TRAFFIC LAB ApS

Århusgade 118, DK-2150 Nordhavn

Annual Report for 2024

CVR No. 36 02 27 95

The Annual Report was presented and adopted at the Annual General Meeting of the company on 30/5 2025

Sebastian Agerskov
Chairman of the general meeting

Contents

Management's statement

The Executive Board and Board of Directors have today considered and adopted the Annual Report of TRAFFIC LAB 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 at 31 December 2024 of the Company and of the results of the Company operations for 2024.

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

We recommend that the Annual Report be adopted at the Annual General Meeting.

Copenhagen, 16 May 2025

Executive Board

Sebastian Homaily Agerskov Director	Peter Gunni CEO

Board of Directors

Sebastian Homaily Agerskov
Chairman

Independent Auditor's report

To the shareholder of TRAFFIC LAB ApS

Opinion

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.

We have audited the Financial Statements of TRAFFIC LAB ApS for the financial year 1 January - 31 December 2024, which comprise income statement, balance sheet, statement of changes in equity and notes, including a summary of significant accounting policies (”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 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. 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 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 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 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 Company´s internal control.

- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by Management.

- Conclude on the appropriateness of Management's use of the going concern basis of accounting in preparing the Financial Statements and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company´s ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the Financial Statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.

- Evaluate the overall presentation, structure and contents of the Financial Statements, including the disclosures, and whether the Financial Statements represent the underlying transactions and events in a manner that gives a true and fair view.

- Plan and perform the audit to obtain sufficient appropriate audit evidence regarding the consolidated financial information of the entities or business units as a basis for forming an opinion on the Financial Statements. We are responsible for the direction, supervision and review of the audit work performed. 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

Hellerup, 16 May 2025

PricewaterhouseCoopers
Statsautoriseret Revisionspartnerselskab
CVR No 33 77 12 31

Niels Henrik B. Mikkelsen
State Authorised Public Accountant
mne16675

Company information

The Company	TRAFFIC LAB ApS Århusgade 118 DK-2150 Nordhavn Website: www.trafficlab.dk CVR No: 36 02 27 95 Financial period: 1 January - 31 December Incorporated: 27 June 2014 Financial year: 11th financial year Municipality of reg. office: Copenhagen
Board of Directors	Sebastian Homaily Agerskov, chairman
Executive Board	Sebastian Homaily Agerskov Peter Gunni
Auditors	PricewaterhouseCoopers Statsautoriseret Revisionspartnerselskab Strandvejen 44 DK-2900 Hellerup

Financial Highlights

Seen over a 5-year period, the development of the Company is described by the following financial highlights:

	2024	2023	2022	2021	2020
	TDKK	TDKK	TDKK	TDKK	TDKK
Key figures					
Profit/loss					
Revenue	177,386	184,511	174,022	90,250	79,808
Gross profit	142,591	152,232	147,340	58,182	58,825
Profit/loss of primary operations	82,644	97,273	109,395	30,128	35,382
Profit/loss of financial income and expenses	1,519	1,738	-204	353	-122
Net profit/loss for the year	65,490	77,306	85,084	23,754	27,497
Balance sheet					
Balance sheet total	81,817	119,090	122,566	33,384	41,743
Investment in property, plant and equipment	0	0	147	3,489	1,748
Equity	73,250	84,138	46,215	11,131	27,597
Number of employees	58	72	65	56	48
Ratios					
Gross margin	80.4%	82.5%	84.7%	64.5%	73.7%
Profit margin	46.6%	52.7%	62.9%	33.4%	44.3%
Return on assets	101.0%	81.7%	89.3%	90.2%	84.8%
Solvency ratio	89.5%	70.7%	37.7%	33.3%	66.1%
Return on equity	83.2%	118.6%	296.7%	122.7%	108.3%

Management's review

Key activities

The Company provides affiliate marketing services through its owned and developed websites that attract visitors through organic traffic, referring them to our clients, which are operating online gaming platforms. The company's main activity is to help its clients increase their online presence through a diverse range of digital marketing strategies.

Development in the year

The income statement of the Company for 2024 shows a profit of DKK 65.490.354, and at 31 December 2024, the balance sheet of the Company shows positive equity of DKK 73,249,615. The company has experienced a slight decline in the revenue generated in its activities during the year 2024. The revenue for the year 2024 despite having decreased compared to the previous year has been more diversified between markets and the 2nd half of the year has shown a strong performance compared the same period of the previous year.

