

L7 Ads ApS

Allsundvej 56, 6400 Sønderborg

CVR-nr./CVR no. 38 16 44 73

Årsrapport 2019/20

Annual report 2019/20

Godkendt på selskabets ordinære generalforsamling den 28. januar 2021

Approved at the Company's annual general meeting on 28 January 2021

Dirigent:

Chairman:

.....
Derick Martin John Snell

Dette dokument indeholder en oversættelse af den originale danske tekst. I tilfælde af uoverensstemmelse mellem den originale danske tekst og oversættelsen er den originale danske tekst gældende.

The English text is a translation of the original Danish text. The original Danish text is the governing text for all purposes, and in case of any discrepancy, the Danish wording will be applicable.



Indhold

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Ledelsespåtegning

Statement by the Board of Directors and the Executive Board

Direktionen har dags dato behandlet og godkendt årsrapporten for L7 Ads ApS for regnskabsåret 1. maj 2019 - 30. april 2020.

Årsrapporten, der ikke er revideret, er aflagt i overensstemmelse med årsregnskabsloven. Direktionen anser betingelserne for at undlade revision for opfyldt.

Det er min opfattelse, at årsregnskabet giver et retvisende billede af selskabets aktiver, passiver og finansielle stilling pr. 30. april 2020 samt af resultatet af selskabets aktiviteter for regnskabsåret 1. maj 2019 - 30. april 2020.

Det er endvidere min opfattelse, at ledelsesberetningen indeholder en retvisende redegørelse for de forhold, beretningen omhandler.

Årsrapporten indstilles til generalforsamlingens godkendelse.

Sønderborg, den 28. januar 2021

Sønderborg, 28 January 2021

Direktion:/Executive Board:

.....
Derrick Martin John Snell

Today, the Executive Board has discussed and approved the annual report of L7 Ads ApS for the financial year 1 May 2019 - 30 April 2020.

The annual report, which has not been audited, has been prepared in accordance with the provisions of the Danish Financial Statements Act. The Executive Board has considered the criteria for omission of audit to be met.

In my opinion, the financial statements give a true and fair view of the financial position of the Company at 30 April 2020 and of the results of the Company's operations for the financial year 1 May 2019 - 30 April 2020.

Further, in my opinion, the Management's review gives a fair review of the matters discussed in the Management's review.

I recommend that the annual report be approved at the annual general meeting.

Den uafhængige revisors erklæring om opstilling af årsregnskab

Independent auditor's report on the compilation of financial statements

Til den daglige ledelse i L7 Ads ApS

Vi har opstillet årsregnskabet for L7 Ads ApS for regnskabsåret 1. maj 2019 - 30. april 2020 på grundlag af selskabets bogføring og øvrige oplysninger, som du har tilvejebragt.

Årsregnskabet omfatter resultatopgørelse, balance, egenkapitalopgørelse og noter, herunder anvendt regnskabspraksis.

Vi har udført opgaven i overensstemmelse med ISRS 4410 *Opgaver om opstilling af finansielle oplysninger*.

Vi har anvendt vores faglige ekspertise til at assistere dig med at udarbejde og præsentere årsregnskabet i overensstemmelse med årsregnskabsloven. Vi har overholdt relevante bestemmelser i revisorloven og FSR - danske revisors etiske regler, herunder principper vedrørende integritet, objektivitet, faglig kompetence og fornøden omhu.

Årsregnskabet samt nøjagtigheden og fuldstændigheden af de oplysninger, der er anvendt til opstillingen af årsregnskabet, er dit ansvar.

Da en opgave om opstilling af finansielle oplysninger ikke er en erklæringsopgave med sikkerhed, er vi ikke forpligtet til at verificere nøjagtigheden eller fuldstændigheden af de oplysninger, du har givet os til brug for at opstille årsregnskabet. Vi udtrykker derfor ingen revisions- eller review-konklusion om, hvorvidt årsregnskabet er udarbejdet i overensstemmelse med årsregnskabsloven.

Sønderborg, den 28. januar 2021
Sønderborg, 28 January 2021
EY Godkendt Revisionspartnerselskab
CVR-nr. 30 70 02 28

René Kirkegaard
statsaut. revisor
State Authorised Public Accountant
mne40045

To the general management of L7 Ads ApS

We have compiled the financial statements of L7 Ads ApS for the financial year 1 May 2019 - 30 April 2020 based on the Company's bookkeeping and other information provided.

The financial statements comprise an income statement, balance sheet, statement of changes in equity and notes, including accounting policies.

