Accutics ApS

Dalumvej 16, 5250 Odense SV

CVR no. 38 40 40 08

Annual report 2019

Approved at the Company's annual general meeting on 7 April 2020

Chairman:

.....
Michael Lindebjerg Møller

Contents

Statement by the Board of Directors and the Executive Board

Today, the Board of Directors and the Executive Board have discussed and approved the annual report of Accutics ApS for the financial year 1 January - 31 December 2019.

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

In our opinion, the financial statements give a true and fair view of the financial position of the Company at 31 December 2019 and of the results of the Company's operations for the financial year 1 January - 31 December 2019.

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

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

Odense, 7 April 2020
Executive Board:

.....
Kasper Rasmussen

Board of Directors:

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Michael Lindebjerg Møller Chairman	Kasper Rasmussen

Independent auditor's report

To the shareholders of Accutics ApS

Opinion

We have audited the financial statements of Accutics ApS for the financial year 1 January - 31 December 2019, which comprise income statement, balance sheet, statement of changes in equity and notes, including accounting policies. The financial statements are prepared in accordance with the Danish Financial Statements Act.

In our opinion, the financial statements give a true and fair view of the financial position of the Company at 31 December 2019 and of the results of the Company's operations for the financial year 1 January - 31 December 2019 in accordance with the Danish Financial Statements Act.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs) and the additional requirements applicable in Denmark. Our responsibilities under those standards and requirements are further described in the "Auditor's responsibilities for the audit of the financial statements" section of our report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Independence

We are independent of the Company in accordance with the International Ethics Standards Board for Accountants' Code of Ethics for Professional Accountants (IESBA Code) and the additional requirements applicable in Denmark, and we have fulfilled our other ethical responsibilities in accordance with these rules and requirements.

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 Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting in preparing the financial statements unless Management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance as to whether the financial statements as a whole are free from material misstatement, whether due to fraud or error and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs and the additional requirements applicable in Denmark will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements.

As part of an audit conducted in accordance with ISAs and the additional requirements applicable in Denmark, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error as fraud may involve collusion, forgery, intentional omissions, misrepresentations or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.

Independent auditor's report

- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by Management.
- Conclude on the appropriateness of Management's use of the going concern basis of accounting in preparing the financial statements and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and contents of the financial statements, including the note disclosures, and whether the financial statements represent the underlying transactions and events in a manner that gives a true and fair view.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Statement on the Management's review

Management is responsible for the Management's review.

Our opinion on the financial statements does not cover the Management's review, and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the Management's review and, in doing so, consider whether the Management's review is materially inconsistent with the financial statements or our knowledge obtained during the audit, or otherwise appears to be materially misstated.

Moreover, it is our responsibility to consider whether the Management's review provides the information required under the Danish Financial Statements Act.

Based on the work we have performed, we conclude that the Management's review is in accordance with the financial statements and has been prepared in accordance with the requirements of the Danish Financial Statement Act. We did not identify any material misstatement of the Management's review.

Odense, 7 April 2020
ERNST & YOUNG
Godkendt Revisionspartnerselskab
CVR no. 30 70 02 28

Søren Smedegaard Hvid
State Authorised Public Accountant
mne31450

Management's review

Company details

Name	Accutics ApS
Address, Postal code, City	Dalumvej 16, 5250 Odense SV
CVR no.	38 40 40 08
Established	9 February 2017
Registered office	Odense
Financial year	1 January - 31 December
Board of Directors	Michael Lindebjerg Møller, Chairman Kasper Rasmussen
Executive Board	Kasper Rasmussen
Auditors	Ernst & Young Godkendt Revisionspartnerselskab Englandsgade 25, P.O. Box 200, 5100 Odense C, Denmark

Management's review

Business review

The company's main activity is development and sale of marketing software and related consulting services.

Accutics is a SaaS company with its main activity being development and sale of the Accutics Platform to larger businesses. The Platform offers a variety of solutions in support of data driven marketing.

One of two main services is the Tracking Code Creator that enable businesses to align tracking of their digital marketing activities across all their platforms (e.g. Google Ads and Facebook).

