



## Daisy 2015 Management ApS

Hammerensgade 1, st. tv.  
1267 Copenhagen K  
CVR No. 36924691

## Annual report 01.07.2020 - 30.06.2021

The Annual General Meeting adopted the  
annual report on 24.11.2021

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**Michael Ro Mejer**

Chairman of the General Meeting

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# Entity details

## Entity

Daisy 2015 Management ApS

Hammerensgade 1, st. tv.

1267 Copenhagen K

Business Registration No.: 36924691

Registered office: Copenhagen

Financial year: 01.07.2020 - 30.06.2021

## Board of Directors

Henrik Thorup Theilbjørnn, Chairman

Louise Bechmann

Henrik Ellebæk Steensgaard

## Executive Board

Louise Bechmann

Henrik Ellebæk Steensgaard, Chief executive officer

## Auditors

Deloitte Statsautoriseret Revisionspartnerselskab

Weidekampsgade 6

2300 Copenhagen S

# Statement by Management

The Board of Directors and the Executive Board have today considered and approved the annual report of Daisy 2015 Management ApS for the financial year 01.07.2020 - 30.06.2021.

The annual report is presented in accordance with the Danish Financial Statements Act.

In our opinion, the financial statements give a true and fair view of the Entity's financial position at 30.06.2021 and of the results of its operations for the financial year 01.07.2020 - 30.06.2021.

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

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

Copenhagen, 24.11.2021

## Executive Board

**Louise Bechmann**

**Henrik Ellebæk Steensgaard**  
Chief executive officer

## Board of Directors

**Henrik Thorup Theilbjørnn**  
Chairman

**Louise Bechmann**

**Henrik Ellebæk Steensgaard**

# Independent auditor's report

## To the shareholders of Daisy 2015 Management ApS

### Opinion

We have audited the financial statements of Daisy 2015 Management ApS for the financial year 01.07.2020 - 30.06.2021, which comprise the income statement, balance sheet, statement of changes in equity and notes, including a summary of significant accounting policies. The financial statements are prepared in accordance with the Danish Financial Statements Act.

In our opinion, the financial statements give a true and fair view of the Entity's financial position at 30.06.2021 and of the results of its operations for the financial year 01.07.2020 - 30.06.2021 in accordance with the Danish Financial Statements Act.

### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs) and additional requirements applicable in Denmark. Our responsibilities under those standards and requirements are further described in the "Auditor's responsibilities for the audit of the financial statements" section of this auditor's report. We are independent of the Entity in accordance with the International Ethics Standards Board of Accountants' Code of Ethics for Professional Accountants (IESBA Code) and the additional requirements applicable in Denmark, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Management's responsibilities for the financial statements

Management is responsible for the preparation of financial statements that give a true and fair view in accordance with the Danish Financial Statements Act, and for such internal control as Management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, Management is responsible for assessing the Entity's ability to continue as a going concern, for disclosing, as applicable, matters related to going concern, and for using the going concern basis of accounting in preparing the financial statements unless Management either intends to liquidate the Entity or to cease operations, or has no realistic alternative but to do so.

### Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs and the additional requirements applicable in Denmark will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit conducted in accordance with ISAs and the additional requirements applicable in Denmark, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Entity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by Management.
- Conclude on the appropriateness of Management's use of the going concern basis of accounting in preparing the financial statements, and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Entity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures in the notes, and whether the financial statements represent the underlying transactions and events in a manner that gives a true and fair view.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

### Statement on the management commentary

Management is responsible for the management commentary.

