
Cookie Information A/S

Købmagergade 19, 4, DK-1150 København K

Annual Report for 2024

CVR No. 38 75 82 92

The Annual Report was
presented and adopted
at the Annual General
Meeting of the
company
on 24/6 2025

Göran Lindö
Chairman of the
general meeting



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Management's statement

The Executive Board and Board of Directors have today considered and adopted the Annual Report of Cookie Information A/S 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.

København, 18 June 2025

Executive Board

Karsten Rendemann

Board of Directors

Göran Lindö
Chairman

Arne Boye Nielsen

Karsten Rendemann

Jonas Voldbjerg Andersen

Andreas Færk

Independent Auditor's report

To the shareholders of Cookie Information A/S

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 Cookie Information A/S 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.

Independent Auditor's report

Auditor's responsibilities for the audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the Financial Statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs and the additional requirements applicable in Denmark will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these Financial Statements.

As part of an audit conducted in accordance with ISAs and the additional requirements applicable in Denmark, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the Financial Statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the 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.

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.

Hellerup, 18 June 2025

PricewaterhouseCoopers

Statsautoriseret Revisionspartnerselskab

CVR No 33 77 12 31

Mads Lundemann

State Authorised Public Accountant

mne44181

Company information

The Company	Cookie Information A/S Købmagergade 19, 4 DK-1150 København K CVR No: 38 75 82 92 Financial period: 1 January - 31 December Incorporated: 29 June 2017 Financial year: 8th financial year Municipality of reg. office: København
Board of Directors	Göran Lindö, chairman Arne Boye Nielsen Karsten Rendemann Jonas Voldbjerg Andersen Andreas Færk
Executive Board	Karsten Rendemann
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					
Gross profit	40,792	24,316	17,383	15,967	11,156
Profit/loss of primary operations	447	-15,710	-6,373	2,917	1,689
Profit/loss of financial income and expenses	-16,275	-3,695	-601	-401	-302
Net profit/loss for the year	-15,782	-19,645	-7,022	2,281	1,280
Balance sheet					
Balance sheet total	442,837	443,348	34,436	22,644	12,316
Investment in property, plant and equipment	0	396	2,462	116	58
Equity	261,379	277,162	-11,712	4,682	2,401
Number of employees	41	52	35	22	13
Invoiced revenue	0	43,049	37,304	26,211	15,755
Ratios					
Return on assets	0.1%	-3.5%	-18.5%	12.9%	13.7%
Solvency ratio	59.0%	62.5%	-34.0%	20.7%	19.5%
Return on equity	-5.9%	-14.8%	199.8%	64.4%	72.7%

For definition of key figures and ratios, a reference is made to accounting policies.

Management's review

Executive Summary

2024 was a defining year of transformation and acceleration for Cookie Information A/S, as we successfully integrated Piwik PRO, cementing our position as Europe's leading Privacy-by-Design data foundation platform.

In an environment characterized by increased regulatory scrutiny, heightened demand for compliant, first-party data solutions, and growing awareness of data privacy as a strategic business differentiator, our unified platform empowers organizations to safely collect, manage, analyze, and activate data—while ensuring full adherence to global data protection laws.

Throughout 2024, we delivered record-high revenue growth. Our global partner network expanded significantly, supporting scalable market penetration across key geographies and industries, including an active and growing pipeline in the US. This, combined with our ability to serve an increasingly diverse customer base spanning regulated sectors and broader markets, ensures that we enter 2025 with strong commercial momentum and a solid platform for continued profitable growth.

Key Activities

Cookie Information A/S has evolved into a fully integrated, Privacy-by-Design data foundation platform, following the successful acquisition of Piwik PRO during 2023 and subsequent integration during 2024.

This strategic consolidation has positioned the company as a market-leading provider of Compliance and Marketing Technology (MarTech) software, ensuring the highest standards of data protection, analytics, and customer data management.

