



**Sprinklr Denmark ApS**  
c/o Harbour House  
Sundkrogsgade 21, 2100 Copenhagen  
CVR no. 41 22 15 93

**Annual report for 2021/22**

Adopted at the annual general  
meeting on 24 June 2022

A handwritten signature in blue ink, appearing to read "Emil Skov", is written over a horizontal line.

Emil Skov  
chairman

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## Statement by management on the annual report

The executive board has today discussed and approved the annual report of Sprinklr Denmark ApS for the financial year 1 February 2021 - 31 January 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 company's financial position at 31 January 2022 and of the results of the company's operations for the financial year 1 February 2021 - 31 January 2022.

In our opinion, management's review includes a fair review of the matters dealt with in the management's review.


Management recommends to the company in general meeting that the financial statements for 2022/23 are not to be audited. Management considers the criteria for not auditing the financial statements to be met.

The financial statements have not been audited. Management considers the criteria for not auditing the financial statements to be met.

Management recommends that the annual report should be approved by the company in general meeting.

Copenhagen, 24 June 2022

### Executive board

DocuSigned by:  
  
CD3842926FEG44D  
Daniel Patrick Haley

DocuSigned by:  
  
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Ragy Thomas

## Company details

### **The company**

Sprinklr Denmark ApS  
Sundkrogsgade 21  
c/o Harbour House  
2100 Copenhagen

CVR no.: 41 22 15 93

Reporting period: 1 February 2021 - 31 January 2022

Domicile: Copenhagen

### **Executive board**

Daniel Patrick Haley  
Ragy Thomas

### **Consolidated financial statements**

The company is included in the consolidated financial statements of the parent company

The group annual report of "Sprinkl Inc" may be obtained at the following address:

Sprinklr Inc  
29 West 35th Street  
7th Floor  
NY 1001 - New York - USA

## Management's review

### **Business review**

The principal activities comprise are sales and marketing activities, including sales support, and other related activities.

### **Financial review**

The company's income statement for the year ended 31 January 2022 shows a profit of Danish kroner 676.694, and the balance sheet at 31 January 2022 shows equity of Danish kroner 903.042.

### **Significant events occurring after the end of the financial year**

No events have occurred after the balance sheet date which could significantly affect the company's financial position.

## Income statement 1 February - 31 January

	<u>Note</u>	<u>2021/22</u> DKK	<u>2020/21</u> DKK
<b>Gross profit</b>		<b>13.156.819</b>	<b>3.435.137</b>
Staff expenses	1	-12.127.028	-3.177.258
Depreciation, amortisation and impairment of intangible assets and property, plant and equipment	2	<u>-5.379</u>	<u>0</u>
<b>Profit/loss on activities before fair value adjustments</b>		<b>1.024.412</b>	<b>257.879</b>
<b>Profit/loss before net financials</b>		<b>1.024.412</b>	<b>257.879</b>
Financial expenses		<u>-144.303</u>	<u>-18.645</u>
<b>Profit/loss before tax</b>		<b>880.109</b>	<b>239.234</b>
Tax on profit/loss for the year	3	<u>-203.415</u>	<u>-52.888</u>
<b>Profit/loss for the year</b>		<b><u>676.694</u></b>	<b><u>186.346</u></b>
<b>Distribution of profit</b>			
Retained earnings		<u>676.694</u>	<u>186.346</u>
		<b><u>676.694</u></b>	<b><u>186.346</u></b>

## Balance sheet 31 January

	<u>Note</u>	<u>2021/22</u> DKK	<u>2020/21</u> DKK
<b>Assets</b>			
Other fixtures and fittings, tools and equipment		<u>13.695</u>	<u>0</u>
<b>Tangible assets</b>		<u><b>13.695</b></u>	<u><b>0</b></u>
<b>Total non-current assets</b>		<u><b>13.695</b></u>	<u><b>0</b></u>
Receivables from Group entities		3.368.833	1.588.280
Other receivables		<u>161.020</u>	<u>55.484</u>
<b>Receivables</b>		<u><b>3.529.853</b></u>	<u><b>1.643.764</b></u>
<b>Cash at bank and in hand</b>		<u><b>556.876</b></u>	<u><b>0</b></u>
<b>Total current assets</b>		<u><b>4.086.729</b></u>	<u><b>1.643.764</b></u>
<b>Total assets</b>		<u><u><b>4.100.424</b></u></u>	<u><u><b>1.643.764</b></u></u>

## Balance sheet 31 January

	<u>Note</u>	<u>2021/22</u> DKK	<u>2020/21</u> DKK
<b>Equity and liabilities</b>			
Share capital		40.002	40.002
Retained earnings		<u>863.040</u>	<u>186.346</u>
<b>Equity</b>		<b><u>903.042</u></b>	<b><u>226.348</u></b>
Trade payables		43.750	0
Corporation tax		201.088	52.888
Other payables		<u>2.952.544</u>	<u>1.364.528</u>
<b>Total current liabilities</b>		<b><u>3.197.382</u></b>	<b><u>1.417.416</u></b>
<b>Total liabilities</b>		<b><u>3.197.382</u></b>	<b><u>1.417.416</u></b>
<b>Total equity and liabilities</b>		<b><u>4.100.424</u></b>	<b><u>1.643.764</u></b>



## Statement of changes in equity

	<u>Share capital</u>	<u>Retained earnings</u>	<u>Total</u>
Equity at the beginning	40.002	186.346	226.348
Net profit/loss for the year	0	676.694	676.694
<b>Equity at the end</b>	<b><u>40.002</u></b>	<b><u>863.040</u></b>	<b><u>903.042</u></b>

