Hello Retail ApS

Nelson Mandelas Allé 12, 2450 København SV

CVR no. 32 44 97 43

Annual report 2024

Approved at the Company's annual general meeting on 30 June 2025

Chair of the meeting:

....
Frank Clausen

Contents

Statement by the Board of Directors and the Executive Board

Today, the Board of Directors and the Executive Board have discussed and approved the annual report of Hello Retail ApS for the financial year 1 January - 31 December 2024.

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 financial position of the Company at 31 December 2024 and of the results of the Company's operations for the financial year 1 January - 31 December 2024.

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.

Copenhagen, 27 June 2025
Executive Board:

Kasper Refskou Jensen	Frank Clausen

Board of Directors:

Jesper Genter Lohmann Chairman	Kasper Refskou Jensen	Allan Dam Nielsen
Mads Riisager Gustafsen		

Independent auditor's report

To the shareholders of Hello Retail ApS

Opinion

We have audited the financial statements of Hello Retail ApS for the financial year 1 January - 31 December 2024, which comprise 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 financial position of the Company at 31 December 2024 and of the results of the Company's operations for the financial year 1 January - 31 December 2024 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 believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Independence

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.

Management's responsibilities for the financial statements

Management is responsible for the preparation of financial statements that give a true and fair view in accordance with the Danish Financial Statements Act and for such internal control as Management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, Management is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting in preparing the financial statements unless Management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Auditor's 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 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 the 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 Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by Management.

Independent auditor's report

- 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 note 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 Statement Act. We did not identify any material misstatement of the Management's review.

Copenhagen, 27 June 2025
EY Godkendt Revisionspartnerselskab
CVR no. 30 70 02 28

Mogens Andreasen
State Authorised Public Accountant
mne28603

Management's review

Company details

Name	Hello Retail ApS
Address, Postal code, City	Nelson Mandelas Allé 12, 2450 København SV
CVR no.	32 44 97 43
Established	15 September 2009
Registered office	København
Financial year	1 January - 31 December
Board of Directors	Jesper Genter Lohmann, Chairman Kasper Refskou Jensen Allan Dam Nielsen Mads Riisager Gustafsen
Executive Board	Kasper Refskou Jensen Frank Clausen
Auditors	EY Godkendt Revisionspartnerselskab Dirch Passers Allé 36, P.O. Box 250, 2000 Frederiksberg, Denmark
Bankers	Danske Bank

Management's review

Business review

Hello Retail provides a market-leading suite of SaaS solutions designed to help online retailers optimize conversion rates and improve customer retention. Central to our offering is Product Intelligence - a proprietary, AI-powered engine that delivers advanced retail insights and actionable data to support ecommerce performance.
We continue to strengthen our position in the Nordics, where we are recognized market leaders, while also expanding our footprint in the Benelux region. These markets remain strategic priorities as we execute on our long-term commercial objectives.

Financial review

The company has lost more than half of its share capital and is thus subject to the capital loss rules of the Danish Companies Act. At the general meeting, an explanation will be provided on how the equity is expected to be reestablished.
The company expects a significantly improved result for 2025 with a profit of approximately DKK 0.9 million. Increasing revenue, a balanced cost level, and an increased focus on improving working capital and liquidity are anticipated.
The company's ability to continue operations depends on current financing agreements remaining unchanged in 2025. The company's primary financing consists of bank loans and loans from shareholders. In 2024, covenants on the loans were breached, which is why the loans are classified as short-term liabilities in the financial statements.
The company's primary lender stated in June 2025 that the company's development is being closely monitored, but there are no current plans to change the financing engagement, provided that new covenant requirements are met.
The company's budget for 2025 shows that the mentioned covenant requirements are being met, and management therefore expects that the loan facilities will be maintained and repaid according to the original agreements, with the first installment due in mid-2026.
Management assesses that the necessary financing and liquidity will remain sustained, and therefore the annual financial statements have been prepared on the assumption of the company's ability to continue as going concern.

New development of activities and financial matters

In 2024, the ecommerce market continued to face challenges due to macroeconomic uncertainty. The emergence and rapid growth of players like Temu have placed pressure on smaller retailers, leading to more cautious investment behaviour across the sector.
Despite this, our Ideal Customer Profile (ICP) segment has demonstrated good performance, validating our strategic focus. We plan to refine our ICP approach further in 2025 to drive even closer alignment with evolving market conditions.
Throughout the year, we made significant advancements in our Product Intelligence offering. These improvements are closely aligned with the broader AI movement gaining momentum across industries. Considerable resources were allocated to this development, positioning us at the forefront of AI-driven ecommerce solutions with a future-proof technology stack.

