTIDA of DKK 3,858m. An improvement of 46.3%. Hypefactors reached an annual recurring revenue (ARR) of DKK 7,751m per December 31, 2021, (2020: 4,910m) which is an increase over the last twelve months of 58%. The result is considered satisfactory. There was an influx of enterprise clients from several countries. More than 19,000 companies and other organizations use one or more parts of Hypefactors' platform; the majority of them using a 'freemium' solution. For 2021, the main commercial focus was on direct sales to enterprise clients utilizing the full media intelligence platform. The year was, like 2020, commercially affected by the Covid19. Many dialogues with potential customers were postponed due to the situation. The UK and Portugal were especially affected negatively by lockdowns.

Hypefactors is innovative media intelligence tech developed with artificial intelligence and machine learning for the purpose of making the effect of communication measurable, as well as optimizing workflows through automated and easy-to-use solutions.A continuously increasing amount of media data is made easily accessible to users. A combination of unique in-house crawler technology and partnership agreements makes it possible to monitor everything from print, online and broadcast media to review sites and social media platforms like Facebook, Instagram, Twitter, YouTube, Pinterest and TikTok.

In 2021, the platform was expanded, improved, and refined, leaving the unique tech assets even stronger than ever before.

TECHNOLOGY ASSETS

The full Hypefactors SaaS solution, including platforms and enriched intelligence /reputation data, consists of these main parts:

> Finding relevant media data: The most extensive crawling of worldwide media data. Property of Hypefactors. Helps users to always be on top of the relevant news stories.

> Enriching media data: Readership, sentiment/ reputation, media type, market and more. Unique AIs are property of Hypefactors. Turns 'big data' into 'smart data' and provides the users with real-time insights into relevant reputation and earned media performance metrics.

> User insights: Easy-to-access and ready-to-use data. Desktop platform, mobile app, email alerts. Making everyday life easier for the users.

> Workflow optimization: Automated media reports, newsrooms, news distribution and more. 100% integrated. Saves the users time and helps professionalize communications processes.

When it comes to data, the crawler capacity for Hypefactors' in-house developed news media crawler was expanded by 200%, making millions of new sources available for the users. Regarding automation and flexibilities of the platform, several innovations and improvements were included - e.g. automatic notifications on media updates can now be set on a very refined schedule, and reach-outs to journalists can be scheduled to any desirable moment.

For artificial intelligence (AI), more innovations were implemented: A completely new print media data processing engine equipped with a hybrid computer vision AI that synergizes machine-learned AIs with symbolic reasoning AIs (e.g. automated theorem provers also used by Intel and AMD during chip development). The new engine is heavily multi-lingual and automatically adapts to unseen print sources using its symbolic reasoning AI. Both benefits expedite future commercial roll-outs to other markets.

Hypefactors' advertisement detection AI cleaning earned news media data got updated, adjusting for recent new advertising trends, as well as increasing its ability to reason multilingually.

Hypefactors also launched its next generation 'Reputation AI' based on algorithmic advances in machine learning. We also drastically increased the amount of data curated by our team of in-house recruited linguists with diverse language and cultural backgrounds by incorporating the latest scientific advances in natural language processing to deliver unprecedented accuracy, precision and automation to commercial end-users. AI-assisted reputation tracking is a core feature of Hypefactors as it allows for large scale tracking from social media, news websites, tv, radio and reviews across the world.

These real-time reputation insights can reveal early-stage opportunities and/or be used defensively as an on-going protective measure to pre-empt shitstorms. This 'fourth generation AI' is a significant leap from the previous generation. It is 2x larger in size, 2x architecturally more sophisticated, and built using 2x more data. While the 'third generation AI' was primarily developed to cater to PR/Communications use-cases, this 'fourth generation AI' can serve in additional business areas such as Finance, Risk Management and Competitive Intelligence.

Furthermore, Hypefactors launched a 'Presence AI'. The 'Presence AI' sets a leaping new standard for measuring media impact as it automatically determines whether specific news coverage is exclusively focused on a specific brand/company/topic vs. being focused on more brands/companies/topics. These are important insights for clients when evaluating their media impact and relevance.

The 'Presence AI' brought several advantages:

> It handles over 100 languages in common use. This is particularly valuable for internationally operating brands and companies.

> It is fully integrated with Hypefactors' media monitoring capabilities. Popular brands and companies with millions of media occurrences per month can narrow down to the exclusive impacting news stories that truly matter.

> It is fully integrated with Hypefactors' media impact and reputation measurement.

For companies - large or small - measurement is more precise than ever. Indeed, Google has been pioneering the challenging natural language processing task for the last decade. Their algorithm is well-known and patented. Yet their method is resource-intensive to construct and only handles a single language at a time. Hypefactors' approach, on the other hand, differs drastically and alleviates both disadvantages, and therefore lifts both the industrial and scientific bar in one go. Its proprietary approach contributed to Hypefactors' unique tech asset and IP base.

API SOLUTION BRAND LAUNCHED FOR ENTERPRISE SOLUTIONS

To further commercialize the data and AI assets, Hypefactors launched a dedicated brand for API solutions that makes it possible to fuel Hypefactors' data into other IT solutions. The brand 'Atlastic.ai' widens the use of media intelligence tech to business segments beyond PR/communications. Atlastic.ai opens up the Hypefactors global media data set and data enrichment AIs for integration into other existing IT infrastructure and platforms typically found at large enterprises. The Atlastic.ai technology can help these enterprises get the full picture of important situations and make better-informed decisions. The company delivers machine-readable data feeds of relevant, structured and enriched media content for a wide range of applications and

segments, including market and competitor research, ESG topics, reputation and crisis management, supply chain issues and financial analysis. Atlastic.ai leverages the multi-year development of data and AI technology assets spurred by the Hypefactors solution. It expands the company's addressable market by delivering client benefits like:

> A comprehensive, real-time global media database with millions of news stories made available in near real-time.

