



**B a a g ø e | S c h o u**  
statsautoriseret revisionsaktieselskab

## **Nordic Brand Hub Holding A/S**

Staktoften 2, Trørød, 2950 Vedbæk

**Company reg. no. 43 76 17 73**

### **Annual report**

**2024**

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The annual report was submitted and approved by the general meeting on the 30 April 2025.

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**Anne Julie Kristiansen**  
Chairman of the meeting



## Contents

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	<b><u>Page</u></b>
<b>Reports</b>	
Management's statement	1
Independent auditor's report	2
<b>Management's review</b>	
Company information	5
Management's review	6
<b>Financial statements 1 January - 31 December 2024</b>	
Income statement	7
Balance sheet	8
Statement of changes in equity	10
Notes	11
Accounting policies	13

Notes:

- To ensure the greatest possible applicability of this document, IAS/IFRS English terminology has been used.
- Please note that decimal points have not been used in the usual English way. This means that for instance DKK 146.940 means the amount of DKK 146,940, and that 23,5 % means 23.5 %.



## Management's statement

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Today, the Board of Directors and the Managing Director have approved the annual report of Nordic Brand Hub Holding A/S for the financial year 2024.

The annual report has been prepared in accordance with the Danish Financial Statements Act.

We consider the chosen accounting policy to be appropriate, and in our opinion, the financial statements give a true and fair view of the financial position of the Company at 31 December 2024 and of the results of the Company's operations for the financial year 1 January – 31 December 2024.

Further, in our opinion, the Management's review gives a true and fair review of the matters discussed in the Management's review.

We recommend that the annual report be approved at the Annual General Meeting.

Copenhagen, 30 April 2025

### Managing Director

Anne Julie Kristiansen

### Board of directors

Hermann Valur Haraldsson  
Chairman

Sandra Helén Gadd

Mads Bruun Famme



## Independent auditor's report

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### To the Shareholder of Nordic Brand Hub Holding A/S

#### Opinion

We have audited the financial statements of Nordic Brand Hub Holding A/S for the financial year 1 January - 31 December 2024, which comprise income statement, balance sheet, statement of changes in equity, notes and a summary of significant accounting policies, for the Company. The financial statements are prepared under the Danish Financial Statements Act.

In our opinion, the financial statements give a true and fair view of the financial position of the Company at 31 December 2024, and of the results of the Company's operations for the financial year 1 January - 31 December 2024 in accordance with the Danish Financial Statements Act.

#### Basis for conclusion

We conducted our audit in accordance with International Standards on Auditing (ISAs) and the additional requirements applicable in Denmark. Our responsibilities under those standards and requirements are further described in the "Auditor's Responsibilities for the Audit of the Financial Statements" section of our report. We are independent of the Company in accordance with the International Ethics Standards Board for Accountants' International Code of Ethics for Professional Accountants (IESBA Code) and the additional ethical requirements applicable in Denmark, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the IESBA Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### Management's Responsibilities for the Financial Statements

Management is responsible for the preparation of financial statements that give a true and fair view in accordance with the Danish Financial Statements Act, and for such internal control as Management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

#### Auditor's Responsibilities for the Audit of the Financial Statements

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



## Independent auditor's report

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

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by Management.
- Conclude on the appropriateness of Management's use of the going concern basis of accounting in preparing the financial statements and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and contents of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that gives a true and fair view.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

### **Statement on Management's Review**

Management is responsible for Management's Review.

Our opinion on the financial statements does not cover Management's Review, and we do not express any form of assurance conclusion thereon.



## Independent auditor's report

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

Moreover, it is our responsibility to consider whether Management's Review provides the information required under the Danish Financial Statements Act.

Based on the work we have performed, we conclude that Management's Review is in accordance with the financial statements and has been prepared in accordance with the requirements of the Danish Financial Statement Act. We did not identify any material misstatement of Management's Review.

