

Management Events Denmark A/S

Frederiksborggade 5, 1360 København K

CVR no. 28 71 39 16

Annual report

for the year 1 January - 31 December 2025

Approved at the Company's annual general meeting on 30 April 2026

Chair of the meeting:

.....
Jenni Emilia Vilamo

Contents

Statement by the Board of Directors and the Executive Board	2
Independent auditor's report	3
Management's review	5
Company details	5
Financial statements 1 January - 31 December	6
Income statement	6
Balance sheet	7
Statement of changes in equity	8
Notes to the financial statements	9

Statement by the Board of Directors and the Executive Board

Today, the Board of Directors and the Executive Board have discussed and approved the annual report of Management Events Denmark A/S for the financial year 1 January - 31 December 2025.

The annual report is prepared in accordance with 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 2025 and of the results of the Company's operations for the financial year 1 January - 31 December 2025.

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.

Copenhagen, 30 April 2026

Executive Board:

.....
Jenni Emilia Vilamo

Board of Directors:

.....
Mervi Saarinen
Chairman

.....
Annie Liv Josefine Orrvik

.....
Jenni Emilia Vilamo

Independent auditor's report

To the shareholders of Management Events Denmark A/S

Opinion

We have audited the financial statements of Management Events Denmark A/S for the financial year 1 January - 31 December 2025, which comprise 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 financial position of the Company at 31 December 2025 and of the results of the Company's operations for the financial year 1 January - 31 December 2025 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 believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Independence

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.

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 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 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 the 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:

- u 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.
- u 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.
- u Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by Management.

Independent auditor's report

- u 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.
- u Evaluate the overall presentation, structure and contents of the financial statements, including the note 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.

Copenhagen, 30 April 2026
EY Godkendt Revisionspartnerselskab
CVR no. 30 70 02 28

Jon Midtgaard
State Authorised Public Accountant
mne28657

Management's review

Company details

Name	Management Events Denmark A/S
Address, Postal code, City	Frederiksborggade 5, 1360 København K
CVR no.	28 71 39 16
Financial year	1 January - 31 December
Board of Directors	Mervi Saarinen, Chairman Annie Liv Josefine Orrvik Jenni Emilia Vilamo
Executive Board	Jenni Emilia Vilamo
Auditors	EY Godkendt Revisionspartnerselskab Dirch Passers Allé 36, P.O. Box 250, 2000 Frederiksberg, Denmark
Bankers	Nykredit Bank A/S

Operating review

Principal activities

The Company's activities consist of organising b-to-b events aimed solely at invited chief executives and decision makers.

Development in activities and financial matters

The income statement for 2025 shows a profit of DKK 431 thousand against a profit of DKK 1,444 thousand last year, and the balance sheet at 31 December 2025 shows equity of DKK 2,966 thousand.

Financial statements 1 January - 31 December

Income statement

Note	DKK'000	2025	2024
	Gross profit	5,561	6,145
2	Staff costs	-4,935	-4,226
	Profit before net financials	626	1,919
	Financial income	0	5
	Financial expenses	-65	-71
	Profit before tax	561	1,853
	Tax for the year	-130	-409
	Profit for the year	431	1,444

Recommended appropriation of profit

Proposed dividend for the financial year	0	2,240
Retained earnings/accumulated loss	<u>431</u>	<u>-796</u>
	<u>431</u>	<u>1,444</u>

Financial statements 1 January - 31 December

Balance sheet

Note	DKK'000	<u>2025</u>	<u>2024</u>
	ASSETS		
	Fixed assets		
3	Investments		
	Deposits	141	135
		<u>141</u>	<u>135</u>
	Total fixed assets	<u>141</u>	<u>135</u>
	Non-fixed assets		
	Receivables		
	Trade receivables	3,470	1,239
	Receivables from group entities	1,542	3,970
	Income taxes receivable	84	0
	Other receivables	1	25
	Prepayments	142	347
		<u>5,239</u>	<u>5,581</u>
	Cash	<u>527</u>	<u>792</u>
	Total non-fixed assets	<u>5,766</u>	<u>6,373</u>
	TOTAL ASSETS	<u><u>5,907</u></u>	<u><u>6,508</u></u>

EQUITY AND LIABILITIES**Equity**

Share capital	500	500
Retained earnings	2,466	2,035
Dividend proposed for the year	0	2,240

Total equity

<u>2,966</u>	<u>4,775</u>
--------------	--------------

Liabilities other than provisions**Current liabilities other than provisions**

Trade payables	88	133
Payables to group entities	207	209
Income taxes payable	0	270
Other payables	653	426
Deferred income	1,993	695

<u>2,941</u>	<u>1,733</u>
--------------	--------------

Total liabilities other than provisions

<u>2,941</u>	<u>1,733</u>
--------------	--------------

TOTAL EQUITY AND LIABILITIES

<u><u>5,907</u></u>	<u><u>6,508</u></u>
---------------------	---------------------

- 1 Accounting policies
- 4 Contractual obligations and contingencies, etc.
- 5 Security and collateral
- 6 Related parties

Financial statements 1 January - 31 December

Statement of changes in equity

DKK'000	Share capital	Retained earnings	Dividend proposed for the year	Total
Equity at 1 January 2024	500	2,831	400	3,731
Transfer through appropriation of profit	0	-796	2,240	1,444
Dividend distributed	0	0	-400	-400
Equity at 1 January 2025	500	2,035	2,240	4,775
Transfer through appropriation of profit	0	431	0	431
Dividend distributed	0	0	-2,240	-2,240
Equity at 31 December 2025	500	2,466	0	2,966

Financial statements 1 January - 31 December

Notes to the financial statements

Accounting policies

The annual report of Management Events Denmark A/S for 2025 has been prepared in accordance with the provisions in the Danish Financial Statements Act applying to reporting class B entities and elective choice of certain provisions applying to reporting class C entities.