> Data enrichments using state-of-the-art AI that can handle 100 languages in common use, such as the 4th generation Reputation-AI, Presence-AI and Character-AI.

> Reputation and trust measurement metrics that correlate with other business's KPIs.

By actively commercializing the Atlastic.ai and Hypefactors solutions simultaneously, the core technology is made available for more use cases and could provide additional revenue streams. More information can be found at www.atlastic.ai

BUSINESS MODEL

The commercial relations with clients are based on a subscription model. Clients subscribe to the Hypefactors platform and pay a subscription fee priced depending on selected parameters like number of users and data usage. The subscription model generates recurring revenue for as long as the subscription is continued. The commitment period can vary, but the most used subscription periods are one or two years. The industry standard is that the subscription license is invoiced upfront at the beginning of each license period. This provides a high degree of financial transparency and stability as the revenue is foreseeable. An important financial metric for Hypefactors, like other SaaS companies, is annual recurring revenue (ARR) which expresses the annualized monetary value of active licenses.

OUTLOOK

The demand for comprehensive media intelligence tech solutions is expected to continue to grow. Current turbulence and uncertainties surrounding Covid-19 and Ukraine-related changes in macro and microeconomic matters make it difficult to release outlook scenarios with a high degree of certainty. The long-term market potential is expected not to be affected.
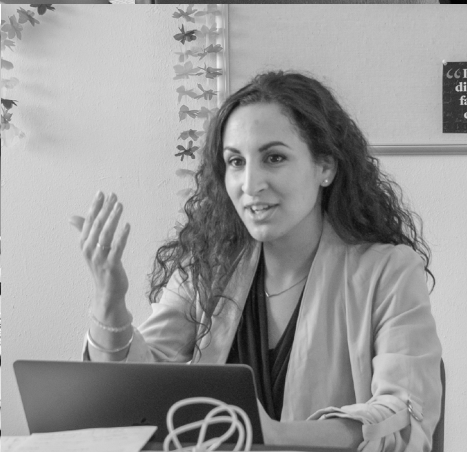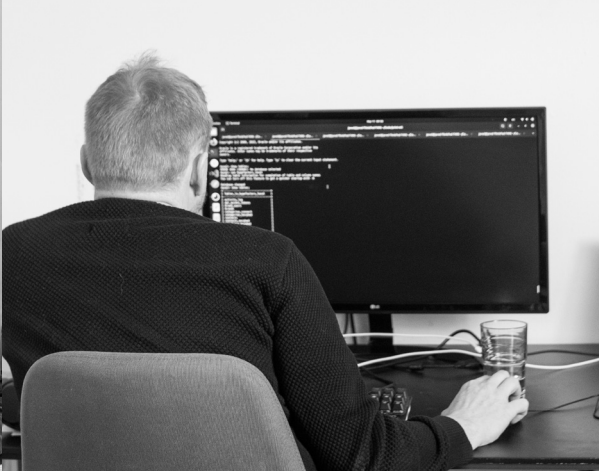The company is experiencing substantial interest from the market to obtain a media intelligence solution that is better or cheaper (or both) compared to traditional press clipping solutions. The ambition for the current financial year is to continue to accelerate the business, and to deliver a positive cashflow (understood as invoiced revenue exceeding operating costs).

CAPITAL RESOURCES

In 2021 the Company has realized a solid growth and the ambition for the financial year 2022 is to continue to accelerate the business and to deliver a positive cash-flow. After the balance sheet date, and to support the growth of the business and strengthen the equity and capital resources, a group of investors committed to a private placement (capital increase) in combination with a conditional commitment from Vaekstfonden (Danish state's investment fund) to issue a loan. This will strengthen the liquidity by MDKK 10,0, bringing MDKK 6,0 from the investors and MDKK 4,0 from Vaekstfonden. Management expects to be able to meet the budgeted growth and conditions and that sufficient liquidity is ensured to finance the activities in 2022. Consequently, Management presents the financial statements on the assumption of the Company's ability to continue as a going concern.

SUBSEQUENT EVENTS

See the section above regarding capital resources. No other events materially affecting the assessment of the Annual Report have occurred after the balance sheet date.

Atlastic.ai offers a unique combination of global data monitored from millions of sources and automation and enrichments by powerful AIs. Technology and data can easily be integrated directly into a client's existing IT infrastructure or platforms, incl. the Microsoft application ecosystem and most business intelligence systems. The Atlastic.ai technology stack combines six advanced AI systems to derive deep insights. These insights are extracted from millions of media sources and enriched for easy and quick understanding. Deep learning is used for structure and context, making it possible for users tocorrelate data with other relevant events. With Atlastic.ai, organizations can blend smart reputation and trust intelligence data with other relevant data and workflow optimizations. The data is enriched with metadata information like source, author, geography, media type, publication date, topic significance and more.

Q&A SESSIONS

- ON WHAT HYPEFACTORS IS ALL ABOUT

Q&A WITH THE CEO

By Anne-Mette Riisgaard

IN MARCH OF 2022, I SAT DOWN WITH HY-PEFACTORS FOUNDER AND CEO, CASPER JANNS, TO GAIN A DEEPER UNDERSTANDING OF THE HYPEFACTORS PLATFORM.

We discussed the importance of media intelligence- and monitoring, reputation management and trust, as well as to uncover some of the ways in which organizations can benefit from using the Hypefactors platform.

HOW DID IT ALL START? WHY DOES HYPEFACTORS EXIST?

"My personal background is in consulting within strategic marketing and advertising — an area in which a lot of attention and effort go into measuring and documenting the effect of implemented initiatives. I am a big fan of this business-driven approach. By way of digital solutions, marketing departments have managed to prove the link between strong marketing performance and strong business performance.

