Generaxion Holding A/S

Sommervej 23 A, 1., DK-8210 Aarhus V

Annual Report for 1 January - 31 December 2020

CVR No 39 17 25 42

The Annual Report was presented and adopted at the Annual General Meeting of the Company on 8 /6 2021

Jens Nørkjær
Chairman of the General Meeting

Contents

Management's Statement

The Executive Board and Board of Directors have today considered and adopted the Annual Report of Generaxion Holding A/S for the financial year 1 January - 31 December 2020.

The Annual Report is prepared in accordance with the Danish Financial Statements Act.

In our opinion the Financial Statements and the Consolidated Financial Statements give a true and fair view of the financial position at 31 December 2020 of the Company and the Group and of the results of the Company and Group operations and of consolidated cash flows for 2020.

In our opinion, 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.

Aarhus, 26 March 2021

Executive Board

Allan Damborg Jensen
CEO

Board of Directors

Poul Sand
Chairman

Joel Allen Russ

Jacob Sjørslev Frandsen

Allan Damborg Jensen

Henrik Vestergaard Kastbjerg

Independent Auditor's Report

To the Shareholders of Generaxion Holding A/S

Opinion
In our opinion, the Consolidated Financial Statements and the Parent Company Financial Statements give a true and fair view of the financial position of the Group and the Parent Company at 31 December 2020 and of the results of the Group's and the Parent Company's operations and of consolidated cash flows for the financial year 1 January - 31 December 2020 in accordance with the Danish Financial Statements Act.

We have audited the Consolidated Financial Statements and the Parent Company Financial Statements of Generaxion Holding A/S for the financial year 1 January - 31 December 2020, which comprise income statement, balance sheet, statement of changes in equity and notes, including a summary of significant accounting policies, for both the Group and the Parent Company, as well as consolidated statement of cash flows ("the 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 Group 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 requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Statement on Management's Review
Management is responsible for Management's Review.

Our opinion on the Financial Statements does not cover 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 Management's Review and, in doing so, consider whether 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 Management's Review provides the information required under the Danish Financials Statements Act.

Based on the work we have performed, in our view, Management's Review is in accordance with the Consolidated Financial Statements and the Parent Company Financial Statements and has been prepared in accordance with the requirements of the Danish Financial Statements Act. We did not identify any material misstatement in Management's Review.

Independent Auditor's Report

Management's responsibilities for the Financial Statements
Management is responsible for the preparation of consolidated financial statements and parent company 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 Group's and 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 Group or 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 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 and the Group's internal control.

- 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 Group's and 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 Group and 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.

- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the Group to express an opinion on the Consolidated Financial Statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit opinion.

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.

Trekantområdet, 26 March 2021
PricewaterhouseCoopers
Statsautoriseret Revisionspartnerselskab
CVR No 33 77 12 31

Jacob Fromm Christiansen statsautoriseret revisor mne18628	Henrik Junker Andersen statsautoriseret revisor mne42818

Company Information

The Company	Generaxion Holding A/S Sommervej 23 A, 1. DK-8210 Aarhus V CVR No: 39 17 25 42 Financial period: 1 January - 31 December Municipality of reg. office: Aarhus
Board of Directors	Poul Sand, Chairman Joel Allen Russ Jacob Sjørslev Frandsen Allan Damborg Jensen Henrik Vestergaard Kastbjerg
Executive Board	Allan Damborg Jensen
Auditors	PricewaterhouseCoopers Statsautoriseret Revisionspartnerselskab Herredsvej 32 DK-7100 Vejle

Financial Highlights

Seen over a three-year period, the development of the Group is described by the following financial highlights:

	Group		
	2020	2019	2018
	TDKK	TDKK	TDKK
Key figures			
Profit/loss			
Revenue	246,266	236,773	0
Gross profit/loss	192,028	171,028	97,892
Operating profit/loss	3,666	3,503	5,678
Profit/loss before financial income and expenses	3,666	3,503	-1,591
Net financials	-8,485	-13,494	-3,238
Net profit/loss for the year	-14,107	-14,823	-8,952
Balance sheet			
Balance sheet total	613,582	679,088	577,231
Equity	296,884	317,108	319,996
Cash flows			
Cash flows from:			
- operating activities	36,414	38,004	16,531
- investing activities	-1,949	-116,657	-529,795
including investment in property, plant and equipment	-106	-5,256	-381
- financing activities	-28,184	78,846	537,637
Change in cash and cash equivalents for the year	6,281	193	24,373
Number of employees	308	275	134
Ratios			
Gross margin	78.0%	72.2%	0.0%
Profit margin	1.5%	1.5%	0.0%
Return on assets	0.6%	0.5%	-0.3%
Solvency ratio	48.4%	46.7%	55.4%
Return on equity	-4.6%	-4.7%	-5.6%

For definitions, see under accounting policies.