The income statement for 2024 shows a loss of DKK 5.993 thousand against a loss of DKK 2,737 thousand last year. Despite the net loss, we delivered a positive EBITDA for the year, demonstrating our underlying operational strength and disciplined and balanced approach to cost management.

Given the strategic investments and our commitment to long-term value creation, management considers the net result for 2024 to be acceptable.

The balance sheet at 31 December 2024 shows a negative equity of DKK 8.503 thousand.

The company is covered by the rules of capital loss in the Danish Companies Act. At the company's annual general meeting, management will account for how to re-establish the equity

Management's review

Present year activities and R&D new developments

Both in 2024 and this year, we are taking major steps in advancing our Product Intelligence component. A key milestone was our ability to identify and interpret customer context in real time, enabling us to move towards hyper-personalization at scale. This advancement marks a significant evolution in how ecommerce experiences can be tailored to individual users, based on intent and behavioural signals.

Building on this capability, we launched our Retail Media offering early this year, which leverages our core Product Intelligence technology. This new product unlocks a unique opportunity for retailers to monetize their digital storefronts and capitalize on the growing interest in Retail Media.

These developments reflect our broader R&D vision of delivering actionable intelligent and relevant solutions.

Events after the balance sheet date

No events have occurred post-balance sheet date that materially affect the company's financial position.

Outlook

We plan to further strengthen our position in the ecommerce technology market, with a continued focus on expanding and refining our Ideal Customer Profile (ICP) strategy. The strong performance within this segment confirms the value our solutions deliver and supports our long-term growth ambitions.

Our financial outlook remains stable, and we are seeing continued progress toward structured and sustainable profitability. As we move forward, we remain committed to investing in innovation while maintaining a disciplined approach to growth and operational efficiency.

Financial statements 1 January - 31 December

Income statement

Note	DKK	2024	2023
	Gross profit	35,571,132	36,249,549
3	Staff costs	-31,944,886	-31,869,334
	Amortisation/depreciation and impairment of intangible assets and property, plant and equipment	-6,494,713	-5,338,457
	Profit/loss before net financials	-2,868,467	-958,242
	Financial income	7,289	27,740
	Financial expenses	-3,254,381	-2,502,597
	Profit/loss before tax	-6,115,559	-3,433,099
4	Tax for the year	122,670	695,833
	Profit/loss for the year	-5,992,889	-2,737,266

Recommended appropriation of profit/loss		
Reserve for development costs	-1,231,504	190,032
Retained earnings/accumulated loss	-4,761,385	-2,927,298
	-5,992,889	-2,737,266

Financial statements 1 January - 31 December

Balance sheet

Note	DKK	2024	2023
	ASSETS		
	Non-current assets		
5	**Intangible assets**		
	Completed development projects	17,529,059	19,107,910
		17,529,059	19,107,910
6	**Property, plant and equipment**		
	Leasehold improvements	64,302	255,514
		64,302	255,514
7	**Financial assets**		
	Deposits, investments	949,469	576,346
		949,469	576,346
	Total non-current assets	18,542,830	19,939,770
	Current assets		
	Receivables		
	Trade receivables	5,299,265	6,088,456
	Other receivables	43,894	87,031
	Prepayments	396,142	224,977
		5,739,301	6,400,464
	Cash	1,237,461	395,077
	Total current assets	6,976,762	6,795,541
	TOTAL ASSETS	25,519,592	26,735,311

Financial statements 1 January - 31 December

Balance sheet

Note	DKK	2024	2023
	EQUITY AND LIABILITIES		
	Equity		
	Share capital	427,545	427,545
	Reserve for development costs	13,672,666	14,904,170
	Retained earnings	-22,603,304	-17,841,919
	Total equity	-8,503,093	-2,510,204
	Liabilities		
8	**Non-current liabilities**		
	Deferred tax	0	122,670
	Payables to shareholders and management	0	15,722,153
	Other payables	1,896,212	1,805,734
	Total non-current liabilities	1,896,212	17,650,557
	Current liabilities		
	Bank debt	14,589,490	1,792
	Trade payables	727,971	1,031,806
	Payables to shareholders and management	11,986,270	5,829,269
	Other payables	4,822,742	4,732,091
	Total current liabilities	32,126,473	11,594,958
	Total liabilities	34,022,685	29,245,515
	TOTAL EQUITY AND LIABILITIES	25,519,592	26,735,311

1 Accounting policies
2 Capital ratio and financing
9 Contractual obligations and contingencies, etc.
10 Security and collateral

