

# Kevin Murphy Europe A/S

Refshalevej 163A, 2. tv.

1432København K

CVR No. 38691473

## Annual Report 2024/25

The Annual Report was presented and  
adopted at the Annual General Meeting of  
the Company on 17 September 2025

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Tyler Wade Doveton  
Chairman

**Contents**

Company Information	3
Management's Statement	4
Independent Auditors' Report	5
Management's Review	8
Key Figures and Financial Ratios	14
Accounting Policies	15
Income Statement	20
Balance Sheet	21
Statement of changes in Equity	23
Cash Flow Statement	24
Notes	25

**Company details**

**Company** Kevin Murphy Europe A/S  
Refshalevej 163A, 2. tv.  
1432København K

CVR No. 38691473  
Date of formation 6 June 2017  
Registered office København  
Financial year 1 July 2024 - 30 June 2025

**Supervisory Board** Richard McAllister  
Loui Piva  
Elizabeth Anne Milner  
Tyler Wade Doveton

**Executive Board** Nicolas Robert Krafft  
Richard McAllister

**Auditors** KRESTON CM  
Statsautoriseret Revisionsinteressentskab  
Adelgade 15  
1304København K  
CVR-no.: 39463113

**Bank** Sydbank

## Management's Statement

Today, Management has considered and adopted the Annual Report of Kevin Murphy Europe A/S for the financial year 1 July 2024 - 30 June 2025.

The Annual Report is presented in accordance with the Danish Financial Statements Act.

In our opinion, the Financial Statements give a true and fair view of the assets, liabilities and financial position of the Company at 30 June 2025 and of the results of the Company's operations and cash flow for the financial year 1 July 2024 - 30 June 2025.

In our opinion, the 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, 10 September 2025

### Executive Board

Nicolas Robert Krafft  
Man. Director

Richard McAllister  
Manager

### Supervisory Board

Richard McAllister  
Chairman

Loui Piva  
Member

Elizabeth Anne Milner  
Member

Tyler Wade Doveton  
Member

## Independent Auditors' Report

### To the shareholders of Kevin Murphy Europe A/S

#### Opinion

We have audited the financial statements of Kevin Murphy Europe A/S for the financial year 1 July 2024 - 30 June 2025, which comprise an income statement, balance sheet, statement of changes in equity, cash flows and notes. The financial statements are prepared in accordance with the Danish Financial Statements Act.

In our opinion, the financial statements give a true and fair view of the Company's financial position at 30 June 2025 and of the results of its operations and cash flows for the financial year 1 July 2024 - 30 June 2025 in accordance with the Danish Financial Statements Act.

#### Basis of opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs) and additional requirements applicable in Denmark. Our responsibility under those standards and requirements are further described in the "Auditors' responsibility 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 (including International Independence Standards) (IESBA Code) together with the ethical requirements that are relevant to our audit of the financial statement 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 responsibility 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 considers 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 either liquidate the Company or suspend operations, or has no realistic alternative but to do so.

#### The auditor's responsibility for the audit of the financial statements

Our responsibility is to obtain reasonable assurance as to whether the financial statements are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is no guarantee that an audit conducted in accordance with ISAs and additional requirements applicable in Denmark will always detect material misstatements. Misstatements can arise from fraud or error and can be considered material if it would be reasonable to expect that these - either individually or collectively - could influence the economic decisions taken by the users of financial statements on the basis of these financial statements.

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

\* Identify and assess the risk of material misstatements in 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 a material misstatement resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations or override of internal control.

## Independent Auditors' Report

\* 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 whether the accounting policies used are appropriate and whether the accounting estimates and the related disclosures made by Management are reasonable.

\* Conclude on whether Management's use of the going concern basis of accounting in preparing the financial statements is appropriate and, based on the audit evidence obtained, conclude on whether a material uncertainty exists relating to events or conditions, which could 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 auditors' 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 auditors' report. However, future events or conditions may imply that the Company can no longer remain a going concern.

\* Evaluate the overall presentation, structure and contents of the financial statements, including note disclosures, and whether the financial statements reflect 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 which we identify during our audit.

### Statement on Management's Review

Management is responsible for the Management's review.

Our opinion on the financial statements does not cover the Management's review, and we do not express any form of opinion providing assurance regarding the Management's review.

Our responsibility in connection with our audit of the financial statements is to read the Management's review and, in doing so, consider whether the Management's review is materially inconsistent with the financial statements or with the knowledge we have gained during the audit, or otherwise appears to be materially misstated.

Moreover, it is our responsibility to consider whether the Management's review meets the disclosure requirements in the Danish Financial Statements Act.

Based on our procedures, we are of the opinion that the Management's review is in accordance with the financial statements and has been prepared in accordance with the requirements in the Danish Financial Statements Act. In our opinion, the Management's review is not materially misstated.