Our SaaS-based business model is entirely built on recurring software revenue, providing customers with stable, scalable, and privacy-centric data solutions that ensure compliance, enhance marketing performance, and foster trust.

Our clientele spans both public and private sectors, with strong traction in regulated industries such as finance, healthcare, and public services, as well as growing demand from broader markets embracing privacy as a competitive advantage.

Business Model and Strategy

Our Business Model:

We operate a unified privacy-by-design data platform, combining Consent Management, Web and App Analytics, and Customer Data Platform capabilities, empowering organizations to collect and activate data responsibly and compliantly.

The recurring revenue model ensures profitable revenue, supported by yearly customer contracts and low churn.

Our partner-driven sales model accelerates market reach, leveraging a growing ecosystem of agencies, resellers, and technology alliances.

Our Strategy:

- **Product Leadership:**
Unified, privacy-by-design data foundation, exceeding regulatory standards.
- **Market Expansion:**
Scalable growth through partnerships, with US expansion as a key priority.
- **Operational Excellence:**
Streamlining processes, enhancing service reliability, and leveraging AI to drive automation and smarter decision-making.

Management's review

- Customer-Centric Growth
Deepening relationships with highly satisfied customers in both regulated and broader markets.

Research and Development

At Cookie Information A/S and subsidiaries, continuous investment in research and development (R&D) is a core pillar of our strategy and essential to maintaining our competitive edge. Our commitment to innovation ensures that our privacy-by-design data foundation platform remains at the forefront of technology, user experience, and regulatory compliance.

Agile, Customer-Driven Innovation

Our large R&D organization operates in short, agile development cycles with a release cadence of every two weeks, allowing for the rapid deployment of new features. This approach enables us to respond swiftly to customer needs, regulatory updates, and emerging market demands, ensuring that our product suite remains relevant, robust, and differentiated.

Throughout 2024, we focused on:

- Delivering a unified user experience across Consent Management Platform (CMP), Tag Manager, Analytics, and Customer Data Platform (CDP), ensuring seamless workflows and enhanced usability.
- Enhancing privacy-by-design data capture and activation capabilities, including AI-enabled automation, anonymized tracking, and real-time data processing.
- Expanding integration capabilities enabling clients to connect with CRMs, e-commerce platforms, customer support tools, and data warehouses.
- Strengthening enterprise-grade scalability and flexibility, supporting public, private, and hybrid cloud environments while meeting the strictest data sovereignty requirements.

Centralized R&D Hub in Wrocław:

In 2024, we internalized the development of the Consent Management Platform into our centralized hub in Wrocław, Poland, a recognized European innovation hub with access to highly skilled technology talent. This consolidation has resulted in:

- Accelerated feature rollouts through cross-platform synergies.
- Improved cost efficiencies.
- Enhanced innovation capacity through integrated back-end, DevOps, product management, and integration teams.

Strategic Focus Areas

Looking ahead, our R&D priorities remain closely aligned with customer needs and market demands:

- AI-driven analytics and next-generation data activation tools to deliver smarter, more privacy-centric insights and marketing automation.
- Seamless partner integrations to support our go-to-market strategy and scalability.
- Strengthening privacy-by-design architecture to meet evolving regulatory requirements.

The company operates in an increasingly favorable environment:

- The global compliance and analytics market is projected to grow 12% CAGR to EUR ~5.7 billion by 2029, fueled by regulatory pressure, the move to 1st party data strategies, and increasing maturity of internal privacy policies at enterprises
- The company's platform is strategically positioned to capitalize on these trends, especially within healthcare, finance, government, and digital transformers segments where privacy

Management's review

is not only regulatory but strategic

- We are seeing a broadening of demand beyond regulated sectors, with an increasing number of businesses proactively adopting privacy-first platforms to mitigate the risks of data leakage to competitors or the public domain

What is a '1st Party Data Strategy'?

