JS World Media Group A/S

Aros Alle 1, DK-8000 Aarhus

Annual Report for 2022

CVR No. 42 54 39 42

The Annual Report was presented and adopted at the Annual General Meeting of the company on 17/4 2023

Michael Pontoppidan Frost
Chairman of the general meeting

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Management's statement

The Executive Board and Board of Directors have today considered and adopted the Consolidated Financial Statements and Parent Company Financial Statements of JS World Media Group A/S for the financial year 1 January - 31 December 2022.

The Annual Report is prepared in accordance with the Danish Financial Statements Act.

In our opinion the Financial Statements and the Consolidated Financial Statements give a true and fair view of the financial position at 31 December 2022 of the Company and the Group and of the results of the Company and Group operations and of consolidated cash flows for 2022.

In our opinion, Management's Review includes a true and fair account of the matters addressed in the Review.

We recommend that the Consolidated Financial Statements and Parent Company Financial Statements be adopted at the Annual General Meeting.

Aarhus, 17 April 2023

Executive Board

Henrik Bergholdt

Board of Directors

Lars Radoor Sørensen Chairman	Jens Bjørnstad Stausholm	Denis Viet-Jacobsen
Michael Pontoppidan Frost	Camilla Kampmann	Pernille Wichmann

Independent Auditor's report

To the shareholder of JS World Media Group A/S

Opinion

In our opinion, the Consolidated Financial Statements and the Parent Company Financial Statements give a true and fair view of the financial position of the Group and the Parent Company at 31 December 2022 and of the results of the Group's and the Parent Company's operations and of consolidated cash flows for the financial year 1 January - 31 December 2022 in accordance with the Danish Financial Statements Act.

We have audited the Consolidated Financial Statements and the Parent Company Financial Statements of JS World Media Group A/S for the financial year 1 January - 31 December 2022, which comprise income statement, balance sheet, statement of changes in equity and notes, including a summary of significant accounting policies, for both the Group and the Parent Company, as well as consolidated statement of cash flows ("the Financial Statements").

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 Group 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.

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, in our view, Management's Review is in accordance with the Consolidated Financial Statements and the Parent Company Financial Statements and has been prepared in accordance with the requirements of the Danish Financial Statements Act. We did not identify any material misstatement in Management's Review.

Management's responsibilities for the Financial Statements

Management is responsible for the preparation of consolidated financial statements and parent company 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 Group´s and the Parent 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 Group or the Parent Company or to cease operations, or has no realistic alternative but to do so.

Independent Auditor's report

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:

- 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 Group´s and the Parent 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 Group´s and the Parent 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 Group and the Parent 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.

- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the Group to express an opinion on the Consolidated Financial Statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit opinion.

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.

Independent Auditor's report

Aarhus C, 17 April 2023

PricewaterhouseCoopers
Statsautoriseret Revisionspartnerselskab
CVR No 33 77 12 31

Henrik Kragh
State Authorised Public Accountant
mne26783

Company information

The Company	JS World Media Group A/S Aros Alle 1 DK-8000 Aarhus
	CVR No: 42 54 39 42
	Financial period: 1 January - 31 December
	Incorporated: 14 July 2021
	Financial year: 2nd financial year
	Municipality of reg. office: Aarhus
Board of Directors	Lars Radoor Sørensen, chairman Jens Bjørnstad Stausholm Denis Viet-Jacobsen Michael Pontoppidan Frost Camilla Kampmann Pernille Wichmann
Executive board	Henrik Bergholdt
Auditors	PricewaterhouseCoopers Statsautoriseret Revisionspartnerselskab Jens Chr. Skous Vej 1 8000 Aarhus C

Group Chart

Company	Residence	Ownership
JS World Media Group A/S	**Denmark**	
JS World Media Holding A/S	Denmark	100
JS World Media A/S	Denmark	100
JS Norge AS	Norway	100
JS Sverige AB	Sweden	100
JS Suomi OY	Finland	100
JS Espagna World Media SL	Spain	100
JS Schweiz GmbH	Switzerland	100
JS Media Tools A/S	Denmark	100
JS Danmark A/S	Denmark	100
JS Deutschland GmbH	Germany	100
JS Österreich GmbH & Co KG	Germany	100
JS Österreceich Verwaltung GmbH	Germany	100

Financial Highlights

Seen over a 2-year period, the development of the Group is described by the following financial highlights:

	Group	
	2022	2021
	TDKK	TDKK 6 months
Key figures		
Profit/loss		
Revenue	356,324	130,457
EBITDA before non-recurring items	78,511	69,313
Profit/loss of ordinary primary operations	31,968	27,837
Profit/loss before financial income and expenses	32,537	27,405
Profit/loss of financial income and expenses	-12,789	-5,056
Net profit/loss	7,445	13,369
Balance sheet		
Balance sheet total	736,395	731,850
Investment in property, plant and equipment	2,160	2,045
Equity	346,792	333,898
Cash flows		
Cash flows from:		
- operating activities	26,138	-20,128
- investing activities	-2,214	-287,949
- financing activities	3,166	321,738
Change in cash and cash equivalents for the year	27,090	13,661
Number of employees	487	437
Ratios		
Gross margin	80.6%	83.6%
Profit margin	9.1%	21.0%
Return on assets	4.4%	3.7%
Solvency ratio	47.1%	45.6%
Return on equity	2.2%	8.0%

The financial year 2021 covers the period July 14 to December 31, 2021, and the Group's activities have been acquired on August 31, 2021. The operating period is thus 4 months.