Copenhagen, 10 September 2025

### KRESTON CM

Statsautoriseret Revisionsinteressentskab

CVR-no. 39463113

Bent Kofoed

State Authorised Public Accountant

**Independent Auditors' Report**

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## Management's Review

### The Company's principal activities

The Company's principal activities consist of promotion and sale of products for the professional hair care/hairstyling market in Europe.

### Insecurity regarding recognition or measurement

There is no material insecurity regarding recognition or measurement.

### Exceptional circumstances

No exceptional circumstances have affected recognition or measurement.

### Development in the activities and the financial situation of the Company

The Company's Income Statement of the financial year 1 July 2024 - 30 June 2025 shows a result of EUR -213.907 and the Balance Sheet at 30 June 2025 total assets of EUR 32.145.911 and equity of EUR 19.583.504.

### Post financial year events

After the end of the financial year, no events have occurred which may change the financial position of the entity substantially.

### Expectations for the future

The company's management expects a growth in net turnover of 4 % and a profit margin of -10 %.

The company's management expects an EBIT profit of EUR 18,900,000 for FY26.

### Knowledge and know-how resources

The company sells products developed in cooperation with its parent company and the rest of the group. Since the company's activities consist of promotion and sale of products, no special knowledge resource is connected to this activity.

The company's most dominant resource is its employees. The ongoing development of employees' competencies through professional challenges and a good social environment is given high priority.

### Environmental issues

The company is continuously working to minimize and mitigate its pollution of land, water and air or emissions that in any case affect the environment. The company has no production activity in Denmark and thus poses very little environmental risk.

### Research and development activities

There are no research and development activities in or for the Company.

### Branches abroad

There are no branches abroad.

### Net profit for the year compared with expected developments in the most recently published annual report

The management's expectation for the year was that the company would maintain a high level of activity, with a higher focus, to make each activity more profitable.

activity, with a higher focus, to make each activity more profitable.

The management's expectations for the year were a growth in net turnover of 4 % and a profit margin of 8 % with a profit from EBIT of EUR 20,000,000.

The company has not succeeded in maintaining a high level of activity and has not achieved satisfactory earnings as expected.

## Management's Review

The company has decline 4% on turnover compared with FY24 due to targets from distributors that have not been met, and the business has experienced warehouse delays to fulfill orders. EBIT is 14% lower due to Provision for Impairment of loans was made, lower IC Sales, therefore KMEU charged less commission and Consultant fees increased due to local laws. Net Result was 5.3m eur lower due to higher IC Service fees during FY25 due to change of base of calculation, KMEU revaluated the IC loans to USD increasing the currency loss.

### Risks

#### *General risk*

The group's most significant operational risk is related to its ability to be strongly positioned in the key markets. Furthermore, it is crucial for the group to continuously stay ahead of developments of hair products.

#### *Currency risks*

The company is minimal risk to currency risks in respect of current operations. The company bills in EUR and USD, whereas all purchases are primarily in EUR and USD and operating costs are in DKK. Other than that, the company has no significant risks relating to its operations.

#### *Interest Rate Risks*

Moderate changes in the interest rate level will not have any significant direct impact on earnings. Interest rate positions are entered into to hedge interest rate risks.

#### *Credit risks*

The group does not have significant risks related to a single customer or partner. The company's policy for assuming credit risks involves ongoing credit assessments of all major customers and other partners.

### Corporate social responsibility

#### *Business model*

Kevin Murphy Europe A/S' principal activities consist of promotion and sale of products for the professional hair care/ hairstyling market in Europe.

The products are sold through a network of external regional distributors ("Distributor Network"), who then sell to major retail customers ("Salons").

Kevin Murphy Europe A/S wants to use the existing Distributors to reinforce the existing channel with our distributors to consolidate existing salons and new ones, also to find potential new Distributors partners in EMEA.

Kevin Murphy Europe A/S offers a full education program and support making a huge focus on the products, education and consolidate Hair Care and Color.me support with innovative products.

#### *Significant risks related to corporate social responsibility*

Kevin Murphy Europe A/S regularly evaluate the most significant risks to the company's existence, operations, and growth opportunities. FY2024/25 marked a significant milestone in Kevin Murphy Group's (KMG) sustainability journey, having completed a Double Materiality Assessment (DMA) aligned with Corporate Sustainability Reporting Directive (CSRD) requirements. The DMA process identified that KMG has relevant impacts, risks and opportunities (IRO's) across European Sustainability Reporting Standard (ESRS) topics. This triggers a reporting requirement under CSRD for Kevin Murphy Europe A/S for FY2025/26.

As part of Kevin Murphy Europe A/S' environmental and social responsibility, the group focuses on the climate impact of the group's products and transportation. Kevin Murphy Europe A/S chooses to maximize the production by regions and warehouse storage to minimize global transport between regions. One of the key initiatives for the coming financial year is to gain an improved understanding of the group's climate baseline. This will enable the group to have a stronger understanding of our footprint and provide more comprehensive data along with our various initiatives already in place.

