

InchByInch ApS

Magstræde 6, st.
1204 København K
Denmark

CVR no. 41 77 65 36

Annual report for the period 20 October 2020 – 31 December 2021

The annual report was presented and approved at
the Company's annual general meeting on

23 June 2022

Daniel Glassow Laursen
Chairman of the annual general meeting

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InchByInch ApS
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Statement by the Board of Directors and the Executive Board

The Board of Directors and the Executive Board have today discussed and approved the annual report of InchByInch ApS for the financial period 20 October 2020 – 31 December 2021.

The annual report has been 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 assets, liabilities and financial position at 31 December 2021 and of the results of the Company's operations for the financial period 20 October 2020 – 31 December 2021.

Further, in our opinion, the Management's review gives a fair review of the matters discussed in the Management's review.

We recommend that the annual report be approved at the annual general meeting.

København, 23 June 2022
Executive Board:

Daniel Glassow Laursen

Board of Directors:

Daniel Glassow Laursen

Rasmus Bruun
Wichmann Kamphøener

Anders Degn Randrup

Independent auditor's report

To the shareholder of InchByInch ApS

Opinion

We have audited the financial statements of InchByInch ApS for the financial period 20 October 2020 – 31 December 2021 comprising income statement, balance sheet, statement of changes in equity and notes, including accounting policies. The financial statements are 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 assets, liabilities and financial position at 31 December 2021 and of the results of the Company's operations for the financial period 20 October 2020 – 31 December 2021 in accordance with the Danish Financial Statements Act.

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 responsibility 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 that 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 as to 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 in Denmark will always detect a material misstatement when it exists. Misstatements may 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 made 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 company 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.

Independent auditor's report

- 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 on the Management's review

Management is responsible for the Management's review.

Our opinion on the financial statements does not cover the 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 the Management's review and, in doing so, consider whether the 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 the Management's review provides the information required under the Danish Financial Statements Act.

Based on the work we have performed, we conclude that the 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 the Management's review.

København, 23 June 2022

KPMG

Statsautoriseret Revisionspartnerselskab

CVR no. 25 57 81 98

Morten Høgh-Petersen
State Authorised
Public Accountant
mne34283

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Management's review

Company details

InchByInch ApS
Magstræde 6, st.
1204 København K
Denmark

CVR no.:	41 77 65 36
Established:	20 October 2020
Registered office:	København
Financial period:	20 October 2020 – 31 December 2021

Board of Directors

Daniel Glassow Laursen
Rasmus Bruun Wichmann Kamphøener
Anders Degn Randrup

Executive Board

Daniel Glassow Laursen

Auditor

KPMG
Statsautoriseret Revisionspartnerselskab
Dampfærgevej 28
DK-2100 København Ø
CVR no. 25 57 81 98

Management's review

Operating review

Principal activities

The Company's main activity is to make talent development accessible to everyone in digital and physical form as well as sparring and inspiration for athletes at different stages of their careers.

Development in activities and financial position

The Company's income statement for the period 10 October 2020 - 31 December 2021 shows a loss of DKK -2,118,249. Equity in the Company's balance sheet at 31 December 2021 stood at DKK 2,422,780.

Events after the balance sheet date

As part of the strategy the Company acquired Just Development AB in 2022.

Besides the above there have been no events which may significantly affect the Company's financial position.

Financial statements 20 October – 31 December

Income statement

DKK	Note	20/10 2020- 31/12 2021
Gross loss		-1,029,137
Staff costs	2	<u>-1,447,599</u>
Loss before financial income and expenses		-2,476,736
Other financial income		112
Other financial expenses		<u>-27,255</u>
Loss before tax		-2,503,879
Tax on loss for the year	3	<u>385,630</u>
Loss for the period		<u><u>-2,118,249</u></u>
Proposed distribution of loss		
Reserve for development costs		1,938,247
Retained earnings		<u>-4,056,496</u>
		<u><u>-2,118,249</u></u>