Management's review

Key activities

JS World Media Group A/S ("JS World Media", the "Group", or the "Company") is headquartered in Aarhus, Denmark. The Company sells and produces digital and physical marketing content such as online, interactive brochures, videos, text and marketing content in general. The Company is market leading within its niche of "co-branding", a business model where the customer are offered customized marketing materials delivered through a streamlined concept which ensures high quality at a reasonable cost. The materials are typically financed by the customers' business partners and suppliers, who in return receive highly relevant promotion via the customers' marketing channels and materials. The Group also delivers partially or fully customer-financed marketing materials.

The Group was founded in 1993, and has since expanded its activities into the markets of Denmark, Iceland, Norway, Sweden, Finland, Germany, Austria, Switzerland, and Spain. The Group delivers more than 3.300 customer projects annually and has more than 22.000 unique advertisers.

Through continuous product and concept development, the Group holds a strong position to continue its growth and continues to service an increasing number of customers and advertisers with relevant marketing material across current and new markets.

Development in the year

The income statement of the Group for 2022 shows a profit of DKK 7,444,843, and at 31 December 2022 the balance sheet of the Group shows positive equity of DKK 346,791,832.

JS World Media Group A/S realized a turnover of DKK 356.3m and an EBITDA before non-recurring items of DKK 78.5m.

The Group experienced a cyberattack in June 2022 which affected the operations negatively though without loss of data integrity. The Group has since upgraded its cybersecurity level significantly.

The Group has continued to execute on its strategic priorities according to plan and made significant investments in the organization during 2022. The ongoing transformation will strengthen the Group's operations, its current core offerings, and grow the Group's addressable market significantly.

Outlook

In 2023, the Group will continue executing its strategy and expects to grow, both in its core business and by launching new products and concepts.

JS World Media has an attractive, long-term growth potential supported by the demand for customized, digital marketing and advertising. The Group is the clear European market leader within its niche and will continue to build up capacity to increase its small share of the total market for marketing and advertising.

The market share gain will be driven by the fundamental attractive elements of quality, competitive costs, speed of execution, and convenience to the customer.

Besides the growth potential related to an increase in market share based on the existing product portfolio, the Group will also grow through underlying market growth and new product development.

The Group expects the results for 2023 to improve compared with 2022, corresponding to an EBITDA in the range of DKK 70 - 80 million. The market uncertainty related to the Russian invasion of Ukraine, the high inflation and rising interest rates may affect customers and advertisers across the Group's value chain and could negatively affect the performance of 2023.

The past year and follow-up on development expectations from last year

The revenue and operating results for 2022 were below the Management's initial expectations, however, based on the economic uncertainty and volatility during 2022 and the cyberattack, the Management accepts the results.

Foreign exchange risks

The Group's foreign exchange risks primarily relates to its foreign subsidiaries' results at year end, which are exchanged to Danish Kroner based on average exchange rates. Most of the Group's activities are carried out in countries using EUR or DKK. The non-EUR subsidiaries are generally not affected by changes to exchange rates as both revenue and costs are in local currency.

Credit risks

The Group's credit risk relates to its financial assets. The credit risks in relation to the financial assets correspond to the values that are included in the balance. The Group is not exposed to any material risk related to any single customer or business partner.

Liquidity risks

The Group's current credit facilities exceeds the Group's expected credit needs.

Research and development

In line with the Group Strategy, investments are made in new products and services and improvements of existing offerings. The Group will continue to invest in new products and services in 2023.

Statement of corporate social responsibility

The Group's primary activities are as described above the sale and production of digital and physical marketing material such as brochures and short videos. JS World Media Group is dedicated to living up to its social responsibility and to sustainability, which is described further below. As part of its strategic business development, the Group will from 2023 incorporate ESG as a natural part of its strategy. This will include measuring its ESG performance to reinforce its commitment and make progress towards achieving its ESG ambitions.

Environment and sustainability

JS World Media works to reduce the impact on the environment of its activities. The Group impacts the environment through its printing of brochures and magazines and travel. The production activities have during the last several years gone through a digitalization process, and the offerings are now mostly digital marketing content.

In 2022, the Group implemented initiatives to reduce unnecessary printing and increase the share of reused paper used. The Group has worked to reduce its travel activities and by ultimo 2022, almost all customer meetings are virtual, while the Virtual/Mixed office concept significantly reduces travel to and from work.

Going into 2023, the Group expects to reduce its impact even further. The Group's product and concept development efforts fuels this ambition by focusing the development on virtual and online products.

Employees

The Group's most important resources are its many skilled employees which underlines why being an attractive workplace is essential to remain competitive. JS World Media strives to remain a workplace that creates attractive jobs, and the Company is dedicated to ensuring a safe and healthy working environment of high standards. In 2022 JS World Media has fully implemented its Virtual/Mixed Office concept which provides the employees with more flexibility. To maintain and nurture a strong social and professional work culture, the Company has continued its annual social activities in 2022 which ensures employees participates in coordinated dialogue, training, and education, and build healthy personal relations across the organization.

JS World Media believes that employee diversity contributes positively to the work environment and strengthens the Group's performance and competitive edge.

Going forward, the Group will strive to remain an inclusive workplace without discrimination. Recruitment of new employees are based solely on the evaluation of candidates' competence and experience. Gender, belief, age, nationality, ethnicity, or sexual orientation have not been, nor will be, relevant criteria when recruiting.

Human Rights

JS World Media supports the United Nations Universal Declaration of Human Rights and the International Labor Organization's Declaration on Fundamental Principles and Rights at Work. Employees are forbidden to take any action that violates human rights principles, directly or indirectly.

The Group operates in well-regulated European markets, where human rights are protected and upheld by the relevant national legislation. Based on the solid foundation of democratic principles and freedom of speech, within the markets in which the Group operates, the Group is confident that no breaches of human rights will be identified in 2023, which was also the case in 2022.