## Management's Review

No significant risks related to human rights and anti-corruption have been identified. The primary reason for this is that Kevin Murphy Europe A/S conducts business in countries where the group has great confidence that the respective countries' administration of social taxes and corporate tax flows generated by Kevin Murphy Europe A/S activities are managed with the aim of minimizing obstacles that may hinder free market conditions and strengthening the integrity of society. Additionally, these countries have authorities that oversee business compliance with the law, and labor market stakeholders negotiate working conditions, including human rights aspects. Furthermore, KMG has undertaken a human rights due diligence to assess risks in the groups subsidiaries.

Kevin Murphy Europe A/S is B2B-oriented, often dealing with well-known industry clients, which is why attempts at corruption are rare, and the company has not experienced any such incidents. Therefore, there is no assessment of risks to an extent that necessitates the establishment of policies in the areas of human rights and anti-corruption.

### *Policies*

Kevin Murphy Europe A/S's policies related to corporate social responsibility include our environmental and climate policy and our occupational health and safety policy. Our environmental and climate policy is based on environmentally and energy responsible operations and is an integral part of the group's objectives for product quality conditions. Our occupational health and safety policy aims to achieve continuous improvements in employee safety, health, and overall satisfaction.

Kevin Murphy Europe A/S is aware of the group's corporate social responsibility in the regions and countries where the group operates its activities.

The group conducts its operations in accordance with national and local laws and regulations concerning employee social conditions, environmental and climate issues, as well as all corporate and tax matters.

### *Activities*

In relation to occupational health and safety, we systematically work on continuous improvements in all group companies. Ongoing occupational health and safety surveys are conducted in accordance with the respective countries' legislation. Management's assessment is that the working environment is at a satisfactory level.

Concerning corporate social responsibility in other countries, the senior management closely monitors developments.

### *Results*

Management assesses that the work on environmental and occupational health and safety positively contributes to the company's reputation and efficiency. Kevin Murphy Europe A/S has improved its performance on key environmental and occupational health and safety indicators in recent years.

## Human rights

The group's corporate social responsibility policies include human rights policies. It is the group's intention to ensure that suppliers' employees have the right to establish trade unions, that men and women are employed on equal terms, and that suppliers do not engage in child labor.

### **Target figures and policies for the underrepresented gender**

Quote from the European Convention on Human Rights

#### "Prohibition of Discrimination

The enjoyment of the rights and freedoms set forth in this Convention shall be secured without discrimination on any ground such as sex, race, color, language, religion, political or other opinion, national or social origin, association with a national minority, property, birth, or other status."

Source: (The European Convention on Human Rights, Article 14)

Kevin Murphy Europe A/S' goal is to achieve a balanced gender composition in the top management of the group, while also taking into consideration that the most suitable person, is appointed to lead the group.

#### *Target figure for the executive board*

The executive board Kevin Murphy Europe A/S, currently consists of 4 members, with 3 being male and 1 being female. The composition of the executive board remains unchanged compared to last year. The company has set a goal to achieve an executive board composition of approximately 33/66% (female/men) by the end of 2025 and 33/66% (female/men) by the end of 2026.

## Management's Review

### *Statement on the Underrepresented Gender in the Group*

Group has chosen to set and report targets solely for the underrepresented gender in the management in the companies within the group that, by virtue of their accounting class, are subject to SEL § 139 and ÅRL § 99 b.

The policy, efforts, and results mentioned above for increasing women's representation at management level include all companies within the group that are required to report in accordance with ÅRL § 99 b.

### **Data ethics**

The group focuses on data ethics issues in the company's economic activities, where data is collected, processed, and used solely for ethical and financially responsible purposes. If the group increasingly implements and utilizes algorithms for data analysis in the future, a specific data ethics policy will be developed and implemented. In the immediate future, the group will only focus on enhancing compliance with data protection laws and the protection of critical business data of customers, suppliers, and other business partners.

## Key Figures and Financial Ratios

The development in the Company's key figures and financial ratios can be described as follows:

