

Ingager ApS

Strødamvej 46

2100 København Ø

CVR No. 41700467

Annual Report 2024

5. financial year

The Annual Report was presented and adopted at the Annual General Meeting of the Company on 6 May 2025

Jimmy Jakobsson
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 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.

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, 6 May 2025

Executive Board

Jimmy Jakobsson
Man. Director

Per Gustav Kjellander
Executive

Company details

Company	Ingager ApS Strødamvej 46 2100 København Ø
CVR No.	41700467
Date of formation	18 September 2020
Registered office	København
Financial year	01-01-2024 - 31-12-2024
Executive Board	Jimmy Jakobsson Per Gustav Kjellander
Website	www.pwc.dk

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 2024 - 31 December 2024 shows a result of DKK -23.485 and the Balance Sheet at 31 December 2024 a balance sheet total of DKK 280.024 and an equity of DKK -1.457.307.

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.

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. Reference is made to note 1.

Accounting Policies

Reporting Class

The annual report of Ingager 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.

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.

	Useful life	Residual value
Plant and machinery	3 years	0%

Accounting Policies

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 and in hand as well as short-term securities with a term of less than three months which can be converted directly into cash at bank and in hand and involve only an insignificant risk of value changes.

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

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.

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	2024 DKK	2023 DKK
Gross profit		66.439	621.587
Employee expense	2	0	-604.392
Depreciation, amortisation expense and impairment losses of property, plant and equipment and intangible assets recognised in profit or loss		-3.393	-5.733
Profit from ordinary operating activities		63.046	11.462
Other finance income		331	1.682
Finance expenses arising from group enterprises		-96.041	-93.746
Finance expenses		1.607	1.638
Profit from ordinary activities before tax		-31.057	-78.964
Tax expense on ordinary activities	3	7.572	16.512
Profit		-23.485	-62.452
Proposed distribution of results			
Retained earnings		-23.485	-62.452
Distribution of profit		-23.485	-62.452

Balance Sheet as of 31 December

	Note	2024 DKK	2023 DKK
Assets			
Plant and machinery		0	3.393
Property, plant and equipment		0	3.393
Deposit		15.000	15.000
Financial asset		15.000	15.000
Fixed assets		15.000	18.393
Current deferred tax		0	33.574
Short-term tax receivables from group enterprises		33.146	36.000
Other short-term receivables		10.265	140.475
Receivables		43.411	210.049
Cash and cash equivalents		221.613	99.683
Current assets		265.024	309.732
Assets		280.024	328.125

Balance Sheet as of 31 December

	Note	2024 DKK	2023 DKK
Liabilities and equity			
Contributed capital		40.000	40.000
Retained earnings		-1.497.307	-1.473.822
Equity	1	-1.457.307	-1.433.822
Trade payables		49.519	50.686
Payables to group enterprises		1.687.812	1.637.409
Other payables		0	73.852
Short-term liabilities other than provisions		1.737.331	1.761.947
Liabilities other than provisions within the business		1.737.331	1.761.947
Liabilities and equity		280.024	328.125
Contingent liabilities	4		
Collaterals and assets pledges as security	5		
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Statement of changes in Equity

	Contributed capital	Retained earnings	Total
Equity 1 January 2024	40.000	-1.473.822	-1.433.822
Loss	0	-23.485	-23.485
Equity 31 December 2024	40.000	-1.497.307	-1.457.307

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.

2. Employee expense

	2024	2023
Wages and salaries	0	575.844
Post-employment benefit expense	0	24.099
Social security contributions	0	4.449
	0	604.392
Average number of employees	1	1

3. Tax expense

	2024	2023
Income tax expense	33.146	36.000
Deferred tax adjustment	-26.314	-8.000
Regulation of tax prior year	8.000	13.000
Regulation of deferred tax prior year	-7.260	-24.488
	7.572	16.512

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.