We performed this compilation engagement in accordance with ISRS 4410 *Compilation Engagements*.

We have applied our expertise in accounting and financial reporting to assist you in the preparation and presentation of the financial statements in accordance with the Danish Financial Statements Act. We have complied with relevant ethical requirements in the Danish act on approved auditors and audit firms and FSR - Danish Auditors' code of ethics, including principles of integrity, objectivity, professional competence and due care.

The financial statements and the accuracy and completeness of the information used to compile the financial statements are your responsibility.

Since a compilation engagement is not an assurance engagement, we are not required to verify the accuracy or completeness of the information you provided to us to compile the financial statements. Accordingly, we do not express an audit opinion or a review conclusion on whether the financial statements are prepared in accordance with the Danish Financial Statements Act.

Ledelsesberetning

Management's review

Oplysninger om selskabet

Company details

Navn/Name	L7 Ads ApS
Adresse, postnr., by/Address, Postal code, City	Alssundvej 56, 6400 Sønderborg
CVR-nr./CVR no.	38 16 44 73
Stiftet/Established	7. november 2016/7 November 2016
Hjemstedskommune/Registered office	Sønderborg
Regnskabsår/Financial year	1. maj 2019 - 30. april 2020 1 May 2019 - 30 April 2020
Direktion/Executive Board	Derrick Martin John Snell
Revisor/Accountant	EY Godkendt Revisionspartnerselskab Nørre Havnegade 43, 6400 Sønderborg

Beretning

Management commentary

Virksomhedens væsentligste aktiviteter

Aktiviteten består i konsulentvirksomhed.

Udvikling i aktiviteter og økonomiske forhold

Virksomhedens resultatopgørelse for 2019/20 udviser et overskud på 82.392 kr. mod et underskud på 21.346 kr. sidste år, og virksomhedens balance pr. 30. april 2020 udviser en egenkapital på 89.881 kr. Ledelsen anser årets resultat for tilfredsstillende.

Begivenheder efter balancedagen

Der er ikke efter balancedagen indtruffet begivenheder af væsentlig betydning for virksomhedens finansielle stilling.

Business review

The activity is consultancy business.

Financial review

The income statement for 2019/20 shows a profit of DKK 82,392 against a loss of DKK 21,346 last year, and the balance sheet at 30 April 2020 shows equity of DKK 89,881. Management considers the Company's financial performance in the year satisfactory.

Events after the balance sheet date

No events materially affecting the Company's financial position have occurred subsequent to the financial year-end.

Årsregnskab 1. maj 2019 - 30. april 2020

Financial statements 1 May 2019 - 30 April 2020

Resultatopgørelse

Income statement

Note	DKK	2019/20	2018/19
	Bruttofortjeneste	150.181	9.451
	Gross profit		
2	Personaleomkostninger	-57.195	-30.657
	Staff costs		
	Resultat før finansielle poster	92.986	-21.206
	Profit/loss before net financials		
	Finansielle omkostninger	-6	-140
	Financial expenses		
	Resultat før skat	92.980	-21.346
	Profit/loss before tax		
3	Skat af årets resultat	-10.588	0
	Tax for the year		
	Årets resultat	82.392	-21.346
	Profit/loss for the year		
	Forslag til resultatdisponering		
	Recommended appropriation of profit/loss		
	Foreslået udbytte indregnet under egenkapitalen	39.881	0
	Proposed dividend recognised under equity		
	Overført resultat	42.511	-21.346
	Retained earnings/accumulated loss		
		82.392	-21.346

Årsregnskab 1. maj 2019 - 30. april 2020

Financial statements 1 May 2019 - 30 April 2020

Balance

Balance sheet

Note	DKK	2019/20	2018/19
	AKTIVER		
	ASSETS		
	Omsætningsaktiver		
	Non-fixed assets		
	Tilgodehavender		
	Receivables		
	Tilgodehavender hos tilknyttede virksomheder	38.750	3.750
	Receivables from group enterprises		
	Andre tilgodehavender	165	171
	Other receivables		
		<u>38.915</u>	<u>3.921</u>
	Likvide beholdninger	<u>114.623</u>	<u>18.717</u>
	Cash		
	Omsætningsaktiver i alt	<u>153.538</u>	<u>22.638</u>
	Total non-fixed assets		
	AKTIVER I ALT	<u>153.538</u>	<u>22.638</u>
	TOTAL ASSETS		