	2024/25	2023/24	2022/23	2021/22	2020/21
Income Statement					
Net turnover	52.916.515	55.592.147	55.043.629	45.408.282	38.714.891
EBITDA	2.569.071	6.765.733	9.510.011	7.212.990	9.467.930
Operating profit/loss	512.041	6.433.425	7.729.650	7.205.243	9.464.030
Net financial income and expenses	-214.378	236.101	-94.139	-1.223.766	283.979
Profit/loss before tax	297.663	6.669.526	7.635.511	5.981.477	9.748.009
Tax	-511.570	-1.537.225	-1.972.469	-1.343.307	-2.145.708
Profit/loss for the year	-213.907	5.132.301	5.663.042	4.638.170	7.602.301
Balance					
Investment in non-current assets	8.894	100.229	89.306	23.863	0
Total fixed assets	4.899.877	3.782.309	2.883.288	61.408	43.195
Current assets	27.246.034	25.807.973	24.625.673	24.095.371	22.048.189
Total assets	32.145.911	29.590.282	27.508.961	24.156.779	22.091.384
Total equity	19.583.504	19.797.411	14.665.110	14.752.069	14.554.950
Provision for deferred tax	0	0	0	0	0
Total liabilities	12.562.407	9.792.871	12.843.851	9.404.710	7.536.435
Total equity and liabilities	32.145.911	29.590.282	27.508.961	24.156.779	22.091.384
Key figures					
Profit margin (%)	0,97	11,57	14,04	15,87	24,45
Return on equity (ROE) (%)	-1,09	29,78	38,50	69,32	61,83
Return on capital employed (%)	1,66	22,53	29,92	56,48	49,45
Acid test ratio	264,08	290,19	214,31	256,21	293,00
Equity interest (equity ratio) (%)	60,92	66,91	53,31	61,07	65,89

For definitions of key ratios, see Accounting and Valuation Principles

## Accounting Policies

### Reporting Class

The annual report of Kevin Murphy Europe A/S for 2024/25 has been presented in accordance with the provisions of the Danish Financial Statements Act applying to large enterprises of reporting class C.

The accounting policies applied remain unchanged from last year.

### Reporting currency

The annual report is submitted in EUR.

The exchange rate as per 30 June 2025 is 746,09 DKK for 100 EUR.

### Translation policies

Transactions in foreign currencies are translated into EUR at the exchange rate prevailing at the date of transaction. Monetary assets and liabilities in foreign currencies are translated into EUR based on the exchange rates prevailing at the balance sheet day. Realised and unrealised foreign exchange gains and losses are included in the income statement under financial income and expenses.

## General information

### Basis of recognition and measurement

The financial statement have been prepared under the historical cost principle.

Income is recognised in the income statement as it is earned, including value adjustments of financial assets and liabilities that are measured at fair value or amortized cost. Moreover, all expenses incurred to achieve the earnings for the year are recognised in the income statement, including depreciation, amortization, 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 accrue 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 attributable to the asset will flow out of the Company, and the value of the liability can be measured reliably.

At initial recognition, assets and liabilities are 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 term. Amortised cost is calculated as original cost less repayments and with the addition/deduction of the accumulated amortisation of the difference between the cost and the nominal amount. This way, exchange losses and gains are allocated over the term.

In connection with recognition and measurement, consideration is given to predictable losses and risks occurring prior to the presentation of the financial statement, i.e. losses and risks which prove or disprove matters which exist at the balance sheet date.

## Accounting Policies

### Income statement

#### Revenue

Revenue is recognised when control of the goods has been transferred to the customer, being the point in time when the goods have been shipped. Based on the terms of the contract, at the time the goods are shipped, the customer is deemed to have accepted the products and therefore assumes any related inventory risk (e.g. obsolescence or other loss).

Goods are often sold to customers with volume discounts, which are based on minimum sales quantities over a 12-month period. Revenue from these sales is measured at the price specified in the contract, net of any estimated volume discounts, and includes associated shipping income. The Group uses its cumulative knowledge and experience in estimating expected volume discounts and applies the expected value method.

#### Other operating income

Other operating income comprises items of a secondary nature to the activities of the enterprises, including profits on sale of intangible and tangible assets and refunds from public authorities.

#### Raw materials and consumables used

Costs for raw materials and consumables comprise the cost of goods purchased less discounts, costs subcontractors and change in inventories for the year.

#### Other external expenses

Other external expenses include expenses for distribution, sales, advertising, administration, premises, bad debts, operating leasing expenses etc.

#### Staff costs

Staff costs include wages and salaries including compensated absence and pension to the Companies employees, as well as other social security contributions etc.

Other staff expenses are recognised in other external expenses.

#### Amortisation and impairment of tangible and intangible assets

Amortization and impairment of intangible assets, property, plant and equipment has been performed based on a continuing assessment of the useful life of the assets in the Company. Non-current assets are amortized on a straight line basis, based on cost, on the basis of the following assessment of useful life and residual values:

	Useful life	Residual value
Other fixtures and fittings, tools and equipment	3-10 years	0%
Leasehold improvements	3 years	0%

Profit or loss resulting from the sale of intangible assets or property, plant and equipment is determined as the difference between the selling price less selling costs and the carrying amount at the date of sale, and is recognised in the income statement under other operating income or expenses.

#### Financial income and expenses

Financial income and expenses are recognised in the income statement based at the amounts that concern the financial year. Financial income and expenses include interest revenue and expenses, financial expenses of finance leases, realised and unrealised capital gains and losses regarding securities, accounts payable and transactions in foreign currencies, repayment on mortgage loans, and surcharges and allowances under the advance-payment of tax scheme.