Following the drop in revenues, the Profit Before Tax has decreased by 15,4 million DKK. Despite the slight decrease the company has been able to keep strong margin levels ensuring a satisfactory return on investment.

The company results in 2024 have also been above the expectations set by management by the end of 2023. For this reason, the management is satisfied with the overall performance, despite the challenging market environment with an increased volatility in rankings.

The Company has continued taken significant steps towards the future growth of the organization by expanding the new markets, improving the organizational framework and technical structure of some of the major systems developed in-house.

Targets and expectations for the year ahead

The management expects to continue with the investments in websites and employees, data analysis and standardization of systems as well as increased focus on geographical expansion through the creation of new websites in new markets.

The management expects the revenue to increase in the year 2025, continuing the positive trend achieved in the second half of 2024 with an increase of the activity despite the increased competition and volatility in the industry. Management expects the Adjusted EBITDA margins to remain above 50% for the year 2025. For this reason, the financial targets for the Traffic Lab Group are as follows:
-Revenue: DKK 195M – 210M (4% - 12% increase)
-Adj. EBITDA: DKK 110M – 125M (0% - 11% increase)

The assumptions used by the management include the continuation of the current economic conditions and no significant changes in the regulatory environment.

Research and development

Research and Development is a core activity to maintain market competitiveness. The company has several ongoing research and development activities in the Technical Department focused on developing new internal systems and improving the existing ones. This development aims to optimize processes and produce tools that provide both efficiency and scalability on the daily operations management.
At the same time, certain employees are dedicated to identifying and developing new products non-existent in the market that can provide a competitive advantage compared to our competitors.
These activities are in the initial stages and have not been activated due to the uncertainty of their potential economic benefits.

Management's review

Intellectual capital resources

Employees are the most relevant asset in the company, and the management has implemented several measures to retain and train them. The company provides regular training sessions to its employees to update their knowledge and skills. Additionally, the company has implemented a knowledge management system to ensure that the knowledge is documented and shared across the organization.

Statement of corporate social responsibility

As a purely online business, Traffic Lab has a relatively small, albeit not negligible, impact on the natural environment. We believe we can best contribute to a sustainable future by focusing on good corporate citizenship in the fields of governance and social responsibility.

Traffic Lab has a social responsibility to ensure that the business transactions in which we participate are as sustainable as possible. Environmental, Social and Governance, also known by the acronym EGS, form the basic elements of sustainability. In the context of our business, sustainability is about the business model of the company, i.e. how we provide value to our clients.

Based on international rules in this area, we set standards for Traffic Lab, along with our customers, partners, and suppliers. Starting with risk management and responsibility within ESG, we work with our customers and other stakeholders towards common value creation and futureproofing of the transactions we are involved. Traffic Lab also works internationally to promote uniformly high ESG requirements, thus contributing towards uniform terms of competition for the benefit of our customers.

The ESG Policy applies to all employees of Traffic Lab. Internal guidelines and business procedures pertaining to social conditions, human rights, employee rights, the environment, climate, anti-corruption and tax practices are to be prepared in compliance with this Policy. Traffic Lab adheres to the UN's principles and guidelines, in particular the principles of the UN Global Compact on human rights, employee rights, the environment and anti-corruption, the UN's Guiding Principles for Business and Human Rights. The aim is to ensure that Traffic Lab meet consistently strict ESG requirements imposed by Danish and international financial institutions.

Uncertainty relating to recognition and measurement

Traffic Lab's risk management aims to execute the business strategy while maintaining a high level of risk awareness and control. The Company risks are managed on a strategic, operational, and financial, legal and compliance level.
The company has not encountered any unusual conditions that have affected the recognition or measurement of its financial statements during the year 2024.

Subsequent events

From the balance sheet date until the date of presentation of this Annual Report no events have occurred other than the above mentioned which significantly affect the assessment of the annual report.