Financial statements 1 January - 31 December

Statement of changes in equity

DKK	Share capital	Reserve for development costs	Retained earnings	Total
Equity at 1 January 2024	427,545	14,904,170	-17,841,919	-2,510,204
Transfer through appropriation of loss	0	-1,231,504	-4,761,385	-5,992,889
Equity at 31 December 2024	427,545	13,672,666	-22,603,304	-8,503,093

Financial statements 1 January - 31 December

Notes to the financial statements

1 Accounting policies

The annual report of Hello Retail ApS for 2024 has been prepared in accordance with the provisions in the Danish Financial Statements Act applying to reporting class B entities and elective choice of certain provisions applying to reporting class C entities.

The accounting policies used in the preparation of the financial statements are consistent with those of last year.

Reporting currency

The financial statements are presented in Danish kroner (DKK).

Foreign currency translation

On initial recognition, transactions denominated in foreign currencies are translated at the exchange rate 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 and payables and other monetary items denominated in foreign currencies are translated at the exchange rate 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 most recent financial statements is recognised in the income statement as financial income or financial expenses.

Income statement

Revenue

The Company has chosen IAS 11/IAS 18 as interpretation for revenue recognition.

Income from the rendering of services is recognised as revenue as the services are rendered. Accordingly, revenue corresponds to the market value of the services rendered during the year (percentage-of-completion method).

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

Gross profit

The items revenue, cost of sales and external expenses have been aggregated into one item in the income statement called gross profit in accordance with section 32 of the Danish Financial Statements Act.

Other external expenses

Other external expenses include the year's expenses relating to the Company's core activities, including expenses relating to distribution, sale, advertising, administration, premises, bad debts, payments under operating leases, etc.

Staff costs

Staff costs comprise wages and salaries, including holiday allowance and pensions, and other social security costs, etc., for the Company's employees.

Financial statements 1 January - 31 December

Notes to the financial statements

1 Accounting policies (continued)

Amortisation/depreciation

The item comprises amortisation/depreciation of intangible assets and property, plant and equipment.

The cost net of the expected residual value for completed development projects is amortised over the expected useful life.

The basis of amortisation/depreciation, which is calculated as cost less any residual value, is amortised/depreciated on a straight line basis over the expected useful life. The expected useful lives of the assets are as follows:

Completed development projects	5 years
Other fixtures and fittings, tools and equipment	5 years

Depreciation is based on the residual value of the asset and is reduced by impairment losses, if any. The depreciation period and the residual value are determined at the acquisition date and are reassessed annually. Where the residual value exceeds the carrying amount of the asset, no further depreciation charges are recognised.

In the case of changes in the depreciation period or the residual value, the effect on the depreciation charges is recognised prospectively as a change in accounting estimates.

Financial income and expenses

Financial income and expenses are recognised in the income statements at the amounts that concern the financial year. Net financials include interest income and expenses as well as allowances and surcharges under the advance-payment-of-tax scheme, etc.

Tax

Tax for the year includes current tax on the year's expected taxable income and the year's deferred tax adjustments. The portion of the tax for the year that relates to the profit/loss for the year is recognised in the income statement, whereas the portion that relates to transactions taken to equity is recognised in equity.

Balance sheet

Intangible assets

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

Development projects that are clearly defined and identifiable, where the technical feasibility, sufficient resources and a potential future market or development opportunities areidentifiable and where the Company intends to produce, market or use the project, are recognised as intangible assets provided that the cost can be measured reliably and that there is sufficient assurance that future earnings can cover production costs, selling costs and administrative expenses and development costs. Other development costs are recognised in the income statement as incurred.

Development costs that are recognised in the balance sheet are measured at cost less accumulated amortisation and impairment losses.

On completion of a development project, development costs are amortised on a straight-line basis over the estimated useful life. The amortisation period is usually 5 years.

Financial statements 1 January - 31 December

Notes to the financial statements

1 **Accounting policies (continued)**

Property, plant and equipment

Items of property, plant and equipment are measured at cost less accumulated depreciation and impairment losses. Cost includes the acquisition price and costs directly related to the acquisition until the time at which the asset is ready for use.

Leases

The Company has chosen IAS 17 as interpretation for classification and recognition of leases.

Deposits, investments

Deposits comprises rent deposits.

Impairment of non-current assets

The carrying amount of intangible assets and property, plant and equipment is assessed for impairment on an annual basis.

Impairment tests are conducted on assets or groups of assets when there is evidence of impairment. The carrying amount of impaired assets is reduced to the higher of the net selling price and the value in use (recoverable amount).