Anti-corruption

JS World Media is committed to never engage in any form of bribery, corruption, extortion, or embezzlement, and to avoid the risk of illegal methods influencing public officials, the judiciary, or any other private parties. The Group only operates in low-risk countries, and the Company's high degree of digitalization and data transparency ensures general transparency and reduces the risk of unidentified occurrences of corruption. The risk of incidents is as such minimal both currently and in future. In 2022, no corruption instances were identified, and the Group will continue to monitor and prevent any future incidents.

Statement on gender composition

The Board of Directors of JS World Media Group consists of 4 men and 2 women whereas top management level (CEO and CEO-reports) consists of 10 men and 5 women.

The Group works to achieve gender parity throughout the organization and will continue to enforce gender-diversity of the Board of Directors and managerial positions in general, and a mandate has been put in place to stimulate qualified candidates from both genders to participate and apply in future managerial recruitment processes.

The Group strongly believes that employee diversity has been positively contributing to the Group's business approach and performance as well as to the corporate work environment, culture, and in general.

Statement on data ethics

The Group is responsible for and processes the information that customers provide, or which is collected about the customers. Customer information is treated with respect for the confidentiality of the information and for customer privacy. The Group does not currently apply artificial intelligence to analyse its data and will develop a data ethics policy when and if such methods are implemented.

The corporate policy enforces that personal information is handled according to compliance with the Data Protection Act and the Data Protection Regulation but furthermore with respect to customers' and other stakeholders' privacy in general.

Uncertainty relating to recognition and measurement

Recognition and measurement in the Annual Report have not been subject to any uncertainty.

Unusual events

The Group's assets, liabilities and financial position by December 31, 2022 and the result of the Group's activities and cash flows for 2022, have not been affected by unusual circumstances, besides the previously described cyberattack.

Subsequent events

JS World Media Group is closely monitoring the potential impact of the current turmoil in the global markets and does not anticipate material disruptions to the business operations or performance.

There have not been any unusual occurrences since the balance sheet date.

Income statement 1 January - 31 December

		Group		Parent company	
	Note	2022	2021	2022	2021
		DKK 12 months	DKK 6 months	DKK 12 months	DKK 6 months
Revenue	1	356,324,092	130,457,042	0	0
Other operating income		1,294,855	0	1,978,636	0
Cost of goods sold		-33,573,855	-7,851,938	0	0
Other external expenses		-36,793,525	-13,493,341	-605,685	-119,489
Gross profit		**287,251,567**	**109,111,763**	**1,372,951**	**-119,489**
Staff expenses	3	-218,850,483	-69,866,888	-3,740,599	-617,084
Amortisation, depreciation and impairment losses of intangible assets and property, plant and equipment	4	-35,137,853	-11,407,865	0	0
Other operating expenses		-726,516	-431,688	0	0
Profit/loss before financial income and expenses		**32,536,715**	**27,405,322**	**-2,367,648**	**-736,573**
Income from investments in subsidiaries	5	0	0	9,343,038	13,950,344
Financial income	6	1,651,299	46,921	608,693	10,114
Financial expenses	7	-14,440,256	-5,102,445	-648,784	-18,915
Profit/loss before tax		**19,747,758**	**22,349,798**	**6,935,299**	**13,204,970**
Tax on profit/loss for the year	8	-12,302,915	-8,980,846	509,544	163,982
Net profit/loss for the year	9	**7,444,843**	**13,368,952**	**7,444,843**	**13,368,952**

Balance sheet 31 December

Assets

	Note	Group 2022 DKK	Group 2021 DKK	Parent company 2022 DKK	Parent company 2021 DKK
Goodwill		603,730,166	636,072,853	0	0
Intangible assets	10	**603,730,166**	**636,072,853**	**0**	**0**
Other fixtures and fittings, tools and equipment		4,655,164	4,811,393	0	0
Leasehold improvements		27,627	0	0	0
Property, plant and equipment	11	**4,682,791**	**4,811,393**	**0**	**0**
Investments in subsidiaries	12	0	0	343,496,279	334,478,926
Deposits	13	884,068	777,419	0	0
Fixed asset investments		**884,068**	**777,419**	**343,496,279**	**334,478,926**
Fixed assets		**609,297,025**	**641,661,665**	**343,496,279**	**334,478,926**
Trade receivables		54,638,256	44,244,777	0	0
Contract work in progress	14	8,239,046	10,494,087	0	0
Receivables from group enterprises		0	0	39,857,268	2,319,365
Other receivables		4,457,319	3,951,119	149	0
Deferred tax asset	17	395,213	96,573	0	0
Corporation tax		203,859	2,304,925	0	0
Corporation tax receivable from group enterprises		439,717	227,354	509,544	163,982
Prepayments	15	4,835,578	3,468,994	0	0
Receivables		**73,208,988**	**64,787,829**	**40,366,961**	**2,483,347**
Cash at bank and in hand		**53,888,611**	**25,400,504**	**114,732**	**0**
Current assets		**127,097,599**	**90,188,333**	**40,481,693**	**2,483,347**
Assets		**736,394,624**	**731,849,998**	**383,977,972**	**336,962,273**

