BEIERHOLM
VI SKABER BALANCE

Everland ApS

Nikolaj Plads 2 4., 1067 København K

CVR no. 40 66 00 97

Annual report for 2020

This annual report has been adopted at the annual general meeting on 30.06.21

Chairman of the meeting

Table of contents

Company information etc.

The company

Everland ApS
Nikolaj Plads 2 4.
1067 København K
Registered office: København
CVR no.: 40 66 00 97
Financial year: 01.01 - 31.12

Executive Board

Thomas Bandolowski Gamst

Board of Directors

Thomas Bandolowski Gamst
Jens Wittrup Willumsen
Ole Nellemann Kruuse
Tørk Eskild Furhauge
Christian Moe Halsted
Philip Linnemann
Simon Gareth Bolton

Auditors

Beierholm
Statsautoriseret Revisionspartnerselskab

Statement by the Executive Board and Board of Directors on the annual report

We have on this day presented the annual report for the financial year 01.01.20 - 31.12.20 for Everland ApS.

The annual report is presented in accordance with Danish Financial Statements Act (Årsregnskabsloven).

In our opinion, the financial statements give a true and fair view of the company's assets, liabilities and financial position as at 31.12.20 and of the results of the company's activities for the financial year 01.01.20 - 31.12.20.

We believe that the management's review includes a fair review of the matters dealt with in the management's review.

The annual report is submitted for adoption by the general meeting.

Copenhagen, May 27, 2021

Executive Board

Thomas Bandolowski Gamst

Board of Directors

Thomas Bandolowski Gamst

Jens Wittrup Willumsen

Ole Nellemann Kruuse

Tørk Eskild Furhauge

Christian Moe Halsted

Philip Linnemann

Simon Gareth Bolton

Independent auditor's report

To the capital owner of Everland ApS

Opinion

We have audited the financial statements of Everland ApS for the financial year 01.01.20 - 31.12.20, which comprise the income statement, balance sheet, statement of changes in equity and notes to the financial statements, including a summary of significant accounting policies. The financial statements are prepared in accordance with Danish Financial Statements Act (Årsregnskabsloven).

In our opinion the financial statements give a true and fair view of the company's assets, liabilities and financial position at 31.12.20 and of the results of the company's operations for the financial year 01.01.20 - 31.12.20 in accordance with the Danish Financial Statements Act (Årsregnskabsloven).

Basis for conclusion

We conducted our audit in accordance with International Standards on Auditing 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' 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.

Management's responsibility for the financial statements

The Management is responsible for the preparation of financial statements that give a true and fair view in accordance with the Danish Financial Statements Act. Furthermore the Management is responsible for the internal control as the 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 International Standards on Auditing 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 International Standards on Auditing 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.

- 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.

Statement regarding the 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 Financial Statements Act.

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

Køge, May 27, 2021

Beierholm
Statsautoriseret Revisionspartnerselskab
CVR no. 32 89 54 68

Simon Boye Andersen
State Authorized Public Accountant
MNE-no. mne45864

Hanne Kjærbølling
State Authorized Public Accountant
MNE-no. mne10024

Business review

Everland helps define and design the consumer brands of tomorrow. Our team of FMCG specialists combine actionable strategy, creativity and craft to inspire positive impact and spark happiness.

Everland is part of Kontrapunkt Group. The company was founded on January 1, 2018, as a demerger from Kontrapunkt Group A/S.

Development in activities and financial affairs

The company's income for the period 01.01.20 - 31.12.20 shows a profit/loss of DKK 5,464,386 against DKK 5,987,677 for the period 01.01.19 - 31.12.19. The balance sheet shows at 31 december 2020 equity of DKK 12,589,622.

The management considers the net profit for the year to be satisfactory.

Significant events occurring after the end of the financial year

The coronavirus / COVID-19 outbreak escalated again in early 2021, after the balance sheet date. The company doesn't expect this second wave of coronavirus / COVID-19 to have a significant effect on the company's financial position.

