

## **Hairclinic Group ApS**

Amaliegade 42, st.  
1256 København K  
CVR No. 35397051

### **Annual report 2024**

The Annual General Meeting adopted the  
annual report on 04.07.2025

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**Mette Marie Louise Stougaard**  
Chairman of the General Meeting

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# Entity details

## Entity

Hairclinic Group ApS

Amaliegade 42, st.

1256 København K

Business Registration No.: 35397051

Registered office: København

Financial year: 01.01.2024 - 31.12.2024

## Board of Directors

Lars Skjøth

Florian Willem Ridder van Rappard

Laurent Kleitman

Onno Frans Boer

## Executive Board

Lars Skjøth

Mette Marie Louise Stougaard

## Auditors

Deloitte Statsautoriseret Revisionspartnerselskab

Weidekampsgade 6

2300 Copenhagen S

# Statement by Management on the annual report

The Board of Directors and the Executive Board have today considered and approved the annual report of Hairclinic Group ApS for the financial year 01.01.2024 - 31.12.2024.

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

In our opinion, the consolidated financial statements and the parent financial statements give a true and fair view of the Group's and the Parent's financial position at 31.12.2024 and of the results of their operations and the consolidated cash flows for the financial year 01.01.2024 - 31.12.2024.

We believe that the management commentary contains a fair review of the affairs and conditions referred to therein.

We recommend the annual report for adoption at the Annual General Meeting.

Copenhagen, 04.07.2025

## Executive Board

**Lars Skjøth**

**Mette Marie Louise Stougaard**

## Board of Directors

**Lars Skjøth**

**Florian Willem Ridder van Rappard**

**Laurent Kleitman**

**Onno Frans Boer**

# Independent auditor's report

## To the shareholders of Hairclinic Group ApS

### Opinion

We have audited the consolidated financial statements and the parent financial statements of Hairclinic Group ApS for the financial year 01.01.2024 - 31.12.2024, which comprise the income statement, balance sheet, statement of changes in equity and notes, including a summary of significant accounting policies, for the Group as well as the Parent, and the consolidated cash flow statement. The consolidated financial statements and the parent financial statements are prepared in accordance with the Danish Financial Statements Act.

In our opinion, the consolidated financial statements and the parent financial statements give a true and fair view of the Group's and the Parent's financial position at 31.12.2024 and of the results of their operations and the consolidated cash flows for the financial year 01.01.2024 - 31.12.2024 in accordance with the Danish Financial Statements Act.

### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs) and 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 consolidated financial statements and the parent financial statements" section of this auditor's report. We are independent of the Group 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.

### Management's responsibilities for the consolidated financial statements and the parent financial statements

Management is responsible for the preparation of consolidated financial statements and parent 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 consolidated financial statements and parent financial statements that are free from material misstatement, whether due to fraud or error.

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

### **Auditor's responsibilities for the audit of the consolidated financial statements and the parent financial statements**

Our objectives are to obtain reasonable assurance about whether the consolidated financial statements and the parent 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 consolidated financial statements and parent 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 consolidated financial statements and the parent 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 Group's and the Entity'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 consolidated financial statements and the parent 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 Group's and the Entity'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 consolidated financial statements and the parent 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 Group and the Entity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the consolidated financial statements and the parent financial statements, including the disclosures in the notes, and whether the consolidated financial statements and the parent financial statements represent the underlying transactions and events in a manner that gives a true and fair view.
- Plan and perform the group audit to obtain sufficient appropriate audit evidence regarding the financial information of the entities or business units within the group as a basis for forming an opinion on the consolidated financial statements and the parent financial statements. We are responsible for the direction, supervision and review of the audit work performed for purposes of the group audit. 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.

#### **Statement on the management commentary**

Management is responsible for the management commentary.

Our opinion on the consolidated financial statements and the parent financial statements does not cover the management commentary, and we do not express any form of assurance conclusion thereon.

In connection with our audit of the consolidated financial statements and the parent financial statements, our responsibility is to read the management commentary and, in doing so, consider whether the management commentary is materially inconsistent with the consolidated financial statements and the parent financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

Moreover, it is our responsibility to consider whether the management commentary provides the information required by relevant law and regulations.

Based on the work we have performed, we conclude that the management commentary is in accordance with the consolidated financial statements and the parent financial statements and has been prepared in accordance with the requirements in the relevant law and regulations. We did not identify any material misstatement of the management commentary.