Our opinion on the financial statements does not cover the management commentary, and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the management commentary and, in doing so, consider whether the management commentary is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

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

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

Copenhagen, 24.11.2021

#### **Deloitte**

Statsautoriseret Revisionspartnerselskab  
CVR No. 33963556

#### **Bill Haudal Pedersen**

State Authorised Public Accountant  
Identification No (MNE) mne30131

#### **Hans Tauby**

State Authorised Public Accountant  
Identification No (MNE) mne44339

# Management commentary

## Financial highlights

	2020/21	2019/20	2018/19	2017/18	2016/17
	DKK'000	DKK'000	DKK'000	DKK'000	DKK'000
<b>Key figures</b>					
Revenue	7,365	9,398	11,054	15,427	14,574
Gross profit/loss	3,298	5,298	9,291	13,336	12,958
Operating profit/loss	(2,318)	(2,610)	274	2,435	504
Net financials	(60,270)	(56,936)	(52,376)	(47,298)	(49,631)
Profit/loss for the year	(219,587)	(186,650)	(407,620)	(1,102)	(44,293)
Total assets	103,084	282,601	421,148	812,362	805,777
Equity	(717,383)	(497,796)	(311,146)	96,474	134,795
<b>Ratios</b>					
Gross margin (%)	44.78	56.37	84.05	86.45	88.91
EBIT margin (%)	(31.47)	(27.77)	2.48	15.78	3.46
Net margin (%)	(2,981.49)	(1,986.06)	(3,687.53)	(7.14)	(303.92)
Equity ratio (%)	(695.92)	(176.15)	(73.88)	11.88	16.73

A consolidated annual report was prepared last year.

Financial highlights are defined and calculated in accordance with the current version of "Recommendations & Ratios" issued by the CFA Society Denmark.

### Gross margin (%):

$\frac{\text{Gross profit/loss}}{\text{Revenue}} * 100$

Revenue

### EBIT margin (%):

$\frac{\text{Operating profit/loss}}{\text{Revenue}} * 100$

Revenue

### Net margin (%):

$\frac{\text{Profit/loss for the year}}{\text{Revenue}} * 100$

Revenue

### Equity ratio (%):

$\frac{\text{Equity}}{\text{Total assets}} * 100$

Total assets



### Primary activities

The primary activities of the Parent are to operate as a management company to the Masai Group and to own shares in group companies.

### Development in activities and finances

The equity of the company is negative at year-end. The company is dependent on the financing by the group companies. The group companies have submitted a letter of support including a subordination agreement until 30.11.2022 concerning their receivables in the Company. On this basis, Management believes that the financial statements can be presented on the assumption that the Company is a going concern.

### Profit/loss for the year in relation to expected developments

The Company's performance and financial progress have not quite met the expectations expressed by Management.

The result is a loss of DKK 219,587 thousand mainly due to negative results in group enterprises and intercompany write downs and financial expenses on group enterprises.

### Uncertainty relating to recognition and measurement

The valuation of goodwill and intangible assets at group level and the fixed asset investments are subject to the future growth expectations for revenue and fluctuations on the capital markets.

### Outlook

The directors aim at maintaining management policies. They expect the profit after tax will be significantly improved next year but it is not expected that the results in group enterprises can offset the financial expenses from group enterprises and therefore the result will also be negative in the coming year.

### Use of financial instruments

The objectives of ongoing risk management aim to limit undue counterparty exposure, ensure sufficient working capital and monitor the management of risk at a business unit level.

### Knowledge resources

An essential part of the Group's business basics is the design and conceptual development placing heavy demands on knowledge resources concerning employees engaged in this part of the Group.

To maintain this knowledge, the Group must be able to recruit and keep employees with the relevant professional background. The Group aims at all times to secure the optimum mix of employees and the necessary adaptability. On several other essential business processes such as logistics and IT, the Group is seeking to secure the necessary adaptability by combining outsourcing and a mix of employees with high professional expert knowledge.

### Environmental performance

Since the Group is a business without any kind of production, Management is of the opinion that the Group is not subject to any essential environmental conditions requiring a separate mention.

### Research and development activities

The Group has no actual research activities but has (similar to recent years) spent considerable resources on developing and designing products and concepts to maintain its market position.

