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# *Mouseflow Holding ApS*

Flæsketorvet 68, DK-1711 Copenhagen V

## Annual Report for 2022

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CVR No. 39 82 60 70

The Annual Report was  
presented and adopted  
at the Annual General  
Meeting of the  
company  
on 22/5 2023

Mikkel Wakefield  
Chairman of the  
general meeting



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# Management's statement

The Executive Board and Board of Directors have today considered and adopted the Financial Statements of Mouseflow Holding ApS for the financial year 1 January - 31 December 2022.

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 at 31 December 2022 of the Company and of the results of the Company operations for 2022.

We recommend that the Financial Statements be adopted at the Annual General Meeting.

Copenhagen, 22 May 2023

## Executive Board

Mikkel Mørkedal Wakefield  
CEO

## Board of Directors

Allan Thorvaldsen

Jess Glad Frandsen

Lasse Schou Holbøll

# Independent Auditor's report

To the shareholders of Mouseflow Holding 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 Mouseflow Holding 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 ("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 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 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 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.

Hillerød, 22 May 2023

**PricewaterhouseCoopers**

Statsautoriseret Revisionspartnerselskab

*CVR No 33 77 12 31*

Henrik Aslund Pedersen

State Authorised Public Accountant

mne17120

## Company information

|                           |   |
|---------------------------|---|
| <b>The Company</b>        | Mouseflow Holding ApS<br>Flæsketorvet 68<br>DK-1711 Copenhagen V<br><br>CVR No: 39 82 60 70<br>Financial period: 1 January - 31 December<br>Municipality of reg. office: Copenhagen |
| <b>Board of Directors</b> | Allan Thorvaldsen<br>Jess Glad Frandsen<br>Lasse Schou Holbøll  |
| <b>Executive board</b>    | Mikkel Mørkedal Wakefield   |
| <b>Auditors</b>           | PricewaterhouseCoopers<br>Statsautoriseret Revisionspartnerselskab<br>Milnersvej 43<br>3400 Hillerød  |

## Income statement 1 January - 31 December

|   | Note | 2022              | 2021              |
|---|------|-------------------|-------------------|
|   |      | DKK               | DKK               |
| <b>Gross profit/loss</b>                |      | <b>-21,024</b>    | <b>12,798</b>     |
| Income from investments in subsidiaries |      | -4,240,741        | -1,832,156        |
| Financial income                        |      | 47                | 4,154             |
| Financial expenses                      |      | -3,956,735        | -4,262,817        |
| <b>Profit/loss before tax</b>           |      | <b>-8,218,453</b> | <b>-6,078,021</b> |
| Tax on profit/loss for the year         | 2    | 875,097           | 935,004           |
| <b>Net profit/loss for the year</b>     |      | <b>-7,343,356</b> | <b>-5,143,017</b> |

### Distribution of profit

|  | 2022              | 2021              |
|--|-------------------|-------------------|
|  | DKK               | DKK               |
| <b>Proposed distribution of profit</b> |                   |                   |
| Retained earnings                      | -7,343,356        | -5,143,017        |
|  | <b>-7,343,356</b> | <b>-5,143,017</b> |

## Balance sheet 31 December

### Assets

|   | Note | 2022<br>DKK        | 2021<br>DKK        |
|---|------|--------------------|--------------------|
| Investments in subsidiaries                       | 3    | 124,657,092        | 143,706,622        |
| <b>Fixed asset investments</b>                    |      | <b>124,657,092</b> | <b>143,706,622</b> |
| <b>Fixed assets</b>                               |      | <b>124,657,092</b> | <b>143,706,622</b> |
| Receivables from group enterprises                |      | 5,996,127          | 5,061,122          |
| Corporation tax receivable from group enterprises |      | 875,097            | 935,004            |
| <b>Receivables</b>                                |      | <b>6,871,224</b>   | <b>5,996,126</b>   |
| <b>Cash at bank and in hand</b>                   |      | <b>0</b>           | <b>83,000</b>      |
| <b>Current assets</b>                             |      | <b>6,871,224</b>   | <b>6,079,126</b>   |
| <b>Assets</b>                                     |      | <b>131,528,316</b> | <b>149,785,748</b> |