Balance sheet 31 December

Liabilities and equity

	Note	Group 2022	Group 2021	Parent company 2022	Parent company 2021
		DKK	DKK	DKK	DKK
Share capital	16	3,045,189	3,000,000	3,045,189	3,000,000
Reserve for net revaluation under the equity method		0	0	22,886,279	13,868,926
Reserve for exchange rate conversion		-407,103	-81,418	0	0
Retained earnings		344,153,746	330,978,952	320,860,364	317,028,608
Equity		**346,791,832**	**333,897,534**	**346,791,832**	**333,897,534**
Provision for deferred tax	17	6,752,522	10,028,471	0	0
Provisions		**6,752,522**	**10,028,471**	**0**	**0**
Credit institutions		212,836,627	117,252,799	0	0
Long-term debt		**212,836,627**	**117,252,799**	**0**	**0**
Credit institutions		65,357,068	41,023,463	0	3,975
Trade payables		5,132,325	8,581,412	345,668	346,125
Contract work in progress	14	19,976,371	24,009,413	0	0
Payables to group enterprises		30,000,000	1,128,082	36,470,393	2,706,301
Corporation tax		8,167,320	840,235	0	0
Other payables		33,980,884	189,429,542	370,079	8,338
Deferred income	18	7,399,675	5,659,047	0	0
Short-term debt		**170,013,643**	**270,671,194**	**37,186,140**	**3,064,739**
Debt		**382,850,270**	**387,923,993**	**37,186,140**	**3,064,739**
Liabilities and equity		**736,394,624**	**731,849,998**	**383,977,972**	**336,962,273**

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Statement of changes in equity

Group

	Share capital	Share premium account	Reserve for exchange rate conversion	Retained earnings	Total
	DKK	DKK	DKK	DKK	DKK
Equity at 1 January	3,000,000	0	-81,418	330,978,952	333,897,534
Cash capital increase	45,189	5,729,951	0	0	5,775,140
Exchange adjustments relating to foreign entities	0	0	-325,685	0	-325,685
Net profit/loss for the year	0	0	0	7,444,843	7,444,843
Transfer from share premium account	0	-5,729,951	0	5,729,951	0
Equity at 31 December	**3,045,189**	**0**	**-407,103**	**344,153,746**	**346,791,832**

Parent company

	Share capital	Share premium account	Reserve for net revaluation under the equity method	Retained earnings	Total
	DKK	DKK	DKK	DKK	DKK
Equity at 1 January	3,000,000	0	13,868,926	317,028,608	333,897,534
Exchange adjustments	0	0	-325,685	0	-325,685
Cash capital increase	45,189	5,729,951	0	0	5,775,140
Net profit/loss for the year	0	0	9,343,038	-1,898,195	7,444,843
Transfer from share premium account	0	-5,729,951	0	5,729,951	0
Equity at 31 December	**3,045,189**	**0**	**22,886,279**	**320,860,364**	**346,791,832**

Cash flow statement 1 January - 31 December

	Note	Group 2022	Group 2021
		DKK	DKK
Result of the year		7,444,843	13,368,952
Adjustments	19	59,345,315	25,362,817
Change in working capital	20	-21,201,381	-39,319,185
Cash flow from operations before financial items		**45,588,777**	**-587,416**
Financial income		1,651,299	46,921
Financial expenses		-14,440,256	-5,102,445
Cash flows from ordinary activities		**32,799,820**	**-5,642,940**
Corporation tax paid		-6,661,716	-14,484,890
Cash flows from operating activities		**26,138,104**	**-20,127,830**
Purchase of property, plant and equipment		-2,160,478	-2,044,601
Fixed asset investments made etc		-106,649	0
Sale of property, plant and equipment		52,639	1,234,078
Sale of fixed asset investments made etc		0	38
Business acquisition	21	0	-287,138,322
Cash flows from investing activities		**-2,214,488**	**-287,948,807**
Repayment of payables to group enterprises		0	1,128,082
Raising of loans from credit institutions		118,519,107	0
Raising of payables to group enterprises		28,871,918	0
Cash capital increase		5,775,140	320,610,000
Repayment of other payables		-150,000,000	0
Cash flows from financing activities		**3,166,165**	**321,738,082**
Change in cash and cash equivalents		**27,089,781**	**13,661,445**
Cash and cash equivalents at 1 January		13,661,445	0
Cash and cash equivalents at 31 December		**40,751,226**	**13,661,445**
Cash and cash equivalents are specified as follows:			
Cash at bank and in hand		53,888,611	25,400,504
Overdraft facility		-13,137,385	-11,739,059
Cash and cash equivalents at 31 December		**40,751,226**	**13,661,445**

Notes to the Financial Statements

	Group		Parent company	
	2022	2021	2022	2021
	DKK	DKK	DKK	DKK
1. Revenue				
Geographical segments				
Scandinavia	138,160,513	57,143,533	0	0
Central Europe	193,680,377	65,592,307	0	0
Southern Europe	24,483,202	7,721,202	0	0
	356,324,092	**130,457,042**	**0**	**0**

	Group		Parent company	
	2022	2021	2022	2021
	DKK	DKK	DKK	DKK
2. Special items				
Expenses related to the acquisition of the group	1,284,619	30,500,000	0	0
	1,284,619	**30,500,000**	**0**	**0**

Notes to the Financial Statements

	Group		Parent company	
	2022	2021	2022	2021
	DKK	DKK	DKK	DKK
3. Staff Expenses				
Wages and salaries	184,482,345	60,972,341	3,585,000	412,084
Pensions	4,702,115	1,647,890	0	0
Other social security expenses	28,617,703	7,041,657	1,136	0
Other staff expenses	1,048,320	205,000	154,463	205,000
	218,850,483	**69,866,888**	**3,740,599**	**617,084**
Including remuneration to the Executive Board and Board of Directors	**3,582,500**	**412,084**	**3,585,000**	**412,084**
Average number of employees	**487**	**437**	**0**	**0**

JS World Media Group A/S has established an incentive program for the Executive Board, the Board of directors and other key employees. The participants buy an ownership stake in JS World Media Group A/S, which consists of a fixed combination of shares and warrants. The warrants trigger the right to buy up to a maximum of nom. DKK 135.567 shares in the period 1 January – 30 January 2028 at a price determined in the associated agreement.