Copenhagen, 04.07.2025

#### **Deloitte**

Statsautoriseret Revisionspartnerselskab  
CVR No. 33963556

#### **Nikolaj Erik Johnsen**

State Authorised Public Accountant  
Identification No (MNE) mne35806

# Management commentary

## Financial highlights

	2024	2023	2022	2021	2020
	USD'000	USD'000	USD'000	USD'000	USD'000
<b>Key figures</b>					
Revenue	16,654	19,748	16,381	12,411	6,980
Gross profit/loss	3,451	3,356	4,070	5,531	2,936
Operating profit/loss	(9,334)	(9,203)	(4,014)	(90)	(1,560)
Net financials	234	224	(187)	1,181	(946)
Profit/loss for the year	(9,100)	(8,979)	(4,202)	1,046	(2,510)
Balance sheet total	15,816	23,232	31,987	14,825	16,462
Investments in property, plant and equipment	193	390	750	644	0
Equity	12,885	19,934	28,067	13,239	13,980
Cash flows from operating activities	(6,472)	(6,628)	(360)	867	1,715
Cash flows from investing activities	(374)	(1,873)	(6,010)	(637)	(402)
Cash flows from financing activities	2,806	110	20,175	0	(1,271)

**Ratios**

Gross margin (%)	20.72	16.99	24.85	44.57	42.06
Net margin (%)	(54.64)	(45.47)	(25.65)	8.43	(35.96)
Return on equity (%)	(55.46)	(37.41)	(20.35)	7.69	
Equity ratio (%)	81.47	85.80	87.75	89.30	84.92

Financial highlights are defined and calculated in accordance with the current version of "Recommendations & Ratios" issued by the CFA Society Denmark.

**Gross margin (%):**

Gross profit/loss \* 100

Revenue

**Net margin (%):**

Profit/loss for the year \* 100

Revenue

**Return on equity (%):**

Profit/loss for the year \* 100

Average equity

**Equity ratio (%):**

Equity \* 100

Balance sheet total

### Primary activities

The main activities of Hairclinic Group ApS and its subsidiaries are within hair gain and scalp health treatments using the "Hårklinikken" methods.

Hårklinikken is a leading Danish clinic brand focusing on hair gain and scalp health treatments.

The Group develops and markets hair gain and scalp health products targeted consumer markets. Products are labelled and marketed under the name "Hårklinikken" and sold through own clinics and online channels to consumer customers worldwide. The Group's headquarters are in Amaliegade, Copenhagen.

The Groups main activities are investments in clinic subsidiaries within hair gain and scalp health treatments as well as related activities, including holding and developing recipes, concepts, trademarks and intangible rights, and production, licensing and sales of products, trademarks and rights and other activities related thereto.

### Development in activities and finances

In 2024, the group realized revenue of USD 16,654k compared to revenue of USD 19,748k last year. Revenue has declined by 16% YoY. The company realized a loss at EBITDA of USD 6,746k compared to a loss of USD 5,860k last year. The Group results are reflecting continued investment into marketing and people. Further to this the Group has continued to invest in in strategic initiatives including the technological platform and ERP systems.

### Profit/loss for the year in relation to expected developments

Management considers the year's financial results to be unsatisfactory.

### Uncertainty relating to recognition and measurement

In 2014, the company acquired the patent and hereby the right to the production and development of methods and products in hair loss. The carrying amount of the acquired intangible asset amounts to USD 4,247k at 31 December 2024. The value of acquired rights relates primarily to expectation of future sales and earnings, which by nature is subject to uncertainty.

### Unusual circumstances affecting recognition and measurement

No significant unusual circumstances affecting recognition and measurement have occurred.

### Outlook

The Group expects improvement of the financial result in 2025 as the Group is adjusting the cost base to the current revenue levels.

### Knowledge resources

It is essential for the Group to attract, develop and retain high-quality employees with an appertaining high level of competences. The realization of the Group's goal of ensuring both quality, knowledge and knowhow at each employee level will be facilitated through recruitment procedures and a continuous development of the existing employees and their competences. Throughout the year, a considerable number of experienced and highly qualified employees have been added to the Group. This initiative has strengthened the Group's knowledge and competence base.

### **Research and development activities**

The Group's research activities are related to products developed internally. The development of the company's activities and financial matters are shown in the following income statement and the balance sheet.

### **Events after the balance sheet date**

No events have occurred after the balance sheet date to this date, which would influence the evaluation of this annual report.

The company's current and planned activities do not give rise to any special financial risks, and the company's liquidity resources are expected to be adequately secured.

# Consolidated income statement for 2024

	Notes	2024 USD	2023 USD
Revenue		16,654,059	19,747,877
Other operating income		0	19,344
Cost of sales		(4,040,462)	(4,748,635)
Other external expenses		(9,162,747)	(11,662,623)
<b>Gross profit/loss</b>		<b>3,450,850</b>	<b>3,355,963</b>
Staff costs	1	(10,197,388)	(9,216,514)
Depreciation, amortisation and impairment losses	2	(2,555,549)	(3,342,334)
Other operating expenses		(31,843)	0
<b>Operating profit/loss</b>		<b>(9,333,930)</b>	<b>(9,202,885)</b>
Other financial income	3	498,222	648,030
Financial expenses from group enterprises		(11,766)	(13,636)
Other financial expenses	4	(252,555)	(410,563)
<b>Profit/loss for the year</b>	5	<b>(9,100,029)</b>	<b>(8,979,054)</b>