Copenhagen, 30 April 2025

### **Baagøe | Schou**

State Authorised Public Accountants  
Company reg. no. 21 14 81 48

### **Bent Pallesen**

State Authorised Public Accountant  
mne21443



## Company information

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<b>The company</b>	Nordic Brand Hub Holding A/S Staktoften 2 Trørød 2950 Vedbæk  Company reg. no. 43 76 17 73 Established: 1 January 2023 Domicile: Rudersdal Financial year: 1 January - 31 December 2nd financial year
<b>Board of directors</b>	Hermann Valur Haraldsson, Chairman Sandra Helén Gadd Mads Bruun Famme
<b>Managing Director</b>	Anne Julie Kristiansen
<b>Auditors</b>	Baagøe   Schou statsautoriseret revisionsaktieselskab Fiolstræde 44, 3. th. 1171 København K
<b>Parent company</b>	Boozt AB, Sweden
<b>Subsidiary</b>	Nordic Brand Hub A/S, Rudersdal



## Management's review

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### **Description of key activities of the company**

The company's primary activity is managing a holding business and related operations, as well as owning equity stakes in companies.

### **Significant changes in the company's activities and financial matters**

There have been no significant changes in activities and financial matters.

Loss from ordinary activities after tax totals DKK -2.023thousand against DKK -7.458thousand last year. The management considers the net loss for the year to be expected.

### **Events occurring after the end of the financial year**

After the end of the financial year, no events have occurred that could significantly affect the company's financial position.



## Income statement 1 January - 31 December

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Amounts concerning 2024: DKK.

Amounts concerning 2023: DKK thousand.

<u>Note</u>	<u>2024</u>	<u>2023</u>
<b>Gross profit</b>	<b>1.237.424</b>	<b>2.090</b>
1 Staff costs	-1.398.876	-2.108
<b>Operating profit</b>	<b>-161.452</b>	<b>-18</b>
Income from investments in group enterprises	8.000.000	0
Other financial income	4.054	5
2 Other financial expenses	-12.516.471	-9.454
<b>Pre-tax net profit or loss</b>	<b>-4.673.869</b>	<b>-9.467</b>
3 Tax on net profit or loss for the year	2.650.959	2.009
<b>Net profit or loss for the year</b>	<b>-2.022.910</b>	<b>-7.458</b>
<b>Proposed distribution of net profit:</b>		
Allocated from retained earnings	-2.022.910	-7.458
<b>Total allocations and transfers</b>	<b>-2.022.910</b>	<b>-7.458</b>

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## Balance sheet at 31 December

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Amounts concerning 2024: DKK.

Amounts concerning 2023: DKK thousand.

<u>Note</u>	<u>2024</u>	<u>2023</u>
<b>Assets</b>		
<b>Non-current assets</b>		
Investment in group enterprise	275.000.000	275.000
Total investments	<u>275.000.000</u>	<u>275.000</u>
<b>Total non-current assets</b>	<b><u>275.000.000</u></b>	<b><u>275.000</u></b>
<b>Current assets</b>		
Trade receivables	1.254.000	0
Receivables from group enterprises	1.375.694	0
Deferred tax assets	633.000	1.217
Income tax receivables	2.650.853	792
Other receivables	<u>2.639</u>	<u>0</u>
Total receivables	<u>5.916.186</u>	<u>2.009</u>
Cash and cash equivalents	<u>95.609</u>	<u>380</u>
<b>Total current assets</b>	<b><u>6.011.795</u></b>	<b><u>2.389</u></b>
<b>Total assets</b>	<b><u>281.011.795</u></b>	<b><u>277.389</u></b>



## Balance sheet at 31 December

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Amounts concerning 2024: DKK.

Amounts concerning 2023: DKK thousand.

<u>Note</u>	<u>2024</u>	<u>2023</u>
<b>Equity and liabilities</b>		
<b>Equity</b>		
Contributed capital	400.000	400
Retained earnings	45.518.764	47.542
<b>Total equity</b>	<b>45.918.764</b>	<b>47.942</b>
<b>Liabilities other than provisions</b>		
4 Payables to group enterprises	220.000.000	220.000
Total long term liabilities other than provisions	220.000.000	220.000
Trade payables	10.000	10
Payables to group enterprises	15.033.380	8.849
Other payables	49.651	588
Total short term liabilities other than provisions	15.093.031	9.447
<b>Total liabilities other than provisions</b>	<b>235.093.031</b>	<b>229.447</b>
<b>Total equity and liabilities</b>	<b>281.011.795</b>	<b>277.389</b>
<b>5 Charges and security</b>		
<b>6 Contingencies</b>		
<b>7 Related parties</b>		



## Statement of changes in equity

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All amounts in DKK.