# Balance sheet 31 December

## Liabilities and equity

|  | Note | 2022               | 2021               |
|--|------|--------------------|--------------------|
|  |      | DKK                | DKK                |
| Share capital  | 4    | 110,793            | 110,793            |
| Retained earnings  |      | 34,371,872         | 40,964,187         |
| <b>Equity</b>  |      | <b>34,482,665</b>  | <b>41,074,980</b>  |
| Credit institutions  |      | 13,125,000         | 21,875,000         |
| Payables to owners and Management                              |      | 49,950,518         | 47,610,359         |
| Other payables   |      | 5,550,059          | 5,292,402          |
| <b>Long-term debt</b>  | 5    | <b>68,625,577</b>  | <b>74,777,761</b>  |
| Credit institutions  | 5    | 9,077,109          | 8,750,000          |
| Trade payables   |      | 35,998             | 36,001             |
| Payables to group enterprises                                  |      | 19,306,967         | 25,147,006         |
| <b>Short-term debt</b>   |      | <b>28,420,074</b>  | <b>33,933,007</b>  |
| <b>Debt</b>  |      | <b>97,045,651</b>  | <b>108,710,768</b> |
| <b>Liabilities and equity</b>                                  |      | <b>131,528,316</b> | <b>149,785,748</b> |
| Key activities   | 1    |                    |                    |
| Contingent assets, liabilities and other financial obligations | 6    |                    |                    |
| Accounting Policies  | 7    |                    |                    |

## Statement of changes in equity

|                              | Share capital  | Retained earnings | Total             |
|------------------------------|----------------|-------------------|-------------------|
|                              | DKK            | DKK               | DKK               |
| Equity at 1 January          | 110,793        | 40,964,187        | 41,074,980        |
| Sale of treasury shares      | 0              | 751,041           | 751,041           |
| Net profit/loss for the year | 0              | -7,343,356        | -7,343,356        |
| <b>Equity at 31 December</b> | <b>110,793</b> | <b>34,371,872</b> | <b>34,482,665</b> |

# Notes to the Financial Statements

## 1. Key activities

The key activities for the company is investment in Group enterprises and connected investments.

|                              | <u>2022</u>     | <u>2021</u>     |
|------------------------------|-----------------|-----------------|
|                              | DKK             | DKK             |
| <b>2. Income tax expense</b> |                 |                 |
| Current tax for the year     | -875,097        | -935,004        |
|                              | <u>-875,097</u> | <u>-935,004</u> |

|  | <u>2022</u>               | <u>2021</u>               |
|--|---------------------------|---------------------------|
|  | DKK                       | DKK                       |
| <b>3. Investments in subsidiaries</b>  |                           |                           |
| Cost at 1 January  | 186,057,880               | 186,057,880               |
| Cost at 31 December  | <u>186,057,880</u>        | <u>186,057,880</u>        |
| Value adjustments at 1 January   | -42,351,258               | -23,062,166               |
| Net profit/loss for the year   | 14,365,047                | 16,773,632                |
| Dividend to the Parent Company   | -14,808,789               | -17,456,936               |
| Amortisation of goodwill   | -18,605,788               | -18,605,788               |
| Value adjustments at 31 December   | <u>-61,400,788</u>        | <u>-42,351,258</u>        |
| <b>Carrying amount at 31 December</b>  | <u><b>124,657,092</b></u> | <u><b>143,706,622</b></u> |
| Remaining positive difference included in the above carrying amount at 31 December | <u>106,421,203</u>        | <u>125,026,991</u>        |