The second main service is the Cost Importer that automatically extracts cost, clicks and views from across all marketing platforms and combine it in one place to provide a full performance overview.

Financial review

The income statement for 2019 shows a loss of DKK 466,592 against a loss of DKK 548,125 last year, and the balance sheet at 31 December 2019 shows equity of DKK 863,072.

Management considers the Company's financial performance in the year satisfactory.

Events after the balance sheet date

The outbreak of Covid-19 has taken place after the balance sheet date. In our view, Covid-19 will not have a significant impact on Accutics' business. Online presence and excellence are even more important to our customer base in times where physical meetings and purchases are limited.
Our customer base is mainly large enterprises with significant budgets that will continue to invest in digital marketing precision. It is part of their core business activities.
No leads in our pipeline have stopped procurement processes or delayed trial initiatives to this date.
Naturally, we expect to see some withholding on investments in Q2-Q3 2020 from certain industries like entertainment and travel & leisure. We are not that financially exposed in those industries.
Majority of our customers and leads are in financial services and ecommece. We do not expect to see a significant decline in their digital marketing activities.

Irrespective of our view on the Covid-19 situation, we are continuously monitoring our cash flow to ensure adequate steps are taken in case of negative cash flow impacts.

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

Financial statements 1 January - 31 December

Income statement

Note	DKK	2019	2018
	Gross profit	2,575,407	583,403
2	Staff costs	-2,583,752	-1,142,296
	Amortisation/depreciation and impairment of intangible assets and property, plant and equipment	-367,367	-144,301
	Profit/loss before net financials	-375,712	-703,194
	Income from investments in associates	10,426	0
	Financial income	289	1,113
	Financial expenses	-241,610	-3,757
	Profit/loss before tax	-606,607	-705,838
3	Tax for the year	140,015	157,713
	Profit/loss for the year	-466,592	-548,125
	Recommended appropriation of profit/loss		
	Other reserves	722,170	461,548
	Retained earnings/accumulated loss	-1,188,762	-1,009,673
		-466,592	-548,125

Financial statements 1 January - 31 December

Balance sheet

Note	DKK	2019	2018
	ASSETS		
	Fixed assets		
4	**Intangible assets**		
	Completed development projects	1,970,367	1,044,508
		1,970,367	1,044,508
5	**Investments**		
	Investments in associates	75,671	0
	Deposits, investments	69,547	69,393
		145,218	69,393
	Total fixed assets	2,115,585	1,113,901
	Non-fixed assets		
	Receivables		
	Trade receivables	683,714	201,686
	Receivables from group enterprises	233,484	12,013
	Corporation tax receivable	343,704	161,926
	Other receivables	348,494	0
	Prepayments	9,375	0
		1,618,771	375,625
	Cash	591,608	68,582
	Total non-fixed assets	2,210,379	444,207
	TOTAL ASSETS	4,325,964	1,558,108

Financial statements 1 January - 31 December

Balance sheet

Note	DKK	2019	2018
	EQUITY AND LIABILITIES		
	Equity		
	Share capital	110,000	110,000
	Share premium account	0	0
	Reserve for unpaid capital	0	0
	Reserve for development costs	1,536,886	814,716
	Retained earnings	-783,814	404,948
	Total equity	863,072	1,329,664
	Provisions		
	Deferred tax	235,848	32,159
	Total provisions	235,848	32,159
	Liabilities other than provisions		
6	**Non-current liabilities other than provisions**		
	Other credit institutions	2,040,139	0
	Payables to associates	523,917	0
	Other payables	57,649	0
		2,621,705	0
	Current liabilities other than provisions		
	Bank debt	14,160	0
	Trade payables	50,307	0
	Other payables	540,872	196,285
		605,339	196,285
	Total liabilities other than provisions	3,227,044	196,285
	TOTAL EQUITY AND LIABILITIES	4,325,964	1,558,108

