

IMPACT Extend A/S

Søren Frichs Vej 44 D, 8230 Åbyhøj

CVR no. 39 18 63 81

Annual report 2017/18

(As of the establishment of the Company 19 December 2017 - 31 December 2018)

Approved at the Company's annual general meeting on 13 March 2019

Chairman:

.....
René Hannesbo Lykkeskov





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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 IMPACT Extend A/S for the financial year as of the establishment of the Company 19 December 2017 - 31 December 2018.

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 2018 and of the results of the Company's operations for the financial year as of the establishment of the Company 19 December 2017 - 31 December 2018.

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.

Åbyhøj, 12 March 2019
Executive Board:

.....
Torben Carl Vejen

.....
Thomas Obelitz Høgsbro-
Rode

Board of Directors:

.....
René Hannesbo Lykkeskov
Chairman

.....
Kasper Holst

.....
Peter Hestbæk

Independent auditor's report

To the shareholders of IMPACT Extend A/S

Opinion

We have audited the financial statements of IMPACT Extend A/S for the financial year as of the establishment of the Company 19 December 2017 - 31 December 2018, 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 2018 and of the results of the Company's operations for the financial year as of the establishment of the company 19 December 2017 - 31 December 2018 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.

Independent auditor's report

- ▶ 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.
- ▶ 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.

Aarhus, 12 March 2019
ERNST & YOUNG
Godkendt Revisionspartnerselskab
CVR no. 30 70 02 28

Henrik Pungvig Jensen
State Authorised Public Accountant
mne24825

Management's review

Company details

Name	IMPACT Extend A/S
Address, Postal code, City	Søren Frichs Vej 44 D, 8230 Åbyhøj
CVR no.	39 18 63 81
Established	19 December 2017
Registered office	Aarhus
Financial year	19 December 2017 - 31 December 2018
Board of Directors	René Hannesbo Lykkeskov, Chairman Kasper Holst Peter Hestbæk
Executive Board	Torben Carl Vejen Thomas Obelitz Høgsbro-Rode
Auditors	Ernst & Young Godkendt Revisionspartnerselskab Værkmestergade 25, P.O. Box 330, 8100 Aarhus C, Denmark

Management commentary

Business review

IMPACT Exstend is a digital consultancy specialising in digital marketing and customer insights. Our purpose is to provide consulting services and management of digital marketing activities. The company works in the following business areas of digital marketing: Digital Marketing Strategic Consulting, Customer Insights and Business/Marketing Intelligence, Traffic & Webbehavior insights, Email Marketing Automation and Customer Loyalty.

Financial review

Gross Margin for the year amounts to TDKK 8,876, and profit after tax amounts to TDKK 97. The focus of our first year has been on revenue growth, customer acquisition, product development and talent recruitment, which have prepared the organization for further growth on both turnover and profit in 2019.

Events after the balance sheet date

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

Financial statements for the period 19 December 2017 - 31 December 2018

Income statement

Note	DKK	2017/18 13 months
	Gross margin	8,875,518
2	Staff costs	-8,733,320
	Profit before net financials	142,198
3	Financial expenses	-12,956
	Profit before tax	129,242
4	Tax for the year	-32,172
	Profit for the year	97,070
	Recommended appropriation of profit	
	Retained earnings	97,070
		97,070

Financial statements for the period 19 December 2017 - 31 December 2018

Balance sheet

Note	DKK	<u>2017/18</u>
	ASSETS	
	Non-fixed assets	
	Receivables	
	Trade receivables	1,418,628
	Receivables from group enterprises	2,344,933
	Corporation tax receivable	297,828
	Other receivables	1,995
		<u>4,063,384</u>
	Cash	444,799
	Total non-fixed assets	<u>4,508,183</u>
	TOTAL ASSETS	<u><u>4,508,183</u></u>
	EQUITY AND LIABILITIES	
	Equity	
	Share capital	500,000
	Retained earnings	97,070
	Total equity	<u>597,070</u>
	Liabilities other than provisions	
	Current liabilities other than provisions	
	Trade payables	71,437
	Payables to group enterprises	1,410,167
	Other payables	2,429,509
		<u>3,911,113</u>
	Total liabilities other than provisions	<u>3,911,113</u>
	TOTAL EQUITY AND LIABILITIES	<u><u>4,508,183</u></u>

- 1 Accounting policies
- 5 Contractual obligations and contingencies, etc.
- 6 Collateral

Financial statements for the period 19 December 2017 - 31 December 2018

Statement of changes in equity

DKK	<u>Share capital</u>	<u>Retained earnings</u>	<u>Total</u>
Cash payments concerning formation of enterprise	500,000	0	500,000
Transfer through appropriation of profit	0	97,070	97,070
Equity at 31 December 2018	500,000	97,070	597,070

Financial statements for the period 19 December 2017 - 31 December 2018

Notes to the financial statements

1 Accounting policies

The annual report of IMPACT Extend A/S for 2017/18 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.