Before I started Hypefactors, I was CEO at an agency that originally only focused on marketing. But as time passed, we began to consult within the fields of communications and PR as well. Marketing teams are very brand-and-sales focused in nature as they are responsible for »paid media«, i.e. advertising, TV commercials, Google Adwords etc. Communications teams, on the other hand, are responsible for the reputation of the company and the so-called »earned media«, i.e. the editorial mentions that you cannot just pay to get across but have to earn from grabbing the attention of third-parties like, for example, journalists. When looking into many large companies' approaches to communications, two main points became clear to me:

1. Trust and reputation are crucial concepts for any business' success. Nevertheless, this is not managed as effectively as other important contributions to success. This is mainly due to the lack of ability to document and measure results to obtain reliable insights. Unfortunately, this can lead to situations in which the value of the work done by professional reputation/comms teams are underappreciated.

2. Media complexity and workload are increasing dramatically. This is not fitting very well with a lot of manual processes such as old-school press clipping services, Powerpoint media reports, Excel and reactive phone calls with the international teams to find out what is going on. I was sure there was a better way.

WHAT WAS THE IDEA BEHIND HYPEFACTORS?

"My idea was simple. I wanted Hypefactors to be the »digital wingman« of reputation professionals by 1) having more crunched and ready-to-digest relevant facts on media reputation and media insights, and 2) making it all a lot easier.

I believe that »earned media« should be treated as seriously as »paid media«. While simple media monitoring like finding relevant mentions for a client is, of course, important - it is far from sufficient enough. We need to use modern technology to deliver deeper insights into media reputation and media intelligence in general. And we need to automate more processes in order to support PR departments and comms teams a lot better. At the same time, professionals working with communications, corporate reputation and insights should be supported a lot better. We need to make their daily work life easier by automating processes and workflow."

WHAT IS HYPEFACTORS? WHAT CAN IT BE USED FOR?

"Hypefactors is enterprise software-as-a-service. It is a total media intelligence tech solution that can be utilized by companies and other organizations for better and easier media intelligence and reputation management. On a basic level, Hypefactors provides clients with near real-time information on any relevant media mention from across the globe and across media types. On a more sophisticated level, clients gain access to enriched and aggregated insights on the media performance. Additionally, the platform is equipped with tools like comprehensive analytics, KPI's media reports done with one-click, news distribution and news/press rooms — all in the same platform! Last, but definitely not least, we also try our best to make the platform and mobile app very user-friendly and easy to work with - using it should be a pleasure to use, not a pain!

In these ways, we want to empower clients to make more informed decisions about media intelligence and media reputation."

JUST TO BE SURE, WHAT DOES »MEDIA MONITORING« AND »REPUTATION MANAGEMENT« ACTUALLY MEAN AND WHY IS IT SO IMPORTANT?

"The term »media monitoring« refers to the act of looking for and collecting third-party created information presented in the media, whether online, print, broadcast, social media or from reviews, which has the potential to impact your company in some way or form.

The term "reputation management« refers to the act of managing the ways in which your company is perceived on a more general level. As our contemporary media landscape continues to grow and evolve, media monitoring and reputation management simultaneously become increasingly integral parts in the success of any business. For example, a company's product might be absolutely brilliant — but if people do not have a general sense of trust in the company that sells said product, the quality of it really does not matter that much at all. We actually see a lot of painful examples of this right now at this fragile moment in history."

66

My idea was simple. I wanted Hypefactors to be the »digital wingman« of reputation professionals by 1) having more crunched and ready-to-digest relevant facts on media reputation and media insights, and 2) making it all a lot easier.

WHO USES THE HYPEFACTORS PLATFORM?

"Anyone working professionally with earned media, media- and market insights and reputation- and trust management. Most often, though, our clients are people within communications/PR, marketing and top management."

HOW CAN AIS HELP SOLVE CHALLENGES WITHIN THE FIELDS OF COMMUNICATIONS AND REPUTATION MANAGEMENT?

"Everyone talks about artificial intelligence or AI - but more often than not, it just sounds like a bunch of bullshit. And I, too, will admit that when we talk about our AIs, it might also sound like hot air. But diving a bit deeper into it makes a lot of sense — or that is at least what we think, haha! In order to explain it, I usually like to say that all our AIs can be replaced by competent human behavior. The problem is, however, to gain access to sufficient qualified human resources and to make them evaluate everything consistently. This is where AIs come in.
AIs are immensely helpful for PR and communications departments when it comes to dealing with the sheer magnitude of data processing required. Put simply, AIs are not limited by human capabilities. For example, while a very well-educated person might speak 4-5 languages proficiently, an AI can decipher 70+ languages. Moreover, unlike human beings, AIs perform systematically over time. Where a person's judgment may vary due to internal or external influences, an AI will provide the same assessment of the same information every time."