Management's Review

Key activities

The Company changed its name from Søgemedier Holding to Generaxion Holding during the year. The main object of the Company is to hold equity investments in other companies as well as all activities which, at the discretion of the Board of Directors, are related thereto.

Development in the year

The income statement of the Group for 2020 shows a loss of TDKK 14,107, and at 31 December 2020 the balance sheet of the Group shows equity of TDKK 296,884.

Management considers the results satisfactory.

Operating risks

The Group's main risk is loss of revenue in the operating companies, including loss of customers in connection with acquisitions and subsequent integration.

To meet this risk, the Group works in a structured manner with detailed plans and processes for integration of acquired enterprises.

Activity in society also poses an operational risk, and a slowdown in the market is expected to result in reduced activities in the Group.

Foreign exchange risks

As the interest-bearing net debt constitutes a material amount, moderate changes in the interest rate level will have material direct effect on earnings.

Interest rate risks have not been hedged.

All revenue is generated in the B2B market. A decline in the economy could pose a risk in the form of reduced activity.

The Group is not exposed to foreign exchange risk to any significant extent.

Management’s Review

Targets and expectations for the year ahead

The Groups outlook for the future will be negatively affected by the COVID-19 outbreak and the measures taken by governments in most of the world to mitigate the impacts of the outbreak, see also subsequent events disclosures.

Group Management has tried to estimate the effect of COVID-19 on the expected revenue and net profit of the Group. It is, however, too early yet to give an opinion as to the extent of the negative implications. Therefore, Management finds itself unable to disclose reliably its outlook for the future in accordance with section 12 of the Danish Financial Statements Act.

Research and development

The Group has no research and development activities.

Intellectual capital resources

The Group wants to be an attractive workplace focussing on employee competence development, which constitutes an important foundation for the Group's development.

The Group's staff efforts are therefore focussed on attracting, developing and retaining competent, loyal and committed employees.

Through organised course and development days and internal webinars, both professional and personal competence development is addressed, and several key employees are offered further training.

Moreover, cross-border and cross-company consultation is given high priority, which means that particularly our specialists share knowledge and consult with each other between companies.

Statement of corporate social responsibility

The Generaxion Group denounces corruption and does not tolerate any kind of bribery or other unethical behaviour. The main risks in this area are estimated to be related to sale and procurement. Group management is open to inquiries. In 2020, no actual infringements were recorded.

In respect of the environment and climate, social and staff matters as well as human rights, we see no risks, and consequently, no policy has been formulated.

As Generaxion provides IT and online services, it is also the management's assessment that the activities in question do not have a significant resource consumption and thus no significant negative impacts on the environment.

The Group respects the internationally recognized human rights and strives to ensure that all stakeholders are treated properly. The Group's assessment that there are no significant risks of human rights violations in the Group's companies, nor a negative impact on employee relations.

Statement on gender composition

When selecting new candidates for the Board of Directors of the Generaxion Group, emphasis is placed on specific professional and personal competencies, qualifications and experience. The Generaxion Group believes that a diverse composition of the Board of Directors, including in terms of gender distribution, contributes to an innovative organisation and a positive working climate. It is the Group's objective to increase the number of women on the Board of Directors, but due to the relatively few board members being elected by the general meeting, no date has been set for when this objective should be achieved.

There are currently five male board members. The goal is that by 2024 at least one board member will be a woman. The reason why this has not been achieved in 2020 is that the target figure was not set until 2020 when the Company became subject to the provisions applicable to reporting class C (large enterprises) instead of reporting class C (medium-sized enterprises).

