

# Ingager ApS

Strødamvej 46

2100 København Ø

CVR No. 41700467

## Annual Report 2025

6. financial year

The Annual Report was presented and  
adopted at the Annual General Meeting of  
the Company on 22 April 2026

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Jimmy Jakobsen  
Chairman

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## Management's Statement

Today, Management has considered and adopted the Annual Report of Ingager ApS for the financial year 1 January 2025 - 31 December 2025.

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 2025 and of the results of the Company's operations for the financial year 1 January 2025 - 31 December 2025.

In our opinion, the Management's Review includes a true and fair account of the matters addressed in the review.

The conditions for not conducting an audit of the Financial Statement have been met.

We recommend that the Annual Report be adopted at the Annual General Meeting.

København Ø, 22 April 2026

### Executive Board

Jimmy Jakobsson  
Man. Director

Per Gustav Kjellander  
Executive

## Company details

<b>Company</b>	Ingager ApS Strødamvej 46 2100 København Ø
CVR No.	41700467
Date of formation	18 September 2020
Registered office	København
Financial year	1 January 2025 - 31 December 2025
<b>Executive Board</b>	Jimmy Jakobsson Per Gustav Kjellander

## Management's Review

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

The Company's principal activities consist in advertising and marketing within online-based media as well as sales of online-based services and related business.

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

The Company's Income Statement of the financial year 1 January 2025 - 31 December 2025 shows a result of DKK -125.241 and the Balance Sheet at 31 December 2025 a balance sheet total of DKK 252.706 and an equity of DKK -1.582.548.

### **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.

### **Uncertainty regarding the going concern**

The company has lost more than 50% of the share capital and is thus covered by the rules on capital losses in the Companies Act.

In order to finance the Company's operations, the Company has received a letter of comfort and subordination issued by the Parent Company in which the Parent Company will support in the form of a loan to the extent necessary to finance their operation activities and other extraordinary expenses if any. The loan extended and additional loans will not be called unless the liquidity position is adequate to be justifiable. They declares the debt to group enterprise rank subordinate to the Company's other creditors. The letter of comfort and subordination is effective until 31 december 2026. Reference is made to note 1.

## Accounting Policies

### Reporting Class

The annual report of Ingager ApS for 2025 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.

## General information

### Basis of recognition and measurement

The financial statement have been prepared under the historical cost principle.

Income is recognised in the income statement as it is earned, including value adjustments of financial assets and liabilities that are measured at fair value or amortized cost. Moreover, all expenses incurred to achieve the earnings for the year are recognised in the income statement, including depreciation, amortization, impairment losses and provisions as well as reversals due to changed accounting estimates of amounts that have previously been recognised in the income statement.

Assets are recognised in the balance sheet when it is probable that future economic benefits attributable to the asset will accrue to the Company, and the value of the asset can be measured reliably.

Liabilities are recognised in the balance sheet when it is probable that future economic benefits attributable to the asset will flow out of the Company, and the value of the liability can be measured reliably.

At initial recognition, assets and liabilities are measured at cost. Subsequently, assets and liabilities are measured as described for each item below.

Certain financial assets and liabilities are measured at amortised cost, which involves the recognition of a constant effective interest rate over the term. Amortised cost is calculated as original cost less repayments and with the addition/deduction of the accumulated amortisation of the difference between the cost and the nominal amount. This way, exchange losses and gains are allocated over the term.

In connection with recognition and measurement, consideration is given to predictable losses and risks occurring prior to the presentation of the financial statement, i.e. losses and risks which prove or disprove matters which exist at the balance sheet date.

## Accounting Policies

### Income statement

#### Gross profit/loss

The Company has decided to aggregate certain items of the income statement in accordance with the provisions of Section 32 of the Danish Financial Statements Act.

Gross profit is a combination of the items of revenue and other external expenses.

#### Revenue

Income from delivery of services is recognised on a straight-line basis in net sales, as the service is delivered.

#### Other external expenses

Other external expenses include expenses for sales, advertising, administration, premises, bad debts etc.

#### Employee expenses

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

#### 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, realised and unrealised capital gains and losses regarding transactions in foreign currencies.

#### 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.

### Balance sheet

#### Property, plant and equipment

Property, plant 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.

	<b>Useful life</b>	<b>Residual value</b>
Plant and machinery	5-10 years	0%

## Accounting Policies

The carrying amounts of property plant and equipment are tested annually to determine whether there is any indication of impairment other than what is expressed by amortization and depreciation. If so, the assets are tested for impairment to determine whether the recoverable amounts are lower than the carrying amounts and the relevant assets are written down to such lower recoverable amounts. An impairment test is carried out annually of ongoing development projects, whether or not there is any indication of impairment.

The recoverable amount of an asset is determined as the higher of the net sales price and the value in use. Where the recoverable amount of the individual assets cannot be determined, the assets are grouped together into the smallest group of assets that can be estimated to determine an aggregate reliable recoverable amount for those units.