Incentive programmes are not recognised in the Financial Statements.

	Group		Parent company	
	2022	2021	2022	2021
	DKK	DKK	DKK	DKK
4. Amortisation, depreciation and impairment losses of intangible assets and property, plant and equipment				
Amortisation of intangible assets	32,342,688	10,780,896	0	0
Depreciation of property, plant and equipment	2,795,165	626,969	0	0
	35,137,853	**11,407,865**	**0**	**0**

	Parent company	
	2022	2021
	DKK	DKK

5. Income from investments in subsidiaries

Share of profits of subsidiaries	9,343,038	13,950,344
	9,343,038	**13,950,344**

	Group		Parent company	
	2022	2021	2022	2021
	DKK	DKK	DKK	DKK

6. Financial income

Interest received from group enterprises	0	0	608,219	10,114
Other financial income	1,651,299	46,921	474	0
	1,651,299	**46,921**	**608,693**	**10,114**

	Group		Parent company	
	2022	2021	2022	2021
	DKK	DKK	DKK	DKK

7. Financial expenses

Interest paid to group enterprises	608,219	0	608,219	3,551
Other financial expenses	13,832,037	4,373,523	40,565	15,364
Exchange adjustments, expenses	0	728,922	0	0
	14,440,256	**5,102,445**	**648,784**	**18,915**

Notes to the Financial Statements

8. Income tax expense

	Group		Parent company	
	2022	2021	2022	2021
	DKK	DKK	DKK	DKK
Current tax for the year	15,981,003	5,992,361	-509,544	-163,982
Deferred tax for the year	-3,642,271	2,905,160	0	0
Adjustment of tax concerning previous years	-35,817	14,772	0	0
Adjustment of deferred tax concerning previous years	0	68,553	0	0
	12,302,915	**8,980,846**	**-509,544**	**-163,982**

9. Profit allocation

	Parent company	
	2022	2021
	DKK	DKK
Reserve for net revaluation under the equity method	9,343,038	13,868,926
Retained earnings	-1,898,195	-499,974
	7,444,843	**13,368,952**

10. Intangible fixed assets

Group

	Goodwill
	DKK
Cost at 1 January	646,853,749
Cost at 31 December	646,853,749
Impairment losses and amortisation at 1 January	10,780,896
Amortisation for the year	32,342,687
Impairment losses and amortisation at 31 December	43,123,583
Carrying amount at 31 December	**603,730,166**

Notes to the Financial Statements

11. Property, plant and equipment

Group

	Other fixtures and fittings, tools and equipment	Leasehold improvements
	DKK	DKK
Cost at 1 January	26,152,075	167,624
Exchange adjustment	-443,170	0
Additions for the year	2,130,878	29,600
Disposals for the year	-4,470,539	0
Cost at 31 December	23,369,244	197,224
Impairment losses and depreciation at 1 January	21,340,682	167,624
Exchange adjustment	-391,150	0
Depreciation for the year	2,234,468	1,973
Reversal of impairment and depreciation of sold assets	-4,469,920	0
Impairment losses and depreciation at 31 December	18,714,080	169,597
Carrying amount at 31 December	**4,655,164**	**27,627**

	Parent company	
	2022	2021
	DKK	DKK

12. Investments in subsidiaries

	2022 DKK	2021 DKK
Cost at 1 January	320,610,000	0
Additions for the year	0	320,610,000
Cost at 31 December	320,610,000	320,610,000
Value adjustments at 1 January	13,868,926	0
Exchange adjustment	-325,685	-81,418
Net profit/loss for the year	9,343,038	13,950,344
Value adjustments at 31 December	22,886,279	13,868,926
Carrying amount at 31 December	**343,496,279**	**334,478,926**

Investments in subsidiaries are specified as follows:

Name	Place of registered office	Ownership
JS World Media Holding A/S	Denmark	100%
JS World Media A/S	Denmark	100%
-JS Media Tools A/S	Denmark	100%
-JS Danmark A/S	Denmark	100%
-JS Norge AS	Norway	100%
-JS Sverige AB	Sweden	100%
-JS Suomi OY	Finland	100%
-JS Espagna World Media SL	Spain	100%
-JS Schweiz GmbH	Switzerland	100%
-JS Deutschland GmbH	Germany	100%
--JS Österreich GmbH & Co. KG	Germany	100%
--JS Österreich Verwaltnungs-GmbH	Germany	100%

13. Other fixed asset investments

Group

	Deposits
	DKK
Cost at 1 January	777,419
Additions for the year	106,649
Cost at 31 December	884,068
Carrying amount at 31 December	**884,068**

	Group		Parent company	
	2022	2021	2022	2021
	DKK	DKK	DKK	DKK
14. Contract work in progress				
Selling price of work in progress	108,193,869	128,209,908	0	0
Payments received on account	-119,931,194	-141,725,234	0	0
	-11,737,325	**-13,515,326**	**0**	**0**
Recognised in the balance sheet as follows:				
Contract work in progress recognised in assets	8,239,046	10,494,087	0	0
Prepayments received recognised in debt	-19,976,371	-24,009,413	0	0
	-11,737,325	**-13,515,326**	**0**	**0**

15. Prepayments

Prepayments consist of prepaid expenses concerning rent, insurance premiums, subscriptions and interest.

16. Share capital

The share capital consists of 3,045,189 shares of a nominal value of DKK 1. No shares carry any special rights.

