

Subscribed Holding ApS

Hammerholmen 11K, 2650 Hvidovre

Company reg. no. 41 93 35 69

Annual report

1 January - 31 December 2025

The annual report was submitted and approved by the general meeting on the 17 April 2026.

Michael Tobiassen Hansen
Chairman of the meeting

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Notes to users of the English version of this document:

This document is a translation of a Danish version of the document. In the event of any dispute regarding the interpretation of any part of the document, the Danish version of the document shall prevail.

To ensure the greatest possible applicability of this document, IAS/IFRS English terminology has been used.

Please note that decimal points remain unchanged from Danish version of the document. This means that DKK 146.940 corresponds to the English amount of DKK 146,940, and that 23,5 % corresponds to 23.5 %.

Management's statement

Today, the Board of Directors and the Managing Director have approved the annual report of Subscribed Holding ApS for the financial year 1 January - 31 December 2025.

The annual report has been prepared in accordance with the Danish Financial Statements Act.

We consider the chosen accounting policy to be appropriate, and 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 true and fair review of the matters discussed in the Management's review.

We recommend that the annual report be approved at the Annual General Meeting.

Hvidovre, 17 April 2026

Managing Director

Michael Tobiassen Hansen

Board of directors

Peter Christian Mægbæk Madsen Peder Skjalm Lissner
Chairman

Michael Tobiassen Hansen

Independent auditor's report

To the Shareholders of Subscribed Holding ApS

Opinion

We have audited the financial statements of Subscribed Holding ApS for the financial year 1 January - 31 December 2025, which comprise a summary of significant accounting policies, income statement, balance sheet, statement of changes in equity and notes, for the Company. The financial statements are prepared under 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 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. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

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 about 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 these financial statements.

Independent auditor's report

As part of an audit conducted in accordance with ISAs and the additional requirements applicable in Denmark, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- 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.

- 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.

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

- 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.

- Evaluate the overall presentation, structure and contents of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that gives a true and fair view.

- Plan and perform the audit of the financial statements to obtain sufficient appropriate audit evidence regarding consolidated financial information of the entities or business units as a basis for forming an opinion on the financial statements. We are responsible for the direction, supervision and review of the audit work performed. We remain solely responsible for our audit opinion.

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 Management's Review

Management is responsible for Management's Review.

Independent auditor's report

Our opinion on the financial statements does not cover 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 Management's Review and, in doing so, consider whether 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 Management's Review provides the information required under the Danish Financial Statements Act.

Based on the work we have performed, we conclude that 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 Management's Review.

Copenhagen, 17 April 2026

Grant Thornton

Certified Public Accountants
Company reg. no. 34 20 99 36

Kristian Randløv Lydolph

State Authorised Public Accountant
mne47843

Company information

The company

Subscribed Holding ApS
Hammerholmen 11K
2650 Hvidovre

Company reg. no. 41 93 35 69
Established: 5 December 2020
Domicile: Hvidovre
Financial year: 1 January 2025 - 31 December 2025
5th financial year

Board of directors

Peter Christian Mægbæk Madsen, Chairman
Peder Skjalm Lissner
Michael Tobiassen Hansen

Managing Director

Michael Tobiassen Hansen

Auditors

Grant Thornton, Godkendt Revisionspartnerselskab
Stockholmsgade 45
2100 København Ø

Subsidiary

Subscribed ApS, Hvidovre

Management's review

Description of key activities of the company

The company's activity consists of holding ownership in subsidiaries selling products online on subscriptions to consumers.

Significant changes in the company's activities and financial matters

There have been no significant changes in activities and financial matters. The ordinary net result amounted to DKK -633 thousand compared to DKK 325 thousand last year.

Management considers the financial performance satisfactory and in line with expectations.

Outlook

The company expects to continue its planned growth of existing brands and the new strategic brand, Elome, in 2026 and strengthen its position in the markets.