## Accounting Policies

Dividends from other investments are recognised as income in the financial year in which the dividends are declared.

### Tax on net profit for the year

Tax on net profit/loss for the year comprises current tax on expected taxable income of the year and the year's adjustment of deferred tax less the part of the tax of the year that relates to changes in equity. Current and deferred tax regarding changes in equity is recognised directly in equity.

The Company and the Danish associates are taxed jointly. The Danish income tax is distributed between profit- and loss-making Danish enterprises in relation to their taxable income (full distribution).

## Balance sheet

### Property, plant and equipment

Property, plant and equipment are measured at cost on initial recognition and subsequently at cost less accumulated depreciation and impairment losses.

The depreciable amount is calculated taking into consideration the residual value of the asset at the end of its useful life, reduced by impairment losses, if any. The depreciation period and the residual value are determined at the data of acquisition. If the residual value exceeds the carrying amount of the asset, depreciation is discontinued.

In case of changes in depreciation period or residual value, the effect of a change in depreciation period is recognised prospectively in accounting estimates.

Cost includes the purchase price and expenses directly related to the acquisition until the time when the asset is ready for use. The cost of self-constructed assets includes costs for materials, components, subcontractors, direct payroll costs and indirect production costs.

The cost of composite asset is disaggregated into components, which are separately depreciated if the useful lives of the individual component differ.

### Long term investments and receivables

#### Other investments

Investments in unlisted companies are recognised in the balance sheet at cost. The cost includes the purchase consideration calculated at fair value plus direct acquisition costs. Where the net realizable value is lower than cost, the investments are written down to this lower value. Realised and unrealised capital gains and losses are recognised in the income statement.

### Inventories

Inventory consists of finished goods and raw materials and are measured at standard cost.

A standard cost system determines inventory unit cost based on certain reasonable historical or expected cost, which are based on management's industry experience and expertise. Costs are assigned to individual items of inventories on the basis of the direct materials, direct labour and overhead.

Where necessary, allowance is provided for damaged, obsolete and slow-moving items to adjust the carrying value of inventories to the lower of cost or net realisable value. The Group estimates the net realisable value of slowmoving inventory on a product-by-product basis and charges the excess of cost over net realisable value of cost of goods sold. Net realisable value is the estimated selling price in the ordinary course of business, less estimated costs of completion and the estimated costs necessary to make the sale.

### Receivables

## Accounting Policies

Receivables are measured at amortized cost which usually corresponds to the nominal value. The value is reduced by write-downs for expected bad debts.

### Accrued income, assets

Accrued income recognised in assets comprises prepaid costs regarding subsequent financial years.

### Other Receivables

Other receivables are other debit which does not derive from accounts receivables.

### Cash and cash equivalents

Cash and cash equivalents comprise cash at bank and in hand as well as short-term securities with a term of less than three months which can be converted directly into cash at bank and in hand and involve only an insignificant risk of value changes.

### Equity

Equity comprises the working capital and a number of equity items that may be statutory or stipulated in the articles of association.

### Provisions

#### Deferred tax

Deferred tax and the associated adjustments for the year are determined according to the liability method as the tax base of all temporary differences between carrying amounts and the tax bases of assets and liabilities.

Deferred tax assets, including the tax base of tax losses allowed for carryforward, are recognised at the value at which they are expected to be used, either by elimination in tax on future earnings or by set-off against deferred tax liabilities in enterprises within the same legal entity and jurisdiction.

Deferred tax is measured on the basis of the tax rules and tax rates that will be effective under the legislation applicable at the balance sheet date when the deferred tax is expected to crystallize as current tax.

#### Current tax liabilities

Current tax liabilities and current tax receivables are recognised in the balance sheet as estimated income tax charge for the year, adjusted for prior-year taxes and tax paid on account.

### Liabilities

Financial liabilities are recognised initially at the proceeds received net of transaction expenses incurred. In subsequent periods, financial liabilities are measured at amortized cost, corresponding to the capitalized value using the effective interest method, so that the difference between the proceeds and the nominal value is recognised in the income statement over the life of the financial instrument.

Mortgage debt is accordingly measured at amortized cost, corresponding to the outstanding balance in case of cash loans. In case of bond loans, amortized cost corresponds to the outstanding balance determined as the underlying cash value of the loans at the time of borrowing adjusted for amortisation of capital losses on the loans over the repayment period.

Other liabilities are measured at net realisable value.

#### Other payables

Other payables are measured at amortized cost, which usually corresponds to the nominal value.

#### Contingent assets and liabilities

Contingent assets and liabilities are not recognised in the Balance Sheet but appear only in the notes.

