



Adversus A/S

Karupvej 2D, 3. tv..
8000 Aarhus C
CVR No. 37831247

Annual report 2021

The Annual General Meeting adopted the
annual report on 01.06.2022

Hans Jørgen Sjelborg Krabbenhøft
Conductor

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Entity details

Entity

Adversus A/S

Karupvej 2D, 3. tv..

8000 Aarhus C

Business Registration No.: 37831247

Registered office: Aarhus

Financial year: 01.01.2021 - 31.12.2021

Board of Directors

Kristian Kirketerp Ibsen

Jørgen Appel Kelkjær

Hans Jørgen Sjelborg Krabbenhøft

Executive Board

Kasper Ryom Klit

Auditors

Deloitte Statsautoriseret Revisionspartnerselskab

City Tower, Værkmestergade 2

8000 Aarhus C

Statement by Management

The Board of Directors and the Executive Board have today considered and approved the annual report of Adversus A/S for the financial year 01.01.2021 - 31.12.2021.

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 31.12.2021 and of the results of its operations for the financial year 01.01.2021 - 31.12.2021.

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.

Aarhus, 01.06.2022

Executive Board

Kasper Ryom Klit

Board of Directors

Kristian Kirketerp Ibsen

Jørgen Appel Kelkjær

Hans Jørgen Sjelborg Krabbenhøft

Independent auditor's extended review report

To the shareholders of Adversus A/S

Conclusion

We have performed an extended review of the financial statements of Adversus A/S for the financial year 01.01.2021 - 31.12.2021, 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.

Based on our extended review, in our opinion, the financial statements give a true and fair view of the Entity's financial position at 31.12.2021 and of the results of its operations for the financial year 01.01.2021 - 31.12.2021 in accordance with the Danish Financial Statements Act.

Basis for conclusion

We conducted our extended review in accordance with the assurance engagement standard for small enterprises as issued by the Danish Business Authority and the standard on extended review of financial statements prepared in accordance with the Danish Financial Statements Act as issued by FSR - Danish Auditors. Our responsibilities under those standards and requirements are further described in the "Auditor's responsibilities for the extended review of the financial statements" section. We are independent of the Entity in accordance with the International Ethics Standards Board for Accountants' International Code of Ethics for Professional Accountants (IESBA Code) and the additional ethical 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 evidence we have obtained is sufficient and appropriate to provide a basis for our conclusion.

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, disclosing, as applicable, matters related to going concern, and using the going concern basis of accounting 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 extended review of the financial statements

Our responsibility is to express a conclusion on the financial statements. This requires that we plan and perform procedures to obtain limited assurance about our conclusion on the financial statements and that we also perform specifically required supplementary procedures for the purpose of obtaining additional assurance about our conclusion.

An extended review consists of making inquiries, primarily of management and, if appropriate, of other entity

personnel, performing analytical and the specifically required supplementary procedures as well as evaluating the evidence obtained.

The procedures performed in an extended review are less in scope than in an audit, and accordingly we do not express an audit opinion on the financial statements.

Statement on the management commentary

Management is responsible for the management commentary.

Our conclusion 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 extended review 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 extended review 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 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.

Aarhus, 01.06.2022

Deloitte

Statsautoriseret Revisionspartnerselskab
CVR No. 33963556

Mads Fauerskov

State Authorised Public Accountant
Identification No (MNE) mne35428

Brian Charles Schmidt

State Authorised Public Accountant
Identification No (MNE) mne45845

Management commentary

Primary activities

The Company's principal activity is to develop and sell subscriptions for software solutions for sales operations. Adversus is an intuitive SaaS solution that supports companies' sales activities, including outreach sales and qualification of leads using various communication channels, including in/outgoing calls, text messages, emails, etc. The platform combines systematized processing of customers and prospects, with a high degree of sales automation.

Description of material changes in activities and finances

The Company's Income Statement of the financial year 1 January 2021 - 31 December 2021 shows a loss of DKK 574,770 and the Balance Sheet at 31 December 2021 a balance sheet total of DKK 11,179,421 and an equity of DKK 1,661,550.

In 2021, Adversus A/S had an acceptable growth, driven by good customer access and high customer loyalty. The Company has successfully focused on strengthening, developing, and optimizing both organization, product, platform, and brand in order to launch and establish Adversus in a global market. Significant resources are thus invested in ensuring product scalability, automation, process optimization, and user experience, and the company now appears strengthened in relation to intensifying an international growth strategy.

In 2021, the Company changed the expected useful life of completed development projects from 3-5 years to 10 years. The change is determined based on a specific assessment of each development project and previous years' experience. The change has had a positive effect on the result for the financial year 1 January 2021 - 31 December 2021.

The Company budgets with continued strong growth in its sales activities in 2022 and continued significant investment in the product, brand, and organization.

