



## **PRETTYSOCIAL MEDIA ApS**

**Lyngebækgårds Alle 8  
2990 Nivå**

**CVR-no. 35398317**

**Annual report  
1 Jan 2024 - 31 Dec 2024**

The annual report has been adopted at the  
Annual General Meeting on 30 Jun 2025

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Trine Buus  
Chairman

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## Company information

### The company

PRETTYSOCIAL MEDIA ApS  
Lyngebækgårds Alle 8  
2990 Nivå

CVR-no: 35398317  
Date of foundation: 2 Jul 2013  
Executive Board Trine Buus  
Member of the Board: Trine Buus  
Ulrich Schmidt

Financial year: 1 Jan 2024 - 31 Dec 2024

### Auditor

First name and surname of auditor: Johnny Larsen  
Description of auditor: Registreret revisor og bæredygtighedsrevisor  
Identification number of auditor: mne18185  
Auditor name: Krydsrevision ApS Godkendt Revisionsfirma  
Street name: Måløv Byvej  
Number: 229, st  
Post code: 2760  
District name: Måløv  
CVR-no: 38225804

## **Statement by management**

Board of Directors and management has today processed and approved the annual report for the financial year. 1 Jan 2024 - 31 Dec 2024 for PRETTYSOCIAL MEDIA ApS is presented in accordance with the Danish Financial Statements Act.

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

It is our opinion that the annual report give a true and fair view of the company's assets, liabilities and financial position as at 31 Dec 2024 and the results of the company's activities for the financial year 1 Jan 2024 - 31 Dec 2024.

In our opinion, the management's report contains a true and fair view of the matters to which the report relates.

Annual report has not been audited. Management declares that the conditions for this are met.

Management recommends that the annual report should be approved by the company at a general meeting.

Nivå, on the 30 Jun 2025

## **Executive Board**

Trine Buus  
Director

## **Board of Directors**

Trine Buus  
Member of the Board

Ulrich Schmidt  
Member of the Board

## **Auditor's report on compilation of the annual report**

### **To the daily management in PRETTYSOCIAL MEDIA ApS**

We have prepared the the annual report for PRETTYSOCIAL MEDIA ApS for the fiscal year 1 Jan 2024 - 31 Dec 2024, based on the company's bookkeeping and other information you have provided.

The annual report include the applied accounting policies, income statement, balance sheet, and notes.

We have performed the task in accordance with ISRS 4410, Compilation Engagements.

We have applied our professional expertise to assist you in preparing and presenting the annual report in accordance with the Danish Financial Statements Act. We have complied with relevant provisions of the Danish Auditors Act and International Ethics Standards Board for Accountants' international guidelines for auditors ethical rules (IESBA Code), including principles concerning integrity, objectivity, professional competence, and due care.

The annual report and the accuracy and completeness of the information used in preparing the financial statements are your responsibility.

As a compilation engagement is not an assurance engagement, we are not required to verify the accuracy or completeness of the information you have provided us to compile the annual report. Therefore, we do not express any audit or review opinion on whether the annual report are prepared in accordance with the Danish Financial Statements Act.

Måløv, 30 Jun 2025

Krydsrevision ApS Godkendt Revisionsfirma  
CVR no.: 38225804

Johnny Larsen  
Registreret revisor og bæredygtighedsrevisor  
MNE (Auth. Auditor ID) no.: mne18185

## **Management's review**

### **The company's main activities**

The purpose of the company is to engage in business within the field of digital media and consulting services.

### **Development in activities and financial conditions**

The company's income statement shows a deficit of DKK -203.103, and the company's balance sheet per. 31 Dec 2024 has equity of DKK -2.764.840.

There has been a loss of the company's capital, and the future operations of the company are contingent upon positive forward-looking earnings. Management assesses that there will be positive earnings in the coming years and therefore presents the annual report on the assumption of continued operations.

### **Significant events that occurred after the end of the financial year**

No events have occurred after the end of the financial year that could significantly affect the company's financial position.

## **Accounting policies**

The annual report has been submitted in accordance with the provisions of the Danish Financial Statements Act for Accounting Class B.

The accounting policies applied are unchanged compared to last year.

The annual report for 2024 is presented in DKK.

## **Income statement**

### **Gross profit or loss**

The company applies the provision in section 32 of the Danish Financial Statements Act, according to which the company's revenue is not disclosed.

Gross profit is a summary of revenue with deduction of other external costs.

### **Revenue**

Net revenue is recognised in the income statement if delivery and transfer of risk to the buyer has taken place before the end of the year. Net revenue is recognised excl. VAT and with deduction of discounts in connection with the sale.

### **Employee expenses**

Employee expenses include salaries, including holiday pay and other costs for social security, etc. to the company's employees. Employee expenses received from public authorities are deducted from employee expenses.

### **Financial items**

Financial income and expenses are recognised in the income statement with the amounts relating to the financial year. Financial items include securities, interest income and expenses.

### **Income tax expense**

The tax for the year, which consists of the current corporation tax for the year and changes in deferred tax, is recognised in the income statement with the part that can be attributed to the profit for the year and directly in equity with the part that can be attributed to entries directly in equity.