The management composition also took into consideration professional and personal skills, qualifications and experience. The Company assesses that the future gender representation will correspond to the gender representation of the rest of the Company, which was also the case in 2020, when the share of women in the group companies' management constituted approx. 10-15%. To the extent possible, candidates of both genders are assessed for other vacant management positions.

Income Statement 1 January - 31 December

	Note	Group		Parent	
		2020	2019	2020	2019
		TDKK	TDKK	TDKK	TDKK
Revenue	2	**246,266**	**236,773**	**4,362**	**1,787**
Expenses for raw materials and consumables		-19,268	-29,350	0	0
Other external expenses		-34,970	-36,395	-4,510	-4,327
Gross profit/loss		**192,028**	**171,028**	**-148**	**-2,540**
Staff expenses	3	-142,219	-126,288	-2,816	-1,760
Depreciation, amortisation and impairment of intangible assets and property, plant and equipment		-46,143	-41,237	0	0
Profit/loss before financial income and expenses		**3,666**	**3,503**	**-2,964**	**-4,300**
Income from investments in subsidiaries		0	0	-7,461	-1,381
Financial income	4	3,056	1,037	4,570	1,260
Financial expenses	5	-11,541	-14,531	-10,061	-14,335
Profit/loss before tax		**-4,819**	**-9,991**	**-15,916**	**-18,756**
Tax on profit/loss for the year	6	-9,288	-4,832	1,809	3,933
Net profit/loss for the year		**-14,107**	**-14,823**	**-14,107**	**-14,823**

Balance Sheet 31 December

Assets

		Group		Parent	
	Note	2020	2019	2020	2019
		TDKK	TDKK	TDKK	TDKK
Acquired other similar rights		69,558	85,270	0	0
Goodwill		457,398	492,807	0	0
Intangible assets	7	**526,956**	**578,077**	**0**	**0**
Other fixtures and fittings, tools and equipment		2,353	2,956	0	0
Leasehold improvements		783	961	0	0
Property, plant and equipment	8	**3,136**	**3,917**	**0**	**0**
Investments in subsidiaries	9	0	0	471,869	492,888
Deposits		0	440	0	0
Fixed asset investments		**0**	**440**	**471,869**	**492,888**
Fixed assets		**530,092**	**582,434**	**471,869**	**492,888**
Trade receivables		36,838	48,393	0	0
Contract work in progress		4,003	4,922	0	0
Receivables from group enterprises		0	0	82,952	98,551
Other receivables		4,306	8,867	628	75
Deferred tax asset	12	6,273	5,769	1,716	1,814
Corporation tax		0	205	5,287	11,447
Prepayments	10	1,223	3,932	0	0
Receivables		**52,643**	**72,088**	**90,583**	**111,887**
Cash at bank and in hand		**30,847**	**24,566**	**1,007**	**197**
Currents assets		**83,490**	**96,654**	**91,590**	**112,084**
Assets		**613,582**	**679,088**	**563,459**	**604,972**

Balance Sheet 31 December

Liabilities and equity

	Note	Group 2020	Group 2019	Parent 2020	Parent 2019
		TDKK	TDKK	TDKK	TDKK
Share capital		3,130	3,130	3,130	3,130
Retained earnings		293,754	313,978	293,754	313,978
Equity		**296,884**	**317,108**	**296,884**	**317,108**
Other provisions		0	8,440	0	8,440
Provisions		**0**	**8,440**	**0**	**8,440**
Credit institutions		235,618	247,060	235,618	247,060
Long-term debt	13	**235,618**	**247,060**	**235,618**	**247,060**
Credit institutions	13	11,382	28,125	11,382	21,435
Prepayments received from customers		898	1,202	0	0
Trade payables		6,376	16,490	83	695
Payables to group enterprises		0	0	18,276	3,404
Corporation tax		5,369	0	0	0
Other payables		33,680	45,445	1,216	6,830
Deferred income	14	23,375	15,218	0	0
Short-term debt		**81,080**	**106,480**	**30,957**	**32,364**
Debt		**316,698**	**353,540**	**266,575**	**279,424**
Liabilities and equity		**613,582**	**679,088**	**563,459**	**604,972**
Subsequent events	1				
Distribution of profit	11				
Contingent assets, liabilities and other financial obligations	17				
Fee to auditors appointed at the general meeting	18				
Accounting Policies	19				