Income statement

Note		2020 DKK	2019 DKK
	Gross profit	**28,283,562**	**27,060,223**
1	Staff costs	-20,295,256	-18,362,808
	Profit before depreciation, amortisation, write-downs and impairment losses	**7,988,306**	**8,697,415**
	Depreciation, amortisation and impairments losses of intangible assets and property, plant and equipment	-862,076	-824,491
	Profit before net financials	**7,126,230**	**7,872,924**
	Financial income	1,259	0
	Financial expenses	-120,298	-145,230
	Profit before tax	**7,007,191**	**7,727,694**
	Tax on profit for the year	-1,542,805	-1,740,017
	Profit for the year	**5,464,386**	**5,987,677**

Proposed appropriation account

	2020 DKK	2019 DKK
Extraordinary dividend for the financial year	1,000,000	0
Proposed dividend for the financial year	4,500,000	3,000,000
Retained earnings	-35,614	2,987,677
Total	**5,464,386**	**5,987,677**

Balance sheet

ASSETS

Note		31.12.20 DKK	31.12.19 DKK
	Goodwill	1,048,058	1,572,086
	Total intangible assets	**1,048,058**	**1,572,086**
	Other fixtures and fittings, tools and equipment	620,666	735,905
	Total property, plant and equipment	**620,666**	**735,905**
	Deposits	539,466	529,224
	Total investments	**539,466**	**529,224**
	Total non-current assets	**2,208,190**	**2,837,215**
2	Work in progress for third parties	3,173,969	2,428,464
	Trade receivables	9,766,403	12,603,968
	Income tax receivable	1,000,000	0
	Other receivables	49,726	19,825
	Prepayments	369,550	183,921
	Total receivables	**14,359,648**	**15,236,178**
3	**Cash**	**8,738,513**	**4,935,786**
	Total current assets	**23,098,161**	**20,171,964**
	Total assets	**25,306,351**	**23,009,179**

Balance sheet

EQUITY AND LIABILITIES

Note		31.12.20 DKK	31.12.19 DKK
	Share capital	726,800	726,800
	Retained earnings	7,362,822	7,398,436
	Proposed dividend for the financial year	4,500,000	3,000,000
	Total equity	**12,589,622**	**11,125,236**
	Provisions for deferred tax	2,410,845	868,040
	Total provisions	**2,410,845**	**868,040**
4	Other payables	1,549,804	501,349
	Total long-term payables	**1,549,804**	**501,349**
2	Prepayments received from work in progress for third parties	1,874,995	2,101,764
	Trade payables	1,013,224	1,010,955
	Income taxes	0	3,530,384
	Other payables	5,867,861	3,871,451
	Total short-term payables	**8,756,080**	**10,514,554**
	Total payables	**10,305,884**	**11,015,903**
	Total equity and liabilities	**25,306,351**	**23,009,179**

5 Contingent liabilities
6 Charges and security

Statement of changes in equity

Figures in DKK	Share capital	Retained earnings	Proposed dividend for the financial year
Statement of changes in equity for 01.01.19 - 31.12.19			
Balance as at 01.01.19	218,040	4,410,759	3,989,431
Capital increase	508,760	0	0
Dividend paid	0	0	-3,989,431
Net profit/loss for the year	0	2,987,677	3,000,000
Balance as at 31.12.19	726,800	7,398,436	3,000,000
Statement of changes in equity for 01.01.20 - 31.12.20			
Balance as at 01.01.20	726,800	7,398,436	3,000,000
Extraordinary dividend paid	0	-1,000,000	0
Dividend paid	0	0	-3,000,000
Net profit/loss for the year	0	964,386	4,500,000
Balance as at 31.12.20	726,800	7,362,822	4,500,000

	2020 DKK	2019 DKK

1. Staff costs

	2020 DKK	2019 DKK
Wages and salaries	18,001,118	16,024,700
Pensions	1,309,612	1,142,062
Other social security costs	104,686	93,309
Other staff costs	879,840	1,102,737
Total	20,295,256	18,362,808
Average number of employees during the year	35	28

2. Work in progress for third parties

	2020 DKK	2019 DKK
Work in progress for third parties	15,168,584	17,003,811
On-account invoicing	-13,869,610	-16,677,111
Work in progress for third parties	1,298,974	326,700
Work in progress for third parties	3,173,969	2,428,464
Prepayments received from work in progress for third parties, short-term payables	-1,874,995	-2,101,764
Total	1,298,974	326,700

3. Cash

Cash includes bank deposits of t.DKK 100, which are deposited by the company as security for a credit card.

4. Long-term payables

Figures in DKK	Outstanding debt after 5 years	Total payables at 31.12.20	Total payables at 31.12.19
Other payables	1,549,804	1,549,804	501,349
Total	1,549,804	1,549,804	501,349

5. Contingent liabilities

Lease commitments

The company has entered into lease agreements with terms to maturity of up to 15 months and average lease payments of t.DKK 84, a total of t.DKK 1.086.

Guarantee commitments

The company has participated in a demerger as the receiving company with accounting effect from 01.01.18. The company is jointly and severally liable with the other companies in the demerger for the liabilities existing at the time of announcement of the demerger decision; however, such liability cannot exceed the value of the net assets contributed at this time. The company do not expect any liability to be realized.