Financial statements 20 October – 31 December

Balance sheet

DKK	Note	31/12 2021
ASSETS		
Fixed assets		
Intangible assets		
Development projects in progress		<u>2,484,932</u>
Investments		
Deposits		<u>82,910</u>
Total fixed assets		<u>2,567,842</u>
Current assets		
Inventories		
Finished goods and goods for resale		81,803
Prepayments for goods		<u>55,140</u>
		<u>136,943</u>
Receivables		
Trade receivables		92,088
Other receivables		100,078
Corporation tax		<u>546,685</u>
		<u>738,851</u>
Cash at bank and in hand		<u>871,358</u>
Total current assets		<u>1,747,152</u>
TOTAL ASSETS		<u><u>4,314,994</u></u>

Financial statements 20 October – 31 December

Balance sheet

DKK	Note	31/12 2021
EQUITY AND LIABILITIES		
Equity		
Contributed capital		56,279
Reserve for development costs		1,938,247
Retained earnings		<u>428,254</u>
Total equity		<u>2,422,780</u>
Provisions		
Provisions for deferred tax		<u>161,055</u>
Total provisions		<u>161,055</u>
Liabilities other than provisions		
Non-current liabilities other than provisions		
Other payables		<u>1,017,111</u>
Current liabilities other than provisions		
Trade payables		24,181
Other payables		559,724
Deferred income		121,894
Payables to shareholders and Management		<u>8,249</u>
		<u>714,048</u>
Total liabilities other than provisions		<u>1,731,159</u>
TOTAL EQUITY AND LIABILITIES		<u>4,314,994</u>
Contractual obligations, contingencies, etc.	4	

Financial statements 20 October – 31 December

Statement of changes in equity

DKK	<u>Contributed capital</u>	<u>Reserve for development costs</u>	<u>Retained earnings</u>	<u>Total</u>
Equity at 20 October 2020	42,000	0	0	42,000
Cash capital increase	14,279	0	4,484,750	4,499,029
Transferred over the distribution of loss	<u>0</u>	<u>1,938,247</u>	<u>-4,056,496</u>	<u>-2,118,249</u>
Equity at 31 December 2021	<u><u>56,279</u></u>	<u><u>1,938,247</u></u>	<u><u>428,254</u></u>	<u><u>2,422,780</u></u>

Financial statements 20 October – 31 December

Notes

1 Accounting policies

The annual report of InchByInch ApS for 2020/21 has been prepared in accordance with the provisions applying to reporting class B entities under the Danish Financial Statements Act with opt-in from higher reporting classes.

Foreign currency translation

On initial recognition, transactions denominated in foreign currencies are translated at the exchange rates at the transaction date. Foreign exchange differences arising between the exchange rates at the transaction date and the date of payment are recognised in the income statement as financial income or financial expenses.

Receivables, payables and other monetary items denominated in foreign currencies are translated at the exchange rates at the balance sheet date. The difference between the exchange rates at the balance sheet date and the date at which the receivable or payable arose or was recognised in the latest financial statements is recognised in the income statement as financial income or financial expenses.

Income statement

Gross profit

Pursuant to section 32 of the Danish Financial Statements Act, the Company has decided only to disclose gross profit.

Revenue

Income from the sale of goods, comprising the sale of #, is recognised in revenue when delivery and transfer of risk to the buyer have taken place, and the income may be measured reliably and is expected to be received. The date of transfer of the most significant benefits and risks is determined using standard Incoterms © 2020.

Revenue is measured at the fair value of the agreed consideration excluding VAT and taxes charged on behalf of third parties. All discounts granted are recognised in revenue.

Cost of sales

Cost of sales comprises costs incurred to generate revenue for the year. This item also comprises direct costs for goods for resale and changes to inventory of goods for resale.

Other external costs

Other external costs comprise distribution costs and costs related to sales, sales campaigns, administration, office premises, operating leases, etc.