# Consolidated balance sheet at 31.12.2024

## Assets

	Notes	2024 USD	2023 USD
Completed development projects	7	713,661	197,125
Acquired intangible assets		4,372,662	6,006,479
Acquired rights		667,360	800,836
Goodwill		3,406,926	3,894,645
Development projects in progress	7	0	573,629
<b>Intangible assets</b>	<b>6</b>	<b>9,160,609</b>	<b>11,472,714</b>
Other fixtures and fittings, tools and equipment		1,191,828	1,511,996
Leasehold improvements		0	7,177
<b>Property, plant and equipment</b>	<b>8</b>	<b>1,191,828</b>	<b>1,519,173</b>
Investments in associates		23,841	23,841
Deposits		505,582	436,626
<b>Financial assets</b>	<b>9</b>	<b>529,423</b>	<b>460,467</b>
<b>Fixed assets</b>		<b>10,881,860</b>	<b>13,452,354</b>

Raw materials and consumables		470,772	520,846
Manufactured goods and goods for resale		1,055,294	1,650,022
Prepayments for goods		25,725	137,978
<b>Inventories</b>		<b>1,551,791</b>	<b>2,308,846</b>
<hr/>			
Trade receivables		33,364	68,475
Other receivables		421,926	289,551
Receivables from owners and management		0	19,661
Prepayments	10	263,670	389,784
<b>Receivables</b>		<b>718,960</b>	<b>767,471</b>
<hr/>			
<b>Cash</b>		<b>2,663,521</b>	<b>6,703,515</b>
<hr/>			
<b>Current assets</b>		<b>4,934,272</b>	<b>9,779,832</b>
<hr/>			
<b>Assets</b>		<b>15,816,132</b>	<b>23,232,186</b>
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**Equity and liabilities**

	<b>Notes</b>	<b>2024 USD</b>	<b>2023 USD</b>
Contributed capital	11	19,336	17,949
Translation reserve		(3,465,470)	(2,717,002)
Retained earnings		16,331,028	22,633,487
<b>Equity</b>		<b>12,884,894</b>	<b>19,934,434</b>
Other payables		0	30,082
<b>Non-current liabilities other than provisions</b>		<b>0</b>	<b>30,082</b>
Bank loans		0	89,035
Trade payables		478,836	1,780,353
Payables to group enterprises		342,037	427,734
Payables to owners and management		31,595	23,667
Other payables		2,078,770	936,220
Deferred income	12	0	10,661
<b>Current liabilities other than provisions</b>		<b>2,931,238</b>	<b>3,267,670</b>
<b>Liabilities other than provisions</b>		<b>2,931,238</b>	<b>3,297,752</b>
<b>Equity and liabilities</b>		<b>15,816,132</b>	<b>23,232,186</b>
Unrecognised rental and lease commitments	14		
Contingent assets	15		
Contingent liabilities	16		
Non-arm's length related party transactions	17		
Group relations	18		
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# Consolidated statement of changes in equity for 2024

	<b>Contributed capital USD</b>	<b>Translation reserve USD</b>	<b>Retained earnings USD</b>	<b>Total USD</b>
Equity beginning of year	17,949	(2,717,002)	22,633,487	19,934,434
Increase of capital	1,387	0	2,797,570	2,798,957
Exchange rate adjustments	0	(748,468)	0	(748,468)
Profit/loss for the year	0	0	(9,100,029)	(9,100,029)
<b>Equity end of year</b>	<b>19,336</b>	<b>(3,465,470)</b>	<b>16,331,028</b>	<b>12,884,894</b>

# Consolidated cash flow statement for 2024

	Notes	2024 USD	2023 USD
Operating profit/loss		(9,333,930)	(9,202,885)
Amortisation, depreciation and impairment losses		2,555,549	3,342,335
Working capital changes	13	431,124	(1,076,967)
Currency adjustments		(358,914)	8,479
<b>Cash flow from ordinary operating activities</b>		<b>(6,706,171)</b>	<b>(6,929,038)</b>
Financial income received		498,222	343,854
Financial expenses paid		(264,321)	(42,755)
<b>Cash flows from operating activities</b>		<b>(6,472,270)</b>	<b>(6,627,939)</b>
Acquisition etc. of intangible assets		0	(1,482,700)
Acquisition etc. of property, plant and equipment		(303,360)	(389,849)
Investment in financial assets		(70,292)	0
<b>Cash flows from investing activities</b>		<b>(373,652)</b>	<b>(1,872,549)</b>
<b>Free cash flows generated from operations and investments before financing</b>		<b>(6,845,922)</b>	<b>(8,500,488)</b>
Incurrence of debt to group enterprises		7,928	30,938
Cash capital increase		2,798,000	551,734
Repayments of debt to owners		0	(473,159)
<b>Cash flows from financing activities</b>		<b>2,805,928</b>	<b>109,513</b>
<b>Increase/decrease in cash and cash equivalents</b>		<b>(4,039,994)</b>	<b>(8,390,975)</b>
Cash and cash equivalents beginning of year		6,703,515	15,082,818
Currency translation adjustments of cash and cash equivalents		0	11,672
<b>Cash and cash equivalents end of year</b>		<b>2,663,521</b>	<b>6,703,515</b>
Cash and cash equivalents at year-end are composed of:			
Cash		2,663,521	6,703,515
<b>Cash and cash equivalents end of year</b>		<b>2,663,521</b>	<b>6,703,515</b>