## Accounting Policies

### Accounting policies cash flow statement

The cash flow statement shows the Company's cash flows for the year broken down by operating, investing and financing activities, changes for the year in cash and cash equivalents as well as the Company's cash and cash equivalents at the beginning and end of the year.

Cash flow from the operating activity is determined as the profit/loss for the year adjusted for changes in working capital and non-cash income statement items such as amortization and impairment losses and provisions. The working capital comprises current assets less short-term liabilities, exclusive of the items that are included in cash and cash equivalents.

Cash flow from the investing activity comprises cash flows from purchase and sale of intangible assets and property, plant and equipment as well as investments.

Cash flow from the financing activity comprises cash flows from raising and repaying long-term liabilities and payments to and from the owners.

Cash and cash equivalents comprise cash at bank and in hand as well as short-term securities with a term of less than three months which can be converted directly into cash at bank and in hand and involve only an insignificant risk of value changes.

### Explanation of financial ratios

Profit margin	=	$\frac{\text{Operating profit (EBIT)} \times 100}{\text{Revenue}}$
Return on equity (%)	=	$\frac{\text{Profit/loss for the year}}{\text{Avg. equity}}$
Return on capital employed (%)	=	$\frac{(\text{Operating profit} + \text{Financial income}) \times 100}{\text{Avg. assets}}$
Acid test ratio	=	$\frac{\text{Total current assets}}{\text{Short-term liabilities}}$
Equity interest (equity ratio) (%)	=	$\frac{\text{Total equity} \times 100}{\text{Total equity and liabilities}}$

## Income Statement

	Note	2024/25 EUR	2023/24 EUR
Revenue	1	52.916.515	55.592.147
Other operating income		3.337.112	5.485.276
Cost of goods sold		-27.390.653	-32.267.093
Other external expenses		-21.176.615	-17.334.249
<b>Gross profit</b>		<b>7.686.359</b>	<b>11.476.081</b>
Other employee expense	2	-5.117.288	-4.710.348
Depreciation, amortisation expense and impairment losses of property, plant and equipment and intangible assets recognised in profit or loss		-63.257	-58.197
Writedowns of current assets, that exceed normal writedowns	3	-1.993.773	-274.111
<b>Profit from ordinary operating activities</b>		<b>512.041</b>	<b>6.433.425</b>
Finance income	4	476.177	371.904
Finance expenses	5	-690.555	-135.803
<b>Profit from ordinary activities before tax</b>		<b>297.663</b>	<b>6.669.526</b>
Tax expense on ordinary activities	6	-511.570	-1.537.225
<b>Profit</b>	7	<b>-213.907</b>	<b>5.132.301</b>

## Balance Sheet as of 30 June

	Note	2025 EUR	2024 EUR
<b>Assets</b>			
Fixtures, fittings, tools and equipment	8	14.045	18.450
Leasehold improvements	9	52.550	102.508
<b>Property, plant and equipment</b>		<b>66.595</b>	<b>120.958</b>
Long-term receivables from group enterprises	10	4.779.926	3.603.639
Deposits	11	53.356	57.712
<b>Investments</b>		<b>4.833.282</b>	<b>3.661.351</b>
<b>Fixed assets</b>		<b>4.899.877</b>	<b>3.782.309</b>
Manufactured goods and goods for resale		13.686.973	10.424.038
Prepayments for goods		295.639	1.593.721
<b>Inventories</b>		<b>13.982.612</b>	<b>12.017.759</b>
Short-term trade receivables		6.757.559	7.312.571
Short-term receivables from group enterprises		3.892.360	5.313.070
Deferred tax asset	12	20.398	15.987
Other receivables		544.763	573.460
Short-term tax receivables		436.158	0
Deferred income assets	13	29.141	451.165
<b>Receivables</b>		<b>11.680.379</b>	<b>13.666.253</b>
<b>Cash and cash equivalents</b>		<b>1.583.043</b>	<b>123.961</b>
<b>Current assets</b>		<b>27.246.034</b>	<b>25.807.973</b>
<b>Assets</b>		<b>32.145.911</b>	<b>29.590.282</b>

## Balance Sheet as of 30 June

	Note	2025 EUR	2024 EUR
<b>Liabilities and equity</b>			
Contributed capital		67.211	67.211
Retained earnings		19.516.293	19.730.200
<b>Equity</b>		<b>19.583.504</b>	<b>19.797.411</b>
Debt to banks		572.250	899.250
Payables to group enterprises		1.672.950	0
<b>Long-term liabilities other than provisions</b>	14	<b>2.245.200</b>	<b>899.250</b>
Short-term part of long-term liabilities other than provisions		327.000	327.000
Debt to banks		0	1.698.153
Trade payables		3.880.427	2.846.463
Payables to group enterprises		5.099.780	2.267.385
Tax payables		169.468	974.619
Tax payables to group enterprises		143.334	125.079
Other payables		697.198	654.922
<b>Short-term liabilities other than provisions</b>		<b>10.317.207</b>	<b>8.893.621</b>
<b>Liabilities other than provisions within the business</b>		<b>12.562.407</b>	<b>9.792.871</b>
<b>Liabilities and equity</b>		<b>32.145.911</b>	<b>29.590.282</b>
Contingent liabilities	15		
Collaterals and assets pledges as security	16		
Ownership	17		
Related parties	18		
Fees for auditors elected on the general meeting	19		

