



CHRISTENSEN
KJÆRULFF
PERSONLIGT ENGAGEMENT

STATSLOTTESKRIFTE
REVISORGRUPPEN DANMARK

DNR 13 11 56 41

TJL 21 30 15 14

STATSLOTTESKRIFTE
REVISORGRUPPEN DANMARK

BTJL 21 30 15 14
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Contentful (Denmark) ApS

C/O Christensen Kjarulff, Østbanegade 123, 2100 København Ø


Company reg. no. 43 36 83 11

Annual report

4 July 2022 - 31 January 2023

The annual report was submitted and approved by the general meeting on the

28/7-2023


Jeffrey Richard Mannic
Chairman of the meeting

Notes:

- To ensure the greatest possible applicability of this document, IAS/IFRS English terminology has been used.
- Please note that decimal points have not been used in the usual English way. This means that for instance DKK 146,940 means the amount of DKK 146,940, and that 23,5 % means 23,5 %.



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Management's statement

Today, the Executive Board has approved the annual report of Contentful (Denmark) ApS (the "Company") for the financial year 4 July 2022 - 31 January 2023.

The annual report has been prepared in accordance with the Danish Financial Statements Act.

We consider the chosen accounting policy to be appropriate, and in our opinion, the financial statements give a true and fair view of the financial position of the Company at 31 January 2023 and of the results of the Company's operations for the financial year 4 July 2022 – 31 January 2023.

The Executive Board consider the conditions for audit exemption of the 2022/23 financial statements to be met.

Further, in our opinion, the Management's review gives a true and 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 Ø, 28 July 2023

Executive board

Patrick Carroll Scott

Jeffrey Richard Mannie



Management's statement

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We recommend that the annual report be approved at the Annual General Meeting.

København Ø, 28 July 2023

Executive board

Patrick Carroll Scott

Jeffrey Richard Mannie





Practitioner's compilation report

To the Shareholders of Contentful (Denmark) ApS

We have compiled the financial statements of Contentful (Denmark) ApS for the financial year 4 July 2022 - 31 January 2023 based on the company's bookkeeping and on information you have provided.

These financial statements comprise a summary of significant accounting policies, income statement, balance sheet, statement of changes in equity and notes.

We performed this compilation engagement in accordance with International Standard on Related Services 4410 (Revised), Compilation Engagements.

We have applied our expertise in accounting and financial reporting to assist Management in the preparation and presentation of these financial statements in accordance with the Danish Financial Statements Act. We have complied with relevant requirements under the Danish Act on Approved Auditors and Audit Firms and International Ethics Standards Board for Accountants' International Code of Ethics for Professional Accountants (IESBA Code) including principles of integrity, objectivity, professional competence and due care.

These financial statements and the accuracy and completeness of the information used to compile them are your responsibility.

Since a compilation engagement is not an assurance engagement, we are not required to verify the accuracy or completeness of the information you provided to us to compile these financial statements. Accordingly, we do not express an audit opinion or a review conclusion on whether these financial statements are prepared in accordance with the Danish Financial Statements Act.

Copenhagen, 28 July 2023

Christensen Kjarulff

Company reg. no. 15 91 56 41

Mads Kokholm
State Authorised Public Accountant
mne35395



Company information

The Company

Contentful (Denmark) ApS
C/O Christensen Kjørulff
Østbanegade 123
2100 København Ø

Company reg. no. 43 36 83 11
Financial year: 4 July 2022 - 31 January 2023

Executive board

Patrick Carroll Scott
Jeffrey Richard Mannie

Auditors

Christensen Kjørulff
Statsautoriseret Revisionsaktieselskab
Østbanegade 123
2100 København Ø

Parent company

Contentful Global, Inc.



Management's review

Description of key activities of the company

The main activity of the Company is the provision of marketing sales development and R&D support services to Contentful GmbH, a company incorporated in Germany; and, a subsidiary of the Company's ultimate parent, Contentful Global Inc., a company registered in the United States.

Contentful Global Inc. is a content platform provider for digital-first businesses that helps brands around the world create and manage digital experiences for their customers across any market or channel.

Development in activities and financial matters

The revenue for the year totals DKK 2.766.823. Income or loss from ordinary activities after tax totals DKK 166.832. Management considers the net profit for the year satisfactory.