A **1st party data strategy** is a plan that helps companies use the information they collect directly from their own customers in a smart, safe, and valuable way.

Breaking it down:

1st party data is information that a company collects directly from its own audience or customers. Examples include:

- People who visit the company's website and agree to share their information.
- Customers who buy products or services and share their preferences.
- Users who sign up for a newsletter, loyalty program, or fill in a survey.

This data is:

- **Owned by the company itself.**
- **Accurate and trustworthy**, because it comes straight from the customer.
- **Privacy-compliant**, when collected responsibly with the right permissions.

Why is it important?

In the past, many companies relied on **3rd party data**, which is information bought or gathered from outside sources. But today, with **stricter privacy laws (like GDPR)**, companies are shifting to **1st party data** as their **most reliable and sustainable way to understand their customers**.

What does a good 1st party data strategy look like?

- Collect data directly from your customers with consent.
- Store and manage the data safely, respecting privacy rules.
- Use the data to personalize experiences, improve products, and target marketing without relying on external data providers.
- Build trust by being transparent about how the data is used and giving customers control over their data.

In short:

A **1st party data strategy is all about building a direct, trusted, and privacy-friendly relationship with your customers**, so you can understand them better and serve them in ways that respect their data rights.

Uncertainty relating to recognition and measurement

There has been no uncertainty regarding recognition and measurement in the Annual Report.

Unusual events

The financial position at 31 December 2024 of the company and the results of the activities and cash flows of the company for the financial year for 2024 have not been affected by any unusual events.

Subsequent events

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

Income statement 1 January - 31 December

	Note	2024	2023
		DKK	DKK
Gross profit	1	40,791,749	24,316,103
Staff expenses	2	-33,422,924	-35,969,998
Amortisation, depreciation and impairment losses of intangible assets and property, plant and equipment		-6,921,347	-4,056,202
Profit/loss before financial income and expenses		447,478	-15,710,097
Financial income	3	798,216	121,394
Financial expenses	4	-17,072,838	-3,816,566
Profit/loss before tax		-15,827,144	-19,405,269
Tax on profit/loss for the year	5	44,792	-239,324
Net profit/loss for the year		-15,782,352	-19,644,593

Distribution of profit

	2024	2023
	DKK	DKK
Proposed distribution of profit		
Retained earnings	-15,782,352	-19,644,593
	-15,782,352	-19,644,593

Balance sheet 31 December

Assets

	Note	2024	2023
		DKK	DKK
Completed development projects		21,742,863	9,030,127
Goodwill		3,907,065	4,857,321
Development projects in progress		4,084,190	15,220,117
Intangible assets	6	29,734,118	29,107,565
Other fixtures and fittings, tools and equipment		993,381	1,762,685
Leasehold improvements		80,576	159,285
Property, plant and equipment	7	1,073,957	1,921,970
Investments in subsidiaries	8	390,520,721	390,560,721
Deposits	9	51,302	84,655
Fixed asset investments		390,572,023	390,645,376
Fixed assets		421,380,098	421,674,911
Trade receivables		7,404,530	5,211,502
Receivables from group enterprises		12,962,825	12,518,695
Other receivables		11,489	39,255
Prepayments		829,196	0
Receivables		21,208,040	17,769,452
Cash at bank and in hand		248,938	3,903,958
Current assets		21,456,978	21,673,410
Assets		442,837,076	443,348,321

Balance sheet 31 December

Liabilities and equity

	Note	2024	2023
		DKK	DKK
Share capital		555,561	555,561
Reserve for development costs		19,741,116	18,511,205
Retained earnings		241,082,757	258,095,020
Equity		261,379,434	277,161,786
Provisions relating to investments in group enterprises		40,816	0
Provisions		40,816	0
Credit institutions		97,712,042	97,254,450
Payables to group enterprises		32,321,292	18,816,573
Other payables		601,672	584,919
Long-term debt	10	130,635,006	116,655,942
Credit institutions	10	19,655,613	22,945,307
Trade payables		3,383,517	2,051,421
Other payables	10	6,132,306	6,656,705
Deferred income	11	21,610,384	17,877,160
Short-term debt		50,781,820	49,530,593
Debt		181,416,826	166,186,535
Liabilities and equity		442,837,076	443,348,321
Contingent assets, liabilities and other financial obligations	12		
Related parties	13		
Accounting Policies	14		