# Notes to consolidated financial statements

## 1 Staff costs

	<b>2024</b>	<b>2023</b>
	<b>USD</b>	<b>USD</b>
Wages and salaries	9,859,138	8,454,266
Pension costs	338,250	354,123
Other social security costs	0	408,125
	<b>10,197,388</b>	<b>9,216,514</b>

Average number of full-time employees	<b>111</b>	<b>115</b>
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	<b>Remuneration of management 2024 USD</b>	<b>Remuneration of management 2023 USD</b>
Executive Board	327,853	339,749
Board of Directors	52,219	97,288
	<b>380,072</b>	<b>437,037</b>

## 2 Depreciation, amortisation and impairment losses

	<b>2024</b>	<b>2023</b>
	<b>USD</b>	<b>USD</b>
Amortisation of intangible assets	2,245,503	2,275,697
Impairment losses on intangible assets	0	690,281
Depreciation on property, plant and equipment	310,046	376,356
	<b>2,555,549</b>	<b>3,342,334</b>

## 3 Other financial income

	<b>2024</b>	<b>2023</b>
	<b>USD</b>	<b>USD</b>
Other interest income	69,240	343,758
Exchange rate adjustments	428,982	304,176
Other financial income	0	96
	<b>498,222</b>	<b>648,030</b>

#### 4 Other financial expenses

	2024 USD	2023 USD
Other interest expenses	0	2,729
Exchange rate adjustments	239,358	381,444
Other financial expenses	13,197	26,390
	<b>252,555</b>	<b>410,563</b>

#### 5 Proposed distribution of profit/loss

	2024 USD	2023 USD
Retained earnings	(9,100,029)	(8,979,054)
	<b>(9,100,029)</b>	<b>(8,979,054)</b>

#### 6 Intangible assets

	Completed development projects USD	Acquired intangible assets USD	Acquired rights USD	Goodwill USD	Development projects in progress USD
Cost beginning of year	1,014,436	26,795,739	2,218,697	4,951,200	573,629
Exchange rate adjustments	(56,552)	(1,293,110)	0	0	(31,978)
Transfers	652,172	0	0	0	(652,172)
Additions	0	0	0	0	110,521
<b>Cost end of year</b>	<b>1,610,056</b>	<b>25,502,629</b>	<b>2,218,697</b>	<b>4,951,200</b>	<b>0</b>
Amortisation and impairment losses beginning of year	(817,311)	(20,789,259)	(1,417,861)	(1,056,555)	0
Exchange rate adjustments	45,563	1,158,953	0	0	0
Amortisation for the year	(124,647)	(1,499,661)	(133,476)	(487,719)	0
<b>Amortisation and impairment losses end of year</b>	<b>(896,395)</b>	<b>(21,129,967)</b>	<b>(1,551,337)</b>	<b>(1,544,274)</b>	<b>0</b>
<b>Carrying amount end of year</b>	<b>713,661</b>	<b>4,372,662</b>	<b>667,360</b>	<b>3,406,926</b>	<b>0</b>

#### 7 Development projects

Entity has capitalized development costs. The Entity's development projects consists of software products developed using external consultants. The development cost is expected to add significant value til customer handling proces and efficiencies in the organizations.

Costs are capitalized as incurred if this relates to the development projects. The Entity possess the resources and skills to complete the development.

## 8 Property, plant and equipment

	<b>Other fixtures and fittings, tools and equipment USD</b>
Cost beginning of year	2,561,213
Exchange rate adjustments	(111,796)
Additions	192,838
<b>Cost end of year</b>	<b>2,642,255</b>
Depreciation and impairment losses beginning of year	(1,049,217)
Exchange rate adjustments	(91,164)
Depreciation for the year	(310,046)
<b>Depreciation and impairment losses end of year</b>	<b>(1,450,427)</b>
<b>Carrying amount end of year</b>	<b>1,191,828</b>

## 9 Financial assets

	<b>Investments in associates USD</b>	<b>Deposits USD</b>
Cost beginning of year	23,841	436,626
Exchange rate adjustments	0	(1,336)
Additions	0	70,292
<b>Cost end of year</b>	<b>23,841</b>	<b>505,582</b>
<b>Carrying amount end of year</b>	<b>23,841</b>	<b>505,582</b>

<b>Associates</b>	<b>Registered in</b>	<b>Ownership %</b>
Hair by Jost ApS	ApS	33.33

## 10 Prepayments

Consists of prepayments on costs concerning subsequent financial year, such as ensurance, rent etc.

