

ANYDAY Finance A/S

P.O. Pedersens Vej 2
DK-8200 Aarhus N

CVR no. 43 33 51 54

Annual report 2024

The annual report was presented and approved at
the Company's annual general meeting on

30 April 2025

Morten Soltveit
Chairman of the annual general meeting

ANYDAY Finance A/S
Annual report 2024
CVR no. 43 33 51 54

Contents

Statement by the Board of Directors and the Executive Board

Independent auditor's report

Management's review

Company details
Operating review

Financial statements 1 January – 31 December

Income statement
Balance sheet
Statement of changes in equity
Notes

ANYDAY Finance A/S
Annual report 2024
CVR no. 43 33 51 54

Statement by the Board of Directors and the Executive Board

The Board of Directors and the Executive Board have today discussed and approved the annual report for ANYDAY Finance A/S for the financial year 1 January - 31 December 2024.

The annual report has been 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 assets, liabilities and financial position 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 fair review of the matters discussed in the Management's review.

We recommend that the annual report be approved at the annual general meeting.

Aarhus, 30 April 2025

Executive Board:

Jonas Ankerstjerne
Overgaard
CEO

Board of Directors:

Christopher Mosses
Chairman

Claus Methmann
Christensen

Tuomas Ristonpoika
Kosonen



Independent auditor's report

To the shareholder of ANYDAY Finance A/S

Opinion

We have audited the financial statements of ANYDAY Finance A/S for the financial year 1 January - 31 December 2024, comprising income statement, balance sheet, statement of changes in equity and notes, including accounting policies. 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 assets, liabilities and financial position 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 Opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs) and the additional requirements applicable in Denmark. Our responsibilities under those standards and requirements are further described in the "Auditor's responsibilities for the audit of the financial statements" section of our report.

We are independent of the Company in accordance with the International Ethics Standards Board for Accountants' International Code of Ethics for Professional Accountants (IESBA Code) and the additional ethical requirements applicable in Denmark, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the IESBA Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

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 that 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 as to 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 in Denmark will always detect a material misstatement when it exists. Misstatements may 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 financial statement users made on the basis of these financial statements.

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

- identify and assess the risks of material misstatement of the company 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.



Independent auditor's 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 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 the 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 assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility 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 our knowledge obtained during the audit, or otherwise appears to be materially misstated.

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

Based on the work we have performed, we conclude that the 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 the Management's review.

Aarhus, 30 April 2025

KPMG
Statsautoriseret Revisionspartnerselskab
CVR no. 25 57 81 98

Katrine Gybel
State Authorised Public Accountant
mne45848

ANYDAY Finance A/S
Annual report 2024
CVR no. 43 33 51 54

Management's review

Company details

ANYDAY Finance A/S
P.O. Pedersens Vej 2
DK-8200 Aarhus N

CVR no.:	43 33 51 54
Established:	17 June 2022
Registered office:	Aarhus
Financial year:	1 January - 31 December

Board of Directors

Christopher Mosses, Chairman
Claus Methmann Christensen
Tuomas Ristonpoika Kosonen

Executive Board

Jonas Ankerstjerne Overgaard, CEO

Audit

KPMG
Statsautoriseret Revisionspartnerselskab
Frederiks Plads 42
DK-8000 Aarhus C
CVR no. 25 57 81 98

ANYDAY Finance A/S
Annual report 2024
CVR no. 43 33 51 54

Management's review

Operating review

Principal activities

The principal activity of Anyday Finance A/S continues to be serving as a dedicated entity for managing debt funding operations on behalf of Anyday A/S. Its primary purpose is to secure and manage debt funding received from external sources to support Anyday's underwriting. Anyday Finance A/S acts as a financial intermediary, responsible for structuring and managing debt facilities, ensuring compliance with debt covenants and protecting the interests of debt funding providers.

Development in activities and financial position

The Company's income statement for 2024 shows a profit of DKK 1,843,735 as against a loss of DKK 717,709 in 2023. Equity in the Company's balance sheet at 31 December 2024 stood at DKK 2,243,735 as against DKK 400,000 at 31 December 2023.

The financial year was in line with forecast, and results for the year are considered satisfactory.

Results for Anyday Finance A/S are as expected. The Company achieved significant growth in revenue of 132 %, with the company maintaining sustainable operations to support the Group's growth ambitions. Anyday Finance A/S has adequate liquidity to continue its operations, and future operating activities are expected to generate sufficient profit. The total transaction volume (GMV) reached DKK 206,066,526, an 8% increase from DKK 191,045,336 in 2023. The loan book reached DKK 47,098,713 by the end of 2024, compared to DKK 28,579,998 at the end of 2023, representing a growth rate of 64.80%.