Staff costs

Staff costs comprise wages and salaries, including holiday allowance, pension and other social security costs, etc., to the Company's employees, excluding reimbursements from public authorities.

Financial statements 20 October – 31 December

Notes

1 Accounting policies (continued)

Financial income and expenses

Financial income and expenses comprise interest income and expense.

Tax on loss for the year

Tax for the year comprises current corporation tax for the year and changes in deferred tax, including changes in tax rates. The tax expense relating to the profit/loss for the year is recognised in the income statement, and the tax expense relating to amounts directly recognised in equity is recognised directly in equity.

Balance sheet

Intangible assets

Development projects

Development costs comprise costs, wages, salaries and amortisation directly and indirectly attributable to development activities.

Investments

Deposits are recognised at amortised cost.

Inventories

Inventories are measured at cost in accordance with the FIFO method. Where the net realisable value is lower than cost, inventories are written down to this lower value.

Goods for resale and raw materials and consumables are measured at cost, comprising purchase price plus delivery costs.

Finished goods and work in progress are measured at cost, comprising the cost of raw materials, consumables, direct wages and salaries and indirect production overheads. Indirect production overheads comprise indirect materials and wages and salaries as well as the maintenance of depreciation of production machinery, buildings and equipment as well as factory administration and management. Borrowing costs are not included in cost.

The net realisable value of inventories is calculated as the sales amount less costs of completion and costs necessary to make the sale and is determined taking into account marketability, obsolescence and development in expected selling price.

Receivables

Receivables are measured at amortised cost.

Financial statements 20 October – 31 December

Notes

1 Accounting policies (continued)

Cash at bank and in hand

Cash at bank and in hand comprise cash.

Equity

Reserve for development costs

The reserve for development costs comprises capitalised development costs. The reserve cannot be used for dividends, distribution or to cover losses. If the recognised development costs are sold or in other ways excluded from the Company's operations, the reserve will be dissolved and transferred directly to the distributable reserves under equity. If the recognised development costs are written down, the part of the reserve corresponding to the write-down of the developments costs will be reversed. If a write-down of development costs is subsequently reversed, the reserve will be re-established. The reserve is reduced by amortisation of capitalised development costs on an ongoing basis.

Corporation tax and deferred tax

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

Deferred tax is measured using the balance sheet liability method on all temporary differences between the carrying amount and the tax value of assets and liabilities based on the planned use of the asset or settlement of the liability. However, deferred tax is not recognised on temporary differences relating to goodwill non-deductible for tax purposes and on office premises and other items where the temporary differences arise at the date of acquisition without affecting either profit/loss or taxable income.

Deferred tax assets, including the tax value of tax loss carryforwards, are recognised at the expected value of their utilisation within the foreseeable future; either as a set-off against tax on future income or as a set-off against deferred tax liabilities in the same legal tax entity. Any deferred net assets are measured at net realisable value.

Deferred tax is measured in accordance with the tax rules and at the tax rates applicable at the balance sheet date when the deferred tax is expected to crystallise as current tax. Changes in deferred tax as a result of changes in tax rates are recognised in the income statement or equity, respectively.

Liabilities other than provisions

Other liabilities are measured at amortised cost.

Deferred income

Deferred income comprises advance invoicing regarding income in subsequent years.

Financial statements 20 October – 31 December

Notes

	20/10 2020- 31/12 2021
DKK	
2 Staff costs	
Wages and salaries	2,938,209
Other social security costs	58,713
Transferred to development projects	<u>-1,549,323</u>
	<u>1,447,599</u>
Average number of full-time employees	<u>13</u>
3 Tax on profit/loss for the year	
DKK	20/10 2020- 31/12 2021
Current tax for the year	-546,685
Deferred tax for the year	<u>161,055</u>
	<u>-385,630</u>
4 Contractual obligations, contingencies, etc.	
Assets charged and security	
The company has received a loan from Vækstfonden and have pledged corporate mortgage as guarantee for the loan.	