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

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

# Income statement for 2020/21

	Notes	2020/21 DKK'000	2019/20 DKK '000
Revenue		7,365	9,398
Other external expenses		(4,067)	(4,100)
<b>Gross profit/loss</b>		<b>3,298</b>	<b>5,298</b>
Staff costs	2	(5,616)	(7,908)
<b>Operating profit/loss</b>		<b>(2,318)</b>	<b>(2,610)</b>
Income from investments in group enterprises		(156,853)	(127,059)
Other financial income	3	870	1,652
Other financial expenses	4	(61,140)	(58,588)
<b>Profit/loss before tax</b>		<b>(219,441)</b>	<b>(186,605)</b>
Tax on profit/loss for the year	5	(146)	(45)
<b>Profit/loss for the year</b>	6	<b>(219,587)</b>	<b>(186,650)</b>

# Balance sheet at 30.06.2021

## Assets

	Notes	2020/21 DKK'000	2019/20 DKK'000
Investments in group enterprises		93,949	250,802
<b>Financial assets</b>	7	<b>93,949</b>	<b>250,802</b>
<b>Fixed assets</b>		<b>93,949</b>	<b>250,802</b>
Receivables from group enterprises		6,193	12,961
Tax receivable		0	3,314
Joint taxation contribution receivable		135	14,256
<b>Receivables</b>		<b>6,328</b>	<b>30,531</b>
<b>Cash</b>		<b>2,807</b>	<b>1,268</b>
<b>Current assets</b>		<b>9,135</b>	<b>31,799</b>
<b>Assets</b>		<b>103,084</b>	<b>282,601</b>

**Equity and liabilities**

	<b>Notes</b>	<b>2020/21 DKK'000</b>	<b>2019/20 DKK'000</b>
Contributed capital		1,000	1,000
Retained earnings		(718,383)	(498,796)
<b>Equity</b>		<b>(717,383)</b>	<b>(497,796)</b>
Other payables		87	714
<b>Non-current liabilities other than provisions</b>	<b>8</b>	<b>87</b>	<b>714</b>
Payables to group enterprises		818,929	777,683
Other payables		1,451	2,000
<b>Current liabilities other than provisions</b>		<b>820,380</b>	<b>779,683</b>
<b>Liabilities other than provisions</b>		<b>820,467</b>	<b>780,397</b>
<b>Equity and liabilities</b>		<b>103,084</b>	<b>282,601</b>
Going concern	1		
Contingent liabilities	9		
Related parties with controlling interest	10		
Transactions with related parties	11		

# Statement of changes in equity for 2020/21

	<b>Contributed capital DKK'000</b>	<b>Retained earnings DKK'000</b>	<b>Total DKK'000</b>
Equity beginning of year	1,000	(498,796)	(497,796)
Profit/loss for the year	0	(219,587)	(219,587)
<b>Equity end of year</b>	<b>1,000</b>	<b>(718,383)</b>	<b>(717,383)</b>

# Notes

## 1 Going concern

The Company is dependent on group companies financing. Group companies have submitted a letter of support including a subordination agreement until 30.11.2022 for their receivables in the Company. On the basis hereof, the Company's management believes that the annual report can be presented as-suming going concern.

## 2 Staff costs

	<b>2020/21</b>	<b>2019/20</b>
	<b>DKK'000</b>	<b>DKK'000</b>
Wages and salaries	5,158	7,322
Pension costs	421	554
Other social security costs	37	32
	<b>5,616</b>	<b>7,908</b>
Average number of full-time employees	3	5

	<b>Remuneration of Management 2020/21 DKK'000</b>	<b>Pension liabilities 2020/21 DKK'000</b>	<b>Remuneration of Management 2019/20 DKK'000</b>	<b>Pension liabilities 2019/20 DKK'000</b>
Executive Board	5,535	174	3,414	169
	<b>5,535</b>	<b>174</b>	<b>3,414</b>	<b>169</b>

## 3 Other financial income

	<b>2020/21</b>	<b>2019/20</b>
	<b>DKK'000</b>	<b>DKK'000</b>
Financial income from group enterprises	859	701
Other financial income	11	951
	<b>870</b>	<b>1,652</b>