Investments in subsidiaries are specified as follows:

| Name          | Place of registered office | Share capital | Ownership | Equity            | Net profit/loss for the year |
|---------------|----------------------------|---------------|-----------|-------------------|------------------------------|
| Mouseflow ApS | Copenhagen                 | 125.000       | 100%      | 18,235,889        | 14,365,047                   |
|               |                            |               |           | <u>18,235,889</u> | <u>14,365,047</u>            |

# Notes to the Financial Statements

## 4. Share capital

|          | <u>Number</u> | <u>Nominal value</u><br>DKK |
|----------|---------------|-----------------------------|
| A-shares | 108,293       | 108,293                     |
| B-shares | 2,500         | <u>2,500</u>                |
|          |               | <u><b>110,793</b></u>       |

On 1 February 2022, the Company sold 1,000 treasury shares, corresponding to 0.9%. The total payment for the shares amounted to kDKK 751, which has been transferred to retained earnings under equity.

## 5. 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:

|  | <u>2022</u><br>DKK       | <u>2021</u><br>DKK       |
|--|--------------------------|--------------------------|
| <b>Credit institutions</b>                   |                          |                          |
| After 5 years                                | 0                        | 0                        |
| Between 1 and 5 years                        | <u>13,125,000</u>        | <u>21,875,000</u>        |
| Long-term part                               | <u>13,125,000</u>        | <u>21,875,000</u>        |
| Within 1 year                                | 8,750,000                | 8,750,000                |
| Other short-term debt to credit institutions | <u>327,109</u>           | <u>0</u>                 |
| Short-term part                              | <u>9,077,109</u>         | <u>8,750,000</u>         |
|  | <u><b>22,202,109</b></u> | <u><b>30,625,000</b></u> |

### Payables to owner and Management

|                       |                          |                          |
|-----------------------|--------------------------|--------------------------|
| After 5 years         | 0                        | 0                        |
| Between 1 and 5 years | <u>49,950,518</u>        | <u>47,610,359</u>        |
| Long-term part        | <u>49,950,518</u>        | <u>47,610,359</u>        |
| Within 1 year         | 0                        | 0                        |
|                       | <u><b>49,950,518</b></u> | <u><b>47,610,359</b></u> |

## Notes to the Financial Statements

### Other payables

|                |                  |                  |
|----------------|------------------|------------------|
| After 5 years  | 5,550,059        | 5,292,402        |
| Long-term part | 5,550,059        | 5,292,402        |
| Within 1 year  | 0                | 0                |
|                | <u>5,550,059</u> | <u>5,292,402</u> |

## 6. Contingent assets, liabilities and other financial obligations

### Contingent liabilities

The group companies are jointly and severally liable for tax on the jointly taxed incomes etc of the Group. The total amount of corporation tax payable is disclosed in the Annual Report of Mouseflow Invest ApS, which is the management company of the joint taxation purposes. 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.

# Notes to the Financial Statements

## 7. Accounting policies

The Annual Report of Mouseflow Holding ApS for 2022 has been prepared 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.

The Financial Statements for 2022 are presented in DKK.

### Consolidated financial statements

With reference to section 110 of the Danish Financial Statements Act, no consolidated financial statements are prepared.

### 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.

### Income statement

#### Other external expenses

Other external expenses comprise expenses for administration.

#### Gross profit/loss

With reference to section 32 of the Danish Financial Statements Act, gross profit/loss comprises of other external expenses.

#### 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.

# Notes to the Financial Statements

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

## Balance sheet

### 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 acquisition 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.

### 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.

## Equity

### Treasury shares

Purchase and sales prices for treasury shares are recognised directly in retained earnings under equity. A reduction of capital by cancellation of treasury shares reduces the share capital by an amount equal to the nominal value of the shares and increases retained earnings. Dividend on treasury shares is recognised directly in equity under retained earnings.

### 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, including the tax base of tax loss carry-forwards, 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.

# Notes to the Financial Statements

## 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.