Årsregnskab 1. maj 2019 - 30. april 2020

Financial statements 1 May 2019 - 30 April 2020

Balance

Balance sheet

Note	DKK	2019/20	2018/19
	PASSIVER		
	EQUITY AND LIABILITIES		
	Egenkapital		
	Equity		
4	Anpartskapital	50.000	50.000
	Share capital		
	Overført resultat	0	-42.511
	Retained earnings		
	Foreslået udbytte	39.881	0
	Dividend proposed		
	Egenkapital i alt	89.881	7.489
	Total equity		
	Gældsforpligtelser		
	Liabilities other than provisions		
5	Langfristede gældsforpligtelser		
	Non-current liabilities other than provisions		
	Skyldig sambeskatningsbidrag	10.588	0
	Joint taxation contribution payable		
		10.588	0
	Kortfristede gældsforpligtelser		
	Current liabilities other than provisions		
	Leverandører af varer og tjenesteydelser	13.425	533
	Trade payables		
	Anden gæld	39.644	14.616
	Other payables		
		53.069	15.149
	Gældsforpligtelser i alt	63.657	15.149
	Total liabilities other than provisions		
	PASSIVER I ALT	153.538	22.638
	TOTAL EQUITY AND LIABILITIES		

- 1 Anvendt regnskabspraksis
 Accounting policies
- 6 Kontraktlige forpligtelser og eventualposter m.v.
 Contractual obligations and contingencies, etc.
- 7 Nærtstående parter
 Related parties

Årsregnskab 1. maj 2019 - 30. april 2020

Financial statements 1 May 2019 - 30 April 2020

Egenkapitalopgørelse

Statement of changes in equity

DKK	Anpartskapital Share capital	Overført resultat Retained earnings	Foreslået udbytte Dividend proposed	I alt Total
Egenkapital 1. maj 2018 Equity at 1 May 2018	50.000	-21.165	0	28.835
Overført via resultatdisponering Transfer through appropriation of loss	0	-21.346	0	-21.346
Egenkapital 1. maj 2019 Equity at 1 May 2019	50.000	-42.511	0	7.489
Overført via resultatdisponering Transfer through appropriation of profit	0	42.511	39.881	82.392
Egenkapital 30. april 2020 Equity at 30 April 2020	50.000	0	39.881	89.881

Årsregnskab 1. maj 2019 - 30. april 2020

Financial statements 1 May 2019 - 30 April 2020

Noter

Notes to the financial statements

1 Anvendt regnskabspraksis Accounting policies

Årsrapporten for L7 Ads ApS for 2019/20 er aflagt i overensstemmelse med årsregnskabslovens bestemmelser for klasse B-virksomheder med tilvalg af visse bestemmelser for klasse C.

Årsregnskabet er aflagt efter samme regnskabspraksis som sidste år.

The annual report of L7 Ads ApS for 2019/20 has been prepared in accordance with the provisions in the Danish Financial Statements Act applying to reporting class B entities and elective choice of certain provisions applying to reporting class C entities.

The accounting policies used in the preparation of the financial statements are consistent with those of last year.

Resultatopgørelsen

Nettoomsætning

Indtægter ved levering af tjenesteydelser indregnes som omsætning i takt med leveringen af ydelserne, hvorved nettoomsætningen svarer til salgsværdien af årets udførte tjenesteydelser (produktionsmetoden).

Bruttofortjeneste

I resultatopgørelsen er nettoomsætning, direkte omkostninger og eksterne omkostninger med henvisning til årsregnskabslovens § 32 sammentrækket til én regnskabspost benævnt bruttofortjeneste.

Personaleomkostninger

Personaleomkostninger omfatter løn og gager, inklusive feriepenge og pensioner, samt andre omkostninger til social sikring m.v. til virksomhedens medarbejdere. I personaleomkostninger er fratrukket modtagne godtgørelser fra offentlige myndigheder.

Finansielle omkostninger

Finansielle omkostninger indregnes i resultatopgørelsen med de beløb, der vedrører regnskabsåret. Finansielle poster omfatter renteomkostninger samt tillæg og godtgørelse under aconto-skatteordningen m.v.

Income statement

Revenue

Income from the rendering of services is recognised as revenue as the services are rendered. Accordingly, revenue corresponds to the market value of the services rendered during the year (percentage-of-completion method).

Gross profit

The items revenue, cost of sales and external expenses have been aggregated into one item in the income statement called gross profit in accordance with section 32 of the Danish Financial Statements Act.

Staff costs

Staff costs include wages and salaries, including compensated absence and pension to the Company's employees, as well as other social security contributions, etc. The item is net of refunds from public authorities.