## 4 Other financial expenses

	<b>2020/21</b>	<b>2019/20</b>
	<b>DKK'000</b>	<b>DKK'000</b>
Financial expenses from group enterprises	61,041	55,444
Other financial expenses	99	3,144
	<b>61,140</b>	<b>58,588</b>

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

	<b>2020/21</b>	<b>2019/20</b>
	<b>DKK'000</b>	<b>DKK'000</b>
Current tax	0	(135)
Adjustment concerning previous years	146	180
	<b>146</b>	<b>45</b>

**6 Proposed distribution of profit and loss**

	<b>2020/21</b>	<b>2019/20</b>
	<b>DKK'000</b>	<b>DKK'000</b>
Retained earnings	(219,587)	(186,650)
	<b>(219,587)</b>	<b>(186,650)</b>

**7 Financial assets**

	<b>Investments in group enterprises DKK'000</b>
Cost beginning of year	739,876
<b>Cost end of year</b>	<b>739,876</b>
Impairment losses beginning of year	(489,074)
Impairment losses for the year	(156,853)
<b>Impairment losses end of year</b>	<b>(645,927)</b>
<b>Carrying amount end of year</b>	<b>93,949</b>

<b>Investments in subsidiaries</b>	<b>Registered in</b>	<b>Corporate form</b>	<b>Equity DKK'000</b>	<b>Profit/loss DKK'000</b>
Masai Clothing Company ApS	Denmark	ApS	93,949	(155,104)

**8 Non-current liabilities other than provisions**

	<b>Due after more than 12 months 2020/21 DKK'000</b>	<b>Outstanding after 5 years 2020/21 DKK'000</b>
Other payables	87	87
	<b>87</b>	<b>87</b>



### **9 Contingent liabilities**

The Entity serves as an administration company in a Danish joint taxation arrangement. According to the joint taxation provisions of the Danish Corporation Tax Act, the Entity is therefore for income taxes etc. for the jointly taxed entities, and also for obligation, if any, relating to the withholding of tax on interest, royalties and dividends for these entities.

### **10 Related parties with controlling interest**

Daisy 2015 Debtco Ltd. Is a related party and has controlling interest in the Company.

### **11 Transactions with related parties**

No transactions with related parties were made in 2020/21 that were not on arm's length basis.

# Accounting policies

## Reporting class

This annual report has been prepared in accordance with the provisions of the Danish Financial Statements Act governing reporting class C enterprises (medium).

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

## Consolidated financial statements

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

## Recognition and measurement

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

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

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

Anticipated risks and losses that arise before the time of presentation of the annual report and that confirm or invalidate affairs and conditions existing at the balance sheet date are considered at recognition and measurement.

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

## Income statement

### Revenue

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

### Other external expenses

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

### Staff costs

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

**Income from investments in group enterprises**

Income from investments in group enterprises comprises dividends etc received from the individual group enterprises in the financial year.

**Other financial income**

Other financial income comprises dividends etc received on other investments, interest income, including interest income on receivables from group enterprises, net capital or exchange gains on securities, payables and transactions in foreign currencies, amortisation of financial assets, and tax relief under the Danish Tax Prepayment Scheme etc.

**Other financial expenses**

Other financial expenses comprise interest expenses, including interest expenses on payables to group enterprises, net capital or exchange losses on securities, payables and transactions in foreign currencies, amortisation of financial liabilities, and tax surcharge under the Danish Tax Prepayment Scheme etc.

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

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

**Balance sheet****Investments in group enterprises**

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

**Receivables**

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

**Tax payable or receivable**

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

**Joint taxation contributions receivable or payable**

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

**Cash**

Cash comprises cash in hand and bank deposits.

**Other financial liabilities**

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

**Cash flow statement**

Cash flow statement is prepared in the overlying parent. The company has thereof, referring to the Danish Financial Statements Act § 86, not prepared cash flow statement.