1 Accounting policies
7 Contractual obligations and contingencies, etc.
8 Collateral

Financial statements 1 January - 31 December

Statement of changes in equity

DKK	Share capital	Reserve for development costs	Retained earnings	Total
Equity at 1 January 2018	100,000	353,168	150,692	1,326,309
Adjustment of equity through changes in accounting policies	0	0	51,480	51,480
Capital increase	32,839	0	0	1,232,547
Capital reduction	-22,839	0	-709,708	-732,547
Transfer through appropriation of loss	0	461,548	-1,009,673	-548,125
Transferred from share premium account	0	0	1,199,708	0
Payment of share capital receivable	0	0	722,449	0
Equity at 1 January 2019	110,000	814,716	404,948	1,329,664
Transfer through appropriation of loss	0	722,170	-1,188,762	-466,592
Equity at 31 December 2019	110,000	1,536,886	-783,814	863,072

Financial statements 1 January - 31 December

Notes to the financial statements

1 Accounting policies

The annual report of Accutics ApS for 2019 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.

Reporting currency

The financial statements are presented in Danish kroner (DKK).

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, change in inventories of finished goods and work in progress, other operating income and external expenses have been aggregated into one item in the income statement called gross margin in accordance with section 32 of the Danish Financial Statements Act.

Other operating income

Other operating income comprise items of a secondary nature relative to the Company's core activities, including gains on the sale of fixed assets.

Other external expenses

Other external expenses include the year's expenses relating to the Company's core activities, including expenses relating to distribution, sale, advertising, administration, premises, bad debts, payments under operating leases, etc.

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.

Amortisation

The item comprises amortisation of intangible assets.

The basis of depreciation, which is calculated as cost less any residual value, is depreciated on a straight line basis over the expected useful life. The expected useful lives of the assets are as follows:

Development projects	5 years

Financial statements 1 January - 31 December

Notes to the financial statements

1 Accounting policies (continued)

Profit from investments in associates

A proportionate share of the underlying entities' profit/loss after tax is recognised in the income statement according to the equity method. Shares of profit/loss after tax in associates are presented as separate line items in the income statement. Only proportionate elimination of intra-group gains/losses is made for equity investments in associates.

Financial income and expenses

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

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 Company and its Danish group entities are jointly taxed. 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

Intangible assets

Development costs comprise expenses, salaries and amortisation directly or indirectly attributable to development activities.

Development projects that are clearly defined and identifiable, where the technical feasibility, sufficient resources and a potential future market or development opportunities areidentifiable and where the Company intends to produce, market or use the project, are recognised as intangible assets provided that the cost can be measured reliably and that there is sufficient assurance that future earnings can cover production costs, selling costs and administrative expenses and development costs. Other development costs are recognised in the income statement as incurred.

Development costs that are recognised in the balance sheet are measured at cost less accumulated amortisation and impairment losses.

On completion of a development project, development costs are amortised on a straight-line basis over the estimated useful life. The amortisation period is usually 5 years and cannot exceed 10 years.

Investments

Investments which include deposits is measured to fair value.

Financial statements 1 January - 31 December

Notes to the financial statements

1 Accounting policies (continued)

Investments in associates

Equity investments in subsidiaries and associates are measured according to the equity method.

On initial recognition, equity investments in associates are measured at cost, i.e. plus transaction costs. The cost is allocated in accordance with the acquisition method; see the accounting policies regarding business combinations.

Identified increases in value and goodwill, if any, compared to the underlying entity's net asset value are amortised in accordance with the accounting policies for the assets and liabilities to which they can be attributed. Negative goodwill is recognised in the income statement.

Dividend received is deduced from the carrying amount.

Equity investments in associates measured at net asset value are subject to impairment test requirements if there is any indication of impairment.

Impairment of fixed assets

The carrying amount of intangible assets, property, plant and equipment and investments in subsidiaries and associates is assessed for impairment on an annual basis.

Impairment tests are conducted on assets or groups of assets when there is evidence of impairment. The carrying amount of impaired assets is reduced to the higher of the net selling price and the value in use (recoverable amount).

The recoverable amount is the higher of the net selling price of an asset and its value in use. The value in use is calculated as the present value of the expected net cash flows from the use of the asset or the group of assets and the expected net cash flows from the disposal of the asset or the group of assets after the end of the useful life.

Previously recognised impairment losses are reversed when the reason for recognition no longer exists. Impairment losses on goodwill are not reversed.

Receivables

Receivables are measured at amortised cost.

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.

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.

