

Meraki Consultancy ApS

Christiansgade 4, 1. 4., 8000 Aarhus C
CVR no. 40 84 00 36

Annual report for the financial year 05.10.19 - 31.12.20

Årsrapporten er godkendt på den
ordinære generalforsamling, d. 21.06.21

Amy Hoi May Lee
Dirigent

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The company

Meraki Consultancy ApS
Christiansgade 4, 1. 4.
8000 Aarhus C
Registered office: Aarhus
CVR no.: 40 84 00 36
Financial year: 01.01 - 31.12

Executive Board

Amy Hoi May Lee

Auditors

Beierholm
Statsautoriseret Revisionspartnerselskab

Statement by the Executive Board on the annual report

I have on this day presented the annual report for the financial year 05.10.19 - 31.12.20 for Meraki Consultancy ApS.

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

The financial statements have not been audited, and I declare that the relevant conditions have been met.

In my 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 05.10.19 - 31.12.20.

I 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.

Beierholm Statsautoriseret Revisionspartnerselskab has assisted with business service and payroll service, and I hereby confirm having reviewed and approved the result of this assistance.

Aarhus, April 28, 2021

Executive Board

Amy Hoi May Lee

To the management of Meraki Consultancy ApS

Based on the company's book-keeping and other information provided by the management, we have compiled the financial statements of Meraki Consultancy ApS for the financial year 05.10.19 - 31.12.20.

The financial statements comprise the income statement, balance sheet, statement of changes in equity and notes to the financial statements, including a summary of significant accounting policies.

We have performed our compilation engagement in accordance with the ISRS 4410 standard on Engagements to Compile Financial Statements.

We have applied our professional expertise to assist the management with the preparation and presentation of the financial statements in accordance with the Danish Financial Statements Act. We have complied with relevant provisions of the Danish Act on Approved Auditors and Audit Firms (Revisorloven) and the code of ethics of FSR – Danish Auditors, including principles concerning integrity, objectivity, professional competence and due care.

Management retains responsibility for the financial statements and for the accuracy and completeness of the financial information on the basis of which the financial statements are prepared and presented.

Since a compilation engagement is not an assurance engagement, we are not required to verify the accuracy or completeness of the information provided by management for the compilation of the financial statements. Accordingly, we will not express an audit opinion or a review conclusion on whether the financial statements are prepared in accordance with the Danish Financial Statements Act.

Aarhus, April 28, 2021

Beierholm

Statsautoriseret Revisionspartnerselskab
CVR no. 32 89 54 68

Martin Rasmussen

State Authorized Public Accountant
MNE-no. mne32849

Primary activities

The company's activities consist of consultancy services in sports, media and technology.

Development in activities and financial affairs

The income statement for the period 05.10.19 - 31.12.20 shows a profit/loss of DKK 214,703.
The balance sheet shows equity of DKK 254,703.

Subsequent events

No important events have occurred after the end of the financial year.

	05.10.19	31.12.20
Note	DKK	
Gross profit		314,101
1 Staff costs		-27,466
Profit before net financials		286,635
Financial expenses		-9,870
Total net financials		-9,870
Profit before tax		276,765
Tax on profit for the year		-62,062
Profit for the year		214,703
Proposed appropriation account		
Retained earnings		214,703
Total		214,703

ASSETS		31.12.20
		DKK
Note		
	Other receivables	5,715
	Total receivables	5,715
	Cash	603,851
	Total current assets	609,566
	Total assets	609,566
EQUITY AND LIABILITIES		
	Share capital	40,000
	Retained earnings	214,703
	Total equity	254,703
	Income taxes	62,062
	Other payables	292,801
	Total short-term payables	354,863
	Total payables	354,863
	Total equity and liabilities	609,566

Statement of changes in equity

Figures in DKK	Share capital	Retained earnings	Total equity
Statement of changes in equity for 05.10.19 - 31.12.20			
Balance as at 05.10.19	0	0	0
Capital contributed on establishment	40,000	0	40,000
Net profit/loss for the year	0	214,703	214,703
Balance as at 31.12.20	40,000	214,703	254,703

05.10.19
31.12.20
DKK

1. Staff costs

Wages and salaries	23,621
Other social security costs	1,136
Other staff costs	2,709
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Total	27,466

Average number of employees during the year	1
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2. 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.

No comparative figures have been provided as this is the company's first financial 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.

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 as delivery takes place (delivery method). Revenue is measured at the selling value of the agreed consideration exclusive of VAT and other taxes collected on behalf of third parties and less discounts.

2. Accounting policies - continued -

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.

Staff costs

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

Other net financials

Interest income and interest expenses 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.

BALANCE SHEET

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.

Cash

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

2. Accounting policies - continued -

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 is expected to crystallise as current tax.

Payables

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