6. Charges and security

As security for credit facility of t.DKK 2.000, a company charge has been provided comprising goodwill, motor vehicles, inventories and trade receivables. The total carrying amount of the comprised assets is t.DKK 11.435.

7. Accounting policies

GENERAL

The annual report is presented in accordance with the provisions of the Danish Financial Statements Act (*Årsregnskabsloven*) for enterprises in reporting class B with application of provisions for a higher reporting class.

The accounting policies have been applied consistently with previous years.

Material error

The company has identified a material error in the financial statements for 2019.

A material error has been identified in the previous year's financial statements regarding the presentation of certain costs and income items. These has been classified properly in this financial statement for the year 2019. The reclassification has no effect of the net result for the year.

Basis of recognition and measurement

Income is recognised in the income statement as earned, including value adjustments of financial assets and liabilities. All expenses, including depreciation, amortisation, impairment losses and write-downs, are also recognised in the income statement.

Assets are recognised in the balance sheet when it is probable that future economic benefits will flow to the company, and the value of such assets can be measured reliably. Liabilities are recognised in the balance sheet when it is probable that future economic benefits will flow from the company, and the value of such liabilities can be measured reliably. On initial recognition, assets and liabilities are measured at cost. Subsequently, assets and liabilities are measured as described for each item below.

On recognition and measurement, account is taken of foreseeable losses and risks arising before the date at which the annual report is presented and proving or disproving matters arising on or before the balance sheet date.

CURRENCY

The annual report is presented in Danish kroner (DKK).

On initial recognition, transactions denominated in foreign currencies are translated using the exchange rates applicable at the transaction date. Exchange rate differences between the exchange rate applicable at the transaction date and the exchange rate at the date of

7. Accounting policies - continued -

payment are recognised in the income statement as a financial item. Receivables, payables and other monetary items denominated in foreign currencies are translated using the exchange rates applicable at the balance sheet date. The difference between the exchange rate applicable at the balance sheet date and at the date at which the receivable or payable arose or was recognised in the latest annual report is recognised under financial income or expenses in the income statement. Fixed assets and other non-monetary assets acquired in foreign currencies are translated using historical exchange rates.

LEASES

Lease payments relating to operating leases are recognised in the income statement on a straight-line basis over the lease term.

INCOME STATEMENT

Gross profit

Gross profit comprises revenue and cost of sales and other external expenses.

Revenue

Income from the sale of services is recognised in the income statement in line with completion of services, which means that revenue corresponds to the selling price of the work performed for the year stated on the basis of the stage of completion at the balance sheet date (percentage of completion method).

Cost of sales

Cost of sales comprises cost of sales for the year measured at cost plus any changes in inventories, including write-downs to the extent that these do not exceed normal write-downs.

Other external expenses

Other external expenses comprise costs relating to distribution, sales and advertising and administration, premises and bad debts to the extent that these do not exceed normal write-downs.

7. Accounting policies - continued -

Staff costs

Staff costs comprise wages and salaries as well as other staff-related costs.

Depreciation, amortisation and impairment losses

The depreciation and amortisation of intangible assets and property, plant and equipment aim at systematic depreciation and amortisation over the expected useful lives of the assets. Assets are depreciated and amortised according to the straight-line method based on the following expected useful lives and residual values:

	Useful lives, years	Residual value, per cent
Goodwill	5	0
Other plant, fixtures and fittings, tools and equipment	3-5	0

Goodwill is amortised over 5 years. The useful life has been determined in consideration of the expected future net earnings of the enterprise or activity to which the goodwill relates.

The basis of depreciation and amortisation is the cost of the asset less the expected residual value at the end of the useful life. Moreover, the basis of depreciation and amortisation is reduced by any impairment losses. The useful life and residual value are determined when the asset is ready for use and reassessed annually.

Intangible assets and property, plant and equipment are impaired in accordance with the accounting policies referred to in the 'Impairment losses on fixed assets' section.

Other net financials

Interest income and interest expenses, foreign exchange gains and losses on transactions denominated in foreign currencies etc. are recognised in other net financials.

Tax on profit/loss for the year

The current and deferred tax for the year is recognised in the income statement as tax on the profit/loss for the year with the portion attributable to the profit/loss for the year, and directly in equity with the portion attributable to amounts recognised directly in equity.

7. Accounting policies - continued -

BALANCE SHEET

Intangible assets

Goodwill

Goodwill is measured in the balance sheet at cost less accumulated amortisation and impairment losses.