Accounting policies

The annual report for Subscribed Holding ApS has been presented in accordance with the Danish Financial Statements Act regulations concerning reporting class B enterprises. Furthermore, the company has decided to comply with certain rules applying to reporting class C enterprises.

The accounting policies are unchanged from last year, and the annual report is presented in DKK.

Income statement

Gross loss

Gross loss comprises other external costs.

Other external expenses comprise expenses incurred for administration.

Results from investments in group enterprises

After full elimination of intercompany profit or loss less amortised consolidated goodwill, the investment in the individual entities are recognised in the income statement as a proportional share of the entities' post-tax profit or loss.

Financial income and expenses

Financial income and expenses are recognised in the income statement with the amounts concerning the financial year. Financial income and expenses comprise interest income and expenses, financial expenses from financial leasing, realised and unrealised capital gains and losses relating to securities, debt and transactions in foreign currency, amortisation of financial assets and liabilities as well as surcharges and reimbursements under the advance tax scheme, etc.

Tax on net profit or loss for the year

Tax for the year comprises the current income tax for the year and changes in deferred tax and is recognised in the income statement with the share attributable to the net profit or loss for the year and directly in equity with the share attributable to entries directly in equity.

The company is subject to Danish rules on compulsory joint taxation of Danish group enterprises.

The current Danish income tax is allocated among the jointly taxed companies proportional to their respective taxable income (full allocation with reimbursement of tax losses).

Statement of financial position

Investments

Investments in group enterprises

Investments in group enterprises are recognised and measured by applying the equity method. The equity method is used as a method of consolidation.

Accounting policies

Investments in group enterprises are recognised in the statement of financial position at the proportionate share of the enterprise's equity value. This value is calculated in accordance with the parent's accounting policies with deductions or additions of unrealised intercompany gains and losses as well as with additions or deductions of the remaining value of positive or negative goodwill calculated in accordance with the acquisition method. Negative goodwill is recognised in the income statement at the time of acquisition of the equity investment. If the negative goodwill relates to contingent liabilities acquired, negative goodwill is not recognised until the contingent liabilities have been settled or lapsed.

Consolidated goodwill is amortised over its estimated useful life, which is determined on the basis of the management's experience with the individual business areas. Consolidated goodwill is amortised on a straight-line basis over the amortisation period, which represent 10 years. The depreciation period is determined on the basis of an assessment that these are strategically acquired enterprises with a strong market position and a long-term earnings profile.

Investments in group enterprises with a negative equity value are measured at DKK 0, and any accounts receivable from these enterprises are written down to the extent that the account receivable is uncollectible. To the extent that the parent has a legal or constructive obligation to cover a negative balance that exceeds the account receivable, the remaining amount is recognised under provisions.

To the extent the equity exceeds the cost, the net revaluation of equity investments in group enterprises transferred to the reserve under equity for net revaluation according to the equity method. Dividends from group enterprises expected to be adopted before the approval of this annual report are not subject to a limitation of the revaluation reserve. The reserve is adjusted by other equity movements in group enterprises.

Newly acquired or newly established companies are recognised in the financial statement as of the time of acquisition. Sold or liquidated companies are recognised until the date of disposal.

Impairment loss relating to non-current assets

The carrying amount of intangible assets as well as equity investments in group enterprises are subject to annual impairment tests in order to disclose any indications of impairment beyond those expressed by amortisation and depreciation respectively.

If indications of impairment are disclosed, impairment tests are carried out for each individual asset or group of assets, respectively. Write-down for impairment is done to the recoverable amount if this value is lower than the carrying amount.

The recoverable amount is the higher value of value in use and selling price less expected selling cost. The value in use is calculated as the present value of the expected net cash flows from the use of the asset or the asset group and expected net cash flows from the sale of the asset or the asset group after the end of their useful life.

Accounting policies

Previously recognised impairment losses are reversed when conditions for impairment no longer exist. Impairment relating to goodwill is not reversed.

