

P. Blume Communications & Consult IVS

Virum Stationsvej 115
2830 Virum

Årsrapport
1. november 2016 - 31. december 2017

Årsrapporten er fremlagt og godkendt på
selskabets ordinære generalforsamling den

24/05/2018

Henrik Blume
Dirigent

Indhold**Virksomhedsoplysninger**

Virksomhedsoplysninger	3
------------------------------	---

Påtegninger

Ledelsespåtegning	4
-------------------------	---

Ledelsesberetning

Ledelsesberetning	5
-------------------------	---

Årsregnskab

Anvendt regnskabspraksis	7
--------------------------------	---

Resultatopgørelse	9
-------------------------	---

Balance	10
---------------	----

Egenkapitalopgørelse	12
----------------------------	----

Noter	13
-------------	----

Virksomhedsoplysninger

Virksomheden

P. Blume Communications & Consult IVS

Virum Stationsvej 115

2830 Virum

e-mailadresse: henrik.blume@motorolasolutions.com

CVR-nr: 38154680

Regnskabsår: 01/11/2016 - 31/12/2017

Bankforbindelse

Alm Brand Bank

Midtermolen 7

2100 Copenhagen

DK Danmark

Ledelsespåtegning

The Executive Board have today discussed and approved the annual report of P. Blume Communication & Consult IVS for the financial year 1 November 2016 – 31 December 2017.

The annual report has been prepared in accordance with the Danish Financial Statements Act. The Executive Board declare that the conditions for not perform audit of the company is fulfilled.

It is our opinion that the financial statements give a true and fair view of the Company's financial position at 31 December 2017 and of the results of the Company's operations for the financial year 1 November 2016 – 31 December 2017.

Further, in our opinion, the Management's review gives a fair review of the development in the Company's operations and financial matters and the results of the Company's operations and its financial position.

We recommend the annual report to be approved at the annual general meeting.

Virum, den 24/05/2018

Direktion

Henrik Blume
Adm. direktør

Pernille Blume
Direktør

Fravalg af revision for det kommende regnskabsår

Ja

Ledelsesberetning

Management's review

Company details

P. Blume Communications & Consult IVS
C/o Henrik Blume
Virum Stationsvej 115
2830 Virum
CVR No.: 38 15 46 80
Established: 01.11.2016
Registered office: Virum
Financial year: 01.11.2016 - 31.12.2017

Executive Board

Henrik Blume
Pernille Blume

Annual general meeting

The annual general meeting is to be held on 24 May 2018.

Operating review

P. Blume Communication & Consult IVS is 100% owned by Pernille Blume.

Principal activities of the company

The company's main activity is to conduct business within communication, marketing and other connected areas.

The company is founded 1st November 2016 with the purpose of support Pernille Blume and the brand she has created. The company has contracts with a number of suppliers. The purposes of the contracts are branding of products and support the brand of Pernille Blume.

Development in activities and financial position

Gross Margin

The company gross margin amounted to 408 TDKK. As it is the first year of operation the Gross Margin result is satisfactorily.

Result after tax

In 2017, the net profit of the year is a surplus of 262 TDKK. The result is in line with Management expectation.

Significant events after the balance sheet date

After the balance sheet date, no subsequent events, which have significant impact on the Company's financial position, have occurred.

Outlook 2018

Management's expectation for 2018 is a Gross Margin at the 2017 level. 2018 is only its second year of operation and Management expectations is to build up the company further and invest in the brand.

It is Management's view that the continued collaboration with LE MANAGEMENT SOCIETY will lead to further positioning of the brand, which will have a positive effect on the income.

The company's result will also in the future depend on developing the brand. Overall, it is Management's view that the company will reach a result in 2018 that is in range with 2017 level.

Risk factors**Financial risk**

The company has limited financial risk as most of the revenue is based in DKK.

Credit risk

The company has no significant risks towards individual customers or partners.

Environmental risk

The company carries no environmental risk.

