

# In-Store Marketing Denmark ApS

Lyskær 3EF, 1. sal

2730 Herlev

CVR No. 38565273

## Annual Report 2022

6. financial year

The Annual Report was presented and adopted at the Annual General Meeting of the Company on 31 May 2023

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Niklas Lars-Erik Eriksson  
Chairman

## In-Store Marketing Denmark ApS

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## **In-Store Marketing Denmark ApS**

### **Management's Statement**

Today, Management has considered and adopted the Annual Report of In-Store Marketing Denmark ApS for the financial year 1 January 2022 - 31 December 2022.

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 2022 and of the results of the Company's operations for the financial year 1 January 2022 - 31 December 2022.

In our opinion, the Management's Review includes a true and fair account of the matters addressed in the review.

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

Herlev, 31 May 2023

#### **Executive Board**

Michael Gram Rønnow

#### **Board of Directors**

Niklas Lars-Erik Eriksson  
Chairman

Lars Mikael Kristofer Gattberg

Johan Magnus Von Schoultz

## Independent Auditors' Report

To the shareholders of In-Store Marketing Denmark ApS

### Opinion

In our opinion, the Financial Statements give a true and fair view of the financial position of the Company at 31 December 2022, and of the results of the Company's operations for the financial year 1 January - 31 December 2022 in accordance with the Danish Financial Statements Act.

We have audited the Financial Statements of In-Store Marketing Denmark ApS for the financial year 1 January - 31 December 2022, which comprise income statement, balance sheet, statement of changes in equity and notes, including a summary of significant accounting policies ("financial statements").

### 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 are independent of the Company 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 audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### 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 about 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 these financial statements.

As part of an audit conducted in accordance with ISAs and the additional requirements applicable in Denmark, we exercise professional judgment and maintain professional skepticism 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.

## **In-Store Marketing Denmark ApS**

### **Independent Auditors' 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 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.

Herlev, 31 May 2023

**PricewaterhouseCoopers**

Statsautoriseret Revisionspartnerselskab

CVR No 33 77 12 31

Kaare von Cappeln

State Authorised Public Accountant

mne11629

## In-Store Marketing Denmark ApS

### Company details

<b>Company</b>	In-Store Marketing Denmark ApS Lyskær 3EF, 1. sal 2730 Herlev
CVR No.	38565273
Registered office	Herlev
<b>Executive Board</b>	Michael Gram Rønnow
<b>Board of Directors</b>	Niklas Eriksson Mikael Gattberg Magnus Von Schoultz
<b>Auditors</b>	PwC Statsautoriseret Revisionspartnerselskab Strandvejen 44 2900 Hellerup CVR-no.: 33771231

## **In-Store Marketing Denmark ApS**

### **Management's Review**

#### **The Company's principal activities**

The Company's principal activities consist in trade, marketing, sales and consulting.

#### **Development in activities and financial matters**

The Company's Income Statement of the financial year 1 January 2022 - 31 December 2022 shows a loss of DKK 670.952 and the Balance Sheet at 31 December 2022 a balance sheet total of DKK 1.793.300 and an equity of DKK 458.304.

#### **Events after balance sheet date**

No events have occurred after the balance sheet date which could significantly affect the company's financial position.

## **Accounting Policies**

### **Reporting Class**

The Annual Report of In-Store Marketing Denmark ApS for 2022 has been presented in accordance with the provisions of the Danish Financial Statements Act applying to enterprises of reporting class B as well as selected rules applying to reporting class C.

The accounting policies applied remain unchanged from last year.

### **Reporting currency**

Danish kroner is used as the presentation currency. All other currencies are regarded as foreign currencies. Transactions in foreign currencies are translated at the exchange rates at the dates of transaction. Exchange differences arising due to differences between the transaction date rates and the rates at the dates of payment are recognised in financial income and expenses in the income statement. Where foreign exchange transactions are considered hedging of future cash flows, the value adjustments are recognised directly in equity.

Receivables, payables and other monetary items in foreign currencies that have not been settled at the balance sheet date are translated at the exchange rates at the balance sheet date. Any differences between the exchange rates at the balance sheet date and the rates at the time when the receivable or the debt arose are recognised in financial income and expenses in the income statement. Fixed assets acquired in foreign currencies are measured at the transaction date rates.

## **General Information**

### **Basis of recognition and measurement**

Revenues are recognised in the income statement as earned. Furthermore, value adjustments of financial assets and liabilities measured at fair value or amortised cost are recognised. 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**

With reference to section 32 of the Danish Financial Statements Act, gross profit/loss is calculated as a summary of revenue, other operating income, cost of goods sold and other external expenses.



## **Accounting Policies**

### **Revenue**

Revenue from the sale of goods is recognised when the risks and rewards relating to the goods sold have been transferred to the purchaser, the revenue can be measured reliably and it is probable that the economic benefits relating to the sale will flow to the Company. Revenue from subscriptions and other services is recognised on a straight-line basis over the period in which the service is delivered. Revenue is measured at the consideration received and is recognised exclusive of VAT and net of discounts relating to sales.

Revenue from the sale of goods is recognised when the risks and rewards relating to the goods sold have been transferred to the purchaser, the revenue can be measured reliably and it is probable that the economic benefits relating to the sale will flow to the Company.

Revenue from subscriptions and other services is recognised on a straight-line basis over the period in which the service is delivered.

Revenue is measured at the consideration received and is recognised exclusive of VAT and net of discounts relating to sales.

