

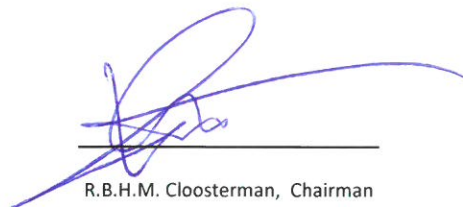
# Rituals Cosmetics Denmark ApS

c/o Accountor Group Denmark A/S  
Herlev Hovedgade 105  
2730 Herlev

CVR No. 37587567

## Annual Report 2017

The Annual Report was presented and  
adopted at the Annual General Meeting of  
the Company on 30 May 2018



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R.B.H.M. Cloosterman, Chairman



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## Management's Statement

Today, Management has considered and adopted the Annual Report of Rituals Cosmetics Denmark ApS for the financial year 1 January 2017 - 31 December 2017.

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 assets, liabilities and financial position of the Company at 31 December 2017 and of the results of the Company's operations for the financial year 1 January 2017 - 31 December 2017.

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

Herlev, 30 May 2018

### Managing Director



Eduard Wouter Anne van Santen,  
Managing Director

### Board of Directors



Raymond Bernardus Hubertus Maria  
Cloosterman, Chairman



Adrianus Maria Schouten



Marcel Johannes Bernardus Van Groningen



Jerny Diana De Vries



## Company details

<b>Company</b>	Rituals Cosmetics Denmark ApS c/o Accountor Group Denmark A/S Herlev Hovedgade 105 2730 Herlev
<b>CVR No.</b>	37587567
<b>Date of formation</b>	29 March 2016
<b>Financial year</b>	1 January 2017 - 31 December 2017
<b>Board of Directors</b>	Raymond Bernardus Hubertus Maria Cloostermann, Chairman Adrianus Maria Schouten Marcel Johannes Bernardus Van Groningen Jenny Diana De Vries
<b>Managing Director</b>	Eduard Wouter Anne van Santen



## Management's Review

### The Company's principal activities

The Company's principal activities consist in selling home and personal care products, clothing and spa treatments as well as other products similarly.

### Development in activities and financial matters

The Company's Income Statement of the financial year 1 January 2017 - 31 December 2017 shows a result of DKK -140.023 and the Balance Sheet at 31 December 2017 a balance sheet total of DKK 41.928.076 and an equity of DKK -66.221.

### Post financial year events

After the end of the financial year, no events have occurred which may change the financial position of the entity substantially.



## Income statement

		2017 DKK	2016 DKK
	Note		
<b>Gross profit</b>		<b>12.685.273</b>	<b>1.586.990</b>
Staff expenses	1	-9.350.693	-1.211.763
Depreciation, amortisation expense and impairment losses of property, plant and equipment and intangible assets recognised in profit or loss		<u>-2.876.042</u>	<u>-283.815</u>
<b>Profit from ordinary operating activities</b>		<b>458.538</b>	<b>91.412</b>
Other finance income	2	1.072	7.145
Finance expenses	3	<u>-597.194</u>	<u>-63.638</u>
<b>Profit from ordinary activities before tax</b>		<b>-137.584</b>	<b>34.919</b>
Tax expense on ordinary activities	4	<u>-2.439</u>	<u>-11.119</u>
<b>Profit</b>		<b><u>-140.023</u></b>	<b><u>23.800</u></b>
<b>Proposed distribution of results</b>			
Retained earnings		<u>-140.023</u>	<u>23.800</u>
<b>Distribution of profit</b>		<b><u>-140.023</u></b>	<b><u>23.800</u></b>

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## Balance Sheet as of 31 December