Income statement 1 January - 31 December

	Note	2024	2023
		DKK	DKK
Revenue		177,386,380	184,510,564
Other operating income		275,423	0
Cost of goods sold		-17,942,128	-16,048,869
Other external expenses		-17,129,165	-16,229,651
Gross profit		**142,590,510**	**152,232,044**
Staff expenses	1	-58,998,390	-52,897,107
Amortisation, depreciation and impairment losses of intangible assets and property, plant and equipment		-948,032	-2,061,822
Profit/loss before financial income and expenses		**82,644,088**	**97,273,115**
Income from investments in subsidiaries		-1,573,477	2,861,996
Financial income	2	3,195,344	2,231,534
Financial expenses	3	-102,748	-3,355,804
Profit/loss before tax		**84,163,207**	**99,010,841**
Tax on profit/loss for the year	4	-18,672,853	-21,704,602
Net profit/loss for the year	5	**65,490,354**	**77,306,239**

Balance sheet 31 December

Assets

	Note	2024	2023
		DKK	DKK
Goodwill		1,117,029	1,460,729
Intangible assets	6	**1,117,029**	**1,460,729**
Other fixtures and fittings, tools and equipment		76,523	325,862
Leasehold improvements		87,321	442,314
Property, plant and equipment	7	**163,844**	**768,176**
Investments in subsidiaries	8	1,297,184	2,870,661
Deposits	9	1,069,236	2,441,826
Fixed asset investments		**2,366,420**	**5,312,487**
Fixed assets		**3,647,293**	**7,541,392**
Trade receivables		16,740,800	14,750,178
Receivables from group enterprises		25,048,114	33,920,588
Other receivables		579,145	851,191
Deferred tax asset	10	1,600,603	1,170,215
Prepayments	11	429,480	340,706
Receivables		**44,398,142**	**51,032,878**
Cash at bank and in hand		**33,771,379**	**60,515,302**
Current assets		**78,169,521**	**111,548,180**
Assets		**81,816,814**	**119,089,572**

Balance sheet 31 December

Liabilities and equity

	Note	2024	2023
		DKK	DKK
Share capital		100,000	100,000
Reserve for net revaluation under the equity method		1,288,519	2,861,996
Retained earnings		1,861,096	16,175,829
Proposed dividend for the year		70,000,000	65,000,000
Equity		**73,249,615**	**84,137,825**
Prepayments received from customers		784,047	0
Trade payables		800,650	649,547
Payables to group enterprises		0	9,567,857
Payables to group enterprises relating to corporation tax		0	22,553,234
Other payables		6,982,502	2,181,109
Short-term debt		**8,567,199**	**34,951,747**
Debt		**8,567,199**	**34,951,747**
Liabilities and equity		**81,816,814**	**119,089,572**
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Statement of changes in equity

	Share capital	Reserve for net revaluation under the equity method	Retained earnings	Proposed dividend for the year	Total
	DKK	DKK	DKK	DKK	DKK
Equity at 1 January	100,000	2,861,996	16,175,755	65,000,000	84,137,751
Ordinary dividend paid	0	0	0	-65,000,000	-65,000,000
Extraordinary dividend paid	0	0	-11,378,490	0	-11,378,490
Net profit/loss for the year	0	-1,573,477	-2,936,169	70,000,000	65,490,354
Equity at 31 December	**100,000**	**1,288,519**	**1,861,096**	**70,000,000**	**73,249,615**

Notes to the Financial Statements

		2024	2023
		DKK	DKK
1.	**Staff expenses**		
	Wages and salaries	54,787,432	46,910,667
	Pensions	2,757,592	2,963,353
	Other social security expenses	544,651	621,248
	Other staff expenses	908,715	2,401,839
		58,998,390	**52,897,107**
	Average number of employees	**58**	**72**

Remuneration to the Executive Board and Board of directors amount to DKK 9.559.988 for 2024.