Notes to the Financial Statements

17. Provision for deferred tax

	Group		Parent company	
	2022	2021	2022	2021
	DKK	DKK	DKK	DKK
Deferred tax liabilities at 1 January	9,931,898	0	0	0
Amounts recognised in the income statement for the year	-3,556,589	2,905,160	0	0
Amounts recognised in equity for the year	0	7,026,738	0	0
Deferred tax liabilities at 31 December	**6,357,309**	**9,931,898**	**0**	**0**
Recognised in the balance sheet as follows:				
Assets	395,213	96,573	0	0
Provisions	6,752,522	10,028,471	0	0
	6,357,309	**9,931,898**	**0**	**0**

18. Deferred income

Deferred income consists of payments received in respect of income in subsequent years.

19. Cash flow statement - Adjustments

	Group	
	2022	2021
	DKK	DKK
Financial income	-1,651,299	-46,921
Financial expenses	14,440,256	5,102,445
Depreciation, amortisation and impairment losses, including losses and gains on sales	34,579,128	11,407,865
Tax on profit/loss for the year	12,302,915	8,980,846
Other adjustments	-325,685	-81,418
	59,345,315	**25,362,817**

Notes to the Financial Statements

20. Cash flow statement - Change in working capital

	Group 2022	Group 2021
	DKK	DKK
Change in receivables	-10,011,222	-24,451,858
Change in trade payables, etc	-11,190,159	-14,867,327
	-21,201,381	**-39,319,185**

21. Cash flow statement - Business acquisition

	Group 2022	Group 2021
	DKK	DKK
Intangible assets	0	646,853,749
Property, plant and equipment	0	4,627,839
Fixed assets investments	0	777,457
Receivables	0	37,707,119
Tax liabilities	0	-13,743,898
Other debts	0	-92,546,741
	0	**583,675,525**

22. Contingent assets, liabilities and other financial obligations

Charges and security

	Group 2022	Group 2021	Parent company 2022	Parent company 2021
	DKK	DKK	DKK	DKK
The following assets have been placed as security with Jyske Bank for the engagement between Jyske Bank and JS Media World A/S and JS Media World Holding A/S:				
Shares i subsidiaries with a booked value of	343,496,279	334,478,926	343,496,279	334,478,926
Bank account with a value	0	0	0	0

Rental and lease obligations

Lease obligations under operating leases. Total future lease payments:				
Within 1 year	0	135,619	0	0
	0	**135,619**	**0**	**0**
Other obligations, 24 months (36 months)	4,518,501	5,095,443	0	0
Rental obligations, non-cancellation period	12,114,392	18,592,826	0	0

Other contingent liabilities

The Danish group companies are jointly and severally liable for tax on the jointly taxed incomes etc of the Group. The total amount of corporation tax payable is disclosed in the Annual Report of Solix ApS, which is the management company of the joint taxation purposes. Moreover, the Danish group companies are jointly and severally liable for Danish withholding taxes by way of dividend tax, tax on royalty payments and tax on unearned income. Any subsequent adjustments of corporation taxes and withholding taxes may increase the Company's liability.

23. Related parties

	Basis
Controlling interest	
Solix Group AB	Ultimate parent company
SG Arild Group AB	Parent company

Transactions

The Company has chosen only to disclose transactions which have not been made on an arm's length basis in accordance with section 98(c)(7) of the Danish Financial Statements Act.

Ownership

The following shareholders are recorded in the Company's register of shareholders as holding at least 5% of the votes or at least 5% of the share capital:

SG Arild Group AB

Staus Holding A/S

	Group		Parent company	
	2022	2021	2022	2021
	DKK	DKK	DKK	DKK

24. Fee to auditors appointed at the general meeting

PricewaterhouseCoopers				
Audit fee	770,802	681,726	44,000	40,000
Tax advisory services	425,139	113,500	53,932	12,000
Non-audit services	560,558	168,000	143,085	24,500
	1,756,499	**963,226**	**241,017**	**76,500**
KPMG				
Audit fee	176,303	175,516	0	0
Tax advisory services	30,102	32,723	0	0
Non-audit services	7,958	24,954	0	0
	214,363	**233,193**	**0**	**0**
EY				
Audit fee	0	139,819	0	0
Tax advisory services	22,319	376,188	0	0
Non-audit services	0	164,342	0	0
	22,319	**680,349**	**0**	**0**
Øvrige				
Tax advisory services	0	16,845	0	0
	0	**16,845**	**0**	**0**

25. Subsequent events

No events materially affecting the assessment of the Annual Report have occurred after the balance sheet date.

26. Accounting policies

The Annual Report of JS World Media Group A/S for 2022 has been prepared in accordance with the provisions of the Danish Financial Statements Act applying to large enterprises of reporting class C.

The accounting policies applied remain unchanged from last year.

The Consolidated Financial Statements and the Parent Company Financial Statements for 2022 are presented in DKK.

Recognition and measurement

Revenues are recognised in the income statement as earned. Furthermore, value adjustments of financial assets and liabilities measured at fair value or amortised cost are recognised. Moreover, all expenses incurred to achieve the earnings for the year are recognised in the income statement, including depreciation, amortisation, impairment losses and provisions as well as reversals due to changed accounting estimates of amounts that have previously been recognised in the income statement.

Assets are recognised in the balance sheet when it is probable that future economic benefits attributable to the asset 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 out of the Company, and the value of the liability can be measured reliably.

Assets and liabilities are initially measured at cost. Subsequently, assets and liabilities are measured as described for each item below.

Certain financial assets and liabilities are measured at amortised cost, which involves the recognition of a constant effective interest rate over the maturity period. Amortised cost is calculated as original cost less any repayments and with addition/deduction of the cumulative amortisation of any difference between cost and the nominal amount. In this way, capital losses and gains are allocated over the maturity period.