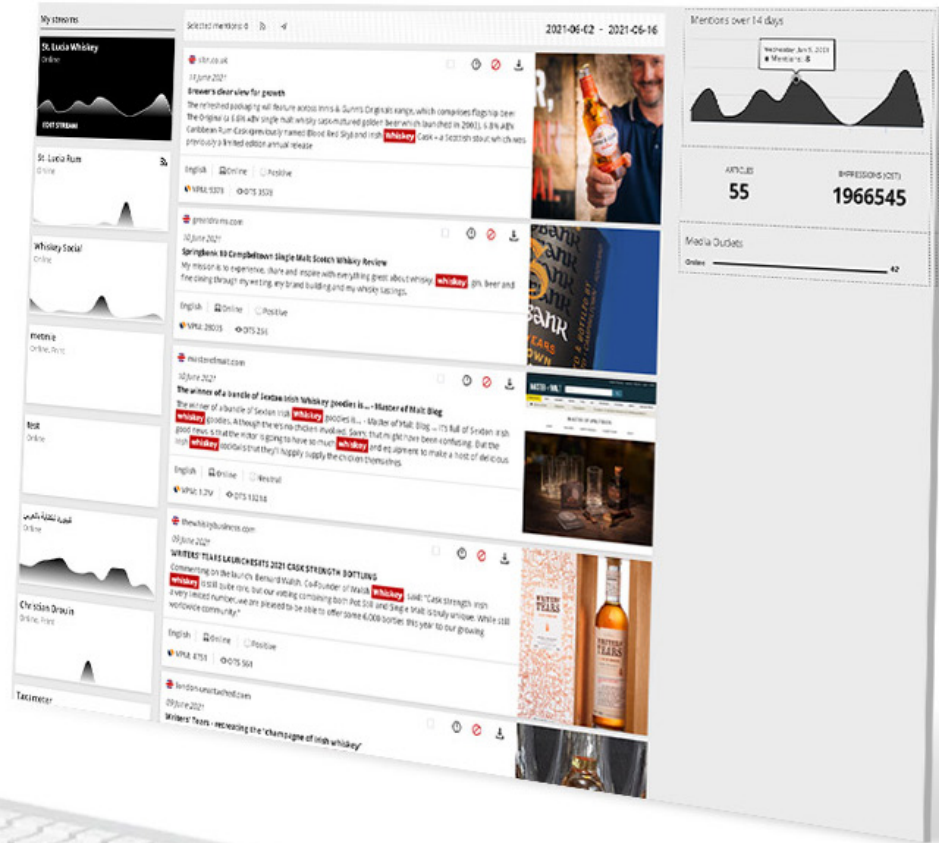### TELL ME A LITTLE BIT ABOUT THE AIS THAT COMPRISE THE HYPEFACTORS PLATFORM:

"The Hypefactors platform is powered by six AIs that work together. We refer to them as »Source-AI«, »Understand-AI«, »Perception-AI«, »Origin-AI«, »Context-AI« and »Character-AI«. Our »Source-AI« ensures that users get the best and most comprehensive external view of their media monitoring. Our »Understand-AI« transforms the raw unprocessed data from the »Source-AI« into a structured and machine-readable format.

Our »Perception-AI« utilizes deep-learning based natural language processing to identify prominence and reputation through classification of user mentions in texts as displaying either negative, neutral or positive sentiments. Our »Origin-AI« provides the user with the ability to explore audience demographics, i.e. it determines the specific language in which the mention is written, where in the world the article in which the mention appears was published, as well as who read said article. This empowers users to determine how "strong" a particular mention is. Our »Context-AI« digests the data coming from »Understand-AI« by extracting main keywords and categorizing them into various predefined categories. Lastly, our »Character-AI« enriches the extracted data provided by our Understand-AI by identifying and characterizing each mention to a specific media type (i.e. the format in which the mention appears) and media category (i.e. "science and technology", "art and culture" or "politics")."

WHAT DIFFERENTIATES HYPEFACTORS FROM COMPETITORS?

"One of the things that differentiates Hypefactors from competitors is better insights for better decision-making combined with ease-of-use to support communications and reputation specialists. Our core technology, including our AIs, is Hypefactors property, which puts us in a strong position to add even more functionalities for the

TELL ME A LITTLE BIT ABOUT HOW MAJOR TRENDS ARE AFFECTING YOUR WORK:

"One thing is for sure; it has never been more exciting to work with media reputation and it is not going to slow down! Let me point out three trends that are currently influencing our work:

The problem of people's distrust in the news. Right now, we are seeing a rise in real »fake news« and propaganda in which people attempt to affect the flow of information in their favor by blatantly ignoring or manipulating objective facts. Subsequently, becoming better at identifying and deciphering »fake news« and propaganda through a conceptual understanding of the inner workings of such texts. But, as I mentioned previously, the sheer amount of information available makes it impossible to cipher through it all without using AI technology.

Breaking down cultural barriers between people. I firmly believe that awareness and understanding of different peoples and cultures will become even more significant in the future in terms of combating cultural differences that are bound to occur in a global world. As the world becomes more and more global, media intelligence needs to be global as well.

Corporate trust and reputation are moving up on the top-management agenda. Subsequently, top-management will demand deep insights and clear facts. This is serious business and should be treated accordingly."

Q&A WITH THE CTO

By Anne-Mette Riisgaard

I SAT DOWN WITH HYPEFACTORS CTO, VIET YEN NGUYEN, TO DISCUSS THE TECHNICAL BENEFITS AND CHALLENGES OF THE HYPEFACTORS PLATFORM.

On a cold spring afternoon in March of 2022, I sat down with Viet Yen Nguyen, CTO of Hypefactors, to obtain a deeper understanding of what an AI is, how it functions, as well as the ways in which the Hypefactors platform helps clients navigate through the vast jungle that is our contemporary media landscape.

This is what Viet had to say:

TELL ME A LITTLE BIT ABOUT YOURSELF:

"My name is Viet and I am the CTO of Hypefactors. I have been educated as both a scientist and as an engineer, specializing in combining computing, probabilistic and temporal logic. The first decade of my career was in the space and automotive industry - I also obtained my PhD in these fields. Even though I was schooled by the theoretical branch of academia, my desire for making theories work in practice has always made me keep a firm leg on their applications. Over the years I moved deeper into the application domain. When I came across what kind of journey Casper (founder and CEO) had started with Hypefactors, I was attracted to join to help innovate and develop the technology to become second-to-none. That is why I moved with my family from Germany to Copenhagen."

WHY SHOULD PEOPLE PAY ATTENTION TO HYPEFACTORS? WHAT ARE THE COMPANY'S STRENGTHS COMPARED TO YOUR COMPETITORS?