### **Other external expenses**

Other external expenses comprise expenses for premises, sales and distribution, etc.

## Accounting Policies

### Financial income and expenses

Financial income and expenses are recognised in the Income Statement based on the amounts that concern the financial year. Financial income and expenses include interest revenue and expenses, finance charges in respect of finance leases, realised and unrealised capital gains and losses regarding transactions in foreign currencies, and surcharges and allowances under the taxprepayment scheme.

### Tax on net profit 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

### 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.

### Cash and cash equivalents

Cash and cash equivalents comprise cash at bank and in hand.

### Deferred tax

Deferred tax and the associated adjustments for the year are determined according to the balance-sheet liability method as the tax base of all temporary differences between carrying amounts and the tax bases of assets and liabilities.

Deferred tax assets, including the tax base of tax losses allowed for carryforward, are recognised at the value at which they are expected to be used, either by elimination in tax on future earnings or by set-off against deferred tax liabilities in enterprises within the same legal entity and jurisdiction.

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

### Current tax liabilities and current tax receivables

Current tax liabilities and current tax receivables 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.

### Other payables

Other payables are measured at amortised cost, which usually corresponds to the nominal value

## In-Store Marketing Denmark ApS

### Income Statement

	Note	2022 kr.	2021 kr.
<b>Gross profit/loss</b>		<b>-179.826</b>	<b>-9.614</b>
Staff expenses	1	<u>-634.800</u>	<u>0</u>
<b>Profit/loss from operating activities</b>		<b>-814.626</b>	<b>-9.614</b>
Financial expenses	2	<u>-16.288</u>	<u>-7.689</u>
<b>Profit/loss before tax</b>		<b>-830.914</b>	<b>-17.303</b>
Tax expense for the year	3	<u>159.962</u>	<u>3.765</u>
<b>Profit/loss for the year</b>		<b><u>-670.952</u></b>	<b><u>-13.538</u></b>
<b>Proposed distribution of results</b>			
Retained earnings		<u>-670.952</u>	<u>-13.538</u>
		<b><u>-670.952</u></b>	<b><u>-13.538</u></b>

## In-Store Marketing Denmark ApS

### Balance Sheet as of 31 December

	Note	31/12/2022 kr.	31/12/2021 kr.
<b>Assets</b>			
Trade receivables		154.378	427.278
Deferred tax assets	4	207.933	36.703
Corporation tax		4.000	0
Other receivables		0	2.716
<b>Receivables</b>		<u>366.311</u>	<u>466.697</u>
<b>Cash and cash equivalents</b>		<u>1.426.989</u>	<u>0</u>
<b>Current assets</b>		<u>1.793.300</u>	<u>466.697</u>
<b>Assets</b>		<u>1.793.300</u>	<u>466.697</u>

In-Store Marketing Denmark ApS

Balance Sheet as of 31 December

	Note	31/12/2022 kr.	31/12/2021 kr.
<b>Liabilities and equity</b>			
Contributed capital		50.000	50.000
Retained earnings		<u>408.304</u>	<u>-20.744</u>
<b>Equity</b>		<b><u>458.304</u></b>	<b><u>29.256</u></b>
Debt to credit institutions		0	4.594
Trade payables		191.842	77.658
Payables to group enterprises		875.813	324.566
Corporation tax		0	30.623
Other payables		254.341	0
Deferred income		<u>13.000</u>	<u>0</u>
<b>Short-term liabilities other than provisions</b>		<b><u>1.334.996</u></b>	<b><u>437.441</u></b>
<b>Liabilities other than provisions within the business</b>		<b><u>1.334.996</u></b>	<b><u>437.441</u></b>
<b>Liabilities and equity</b>		<b><u>1.793.300</u></b>	<b><u>466.697</u></b>

Related parties 5

Equity statement:

	Share capital	Retained earnings	Total
Equity at 1 January	50.000	-20.744	29.256
Shareholder contribution		1.100.000	1.100.000
Net profit/loss for the year		-670.952	-670.952
Equity at 31 December	50.000	408.304	458.304

## Notes

### 1. Staff expenses

	<b>2022</b>	<b>2021</b>
Wages and salaries	598.812	0
Post-employment benefit expense	33.120	0
Social security contributions	<u>2.868</u>	<u>0</u>
	<b><u>634.800</u></b>	<b><u>0</u></b>
Average number of employees	<u>1</u>	<u>0</u>

### 2. Financial expenses

Financial Expenses	2022	2021
Interests paid to group companies	4.807	111
Exchange adjustments, expenses	1.889	79
Other financial expenses	9.592	7.499
<b>Total</b>	<b>16.288</b>	<b>7.689</b>

### 3. Tax expense of the year

Tax on profit/loss for the year	2022	2021
Current tax for the year	171.366	3.629
Deferred tax for the year	11.404	136

### 4. Deferred tax assets

The tax assets are expected to be exploited within the coming 3-5 years

### 5. Related parties

The smallest group, in which these financial statements of the company are consolidated, are those of Consivo Group AB. The registered office of Consivo Group AB, 559027-2059, Box 27060, 102 51 Stockholm, Sweden.

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## Niklas Lars-Erik Eriksson

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## Michael Gram Rønnow

### Adm. direktør

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## Michael Gram Rønnow

### Direktionsmedlem

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## MAGNUS VON SCHOULTZ

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## Lars Mikael Kristofer Gattberg

### Bestyrelsesmedlem

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## Kaare von Cappeln

### Statsautoriseret revisor

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## Niklas Lars-Erik Eriksson

### Dirigent

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