Statement of Changes in Equity

Group

	Share capital	Retained earnings	Total
	TDKK	TDKK	TDKK
Equity at 1 January	3,130	313,978	317,108
Exchange adjustments	0	191	191
Other equity movements	0	-6,308	-6,308
Net profit/loss for the year	0	-14,107	-14,107
Equity at 31 December	**3,130**	**293,754**	**296,884**

Parent

	Share capital	Retained earnings	Total
Equity at 1 January	3,130	313,978	317,108
Exchange adjustments	0	191	191
Other equity movements	0	-6,308	-6,308
Net profit/loss for the year	0	-14,107	-14,107
Equity at 31 December	**3,130**	**293,754**	**296,884**

Cash Flow Statement 1 January - 31 December

	Note	Group 2020	Group 2019
		TDKK	TDKK
Net profit/loss for the year		-14,107	-14,823
Adjustments	15	63,916	58,564
Change in working capital	16	-2,283	16,567
Cash flows from operating activities before financial income and expenses		**47,526**	**60,308**
Financial income		3,056	1,037
Financial expenses		-11,542	-14,532
Cash flows from ordinary activities		**39,040**	**46,813**
Corporation tax paid		-2,626	-8,809
Cash flows from operating activities		**36,414**	**38,004**
Purchase of intangible assets		-1,844	-111,401
Purchase of property, plant and equipment		-106	-5,256
Fixed asset investments made etc		1	0
Cash flows from investing activities		**-1,949**	**-116,657**
Change in loans from credit institutions		-28,184	67,640
Cash capital increase		0	11,206
Cash flows from financing activities		**-28,184**	**78,846**
Change in cash and cash equivalents		**6,281**	**193**
Cash and cash equivalents at 1 January		24,566	24,373
Cash and cash equivalents at 31 December		**30,847**	**24,566**
Cash and cash equivalents are specified as follows:			
Cash at bank and in hand		30,847	24,566
Cash and cash equivalents at 31 December		**30,847**	**24,566**

Notes to the Financial Statements

1 Subsequent events

No events materially affecting the assessment of the Annual Report have occurred after the balance sheet date.

2 Revenue

	Group		Parent	
	2020	2019	2020	2019
	TDKK	TDKK	TDKK	TDKK

The distribution of net revenue by business area does not differ significantly from each other, as the company's net revenue consists solely of advice in online marketing and associated services.

Geographical segments

	Group 2020 TDKK	Group 2019 TDKK	Parent 2020 TDKK	Parent 2019 TDKK
Denmark	104,729	117,982	4,362	1,787
Finland	90,334	74,049	0	0
Sweden	51,203	44,742	0	0
	246,266	**236,773**	**4,362**	**1,787**

3 Staff expenses

	Group		Parent	
	2020	2019	2020	2019
	TDKK	TDKK	TDKK	TDKK
Wages and salaries	122,464	108,893	2,421	1,439
Pensions	11,232	8,218	313	240
Other social security expenses	4,826	3,893	13	4
Other staff expenses	3,697	5,284	69	77
	142,219	**126,288**	**2,816**	**1,760**
Average number of employees	**308**	**275**	**1**	**1**

Remuneration to the Executive Board has not been disclosed in accordance with section 98 B(3) of the Danish Financial Statements Act.

Notes to the Financial Statements

		Group		Parent	
		2020	2019	2020	2019
		TDKK	TDKK	TDKK	TDKK
4	**Financial income**				
	Interest received from group enterprises	0	0	3,823	909
	Other financial income	2,043	696	747	10
	Exchange gains	1,013	341	0	341
		3,056	**1,037**	**4,570**	**1,260**
5	**Financial expenses**				
	Interest paid to group enterprises	0	0	587	224
	Other financial expenses	11,541	14,531	9,474	14,111
		11,541	**14,531**	**10,061**	**14,335**
6	**Tax on profit/loss for the year**				
	Current tax for the year	8,172	8,596	-1,962	-2,499
	Deferred tax for the year	1,147	-4,127	153	-1,814
	Adjustment of tax concerning previous years	-31	363	0	380
		9,288	**4,832**	**-1,809**	**-3,933**

