

By the Network ApS

Store Kongensgade 25, 3.

1264 København K

CVR no. 41 56 93 36

Annual report for 2021/22

Adopted at the annual general meeting on 5 March
2023

Philip Johan Nyholm
chairman

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Statement by management on the annual report

The supervisory board and executive board have today discussed and approved the annual report of By the Network ApS for the financial year 1 November 2021 - 31 October 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 October 2022 and of the results of the company's operations for the financial year 1 November 2021 - 31 October 2022.

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

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

Copenhagen, 5 March 2023

Executive board

Nanna Munch Walter
Director

Supervisory board

Andrea Stillacci
chairman

Stephanie Marie Vander Werf Lo- Peter Grasse
bato

Carlos Puig Gabau

Tanya Stephanie De Poli

Independent auditor's report on extended review

To the shareholder of By the Network ApS

Opinion

We have performed extended review of the financial statements of By the Network ApS for the financial year 1 November 2021 - 31 October 2022, which comprise income statement, balance sheet, statement of changes in equity, notes and summary of significant accounting policies. The financial statements are prepared under the Danish Financial Statements Act.

Based on the performed work it is our opinion, that the financial statements give a true and fair view of the company's financial position at 31 October 2022 and of the results of the company's operations for the financial year 1 November 2021 - 31 October 2022 in accordance with the Danish Financial Statements Act.

Basis for Opinion

We conducted our extended review in accordance with the Danish Business Authority's standard on auditor's report for small enterprises and FSR - danish auditors' standard on extended review of financial statements in accordance with the Danish Financial Statements Act. Our responsibilities under those standards and requirements are further described in the "Auditor's responsibilities for the extended review 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 and IESBA Code. We believe that the 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 responsibility for the extended review of the financial statements

Our responsibility is to express a conclusion on the accompanying financial statements. This requires us to perform procedures in order to obtain limited assurance for our conclusion on these financial statements, and in addition perform specifically required supplementary procedures in order to obtain additional assurance for our conclusion.

Independent auditor's report on extended review

An extended review of financial statements includes procedures primarily consisting of making inquiries of management and others within the entity, as appropriate, applying analytical procedures and the specifically required supplementary procedures, and evaluating the evidence obtained.

The procedures performed in an extended review are less than those performed in an audit and accordingly we do not express an audit opinion on these financial statements.

Statement on 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 extended review 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 extended review, 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 Act. We did not identify any material misstatement of management's review.

Frederiksberg C, 5 March 2023

Solveo
Statsautoriseret Revisionspartnerselskab
CVR no. 40 84 48 99

Søren Møller Poulsen
statsautoriseret revisor
MNE no. mne15202

Company details

The company

By the Network ApS
Store Kongensgade 25, 3.
1264 København K

CVR no.: 41 56 93 36

Reporting period: 1 November 2021 - 31 October 2022

Domicile: Copenhagen

Supervisory board

Andrea Stillacci, chairman
Stephanie Marie Vander Werf Lobato
Peter Grasse
Carlos Puig Gabau
Tanya Stephanie De Poli

Executive board

Nanna Munch Walter, director

Auditors

Solveo
Statsautoriseret Revisionspartnerselskab
Rahbeks Alle 21
1801 Frederiksberg C

Management's review

Business review

The activity of the company is advertising and to provide strategic advice in this regard and other related services.

Financial review

The company's income statement for the year ended 31 October 2022 shows a profit of DKK 1.698.322, and the balance sheet at 31 October 2022 shows equity of DKK 1.647.183.

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 November 2021 - 31 October 2022

	<u>Note</u>	<u>2021/22</u> DKK	<u>2020/21</u> DKK
Gross profit		3.554.665	917.042
Staff costs	1	-1.343.129	-1.037.356
Profit/loss before net financials		2.211.536	-120.314
Financial income		32.471	19.448
Financial costs	2	-48.445	-11.602
Profit/loss before tax		2.195.562	-112.468
Tax on profit/loss for the year	3	-497.240	21.329
Profit/loss for the year		<u>1.698.322</u>	<u>-91.139</u>
 Recommended appropriation of profit/loss			
Retained earnings		<u>1.698.322</u>	<u>-91.139</u>
		<u>1.698.322</u>	<u>-91.139</u>

Balance sheet at 31 October 2022

	<u>Note</u>	<u>2021/22</u> DKK	<u>2020/21</u> DKK
Assets			
Deposits		40.600	0
Fixed asset investments		40.600	0
Total non-current assets		40.600	0
Trade receivables		1.065.520	132.931
Contract work in progress		0	187.349
Other receivables		5.904	0
Joint taxation contributions receivable		43.509	43.509
Receivables		1.114.933	363.789
Cash at bank and in hand		1.835.162	252.159
Total current assets		2.950.095	615.948
Total assets		2.990.695	615.948