Prepayments

Prepayments recognised under "Assets" comprise prepaid expenses regarding subsequent financial reporting years.

Cash

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

Financial statements 1 January - 31 December

Notes to the financial statements

1 Accounting policies (continued)

Equity

Reserve for development costs

The reserve for development costs comprises recognised development costs. The reserve cannot be used to distribute dividends or cover losses. The reserve will be reduced or dissolved if the recognised development costs are no longer part of the Company's operations by a transfer directly to the distributable reserves under equity.

Income taxes

Current tax payables and receivables are recognised in the balance sheet as the estimated income tax charge for the year, adjusted for prior-year taxes and tax paid on account.

Deferred tax is measured according to the liability method on all temporary differences between the carrying amount and the tax base of assets and liabilities. However, deferred tax is not recognised on temporary differences relating to goodwill which is not deductible for tax purposes and on office premises and other items where temporary differences, apart from business combinations, arise at the date of acquisition without affecting either profit/loss for the year or taxable income. Where alternative tax rules can be applied to determine the tax base, deferred tax is measured based on Management's intended use of the asset or settlement of the liability, respectively.

Deferred tax is measured according to the tax rules and at the tax rates applicable at the balance sheet date when the deferred tax is expected to crystallise as current tax. Deferred tax assets are recognised at the expected value of their utilisation; either as a set-off against tax on future income or as a set-off against deferred tax liabilities in the same legal tax entity. Changes in deferred tax due to changes in the tax rate are recognised in the income statement.

Financial statements 1 January - 31 December

Notes to the financial statements

1 Accounting policies (continued)

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.

Financial statements 1 January - 31 December

Notes to the financial statements

	DKK	2019	2018
2	**Staff costs**		
	Wages/salaries	3,610,649	1,864,124
	Pensions	6,600	0
	Other social security costs	59,295	14,201
	Activated development costs	-1,092,792	-736,029
		2,583,752	1,142,296
	Average number of full-time employees	8	4

3	**Tax for the year**		
	Estimated tax charge for the year	-343,704	-161,926
	Deferred tax adjustments in the year	203,689	4,213
		-140,015	-157,713

4 **Intangible assets**

DKK	Completed development projects
Cost at 1 January 2019	1,188,809
Additions	1,293,226
Cost at 31 December 2019	2,482,035
Impairment losses and amortisation at 1 January 2019	144,301
Amortisation for the year	367,367
Impairment losses and amortisation at 31 December 2019	511,668
Carrying amount at 31 December 2019	1,970,367
Amortised over	5 years

Based on the current development projects the company expects a significant increase in activities and profits during the comming years.

Management has not identified any evidence of impairment relative to the carrying amount.

Financial statements 1 January - 31 December

Notes to the financial statements

5 Investments

DKK	Investments in associates	Deposits, investments	Total
Cost at 1 January 2019	0	69,393	69,393
Additions	65,245	154	65,399
Cost at 31 December 2019	65,245	69,547	134,792
Profit/loss for the year	10,426	0	10,426
Value adjustments at 31 December 2019	10,426	0	10,426
Carrying amount at 31 December 2019	75,671	69,547	145,218

6 Non-current liabilities other than provisions

Of the long-term liabilities, DKK 904,979 falls due for payment after more than 5 years after the balance sheet date.

7 Contractual obligations and contingencies, etc.

Other contingent liabilities

Other contingent liabilities includes rent and is amounted to DKK 106,785 at 31. december 2019.

8 Collateral

As security for the Company's debt to banks, creditors and other suppliers, the Company has provided security or other collateral in its assets for at total amount of DKK 2,000,000.

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"Med min underskrift bekræfter jeg indholdet og alle datoer i dette dokument."

Kasper Rasmussen
Direktion
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IP: 212.27.xxx.xxx
2020-04-08 09:05:17Z
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Kasper Rasmussen
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Serienummer: PID:9208-2002-2-055974780595
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Michael Lindebjerg Møller
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Søren Smedegaard Hvid
Statsautoriseret revisor
På vegne af: Ernst & Young P/S
Serienummer: CVR:30700228-RID:1256831000710
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2020-04-08 09:31:00Z
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