Receivables

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

Cash and cash equivalents

Cash and cash equivalents comprise cash at bank.

Equity

Reserve for net revaluation according to the equity method

The reserve for net revaluation according to the equity method comprises net revaluation of equity investments in subsidiaries, associates and equity interests proportional to cost.

The reserve may be eliminated in the event of losses, realisation of equity investments, or changes in the accounting estimates.

The reserve cannot be recognised by a negative amount.

Income tax and deferred tax

Current tax liabilities and current tax receivable are recognised in the statement of financial position as calculated tax on the taxable income for the year, adjusted for tax of previous years' taxable income and for tax paid on account.

The company is jointly taxed with consolidated Danish companies. The current corporate income tax is distributed between the jointly taxed companies in proportion to their taxable income and with full distribution with reimbursement as to tax losses. The jointly taxed companies are comprised by the Danish tax prepayment scheme.

Joint taxation contributions payable and receivable are recognised in the statement of financial position as "Tax receivables from group enterprises" or "Income tax payable to group enterprises"

According to the rules of joint taxation, Subscribed Holding ApS is proportionally liable to pay the Danish tax authorities the total income tax, including withholding tax on interest, royalties, and dividends, arising from the jointly taxed group of companies.

Deferred tax is measured on the basis of temporary differences in assets and liabilities with a focus on the statement of financial position. Deferred tax is measured at net realisable value.

Adjustments take place in relation to deferred tax concerning elimination of unrealised intercompany gains and losses.

Accounting policies

Deferred tax is measured based on the tax rules and tax rates applying under the legislation prevailing in the respective countries on the reporting date when the deferred tax is expected to be released as current tax. Changes in deferred tax due to changed tax rates are recognised in the income statement, except for items included directly in the equity.

Deferred tax assets, including the tax value of tax losses allowed for carryforward, are recognised at the value at which they are expected to be realisable, either by settlement against tax of future earnings or by set-off in deferred tax liabilities within the same legal tax unit. Any deferred net tax assets are measured at net realisable value.

Liabilities other than provisions

Other liabilities concerning payables to suppliers, group enterprises, and other payables are measured at amortised cost which usually corresponds to the nominal value.

Income statement 1 January - 31 December

All amounts in DKK.

| <u>Note</u> | <u>2025</u> | <u>2024</u> |
|---|-----------------|----------------|
| Gross profit | -58.879 | -34.321 |
| Income from investments in group enterprises | -431.860 | 567.187 |
| Other financial income from group enterprises | 15.849 | 43.280 |
| Other financial income | 2 | 0 |
| Other financial expenses | -214.509 | -322.176 |
| Pre-tax net profit or loss | -689.397 | 253.970 |
| Tax on net profit or loss for the year | 56.658 | 70.557 |
| Net profit or loss for the year | -632.739 | 324.527 |
| Proposed distribution of net profit: | | |
| Reserves for net revaluation according to the equity method | -431.860 | 624.669 |
| Allocated from retained earnings | -200.879 | -300.142 |
| Total allocations and transfers | -632.739 | 324.527 |

Balance sheet at 31 December

All amounts in DKK.

| Assets | | |
|------------------------------------|------------------|------------------|
| <u>Note</u> | <u>2025</u> | <u>2024</u> |
| Non-current assets | | |
| Investments in group enterprises | 3.339.285 | 3.771.145 |
| Total investments | 3.339.285 | 3.771.145 |
| Total non-current assets | 3.339.285 | 3.771.145 |
| Current assets | | |
| Receivables from group enterprises | 38.556 | 986.782 |
| 2 Deferred tax assets | 235.127 | 178.469 |
| Other receivables | 0 | 29.508 |
| Total receivables | 273.683 | 1.194.759 |
| Cash and cash equivalents | 21.461 | 1.509 |
| Total current assets | 295.144 | 1.196.268 |
| Total assets | 3.634.429 | 4.967.413 |

Balance sheet at 31 December

All amounts in DKK.

