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## **Icons of Denmark ApS**

**Bergensgade 3, 4. tv.  
2100 København Ø**

**CVR no. 39999927**

**Annual report 2024**

The annual report was presented and adopted at the annual general meeting of the Company on 5 August 2025

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Jesper Møllgaard Jensen  
Chairman of the annual general meeting

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## **Management's Statement**

Today, Management has considered and adopted the Annual Report of Icons of Denmark ApS for the financial year 1 January 2024 - 31 December 2024.

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 31 December 2024 and of the results of the Company's operations for the financial year 1 January 2024 - 31 December 2024.

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, 5 August 2025

### **Executive Board**

Sandra Jivani Genth  
Manager

Jesper Møllgaard Jensen  
Manager

## The independent practitioner's report

To the shareholders of Icons of Denmark ApS

### Conclusion

We have performed an extended review of the financial statements of Icons of Denmark ApS for the financial year 2024, which comprise a summary of significant accounting policies, income statement, balance sheet, statement of changes in equity and notes. The financial statements are prepared under the Danish Financial Statements Act.

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

### Basis for conclusion

We conducted our extended review in accordance with the Danish Business Authority's Assurance Standard for Small Enterprises and FSR - Danish Auditors' standard on extended review of financial statements prepared in accordance with the Danish Financial Statements Act. Our responsibilities under those standards and requirements are further described in the "Practitioner's responsibilities for the extended review 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 statements in Denmark, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the IESBA Code. We believe that the evidence we have obtained is sufficient and appropriate to provide a basis for our conclusion.

### Management's responsibilities for the financial statements

Management is responsible for the preparation of the financial statements that give a true and fair view in accordance with the Danish Financial Statements Act's rules on accounting for micro enterprises, 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.

### Practitioner's responsibilities for the extended review of the financial statements

Our responsibility is to express a conclusion on the financial statements. This requires that we plan and perform procedures in order to obtain limited assurance for our conclusion on the financial statements and in addition perform specifically required supplementary procedures to obtain further assurance for our conclusion.

An extended review comprises procedures that primarily consist of making inquiries of Management and others within the Company, as appropriate, analytical procedures and the specifically required supplementary procedures as well as evaluation of the evidence obtained.

The procedures performed in an extended review are less than those performed in an audit, and accordingly, we do not express an audit opinion on the financial statements.

### 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 extended review of the financial statements, our responsibility is to read the Management's

## **The independent practitioner's report**

review and, in doing so, consider whether the Management's review is materially inconsistent with the financial statements, or our knowledge obtained during the extended review, 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 Statements Act. We did not identify any material misstatement in the Management's review.

## **Reports on other legal and regulatory requirements**

### **Information disclosing violation of the Danish VAT Act**

The Company has reported incorrect VAT returns to the Danish VAT authorities in violation of the VAT Act. The Company's Management may incur liability for violating the Danish VAT Act.

Elsinore, 5 August 2025

Kallermann Revision A/S - statsautoriseret revisionsfirma

CVR-no. 30195264

Rasmus Rolighed Asmussen

State Authorised Public Accountant

mne45874

## Company details

<b>Company</b>	Icons of Denmark ApS Bergensgade 3, 4. tv. 2100 København Ø CVR no. 39999927
<b>Executive Board</b>	Sandra Jivani Genth, Manager Jesper Møllgaard Jensen, Manager
<b>Auditors</b>	Kallermann Revision A/S - statsautoriseret revisionsfirma Stationspladsen 1 og 3 3000 Helsingør CVR no. 30195264

## **Management's Review**

### **The Company's principal activities**

The Company's principal activities consist in distribution of Danish furniture.

### **Development in activities and the financial situation**

The Company's Income Statement of the financial year 1 January 2024 - 31 December 2024 shows a result of -2.372.119 DKK and the Balance Sheet at 31 December 2024 a total of 4.919.686 DKK and an equity of -2.729.868 DKK.

The parent company will, if necessary, support the Company both in terms of liquidity and financially until 31 December 2025. Against this background, the Company is considered by the Management to be continuing operations.

### **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.

## Accounting Policies

### Reporting Class

The annual report of Icons of Denmark ApS for 2024 has been presented in accordance with the provisions of the Danish Financial Statements Act applying to enterprises of reporting class B, with the adoption of individual rules from class C.

The accounting policies applied remain unchanged from last year.

### Reporting currency

The annual report is presented in Danish kroner.

### Translation policies

Transactions in foreign currencies are translated into DKK at the exchange rate prevailing at the date of transaction. Monetary assets and liabilities in foreign currencies are translated into DKK 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.

## Income statement

### Gross profit/loss

Gross profit is a combination of the items of revenue, cost of goods and services, change in inventories of goods and other external expenses.

### Revenue

Revenue from sale of goods is recognised in the income statement if the goods have been delivered and the risk has passed to the buyer before year-end and if the revenue can be reliably calculated and expected to be received. Revenue is recognised excluding VAT and all discounts granted are recognised in revenue.

### Cost of goods and services

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

### Other external expenses

Other external expenses include expenses for distribution, sales, advertising, administration and transport etc.

### Staff costs

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

### Amortisation and impairment of tangible assets

Amortisation and impairment of fixtures, fittings, tools and equipment has been performed based on a continuing assessment of the useful life of the assets in the Company. Non-current assets are amortised on a straight line basis, based on cost.

### 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, accounts payable and transactions in foreign currencies, and surcharges and allowances under the advance-payment of tax scheme.

### 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.

## Accounting Policies

### Balance sheet

#### Fixtures, fittings, tools and equipment

Fixtures, fittings, tools 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.