Anvendt regnskabspraksis

Årsrapporten er aflagt i overensstemmelse med årsregnskabslovens bestemmelser for Regnskabsklasse B, mikrovirksomhed.

The annual report of P. Blume Communication & Consult IVS for the year 2017 has been prepared in accordance with the provisions applying to reporting class B mikro entities under the Danish Financial Statements Act.

The Annual Report is reported in DKK.

General recognition and measurement

Assets are recognized in the balance sheet when it is probable that future economic benefits will flow to the Company and the asset can be reliably measured.

Liabilities are recognized in the balance sheet when it is probable that future economic benefits will flow from the company and the value can be measured reliably.

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

The recognition or measurement takes into account predictable losses and risks arising before year-end reporting and which prove or disprove matters that existed at the balance sheet date.

General recognition and measurement

Revenue is being recognized in the income statement as it occurs, including value adjustments of financial assets and liabilities measured at fair value or amortized cost. In addition, costs incurred for the year's earnings, including depreciation, write-down and provisions as well reversals due to changes in accounting estimates of amounts previously recognized in the income statement.

Conversion of foreign currency

Transactions in foreign currencies have been converted at the actual rate at transaction date. Receivables and payables that are payable in foreign currencies are converted to the rate at the balance sheet date.

Capital gains and losses, both realized and unrealized, are included in financial items in the income statement.

Income statement

Revenue

Revenue from the sale of services is recognized in the income statement if the risk has been transferred to the buyer before the end of year and that the income can be reliably received. Prepayments for services are being accrued over the term of the contract.

External costs

External cost includes costs incurred to generate revenue for the year. This includes direct and indirect external costs for delivery of services, including the services provided to deliver service to end customers.

Employee costs

Staff costs include costs incurred during the year for management and administration of the company.

Financial income and expenses

Financial income and expenses include interest, debt and foreign currency transactions, write-down of financial assets and liabilities, surcharges and refunds under tax-on-account scheme etc.

Income tax expense

The tax for the year which consist of taxation contributions for the year and changes in deferred tax, is recognized in the income statement.

Accounts receivable

Receivables are measured at amortized cost. Write-down is made to meet expected losses based on an individual assessment of the receivables.

Income tax and deferred tax

Current tax payables and current tax receivables are recognized in the balance sheet as tax calculated on the taxable income, adjusted for tax on prior years' taxable income and tax paid on account.

Payable and receivable taxation contributions are recognized in the balance sheet under corporate tax.

Deferred tax is measured using the balance sheet liability method on all temporary differences between the carrying amount and the tax value of assets and liabilities.

Deferred tax is measured on the basis of the tax rules and tax rates that under legislation in force on the balance sheet date will be applicable when the deferred tax is expected to crystallize as current tax.

Deferred tax assets, including the tax value of tax loss carry forwards, are measured at the expected realizable value of the asset, either by set-off against tax on future revenue or by set-off against deferred tax liabilities within the same legal tax entity.

Changes in deferred tax due to change in tax rate is recognized in the income statement.

Liabilities

Other liabilities are measured at net realizable value.

Prepayments received from customers

Prepayments included under liabilities include payments received concerning income relating to the subsequent years.

Resultatopgørelse 1. nov. 2016 - 31. dec. 2017

	Note	2016/17 kr.
Nettoomsætning		569.281
Eksterne omkostninger		-161.449
Bruttoresultat		407.832
Personaleomkostninger	1	-70.345
Resultat af ordinær primær drift		337.487
Andre finansielle indtægter		399
Øvrige finansielle omkostninger		-10
Ordinært resultat før skat		337.876
Skat af årets resultat	2	-75.605
Årets resultat		262.271
Forslag til resultatdisponering		
Foreslået udbytte indregnet under egenkapitalen		0
Reserve for nettoopskrivning efter indre værdis metode		0
Overført resultat		262.271
I alt		262.271