The recoverable amount is the higher of the net selling price of an asset and its value in use. The value in use is calculated as the present value of the expected net cash flows from the use of the asset or the group of assets and the expected net cash flows from the disposal of the asset or the group of assets after the end of the useful life.

Previously recognised impairment losses are reversed when the reason for recognition no longer exists.

Receivables

The Company has chosen IAS 39 as interpretation for impairment write-down of financial receivables.

Receivables are measured at amortised cost.

An impairment loss is recognised if there is objective evidence that a receivable or a group of receivables is impaired. If there is objective evidence that an individual receivable has been impaired, an impairment loss is recognised on an individual basis.

Prepayments

Prepayments recognised under "Assets" comprise prepaid expenses regarding subsequent financial reporting years.

Cash

Cash comprises bank balances.

Equity

Reserve for development costs

The reserve for development costs comprises recognised development costs. The reserve cannot be used to distribute dividend or cover losses. The reserve will be reduced or dissolved if the recognised development costs are amortised or are no longer part of the Company's operations by a transfer directly to the distributable reserves under equity.

Financial statements 1 January - 31 December

Notes to the financial statements

1 **Accounting policies (continued)**

Income taxes

Current tax payables and receivables are recognised in the balance sheet as the estimated income tax charge for the year, adjusted for prior-year taxes and tax paid on account.

Deferred tax is measured according to the liability method on all temporary differences between the carrying amount and the tax base of assets and liabilities. However, deferred tax is not recognised on temporary differences relating to goodwill which is not deductible for tax purposes and on office premises and other items where temporary differences, apart from business combinations, arise at the date of acquisition without affecting either profit/loss for the year or taxable income. Where alternative tax rules can be applied to determine the tax base, deferred tax is measured based on Management's intended use of the asset or settlement of the liability, respectively.

Deferred tax is measured according to 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. Deferred tax assets are recognised at the expected value of their utilisation; 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. Changes in deferred tax due to changes in the tax rate are recognised in the income statement.

Liabilities

The Company has chosen IAS 39 as interpretation for liabilities.

Financial liabilities are recognised at the date of borrowing at the net proceeds received less transaction costs paid. On subsequent recognition, financial liabilities are measured at amortised cost, corresponding to the capitalised value, using the effective interest rate. Accordingly, the difference between the proceeds and the nominal value is recognised in the income statement over the term of the loan. Financial liabilities also include the capitalised residual lease liability in respect of finance leases.

Other liabilities are measured at net realisable value.

Financial statements 1 January - 31 December

Notes to the financial statements

2 Capital ratio and financing

The company has lost more than half of its share capital and is thus subject to the capital loss rules of the Danish Companies Act. At the general meeting, an explanation will be provided on how the equity is expected to be reestablished.
The company expects a significantly improved result for 2025 with a profit of approximately DKK 0.9 million. Increasing revenue, a balanced cost level, and an increased focus on improving working capital and liquidity are anticipated.
The company's ability to continue operations depends on current financing agreements remaining unchanged in 2025. The company's primary financing consists of bank loans and loans from shareholders. In 2024, covenants on the loans were breached, which is why the loans are classified as short-term liabilities in the financial statements.
The company's primary lender stated in June 2025 that the company's development is being closely monitored, but there are no current plans to change the financing engagement, provided that new covenant requirements are met.
The company's budget for 2025 shows that the mentioned covenant requirements are being met, and management therefore expects that the loan facilities will be maintained and repaid according to the original agreements, with the first installment due in mid-2026.
Management assesses that the necessary financing and liquidity will remain sustained, and therefore the annual financial statements have been prepared on the assumption of the company's ability to continue as going concern.

	DKK	2024	2023
3	**Staff costs**		
	Wages/salaries	36,330,027	37,195,453
	Other social security costs	339,509	202,359
	Staff costs transferred to non-current assets	-4,724,650	-5,528,478
		31,944,886	31,869,334
	Average number of full-time employees	51	56
4	**Tax for the year**		
	Deferred tax adjustments in the year	-122,670	-695,833
		-122,670	-695,833

Financial statements 1 January - 31 December

Notes to the financial statements

5 Intangible assets

DKK	Completed development projects	Development projects in progress and prepayments for intangible assets	Total
Cost at 1 January 2024	29,628,900	0	29,628,900
Additions in the year	0	4,724,650	4,724,650
Transfer from other accounts	4,724,650	-4,724,650	0
Cost at 31 December 2024	34,353,550	0	34,353,550
Impairment losses and amortisation at 1 January 2024	10,520,990	0	10,520,990
Amortisation/depreciation in the year	6,303,501	0	6,303,501
Impairment losses and amortisation at 31 December 2024	16,824,491	0	16,824,491
Carrying amount at 31 December 2024	17,529,059	0	17,529,059
Amortised over	5 years		

Completed development projects

PIE & Product Explorer
Earliger this year, we launched our new PIE AI model, which now powers multiple of our Conversion Rate Optimization (CRO) projects.