Statement of changes in equity

	Share capital	Reserve for development costs	Retained earnings	Total
	DKK	DKK	DKK	DKK
Equity at 1 January	555,561	18,511,205	258,095,020	277,161,786
Development costs for the year	0	1,229,911	-1,229,911	0
Net profit/loss for the year	0	0	-15,782,352	-15,782,352
Equity at 31 December	555,561	19,741,116	241,082,757	261,379,434

Notes to the Financial Statements

	2024	2023
	DKK	DKK
1. Special items		
Salaries capitalised on development projects in progress	4,052,358	5,227,199
Write-down of investment in CI II ApS	921,176	0
	4,973,534	5,227,199

	2024	2023
	DKK	DKK
2. Staff expenses		
Wages and salaries	30,211,125	32,721,927
Pensions	2,798,559	2,844,114
Other social security expenses	413,240	403,957
	33,422,924	35,969,998
 Average number of employees	 41	 52

	2024	2023
	DKK	DKK
3. Financial income		
Interest from group enterprises	629,226	90,391
Other financial income	168,990	31,003
	798,216	121,394

	2024	2023
	DKK	DKK
4. Financial expenses		
Interest to group enterprises	1,762,009	242,717
Write-down of investment in CI II ApS	921,176	0
Other financial expenses	14,389,653	3,573,849
	17,072,838	3,816,566

Other financial expenses mainly consists of interests paid to EIFO.

Notes to the Financial Statements

	2024	2023
	DKK	DKK
5. Income tax expense		
Deferred tax for the year	0	264,449
Adjustment of tax concerning previous years	-44,792	-25,125
	-44,792	239,324

6. Intangible fixed assets

	Completed development projects	Goodwill	Development projects in progress
	DKK	DKK	DKK
Cost at 1 January	18,562,040	6,875,189	15,220,117
Additions for the year	0	0	6,699,888
Transfers for the year	17,835,815	0	-17,835,815
Cost at 31 December	36,397,855	6,875,189	4,084,190
Impairment losses and amortisation at 1 January	9,531,913	2,017,868	0
Amortisation for the year	5,123,079	950,256	0
Impairment losses and amortisation at 31 December	14,654,992	2,968,124	0
Carrying amount at 31 December	21,742,863	3,907,065	4,084,190
Amortised over	5 years	5-7 years	

In the financial year 2024, the company continuously focused on developing innovative projects within our cloud-based platform, servicing the SaaS business model. We have launched features aimed at expanding our addressable market across new geographies and enhanced customer reach through strategic partnerships. We have launched new software products in 2024, contributing to new revenue streams.

We engage employees and independent development teams to produce our software. And have an analytic platform on which the company's products, analytics, tag management, consent management and CDP is embedded. Also the work and development has been focused on integrations and enriching the existing solution with additional functionalities relevant from the perspective of the value created for the Company's customers.

We are also engaged in ongoing work to reduce maintenance costs through optimisation and have implemented shared infrastructure across the product portfolio.

Capitalized costs are based on a detailed assessment of time spent on an employee by employee basis and directly attributable supplier costs.