Events after the balance sheet date

No events have occurred after the balance sheet date of material importance to the annual report for 2024.

ANYDAY Finance A/S
Annual report 2024
CVR no. 43 33 51 54

Financial statements 1 January – 31 December

Income statement

DKK	Note	2024	2023
Gross profit		6,719,623	1,223,008
Amortisation of intangible assets		<u>-71,429</u>	<u>-71,429</u>
Profit before financial income and expenses		6,648,194	1,151,579
Other financial expenses		<u>-4,025,857</u>	<u>-1,869,288</u>
Profit/loss before tax		2,622,337	-717,709
Tax on profit/loss for the year	3	<u>-778,602</u>	<u>0</u>
Profit/loss for the year		<u>1,843,735</u>	<u>-717,709</u>
Proposed profit appropriation/distribution of loss			
Retained earnings		1,843,735	-717,709
		<u>1,843,735</u>	<u>-717,709</u>

ANYDAY Finance A/S
Annual report 2024
CVR no. 43 33 51 54

Financial statements 1 January – 31 December

Balance sheet

DKK	Note	31/12 2024	31/12 2023
ASSETS			
Fixed assets			
Intangible assets	4		
Goodwill		324,404	395,833
Total fixed assets		<u>324,404</u>	<u>395,833</u>
Current assets			
Receivables			
Trade receivables		110,000	0
Other receivables	5	44,427,151	37,448,190
		<u>44,537,151</u>	<u>37,448,190</u>
Cash at bank and in hand		<u>11,321,195</u>	<u>869,579</u>
Total current assets		<u>55,858,346</u>	<u>38,317,769</u>
TOTAL ASSETS		<u><u>56,182,750</u></u>	<u><u>38,713,602</u></u>

ANYDAY Finance A/S
Annual report 2024
CVR no. 43 33 51 54

Financial statements 1 January – 31 December

Balance sheet

DKK	Note	31/12 2024	31/12 2023
EQUITY AND LIABILITIES			
Equity			
Contributed capital		400,000	400,000
Retained earnings		1,843,735	0
Total equity		<u>2,243,735</u>	<u>400,000</u>
Liabilities			
Non-current liabilities			
Debt to credit institutions	6	0	10,115,000
Other payables, including taxes payable	6	9,947,000	0
		<u>9,947,000</u>	<u>10,115,000</u>
Current liabilities			
Debt to credit institutions	6	35,744,980	0
Trade payables		50,000	50,000
Payables to group entities		496,783	4,388,301
Corporation tax		778,602	0
Other payables, including taxes payable	6	6,921,650	23,760,301
		<u>43,992,015</u>	<u>28,198,602</u>
Total liabilities		<u>53,939,015</u>	<u>38,313,602</u>
TOTAL EQUITY AND LIABILITIES		<u>56,182,750</u>	<u>38,713,602</u>

ANYDAY Finance A/S
Annual report 2024
CVR no. 43 33 51 54

Financial statements 1 January – 31 December

Statement of changes in equity

DKK	Contributed capital	Retained earnings	Total
Equity at 1 January 2024	400,000	0	400,000
Transferred over the profit appropriation	0	1,843,735	1,843,735
Equity at 31 December 2024	400,000	1,843,735	2,243,735

ANYDAY Finance A/S
Annual report 2024
CVR no. 43 33 51 54

Financial statements 1 January – 31 December

Notes

1 Accounting policies

The annual report of ANYDAY Finance A/S for 2024 has been prepared in accordance with the provisions applying to reporting class B under the Danish Financial Statements Act with opt-in from higher reporting classes.

The accounting policies used in the preparation of the financial statements are consistent with those of last year.

Income statement

Revenue

Revenue from provisions and late fees is recognised in the income statement when installment to the shoppers is made. Revenue is recognised net of VAT, duties and sales discounts and is measured at fair value of the consideration fixed.

Other external costs

Other external costs comprise costs for sales costs, costs for advertising, administrative expenses, costs of premises, bad debts, operating leases, etc.

Financial income and expenses

Financial income and expenses comprise interest income and expense.

Tax on profit/loss for the year

Tax for the year comprises current tax for the year and changes in deferred tax, including changes in tax rates. The tax expense relating to the profit/loss for the year is recognised in the income statement at the amount attributable to the profit/loss for the year and directly in equity at the amount attributable to entries directly in equity.

The Company is jointly taxed with all Danish group entities. Current Danish income tax is allocated among the jointly taxed entities in proportion to their taxable income (full allocation with a refund for tax losses).