Financial expenses

Financial expenses are recognised in the income statements at the amounts that concern the financial year. Net financials include interest expenses as well as allowances and surcharges under the advance-payment-of-tax scheme, etc.

Årsregnskab 1. maj 2019 - 30. april 2020

Financial statements 1 May 2019 - 30 April 2020

Noter

Notes to the financial statements

1 Anvendt regnskabspraksis (fortsat) Accounting policies (continued)

Skat

Skat af årets resultat omfatter aktuel skat af årets forventede skattepligtige indkomst og årets regulering af udskudt skat. Årets skat indregnes i resultatopgørelsen med den del, der kan henføres til årets resultat, og i egenkapitalen med den del, som kan henføres til transaktioner indregnet i egenkapitalen.

Virksomheden indgår i sambeskatning med øvrige koncernvirksomheder. Den danske selskabsskat fordeles mellem overskuds- og underskudsgivende danske selskaber i forhold til disse skattepligtige indkomst (fuld fordeling).

Sambeskattede selskaber med overskydende skat godtgøres som minimum i henhold til de gældende satser for rentegodtgørelser af administrationselskabet, ligesom sambeskattede selskaber med restskat som maksimum betaler et tillæg i henhold til de gældende satser for rentetillæg til administrationselskabet.

Balancen

Tilgodehavender

Tilgodehavender måles til amortiseret kostpris.

Virksomheden har som fortolkningsbidrag for nedskrivninger af finansielle tilgodehavender valgt IAS 39.

Der foretages nedskrivning til imødegåelse af tab, hvor der vurderes at være indtruffet en objektiv indikation på, at et tilgodehavende eller en portefølje af tilgodehavender er værdiforringet. Hvis der foreligger en objektiv indikation på, at et individuelt tilgodehavende er værdiforringet, foretages nedskrivning på individuelt niveau.

Tilgodehavender, hvor der ikke foreligger en objektiv indikation på værdiforringelse på individuelt niveau, vurderes på porteføljeniveau for objektiv indikation for værdiforringelse. Porteføljerne baseres primært på debitorernes hjemsted og kreditvurdering i overensstemmelse med virksomhedens risikostyringspolitik. De objektive indikatorer, som anvendes for porteføljer, er fastsat baseret på historiske tabserfaringer.

Tax

Tax for the year includes current tax on the year's expected taxable income and the year's deferred tax adjustments. The portion of the tax for the year that relates to the profit/loss for the year is recognised in the income statement, whereas the portion that relates to transactions taken to equity is recognised in equity.

The entity is jointly taxed with other group entities. The total Danish income tax charge is allocated between profit/loss-making Danish entities in proportion to their taxable income (full absorption).

Jointly taxed entities entitled to a tax refund are reimbursed by the management company based on the rates applicable to interest allowances, and jointly taxed entities which have paid too little tax pay a surcharge according to the rates applicable to interest surcharges to the management company.

Balance sheet

Receivables

Receivables are measured at amortised cost.

The Company has chosen IAS 39 as interpretation for impairment of financial receivables.

An impairment loss is recognised if there is objective evidence that a receivable or a group of receivables is impaired. If there is objective evidence that an individual receivable has been impaired, an impairment loss is recognised on an individual basis.

Receivables in respect of which there is no objective evidence of individual impairment are tested for objective evidence of impairment on a portfolio basis. The portfolios are primarily based on the debtors' domicile and credit ratings in line with the Company's risk management policy. The objective evidence applied to portfolios is determined based on historical loss experience.

Årsregnskab 1. maj 2019 - 30. april 2020

Financial statements 1 May 2019 - 30 April 2020

Noter

Notes to the financial statements

1 Anvendt regnskabspraksis (fortsat)

Accounting policies (continued)

Nedskrivninger opgøres som forskellen mellem den regnskabsmæssige værdi af tilgodehavender og nutidsværdien af de forventede pengestrømme, herunder realisationsværdi af eventuelle modtagne sikkerhedsstillelser. Som diskonteringsssats anvendes den effektive rente for det enkelte tilgodehavende eller portefølje.

Impairment losses are calculated as the difference between the carrying amount of the receivables and the present value of the expected cash flows, including the realisable value of any collateral received. The effective interest rate for the individual receivable or portfolio is used as discount rate.

Likvider

Likvider omfatter likvide beholdninger og kortfristede værdipapirer, som uden hindring kan omsættes til likvide beholdninger, og hvorpå der kun er ubetydelige risici for værdiændringer.