Retail Media
We launched Retail Media at the end of the year to help ecommerce managers sell ad space on their sites.

Management has not identified any indication of impairment in relation to the carrying amount of the system.

Financial statements 1 January - 31 December

Notes to the financial statements

6 **Property, plant and equipment**

DKK	Leasehold improvements
Cost at 1 January 2024	376,134
Cost at 31 December 2024	376,134
Impairment losses and depreciation at 1 January 2024	120,620
Amortisation/depreciation in the year	191,212
Impairment losses and depreciation at 31 December 2024	311,832
Carrying amount at 31 December 2024	64,302
Depreciated over	5 years

Note 10 provides more details on security for loans, etc. as regards property, plant and equipment.

7 **Financial assets**

DKK	Deposits, investments
Cost at 1 January 2024	576,346
Additions in the year	373,123
Cost at 31 December 2024	949,469
Carrying amount at 31 December 2024	949,469

8 **Non-current liabilities**

DKK	Total debt at 31/12 2024	Short-term portion	Long-term portion	Outstanding debt after 5 years
Other payables	1,896,212	0	1,896,212	1,896,212
	1,896,212	0	1,896,212	1,896,212

9 **Contractual obligations and contingencies, etc.**

Other financial obligations

Other rent liabilities:

DKK	2024	2023
Rent liabilities	2,902,558	916,813

Financial statements 1 January - 31 December

Notes to the financial statements

10 Security and collateral

The Company has provided a company charge comprising unsecured claims regarding the sale of goods and services, goodwill, domain names and rights under the Patents Act, the Trademark Act, the Design Act, the Utility Model Act and the Patents and Designs Act, fixtures and fittings, tools and equipment as well as plant and machinery and other consumables for a total of DKK 29,316 thousand.

Hereof, DKK 14,400 thousand as security for debt to the Export & Investment Fund of Denmark (Danmarks Export- & Investeringsfond). The debt as per 31 December 2024 is DKK 11,732 thousand. DKK 14,916 thousand as security for the engagement with Gilion International AB. The engagement as per 31 December 2024 is debit DKK 14,917 thousand.

The value of assets which have been pledged as collateral as per 31 December 2024 is DKK 6,127 thousand.

Export & Investment Fund of Denmark has first prioity and Gilion International AB has second priority in the cases where the same asset is listed under both company charges.

The Company has not provided any security or other collateral in assets at 31 December 2024.

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Mads Riisager Gustafsen
Board of directors
På vegne af: Hello Retail ApS
Serienummer: 9579091e-4298-43b3-afac-baa4d494dd7b
IP: 89.150.xxx.xxx
2025-06-30 09:20:03 UTC

Mit ID

Allan Dam Nielsen
Board of directors
På vegne af: Hello Retail ApS
Serienummer: c596c7c3-785c-47c8-afd7-6cb05f803a1b
IP: 93.165.xxx.xxx
2025-06-30 09:20:16 UTC

Mit ID

Frank Clausen
Chair of the meeting
På vegne af: Hello Retail ApS
Serienummer: 719aac39-ee68-488d-a9f3-6b775d310f9b
IP: 87.116.xxx.xxx
2025-06-30 10:05:00 UTC

Mit ID

Frank Clausen
Executive board
På vegne af: Hello Retail ApS
Serienummer: 719aac39-ee68-488d-a9f3-6b775d310f9b
IP: 87.116.xxx.xxx
2025-06-30 10:05:00 UTC

Mit ID

Jesper Genter Lohmann
Chairman of the board of directors
På vegne af: Hello Retail ApS
Serienummer: 8be50e1d-4714-439f-b982-1d7d166f5e89
IP: 176.22.xxx.xxx
2025-06-30 10:10:53 UTC

Mit ID

Kasper Refskou Jensen
Executive board
På vegne af: Hello Retail ApS
Serienummer: a87534fb-5cda-444b-a8e7-f0d821fdb4a1
IP: 77.241.xxx.xxx
2025-06-30 14:50:58 UTC

Mit ID

Penneo dokumentnøgle: 70Q24-HFDSC-13YUW-E7H8P-886UW-EF48V