Notes to the Financial Statements

7 Intangible assets

Group

	Acquired other similar rights	Goodwill
	TDKK	TDKK
Cost at 1 January	110,292	530,623
Additions for the year	0	1,844
Disposals for the year	0	-7,440
Cost at 31 December	110,292	525,027
Impairment losses and amortisation at 1 January	25,022	37,816
Amortisation for the year	15,712	29,813
Impairment losses and amortisation at 31 December	40,734	67,629
Carrying amount at 31 December	**69,558**	**457,398**

Notes to the Financial Statements

8 Property, plant and equipment

Group

	Other fixtures and fittings, tools and equipment	Leasehold improvements
	TDKK	TDKK
Cost at 1 January	4,760	1,172
Additions for the year	106	0
Cost at 31 December	4,866	1,172
Impairment losses and depreciation at 1 January	1,804	211
Depreciation for the year	709	178
Impairment losses and depreciation at 31 December	2,513	389
Carrying amount at 31 December	**2,353**	**783**

Notes to the Financial Statements

		Parent	
		2020	2019
		TDKK	TDKK
9	**Investments in subsidiaries**		
	Cost at 1 January	547,803	543,855
	Additions for the year	0	3,948
	Cost at 31 December	547,803	547,803
	Value adjustments at 1 January	-54,915	1,000
	Exchange adjustment	191	-272
	Net profit/loss for the year	28,422	36,100
	Dividend to the Parent Company	0	-55,267
	Amortisation of goodwill	-42,191	-37,482
	Other adjustments	-7,441	1,006
	Value adjustments at 31 December	-75,934	-54,915
	Carrying amount at 31 December	**471,869**	**492,888**

Investments in subsidiaries are specified as follows:

Name	Place of registered office	Share capital	Votes and ownership
Generaxion A/S	Aarhus	DKK 600,000	100%
Generaxion Oy	Tampere	EUR 2,500	100%
Defiso AB	Stockholm	SEK 50,000	100%
Konxion A/S	Aarhus	DKK 510,000	100%

10 Prepayments

Prepayments consist of prepaid expenses concerning rent, insurance premiums, subscriptions and interest.

Notes to the Financial Statements

11 Distribution of profit

	Parent 2020	Parent 2019
	TDKK	TDKK
Reserve for net revaluation under the equity method	0	-728
Retained earnings	-14,107	-14,095
	-14,107	**-14,823**

12 Deferred tax asset

	Group 2020	Group 2019	Parent 2020	Parent 2019
	TDKK	TDKK	TDKK	TDKK
Deferred tax asset at 1 January	5,769	238	1,814	0
Amounts recognised in the income statement for the year	-1,147	4,127	-153	1,814
Other adjustments	1,651	1,404	55	0
Deferred tax asset at 31 December	**6,273**	**5,769**	**1,716**	**1,814**

The recognised tax asset comprises tax loss carry-forwards expected to be utilised within the next three to four years.

Notes to the Financial Statements

13 Long-term debt

Payments due within 1 year are recognised in short-term debt. Other debt is recognised in long-term debt.

The debt falls due for payment as specified below:

	Group		Parent	
	2020	2019	2020	2019
	TDKK	TDKK	TDKK	TDKK
Credit institutions				
Between 1 and 5 years	235,618	247,060	235,618	247,060
Long-term part	235,618	247,060	235,618	247,060
Within 1 year	11,250	20,000	11,250	20,000
Other short-term debt to credit institutions	132	8,125	132	1,435
Short-term part	11,382	28,125	11,382	21,435
	247,000	**275,185**	**247,000**	**268,495**

Notes to the Financial Statements

14 Deferred income

Deferred income consists of payments received in respect of income in subsequent years.

15 Cash flow statement - adjustments

	Group 2020 TDKK	Group 2019 TDKK
Financial income	-3,056	-1,037
Financial expenses	11,541	14,531
Depreciation, amortisation and impairment losses, including losses and gains on sales	46,143	41,238
Tax on profit/loss for the year	9,288	4,832
Other adjustments	0	-1,000
	63,916	**58,564**

16 Cash flow statement - change in working capital

	2020 TDKK	2019 TDKK
Change in receivables	20,184	-20,547
Change in other provisions	-8,440	0
Change in trade payables, etc	-14,027	37,114
	-2,283	**16,567**

Notes to the Financial Statements

17 Contingent assets, liabilities and other financial obligations

Rental and lease obligations

The group has entered leasing contracts with a remaining term of 3 and 27 months and a total payment of TDKK 1,771. The group has rent obligations of a total of TDKK 14,536, with a non-cancellable period, which varies between 3 month and up to 39 months.

