

Hello Retail ApS

Skelbækgade 2, 3.tv, 1717 København V

CVR no. 32 44 97 43

Annual report 2022

Approved at the Company's annual general meeting on 27 June 2023

Chair of the meeting:

.....
Frank Clausen

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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 2022.

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 2022 and of the results of the Company's operations for the financial year 1 January - 31 December 2022.

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 2023
Executive Board:

.....
Kasper Refskou Jensen

Board of Directors:

.....
Jesper Genter Lohmann
Chairman

.....
Kasper Refskou Jensen

.....
Niels Henrik Rasmussen

.....
Allan Dam Nielsen

.....
Mads Riisager Gustafsen

.....
Troels Møller Kjems

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 2022, 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 2022 and of the results of the Company's operations for the financial year 1 January - 31 December 2022 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.

Independent auditor's report

- ▶ Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by Management.
- ▶ Conclude on the appropriateness of Management's use of the going concern basis of accounting in preparing the financial statements and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- ▶ Evaluate the overall presentation, structure and contents of the financial statements, including the 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 2023
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	Skelbækgade 2, 3.tv, 1717 København V
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 Niels Henrik Rasmussen Allan Dam Nielsen Mads Riisager Gustafsen Troels Møller Kjems
Executive Board	Kasper Refskou Jensen
Auditors	EY Godkendt Revisionspartnerselskab Dirch Passers Allé 36, P.O. Box 250, 2000 Frederiksberg, Denmark
Bankers	Danske Bank Jyske Bank

Management's review

Business review

Hello Retail offers a suite of products for online retailers who seek to increase both the conversion and retention rates on their ecommerce platforms. Our CRO (Conversion Rate Optimization) solution is offered as a SaaS solution to the market. We are the creators of Product Intelligence – an AI powered core component for retail analytics and insights.

We operate on a global scene with a focus on the Benelux market as well as our home market, the Nordics, where we are the market leaders in our core segment.

Financial review

The income statement for 2022 shows a loss of DKK 4,270 thousand against a loss of DKK 2,631 thousand last year, and the balance sheet at 31 December 2022 shows a negative equity of DKK 2,773 thousand.

At year end the equity is negative with 2,773 tDKK. The company is covered by the rules of capital losses in the Danish Companies Act. At the company's annual general meeting management will account for how to re-establish the equity. In february 2023 a capital increase of 3,000 tDKK has been completed and further the financial outlook for the company is robust and profitable and with a positive cashflow.

New development of activities and financial matters

In 2022, we experienced a market slowdown due to macroeconomic conditions. Despite this, we achieved a noteworthy 26% growth in gross profit. Throughout the year, we redefined the identifying metrics for our Ideal Customer Profile (ICP). The newly defined ICP, which represents 80% of our total Annualized Recurring Revenue (ARR), exhibited positive growth, increasing by 30% in 2022. This revised ICP is anticipated to deliver enhanced Customer Lifetime Value (CLTV) due to its size and retention rate.

Furthermore, alongside the successful operation of our core business, we made significant investments in developing a new core component called Product Intelligence, which is poised to become a future offering in the retail market.

Considering our ambitious plans for the development of Product Intelligence, the management finds the net result of -4.270 tDKK for 2022 satisfactory.

Present year activities and R&D new developments

The early and closed launch of Product Intelligence has generated significant interest, prompting us to realign our organization's focus towards bringing this transformative intelligence platform to the market. Particularly within the enterprise segment, there is a strong demand for integrating Product Intelligence into core operations such as inventory management, stock planning, marketing, and retention automation.

Furthermore, alongside the expansion of our original product offerings for the CRO solution, we foresee a promising future for Hello Retail. While exploring potential opportunities to enter new markets in 2023, we remain steadfast in our commitment to maintaining our position as the market leader in our home market, the Nordics, and will continue to prioritize our presence in this region.

Events after the balance sheet date

No events have occurred after the balance sheet date, which materially affect the financial position of the company.

Outlook

The company is strategically committed to expand its international presence through both its CRO offering and Product Intelligence initiatives. The financial outlook for the company is robust and profitable, with expectations of substantial growth in both ARR and the value of our existing customer base. Our primary focus lies in strengthening and advancing our product offerings, while also scaling our operations in new and established markets, particularly in the Nordics and Benelux regions.