		2024	2023
		DKK	DKK
2.	**Financial income**		
	Interest received from group enterprises	222,390	398,033
	Other financial income	2,972,954	1,833,501
		3,195,344	**2,231,534**

		2024	2023
		DKK	DKK
3.	**Financial expenses**		
	Interest paid to group enterprises	0	208,777
	Debt forgiveness, Search Lab ApS	0	2,971,777
	Other financial expenses	47,188	50,724
	Exchange loss	55,560	124,526
		102,748	**3,355,804**

		2024	2023
		DKK	DKK
4.	**Income tax expense**		
	Current tax for the year	19,103,241	22,553,234
	Deferred tax for the year	-430,388	-848,632
		18,672,853	**21,704,602**

Notes to the Financial Statements

5. Profit allocation

	2024	2023
	DKK	DKK
Extraordinary dividend paid	11,378,490	39,383,094
Proposed dividend for the year	70,000,000	65,000,000
Reserve for net revaluation under the equity method	-1,573,477	2,861,996
Retained earnings	-14,314,659	-29,938,851
	65,490,354	**77,306,239**

6. Intangible fixed assets

	Goodwill
	DKK
Cost at 1 January	2,405,905
Cost at 31 December	2,405,905
Impairment losses and amortisation at 1 January	945,176
Amortisation for the year	343,700
Impairment losses and amortisation at 31 December	1,288,876
Carrying amount at 31 December	**1,117,029**
Amortised over	7 years

7. Property, plant and equipment

	Other fixtures and fittings, tools and equipment	Leasehold improve-ments
	DKK	DKK
Cost at 1 January	1,797,250	3,586,108
Cost at 31 December	1,797,250	3,586,108
Impairment losses and depreciation at 1 January	1,471,388	3,143,794
Depreciation for the year	249,339	354,993
Impairment losses and depreciation at 31 December	1,720,727	3,498,787
Carrying amount at 31 December	**76,523**	**87,321**
Amortised over	4 years	4 years

Notes to the Financial Statements

	2024	2023
	DKK	DKK

8. Investments in subsidiaries

	2024	2023
Cost at 1 January	8,665	0
Additions for the year	0	8,665
Cost at 31 December	8,665	8,665
Value adjustments at 1 January	2,861,996	0
Net profit/loss for the year	-1,573,477	2,861,996
Value adjustments at 31 December	1,288,519	2,861,996
Carrying amount at 31 December	**1,297,184**	**2,870,661**

Investments in subsidiaries are specified as follows:

Name	Place of registered office	Share capital	Ownership
Traffic Lab Malta Holding Ltd.	Malta	EUR 1.165	100%

9. Other fixed asset investments

	Deposits
	DKK
Cost at 1 January	2,441,826
Disposals for the year	-1,372,590
Cost at 31 December	1,069,236
Carrying amount at 31 December	**1,069,236**

	2024	2023
	DKK	DKK

10. Deferred tax asset

	2024	2023
Deferred tax asset at 1 January	1,170,215	321,583
Amounts recognised in the income statement for the year	430,388	848,632
Deferred tax asset at 31 December	**1,600,603**	**1,170,215**

Notes to the Financial Statements

11. Prepayments

Prepayments consist of prepaid expenses regarding next year

12. Contingent assets, liabilities and other financial obligations

	2024	2023
	DKK	DKK
Rental and lease obligations		
Lease obligations, period of non-terminability	7,280,382	7,698,300

Other contingent liabilities

The 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 Agerskov Holding ApS, which is the management company of the joint taxation purposes. Moreover, the 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.

13. Related parties and disclosure of consolidated financial statements

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)(6) of the Danish Financial Statements Act.

There have been no transactions with the Supervisory Board, the Executive Board, senior officers, significant shareholders, group enterprises or other related parties, except for intercompany transactions and normal management remuneration.

Consolidated Financial Statements

The Company is included in the Group Annual Report of the Parent Company of the largest and smallest group:

Name	Place of registered office
Agerskov Holding ApS	Copenhagen

14. Subsequent events

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

Notes to the Financial Statements

15. Accounting policies

The Annual Report of TRAFFIC LAB ApS for 2024 has been prepared in accordance with the provisions of the Danish Financial Statements Act applying to medium-sized enterprises of reporting class C.

The accounting policies applied remain unchanged from last year.

The Financial Statements for 2024 are presented in DKK.

There have been some reclassifications in the comparative figures for 2023. The reclassifications has not been deemed material.

Consolidated financial statements

With reference to section 112 of the Danish Financial Statements Act and to the consolidated financial statements for 2024 of Agerskov Holding ApS, the Company has not prepared consolidated financial statements.

Cash flow statement

With reference to section 86(4) of the Danish Financial Statements Act and to the cash flow statement included in the consolidated financial statements of Agerskov Holding ApS, the Company has not prepared a cash flow statement.