"We are the real deal when it comes to AI applied to media intelligence. We have made it our business to deploy task-specific AIs, each one able to perform one aspect of what a human intelligence would be able to. Our strength lies in the marriage of scientific inquiry and engineering methods. A marriage that brings us continuously at the forefront with our clients where theory leads to new applications, and new applications inspire new theories.

WHAT'S THE DEAL WITH AIS?

"Historically speaking, an AI has been defined as a building system whose interactions are indistinguishable from an actual human being. The thing is, though, that such a single AI does not exist. And there are no findings reported yet - not in academia nor in industry - that directly links today's tech and theories to such a future entity. Today's best tech is creating AIs each optimized for a very specific task."

66

We are the real deal when it comes to AI applied to media intelligence. We have made it our business to deploy task-specific AIs, each one able to perform one aspect of what a human intelligence would be able to.

WHY ARE AIS SO IMPORTANT FOR MEDIA INTELLIGENCE?

"Our contemporary media landscape and, by extension, the very impact that it has, is evolving and growing faster than ever before. This holds both for trusting and truthful narratives, as well as harmful and fake narratives. In order to keep up with the constant flow of information, we need to be able to decipher data from all over the world. The magnitude of data processing involved can only be effectively performed by AI."

HOW DOES AN AI ACTUALLY WORK?

"The design of state of the art AIs are inspired by the human brain. Contemporary AIs are artificial neural networks made to resemble the neurons and their connections in a human brain. Imagine, if you will, the brain of a child. The neurons of a baby's brain do not exhibit any refined cognitive skill. Over time, the child must be taught to know the difference between right and wrong; it must be taught specific inputs for specific desirable outputs and undesirable outcomes and vice versa. We do the same with artificial neural networks, albeit at an accelerated pace. Essentially, artificial neural networks are based on linear algebra. Inputs are transformed into a stream of numbers that themselves are represented as streams of bits (0 or 1, ed.) Utilizing linear algebraic techniques, the artificial neural network transforms inputs into an output, which by itself is a stream of numbers. These numbers are then mapped to interpretation and displayed to the user. This, for example, allows you to see if a mention is positive or negative.

WHAT ARE THE MOST IMPORTANT AIS? WHAT DO THEY DO?

"In my view, there are two - AIs for big data collection and AIs for measuring media impact. While 'big data collection' is pretty self-explanatory, 'measuring media impact' is a bit more complex because it includes factors like trust, reputation, reach, prominence."

> "
>
> *In order to keep up with the constant flow of information, we need to be able to decipher data from all over the world. The magnitude of data processing involved can only be effectively performed by AI.*

CAN'T YOU JUST USE GOOGLE INSTEAD OF THE HYPEFACTORS PLATFORM?

"No. Not if you want to yield the best results. Google only reveals snippets of information that do not give you an overview of the media landscape. You do not know the relevance of Google's search results either. In contrast to Google, the Hypefactors platform can predict when a new article is published on a particular blog, and then crawl it immediately when it becomes available. We also show how impactful the harvested information is in terms of reputation, reach and relevance."

> ❝
>
> *While a well-educated person might speak 4-5 languages proficiently, an AI can decipher 70+ languages.*

WHAT ARE THE SPECIFIC AIS THAT COMPRISE THE HYPEFACTORS PLATFORM? HOW WOULD YOU DESCRIBE THEM?

While the devil is in the details, we typically group the AIs by their application. This brings about six categories of AIs that work together. We refer to them as »Source-AI«, »Understand-AI«, »Perception-AI«, »Origin-AI«, »Context-AI« and »Character-AI«.

WHAT ARE SOME OF THE BENEFITS OF HAVING AN AI?

"There are a lot of benefits! First of all, an AI performs superiorly to a normal work force because it is not limited by human capabilities. For example, while a well-educated person might speak 4-5 languages proficiently, an AI can decipher 70+ languages. In other words, an AI can be used to reveal insights from media sources that otherwise would have been unavailable due to geographical or language barriers. Second of all, and this is very important, AIs are designed to perform systematically over time. This does not hold true for people. A person's judgment may vary due to e.g. fatigue or external influences, whereas an AI will provide the same assessment of the same information every time. In this way, an AI can provide helpful and unbiased information that you can use in your favor as a baseline - for example in a quarter-to-quarter comparison or if you need to compare two different brands against each other."

1

Firstly, our »Source-AI« comprises algorithms that discover and maximize data intake. They vary from section detection algorithms and optimizers of the crawling schedule. They ensure that you get the best and most comprehensive external view of your media monitoring.

2

Secondly, our »Understand-AI« transform the raw unprocessed data from the »Source-AI« into a structured and machine readable format. It includes algorithms that identify and interpret the publication date, the headline and article text, but also OCR and transcribing spoken dialogue from TV and radio broadcasts.

3

Thirdly, »Perception-AI« analyzes the media content on how readers would perceive it. It uses deep-learning based natural language processing to identify the prominence and reputation.

4

Fourthly, our »Origin-AI« analyzes where the media content is from. It includes language and country identification analysis, and also identifies the newspaper, blog or influencer and whether they are a specialist outlet or catering to a broad audience.

5

Fiftly, our »Context-AI« digests the data coming from »Understand-AI« and digests it into summaries, extracts main keywords and determines the most fitting categories. Furthermore, in Q2 2022 we will launch NER, which will identify products, companies, locations and persons from the text.

6

Sixthly, and lastly, our »Character-AI« dives into the media type and its format. The algorithms here identify length, duration (if applicable) and its presentation: like whether the contents is self-promoting or written in the style by an independent journalist. Or whether it's a caption or a byline. There is more here that we have on the roadmap to crack, like identifying irony, satire and generated content.

Source-AI

Understand-AI

Origin-AI

Character-AI

Perception-AI

Context-AI

I NOTICED YOU USED THE WORD "SPECIAL" TO DESCRIBE YOUR MEDIA CRAWLER. WHAT IS IT ABOUT THE HYPEFACTORS MEDIA CRAWLER THAT MAKES IT SO SPECIAL?