## Notes

	<u>2021/22</u>	<u>2020/21</u>
	DKK	DKK
<b>1 Staff expenses</b>		
Wages and salaries	11.288.773	2.960.502
Pensions	585.546	193.333
Other social security costs	137.037	7.652
Other staff costs	<u>115.672</u>	<u>15.771</u>
	<b><u>12.127.028</u></b>	<b><u>3.177.258</u></b>
Average number of employees	<u>3</u>	<u>3</u>
<b>2 Depreciation, amortisation and impairment of intangible assets and property, plant and equipment</b>		
Depreciation tangible assets	<u>5.379</u>	<u>0</u>
	<b><u>5.379</u></b>	<b><u>0</u></b>
<b>3 Tax on profit/loss for the year</b>		
Current tax for the year	<u>203.415</u>	<u>52.888</u>
	<b><u>203.415</u></b>	<b><u>52.888</u></b>

## Accounting policies

The annual report of Sprinklr Denmark ApS for 2021/22 has been prepared in accordance with the provisions of the Danish Financial Statements Act applying to enterprises of reporting class B, as well as provisions applying to reporting class C entities.

The accounting policies applied are consistent with those of last year.

The annual report for 2021/22 is presented in Danish kroner.

### **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 amortisation, depreciation and impairment losses, 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 the asset 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 the liability can be measured reliably.

On initial recognition, assets and liabilities are measured at cost. On subsequent recognition, assets and liabilities are measured as described below for each individual accounting item.

Certain financial assets and liabilities are measured at amortised cost using the effective interest method. Amortised cost is calculated as the historic cost less any installments and plus/less the accumulated amortisation of the difference between the cost and the nominal amount.

On recognition and measurement, allowance is made for predictable losses and risks which occur before the annual report is presented and which confirm or invalidate matters existing at the balance sheet date.

### **Income statement**

#### **Gross profit**

In pursuance of section 32 of the Danish Financial Statements Act, the company does not disclose its revenue.

Gross profit reflects an aggregation of revenue, changes in inventories of finished goods and work in progress and other operating income less costs of raw materials and consumables and other external expenses.

## Accounting policies

### Revenue

Income from the sale of goods for resale and finished goods is recognised in the income statement, provided that the transfer of risk, usually on delivery to the buyer, has taken place and that the income can be measured reliably and is expected to be received.

Revenue is measured at the fair value of the agreed consideration, excluding VAT and other indirect taxes. Revenue is net of all types of discounts granted.

### Other external expenses

Other external expenses include expenses related to sale, administration, premises, etc.

### Staff costs

Staff costs include wages and salaries, including compensated absence and pensions, as well as other social security contributions, etc. made to the entity's employees. The item is net of refunds made by public authorities.

### Financial income and expenses

Financial income and expenses are recognised in the income statement at the amounts that relate to the financial year. Net financials include interest income and expenses, financial expenses relating to finance leases, realised and unrealised capital/exchange gains and losses on securities, liabilities and foreign currency transactions, amortisation of financial assets and liabilities and surcharges and allowances under the Danish Tax Prepayment Scheme, etc.

### Tax on profit/loss for the year

Tax for the year, which comprises the current tax charge for the year and changes in the deferred tax charge, is recognised in the income statement as regards the portion that relates to the profit/loss for the year and directly in equity as regards the portion that relates to entries directly in equity.

## Balance sheet

### Tangible assets

Items of other fixtures and fittings, tools and equipment are measured at cost less accumulated depreciation and impairment losses.

The depreciable amount is cost less the expected residual value at the end of the useful life.

Cost comprises the purchase price and any costs directly attributable to the acquisition until the date when the asset is available for use. The cost of self-constructed assets comprises direct and indirect costs of materials, components, sub-suppliers and wages.

Straight-line depreciation is provided on the basis of the following estimated useful lives of the assets:

## Accounting policies

	<b>Useful life</b>
Fixed assets IT equipment	2 years

Gains or losses from the disposal of property, plant and equipment are recognised in the income statement as other operating income or other operating expenses, respectively.

### **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 is impaired, an impairment loss for that individual asset is recognised.

### **Prepayments**

Prepayments recognised under 'Current assets' comprises expenses incurred concerning subsequent financial years.

### **Cash and cash equivalents**

Cash and cash equivalents comprise cash and deposits at banks.

### **Income tax and deferred tax**

Deferred tax is measured according to the tax rules and at the tax rates applicable in the respective countries at the balance sheet date when the deferred tax is expected to crystallise as current tax. Deferred tax adjustments resulting from changes in tax rates are recognised in the income statement, with the exception of items taken directly to equity.

Deferred tax assets, including the tax base of tax losses allowed for carry forward, are measured at the value to which the asset is expected to be realised, either as a set-off against tax on future income or as a set-off against deferred tax liabilities within the same legal tax entity. Any deferred net tax assets are measured at net realisable value.

### **Liabilities**

Liabilities, which include trade payables, payables to group entities and other payables, are measured at amortised cost, which is usually equivalent to nominal value.

## Accounting policies

### **Foreign currency translation**

On initial recognition, foreign currency transactions are translated applying the exchange rate at the transaction date. Foreign exchange differences arising between the exchange rates at the transaction date and at the date of payment are recognised in the income statement as financial income or financial expenses. If foreign currency instruments are considered cash flow hedges, any unrealised value adjustments are taken directly to a fair value reserve under 'Equity'.