
My Journal To ApS

CVR-no.: 43513710

Hollænderdybet 30 st th
2300 København S

Annual report
1 January 2024 - 31 December 2024

The annual report has been presented and approved on the company's general meeting the

03/03/2025

Kilian Dreher

Chairman of general meeting

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**Reporting
company**

My Journal To ApS

Hollænderdybet 30 st th
2300 København S

e-mail: info@myjournalto.com

CVR-no.: 43513710

Reporting
period: 01/01/2024 - 31/12/2024

Statement by Management

Management has today considered and approved the annual report for the financial year 01. January 2024 - 31. December 2024 for My Journal To ApS.

The annual report is presented in accordance with the Danish Financial Statements Act.

Management believes that the financial statements give a true and fair view of the company's assets, liabilities and financial position and of the result.

The annual report is submitted for approval by the General Assembly.

Management considers the conditions for opting out of audit to be met.

Berlin, the 03/03/2025

Management

Kilian Johannes Dreher

Paul Philipp Gütt

Management's Review

My Journal To ApS specializes in creating high-quality, guided journals that cater to both individual consumers and businesses.

In the past financial year, we have placed a strong emphasis on expanding our **B2B segment**, partnering with retailers and corporations to sell in bulk and develop **customized journal solutions**. One of our key successes has been securing corporate partnerships, such as with **Lacoste**, to produce exclusive journal collections tailored to their brand identity.

Financial Performance and Business Strategy Adjustments

While we have experienced **growth in our B2B partnerships**, we have also faced challenges in our **customer acquisition strategy**. Specifically, the **cost of paid advertising has remained high**, leading us to shift our marketing efforts towards **organic growth initiatives**. While this transition has resulted in **slower short-term customer acquisition**, it is expected to provide a **more sustainable and cost-effective approach** in the long run.

Changes in the Executive Board

As part of our ongoing structural adjustments, we are undergoing a change in leadership. **Paul is resigning from the executive board** to focus on new ventures. The company is in the process of **restructuring its leadership** to ensure continued strategic alignment with our long-term growth objectives.

Income statement 1 Jan 2024 - 31 Dec 2024

	Disclosure	2024 DKK	2022/23 DKK
Revenue			115,255
External expenses			-16,903
Gross Result			17,128
Gross profit (loss)		46,197	
Employee expense		-1,524	0
Depreciation, amortisation expense and impairment losses of property, plant and equipment and intangible assets		0	0
Other operating expenses		-8,441	
Profit (loss) from ordinary operating activities		36,232	-1,795
Income from other investments and receivables that are fixed assets		0	0
Other finance income		-72	-14
Impairment of financial assets		0	0
Other finance expenses		-2,857	-9,373
Profit (loss) from ordinary activities before tax		33,303	-11,182
Tax expense		-200	
Profit (loss)		33,103	-11,182
Proposed distribution of results			
Proposed dividend recognised in equity		0	0
Reserve for net revaluation according to equity method		0	0
Retained earnings		33,103	-11,182
Proposed distribution of profit (loss)		33,103	-11,182

Balance sheet 31 December 2024

Assets

	Disclosure	2024 DKK	2022/23 DKK
Goodwill			0
Intangible assets			0
Land and buildings			0
Plant and machinery			0
Fixtures, fittings, tools and equipment			0
Right of use assets			0
Property, plant and equipment			0
Investments in group enterprises			0
Investments in associates			0
Participating interests			0
Other investments			0
Contract assets			0
Investments			0
Total non-current assets			0
Raw materials and consumables			0
Manufactured goods and goods for resale			0
Inventories			0
Trade receivables		0	10,274
Contract work in progress			0
Receivables from group enterprises			0
Receivables from associates			0
Receivables from participating interests			0
Tax receivables			0
Receivables from vat and duties			0
Other receivables			0
Contract assets			0
Receivables		0	10,274
Other investments			0
Investments			0
Cash and cash equivalents		65,158	29,407
Current assets		65,158	39,681
TOTAL ASSETS		65,158	39,681

Balance sheet 31 December 2024

Liabilities and equity

	Disclosure	2024	2022/23
		DKK	DKK
Contributed capital		40,000	40,000
Retained earnings		21,920	-11,182
Proposed dividend			0
Total equity		61,920	28,818
Trade payables		930	3,358
Payables to vat and duties		2,308	7,505
Short-term liabilities other than provisions, gross		3,238	10,863
Liabilities other than provisions, gross		3,238	10,863
LIABILITIES AND EQUITY, GROSS		65,158	39,681

Disclosures

1. Disclosure of application of exceptions for micro-undertakings

The micro-undertaking applies the exception concerning filing information about accounting policies

The micro-undertaking applies the exception concerning filing information about number of employees