Financial statements 1 January - 31 December

Income statement

Note	DKK	2022	2021
	Gross profit	29,972,689	23,707,980
3	Staff costs	-30,653,384	-25,590,758
	Amortisation/depreciation and impairment of intangible assets and property, plant and equipment	-3,457,303	-1,165,800
	Profit/loss before net financials	-4,137,998	-3,048,578
	Financial income	12,151	14,794
	Financial expenses	-2,003,772	-1,004,694
	Profit/loss before tax	-6,129,619	-4,038,478
4	Tax for the year	1,859,141	1,407,064
	Profit/loss for the year	-4,270,478	-2,631,414
	Recommended appropriation of profit/loss		
	Reserve for development costs	3,786,221	5,221,476
	Retained earnings/accumulated loss	-8,056,699	-7,852,890
		-4,270,478	-2,631,414

Financial statements 1 January - 31 December

Balance sheet

Note	DKK	2022	2021
	ASSETS		
	Non-current assets		
5	Intangible assets		
	Completed development projects	15,030,286	3,983,150
	Development projects in progress and prepayments for intangible assets	3,833,994	10,027,000
		<u>18,864,280</u>	<u>14,010,150</u>
6	Property, plant and equipment		
	Leasehold improvements	268,042	335,053
		<u>268,042</u>	<u>335,053</u>
	Financial assets		
	Deposits, investments	526,463	526,463
		<u>526,463</u>	<u>526,463</u>
	Total non-current assets	<u>19,658,785</u>	<u>14,871,666</u>
	Current assets		
	Receivables		
	Trade receivables	3,137,700	2,812,575
	Income taxes receivable	1,304,629	2,537,908
	Other receivables	75,353	3,866,048
	Deferred income	128,443	131,005
		<u>4,646,125</u>	<u>9,347,536</u>
	Cash	626,414	3,099,193
	Total current assets	<u>5,272,539</u>	<u>12,446,729</u>
	TOTAL ASSETS	<u><u>24,931,324</u></u>	<u><u>27,318,395</u></u>

Financial statements 1 January - 31 December

Balance sheet

Note	DKK	2022	2021
	EQUITY AND LIABILITIES		
	Equity		
	Share capital	414,069	410,350
	Share premium account	20,204,567	18,958,050
	Reserve for development costs	14,714,138	10,927,917
	Retained earnings	-38,105,612	-30,048,913
	Total equity	-2,772,838	247,404
	Liabilities		
7	Non-current liabilities		
	Deferred tax	818,503	1,373,015
	Payables to shareholders and management	16,733,735	11,275,866
	Other payables	1,744,670	3,355,166
	Total non-current liabilities	19,296,908	16,004,047
	Current liabilities		
	Bank debt	671,624	0
	Trade payables	1,348,660	1,117,344
	Payables to shareholders and management	1,910,713	1,625,716
	Other payables	4,476,257	8,323,884
	Total current liabilities	8,407,254	11,066,944
	Total liabilities	27,704,162	27,070,991
	TOTAL EQUITY AND LIABILITIES	24,931,324	27,318,395

- 1 Accounting policies
- 2 Capital ratio and financing
- 8 Contractual obligations and contingencies, etc.
- 9 Collateral

Financial statements 1 January - 31 December

Statement of changes in equity

DKK	Share capital	Share premium account	Reserve for development costs	Retained earnings	Total
Equity at 1 January 2021	404,804	16,463,388	5,706,441	-22,196,023	378,610
Capital increase	5,546	2,494,662	0	0	2,500,208
Transfer through appropriation of loss	0	0	5,221,476	-7,852,890	-2,631,414
Equity at 1 January 2022	410,350	18,958,050	10,927,917	-30,048,913	247,404
Capital increase	3,719	1,246,517	0	0	1,250,236
Transfer through appropriation of loss	0	0	3,786,221	-8,056,699	-4,270,478
Equity at 31 December 2022	414,069	20,204,567	14,714,138	-38,105,612	-2,772,838

Financial statements 1 January - 31 December

Notes to the financial statements

1 Accounting policies

The annual report of Hello Retail ApS for 2022 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 include wages and salaries, including compensated absence and pension to the Company's employees, as well as other social security contributions, etc. The item is net of refunds from public authorities.