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

Reporting currency

The financial statements are presented in Danish kroner (DKK'000).

Foreign currency translation

On initial recognition, transactions denominated in foreign currencies are translated at the exchange rate at the transaction date. Foreign exchange differences arising between the exchange rates at the transaction date and the date of payment are recognised in the income statement as financial income or financial expenses.

Receivables and payables and other monetary items denominated in foreign currencies are translated at the exchange rate at the balance sheet date. The difference between the exchange rates at the balance sheet date and the date at which the receivable or payable arose or was recognised in the most recent financial statements is recognised in the income statement as financial income or financial expenses.

Income statement

Revenue

The Company has chosen IAS 11/IAS 18 as interpretation for revenue recognition.

Income from the organising of B2B events and projects is recognised as revenue as the events and projects are rendered.

Revenue is measured at the fair value of the agreed consideration excluding VAT and taxes charged on behalf of third parties. All discounts and rebates granted are recognised in revenue.

Gross profit

The items revenue, cost of sales and external expenses have been aggregated into one item in the income statement called gross profit in accordance with section 32 of the Danish Financial Statements Act.

Cost of sales

Cost of sales includes the cost of goods used in generating the year's revenue.

Other external expenses

Other external expenses include the year's expenses relating to the entity's core activities, including expenses relating to distribution, sales, advertising, administration, premises, bad debts, etc.

Staff costs

Staff costs comprise wages and salaries, including holiday allowance and pensions, and other social security costs, etc., for the Company's employees.

Financial statements 1 January - 31 December

Notes to the financial statements

Accounting policies (continued)

Financial income and expenses

Financial income and expenses are recognised in the income statement at the amounts that relate to the financial reporting period. The items comprise interest income and expenses, e.g. from exchange gains and losses etc.

Tax

Tax for the year includes current tax on the year's expected taxable income and the year's deferred tax adjustments. The portion of the tax for the year that relates to the profit/loss for the year is recognised in the income statement, whereas the portion that relates to transactions taken to equity is recognised in equity.

Balance sheet**Leases**

The Company has chosen IAS 17 as interpretation for classification and recognition of leases.

Leases that do not transfer substantially all the risks and rewards incident to the ownership to the Company are classified as operating leases. Payments relating to operating leases and any other rent agreements are recognised in the income statement over the term of the lease. The Company's aggregate liabilities relating to operating leases and other rent agreements are disclosed under "Contingent liabilities".

Deposits, investments

Deposits are measured at amortised cost.

Receivables

The Company has chosen IAS 39 as interpretation for impairment write-down of financial receivables.

Receivables are measured at amortised cost.

An impairment loss is recognised if there is objective evidence that a receivable or a group of receivables is impaired. If there is objective evidence that an individual receivable has been impaired, an impairment loss is recognised on an individual basis.

Receivables in respect of which there is no objective evidence of individual impairment are tested for objective evidence of impairment on a portfolio basis.

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

Prepayments

Prepayments recognised under "Assets" comprise prepaid expenses regarding subsequent financial reporting years.

Cash

Cash comprises cash balances and bank balances.

Financial statements 1 January - 31 December

Notes to the financial statements

Accounting policies (continued)

Equity

Proposed dividends

Dividend proposed for the year is recognised as a liability once adopted at the annual general meeting (declaration date). Dividends expected to be distributed for the financial year are presented as a separate item under "Equity".

Income taxes

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

Deferred tax is measured according to the liability method on all temporary differences between the carrying amount and the tax base of assets and liabilities. Where alternative tax rules can be applied to determine the tax base, deferred tax is measured based on Management's intended use of the asset or settlement of the liability, respectively.

Deferred tax is measured according to 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. Deferred tax assets are recognised at the expected value of their utilisation; 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. Changes in deferred tax due to changes in the tax rate are recognised in the income statement.

Liabilities

The Company has chosen IAS 39 as interpretation for liabilities.

Financial liabilities are recognised at the date of borrowing at the net proceeds received less transaction costs paid. On subsequent recognition, financial liabilities are measured at amortised cost, corresponding to the capitalised value, using the effective interest rate. Accordingly, the difference between the proceeds and the nominal value is recognised in the income statement over the term of the loan.

Other liabilities are measured at net realisable value.

Deferred income

Deferred income recognised as a liability comprises payments received concerning income in subsequent financial reporting years.

Financial statements 1 January - 31 December

Notes to the financial statements

DKK'000	<u>2025</u>	<u>2024</u>
Staff costs		
Wages/salaries	4,776	4,113
Pensions	3	0
Other social security costs	40	42
Other staff costs	116	71
	<u>4,935</u>	<u>4,226</u>
Average number of full-time employees	<u>8</u>	<u>7</u>

Investments

Deposits

DKK'000

Cost at 1 January 2025	<u>135</u>
Additions in the year	<u>6</u>
Cost at 31 December 2025	<u>141</u>
Carrying amount at 31 December 2025	<u><u>141</u></u>

Contractual obligations and contingencies, etc.

Other financial obligations

Other rent liabilities:

DKK'000	<u>2025</u>	<u>2024</u>
Rent liabilities	<u>213</u>	<u>203</u>

The Company has, as part of its normal course of business, entered into customary executory contracts.

Security and collateral

The Company has not placed any assets or other as security for loans at 31 December 2025.

Related parties

Information about consolidated financial statements

Parent

Management Events International OY
Ltd.

Domicile

Finland

**Requisitioning of the parent
company's consolidated financial
statements**

www.managementevents.com