	<b>Contributed capital</b>	<b>Retained earnings</b>	<b>Total</b>
Equity 1 January 2024	400.000	47.541.674	47.941.674
Retained earnings for the year	0	-2.022.910	-2.022.910
	<b>400.000</b>	<b>45.518.764</b>	<b>45.918.764</b>



## Notes

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Amounts concerning 2024: DKK.

Amounts concerning 2023: DKK thousand.

	<u>2024</u>	<u>2023</u>
<b>1. Staff costs</b>		
Salaries and wages	1.339.500	2.087
Pension costs	57.000	19
Other costs for social security	<u>2.376</u>	<u>2</u>
	<b><u>1.398.876</u></b>	<b><u>2.108</u></b>
Average number of employees	<u>1</u>	<u>1</u>
<b>2. Other financial expenses</b>		
Financial costs, group enterprises	12.511.623	9.454
Other financial costs	<u>4.848</u>	<u>0</u>
	<b><u>12.516.471</u></b>	<b><u>9.454</u></b>
<b>3. Tax on net profit or loss for the year</b>		
Tax on net profit or loss for the year	-2.650.853	-792
Adjustment of deferred tax for the year	584.000	-1.217
Adjustment of tax for previous years	<u>-584.106</u>	<u>0</u>
	<b><u>-2.650.959</u></b>	<b><u>-2.009</u></b>
	<u>31/12 2024</u>	<u>31/12 2023</u>
<b>4. Payables to group enterprises</b>		
<b>Total payables to group enterprises</b>	<b><u>220.000.000</u></b>	<b><u>220.000</u></b>
<b>5. Charges and security</b>		
The company is not liable for pledges or collateral.		



## Notes

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Amounts concerning 2024: DKK.

Amounts concerning 2023: DKK thousand.

### 6. Contingencies

#### Joint taxation

With Boozt Fashion ApS, company reg. no 32 55 14 16 as administration company, the company is subject to the Danish scheme of joint taxation and unlimitedly, jointly, and severally liable, along with the other jointly taxed companies, for the total corporation tax.

The jointly taxed enterprises' total known net liability to the Danish tax authorities emerges from the financial statements of the administration company.

### 7. Related parties

The company is included in the consolidated financial statements of its parent company, Boozt AB, Sweden.



## Accounting policies

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The annual report for Nordic Brand Hub Holding A/S has been presented in accordance with the Danish Financial Statements Act regulations concerning reporting class B enterprises. Furthermore, the company has decided to comply with certain rules applying to reporting class C enterprises.

The accounting policies are unchanged from last year, and the annual report is presented in DKK.

No consolidated financial statements have been prepared pursuant to section 112 (1) of the Danish Financial Statements Act. The financial statements of Nordic Brand Hub Holding A/S and its group enterprises are included in the consolidated financial statements for Boozt AB, Malmø, reg. no. 556793-5183.

### Recognition and measurement in general

Income is recognised in the income statement concurrently with its realisation, including the recognition of value adjustments of financial assets and liabilities. Likewise, all costs are recognised in the income statement, including depreciations amortisations, write-downs for impairment, provisions, and reversals due to changes in estimated amounts previously recognised in the income statement.

Assets are recognised in the statement of financial position when it seems probable that future economic benefits will flow to the company and the value of the asset can be reliably measured.

Liabilities are recognised in the statement of financial position when it is seems probable that future economic benefits will flow out of the company and the value of the liability can be reliably measured.

Assets and liabilities are measured at cost at the initial recognition. Hereafter, assets and liabilities are measured as described below for each individual accounting item.