Reporting currency

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

Foreign currency translation

On initial recognition, transactions denominated in foreign currencies are translated at the exchange rate at the transaction date. Foreign exchange differences arising between the exchange rates at the transaction date and the date of payment are recognised in the income statement as financial income or financial expenses.

Receivables and payables and other monetary items denominated in foreign currencies are translated at the exchange rate at the balance sheet date. The difference between the exchange rates at the balance sheet date and the date at which the receivable or payable arose or was recognised in the most recent financial statements is recognised in the income statement as financial income or financial expenses.

Income statement

Revenue

Income from the rendering of services includes sale of advisory services for the purpose of creating online strategies, solution implementation and online marketing optimisation at the customer and is recognised as the services are rendered. Accordingly, revenue corresponds to the market value of the services rendered during the year (percentage-of-completion method). The main part of revenue is invoiced based on hours spent rendering advisory services.

Revenue is measured at the fair value of the agreed consideration excluding VAT and taxes charged on behalf of third parties. All discounts and rebates granted are recognised in revenue.

Gross margin

The items revenue, cost of sales 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.

Cost of sales

Cost of sales includes the cost of goods used in generating the year's revenue.

Other external expenses

Other external expenses include the year's expenses relating to the Company's core activities, including expenses relating to sale, advertising, administration, premises, bad debts, 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.

Financial statements for the period 19 December 2017 - 31 December 2018

Notes to the financial statements

1 Accounting policies (continued)

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.

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.

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.

Cash

Cash and cash equivalents comprise cash at bank.

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 for the period 19 December 2017 - 31 December 2018

Notes to the financial statements

1 Accounting policies (continued)

Other payables

Other payables are measured at net realisable value.

DKK	2017/18 13 months
2 Staff costs	
Wages/salaries	7,831,133
Pensions	567,844
Other social security costs	100,131
Other staff costs	234,212
	<u>8,733,320</u>
 Average number of full-time employees	 <u>13</u>
 3 Financial expenses	
Interest expenses, group entities	10,167
Other financial expenses	2,789
	<u>12,956</u>
 4 Tax for the year	
Estimated tax charge for the year	32,172
	<u>32,172</u>

5 Contractual obligations and contingencies, etc.

Other contingent liabilities

The Company is jointly taxed with its parent company, IMPACT Network A/S, which acts as management company, and has limited and alternative liability together with other jointly taxed group entities for payment of income taxes as well as withholding taxes on interest, royalties and dividends falling due for payment.

6 Collateral

The Company has not provided any security or other collateral in assets at 31 December 2018.

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

Thomas Obelitz Høgsbro-Rode

Direktion

På vegne af: IMPACT Extend A/S

Serienummer: PID:9208-2002-2-667845761670

IP: 93.176.xxx.xxx

2019-03-13 10:19:52Z

NEM ID 

Torben Carl Vejen

Direktion

På vegne af: IMPACT Extend A/S

Serienummer: PID:9802-2002-2-592390751390

IP: 80.62.xxx.xxx

2019-03-13 10:47:51Z

NEM ID 

René Hannesbo Lykkeskov

Dirigent

På vegne af: IMPACT Extend A/S

Serienummer: PID:9208-2002-2-629137972623

IP: 78.143.xxx.xxx

2019-03-13 11:03:15Z

NEM ID 

René Hannesbo Lykkeskov

Bestyrelse

På vegne af: IMPACT Extend A/S

Serienummer: PID:9208-2002-2-629137972623

IP: 78.143.xxx.xxx

2019-03-13 11:03:15Z

NEM ID 

Peter Hestbæk

Bestyrelse

På vegne af: IMPACT Extend A/S

Serienummer: PID:9208-2002-2-106026179553

IP: 213.32.xxx.xxx

2019-03-13 11:45:59Z

NEM ID 

Kasper Holst

Bestyrelse

På vegne af: IMPACT Extend A/S

Serienummer: PID:9208-2002-2-879346833234

IP: 93.176.xxx.xxx

2019-03-13 12:42:17Z

NEM ID 

Henrik Pungvig Jensen

Statsautoriseret revisor

På vegne af: Ernst & Young

Serienummer: CVR:30700228-RID:1265980872331

IP: 145.62.xxx.xxx

2019-03-13 14:20:20Z

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