Balance 31. december 2017

Aktiver

	Note	2016/17 kr.
Goodwill		0
Immaterielle anlægsaktiver i alt		0
Grunde og bygninger		0
Produktionsanlæg og maskiner		0
Andre anlæg, driftsmateriel og inventar		0
Materielle anlægsaktiver i alt		0
Kapitalandele i tilknyttede virksomheder		0
Kapitalandele i associerede virksomheder		0
Andre værdipapirer og kapitalandele		0
Finansielle anlægsaktiver i alt		0
Anlægsaktiver i alt		0
Råvarer og hjælpematerialer		0
Fremstillede varer og handelsvarer		0
Varebeholdninger i alt		0
Tilgodehavender fra salg og tjenesteydelser		0
Igangværende arbejder for fremmed regning		0
Tilgodehavender hos tilknyttede virksomheder		0
Tilgodehavender hos associerede virksomheder		0
Tilgodehavende skat		0
Andre tilgodehavender		0
Tilgodehavender i alt		0
Andre værdipapirer og kapitalandele		0
Værdipapirer og kapitalandele i alt		0
Likvide beholdninger		343.018
Omsætningsaktiver i alt		343.018
Aktiver i alt		343.018

Balance 31. december 2017

Passiver

	Note	2016/17 kr.
Registreret kapital mv.	3	10.000
Andre reserver		65.568
Overført resultat		196.703
Forslag til udbytte		0
Egenkapital i alt		272.271
Hensættelse til udskudt skat		0
Hensatte forpligtelser i alt		0
Gæld til realkreditinstitutter		0
Gæld til banker		0
Skyldig selskabsskat		0
Langfristede gældsforpligtelser i alt		0
Gæld til realkreditinstitutter		0
Gæld til banker		0
Leverandører af varer og tjenesteydelser		0
Gældsforpligtelser til tilknyttede virksomheder		0
Gældsforpligtelser til associerede virksomheder		0
Skyldig selskabsskat		2.605
Anden gæld, herunder skyldige skatter og skyldige bidrag til social sikring ..		68.142
Forslag til udbytte for regnskabsåret		0
Kortfristede gældsforpligtelser i alt		70.747
Gældsforpligtelser i alt		70.747
Passiver i alt		343.018

Egenkapitalopgørelse 1. nov. 2016 - 31. dec. 2017

	Registreret kapital mv. kr.	Reserve for iværksætterselskab kr.	Overført resultat kr.	I alt kr.
Egenkapital, primo	10.000			10.000
Årets resultat		65.568	196.703	262.271
Egenkapital, ultimo	10.000	65.568	196.703	272.271

Company capital

10.000 of 1 DKK, or multiples hereof.

All shares have same rights.

Noter

1. Personaleomkostninger

	2016/17	-
	kr.	kr.
Løn og gager	70.345	0
Pensionsbidrag	0	0
Andre omkostninger til social sikring	0	0
	<u>70.345</u>	<u>0</u>

2. Skat af årets resultat

	2016/17	-
	kr.	kr.
Aktuel skat	75.605	0
Ændring af udskudt skat	0	0
Regulering vedrørende tidligere år	0	0
	<u>75.605</u>	<u>0</u>

3. Registreret kapital mv.

Company capital

	kr.
Ændringer i aktiekapitalen de seneste fem regnskabsår:	
Anpartskapital 31.12.17.	10.000
Tilgang	0
Anpartskapital ultimo	<u>10.000</u>

10.000 of 1 DKK, or multiples hereoff.

All shares have same rigths.

4. Oplysning om eventualforpligtelser

There are none contingent liabilities.

5. Oplysning om pantsætninger og sikkerhedsstillelser

There are no collaterals related to the company.

6. Oplysning om ejerskab

Controlling interest

Pernille Blume, C/o P. Blume Communication & Consult IVS, Virum Stationsvej 115, 2830 Virum, Denmark

Related party disclosures

Selskabet has chosen only to disclose transactions that are not carried out on an arm's length basis in accordance with section 98c(7) of the Danish Financial Statements Act.