Certain financial assets and liabilities are measured at amortised cost, allowing a constant effective interest rate to be recognised during the useful life of the asset or liability. Amortised cost is recognised as the original cost less any payments, plus/less accrued amortisations of the difference between cost and nominal amount. In this way, capital losses and gains are allocated over the useful life of the liability.

Upon recognition and measurement, allowances are made for such predictable losses and risks which may arise prior to the presentation of the annual report and concern matters that exist on the reporting date.

## Income statement

### Gross profit

Gross profit comprises the revenue and external costs.

The enterprise will be applying IAS 11 and IAS 18 as its basis of interpretation for the recognition of revenue.



## Accounting policies

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Revenue is recognised in the income statement if delivery and passing of risk to the buyer have taken place before the end of the year and if the income can be determined reliably and inflow is anticipated. Revenue is measured at the fair value of the consideration promised exclusive of VAT and taxes and less any discounts relating directly to sales.

Other external expenses comprise expenses incurred for distribution, sales, advertising, administration, premises, loss on receivables, and operational leasing costs.

### Staff costs

Staff costs include salaries and wages, including holiday allowances, pensions, and other social security costs, etc., for staff members.

### Results from investment in group enterprise

Dividend from investment in group enterprise is recognised in the financial year in which the dividend is declared.

If the dividend received exceeds the proportionate share of the year's result, this is considered an indication of impairment, which entails a requirement to prepare an impairment test.

### Financial income and expenses

Financial income and expenses are recognised in the income statement with the amounts concerning the financial year. Financial income and expenses comprise interest income and expenses, financial expenses from financial leasing, realised and unrealised capital gains and losses relating to securities, debt and transactions in foreign currency, amortisation of financial assets and liabilities as well as surcharges and reimbursements under the advance tax scheme, etc.

### Tax on net profit or loss for the year

Tax for the year comprises the current income tax for the year and changes in deferred tax and is recognised in the income statement with the share attributable to the net profit or loss for the year and directly in equity with the share attributable to entries directly in equity.

The company is subject to Danish rules on compulsory joint taxation of Danish group enterprises.

The current Danish income tax is allocated among the jointly taxed companies proportional to their respective taxable income (full allocation with reimbursement of tax losses).

## Statement of financial position

### Investments

#### Investments in group enterprise

Investments in group enterprise are recognised and measured at cost. If the recoverable amount is lower than the cost price, it shall be written down for impairment to this lower value.



## Accounting policies

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### **Impairment loss relating to non-current assets**

The carrying amount of both intangible and tangible fixed assets as well as equity investment in group enterprise are subject to annual impairment tests in order to disclose any indications of impairment beyond those expressed by amortisation and depreciation respectively.

If indications of impairment are disclosed, impairment tests are carried out for each individual asset or group of assets, respectively. write-down for impairment is done to the recoverable amount if this value is lower than the carrying amount.

The recoverable amount is the higher value of value in use and selling price less expected selling cost. The value in use is calculated as the present value of the expected net cash flows from the use of the asset or the asset group and expected net cash flows from the sale of the asset or the asset group after the end of their useful life.

Previously recognised impairment losses are reversed when conditions for impairment no longer exist. Impairment relating to goodwill is not reversed.

### **Receivables**

Receivables are measured at amortised cost, which usually corresponds to nominal value.

In order to meet expected losses, impairment takes place at the net realisable value. The company has chosen to use IAS 39 as a basis for interpretation when recognising impairment of financial assets, which means that impairments must be made to offset losses where an objective indication is deemed to have occurred that an account receivable or a portfolio of accounts receivable is impaired. If an objective indication shows that an individual account receivable has been impaired, an impairment takes place at individual level.

Accounts receivable for which there is no objective indication of impairment at the individual level are evaluated at portfolio level for objective indication of impairment. The portfolios are primarily based on the debtors' domicile and credit rating in accordance with the company's and the group's credit risk management policy. Determination of the objective indicators applied for portfolios are based on experience with historical losses.