"There are two elements to it. The first is scale. We are one of the few companies in the world that can crawl millions of websites while also maintaining data freshness. This requires in-depth large-scale systems engineering for which we have all engineering know-how in house. The second element is that it is of relatively modern design, meaning that the crawler is designed to utilize AI to crawl faster and more precisely. For example - we have an AI that crawls text as well as navigation links for websites, making it possible to crawl deeper and more effectively. Moreover, we have a publication-date AI which can determine the publication date of any article regardless of language."

HOW MUCH DATA DO YOU PROCESS?

"We do over 2 billion crawler movements each month, which yields into 200 million mentions found each month."

WHAT DO YOU THINK THE FUTURE OF MEDIA INTELLIGENCE AND REPUTATION MANAGEMENT LOOKS LIKE?

"The media represents the collective thoughts that people find desirable of receiving attention. Our periphery is getting wider - we are, in a sense, opening the world. Up until recently, languages and distances were natural barriers that hindered us. But technology is now breaking those barriers, and we find ourselves riding that wave, bridging the gap between languages and cultures. And we are only at the very beginning. I expect that we are only going to unlock more insights as technology continues to improve.

AND, FINALLY, WHAT DO YOU THINK WILL REMAIN UNCHANGED IN THE NEXT 10 YEARS?

"Our client's needs and the reasons behind them today will carry through the next decade and the decades after.

Clients need to track their product launches, track their baseline reputation and compare that to their competitors, identify problematic suppliers and find alternatives to them, and overall gauge how key strategic decisions are received. We also know users want to have an easy to use platform and they want to have these insights fast.

And we are only talking about today's needs and wants. The range of clients' needs to cater to will only grow and last. This is because advances in data and AI technology will enable solutions for needs that people are today unaware of, or ignore because of today's technological infeasibility."

THE FACTS

INCOME STATEMENT

1 JANUARY - 31 DECEMBER

	Note	2021 DKK	2020 DKK
Revenue		**6,787,000**	**4,234,030**
Work on own account recognised in assets		6,472,128	3,732,325
Expenses for raw materials and consumables		-3,103,240	-2,417,113
Other external expenses		-2,793,679	-2,420,898
Gross profit/loss		**7,362,210**	**3,128,344**
Staff expenses	3	-9,435,459	-6,986,366
Earnings before depreciation		**-2,073,250**	**-3,858,022**
Depreciation, amortisation and impairment of intangible assets and property, plant and equipment		-5,497,383	-3,850,254
Profit/loss before financial income and expenses		**-7,570,633**	**-7,708,276**
Financial income		2,999	3,372
Financial expenses	4	-1,614,188	-2,346,427
Profit/loss before tax		**-9,181,822**	**-10,051,331**
Tax on profit/loss for the year	5	1,550,475	776,423
Net profit/loss for the year		**-7,631,347**	**-9,274,908**

DISTRIBUTION OF PROFIT/LOSS

PROPOSED DISTRIBUTION OF THE RESULT

	2021 DKK	2020 DKK
Retained earnings	-7,631,347	-9,274,908
	-7,631,347	**-9,274,908**

BALANCE SHEET

31 DECEMBER

ASSETS

	Note	2021 DKK	2020 DKK
Development projects in progress		12,803,597	11,852,513
Intangible assets	6	**12,803,597**	**11,852,513**
Other fixtures and fittings, tools and equipment		0	93,248
Property, plant and equipment		**0**	**93,248**
Deposits		233,940	233,940
Fixed asset investments		**233,940**	**233,940**
Fixed assets		**13,037,537**	**12,179,701**
Trade receivables		1,635,591	896,440
Other receivables		0	67,862
Corporation tax receivable		1,419,891	847,056
Prepayments		40,656	37,149
Receivables		**3,096,138**	**1,848,507**
Cash at bank and in hand		**427,769**	**189,756**
Currents assets		**3,523,907**	**2,038,263**
Assets		**16,561,444**	**14,217,964**

Liabilities and equity

	Note	2021 DKK	2020 DKK
Share capital	7	970,665	866,884
Reserve for development costs		12,116,905	11,165,821
Retained earnings		-15,482,172	-14,295,960
Equity		**-2,394,602**	**-2,263,255**
Other payables		4,000,000	296,748
Long-term debt	9	**4,000,000**	**296,748**
Credit institutions		663,000	4,000,000
Trade payables		3,286,086	3,458,880
Payables to group enterprises		392,811	918,005
Other payables	9	4,567,073	4,297,829
Deferred income		6,047,076	3,509,757
Short-term debt		**14,956,046**	**16,184,471**
Debt		**18,956,046**	**16,481,219**
Liabilities and equity		**16,561,444**	**14,217,964**

Going concern and capital resources	1
Subsequent events	2
Provision for deferred tax	8
Contingent assets, liabilities and other financial obligations	10
Accounting Policies	11

STATEMENT OF CHANGES IN EQUITY

	Share capital	Premium on capital injection	Reserve for development costs	Retained earnings	Total
Equity at 1 January	866,884	0	11,165,821	-14,295,960	-2,263,255
Capital injection	103,781	7,396,219			7,500,000
Premium on capital injection to retained earnings	0	-7,396,219		7,396,219	0
Development costs for the year			6,448,467	-6,448,467	
Depreciation, amortisation and impairment for the year	0	0	-5,497,383	5,497,383	0
Net profit/loss for the year	0	0	0	-7,631,347	-7,631,347
Equity at 31 December	**970,665**	**0**	**12,116,905**	**-15,482,172**	**-2,394,602**