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 2021

	Notes	2021 DKK	2020 DKK
Gross profit/loss		8,271,890	6,115,542
Staff costs	1	(7,471,117)	(5,985,669)
Depreciation, amortisation and impairment losses		(1,126,006)	(1,614,361)
Operating profit/loss		(325,233)	(1,484,488)
Other financial income		4,005	0
Other financial expenses	2	(576,503)	(312,206)
Profit/loss before tax		(897,731)	(1,796,694)
Tax on profit/loss for the year	3	322,961	548,412
Profit/loss for the year		(574,770)	(1,248,282)
Proposed distribution of profit and loss			
Retained earnings		(574,770)	(1,248,282)
Proposed distribution of profit and loss		(574,770)	(1,248,282)

Balance sheet at 31.12.2021

Assets

	Notes	2021 DKK	2020 DKK
Completed development projects	5	7,391,571	6,542,235
Intangible assets	4	7,391,571	6,542,235
Other fixtures and fittings, tools and equipment		145,759	160,639
Property, plant and equipment	6	145,759	160,639
Deposits		195,839	238,438
Financial assets		195,839	238,438
Fixed assets		7,733,169	6,941,312
Trade receivables		812,133	557,153
Other receivables		34,338	14,925
Joint taxation contribution receivable		415,290	624,980
Prepayments		292,797	229,816
Receivables		1,554,558	1,426,874
Cash		1,891,694	1,802,019
Current assets		3,446,252	3,228,893
Assets		11,179,421	10,170,205

Equity and liabilities

	Notes	2021 DKK	2020 DKK
Contributed capital		520,000	520,000
Reserve for development expenditure		5,765,425	5,102,943
Retained earnings		(4,623,875)	(3,386,623)
Equity		1,661,550	2,236,320
Deferred tax		1,279,000	1,191,947
Provisions		1,279,000	1,191,947
Debt to other credit institutions		4,080,409	3,386,190
Other payables		1,421,625	513,714
Non-current liabilities other than provisions	7	5,502,034	3,899,904
Payables to other credit institutions		415,251	70,000
Trade payables		365,808	658,402
Other payables	8	1,408,535	1,968,718
Deferred income		547,243	144,914
Current liabilities other than provisions		2,736,837	2,842,034
Liabilities other than provisions		8,238,871	6,741,938
Equity and liabilities		11,179,421	10,170,205
Unrecognised rental and lease commitments	9		
Contingent liabilities	10		

Statement of changes in equity for 2021

	Contributed capital DKK	Reserve for development expenditure DKK	Retained earnings DKK	Total DKK
Equity beginning of year	520,000	5,102,943	(3,386,623)	2,236,320
Transfer to reserves	0	662,482	(662,482)	0
Profit/loss for the year	0	0	(574,770)	(574,770)
Equity end of year	520,000	5,765,425	(4,623,875)	1,661,550

Notes

1 Staff costs

	2021 DKK	2020 DKK
Wages and salaries	8,446,452	7,172,672
Pension costs	591,205	603,716
Other social security costs	134,656	113,542
Other staff costs	(43,714)	413,807
	9,128,599	8,303,737
Staff costs classified as assets	(1,657,482)	(2,318,068)
	7,471,117	5,985,669
Average number of full-time employees	15	15

2 Other financial expenses

	2021 DKK	2020 DKK
Other interest expenses	333,345	249,998
Exchange rate adjustments	93,097	21,373
Other financial expenses	150,061	40,835
	576,503	312,206

3 Tax on profit/loss for the year

	2021 DKK	2020 DKK
Change in deferred tax	92,000	29,833
Adjustment concerning previous years	329	41,167
Refund in joint taxation arrangement	(415,290)	(619,412)
	(322,961)	(548,412)

4 Intangible assets

	Completed development projects DKK
Cost beginning of year	9,911,399
Additions	1,887,681
Cost end of year	11,799,080
Amortisation and impairment losses beginning of year	(3,369,164)
Amortisation for the year	(1,038,345)
Amortisation and impairment losses end of year	(4,407,509)
Carrying amount end of year	7,391,571

5 Development projects

With reference to the Danish Financial Statements Act, information has been provided about the special assumptions that form the basis for the recognition and measurement of the company's development projects.

Completed development projects consist of the company's incurred costs for the development of the Adversus platform and associated modules. Adversus is an intuitive SaaS solution that supports companies' sales activities, including outreach sales and qualification of leads using various communication channels, including in/outgoing calls, text messages, emails, etc. The platform combines systematized processing of customers and prospects, with a high degree of sales automation. With the platform, the company has created a customer base that is continuously developing in a positive direction. It is management's expectation that Adversus Dialer will be able to generate positive cash flows in the future and thus maintain at least the recognized carrying amount as of 31.12.2021.

It is our opinion that the above complies with the requirements under section 88a of the Danish Financial Statement Act.