Income statement

All amounts in DKK.

| <u>Note</u> | 4/7 2022 | - 31/1 2023 |
|---|------------------|-------------|
| Revenue | 2.766.823 | |
| Other external expenses | -369.292 | |
| Gross profit | 2.397.531 | |
| 1 Staff costs | -2.183.663 | |
| Pre-tax net profit or loss | 213.868 | |
| Tax on net profit or loss for the year | -47.036 | |
| Net profit or loss for the year | 166.832 | |
| Proposed distribution of net profit: | | |
| Transferred to retained earnings | 166.832 | |
| Total allocations and transfers | 166.832 | |



Balance sheet

All amounts in DKK.

| Assets | |
|------------------------------------|-------------------------|
| <u>Note</u> | <u>31/1 2023</u> |
| Current assets | |
| Receivables from group enterprises | <u>595.962</u> |
| Total receivables | <u>595.962</u> |
| Cash and cash equivalents | <u>408.363</u> |
| Total current assets | <u>1.004.325</u> |
| Total assets | <u>1.004.325</u> |



Balance sheet

All amounts in DKK.

| <u>Note</u> | <u>31/1 2023</u> |
|--|-------------------------|
| Equity and liabilities | |
| Equity | |
| Contributed capital | 40.000 |
| Retained earnings | <u>166.832</u> |
| Total equity | <u>206.832</u> |
| | |
| Liabilities other than provisions | |
| Income tax payable | 47.036 |
| Other payables | <u>750.457</u> |
| Total short term liabilities other than provisions | <u>797.493</u> |
| | |
| Total liabilities other than provisions | <u>797.493</u> |
| | |
| Total equity and liabilities | <u>1.004.325</u> |



Statement of changes in equity

All amounts in DKK.

| | <u>Contributed capital</u> | <u>Retained earnings</u> | <u>Total</u> |
|--------------------------------|--------------------------------|------------------------------|-----------------------|
| Equity 4 July 2022 | 40.000 | 0 | 40.000 |
| Retained earnings for the year | 0 | 166.832 | 166.832 |
| | <u>40.000</u> | <u>166.832</u> | <u>206.832</u> |



Notes

All amounts in DKK.

| | 4/7 2022 - 31/1 2023 |
|---------------------------------|-------------------------|
| 1. Staff costs | |
| Salaries and wages | 2.151.766 |
| Pension costs | 26.066 |
| Other costs for social security | 5.831 |
| | <u>2.183.663</u> |
| Average number of employees | <u>2</u> |



Accounting policies

The annual report for Contentful (Denmark) ApS has been presented in accordance with the Danish Financial Statements Act regulations concerning reporting class B enterprises. Furthermore, the company has decided to comply with certain rules applying to reporting class C enterprises.

The annual report is presented in DKK. The annual report comprises the first financial year and hence comparative figures are not available.

Income statement

Revenue

The enterprise will be applying IAS 18 as its basis of interpretation for the recognition of revenue.

Revenue is recognised in the income statement if delivery and passing of risk to the buyer have taken place before the end of the year and if the income can be determined reliably and inflow is anticipated. Revenue is measured at the fair value of the consideration promised exclusive of VAT and taxes and less any discounts relating directly to sales.

Other external expenses

Other external expenses comprise expenses incurred for distribution, sales, advertising and administration.

Staff costs

Staff costs include salaries and wages, including holiday allowances, pensions, and other social security costs, etc., for staff members.

Tax on net profit or loss for the year

Tax for the year comprises the current income tax for the year and changes in deferred tax and is recognised in the income statement with the share attributable to the net profit or loss for the year and directly in equity with the share attributable to entries directly in equity.

Statement of financial position

Receivables

Receivables are measured at amortised cost, which usually corresponds to nominal value.

In order to meet expected losses, impairment takes place at the net realisable value. The company has chosen to use IAS 39 as a basis for interpretation when recognising impairment of financial assets, which means that impairments must be made to offset losses where an objective indication is deemed to have occurred that an account receivable or a portfolio of accounts receivable is impaired. If an objective indication shows that an individual account receivable has been impaired, an impairment takes place at individual level.



Accounting policies

Accounts receivable for which there is no objective indication of impairment at the individual level are evaluated at portfolio level for objective indication of impairment. The portfolios are primarily based on the debtors' domicile and credit rating in accordance with the company's and the group's credit risk management policy. Determination of the objective indicators applied for portfolios are based on experience with historical losses.

Impairment losses are calculated as the difference between the carrying amount of accounts receivable and the present value of the expected cash flows, including the realisable value of any securities received. The effective interest rate for the individual account receivable or portfolio is used as the discount rate.

Cash and cash equivalents

Cash and cash equivalents comprise cash at bank.

Income tax and deferred tax

Current tax liabilities and current tax receivable are recognised in the statement of financial position as calculated tax on the taxable income for the year, adjusted for tax of previous years' taxable income and for tax paid on account.

Liabilities other than provisions

Other liabilities concerning payables to suppliers, group enterprises, and other payables are measured at amortised cost which usually corresponds to the nominal value.