	Note	2017 DKK	2016 DKK
<b>Assets</b>			
Keymoney		4.658.080	4.367.539
<b>Intangible assets</b>		<b>4.658.080</b>	<b>4.367.539</b>
Fixtures, fittings, tools and equipment		4.647.223	2.336.372
Leasehold improvements		6.645.227	1.645.182
Property, plant and equipment in progress and prepayments for property, plant and equipment		56.215	758.551
<b>Property, plant and equipment</b>		<b>11.348.665</b>	<b>4.740.105</b>
Deposits, investments		1.804.788	667.728
Deferred tax asset		-	-
<b>Financial fixed assets</b>		<b>1.804.788</b>	<b>667.728</b>
<b>Fixed assets</b>		<b>17.811.533</b>	<b>9.775.372</b>
Raw materials and consumables		4.502.041	1.872.319
<b>Inventories</b>		<b>4.502.041</b>	<b>1.872.319</b>
Short-term trade receivables		5.309.254	1.439.376
Prepayments		1.296.160	1.241.845
<b>Receivables</b>		<b>6.605.414</b>	<b>2.681.221</b>
<b>Cash and cash equivalents</b>		<b>13.009.086</b>	<b>3.698.232</b>
<b>Current assets</b>		<b>24.116.542</b>	<b>8.251.772</b>
<b>Assets</b>		<b>41.928.076</b>	<b>18.027.144</b>

Rituals Cosmetics Denmark ApS

	Note	2017 DKK	2016 DKK
<b>Liabilities and equity</b>			
Contributed capital		50.000	50.000
Retained earnings		-116.221	23.800
<b>Equity</b>	5	<u>-66.221</u>	<u>73.800</u>
Provisions for deferred tax		13.558	11.119
<b>Provisions</b>		<u>13.558</u>	<u>11.119</u>
Trade payables		1.817.567	3.654.047
Payables to group companies		33.613.169	13.409.413
Other payables		6.550.004	878.765
<b>Short-term liabilities other than provisions</b>		<u>41.980.739</u>	<u>17.942.225</u>
<b>Liabilities other than provisions within the business</b>		<u>41.980.739</u>	<u>17.942.225</u>
<b>Liabilities and equity</b>		<u>41.928.076</u>	<u>18.027.144</u>
Contingent liabilities	6		

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## Notes

	2017	2016
<b>1. Employee benefits expenses</b>		
Wages and salaries	8.494.187	881.479
Social security contributions	70.261	10.095
Other employee expenses	786.244	320.189
	<u>9.350.693</u>	<u>1.211.763</u>
Average number of employees	<u>24</u>	<u>1</u>
<b>2. Finance income</b>		
Other finance income	1.072	7.145
	<u>1.072</u>	<u>7.145</u>
<b>3. Finance expenses</b>		
Finance expenses arising from group enterprises	592.221	55.784
Other finance expenses	4.973	7.854
	<u>597.194</u>	<u>63.638</u>
<b>4. Tax expenses</b>		
Deferred tax for the year	2.439	11.119
	<u>2.439</u>	<u>11.119</u>

**5. Statement of changes in equity****Contributed**

<b>Retained</b>	<b>Contributed capital</b>	<b>Retained earnings</b>	<b>Total</b>
Equity, beginning balance	50.000	23.800	73.800
Proposed distribution of results	-	-140.023	-140.023
	<u>50.000</u>	<u>-116.223</u>	<u>-66.223</u>

The share capital has remained unchanged since the start.

**6. Contingent liabilities**

<b>Rental agreements and leases</b>	2017	2016
Within 1 year	9.269.158	5.718.136
Between 1 and 5 years	30.891.339	23.592.694
More than 5 years	2.674.133	6.733.618

**7. Collaterals and securities**

No securities or mortgages exist at the balance sheet date.

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## Accounting policies

### Reporting Class

The Annual Report of Rituals Cosmetics Denmark ApS for 2016 has been presented in accordance with the provisions of the Danish Financial Statements Act applying to enterprises of reporting class B.

As the financial year 2016 is the Company's first financial year, the Financial Statements with associated notes have been prepared without comparative figures from the previous year.

### Reporting currency

The Annual Report is presented in Danish kroner.