Notes to the Financial Statements

7. Property, plant and equipment

	Other fixtures and fittings, tools and equipment	Leasehold improve- ments
	DKK	DKK
Cost at 1 January	2,862,926	236,112
Cost at 31 December	2,862,926	236,112
Impairment losses and depreciation at 1 January	1,100,241	76,828
Depreciation for the year	769,304	78,708
Impairment losses and depreciation at 31 December	1,869,545	155,536
Carrying amount at 31 December	993,381	80,576
	2024	2023
	DKK	DKK

8. Investments in subsidiaries

Cost at 1 January	390,560,721	40,000
Additions for the year	0	390,520,721
Disposals for the year	-40,000	0
Cost at 31 December	390,520,721	390,560,721
Carrying amount at 31 December	390,520,721	390,560,721

Investments in subsidiaries are specified as follows:

Name	Place of registered office	Share capital	Owner- ship	Equity	Net profit/loss for the year
CI II ApS	København	40,000	100%	82,842	-20,869
Piwik PRO SA	Wrocław	457,983	100%	10,953,302	9,967,685

CI II ApS is expected to be dissolved before June 30, 2025, which is why the reported equity and net profit/loss for the year can be attributed to the most recently submitted annual report for 2023.

Notes to the Financial Statements

9. Other fixed asset investments

	Deposits
	DKK
Cost at 1 January	84,655
Disposals for the year	-33,353
Cost at 31 December	51,302
Carrying amount at 31 December	51,302

10. Long-term debt

Payments due within 1 year are recognised in short-term debt. Other debt is recognised in long-term debt.

The debt falls due for payment as specified below:

Credit institutions

After 5 years	0	28,354,893
Between 1 and 5 years	97,712,042	68,899,557
Long-term part	97,712,042	97,254,450
Other short-term debt to credit institutions	19,655,613	22,945,307
	117,367,655	120,199,757

Payables to group enterprises

After 5 years	0	0
Between 1 and 5 years	32,321,292	18,816,573
Long-term part	32,321,292	18,816,573
Within 1 year	0	0
	32,321,292	18,816,573

Notes to the Financial Statements

	2024	2023
	DKK	DKK
10. Long-term debt		
Other payables		
After 5 years	0	0
Between 1 and 5 years	601,672	584,919
Long-term part	601,672	584,919
Other short-term payables	6,132,306	6,656,705
	6,733,978	7,241,624

11. Deferred income

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

	2024	2023
	DKK	DKK
12. Contingent assets, liabilities and other financial obligations		
Charges and security		
The following assets have been placed as security with bankers:		
Mortgage deeds registered to Danske Bank on DKK 23 million, providing security on other property, plant and equipment as well as intangible assets at a total carrying amount of:	12,019,928	12,019,928
Mortgage deeds registered to EIFO on DKK 100 million, providing security on other property, plant and equipment as well as intangible assets at a total carrying amount of:	12,019,928	12,019,928
Rental and lease obligations		
Lease obligations (Rent)	2,235,226	3,952,526
Lease obligations (Rent), due within 12 months	1,308,425	1,635,528
The company has entered into a lease agreement for premises in 2022. There is a non-cancellable period of 48 months followed by a termination notice period of 6 months in the contract, amounting to DKK 3.5 million, of which DKK 1.3 million falls due within one year.		

Notes to the Financial Statements

	2024	2023
	DKK	DKK
12. Contingent assets, liabilities and other financial obligations		

Other contingent liabilities

The danish group companies are jointly and severally liable for tax on the jointly taxed incomes etc of the Group. The total amount of corporation tax payable by the Group appears in the annual report for Cookie Information Holding A/S.

The company has an unrecognized deferred asset, the tax value amounts to DKK 7,7 million at 31 December 2024.

13. Related parties and disclosure of consolidated financial statements

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
Cookie Information Holding A/S	Copenhagen

Notes to the Financial Statements

14. Accounting policies

The Annual Report of Cookie Information A/S for 2024 has been prepared in accordance with the provisions of the Danish Financial Statements Act applying to enterprises of reporting class B as well as selected rules applying to reporting class C.

The accounting policies applied remain unchanged from last year.

The Financial Statements for 2024 are presented in DKK.