6 Property, plant and equipment

	Other fixtures and fittings, tools and equipment DKK
Cost beginning of year	229,766
Additions	72,781
Cost end of year	302,547
Depreciation and impairment losses beginning of year	(69,127)
Depreciation for the year	(87,661)
Depreciation and impairment losses end of year	(156,788)
Carrying amount end of year	145,759

7 Non-current liabilities other than provisions

	Due after more than 12 months 2021 DKK	Outstanding after 5 years 2021 DKK
Debt to other credit institutions	4,080,409	972,122
Other payables	1,421,625	0
	5,502,034	972,122

8 Other payables

	2021 DKK	2020 DKK
VAT and duties	397,517	596,053
Wages and salaries, personal income taxes, social security costs, etc payable	56,944	1,031,918
Holiday pay obligation	313,802	340,747
Other costs payable	640,272	0
	1,408,535	1,968,718

9 Unrecognised rental and lease commitments

	2021 DKK	2020 DKK
Liabilities under rental or lease agreements until maturity in total	187,485	176,967

10 Contingent liabilities

The Entity participates in a Danish joint taxation arrangement where 24a ApS serves as the administration company. According to the joint taxation provisions of the Danish Corporation Tax Act, the Entity is therefore liable for income taxes etc for the jointly taxed entities, and for obligations, if any, relating to the withholding of tax on interest, royalties and dividend for the jointly taxed entities. The jointly taxed entities' total known net liability under the joint taxation arrangement is disclosed in the administration company's financial statements.

Accounting policies

Reporting class

This annual report has been presented in accordance with the provisions of the Danish Financial Statements Act governing reporting class B enterprises with addition of a few provisions for reporting class C.

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

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

Gross profit or loss

Gross profit or loss comprises revenue, cost of sales and other external expenses.

Revenue

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.

Depreciation, amortisation and impairment losses

Depreciation, amortisation and impairment losses relating to property, plant and equipment and intangible

assets comprise depreciation, amortisation and impairment losses for the financial year.

Other financial income

Other financial income comprises interest income, net capital or exchange gains on securities, payables and transactions in foreign currencies etc.

Other financial expenses

Other financial expenses comprise interest expenses, 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.

The Entity is jointly taxed with 24a ApS all Danish group enterprises. The current Danish income tax is allocated among the jointly taxed entities proportionally to their taxable income (full allocation with a refund concerning tax losses).

Balance sheet**Intellectual property rights etc**

Intellectual property rights etc comprise development projects completed and in progress with related intellectual property rights, acquired intellectual property rights and prepayments for intangible assets.

Development projects on clearly defined and identifiable products and processes, for which the technical rate of utilisation, adequate resources and a potential future market or development opportunity in the enterprise can be established, and where the intention is to manufacture, market or apply the product or process in question, are recognised as intangible assets. Other development costs are recognised as costs in the income statement as incurred. When recognising development projects as intangible assets, an amount equalling the costs incurred less deferred tax is taken to equity under Reserve for development costs that is reduced as the development projects are amortised and written down.

The cost of development projects comprises costs such as salaries and amortisation that are directly and indirectly attributable to the development projects.

Completed development projects are amortised on a straight-line basis using their estimated useful lives which are determined based on a specific assessment of each development project. If the useful life cannot be estimated reliably, it is fixed at 10 years. For development projects protected by intellectual property rights, the maximum period of amortisation is the remaining duration of the relevant rights. The amortisation periods used are 10 years.

Property, plant and equipment

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

Cost comprises the acquisition price, costs directly attributable to the acquisition and preparation costs of the asset until the time when it is ready to be put into operation.

The basis of depreciation is cost less estimated residual value after the end of useful life. Straight-line depreciation is made on the basis of the following estimated useful lives of the assets:

Other fixtures and fittings, tools and equipment	3-5 years
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Estimated useful lives and residual values are reassessed annually.

Items of property, plant and equipment 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.

Joint taxation contributions receivable or payable

Current joint taxation contributions payable or joint taxation contributions receivable are recognised in the balance sheet, calculated as tax computed on the taxable income for the year, which has been adjusted for prepaid tax. For tax losses, joint taxation contributions receivable are only recognised if such losses are expected to be used under the joint taxation arrangement.

Prepayments

Prepayments comprise incurred costs relating to subsequent financial years. Prepayments are measured at cost.

Cash

Cash comprises bank deposits.

Deferred tax

Deferred tax is recognised on all temporary differences between the carrying amount and the tax-based value of assets and liabilities, for which the tax-based value is calculated based on the planned use of each asset or the planned settlement of each liability.

Deferred tax assets, including the tax base of tax loss carryforwards, are recognised in the balance sheet at their estimated realisable value, either as a set-off against deferred tax liabilities or as net tax assets.

Operating leases

Lease payments on operating leases are recognised on a straight-line basis in the income statement over the term of the lease.

Other financial liabilities

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

Deferred income

Deferred income comprises income received for recognition in subsequent financial years. Deferred income is measured at cost.