## 11 Contributed capital

	<b>Number</b>	<b>Par value USD</b>	<b>Nominal value USD</b>
A-shares	80,000	14.34	11,858
B-shares	31,513	14.34	7,478
	<b>111,513</b>		<b>19,336</b>

## 12 Deferred income

Deferred income consists of revenue to be recognized in future periods as the recognition criteris has not been completed yet.

### 13 Changes in working capital

	<b>2024</b>	<b>2023</b>
	<b>USD</b>	<b>USD</b>
Increase/decrease in inventories	757,055	(674,964)
Increase/decrease in receivables	48,511	(207,047)
Increase/decrease in trade payables etc.	(374,442)	(194,956)
	<b>431,124</b>	<b>(1,076,967)</b>

### 14 Unrecognised rental and lease commitments

	<b>2024</b>	<b>2023</b>
	<b>USD</b>	<b>USD</b>
Total liabilities under rental or lease agreements until maturity	<b>3,669,247</b>	<b>4,055,565</b>

The Group subsidiaries has entered into lease agreements with remaining terms of between one and seven years, as well as rental agreements with a notice period of 6 months.

### 15 Contingent assets

The company has not recognised deferred tax asset of USD 1,660 thousand corresponding to USD 7,546 thousand in tax losses carryforward. The tax asset is not recognised in the statement of financial position, as uncertainty exists about the measurement of the net realizable value of the asset as a result of uncertainty about the time-scale for the carryforward of tax losses.

### 16 Contingent liabilities

The Parent company and the Danish subsidiaries participates in a Danish joint taxation arrangement in which EMKL Holding ApS serves as the administration company. According to the joint taxation provisions of the Danish Corporation Tax Act, the Entity is therefore secondarily liable for income taxes etc. for the jointly taxed entities, limited to the equity interest by which the Entity participates in the Group, EMKL Holding ApS and also secondarily liable for obligations, if any, relating to the withholding of tax on interest, royalties and dividends for the jointly taxed entities. The jointly taxed entities' total known net liability under the joint taxation arrangement is disclosed in the administration company's financial statements.

### 17 Non-arm's length related party transactions

Besides the transactions highlighted in the auditor's report on page 6, as well as the transactions highlighted in the auditor's reports of the following group companies: Hårklinikken ApS & HK Koncept og Produkt ApS, all other transactions are conducted on arm's length basis.

### 18 Group relations

Name and registered office of the Parent preparing consolidated financial statements for the largest group: EMKL Holding ApS, Amaliegade 42, Copenhagen, Denmark (Central Business Registration No 35 39 57 68).

**19 Subsidiaries**

	<b>Registered in</b>	<b>Corporate form</b>	<b>Ownership %</b>
Hårklinikken ApS	Denmark	ApS	100.00
Harklinikken LLC	United States	LLC	100.00
Harklinikken ehf	Iceland	ehf	100.00
Harklinikken LLC	United Arab Emirates	LLC	100.00
Harklinikken GmbH	Germany	GmbH	100.00
Harklinikken LLC	United Kingdom	LLC	100.00

# Parent income statement for 2024

	Notes	2024 USD	2023 USD
<b>Gross profit/loss</b>		<b>(213,489)</b>	<b>(471,065)</b>
Other financial income	1	185,746	603,904
Financial expenses from group enterprises		(11,766)	(13,636)
Other financial expenses	2	(107,448)	(145,363)
<b>Profit/loss before tax</b>		<b>(146,957)</b>	<b>(26,160)</b>
Tax on profit/loss for the year		0	0
<b>Profit/loss for the year</b>	3	<b>(146,957)</b>	<b>(26,160)</b>

# Parent balance sheet at 31.12.2024

## Assets

	Notes	2024 USD	2023 USD
Investments in group enterprises		48,560,611	48,560,611
Investments in associates		23,841	23,841
<b>Financial assets</b>	4	<b>48,584,452</b>	<b>48,584,452</b>
<b>Fixed assets</b>		<b>48,584,452</b>	<b>48,584,452</b>
Receivables from group enterprises		5,713,072	0
Other receivables		13,535	14,243
Joint taxation contribution receivable		1,165	1,233
Receivables from owners and management		0	2,546
<b>Receivables</b>		<b>5,727,772</b>	<b>18,022</b>
<b>Cash</b>		<b>784,751</b>	<b>3,952,249</b>
<b>Current assets</b>		<b>6,512,523</b>	<b>3,970,271</b>
<b>Assets</b>		<b>55,096,975</b>	<b>52,554,723</b>