## **Balance sheet**

### **Development projects, patents, licences and acquired intangible assets**

Development costs include costs, salaries and depreciation that can be directly and indirectly attributed to development activities.

Development projects recognised in the balance sheet are measured at cost less accumulated amortisation and impairment losses.

### **Financial assets**

Deposits, investments are recognised at cost.

**Receivables**

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

**Prepayments and accrued income**

Prepayments and accrued income, recognised under current assets, comprise expenses incurred relating to subsequent financial years.

**Cash and cash equivalents**

Cash and cash equivalents include cash and bank deposits.

**Debt liabilities**

Debt liabilities, which include debt to suppliers and other debt, are measured at amortised cost, which usually corresponds to nominal value.

## Income statement 1 Jan 2024 - 31 Dec 2024

	Note	2024	2023
		kr.	kr.
<b>Gross profit or loss</b>		<b>444.087</b>	<b>695.112</b>
Employee expense	2	-572.231	-576.626
<b>Profit/loss before financial items</b>		<b>-128.144</b>	<b>118.486</b>
Other financial income		744	436
Other financial expenses	3	-75.703	-66.584
<b>Profit/loss from activities before tax</b>		<b>-203.103</b>	<b>52.338</b>
Tax on profit/loss for the year		0	0
<b>Profit/loss for the year</b>		<b>-203.103</b>	<b>52.338</b>
<b>Proposed distribution of profit</b>			
Retained earnings		-203.103	52.338
<b>Retained earnings</b>		<b>-203.103</b>	<b>52.338</b>

## Balance 31 Dec 2024

	Note	2024	2023
		kr.	kr.
<b>Assets</b>			
Development projects in progress and prepayments for intangible fixed assets		0	0
<b>Intangible fixed assets</b>		<b>0</b>	<b>0</b>
Deposits		12.740	9.875
<b>Investments</b>		<b>12.740</b>	<b>9.875</b>
<b>Total non-current assets</b>		<b>12.740</b>	<b>9.875</b>
Short-term trade receivables		135.978	89.750
Prepayment entries		34.908	50.016
<b>Receivables</b>		<b>170.886</b>	<b>139.766</b>
<b>Cash and cash equivalents</b>		<b>42.319</b>	<b>582.163</b>
<b>Total current assets</b>		<b>213.205</b>	<b>721.929</b>
<b>Total assets</b>		<b>225.945</b>	<b>731.804</b>

## Balance 31 Dec 2024

	Note	2024	2023
		kr.	kr.
<b>Liabilities and equity</b>			
Share capital		120.918	120.918
Retained earnings		-2.885.758	-2.682.655
<b>Equity</b>		<b>-2.764.840</b>	<b>-2.561.737</b>
Short-term payables to associates		2.273.895	2.200.828
Short-term trade payables		489.353	754.861
Short-term payables to shareholders and management		10.904	5.953
VAT and duties payables		133.862	235.023
Other payables including tax payables (short-term)		82.771	96.876
<b>Short-term liabilities other than provisions</b>		<b>2.990.785</b>	<b>3.293.541</b>
<b>Liabilities other than provisions</b>		<b>2.990.785</b>	<b>3.293.541</b>
<b>Total equity and liabilities</b>		<b>225.945</b>	<b>731.804</b>

## Notes

### 1. Disclosure of uncertainties relating to going concern

There has been a loss of the company's capital, and the future operations of the company are contingent upon positive forward-looking earnings. Management assesses that there will be positive earnings in the coming years and therefore presents the annual report on the assumption of continued operations.

	2024	2023
	kr.	kr.
<b>2. Employee expense</b>		
Wages and salaries	570.741	500.573
Post-employment benefit expense	0	53.724
Other social security contributions	1.490	6.845
Other employee expense	0	15.484
<b>Total</b>	<b>572.231</b>	<b>576.626</b>
Average number of employees	1	1

	2024	2023
	kr.	kr.
<b>3. Other financial expenses</b>		
Other interest expenses	2.590	3.329
Interest expense to group enterprises	73.067	63.064
Exchange rate adjustments [other finance expenses]	46	191
<b>Total</b>	<b>75.703</b>	<b>66.584</b>

### 4. Disclosure of liabilities under off-balance sheet leases

Rental and leasing obligations include a lease commitment with a 3-month notice period. The rental obligation amounts to DKK 15,000.

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

### Ulrich Schmidt

Member of the Board  
IP-adresse: 176.22.166.34:26005  
Dato for underskrift: 30-06-2025 17:04:23 CEST (+02:00)  
Underskrevet med eSignatur EasySign



### Johnny Larsen

Navn returneret af MitId: Johnny Larsen  
Registreret revisor og bæredygtighedsrevisor  
ID: a0b1b4c3-7975-4038-a06d-a36b8a647216  
IP-adresse: 109.202.137.74:46847  
Dato for underskrift: 30-06-2025 17:10:22 CEST (+02:00)  
Underskrevet med MitId - privat



### Trine Buus

Navn returneret af MitId: Trine Buus  
Director, Member of the Board og Chairman  
ID: 02cbb20d-41f3-4883-8ef9-4d2242466a68  
IP-adresse: 176.22.166.34:45900  
Dato for underskrift: 30-06-2025 18:32:39 CEST (+02:00)  
Underskrevet med MitId - privat



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