| <u>Note</u> | <u>2025</u> | <u>2024</u> |
|--|------------------|------------------|
| Equity and liabilities | | |
| Equity | | |
| Contributed capital | 44.999 | 44.999 |
| Reserve for net revaluation according to the equity method | 799.285 | 1.231.195 |
| Retained earnings | 1.559.634 | 1.760.463 |
| Total equity | 2.403.918 | 3.036.657 |
| Liabilities other than provisions | | |
| 3 Other payables | 421.514 | 1.213.398 |
| Total long term liabilities other than provisions | 421.514 | 1.213.398 |
| Current portion of long term liabilities | 785.247 | 678.854 |
| Trade payables | 23.750 | 38.504 |
| Total short term liabilities other than provisions | 808.997 | 717.358 |
| Total liabilities other than provisions | 1.230.511 | 1.930.756 |
| Total equity and liabilities | 3.634.429 | 4.967.413 |
| 1 Employee issues | | |
| 4 Charges and security | | |
| 5 Contractual obligations and contingencies, etc. | | |

Statement of changes in equity

All amounts in DKK.

| | Contributed capital | Reserve for net revalua-tion according to the eq-uity method | Retained earnings | Total |
|-------------------------|--------------------------------|---|------------------------------|------------------|
| Equity 1 January 2025 | 44.999 | 1.231.145 | 1.760.513 | 3.036.657 |
| Share of profit or loss | 0 | -431.860 | -200.879 | -632.739 |
| | 44.999 | 799.285 | 1.559.634 | 2.403.918 |

Notes

All amounts in DKK.

| | <u>2025</u> | <u>2024</u> |
|-----------------------------|-------------|-------------|
| 1. Employee issues | | |
| Average number of employees | <u>0</u> | <u>0</u> |

The company has no employees other than the managing director, who has not received any remuneration during the year.

| | | |
|---|-----------------------|-----------------------|
| 2. Deferred tax assets | | |
| Deferred tax assets 1 January 2025 | 178.469 | 0 |
| Deferred tax of the net profit or loss for the year | <u>56.658</u> | <u>178.469</u> |
| | <u>235.127</u> | <u>178.469</u> |

The recognised tax asset primarily consists of deferred tax relating to tax loss carryforward. Management estimates future earnings in connection with the assessment of whether and when deferred tax assets will be utilised. Management has prepared a plan for the utilisation of the recognised tax asset. The recognised tax asset is expected to be utilised within the next 5 years.

| | | |
|--|-----------------------|-------------------------|
| 3. Other payables | | |
| Total other payables | 1.206.761 | 1.892.252 |
| Share of amount due within 1 year | <u>-785.247</u> | <u>-678.854</u> |
| | <u>421.514</u> | <u>1.213.398</u> |
| Share of liabilities due after 5 years | <u>0</u> | <u>0</u> |

4. Charges and security

For other payables, DKK 1.208, the company has provided security in company assets representing a nominal value of DKK 2.500 thousand. This security comprises the assets below, stating the carrying amounts:

| | <u>DKK in thousands</u> |
|-------------------|-----------------------------|
| Inventories | 0 |
| Trade receivables | 0 |

Notes

All amounts in DKK.

5. Contractual obligations and contingencies, etc.

Joint taxation

With M.T.H. Holding ApS, company reg. no 36 71 00 63 as administration company, the company is subject to the Danish scheme of joint taxation and is proportionally liable for tax claims within the joint taxation scheme.

The company is proportionally liable for any obligations to withhold tax on interest, royalties, and dividends of the jointly taxed companies.

The liabilities amount to a maximum amount corresponding to the share of the company capital, which is owned directly or indirectly by the ultimate parent company.

The jointly taxed enterprises' total known net liability to the Danish tax authorities emerges from the financial statements of the administration company.

Any subsequent adjustments of corporate taxes or withholding tax, etc., may result in changes in the company's liabilities.