Goodwill is amortised using the straight-line method based on useful lives, which are stated in the 'Depreciation, amortisation and impairment losses' section.

Gains and losses on the disposal of intangible assets are determined as the difference between the selling price, if any, less selling costs and the carrying amount at the date of disposal.

Property, plant and equipment

Property, plant and equipment comprise other fixtures and fittings, tools and equipment.

Property, plant and equipment are measured in the balance sheet at cost less accumulated depreciation and impairment losses.

Cost comprises the purchase price and expenses resulting directly from the purchase until the asset is ready for use. Interest on loans arranged to finance production is not included in the cost.

Property, plant and equipment are depreciated using the straight-line method based on useful lives and residual values, which are stated in the 'Depreciation, amortisation and impairment losses' section.

Gains and losses on the disposal of property, plant and equipment are determined as the difference between the selling price, if any, less selling costs and the carrying amount at the date of disposal less any costs of disposal.

Impairment losses on fixed assets

The carrying amount of fixed assets which are not measured at fair value is assessed annually for indications of impairment over and above what is reflected in depreciation and amortisation.

If the company's realised return on an asset or a group of assets is lower than expected, this

7. Accounting policies - continued -

is considered an indication of impairment.

If there are indications of impairment, an impairment test is conducted of individual assets or groups of assets.

The assets or groups of assets are impaired to the lower of recoverable amount and carrying amount.

The higher of net selling price and value in use is used as the recoverable amount. The value in use is determined as the present value of expected net cash flows from the use of the asset or group of assets as well as expected net cash flows from the sale of the asset or group of assets after the expiry of their useful lives.

Impairment losses are reversed when the reasons for the impairment no longer exist. Impairment losses on goodwill are not reversed.

Receivables

Receivables are measured at amortised cost, which usually corresponds to the nominal value, less write-downs for bad debts.

Write-downs for bad debts are determined based on an individual assessment of each receivable if there is no objective evidence of individual impairment of a receivable.

Deposits recognised under assets comprise deposits paid to the lessor under leases entered into by the company.

Work in progress for third parties

Work in progress for third parties is measured at the selling price of the work performed less on-account invoicing made for each piece of work in progress.

The selling price is measured according to the stage of completion at the balance sheet date and total expected income from each piece of work in progress. The degree of completion for each piece of work in progress is normally calculated as the ratio between the resources spent and the total budgeted resource consumption. For some work in progress where the resource consumption cannot be used as a basis, the ratio between completed subactivities and the combined subactivities for the individual piece of work in progress is used instead.

When the selling price of a piece of work in progress cannot be determined reliably, the selling price is measured at the lower of costs incurred and net realisable value.

7. Accounting policies - continued -

The individual piece of work in progress is recognised under receivables or payables in the balance sheet depending on whether the net value of the selling price less prepayments received is positive or negative.

When it is likely that the total costs of the individual piece of work in progress will exceed total sales income, the total expected loss is recognised as a provision.

Prepayments

Prepayments recognised under assets comprise costs incurred in respect of subsequent financial years.

Cash

Cash includes deposits in bank accounts as well as operating cash.

Equity

The proposed dividend for the financial year is recognised as a separate item in equity.

Current and deferred tax

Current tax payable and receivable is recognised in the balance sheet as tax computed on the basis of the taxable income for the year, adjusted for tax paid on account.

Deferred tax liabilities and tax assets are recognised on the basis of all temporary differences between the carrying amounts and tax bases of assets and liabilities. However, deferred tax is not recognised on temporary differences relating to goodwill which is non-amortisable for tax purposes and other items where temporary differences, except for acquisitions, have arisen at the date of acquisition without affecting the net profit or loss for the year or the taxable income. In cases where the tax value can be determined according to different taxation rules, deferred tax is measured on the basis of management's intended use of the asset or settlement of the liability.

Deferred tax assets are recognised, following an assessment, at the expected realisable value through offsetting against deferred tax liabilities or elimination in tax on future earnings.

Deferred tax is measured on the basis of the tax rules and at the tax rates which, according to the legislation in force at the balance sheet date, will be applicable when the deferred tax

7. **Accounting policies** - continued -

is expected to crystallise as current tax.

Payables

Long-term payables are measured at cost at the time of contracting such liabilities (raising of the loan). The payables are subsequently measured at amortised cost where capital losses and loan expenses are recognised in the income statement as a financial expense over the term of the payable on the basis of the calculated effective interest rate in force at the time of contracting the liability.

Short-term payables are measured at amortised cost, normally corresponding to the nominal value of such payables.