## General Information

### Basis of recognition and measurement

Income is recognised in the Income Statement as it is earned, including value adjustments of financial assets and liabilities that are measured at fair value or amortised cost. 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 accrue 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 attributable to the asset will flow out of the Company, and the value of the liability can be measured reliably.

At initial recognition, assets and liabilities are measured at cost. Subsequently, assets and liabilities are measured as described for each item below.

Certain financial assets and liabilities are measured at amortised cost, which involves the recognition of a constant effective interest rate over the term. Amortised cost is calculated as original cost less repayments and with the addition/deduction of the accumulated amortisation of the difference between the cost and the nominal amount. This way, exchange losses and gains are allocated over the term.

In connection with recognition and measurement, consideration is given to predictable losses and risks occurring prior to the presentation of the Annual Report, i.e. losses and risks which prove or disprove matters which exist at the balance sheet date.

## Income Statement

### Gross profit/loss

The Company has decided to aggregate certain items of the Income Statement in accordance with the provisions of Section 32 of the Danish Financial Statements Act.

**Revenue**

Revenue from sale is recognised in the income statement when delivery is made and risk has passed to the buyer.

Revenue is recognised net of VAT, duties and sales discount and is measured at fair value of the consideration fixed.

**Other external expenses**

Other external expenses comprise expenses regarding sale and administration.

**Staff expenses**

Staff expenses comprise wages and salaries, pensions and social security costs.

**Financial income and expenses**

Financial income and expenses are recognised in the Income Statement with the amounts that concern the financial year. Financial income and expenses include interest income and expenses, realised and unrealised capital gains and losses regarding securities, debt and foreign currency transactions as well as surcharges and allowances under the tax repayment scheme.

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

Tax on net profit/loss for the year comprises current tax on expected taxable income of the year and the year's adjustment of deferred tax less the part of the tax of the year that relates to changes in equity. Current and deferred tax regarding changes in equity is recognised directly in equity.

**Balance Sheet**

**Intangible assets**

Keymoney is stated at cost, less accumulated depreciation and impairment losses. The capitalized key money is amortised on a straight-line basis over the term of the rental contracts.

An impairment test of acquired intangible assets is performed in the event of indications of a decrease in value. Furthermore, annual impairment tests are performed for ongoing and activated development projects, if any. The impairment test is performed for each individual asset and group of assets, respectively. The assets are written down to the higher of the asset's or asset group's value in use and the net selling price (recoverable amount) in the event that this one is lower than the carrying amount.

**Tangible assets**

Tangible assets are measured at cost plus revaluations, if any, and less accumulated amortisation and impairment losses. Cost comprises the purchase price and costs directly attributable to the purchase until the date when the asset is available for use.

Depreciation of tangible assets has been performed based on a continuing assessment of the useful life of the assets in the Company. Non-current assets are amortised on a straight line basis, based on cost, on the basis of the following assessment of useful life and residual values:

	<b>Useful life</b>
Other fixtures and fittings, tools and equipment	5 years
Leasehold improvements	5 years



An impairment test of tangible assets is performed in the event of indications of a decrease in value. The impairment test is performed for each individual asset and group of assets, respectively. The assets are written down to the higher of the asset's or asset group's value in use and the net selling price (recoverable amount) in the event that this one is lower than the carrying amount.

**Inventories**

Inventories are measured at cost on the basis of the FIFO principle or at the net realisable value if the latter is lower.

**Receivables**

Receivables are measured at amortised cost which usually corresponds to the nominal value. The value is reduced by write-downs for expected bad debts.

**Prepayments**

Prepayments recognised in assets comprises prepaid costs regarding subsequent financial years.

**Cash and cash equivalents**

Cash comprise cash in hand and bank deposit.

**Other financial liabilities**

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

**Current tax liabilities and assets**

Current tax liabilities and current tax assets are recognised in the Balance Sheet as calculated tax on the expected taxable income for the year, adjusted for tax on taxable income for previous years as well as for tax prepaid.

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