Other contingent liabilities

The group companies are jointly and severally liable for tax on the jointly taxed incomes etc of the Group. Moreover, the group companies are jointly and severally liable for Danish withholding taxes by way of dividend tax, tax on royalty payments and tax on unearned income. Any subsequent adjustments of corporation taxes and withholding taxes may increase the Company's liability.

18 Fee to auditors appointed at the general meeting

	Group		Parent	
	2020	2019	2020	2019
	TDKK	TDKK	TDKK	TDKK
PricewaterhouseCoopers				
Audit fee	190	265	25	25
Other assurance engagements	16	12	0	0
Tax advisory services	0	2	0	0
Other services	50	83	25	25
	256	**362**	**50**	**50**
Other auditors				
Audit fee	388	388	0	0
	388	**388**	**0**	**0**
	644	**750**	**50**	**50**

Notes to the Financial Statements

19 Accounting Policies

The Annual Report of Generaxion Holding A/S for 2020 has been prepared in accordance with the provisions of the Danish Financial Statements Act applying to large enterprises of reporting class C .

The accounting policies applied remain unchanged from last year.

The Consolidated and Parent Company Financial Statements for 2020 are presented in TDKK.

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 flow 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 will flow out of the Company, and the value of the liability can be measured reliably.

Assets and liabilities are initially measured at cost. Subsequently, assets and liabilities are measured as described for each item below.

Basis of consolidation

The Consolidated Financial Statements comprise the Parent Company, Generaxion Holding A/S, and subsidiaries in which the Parent Company directly or indirectly holds more than 50% of the votes or in which the Parent Company, through share ownership or otherwise, exercises control. Enterprises in which the Group holds between 20% and 50% of the votes and exercises significant influence but not control are classified as associates.

On consolidation, items of a uniform nature are combined. Elimination is made of intercompany income and expenses, shareholdings, dividends and accounts as well as of realised and unrealised profits and losses on transactions between the consolidated enterprises.

The Parent Company's investments in the consolidated subsidiaries are set off against the Parent Company's share of the net asset value of subsidiaries stated at the time of consolidation.

Notes to the Financial Statements

19 Accounting Policies (continued)

Business combinations

Business acquisitions

Acquisitions of subsidiaries are accounted for using the purchase method under which the identifiable assets and liabilities of the entity acquired are measured at fair value at the time of acquisition. Acquired contingent liabilities are recognised at fair value in the Consolidated Financial Statements to the extent that the value can be measured reliably.

The time of acquisition is the time when the Group obtains control of the entity acquired.

The cost of the entity acquired is the fair value of the consideration agreed, including consideration contingent on future events. Transaction costs directly attributable to the acquisition of subsidiaries are recognised in the income statement as incurred.

Positive differences between the cost of the entity acquired and identifiable assets and liabilities are recognised as goodwill in intangible assets in the balance sheet and are amortised in the income statement on a straight-line basis over their estimated useful lives. Amortisation of goodwill is allocated in the Consolidated Financial Statements to the operations to which goodwill is related. Where the differences are negative, they are recognised immediately in the income statement.

Where the purchase price allocation is not final, positive and negative differences from acquired subsidiaries due to changes to the recognition and measurement of identifiable net assets may be adjusted for up to 12 months after the time of acquisition. These adjustments are also reflected in the value of goodwill or negative goodwill, including in amortisation already made.

Where cost includes contingent consideration, this is measured at fair value at the time of acquisition. Contingent consideration is subsequently measured at fair value. Any value adjustments are recognised in the income statement.

In respect of step acquisitions, any previously held investments in the entity acquired are remeasured at fair value at the time of acquisition. The difference between the carrying amount of the investment previously held and the fair value is recognised in the income statement.