### Deposits

Deposits are measured at cost.

### Receivables

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

Impairment of accounts receivables past due is established on individual assessment of receivables.

### 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.

### 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 crystallize as current tax.

### Current tax liabilities

The Company is jointly taxed with the other enterprises in the group and are jointly and severally liable for the taxes that concern the joint taxation. Current tax receivable- or liabilities are presented as short-term tax receivables- or payables from group enterprises.

### Payables

Payables are measured at amortized cost, which usually corresponds to the nominal value.

### Contingent assets and liabilities

Contingent assets and liabilities are not recognised in the Balance Sheet but appear only in the notes.

## Income Statement

	Note	2025 DKK	2024 DKK
<b>Gross profit</b>		<b>-60.419</b>	<b>66.439</b>
Employee expense	2	0	0
Depreciation, amortisation expense and impairment losses of property, plant and equipment		0	-3.393
<b>Profit from ordinary operating activities</b>		<b>-60.419</b>	<b>63.046</b>
Other finance income		253	331
Finance expenses arising from group enterprises		-101.494	-96.041
Finance expenses		0	1.607
<b>Profit from ordinary activities before tax</b>		<b>-161.660</b>	<b>-31.057</b>
Tax expense	3	36.419	7.572
<b>Profit</b>		<b>-125.241</b>	<b>-23.485</b>
<b>Proposed distribution of results</b>			
Retained earnings		-125.241	-23.485
<b>Distribution of profit</b>		<b>-125.241</b>	<b>-23.485</b>

## Balance Sheet as of 31 December

	Note	2025 DKK	2024 DKK
<b>Assets</b>			
Deposit		15.000	15.000
<b>Financial asset</b>		<u>15.000</u>	<u>15.000</u>
<b>Fixed assets</b>		<u>15.000</u>	<u>15.000</u>
Short-term tax receivables from group enterprises		35.565	33.146
Other short-term receivables		5.000	10.265
<b>Receivables</b>		<u>40.565</u>	<u>43.411</u>
<b>Cash and cash equivalents</b>		<u>197.141</u>	<u>221.613</u>
<b>Current assets</b>		<u>237.706</u>	<u>265.024</u>
<b>Assets</b>		<u>252.706</u>	<u>280.024</u>

## Balance Sheet as of 31 December

	Note	2025 DKK	2024 DKK
<b>Liabilities and equity</b>			
Contributed capital		40.000	40.000
Retained earnings		-1.622.548	-1.497.307
<b>Equity</b>	<b>1</b>	<b>-1.582.548</b>	<b>-1.457.307</b>
Trade payables		38.400	49.519
Payables to group enterprises		1.789.081	1.687.812
Other payables		7.773	0
<b>Short-term liabilities other than provisions</b>		<b>1.835.254</b>	<b>1.737.331</b>
<b>Liabilities other than provisions within the business</b>		<b>1.835.254</b>	<b>1.737.331</b>
<b>Liabilities and equity</b>		<b>252.706</b>	<b>280.024</b>
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## Statement of changes in Equity

	Contributed capital	Retained earnings	Total
Equity 1 January 2025	40.000	-1.497.307	-1.457.307
Profit (loss)	0	-125.241	-125.241
Equity 31 December 2025	<u>40.000</u>	<u>-1.622.548</u>	<u>-1.582.548</u>

The share capital has remained unchanged since the establishment.

## Notes

### 1. Uncertainties relating to going concern

The company has lost more than 50% of the share capital and is thus covered by the rules on capital losses in the Companies Act.

In order to finance the Company's operations, the Company has received a letter of comfort and subordination issued by the Parent Company in which the Parent Company will support in the form of a loan to the extent necessary to finance their operation activities and other extraordinary expenses if any. The loan extended and additional loans will not be called unless the liquidity position is adequate to be justifiable. They declares the debt to group enterprise rank subordinate to the Company's other creditors. The letter of comfort and subordination is effective until 31 december 2026.

	2025	2024
<b>2. Employee benefits expense</b>		
Average number of employees	1	1
	2025	2024
<b>3. Tax expense</b>		
Income tax expense	-35.565	33.146
Deferred tax adjustment	0	-26.314
Regulation of tax prior year	-854	8.000
Regulation of deferred tax prior year	0	-7.260
	<b>-36.419</b>	<b>7.572</b>

### 4. Contingent liabilities

The company is jointly taxed with the other companies in the group and is jointly and severally liable for the taxes that relate to the joint taxation.

The total amount appears from the annual report for Egmont International Holding A/S, which is the management company in the joint taxation.

### 5. Collaterals and securities

No securities or mortgages exist at the balance sheet date.

### 6. Consolidated financial statements

The Company is included in the Group Annual Report of Egmont Fonden, Vognmagergade 11, 1120 København K.

### 7. Related parties

The company's related parties is Ingager AB, Karlavägen 96, 115 26 Stockholm, Sverige.