Basis of consolidation

The Consolidated Financial Statements comprise the Parent Company, JS World Media Group A/S, and subsidiaries in which the Parent Company directly or indirectly holds more than 50% of the votes or in which the Parent Company, through share ownership or otherwise, exercises control. Enterprises in which the Group holds between 20% and 50% of the votes and exercises significant influence but not control are classified as associates.

On consolidation, items of a uniform nature are combined. Elimination is made of intercompany income and expenses, shareholdings, dividends and accounts as well as of realised and unrealised profits and losses on transactions between the consolidated enterprises.

The Parent Company's investments in the consolidated subsidiaries are set off against the Parent Company's share of the net asset value of subsidiaries stated at the time of consolidation.

Business combinations

Business acquisitions carried through on or after 1 July 2018

Acquisitions of subsidiaries are accounted for using the purchase method under which the identifiable assets and liabilities of the entity acquired are measured at fair value at the time of acquisition. Acquired contingent liabilities are recognised at fair value in the Consolidated Financial Statements to the extent that the value can be measured reliably.

The time of acquisition is the time when the Group obtains control of the entity acquired.

The cost of the entity acquired is the fair value of the consideration agreed, including consideration contingent on future events. Transaction costs directly attributable to the acquisition of subsidiaries are recognised in the income statement as incurred.

Positive differences between the cost of the entity acquired and identifiable assets and liabilities are recognised as goodwill in intangible assets in the balance sheet and are amortised in the income statement on a straight-line basis over their estimated useful lives. Where the differences are negative, they are recognised immediately in the income statement.

Leases

Leases in terms of which the Group assumes substantially all the risks and rewards of ownership (finance leases) are recognised in the balance sheet at the lower of the fair value of the leased asset and the net present value of the lease payments computed by applying the interest rate implicit in the lease or an alternative borrowing rate as the discount rate. Assets acquired under finance leases are depreciated and written down for impairment under the same policy as determined for the other fixed assets of the Group.

The remaining lease obligation is capitalised and recognised in the balance sheet under debt, and the interest element on the lease payments is charged over the lease term to the income statement.

All other leases are considered operating leases. Payments made under operating leases are recognised in the income statement on a straight-line basis over the lease term.

Translation policies

Danish kroner is used as the presentation currency. All other currencies are regarded as foreign currencies.If currency positions are considered to hedge future cash flows, value adjustments are recognized directly in equity.

Transactions in foreign currencies are translated at the exchange rates at the dates of transaction. Exchange differences arising due to differences between the transaction date rates and the rates at the dates of payment are recognised in financial income and expenses in the income statement. Where foreign exchange transactions are considered hedging of future cash flows, the value adjustments are recognised directly in equity.

Receivables, payables and other monetary items in foreign currencies that have not been settled at the balance sheet date are translated at the exchange rates at the balance sheet date. Any differences between the exchange rates at the balance sheet date and the rates at the time when the receivable or the debt arose are recognised in financial income and expenses in the income statement.

Fixed assets acquired in foreign currencies are measured at the transaction date rates.

Segment information on revenue

Information on geographical segments is based on the Group´s risks and returns and its internal financial reporting system.

Incentive schemes

The value of share-based payment, including share option and warrant plans that do not involve an outflow of cash and cash equivalents, offered to the Executive Board and a number of senior employees is not recognised in the income statement. The most significant conditions of the share option plans are disclosed in the notes.

Notes to the Financial Statements

Income statement

Net sales

Contract work in progress (construction contracts) is recognised at the rate of completion, which means that revenue equals the selling price of the work completed for the year (percentage-of-completion method). This method is applied when total revenues and expenses in respect of the contract and the stage of completion at the balance sheet date can be measured reliably, and it is probable that the economic benefits, including payments, will flow to the Group. The stage of completion is determined on the basis of the ratio between the expenses incurred and the total expected expenses of the contract.

Services are recognised at the rate of completion of the service to which the contract relates by using the percentage-of-completion method, which means that revenue equals the selling price of the service completed for the year. This method is applied when total revenues and expenses in respect of the service and the stage of completion at the balance sheet date can be measured reliably, and it is probable that the economic benefits, including payments, will flow to the Group. The stage of completion is determined on the basis of the ratio between the expenses incurred and the total expected expenses of the service.

Revenue is measured at the consideration received and is recognised exclusive of VAT and net of discounts relating to sales.

Cost of goods sold

Cost of goods sold comprise the purchase price etc. for goods sold in the year.

Other external expenses

Other external expenses comprise indirect production costs and expenses for premises, sales and distribution as well as office expenses, etc.

Staff expenses

Staff expenses comprise wages and salaries as well as payroll expenses.

Amortisation, depreciation and impairment losses

Amortisation, depreciation and impairment losses comprise amortisation, depreciation and impairment of intangible assets and property, plant and equipment.

Other operating income and expenses

Other operating income and other operating expenses comprise items of a secondary nature to the main activities of the Group, including gains and losses on the sale of intangible assets and property, plant and equipment.

Income from investments in subsidiaries

The item "Income from investments in subsidiaries" in the income statement includes the proportionate share of the profit for the year.

Financial income and expenses

Financial income and expenses are recognised in the income statement at the amounts relating to the financial year.

Tax on profit/loss for the year

Tax for the year consists of current tax for the year and deferred tax for the year. The tax attributable to the profit for year is recognised in the income statement, whereas the tax attributable to equity transactions is recognised directly in equity.

The Company is jointly taxed with wholly owned Danish and foreign subsidiaries. The tax effect of the joint taxation is allocated to Danish enterprises in proportion to their taxable incomes.