## Statement of changes in Equity

	Contributed capital	Retained earnings	Total
Equity 1 July 2024	67.211	19.730.200	19.797.411
<b>Adjusted equity 1 July 2024</b>	<b>67.211</b>	<b>19.730.200</b>	<b>19.797.411</b>
Profit (loss)	0	-213.907	-213.907
<b>Equity 30 June 2025</b>	<b>67.211</b>	<b>19.516.293</b>	<b>19.583.504</b>

## Cash Flow Statement

	2024/25	2023/24
	EUR	EUR
Profit	-213.907	5.132.301
Depreciation, amortisation expense and impairment losses of property, plant and equipment and intangible assets	63.257	58.197
Writedowns of current assets	1.993.773	274.111
Adjustments of tax expense	513.642	1.535.856
Adjustments for deferred tax	-4.411	-3.414
Other adjustments	-3.182	0
Decrease (increase) in inventories	-1.964.853	2.080.812
Decrease (increase) in receivables	813.998	-6.651.286
Decrease (increase) in trade payables	3.908.635	-4.226.197
<b>Cash flow from ordinary operating activities</b>	<b>5.106.952</b>	<b>-1.799.620</b>
Income taxes paid	-1.618.179	-1.731.792
<b>Cash flows from operating activities</b>	<b>3.488.773</b>	<b>-3.531.412</b>
Purchase of property, plant and equipment	-8.894	-100.229
Purchase of investments	0	-144
Sale of investments	4.356	0
<b>Cash flows from investing activities</b>	<b>-4.538</b>	<b>-100.373</b>
Repayments of long-term liabilities	-327.000	-327.000
<b>Cash flows from financing activities</b>	<b>-327.000</b>	<b>-327.000</b>
<b>Net increase (decrease) in cash and cash equivalents</b>	<b>3.157.235</b>	<b>-3.958.785</b>
Cash and cash equivalents, beginning balance	-1.574.192	2.384.593
<b>Cash and cash equivalents, ending balance</b>	<b>1.583.043</b>	<b>-1.574.192</b>
<b>Cash and cash equivalents specified:</b>		
Cash and cash equivalents	1.583.043	123.961
Short-term debt to banks	0	-1.698.153
<b>Cash and cash equivalents in total</b>	<b>1.583.043</b>	<b>-1.574.192</b>

## Notes

	2024/25	2023/24
<b>1. Revenue</b>		
Sale of goods	52.916.515	55.592.147
	<b>52.916.515</b>	<b>55.592.147</b>
<b>Revenue segmentation</b>		
Africa	372.317	413.286
Commonwealth of Independent States	3.167.418	2.462.786
European Economic Area	42.637.369	43.667.149
Middle East	1.593.466	1.934.434
North America	5.145.797	7.114.492
Asia Pacific	148	0
	<b>52.916.515</b>	<b>55.592.147</b>
<b>2. Salaries &amp; Wages</b>		
Wages and salaries	4.458.559	4.144.303
Post-employment benefit expense	599.014	515.037
Social security contributions	59.715	51.008
	<b>5.117.288</b>	<b>4.710.348</b>
<i>Hereof remuneration to management</i>		
Management	250.659	477.455
	<b>250.659</b>	<b>477.455</b>
Average number of employees	50	46
<b>3. Special items</b>		
Impairment of long-term and short-term receivables	1.993.773	274.111
<b>Balance at the end of the year</b>	<b>1.993.773</b>	<b>274.111</b>
<b>4. Finance income</b>		
Finance income from group enterprises	304.626	274.279
Other finance income	171.551	97.625
	<b>476.177</b>	<b>371.904</b>
<b>5. Finansielle omkostninger</b>		
Finance expenses arising from group enterprises	32.803	0
Other finance expenses	657.752	135.803
	<b>690.555</b>	<b>135.803</b>
<b>6. Tax expense on ordinary activities</b>		
Current tax for the year	513.642	1.535.856
Adjustments for deferred tax	-4.411	-3.414
Adjustments for current tax of prior period	2.339	4.783

