

PRINCIPLE DENMARK APS
C.F. Møllers Allé 18, 10. tv.
2300 København

Annual report for 2021

Adopted at the annual general meeting on
14 July 2022

Morten Olsen
chairman

CVR-nr. 42 15 05 41

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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 Principle Denmark ApS for the financial year 1 January - 31 December 2021.

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 December 2021 and of the results of the company's operations for the financial year 1 January - 31 December 2021.

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 are not to be 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.

København S, 14 July 2022

Executive board

Morten Olsen
Director

Supervisory board

Richard Howard Butterfield

Victoria Jessica Woodings

Morten Olsen

The company in general meeting has resolved that the financial statements for the coming financial year are not be audited.

INDEPENDENT AUDITOR'S REPORT

To the shareholder of Principle Denmark ApS

Opinion

We have audited the financial statements of Principle Denmark ApS for the financial year 1 January - 31 December 2021, which comprise a summary of significant accounting policies, income statement, balance sheet, statement of changes in equity and notes. The financial statements are prepared under 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 December 2021 and of the results of the company's operations for the financial year 1 January - 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' 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 audit 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 the 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 ISAs 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 ISAs and the additional requirements applicable in Denmark, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

INDEPENDENT AUDITOR'S REPORT

- 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 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 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 Act. We did not identify any material misstatement of management's review.

INDEPENDENT AUDITOR'S REPORT

Copenhagen, 14 July 2022

MAZARS

Statsautoriseret Revisionspartnerselskab
CVR no. 31 06 17 41

Nicklas Rasmussen
statsautoriseret revisor
MNE no. mne43474

COMPANY DETAILS

The company	Principle Denmark ApS C.F. Møllers Allé 18, 10. tv. 2300 København
	CVR no.: 42 15 05 41
	Reporting period: 1 January - 31 December 2021
	Domicile: København S
Supervisory board	Richard Howard Butterfield Victoria Jessica Woodings Morten Olsen
Executive board	Morten Olsen, director
Auditors	Mazars Statsautoriseret Revisionspartnerselskab Midtermolen 1, 2.tv. 2100 København Ø

MANAGEMENT'S REVIEW

Business review

The purpose of the company is to carry out business within global brand implementation as well as all business that, in the opinion of the Board of Directors, is connected to this.

Financial review

The company's income statement for the year ended 31 December 2021 shows a loss of EUR 176.366, and the balance sheet at 31 December 2021 shows negative equity of EUR 171.166.

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.

Financing

The Company has received a letter of support from the parent Company. Reference is made to note 3 for more details.

ACCOUNTING POLICIES

The annual report of Principle Denmark ApS for 2021 has been prepared in accordance with the provisions of the Danish Financial Statements Act applying to enterprises of reporting class B.

The annual report for 2021 is presented in EUR

As 2021 is the company's first reporting period, no comparatives have been presented.

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.

Other external expenses

Other external expenses include expenses related to distribution, sale, advertising, administration, premises, bad debts, payments under operating leases, 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.

ACCOUNTING POLICIES

Tangible assets

Items of plant and machinery and 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:

Andre anlæg, driftsmateriel og inventar	3-5 years
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Receivables

Receivables are measured at amortised cost.

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.

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

Financial liabilities are recognised on the raising of the loan at the proceeds received net of transaction costs incurred. On subsequent recognition, the financial liabilities are measured at amortised cost, corresponding to the capitalised value, using the effective interest method. Accordingly, the difference between the net proceeds and the nominal value is recognised in the income statement over the term of the loan.

Financial liabilities also include the capitalised residual finance lease commitment.

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

INCOME STATEMENT 1 JANUARY - 31 DECEMBER

	Note	2021 EUR
Revenue		0
Other external expenses		-7.215
Gross profit		-7.215
Staff costs	1	-168.469
Profit/loss before net financials		-175.684
Financial income		1.485
Financial costs		-2.167
Profit/loss before tax		-176.366
Tax on profit/loss for the year		0
Profit/loss for the year		-176.366
Retained earnings		-176.366
		-176.366

BALANCE SHEET 31 DECEMBER

	<u>Note</u>	<u>2021</u> EUR
ASSETS		
Other fixtures and fittings, tools and equipment		<u>1.320</u>
Tangible assets	2	<u>1.320</u>
Total non-current assets		<u>1.320</u>
Cash at bank and in hand		<u>18.361</u>
Total current assets		<u>18.361</u>
Total assets		<u><u>19.681</u></u>

BALANCE SHEET 31 DECEMBER

	<u>Note</u>	<u>2021</u> EUR
EQUITY AND LIABILITIES		
Share capital		5.200
Retained earnings		-176.366
Equity		<u>-171.166</u>
Payables to group entities		190.847
Total current liabilities		<u>190.847</u>
Total liabilities		<u>190.847</u>
Total equity and liabilities		<u><u>19.681</u></u>

STATEMENT OF CHANGES IN EQUITY

	<u>Share capital</u>	<u>Retained earnings</u>	<u>Total</u>
Equity at 1 January 2021	5.200	0	5.200
Net profit/loss for the year	<u>0</u>	<u>-176.366</u>	<u>-176.366</u>
Equity at 31 December 2021	<u><u>5.200</u></u>	<u><u>-176.366</u></u>	<u><u>-171.166</u></u>

NOTES

1 STAFF COSTS

Wages and salaries	154.731
Pensions	<u>13.738</u>
	<u>168.469</u>
Average number of employees	<u>1</u>

2 TANGIBLE ASSETS

	<u>Other fixtures and fittings, tools and equipment</u>
Cost at 1 January 2021	0
Additions for the year	<u>1.320</u>
Cost at 31 December 2021	<u>1.320</u>
Revaluations at 1 January 2021	<u>0</u>
Revaluations at 31 December 2021	<u>0</u>
Impairment losses and depreciation at 1 January 2021	<u>0</u>
Impairment losses and depreciation at 31 December 2021	<u>0</u>
Carrying amount at 31 December 2021	<u>1.320</u>

3 UNCERTAINTY ABOUT THE CONTINUED OPERATION (GOING CONCERN)

Principle Global Limited provide the assurance that Principle Denmark ApS can pay its obligations when due, to the extent that funding is not obtained by other means.

Principle Global Limited confirm that they will provide financial support to Principle Denmark ApS so that the company can pay its obligations when they are due.


4 RELATED PARTIES AND OWNERSHIP STRUCTURE

Consolidated financial statements


The company is reflected in the group report as the parent company Principle Global Limited
The group report of Priniple Global Limitid can be obtained at the following address:

Tandem Industrial Estate , 1 Wakefield Road Tandem, Huddersfield, HD5 0AL, GB




Morten Olsen 
As Bestyrelsesmedlem
IP-address:
Time of signature: 17-07-2022 at: 17:02:13
Signed with esignatur EasySign




Morten Olsen 
As Direktør
IP-address:
Time of signature: 17-07-2022 at: 17:02:13
Signed with esignatur EasySign



Richard Howard Butterfield 
As Bestyrelsesmedlem
IP-address:
Time of signature: 19-07-2022 at: 10:23:18
Signed with esignatur EasySign




Victoria Jessica Woodings 
As Bestyrelsesmedlem
IP-address:
Time of signature: 19-07-2022 at: 08:02:51
Signed with esignatur EasySign

Nicklas Rasmussen

As Revisor NEM ID
RID: 51711770
Time of signature: 19-07-2022 at: 10:34:37
Signed with NemID



Morten Olsen 
As Dirigent
IP-address:
Time of signature: 20-07-2022 at: 11:00:54
Signed with esignatur EasySign

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