Balance sheet

Intangible fixed assets

Goodwill

Goodwill is amortised on a straight-line basis over the estimated useful life of 20 years, determined on the basis of Management's experience with the individual business areas.

The useful life of goodwill relating to the subsidiary JS World Media A/S is 20 years, as the subsidiary has a strong market position and a long earnings profile. The subsidiary is considered a strategic investment for the group, which is expected to contribute positively to the group result over a longer period.

Property, plant and equipment

Property, plant and equipment are measured at cost less accumulated depreciation and less any accumulated impairment losses.

Cost comprises the cost of acquisition and expenses directly related to the acquisition up until the time when the asset is ready for use.

Depreciation based on cost reduced by any residual value is calculated on a straight-line basis over the expected useful lives of the assets, which are:

Other fixtures and fittings, tools and equipment	3-5 years

The fixed assets' residual values are determined at nil.

Depreciation period and residual value are reassessed annually.

Impairment of fixed assets

The carrying amounts of intangible assets and property, plant and equipment and investments are reviewed on an annual basis to determine whether there is any indication of impairment other than that expressed by amortisation and depreciation.

If so, the asset is written down to its lower recoverable amount.

Investments in subsidiaries

Investments in subsidiaries are recognised and measured under the equity method.

The item "Investments in subsidiaries" in the balance sheet include the proportionate ownership share of the net asset value of the enterprises calculated on the basis of the fair values of identifiable net assets at the time of acquisition with deduction or addition of unrealised intercompany profits or losses and with addition of the remaining value of any increases in value and goodwill calculated at the time of acquisition of the enterprises.

The total net revaluation of investments in subsidiaries is transferred upon distribution of profit to "Reserve for net revaluation under the equity method" under equity. The reserve is reduced by dividend distributed to the Parent Company and adjusted for other equity movements in the subsidiaries.

Subsidiaries with a negative net asset value are recognised at DKK 0. Any legal or constructive obligation of the Parent Company to cover the negative balance of the enterprise is recognised in provisions.

Other fixed asset investments

Other fixed asset investments consist of deposits.

Receivables

Receivables are measured in the balance sheet at the lower of amortised cost and net realisable value, which corresponds to nominal value less provisions for bad debts.

Contract work in progress

Contract work in progress is measured at selling price of the work performed calculated on the basis of the stage of completion. The stage of completion is measured by the proportion that the contract expenses incurred to date bear to the estimated total contract expenses. Where it is probable that total contract expenses will exceed total revenues from a contract, the expected loss is recognised as an expense in the income statement.

Where the selling price cannot be measured reliably, the selling price is measured at the lower of expenses incurred and net realisable value.

Payments received on account are set off against the selling price. The individual contracts are classified as receivables when the net selling price is positive and as liabilities when the net selling price is negative.

Expenses relating to sales work and the winning of contracts are recognised in the income statement as incurred.

Prepayments

Prepayments comprise prepaid expenses concerning rent, insurance premiums, subscriptions and interest.

Deferred tax assets and liabilities

Deferred income tax is measured using the balance sheet liability method in respect of temporary differences arising between the tax bases of assets and liabilities and their carrying amounts for financial reporting purposes on the basis of the intended use of the asset and settlement of the liability, respectively.

Deferred tax assets, including the tax base of tax loss carry-forwards, are measured at the value at which the asset is expected to be realised, either by elimination in tax on future earnings or by set-off against deferred tax liabilities within the same legal tax entity.

Deferred tax is measured on the basis of the tax rules and tax rates that will be effective under the legislation at the balance sheet date when the deferred tax is expected to crystallise as current tax. Any changes in deferred tax due to changes to tax rates are recognised in the income statement or in equity if the deferred tax relates to items recognised in equity.

Current tax receivables and liabilities

Current tax liabilities and receivables are recognised in the balance sheet as the expected taxable income for the year adjusted for tax on taxable incomes for prior years and tax paid on account. Extra payments and repayment under the on-account taxation scheme are recognised in the income statement in financial income and expenses.

Financial debts

Loans, such as loans from credit institutions, are recognised initially at the proceeds received net of transaction expenses incurred. Subsequently, the loans are measured at amortised cost; the difference between the proceeds and the nominal value is recognised as an interest expense in the income statement over the loan period.

Other debts are measured at amortised cost, substantially corresponding to nominal value.

Notes to the Financial Statements

Deferred income

Deferred income comprises payments received in respect of income in subsequent years.

Cash Flow Statement

The cash flow statement shows the Group's cash flows for the year broken down by operating, investing and financing activities, changes for the year in cash and cash equivalents as well as the Group's cash and cash equivalents at the beginning and end of the year.

Cash flows from operating activities

Cash flows from operating activities are calculated as the net profit/loss for the year adjusted for changes in working capital and non-cash operating items such as depreciation, amortisation and impairment losses, and provisions. Working capital comprises current assets less short-term debt excluding items included in cash and cash equivalents.

Cash flows from investing activities

Cash flows from investing activities comprise cash flows from acquisitions and disposals of intangible assets, property, plant and equipment as well as fixed asset investments.

Cash flows from financing activities

Cash flows from financing activities comprise cash flows from the raising and repayment of long-term debt as well as payments to and from shareholders.

Cash and cash equivalents

Cash and cash equivalents comprise ”Cash at bank and in hand” and ”Overdraft facilities”.

The cash flow statement cannot be immediately derived from the published financial records.

Financial Highlights

Explanation of financial ratios

Gross margin	Gross profit x 100 / Revenue
Profit margin	Profit before financials x 100 / Revenue
Return on assets	Profit before financials x 100 / Total assets at year end
Solvency ratio	Equity at year end x 100 / Total assets at year end
Return on equity	Net profit for the year x 100 / Average equity