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.

Leases

All 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

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 transaction date rates are recognised in financial income and expenses in the income statement; however, see the section on hedge accounting.

Income statements of foreign subsidiaries and associates that are separate legal entities are translated at transaction date rates or approximated average exchange rates. Balance sheet items are translated at the exchange rates at the balance sheet date. Exchange adjustments arising on the translation of the opening equity and exchange adjustments arising from the translation of the income statements at the exchange rates at the balance sheet date are recognised directly in equity.

Income statements of enterprises that are integrated entities are translated at transaction date rates or approximated average exchange rates; however, items derived from non-monetary balance sheet items are translated at the transaction date rates of the underlying assets or liabilities. Monetary balance sheet items are translated at the exchange rates at the balance sheet date, whereas non-monetary items are translated at transaction date rates. Exchange adjustments arising on the translation are recognised in financial income and expenses in the income statement.

Income statement

Revenue

Revenue from the sale of services is recognised when the risks and rewards relating to the services sold have been transferred to the purchaser, the revenue can be measured reliably and it is probable that the economic benefits relating to the sale will flow to the Company.

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 expenses for premises, sales as well as office expenses, etc.

Gross profit

With reference to section 32 of the Danish Financial Statements Act, gross profit/loss is calculated as a summary of revenue, other operating income, cost of goods sold and other external expenses.

Staff expenses

Staff costs include wages and salaries including compensated absence and pensions as well as other social security contributions etc. made to the entity's employees.

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 Company, 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.

Notes to the Financial Statements

Financial income and expenses

Financial income and expenses comprise interest, financial expenses in respect of finance leases, realised and unrealised exchange adjustments, price adjustment of securities, amortisation of mortgage loans as well as extra payments and repayment under the on-account taxation scheme.

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.

Any changes in deferred tax due to changes to tax rates are recognised in the income statement.

The Company is jointly taxed with Agerskov Holding ApS. The tax effect of the joint taxation with the subsidiaries is allocated to Danish enterprises showing profits or losses in proportion to their taxable incomes (full allocation with credit for tax losses).

Balance sheet

Intangible fixed assets

Goodwill

Goodwill is amortised on a straight-line basis over the estimated useful life of 7 years, determined on the basis of Management's experience with the individual business areas.

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.

Interest expenses on loans contracted directly for financing the construction of property, plant and equipment are recognised in cost over the construction period.

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
Leasehold improvements	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.

The recoverable amount of the asset is calculated as the higher of net selling price and value in use. Where a recoverable amount cannot be determined for the individual asset, the assets are assessed in the smallest group of assets for which a reliable recoverable amount can be determined based on a total assessment.

Notes to the Financial Statements

Goodwill, head office buildings and other assets for which a separate value in use cannot be determined as the asset does not on an individual basis generate future cash flows are reviewed for impairment together with the group of assets to which they are attributable.

Investments in subsidiaries

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

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.

Prepayments

Prepayments comprise prepaid expenses concerning deposits

Equity

Dividend

Dividend distribution proposed by Management for the year is disclosed as a separate Dividend item.

Deferred tax assets and liabilities

Deferred tax is recognised in respect of all temporary differences between the carrying amount and the tax base of assets and liabilities. However, deferred tax is not recognised in respect of temporary differences concerning goodwill not deductible for tax purposes and other items - apart from business acquisitions - where temporary differences have arisen at the time of acquisition without affecting the profit for the year or the taxable income.

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. In cases where the computation of the tax base may be made according to alternative tax rules, deferred tax is measured 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.

Deferred tax assets and liabilities are offset within the same legal tax entity.

Current tax receivables and liabilities

Current tax receivables and liabilities are recognised in the balance sheet at the amount calculated on the basis of the expected taxable income for the year adjusted for tax on taxable incomes for prior years. Tax receivables and liabilities are offset if there is a legally enforceable right of set-off and an intention to settle on a net basis or simultaneously.

Financial liabilities

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

Notes to the Financial Statements

Financial Highlights

Explanation of financial ratios

Gross margin	Gross profit x 100 / Revenue
Profit margin	Profit/loss of primary operations x 100 / Revenue
Return on assets	Profit/loss of primary operations 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