Depreciation is calculated using the straight-line method over the following estimated useful lives of the individual assets.

Gains or losses arising from the disposal of property, plant and equipment are determined as the difference between the selling price less selling costs and the carrying amounts at the time of sale. Gains or losses are recognised in the income statement as other operating income or other operating expense.

	<b>Useful life</b>
Other fixtures and fittings, tools and equipment	2-5 years

#### Inventories

Inventories are measured at cost on the basis of the FIFO principle. Where the net realizable value is lower than cost, the inventories are written down to this lower value.

The net realizable value of inventories is calculated as the selling price less costs of completion and costs incurred to make the sale. The value is determined taking into account the negotiability of inventories, obsolescence and expected development in sales price.

#### Receivables

Receivables are measured at amortised 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 Recivables

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

#### Cash and cash equivalents

Cash and cash equivalents comprise cash at bank.

#### Equity

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

## Accounting Policies

### 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 crystallise 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

Liabilities are measured at amortised cost.

### Accruals and deferred income entered as liabilities

Accruals and deferred income entered as liabilities consist of payments received regarding income in the subsequent financial years.

### Contingent assets and liabilities

Contingent assets and liabilities are not recognised in the balance sheet but appear only in the notes.

## Income Statement

	Note	2024 DKK	2023 DKK
<b>Gross profit</b>		<b>314.791</b>	<b>3.640.737</b>
Staff costs	2	-3.130.712	-2.591.077
Depreciation, amortisation expense and impairment losses of fixtures, fittings, tools and equipment recognised in profit or loss		-23.356	-22.076
<b>Profit from ordinary operating activities</b>		<b>-2.839.277</b>	<b>1.027.584</b>
Financial income		83.050	2.098
Financial expenses		-49.255	-79.247
<b>Profit from ordinary activities before tax</b>		<b>-2.805.482</b>	<b>950.435</b>
Tax	3	433.363	-222.026
<b>Profit</b>		<b>-2.372.119</b>	<b>728.409</b>
<b>Proposed distribution of results</b>			
Retained earnings		-2.372.119	728.409
<b>Distribution of profit</b>		<b>-2.372.119</b>	<b>728.409</b>

## Balance Sheet as of 31 December

	Note	2024 DKK	2023 DKK
<b>Assets</b>			
Fixtures, fittings, tools and equipment		72.240	37.440
<b>Fixtures, fittings, tools and equipment</b>		<b>72.240</b>	<b>37.440</b>
<b>Fixed assets</b>			
		<b>72.240</b>	<b>37.440</b>
Raw materials and consumables		5.222	0
Manufactured goods and goods for resale		1.819.117	1.234.848
Purchases in transit		565.477	1.169.265
<b>Inventories</b>		<b>2.389.816</b>	<b>2.404.113</b>
Short-term trade receivables		1.114.241	834.887
Short-term receivables from group enterprises		0	1.043.979
Current deferred tax		520.079	86.716
Other receivables		264.872	655.746
Deferred income assets		366.695	70.762
<b>Receivables</b>		<b>2.265.887</b>	<b>2.692.090</b>
<b>Cash and cash equivalents</b>		<b>191.743</b>	<b>725.929</b>
<b>Current assets</b>		<b>4.847.446</b>	<b>5.822.132</b>
<b>Assets</b>		<b>4.919.686</b>	<b>5.859.572</b>

## Balance Sheet as of 31 December

	Note	2024 DKK	2023 DKK
<b>Liabilities and equity</b>			
Contributed capital		50.000	50.000
Retained earnings		-2.779.868	-407.749
<b>Equity</b>		<b>-2.729.868</b>	<b>-357.749</b>
Deferred income		3.146.239	4.207.255
Trade payables		2.201.095	1.852.890
Payables to group enterprises		2.074.496	0
Other payables		227.724	157.176
<b>Short-term liabilities other than provisions</b>		<b>7.649.554</b>	<b>6.217.321</b>
<b>Liabilities other than provisions within the business</b>		<b>7.649.554</b>	<b>6.217.321</b>
<b>Liabilities and equity</b>		<b>4.919.686</b>	<b>5.859.572</b>
Contingent liabilities	4		
Collaterals and assets pledged as security	5		

## Statement of changes in Equity

	<b>Contributed capital DKK</b>	<b>Retained earnings DKK</b>	<b>Total DKK</b>
Equity 1 January 2024	50.000	-407.749	-357.749
Profit (loss)	0	-2.372.119	-2.372.119
<b>Equity 31 December 2024</b>	<b>50.000</b>	<b>-2.779.868</b>	<b>-2.729.868</b>

## Notes

### 1. Uncertainties relating to going concern

The parent company will, if necessary, support the Company both in terms of liquidity and financially until 31 December 2025. Against this background, the Company is considered by the Management to be continuing operations.

	<b>2024</b>	<b>2023</b>
	<b>DKK</b>	<b>DKK</b>
<b>2. Staff costs</b>		
Wages and salaries	2.984.831	2.488.685
Social security contributions	145.881	102.392
	<u><b>3.130.712</b></u>	<u><b>2.591.077</b></u>
Average number of employees	<u>3</u>	<u>2</u>
<b>3. Tax</b>		
Deferred tax regulation	-433.363	222.026
	<u><b>-433.363</b></u>	<u><b>222.026</b></u>

### 4. Contingent liabilities

The Company has a car rental obligation, 23.800 DKK, with a remaining term of 5 months.

### 5. Collaterals and securities

No securities or mortgages exist at the balance sheet date.