**Equity and liabilities**

	<b>Notes</b>	<b>2024 USD</b>	<b>2023 USD</b>
Contributed capital		19,336	17,949
Retained earnings		54,705,092	52,054,479
<b>Equity</b>		<b>54,724,428</b>	<b>52,072,428</b>
Trade payables		60,952	95,075
Payables to group enterprises		304,595	387,220
Payables to owners and management		7,000	0
<b>Current liabilities other than provisions</b>		<b>372,547</b>	<b>482,295</b>
<b>Liabilities other than provisions</b>		<b>372,547</b>	<b>482,295</b>
<b>Equity and liabilities</b>		<b>55,096,975</b>	<b>52,554,723</b>

Employees	5
Contingent assets	6
Contingent liabilities	7
Related parties with controlling interest	8
Non-arm's length related party transactions	9

# Parent statement of changes in equity for 2024

	<b>Contributed capital USD</b>	<b>Retained earnings USD</b>	<b>Total USD</b>
Equity beginning of year	17,949	52,054,479	52,072,428
Increase of capital	1,387	2,797,570	2,798,957
Profit/loss for the year	0	(146,957)	(146,957)
<b>Equity end of year</b>	<b>19,336</b>	<b>54,705,092</b>	<b>54,724,428</b>

# Notes to parent financial statements

## 1 Other financial income

	2024 USD	2023 USD
Financial income from group enterprises	135,468	615
Other interest income	50,278	329,547
Exchange rate adjustments	0	273,646
Other financial income	0	96
	<b>185,746</b>	<b>603,904</b>

## 2 Other financial expenses

	2024 USD	2023 USD
Exchange rate adjustments	107,448	144,633
Other financial expenses	0	730
	<b>107,448</b>	<b>145,363</b>

## 3 Proposed distribution of profit and loss

	2024 USD	2023 USD
Retained earnings	(146,957)	(26,160)
	<b>(146,957)</b>	<b>(26,160)</b>

## 4 Financial assets

	Investments in group enterprises USD	Investments in associates USD
Cost beginning of year	48,560,611	23,841
<b>Cost end of year</b>	<b>48,560,611</b>	<b>23,841</b>
<b>Carrying amount end of year</b>	<b>48,560,611</b>	<b>23,841</b>

A specification of investments in subsidiaries and associates is evident from the notes to the consolidated financial statements.

Investments in associates	Registered in	Ownership %
Hair by Jost ApS	Denmark	33.33

## 5 Employees

The Entity has no employees other than the Executive Board. The Executive Officer has not received any remuneration.

## 6 Contingent assets

The company has not recognised deferred tax asset of USD 1,660 thousand corresponding to USD 7,546 thousand in tax losses carryforward. The tax asset is not recognised in the statement of financial position, as uncertainty exists about the measurement of the net realizable value of the asset as a result of uncertainty about the time-scale for the carryforward of tax losses.

## 7 Contingent liabilities

The Entity participates in a Danish joint taxation arrangement in which EMKL Holding ApS serves as the administration company. According to the joint taxation provisions of the Danish Corporation Tax Act, the Entity is therefore secondarily liable for income taxes etc. for the jointly taxed entities, limited to the equity interest by which the Entity participates in the Group, EMKL Holding ApS and also secondarily liable for obligations, if any, relating to the withholding of tax on interest, royalties and dividends for the jointly taxed entities. The jointly taxed entities' total known net liability under the joint taxation arrangement is disclosed in the administration company's financial statements.

## 8 Related parties with controlling interest

EMKL Holding ApS, Amaliegade 42, Copenhagen, Denmark owns the majority share in the Entity, thus exercising control.

## 9 Non-arm's length related party transactions

Besides the transactions highlighted in the auditor's report on page 6, all other transactions are conducted on arm's length basis.

# Accounting policies

## Reporting class

This annual report has been prepared in accordance with the provisions of the Danish Financial Statements Act governing reporting class C enterprises (medium).

The accounting policies applied to these consolidated financial statements and parent financial statements are consistent with those applied last year.

## Material errors in previous years

The parent financial statements of HairClinic Group prepared under Danish law contain a material error due to the incorrect application of the currency conversion method. The company should have used the temporal method for converting foreign currency transactions and balances, but instead, the end rate method was applied.

The reason for this is that companies reporting under the Danish Financial Statements Act must have the same functional currency as the presentation currency. This means that if a company records transactions in DKK, but the company's functional currency is USD, the company must convert using the temporal method.

### Description of the Method:

The temporal method requires monetary assets and liabilities to be converted at the exchange rate prevailing at the balance sheet date, while non-monetary items are converted at historical exchange rates. Conversely, the end rate method converts all assets and liabilities at the exchange rate prevailing at the balance sheet date.

### Impact on Assets and Liabilities:

Changing the currency conversion method has the following consequences for the company's assets and liabilities:

The parent company's equity is undervalued by a total of 4,931 thousand USD as of 31.12.2023.

The parent company's investment assets is undervalued by a total of 4,931 thousand USD as of 31.12.2023.

The net profit for the year 2023 is affected by 273 thousand USD.

## Recognition and measurement

Assets are recognised in the balance sheet when it is probable as a result of a prior event that future economic benefits will flow to the Entity, and the value of the asset can be measured reliably.