Impairment losses are calculated as the difference between the carrying amount of accounts receivable and the present value of the expected cash flows, including the realisable value of any securities received. The effective interest rate for the individual account receivable or portfolio is used as the discount rate.

### **Cash and cash equivalents**

Cash and cash equivalents comprise cash at bank and on hand.



## Accounting policies

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### **Income tax and deferred tax**

Current tax liabilities and current tax receivable are recognised in the statement of financial position as calculated tax on the taxable income for the year, adjusted for tax of previous years' taxable income and for tax paid on account.

The company is jointly taxed with consolidated Danish companies. The current corporate income tax is distributed between the jointly taxed companies in proportion to their taxable income and with full distribution with reimbursement as to tax losses. The jointly taxed companies are comprised by the Danish tax prepayment scheme.

Joint taxation contributions payable and receivable are recognised in the statement of financial position as "Tax receivables from group enterprises" or "Income tax payable to group enterprises"

According to the rules of joint taxation, Nordic Brand Hub Holding A/S is unlimitedly, jointly, and severally liable to pay the Danish tax authorities the total income tax, including withholding tax on interest, royalties, and dividends, arising from the jointly taxed group of companies.

Deferred tax is measured on the basis of temporary differences in assets and liabilities with a focus on the statement of financial position. Deferred tax is measured at net realisable value.

Deferred tax is measured based on the tax rules and tax rates applying under the legislation prevailing in the respective countries on the reporting date when the deferred tax is expected to be released as current tax. Changes in deferred tax due to changed tax rates are recognised in the income statement, except for items included directly in the equity.

Deferred tax assets, including the tax value of tax losses allowed for carryforward, are recognised at the value at which they are expected to be realisable, either by settlement against tax of future earnings or by set-off in deferred tax liabilities within the same legal tax unit. Any deferred net tax assets are measured at net realisable value.

### **Liabilities other than provisions**

Liabilities concerning payables to suppliers, group enterprises, and other payables are measured at amortised cost which usually corresponds to the nominal value.

Dette dokument er underskrevet af nedenstående parter, der med deres underskrift har bekræftet dokumentets indhold samt alle datoer i dokumentet.

### Anne Julie Kristiansen

Navn returneret af MitId: Anne Julie Kristiansen  
Managing Director  
ID: 5849257b-bf5b-4ce6-af6f-057e725fdf79  
IP-adresse: 172.225.210.210:7451  
CPR-match med MitId  
Dato for underskrift: 01-05-2025 17:42:12 CEST (+02:00)  
Underskrevet med MitId



### Hermann Valur Haraldsson

Navn returneret af MitId: Hermann Valur Haraldsson  
Chairman  
ID: 65a57adf-1139-446a-baff-315e789a074a  
IP-adresse: 193.14.63.100:4584  
CPR-match med MitId  
Dato for underskrift: 05-05-2025 09:40:32 CEST (+02:00)  
Underskrevet med MitId



### Sandra Helén Gadd

Navn returneret af svensk BankID (SE): SANDRA GADD  
Board member  
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SSN-match med svensk BankID (SE)  
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### Mads Bruun Famme

Navn returneret af MitId: Mads Bruun Famme  
Board member  
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IP-adresse: 193.14.63.100:53965  
CPR-match med MitId  
Dato for underskrift: 05-05-2025 10:18:41 CEST (+02:00)  
Underskrevet med MitId



### Bent Pallesen

Navn returneret af MitId: Bent Pallesen  
State Authorised Public Accountant  
ID: 6f0874d4-557c-4860-903f-167537f93685  
IP-adresse: 92.241.220.33:43659  
CVR-match med MitId  
Dato for underskrift: 05-05-2025 11:51:29 CEST (+02:00)  
Underskrevet med MitId



### Anne Julie Kristiansen

Navn returneret af MitId: Anne Julie Kristiansen  
Chairman of the meeting  
ID: 5849257b-bf5b-4ce6-af6f-057e725fdf79  
IP-adresse: 172.225.210.215:23495  
CPR-match med MitId  
Dato for underskrift: 05-05-2025 15:42:49 CEST (+02:00)  
Underskrevet med MitId



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