Amortisation/depreciation

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

Financial statements 1 January - 31 December

Notes to the financial statements

1 Accounting policies (continued)

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 are identifiable 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.

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.

Financial statements 1 January - 31 December

Notes to the financial statements

1 Accounting policies (continued)

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. Impairment losses on goodwill are not reversed.

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.

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.

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.

Financial statements 1 January - 31 December

Notes to the financial statements

1 Accounting policies (continued)

Other payables

Other payables are measured at net realisable value.

2 Capital ratio and financing

At year end the equity is negative with 2,773 tDKK. 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. In February 2023 a capital increase of 3,000 tDKK has been completed. Based on the budget for 2023 management has assessed that the necessary cash are available for the company's ability to continue as going concern.

DKK	2022	2021
3 Staff costs		
Wages/salaries	30,361,646	25,238,899
Other social security costs	291,738	351,453
Other staff costs	0	406
	<u>30,653,384</u>	<u>25,590,758</u>
 Average number of full-time employees	 <u>64</u>	 <u>54</u>
 4 Tax for the year		
Estimated tax charge for the year	-1,304,629	-2,537,908
Deferred tax adjustments in the year	-554,512	1,130,844
	<u>-1,859,141</u>	<u>-1,407,064</u>

Tax receivable comprises of the tax value of the company's total development activities in 2022, which will be paid to the company in November 2023 in accordance with the Danish Tax Assessment Act § 8X.

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 2022	5,829,000	10,027,000	15,856,000
Additions in the year	0	8,244,422	8,244,422
Transfer from other accounts	14,437,428	-14,437,428	0
Cost at 31 December 2022	20,266,428	3,833,994	24,100,422
Impairment losses and amortisation at 1 January 2022	1,845,850	0	1,845,850
Amortisation/depreciation in the year	3,390,292	0	3,390,292
Impairment losses and amortisation at 31 December 2022	5,236,142	0	5,236,142
Carrying amount at 31 December 2022	15,030,286	3,833,994	18,864,280
Amortised over	5 years		

6 Property, plant and equipment

DKK	Leasehold improvements
Cost at 1 January 2022	335,053
Cost at 31 December 2022	335,053
Amortisation/depreciation in the year	67,011
Impairment losses and depreciation at 31 December 2022	67,011
Carrying amount at 31 December 2022	268,042
Depreciated over	5 years

Note 9 provides more details on security for loans, etc. as regards property, plant and equipment.

7 Non-current liabilities

DKK	Total debt at 31/12 2022	Repayment, next year	Long-term portion	Outstanding debt after 5 years
Deferred tax	818,503	0	818,503	0
Payables to shareholders and management	18,644,448	1,910,713	16,733,735	434,179
Other payables	1,744,670	0	1,744,670	1,744,670
	21,207,621	1,910,713	19,296,908	2,178,849

Financial statements 1 January - 31 December

Notes to the financial statements

8 Contractual obligations and contingencies, etc.

Other financial obligations

Other rent liabilities:

DKK	2022	2021
Rent liabilities	2,785,640	4,805,138

9 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 totalling DKK 3,406 thousand as security for debt to the Export & Investment Fund of Denmark (Danmarks Export- & Investeringsfond) of DKK 11.400 thousand.

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 vehicles that are not or have not previously been registered totalling DKK 3.406 thousand as security to Danske Bank of DKK 1.250 thousand.

Danske Bank has first priority and the Export & Investment Fund of Denmark 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 2022.

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Jesper Genter Lohmann

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Troels Møller Kjems

Bestyrelse

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2023-06-27 07:43:58 UTC



Allan Dam Nielsen

Bestyrelse

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Mads Riisager Gustafsen

Bestyrelse

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Frank Clausen

Dirigent

På vegne af: Hello Retail ApS

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Niels Henrik Rasmussen

Bestyrelse

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Kasper Refskou Jensen

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Kasper Refskou Jensen

Bestyrelse

På vegne af: Hello Retail ApS

Serienummer: PID:9208-2002-2-098098227945

IP: 83.91.xxx.xxx

2023-06-27 23:28:56 UTC

NEM ID 

Mogens Andreassen

Statsautoriseret revisor

På vegne af: EY Godkendt Revisionspartnerselskab

Serienummer: CVR:30700228-RID:47025179

IP: 145.62.xxx.xxx

2023-06-28 03:56:25 UTC

NEM ID 

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