## Notes

	2024/25	2023/24
	511.570	1.537.225
<b>7. Distribution of profit</b>		
Retained earnings	-213.907	5.132.301
	<b>-213.907</b>	<b>5.132.301</b>
<b>8. Fixtures, fittings, tools and equipment</b>		
Cost at the beginning of the year	42.510	26.134
Addition during the year, incl. improvements	0	16.376
<b>Cost at the end of the year</b>	<b>42.510</b>	<b>42.510</b>
Depreciation and amortisation at the beginning of the year	-24.060	-16.836
Amortisation for the year	-4.405	-7.224
<b>Impairment losses and amortisation at the end of the year</b>	<b>-28.465</b>	<b>-24.060</b>
<b>Carrying amount at the end of the year</b>	<b>14.045</b>	<b>18.450</b>
<b>9. Leasehold improvements</b>		
Cost at the beginning of the year	188.390	104.537
Addition during the year, incl. improvements	8.894	83.853
<b>Cost at the end of the year</b>	<b>197.284</b>	<b>188.390</b>
Depreciation and amortisation at the beginning of the year	-85.882	-34.909
Amortisation for the year	-58.852	-50.973
<b>Impairment losses and amortisation at the end of the year</b>	<b>-144.734</b>	<b>-85.882</b>
<b>Carrying amount at the end of the year</b>	<b>52.550</b>	<b>102.508</b>
<b>10. Long-term receivables from group enterprises</b>		
Cost at the beginning of the year	3.603.639	2.541.769
Addition during the year	1.176.287	1.061.870
<b>Cost at the end of the year</b>	<b>4.779.926</b>	<b>3.603.639</b>
<b>Carrying amount at the end of the year</b>	<b>4.779.926</b>	<b>3.603.639</b>
<b>11. Deposits</b>		
Cost at the beginning of the year	57.712	57.568
Addition during the year	0	144
Disposal during the year	-4.356	0
<b>Cost at the end of the year</b>	<b>53.356</b>	<b>57.712</b>
<b>Carrying amount at the end of the year</b>	<b>53.356</b>	<b>57.712</b>

## Notes

	2024/25	2023/24	
<b>12. Deferred tax asset</b>			
Deferred tax, opening balance	15.987	12.573	
Recognized in the income statement for the financial year	4.411	3.414	
<b>Balance at the end of the year</b>	<b>20.398</b>	<b>15.987</b>	
Deferred tax consist of:			
Property, plant and equipment	8.577	4.166	
Borrowing expenses	11.821	11.821	
	<b>20.398</b>	<b>15.987</b>	
<b>13. Deferred expenses</b>			
Prepaid insurance	2.952	3.983	
Deferred expenses	26.189	447.182	
<b>Balance at the end of the year</b>	<b>29.141</b>	<b>451.165</b>	
<b>14. Long-term liabilities</b>			
	<b>Due</b>	<b>Due</b>	<b>Due</b>
	<b>after 1 year</b>	<b>within 1 year</b>	<b>after 5 years</b>
Debt to banks	572.250	327.000	0
Payables to group enterprises	1.672.950	0	0
	<b>2.245.200</b>	<b>327.000</b>	<b>0</b>

**15. Contingent liabilities**

The company has entered into rental agreements, which can be terminated within 1-6 months notice equal to t.EUR 100.

The company has entered into leasing agreements which run from 10 - 42 months after the financial year, amounting to a leasing obligation of t.EUR 26 where t.EUR 14 will be paid within a year.

The Company is jointly taxed with the other enterprises in the group and are jointly and severally liable for the taxes that concern the joint taxation.

**16. Collaterals and securities**

As collateral for debt to financial institutions t.EUR 899, the company has provided company pledge, total t.EUR. 4,297, in fixtures, fittings, tools and equipment, inventories and short-term trade receivables which financial value per June 30th 2025 is:

- Fixtures, fittings, tools and equipment, t.EUR. 14.
- Inventory t.EUR 13.983
- Short-term trade receivables, t.EUR. 6.758.

Notes

2024/25                      2023/24

**17. Ownership**

Kevin Murphy Group Pty Ltd.  
c/o OnCore Legal Services  
Level 10  
239 George Street, Brisbane, QLD 4000  
Australia.

Kevin Murphy Group Pty Ltd owns 100 % of the shares in Kevin Murphy Europe A/S.

Kevin Murphy Group Pty Ltd prepares the consolidated financial statement in which Kevin Murphy Europe A/S is included as a subsidiary. The consolidated financial statement can be obtained from <https://connectonline.asic.gov.au/>.

**18. Related parties**

Dominant participation  
Kevin Murphy Group Pty Ltd  
c/o OnCore Legal Services  
Level 10  
239 George Street, Brisbane, QLD 4000  
Australia.

Related party transactions:

All transactions with related parties during the financial year have been completed on market terms.

Thus, no further informations about transactions with related parties is disclosed in accordance with §98 of the Danish financial statements act.

**19. Fees for auditors elected on the general meeting**

	2024/25	2023/24
Statutory audit	38.869	36.204
Tax consultancy	3.350	3.687
Other services	22.115	18.439
	<b>64.334</b>	<b>58.330</b>