Consolidated financial statements

With reference to section 112 of the Danish Financial Statements Act and to the consolidated financial statements for 2024 of Cookie Information Holding A/S, the Company has not prepared consolidated financial statements.

Recognition and measurement

The Financial Statements have been prepared under the historical cost method.

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

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

Liabilities are recognised in the balance sheet when it is probable that future economic benefits will flow out of the Company, and the value of the liability can be measured reliably.

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

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

Recognition and measurement take into account predictable losses and risks occurring before the presentation of the Annual Report which confirm or invalidate affairs and conditions existing at the balance sheet date.

Translation policies

Transactions in foreign currencies are translated at the exchange rates at the dates of transaction. Gains and losses 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.

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

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

Notes to the Financial Statements

Income statement

Revenue

Revenue related to license is recognized over the period in which the license is provided to the customer. Because the customer receives and consumes the benefits of the license provided as the Company performs, the performance obligation is satisfied over time. Revenue is recognized on a straight-line basis. Remaining revenue relating to future periods are deferred at year-end.

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

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, work on own account recognised in assets 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.

Income from investments in subsidiaries

Dividends from subsidiaries are recognised as income in the income statement when adopted at the General Meeting of the subsidiary. However, dividends relating to earnings in the subsidiary before it was acquired by the Parent Company are set off against the cost of the subsidiary.

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

Notes to the Financial Statements

Balance sheet

Intangible fixed assets

Goodwill

Goodwill is amortised on a straight-line basis over the estimated useful life of 5-7 years, determined on the basis of Management's experience with the individual business areas.

Development projects

Costs of development projects comprise salaries, amortisation and other expenses directly or indirectly attributable to the Company's development activities.

Development projects that are clearly defined and identifiable and in respect of which technical feasibility, sufficient resources and a potential future market or development opportunity in the enterprise can be demonstrated, and where it is the intention to manufacture, market or use the project, are recognised as intangible assets. This applies if sufficient certainty exists that the value in use of future earnings can cover cost of sales, distribution and administrative expenses involved as well as the development costs.

Development projects that do not meet the criteria for recognition in the balance sheet are recognised as expenses in the income statement as incurred.

Capitalised development costs are measured at cost less accumulated amortisation and impairment losses or at a lower recoverable amount. An amount corresponding to the recognised development costs is allocated to the equity item 'Reserve for development costs'. The reserve comprises only development costs recognised in financial years beginning on or after 1 January 2016. The reserve is reduced by amortisation of and impairment losses on the development projects on a continuing basis.

As of the date of completion, capitalised development costs are amortised on a straight-line basis over the period of the expected economic benefit from the development work. The amortisation period is 3-5 year.

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 are not recognised in cost during construction and reconstruction periods.

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 years

The fixed assets' residual values are determined at nil.

Impairment of fixed assets

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

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

Notes to the Financial Statements

Investments in subsidiaries

Investments in subsidiaries are measured at cost. Where cost exceeds the recoverable amount, write-down is made to this lower value.

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 rent, insurance premiums, subscriptions and interest.

Deferred tax assets and liabilities

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

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

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

Current tax receivables and liabilities

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

Financial liabilities

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

Mortgage loans are measured at amortised cost, which for cash loans corresponds to the remaining loan. Amortised cost of debenture loans corresponds to the remaining loan calculated as the underlying cash value of the loan at the date of raising the loan adjusted for depreciation of the price adjustment of the loan made over the term of the loan at the date of raising the loan.

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

Deferred income

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

Notes to the Financial Statements

Financial Highlights

Explanation of financial ratios

Return on assets	$\text{Profit/loss of primary operations} \times 100 / \text{Total assets at year end}$
Solvency ratio	$\text{Equity at year end} \times 100 / \text{Total assets at year end}$
Return on equity	$\text{Net profit for the year} \times 100 / \text{Average equity}$
Invoiced revenue: Revenue that has been invoiced in the financial year.	