Uniting of interests

Intragroup business combinations are accounted for under the uniting-of-interests method. Under this method, the two enterprises are combined at carrying amounts, and no differences are identified. Any consideration which exceeds the carrying amount of the acquired enterprise is recognised directly in equity. The uniting-of-interests method is applied at the date of acquisition, and comparative figures have not been restated.

Notes to the Financial Statements

19 Accounting Policies (continued)

Translation policies

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.

Income Statement

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 Group.

Services are recognised at the rate of completion of the service to which the contract relates by using the percentage-of-completion method, which means that revenue equals the selling price of the service completed for the year. This method is applied when total revenues and expenses in respect of the service and the stage of completion at the balance sheet date can be measured reliably, and it is probable that the economic benefits, including payments, will flow to the Group. The stage of completion is determined on the basis of the ratio between the expenses incurred and the total expected expenses of the service.

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

Expenses for raw materials and consumables

Expenses for raw materials and consumables comprise the raw materials and consumables consumed to achieve revenue for the year.

Other external expenses

Other external expenses comprise indirect production costs and expenses for premises, sales and distribution as well as office expenses, etc.

Notes to the Financial Statements

19 Accounting Policies (continued)

Gross profit/loss

With reference to section 32 of the Danish Financial Statements Act, gross profit/loss is calculated as a summary of revenue, expenses for raw materials and consumables and other external expenses.

Staff expenses

Staff expenses comprise wages and salaries as well as payroll expenses.

Amortisation, depreciation and impairment losses

Amortisation, depreciation and impairment losses comprise amortisation, depreciation and impairment of intangible assets and property, plant and equipment.

Other operating income and expenses

Other operating income and other operating expenses comprise items of a secondary nature to the main activities of the Group, including gains and losses on the sale of intangible assets and property, plant and equipment.

Income from investments in subsidiaries

The item “Income from investments in subsidiaries” in the income statement includes the proportionate share of the profit for the year.

Financial income and expenses

Financial income and expenses are recognised in the income statement at the amounts relating to the financial year.

Tax on profit/loss for the year

Tax for the year consists of current tax for the year and changes in deferred tax for the year. The tax attributable to the profit for the year is recognised in the income statement, whereas the tax attributable to equity transactions is recognised directly in equity.

The Company is jointly taxed with Danish subsidiaries. The tax effect of the joint taxation is allocated to enterprises in proportion to their taxable incomes.

Notes to the Financial Statements

19 Accounting Policies (continued)

Balance Sheet

Intangible assets

Goodwill acquired is measured at cost less accumulated amortisation. Goodwill is amortised on a straight-line basis over its useful life, which is assessed at 20 years.

Customer relations, rights and other similar rights are measured at the lower of cost less accumulated amortisation and recoverable amount. Patents are amortised over the remaining patent period, and licences are amortised over the licence period; however not exceeding 5 - 7 years.

Property, plant and equipment

Property, plant and equipment are measured at cost less accumulated depreciation and less any accumulated impairment losses.

Cost comprises the cost of acquisition and expenses directly related to the acquisition up until the time when the asset is ready for use.

Depreciation based on cost reduced by any residual value is calculated on a straight-line basis over the expected useful lives of the assets, which are:

Other fixtures and fittings, tools and equipment	3 - 5	years

Depreciation period and residual value are reassessed annually.

Impairment of fixed assets

The carrying amounts of intangible assets and property, plant and equipment are reviewed on an annual basis to determine whether there is any indication of impairment other than that expressed by amortisation and depreciation.

If so, the asset is written down to its lower recoverable amount.

Investments in subsidiaries

Investments in subsidiaries are recognised and measured under the equity method.

The item"Investments in subsidiaries" in the balance sheet include the proportionate ownership share of the net asset value of the enterprises calculated on the basis of the fair values of identifiable net assets at the time of acquisition with deduction or addition of unrealised intercompany profits or losses and with addition of the remaining value of any increases in value and goodwill calculated at the time of acquisi-

19 Accounting Policies (continued)

tion of the enterprises.

The total net revaluation of investments in subsidiaries is transferred upon distribution of profit to "Reserve for net revaluation under the equity method" under equity. The reserve is reduced by dividend distributed to the Parent Company and adjusted for other equity movements in the subsidiaries.

Subsidiaries with a negative net asset value are recognised at DKK 0. Any legal or constructive obligation of the Parent Company to cover the negative balance of the enterprise is recognised in provisions.