Cash

Cash comprise cash and short term securities which are readily convertible into cash and subject only to minor risks of changes in value.

Gældsforpligtelser

Finansielle gældsforpligtelser indregnes ved lånoptagelse til det modtagne provenu efter fradrag af afholdte transaktionsomkostninger. I efterfølgende perioder måles de finansielle forpligtelser til amortiseret kostpris, svarende til den kapitaliserede værdi ved anvendelse af den effektive rente, så forskellen mellem provenuet og den nominelle værdi indregnes i resultatopgørelsen over låneperioden. I finansielle forpligtelser indregnes tillige den kapitaliserede restleasingforpligtelse på finansielle leasingkontrakter.

Øvrige gældsforpligtelser måles til nettorealisationsværdien.

Liabilities

Financial liabilities are recognised at the date of borrowing at the net proceeds received less transaction costs paid. On subsequent recognition, financial liabilities are measured at amortised cost, corresponding to the capitalised value, using the effective interest rate. Accordingly, the difference between the proceeds and the nominal value is recognised in the income statement over the term of the loan. Financial liabilities also include the capitalised residual lease liability in respect of finance leases.

Other liabilities are measured at net realisable value.

Årsregnskab 1. maj 2019 - 30. april 2020

Financial statements 1 May 2019 - 30 April 2020

Noter

Notes to the financial statements

DKK	2019/20	2018/19
2 Personalemkostninger		
Staff costs		
Lønninger	50.191	25.955
Wages/salaries		
Andre omkostninger til social sikring	7.004	4.702
Other social security costs		
	57.195	30.657
Gennemsnitligt antal fuldtidsbeskæftigede	1	1
Average number of full-time employees		
3 Skat af årets resultat		
Tax for the year		
Beregnet skat af årets skattepligtige indkomst	10.588	0
Estimated tax charge for the year		
	10.588	0

4 Anpartskapital

Share capital

Virksomhedens anpartskapital har uændret været 50.000 kr. det seneste år.

The Company's share capital has remained DKK 50,000 in the past year.

5 Langfristede gældsforpligtelser

Non-current liabilities other than provisions

Af de langfristede gældsforpligtelser forfalder 0 kr. senere end 5 år fra balancedagen.

Of the long-term liabilities, DKK XX falls due for payment after more than 5 years after the balance sheet date.

Årsregnskab 1. maj 2019 - 30. april 2020

Financial statements 1 May 2019 - 30 April 2020

Noter

Notes to the financial statements

6 Kontraktlige forpligtelser og eventualposter m.v. Contractual obligations and contingencies, etc.

Andre eventualforpligtelser Other contingent liabilities

Selskabet er sambeskattet med modervirksomheden Snell Holdings IVS som administrationselskab og hæfter solidarisk med øvrige sambeskattede selskaber for betaling af selskabsskat fra og med indkomståret 2017 samt for kildeskat på renter, royalties og udbytter, som forfalder til betaling den 7. november 2016 eller senere.

The Company is jointly taxed with its parent, Snell Holding IVS, which acts as management company, and is jointly and severally liable with other jointly taxed group entities for payment of income taxes for the income year 2017 onwards as well as withholding taxes on interest, royalties and dividends falling due for payment on or after November 7, 2016.

7 Nærtstående parter Related parties

Ejerforhold Ownership

Følgende kapitalejere er noteret i virksomhedens ejerbog som ejende minimum 5 % af anpartskapitalen:
The following shareholders are registered in the Company's register of shareholders as holding minimum 5% of the share capital:

Navn Name	Bopæl/Hjemsted Domicile
Snell Holdings IVS	Sønderborg

ΠΕΝΝΕΟ

The signatures in this document are legally binding. The document is signed using Penneo™ secure digital signature. The identity of the signers has been recorded, and are listed below.

"By my signature I confirm all dates and content in this document."

Derick Martin John Snell

Executive Board

On behalf of: L7 Ads ApS

Serial number: PID:9208-2002-2-144303950751

IP: 185.5.xxx.xxx

2021-01-29 14:14:05Z

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Derick Martin John Snell

Chairman

On behalf of: L7 Ads ApS

Serial number: PID:9208-2002-2-144303950751

IP: 185.5.xxx.xxx

2021-01-29 14:16:09Z

NEM ID 

René Kirkegaard

State Authorised Public Accountant

On behalf of: EY Godkendt Revisionspartnerselskab

Serial number: CVR:30700228-RID:92285157

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