NOTES TO THE FINANCIAL STATEMENTSSTATEMENTS

1 Going concern and capital resources

In 2021 the Company has realized a significant growth and the ambition for the financial year 2022 is to continue to accelerate the business and to deliver a positive cash-flow. At 31 December 2021, the Company's short-term debt exceeds current assets by MDKK 12. After the balance sheet date, a lender has converted MDKK 0,53 of debt into equity. Further, to support the growth of the business and strengthen the equity and capital resources, a group of investors committed to a private placement (capital increase) in combination with a conditional commitment from Vaekstfonden (Danish state's investment fund) to issue an 'Growth Loan'. This will strengthen the liquidity by MDKK 10,0, bringing MDKK 6,0 from the investors and MDKK 4,0 from Vaekstfonden in 2 tranches. Management expects to be able to meet the budgeted growth and conditions set out by Vaekstfonden, and that sufficient liquidity is ensured to finance the activities in 2022. Consequently, Management presents the financial statements on the assumption of the Company's ability to continue as a going concern.

2 Subsequent events

See note 1 regarding going concern and capital resources. No other events materially affecting the assessment of the Annual Report have occurred after the balance sheet date.

3 Staff expenses

	2021 DKK	2020 DKK
Wages and salaries	9,183,713	6,734,553
Pensions	76,725	74,100
Other social security expenses	175,021	177,713
	9,435,459	**6,986,366**
Average number of employees	**13**	**12**

4 Financial expenses

	2021 DKK	2020 DKK
Interest paid to group enterprises	0	221,609
Other financial expenses	1,614,188	2,124,818
	1,614,188	**2,346,427**

5 Tax on profit/loss for the year

	2021 DKK	2020 DKK
Current tax for the year	-1,419,891	-847,056
Adjustment of tax concerning previous years	-130,584	70,633
	-1,550,475	**-776,423**

6 Intangible assets

	Development projects DKK
Cost at 1 January	21,038,479
Additions for the year	6,448,467
Cost at 31 December	27,486,946
Impairment losses and amortisation at 1 January	9,185,966
Amortisation for the year	5,497,383
Impairment losses and amortisation at 31 December	14,683,349
Carrying amount at 31 December	**12,803,597**

During the financial year, the company continued the development of the artificial intelligence (AI) based software platform (SaaS solution) for organizations looking to automate and improve the tracking of media insights and reputations for their brands, competitors, industry and/or other relevant topics. The platform is used by management as well as marketing and communications specialists. Hypefactors delivers a comprehensive and integrated solution that includes global media monitoring, analytics, reporting, media database, digital newsrooms and news distribution.

The company's tech product is highly scalable. The solution works across geographic markets, as the target group's basic needs are identical - regardless of geography. The platform helps users automate a range of processes that have otherwise been handled manually and provides users with relevant insights and advantages for their workflow, whether large global companies, small and medium-sized enterprises, NGOs or communications agencies.

The total addressable market within the marketing software segment is large and growing rapidly. Hypefactors' solution is cloud-based, internationally scalable, disruptive and with a clearly defined target group.

7 Share capital

The share capital consists of 9,706,650 shares of a nominal value of DKK 0.10. No shares carry any special rights.

The share capital has developed as follows:

	2021 DKK	2020 DKK	2019 DKK	2018 DKK	2017 DKK	2016 DKK
Share capital at 1 January	866,884	866,884	866,884	571,430	50,000	50,000
Capital increase	103,781	0	0	295,454	521,430	0
Share capital at 31 December	**970,665**	**866,884**	**866,884**	**866,884**	**571,430**	**50,000**

8 Provision for deferred tax

	2021 DKK	2020 DKK
Intangible assets	2,133,000	1,107,000
Tax loss carry-forward	-6,408,000	-4,835,000
Transferred to deferred tax asset	4,275,000	3,728,000
	0	**0**

Deferred tax has been provided at 22% corresponding to the current tax rate.

DEFERRED TAX ASSET

	2021 DKK	2020 DKK
Calculated tax asset	4,275,000	3,728,000
Write-down to assessed value	-4,275,000	-3,728,000
Carrying amount	**0**	**0**

9 Long-term debt

Payments due within 1 year are recognised in short-term debt. Other debt is recognised in long-term debt. The debt falls due for payment as specified below:

OTHER PAYABLES

	2021 DKK	2020 DKK
Between 1 and 5 years	4,000,000	296,748
Long-term part	4,000,000	296,748
Other short-term payables	4,567,073	4,297,829
	8,567,073	**4,594,577**

10 Contingent assets, liabilities and other financial obligations

	2021 DKK	2020 DKK
Floating charge	4,000,000	0
Rental and lease obligations	233,800	217,645

The group companies are jointly and severally liable for tax on the jointly taxed incomes etc of the Group. The total amount of corporation tax payable is disclosed in the Annual Report of Building ApS, which is the management company of the joint taxation purposes. Moreover, the group companies are jointly and severally liable for Danish withholding taxes by way of dividend tax, tax on royalty payments and tax on unearned income. Any subsequent adjustments of corporation taxes and withholding taxes may increase the Company's liability.

11 Accounting Policies

The Annual Report of Hypefactors A/S 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 selected rules applying to reporting class C.

The accounting policies applied remain unchanged from last year.

The Financial Statements for 2021 are presented in DKK

RECOGNITION AND MEASUREMENT

Revenues are recognised in the income statement as earned. Furthermore, value adjustments of financial assets and liabilities measured at fair value or amortised cost are recognised. Moreover, all expenses incurred to achieve the earnings for the year are recognised in the income statement, including depreciation, amortisation, impairment losses and provisions as well as reversals due to changed accounting estimates of amounts that have previously been recognised in the income statement.

Assets are recognised in the balance sheet when it is probable that future economic benefits attributable to the asset 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 out of the Company, and the value of the liability can be measured reliably.

Assets and liabilities are initially measured at cost. Subsequently, assets and liabilities are measured as described for each item below.