Liabilities are recognised in the balance sheet when the Entity has a legal or constructive obligation as a result of a prior event, and it is probable that future economic benefits will flow out of the Entity, and the value of the liability can be measured reliably.

On initial recognition, assets and liabilities are measured at cost. Measurement subsequent to initial recognition is effected as described below for each financial statement item.

Anticipated risks and losses that arise before the time of presentation of the annual report and that confirm or invalidate affairs and conditions existing at the balance sheet date are considered at recognition and measurement.

Income is recognised in the income statement when earned, whereas costs are recognised by the amounts attributable to this financial year.

### **Consolidated financial statements**

The consolidated financial statements comprise the Parent and the group enterprises (subsidiaries) that are controlled by the Parent. Control is achieved by the Parent, either directly or indirectly, holding more than 50% of the voting rights or in any other way possibly or actually exercising controlling influence. Enterprises in which the Group, directly or indirectly, holds between 20% and 50% of the voting rights and exercises significant, but not controlling, influence are regarded as associates.

### **Basis of consolidation**

The consolidated financial statements are prepared on the basis of the financial statements of the Parent and its subsidiaries. The consolidated financial statements are prepared by combining uniform items. On consolidation, intra-group income and expenses, intra-group accounts and dividends as well as profits and losses on transactions between the consolidated enterprises are eliminated. The financial statements used for consolidation have been prepared applying the Group's accounting policies.

Subsidiaries' financial statement items are recognised in full in the consolidated financial statements. Minority interests' pro rata shares of the profit/loss and the net assets are disclosed as separate items in Management's proposal for the distribution of net profit/loss and equity, respectively.

Investments in subsidiaries are offset at the pro rata share of such subsidiaries' net assets at the acquisition date, with net assets having been calculated at fair value.

### **Business combinations**

Newly acquired or newly established enterprises are recognised in the financial statements from the time of acquiring or establishing such enterprises. Divested or wound-up enterprises are recognised in the income statement up to the time of their divestment or winding-up.

The purchase method is applied at the acquisition of new enterprises, under which identifiable assets and liabilities of these enterprises are measured at fair value at the acquisition date. Provisions for costs of restructuring of the enterprise acquired are only made in so far as such restructuring was decided by the enterprise acquired prior to acquisition. Allowance is made for the tax effect of restatements.

Positive differences in amount (goodwill) between cost of the acquired share and fair value of the assets and liabilities taken over are recognised in intangible assets, and they are amortised systematically over the income statement based on an individual assessment of their useful lives. If the useful life cannot be estimated reliably, it is fixed at 10 years. Useful life is reassessed annually.

### **Income statement**

#### **Gross profit or loss**

Gross profit comprises the revenue, changes in inventories of finished goods and external costs.

#### **Revenue**

Revenue from the sale of manufactured goods and goods for resale is recognised in the income statement when delivery is made and risk has passed to the buyer. Revenue from the sale of services is recognised in the income statement when delivery is made to the buyer. Revenue is recognised net of VAT, duties and sales

discounts and is measured at fair value of the consideration fixed.

**Other operating income**

Other operating income comprises income of a secondary nature as viewed in relation to the Entity's primary activities, including profit from the sale of intangible assets and property, plant and equipment.

**Cost of sales**

Cost of sales comprises goods consumed in the financial year measured at cost, adjusted for normal inventory writedowns.

**Other external expenses**

Other external expenses include expenses relating to the Entity's ordinary activities, including expenses for premises, stationery and office supplies, marketing costs, etc. This item also includes writedowns of receivables recognised in current assets.

**Staff costs**

Staff costs comprise wages and salaries, and social security contributions, pension contributions, etc. for entity staff.

**Depreciation, amortisation and impairment losses**

Depreciation, amortisation and impairment losses relating to plant and equipment and intangible assets comprise depreciation, amortisation and impairment losses for the financial year, and gains and losses from the sale of intangible assets and plant and equipment.

**Other operating expenses**

Other operating expenses comprise expenses of a secondary nature as viewed in relation to the Entity's primary activities.

**Other financial income**

Other financial income comprises interest income, including interest income on receivables from group enterprises, exchange gains, bank interest and tax relief under the Danish Tax Prepayment Scheme etc.

**Financial expenses from group enterprises**

Financial expenses from group enterprises comprise interest expenses etc. from payables to group enterprises.

**Other financial expenses**

Other financial expenses comprise interest expenses, including interest expenses on payables to group enterprises, exchange losses, bank interest and tax surcharge under the Danish Tax Prepayment Scheme etc.

**Tax on profit/loss for the year**

Tax for the year, which consists of current tax for the year and changes in deferred tax, is recognised in the income statement by the portion attributable to the profit for the year and recognised directly in equity by the portion attributable to entries directly in equity.