Other fixed asset investments

Other fixed asset investments consist of deposits.

Receivables

Receivables are measured in the balance sheet at the lower of amortised cost and net realisable value, which corresponds to nominal value less provisions for bad debts.

Contract work in progress

Contract work in progress regarding service is measured at selling price of the work performed calculated on the basis of the stage of completion. The stage of completion is measured by the proportion that the contract expenses incurred to date bear to the estimated total contract expenses. Where it is probable that total contract expenses will exceed total revenues from a contract, the expected loss is recognised as an expense in the income statement.

Where the selling price cannot be measured reliably, the selling price is measured at the lower of expenses incurred and net realisable value.

Payments received on account are set off against the selling price. The individual contracts are classified as receivables when the net selling price is positive and as liabilities when the net selling price is negative.

Expenses relating to sales work and the winning of contracts are recognised in the income statement as incurred.

Prepayments

Prepayments comprise prepaid expenses concerning rent, insurance premiums, subscriptions and interest.

Notes to the Financial Statements

19 Accounting Policies (continued)

Provisions

Provisions are recognised when - in consequence of an event occurred before or on the balance sheet date - the Group has a legal or constructive obligation and it is probable that economic benefits must be given up to settle the obligation.

Deferred tax assets and liabilities

Deferred income tax is measured using the balance sheet liability method in respect of temporary differences arising between the tax bases of assets and liabilities and their carrying amounts for financial reporting purposes on the basis of the intended use of the asset and settlement of the liability, respectively.

Deferred tax assets are measured at the value at which the asset is expected to be realised, either by elimination in tax on future earnings or by set-off against deferred tax liabilities within the same legal tax entity.

Deferred tax is measured on the basis of the tax rules and tax rates that will be effective under the legislation at the balance sheet date when the deferred tax is expected to crystallise as current tax. Any changes in deferred tax due to changes to tax rates are recognised in the income statement or in equity if the deferred tax relates to items recognised in equity.

Current tax receivables and liabilities

Current tax liabilities and receivables are recognised in the balance sheet as the expected taxable income for the year adjusted for tax on taxable incomes for prior years and tax paid on account. Extra payments and repayment under the on-account taxation scheme are recognised in the income statement in financial income and expenses.

Financial debts

Loans, such as loans from credit institutions, are recognised initially at the proceeds received net of transaction expenses incurred. Subsequently, the loans are measured at amortised cost; the difference between the proceeds and the nominal value is recognised as an interest expense in the income statement over the loan period.

Other debts are measured at amortised cost, substantially corresponding to nominal value.

Deferred income

Deferred income comprises payments received in respect of income in subsequent years.

Notes to the Financial Statements

19 Accounting Policies (continued)

Cash Flow Statement

The cash flow statement shows the Group´s cash flows for the year broken down by operating, investing and financing activities, changes for the year in cash and cash equivalents as well as the Group´s cash and cash equivalents at the beginning and end of the year.

Cash flows from operating activities

Cash flows from operating activities are calculated as the net profit/loss for the year adjusted for changes in working capital and non-cash operating items such as depreciation, amortisation and impairment losses, and provisions. Working capital comprises current assets less short-term debt excluding items included in cash and cash equivalents.

Cash flows from investing activities

Cash flows from investing activities comprise cash flows from acquisitions and disposals of intangible assets, property, plant and equipment as well as fixed asset investments.

Cash flows from financing activities

Cash flows from financing activities comprise cash flows from the raising and repayment of long-term debt as well as payments to and from shareholders.

Cash and cash equivalents

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

The cash flow statement cannot be immediately derived from the published financial records.

Financial Highlights

Explanation of financial ratios

Gross margin	$\frac{\text{Gross profit x 100}}{\text{Revenue}}$
Profit margin	$\frac{\text{Profit before financials x 100}}{\text{Revenue}}$
Return on assets	$\frac{\text{Profit before financials x 100}}{\text{Total assets}}$

Notes to the Financial Statements

19 Accounting Policies (continued)

Solvency ratio	$\frac{\text{Equity at year end x 100}}{\text{Total assets at year end}}$
Return on equity	$\frac{\text{Net profit for the year x 100}}{\text{Average equity}}$