Recognition and measurement take into account predictable losses and risks occurring before the presentation of the Annual Report which confirm or invalidate affairs and conditions existing at the balance sheet date

TRANSLATION POLICIES

Transactions in foreign currencies are translated at the exchange rates at the dates of transaction. Exchange differences arising due to differences between the transaction date rates and the rates at the dates of payment are recognised in financial income and expenses in the income statement.

Receivables, payables and other monetary items in foreign currencies that have not been settled at the balance sheet date are translated at the exchange rates at the balance sheet date. Any differences between the exchange rates at the balance sheet date and the rates at the time when the receivable or the debt arose are recognised in financial income and expenses in the income statement.

Fixed assets acquired in foreign currencies are measured at the transaction date rates

Liabilities and equity

REVENUE

Revenue is accrued on a straight-line basis over the period in which the customer has access to the service.

Revenue is measured at the consideration received and is recognised exclusive of VAT and net of discounts relating to sales.

EXPENSES FOR RAW MATERIALS AND CONSUMABLES

Expenses for raw materials and consumables comprise the raw materials and consumables consumed to achieve revenue for the year.

OTHER EXTERNAL EXPENSES

Other external expenses comprise indirect production costs and expenses for premises, sales and distribution as well as office expenses, etc.

STAFF EXPENSES

Staff expenses comprise wages and salaries as well as payroll expenses other than production wages.

AMORTISATION, DEPRECIATION AND IMPAIRMENT LOSSES

Amortisation, depreciation and impairment losses comprise 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.

TAX ON PROFIT/LOSS FOR THE YEAR

Tax for the year consists of current tax for the year and changes in deferred tax for the year. The tax attributable to the profit for the year is recognised in the income statement, whereas the tax attributable to equity transactions is recognised directly in equity.

The Company is jointly taxed with Building ApS. The tax effect of the joint taxation is allocated to enterprises in proportion to their taxable incomes.

Balance Sheet

INTANGIBLE ASSETS

Costs of development projects comprise salaries, amortisation and other expenses directly or indirectly attributable to the Company's development activities.

Development projects that are clearly defined and identifiable and in respect of which technical feasibility, sufficient resources and a potential future market or development opportunity in the enterprise can be demonstrated, and where it is the intention to manufacture, market or use the project, are recognised as intangible assets. This applies if sufficient certainty exists that the value in use of future earnings can cover cost of sales, distribution and administrative expenses involved as well as the development costs.

Development projects that do not meet the criteria for recognition in the balance sheet are recognised as expenses in the income statement as incurred.

Capitalised development costs are measured at cost less accumulated amortisation and impairment losses or at a lower recoverable amount. An amount corresponding to the recognised development costs is allocated to the equity item "Reserve for development costs". The reserve comprises only development costs recognised in financial years beginning on or after 1 January 2016. The reserve is reduced by amortisation of and impairment losses on the development projects on a continuing basis.

As of the date of completion, capitalised development costs are amortised on a straight-line basis over the period of the expected economic benefit from the development work. The amortisation period is 5 years.

Costs for internal accrual rights are recognized in the income statement under costs.

PROPERTY, PLANT AND EQUIPMENT

Property, plant and equipment are measured at cost less accumulated depreciation and less any accumulated impairment losses.

Cost comprises the cost of acquisition and expenses directly related to the acquisition up until the time when the asset is ready for use.

Depreciation based on cost reduced by any residual value is calculated on a straight-line basis over the expected useful lives of the assets, which are:

Other fixtures and fittings, tools and equipment 5 years

The fixed assets' residual values are determined at nil.

Depreciation period and residual value are reassessed annually

IMPAIRMENT OF FIXED ASSETS

The carrying amounts of intangible assets and property, plant and equipment are reviewed on an annual basis to determine whether there is any indication of impairment other than that expressed by amortisation and depreciation.

If so, an impairment test is carried out to determine whether the recoverable amount is lower than the carrying amount. If so, the asset is written down to its lower recoverable amount.

The recoverable amount of the asset is calculated as the higher of net selling price and value in use. Where a recoverable amount cannot be determined for the individual asset, the assets are assessed in the smallest group of assets for which a reliable recoverable amount can be determined based on a total assessment.

FIXED ASSET INVESTMENTS

Fixed asset investments consist of deposit.

RECEIVABLES

Receivables are measured in the balance sheet at the lower of amortised cost and net realisable value, which corresponds to nominal value less provisions for bad debts

PREPAYMENTS

Prepayments comprise prepaid expenses concerning rent, insurance premiums, subscriptions and interest.

DEFERRED TAX ASSETS AND LIABILITIES

Deferred income tax is measured using the balance sheet liability method in respect of temporary differences arising between the tax bases of assets and liabilities and their carrying amounts for financial reporting purposes on the basis of the intended use of the asset and settlement of the liability, respectively. Deferred tax assets, including the tax base of tax loss carry-forwards, are measured at the value at which the asset is expected to be realised, either by elimination in tax on future earnings or by set-off against deferred tax liabilities within the same legal tax entity.

Deferred tax is measured on the basis of the tax rules and tax rates that will be effective under the legislation at the balance sheet date when the deferred tax is expected to crystallise as current tax. Any changes in deferred tax due to changes to tax rates are recognised in the income statement or in equity if the deferred tax relates to items recognised in equity.

CURRENT TAX RECEIVABLES AND LIABILITIES

Current tax liabilities and receivables are recognised in the balance sheet as the expected taxable income for the year adjusted for tax on taxable incomes for prior years and tax paid on account. Extra payments and repayment under the on-account taxation scheme are recognised in the income statement in financial income and expenses.

FINANCIAL DEBTS

Debts are measured at amortised cost, substantially corresponding to nominal value.

DEFERRED INCOME

Deferred income comprises payments received in respect of income in subsequent years.