**Balance sheet****Goodwill**

Goodwill is the positive difference between cost and fair value of assets and liabilities arising from acquisitions. Goodwill is amortised straight-line over its estimated useful life, which is fixed based on the experience gained by Management for each business area. For goodwill the useful life has been determined based on an assessment

of whether the enterprises are strategically acquired enterprises with a strong market position and a long-term earnings profile and whether the amount of goodwill includes intangible resources of a temporary nature that cannot be separated and recognised as separate assets. Useful lives are reassessed annually. The amortisation periods used are 10 years.

Goodwill is written down to the lower of recoverable amount and carrying amount.

### **Intellectual property rights etc.**

Intellectual property rights etc. comprise completed development projects and acquired intellectual property rights and assets.

Development projects on clearly defined and identifiable products and processes, for which the technical rate of utilisation, adequate resources and a potential future market or development opportunity in the enterprise can be established, and where the intention is to manufacture, market or apply the product or process in question, are recognised as intangible assets. Other development costs are recognised as costs in the income statement as incurred. When recognising development projects as intangible assets, an amount equalling the costs incurred less deferred tax is taken to equity in the reserve for development costs that is reduced as the development projects are amortised and written down.

The cost of development projects comprises costs such as salaries and amortisation that are directly and indirectly attributable to the development projects.

Completed development projects are amortised on a straight-line basis using their estimated useful lives which are determined based on a specific assessment of each development project. The amortisation periods used are 10 years.

Intellectual property rights acquired are measured at cost less accumulated amortisation. The amortisation periods used are 10 years.

Intellectual property rights etc. are written down to the lower of recoverable amount and carrying amount.

### **Plant and equipment**

Plant and machinery, and other fixtures and fittings, tools and equipment are measured at cost less accumulated depreciation and impairment losses.

Cost comprises the acquisition price, costs directly attributable to the acquisition and preparation costs of the asset until the time when it is ready to be put into operation.

The basis of depreciation is cost less estimated residual value after the end of useful life. Straight-line depreciation is made on the basis of the following estimated useful lives of the assets:

	<b>Useful life</b>
Other fixtures and fittings, tools and equipment	3-5 years
Leasehold improvements	3-5 years

For leasehold improvements and assets subject to finance leases, the depreciation period cannot exceed the contract period.

Estimated useful lives and residual values are reassessed annually.

Items of plant and equipment are written down to the lower of recoverable amount and carrying amount.

**Investments in group enterprises**

Investments in group enterprises are measured at cost. Investments are written down to the lower of recoverable amount and carrying amount.

**Investments in associates**

Investments in associates are measured at cost. Investments are written down to the lower of recoverable amount and carrying amount.

Investments in associates fall within the definitions of both participating interests and associates, yet in these consolidated financial statements they have been presented as investments in associates because this designation reflects more accurately the Group's involvement in the relevant entities.

**Inventories**

Inventories are measured at the lower of cost using the FIFO method and net realisable value.

Cost consists of purchase price plus delivery costs. Cost of manufactured goods and work in progress consists of costs of raw materials, consumables, direct labour costs and indirect production costs.

Indirect production costs comprise indirect materials and labour costs, costs of maintenance of, depreciation on machinery, factory buildings and equipment used in the manufacturing process, and costs of factory administration and management. Finance costs are not included in cost.

The net realisable value of inventories is calculated as the estimated selling price less completion costs and costs incurred to execute sale.

**Receivables**

Receivables are measured at amortised cost, usually equalling nominal value, less writedowns for bad and doubtful debts.

**Joint taxation contributions payable or receivable**

Current joint taxation contributions payable or receivable are recognised in the balance sheet, stated as tax computed on this year's taxable income, adjusted for prepaid tax. For tax losses, joint taxation contributions receivable are only recognised if such losses are expected to be used under the joint taxation arrangement.

**Prepayments**

Prepayments comprise incurred costs relating to subsequent financial years. Prepayments are measured at cost.

**Cash**

Cash comprises cash in hand and bank deposits.

**Other financial liabilities**

Other financial liabilities are measured at amortised cost, which usually corresponds to nominal value.

**Deferred income**

Deferred income comprises income received for recognition in subsequent financial years. Deferred income is measured at cost.

**Cash flow statement**

The cash flow statement shows cash flows from operating, investing and financing activities, and cash and cash equivalents at the beginning and the end of the financial year.

Cash flows from operating activities are presented using the indirect method and calculated as the operating profit/loss adjusted for non-cash operating items, working capital changes, and financial income, financial expenses and income tax paid.

Cash flows from investing activities comprise payments in connection with acquisition and divestment of enterprises, activities and fixed asset investments, and purchase, development, improvement and sale, etc. of intangible assets and property, plant and equipment.

Cash flows from financing activities comprise changes in the size or composition of the contributed capital and related costs, and the raising of loans, repayments of interest-bearing debt, including lease liabilities, purchase of treasury shares and payment of dividend.

Cash and cash equivalents comprise cash and short-term securities with an insignificant price risk.