

# **Bloomon Danmark ApS**

Store Kongensgade 36, 3 th  
1264 København K

Annual report  
1 January 2018 - 31 December 2018

**The annual report has been presented and  
approved on the company's general meeting the**

**01/07/2019**

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**Mr Koen Thijssen**  
**Chairman of general meeting**

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# Company information

**Reporting company** Bloomon Danmark ApS  
Store Kongensgade 36, 3 th  
1264 København K

Phone number: 78761413  
e-mail: finance@bloomon.dk

CVR-nr: 37236365  
Reporting period: 01/01/2018 - 31/12/2018

# Statement by Management

Management has today considered and approved the annual report for the financial year 01. January 2018 - 31. December 2018 for Bloomon Danmark ApS.

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

Management believes that the financial statements give a true and fair view of the company's assets, liabilities and financial position and of the result.

The annual report is submitted for approval by the General Assembly.

Management considers the conditions for opting out of audit to be met.

Amsterdam, the 01/07/2019

## Management

Bart Wichert Troost  
Director

Koen Bernard Thijssen  
Director

Patrick Jeremy Hurrenkamp  
Director

# Management's Review

The activities of Bloomon primarily exists of delivering to customers via online subscriptions

# Income statement 1 Jan 2018 - 31 Dec 2018

	Disclosure	2018 kr.	2017 kr.
Revenue .....		10,478,678	6,033,405
Raw materials and consumables used .....		-2,539,556	-1,559,890
Other external expenses .....		-9,655,536	-6,229,458
<b>Gross Result .....</b>		<b>-1,716,414</b>	<b>-237,000</b>
Employee expense .....		-2,523,891	-1,748,140
Depreciation, amortisation expense and impairment losses of property, plant and equipment and intangible assets .....		-3,016	-3,012
<b>Profit (loss) from ordinary operating activities .....</b>		<b>-4,243,321</b>	<b>-472,299</b>
Other finance income .....		33,521	8,882
Other finance expenses .....		-338,467	-90,601
<b>Profit (loss) from ordinary activities before tax .....</b>		<b>-4,548,267</b>	<b>-3,588,814</b>
Tax expense .....		0	0
<b>Profit (loss) .....</b>		<b>-4,548,267</b>	<b>-3,588,814</b>
<b>Proposed distribution of results</b>			
Retained earnings .....		-4,548,267	-3,588,814
<b>Proposed distribution of profit (loss) .....</b>		<b>-4,548,267</b>	<b>-3,588,814</b>

# Balance sheet 31 December 2018

## Assets

	<b>Disclosure</b>	<b>2018</b>	<b>2017</b>
		<b>kr.</b>	<b>kr.</b>
Fixtures, fittings, tools and equipment .....		6,212	9,232
<b>Property, plant and equipment .....</b>		<b>6,212</b>	<b>9,232</b>
<b>Total non-current assets .....</b>		<b>6,212</b>	<b>9,232</b>
Trade receivables .....		858,506	220,605
<b>Receivables .....</b>		<b>858,506</b>	<b>220,605</b>
Cash and cash equivalents .....		362,116	297,666
<b>Current assets .....</b>		<b>1,220,622</b>	<b>527,503</b>
<b>Total assets .....</b>		<b>1,226,834</b>	<b>527,503</b>

# Balance sheet 31 December 2018

## Liabilities and equity

	Disclosure	2018 kr.	2017 kr.
Contributed capital .....		50,000	50,000
Retained earnings .....		-10,387,717	-5,839,454
<b>Total equity .....</b>		<b>-10,337,717</b>	<b>-5,789,454</b>
Trade payables .....		166,580	127,864
Payables to group enterprises .....		8,903,179	5,762,552
Other payables, including tax payables, liabilities other than provisions .....		2,213,054	394,510
Deferred income .....		281,738	32,032
<b>Short-term liabilities other than provisions, gross .....</b>		<b>11,564,551</b>	<b>5,972,446</b>
<b>Liabilities other than provisions, gross .....</b>		<b>11,564,551</b>	<b>5,972,446</b>
<b>Liabilities and equity, gross .....</b>		<b>1,226,834</b>	<b>527,503</b>



# Disclosures

## **1. Disclosure of application of exceptions for micro-undertakings**

The micro-undertaking applies the exception concerning filing information about accounting policies

The micro-undertaking applies the exception concerning filing information about number of employees