Balance sheet at 31 October 2022

	<u>Note</u>	<u>2021/22</u> DKK	<u>2020/21</u> DKK
Equity and liabilities			
Share capital		40.000	40.000
Retained earnings		<u>1.607.183</u>	<u>-91.139</u>
Equity		<u>1.647.183</u>	<u>-51.139</u>
Corporation tax		<u>497.240</u>	<u>22.180</u>
Total non-current liabilities		<u>497.240</u>	<u>22.180</u>
Trade payables		102.871	74.866
Payables to associates		225.308	216.642
Payables to shareholders and management		86.402	33.688
Corporation tax		22.180	0
Other payables		145.397	164.784
Deferred income		<u>264.114</u>	<u>154.927</u>
Total current liabilities		<u>846.272</u>	<u>644.907</u>
Total liabilities		<u>1.343.512</u>	<u>667.087</u>
Total equity and liabilities		<u><u>2.990.695</u></u>	<u><u>615.948</u></u>

Statement of changes in equity

	<u>Share capital</u>	<u>Retained ear- nings</u>	<u>Total</u>
Equity at 1 November 2021	40.000	-91.139	-51.139
Net profit/loss for the year	<u>0</u>	<u>1.698.322</u>	<u>1.698.322</u>
Equity at 31 October 2022	<u>40.000</u>	<u>1.607.183</u>	<u>1.647.183</u>

Notes

	<u>2021/22</u> DKK	<u>2020/21</u> DKK
1 Staff costs		
Wages and salaries	1.183.011	999.700
Pensions	98.667	0
Other social security costs	12.586	7.696
Other staff costs	<u>48.865</u>	<u>29.960</u>
	<u>1.343.129</u>	<u>1.037.356</u>
Average number of employees	<u>2</u>	<u>2</u>
	<u>2021/22</u> DKK	<u>2020/21</u> DKK
2 Financial costs		
Interest paid to associates	8.666	4.248
Other financial costs	7.182	2.089
Exchange loss	<u>32.597</u>	<u>5.265</u>
	<u>48.445</u>	<u>11.602</u>
	<u>2021/22</u> DKK	<u>2020/21</u> DKK
3 Tax on profit/loss for the year		
Current tax for the year	<u>497.240</u>	<u>-21.329</u>
	<u>497.240</u>	<u>-21.329</u>
	<u>2021/22</u> DKK	<u>2020/21</u> DKK
4 Rent and lease liabilities		
Liabilities under rental or lease agreements until maturity in total	63.600	12.000

Notes

5 Accounting policies

The annual report of By the Network 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 DKK.

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, costs of raw materials and consumables and other external expenses.

Notes

5 Accounting policies

Revenue

Revenue from the sale of services is recognised in the income statement when delivery is made to the buyer. Revenue is recognised net of VAT, duties and sales discounts and is measured at fair value of the consideration fixed.

Expenses for raw materials and consumables

Costs of raw materials and consumables include the raw materials and consumables used in generating the year's revenue.

Other external costs

Other external costs include expenses related to sale, advertising, administration 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.

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 foreign currency transactions etc.

Tax on profit/loss for the year

The company is subject to the Danish rules on compulsory joint taxation of the Group's Danish subsidiaries. Subsidiaries participate in the joint taxation arrangement from the time when they are included in the consolidated financial statements and until the time when they withdraw from the consolidation.

On payment of joint taxation contributions, the current Danish income tax is allocated between the jointly taxed entities in proportion to their taxable income. Entities with tax losses receive joint taxation contributions from entities that have been able to use tax losses to reduce their own taxable profits.

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

Receivables

Receivables are measured at amortised cost.

Notes

5 Accounting policies

Contract work in progress

Contract work in progress is measured at the selling price of the work performed. The selling price is measured by reference to the stage of completion at the balance sheet date and the expected aggregate income from the individual work in progress. The stage of completion is determined as the share of the expenses incurred relative to the expected total expenses for the individual work in progress.

Where the selling price of work in progress cannot be estimated reliably, the selling price is measured at the lower of costs incurred and net realisable value.

The individual work in progress is recognised in the balance sheet under receivables or payables. Net assets comprise the sum of work in progress where the selling price of the work performed exceeds invoicing on account. Net liabilities comprise the sum of work in progress where invoicing on account exceeds the selling price.

Selling costs and costs incurred in securing contracts are recognised in the income statement as incurred.

Cash and cash equivalents

Cash comprises bank deposits.

Equity

Dividends

Proposed dividends are disclosed as a separate item under equity. Dividends are recognised as a liability when declared by the annual general meeting of shareholders.

Income tax and deferred tax

Current tax liabilities and current tax receivables are recognised in the balance sheet as the estimated tax on the taxable income for the year, adjusted for tax on the taxable income for previous years and tax paid on account.

The company and all its Danish group entities are taxed on a joint basis. The current income tax charge is allocated between the jointly taxed entities relative to their taxable income. Tax losses are allocated based on the full absorption method. The jointly taxed entities are eligible for the Danish Tax Prepayment Scheme.

Joint taxation contributions payable and receivable are recognised in the balance sheet as 'Joint taxation contributions receivable' or 'Joint taxation contributions payable'.

Notes

5 Accounting policies

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.

Deferred income

Deferred income recognised under 'Current liabilities' comprises payments received concerning income in subsequent financial years.