Balance sheet

Intangible assets

Goodwill

Goodwill is calculated as the difference between cost of investments and fair value of the pro rata share of assets and liabilities acquired. Goodwill is amortised straight-line over its estimated useful life, which is fixed based on the experience gained by Management for each business area. Useful lives are reassessed annually. The amortisation periods used are 7 years.

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

Financial statements 1 January – 31 December

Notes

1 Accounting policies

Receivables

Receivables are measured at amortised cost.

Receivables are measured at amortised cost. Impairment losses are provided for using the simplified expected credit loss model, whereby the total loss is recognised immediately in the income statement at the same time as the receivable is recognised in the balance sheet based on projected loss over the total life of the receivable.

Cash at bank and in hand

Cash at bank and in hand comprise bank deposits.

Corporation tax and deferred tax

Current tax payable and receivable is recognised in the balance sheet as tax computed on the taxable income for the year, adjusted for tax on the taxable income of prior years and for tax paid on account.

Deferred tax is measured using the balance sheet liability method on all temporary differences between the carrying amount and the tax value of assets and liabilities measured on the planned use of the asset or settlement of the liability, respectively. However, deferred tax is not recognised on temporary differences relating to office buildings non-deductible for tax purposes and other items where temporary differences arise at the date of acquisition without affecting either profit/loss or taxable income.

Deferred tax assets, including the tax value of tax loss carryforwards, are recognised at the expected value of their utilisation within the foreseeable future; either as a set-off against tax on future income or as a set-off against deferred tax liabilities in the same legal tax entity. Any deferred net assets are measured at net realisable value.

Deferred tax is measured in accordance with the tax rules and at the tax rates applicable at the balance sheet date when the deferred tax is expected to crystallise as current tax. Changes in deferred tax as a result of changes in tax rates are recognised in the income statement or equity, respectively.

Liabilities

Liabilities are measured at amortised cost.

2 Staff costs

	2024	2023
Average number of full-time employees	<u>0</u>	<u>0</u>

3 Tax on profit for the year

DKK	2024	2023
Current tax for the year	<u>778,602</u>	<u>0</u>
	<u>778,602</u>	<u>0</u>

Financial statements 1 January – 31 December

Notes

4 Intangible assets

DKK	Goodwill
Cost at 1 January 2024	500,000
Cost at 31 December 2024	500,000
Amortisation and impairment losses at 1 January 2024	-104,167
Amortisation	-71,429
Amortisation and impairment losses at 31 December 2024	-175,596
Carrying amount at 31 December 2024	324,404

5 Other short-term receivables

Other receivables amounted to DKK 44,427,151 (2023: DKK 37,448,190) and consist of receivables from individuals. Other receivables are presented after write-down for bad debts.

6 Non-current liabilities

DKK	31/12 2024	31/12 2023
Debt to credit institutions:		
0-1 year	35,744,980	0
1-5 years	0	10,115,000
	<u>35,744,980</u>	<u>10,115,000</u>
Other payables, including taxes payable:		
0-1 year	6,921,650	23,760,301
1-5 years	9,947,000	0
	<u>16,868,650</u>	<u>23,760,301</u>
Total financial debts	<u>52,613,630</u>	<u>33,875,301</u>
Outstanding debt after five years	<u>0</u>	<u>0</u>
The financial debts are recognized in the balance sheet as follows:		
Long-term debt	9,947,000	10,115,000
Short-term debt	42,666,630	23,760,301
	<u>52,613,630</u>	<u>33,875,301</u>

Debt to credit institutions of DKK 35,744,980 comprise financing of outstanding instalments from shoppers presented as other receivables in the balance sheet.

The liability to credit institutions are continuously reduced by payment of instalments received from shoppers.

ANYDAY Finance A/S
Annual report 2024
CVR no. 43 33 51 54

Financial statements 1 January – 31 December

Notes

7 Contractual obligations, contingencies, etc.

Contingent liabilities

The Group's Danish entities are jointly and severally liable for tax on the Group's jointly taxed income and for certain withholding taxes such as dividend tax and royalty tax as well as for the joint registration for VAT. Any subsequent corrections of the taxable income subject to joint taxation or withholding taxes on dividends, etc. may entail an increase in the entities' liability. The Group as a whole is not liable to any other parties.

AnyDay A/S serves as the administrative company for the joint taxation.

8 Related parties disclosure

Control

AnyDay A/S, P.O. Pedersens Vej 2, 8200 Aarhus N

AnyDay A/S holds the majority of the contributed capital in the Company.