

# ÅRSREDOVISNING

för

## Ariel Growth Agency AB

Org.nr. 559349-9964

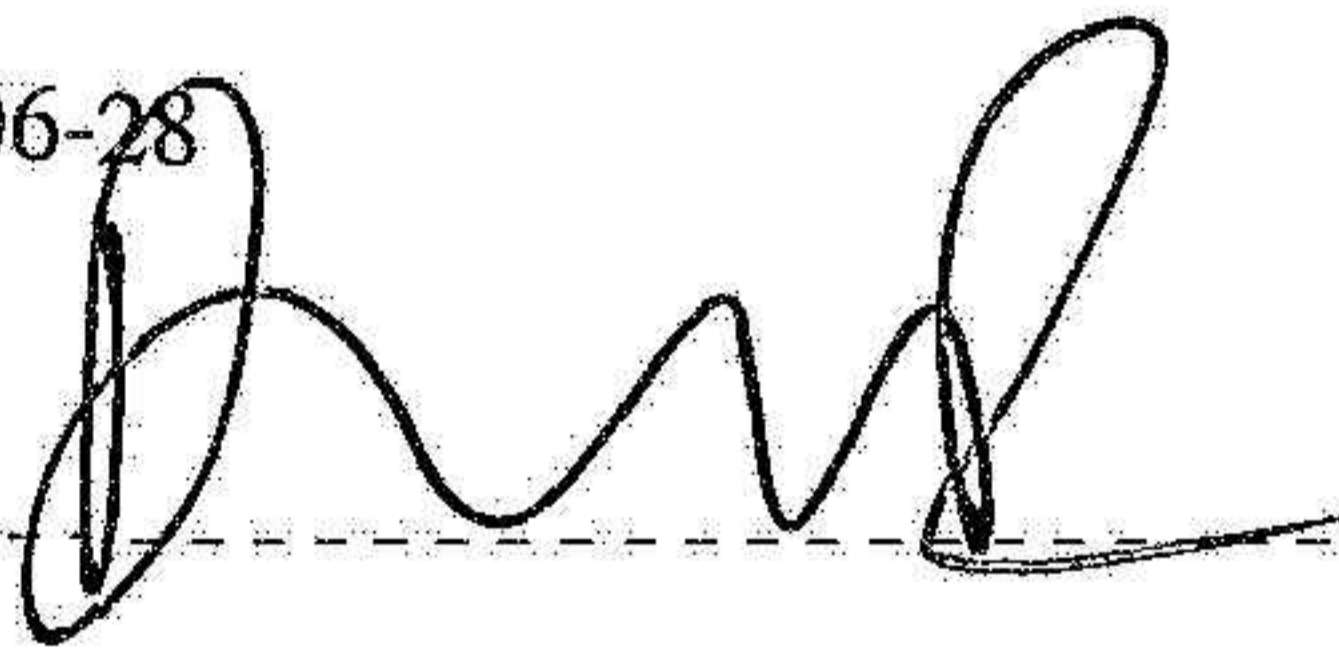
Styrelsen och verkställande direktören får härmed avlämna årsredovisning för räkenskapsåret 2021-12-01 - 2022-12-31

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Undertecknad styrelseledamot i Ariel Growth Agency AB intygar härmed, dels att denna kopia av årsredovisningen överensstämmer med originalet, dels att resultat- och balansräkning fastställts på årsstämma den 28 juni 2023. Stämman beslöt tillika godkänna styrelsens förslag till vinstdisposition.

Stockholm 2023-06-28

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Daniel Reithner



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### FÖRVALTNINGSBERÄTTELSE

Årsredovisningen är upprättad i svenska kronor, SEK.

#### Verksamheten

##### Allmänt om verksamheten

Bolaget ska bedriva konsultverksamhet inom digital marknadsföring och närliggande tjänster.

Företagets första räkenskapsår är 2021-12-01 till 2022-12-31.

Företagets säte är i Stockholm.

#### Förändringar i eget kapital

	Aktiekapital	Balanserat resultat	Årets resultat	Summa eget kapital
Insättning aktiekapital	25 000	0		25 000
Erhållna aktieägartillskott		1 000 000		1 000 000
Årets resultat			403 334	403 334
Belopp vid årets utgång	25 000	1 000 000	403 334	1 428 334

#### Resultatdisposition

Medel att disponera:

Balanserat resultat	1 000 000
Årets resultat	403 334
	1 403 334

Förslag till disposition:

Balanseras i ny räkning	1 403 334
	1 403 334

Beträffande bolagets resultat och ställning i övrigt hänvisas till efterföljande resultat- och balansräkningar med tillhörande noter.

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**RESULTATRÄKNING**

	Not	2021-12-01 2022-12-31
<b>Rörelseintäkter, lagerförändringar m.m.</b>		
Nettoomsättning		13 863 245
<b>Summa rörelseintäkter, lagerförändringar m.m.</b>		13 863 245
<b>Rörelsekostnader</b>		
Inköp av tjänster		-1 352 771
Övriga externa kostnader		-4 703 199
Personalkostnader	2	-7 278 183
Av- och nedskrivningar av materiella och immateriella anläggningstillgångar		-36 301
Övriga rörelsekostnader		-2 913
<b>Summa rörelsekostnader</b>		-13 373 367
<b>Rörelseresultat</b>		489 878
<b>Finansiella poster</b>		
Övriga ränteintäkter och liknande resultatposter		22 141
Räntekostnader och liknande resultatposter		-3 208
<b>Summa finansiella poster</b>		18 933
<b>Resultat efter finansiella poster</b>		508 811
<b>Resultat före skatt</b>		508 811
<b>Skatter</b>		
Skatt på årets resultat		-105 477
<b>Årets resultat</b>		<b>403 334</b>

**Ariel Growth Agency AB**

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**BALANSRÄKNING****2022-12-31**

Not

**TILLGÅNGAR****Anläggningstillgångar****Materiella anläggningstillgångar**

Inventarier, verktyg och installationer

3

108 768

**Summa materiella anläggningstillgångar**

108 768

**Summa anläggningstillgångar**

108 768

**Omsättningstillgångar****Kortfristiga fordringar**

Fordringar hos koncernföretag

1 201 498

Övriga fordringar

4 616

**Summa kortfristiga fordringar**

1 206 114

**Kassa och bank**

Kassa och bank

2 442 310

**Summa kassa och bank**

2 442 310

**Summa omsättningstillgångar**

3 648 424

**SUMMA TILLGÅNGAR****3 757 192****EGET KAPITAL OCH SKULDER****Eget kapital****Bundet eget kapital**

Aktiekapital

25 000

**Summa bundet eget kapital**

25 000

**Fritt eget kapital**

Balanserat resultat

1 000 000

Årets resultat

403 334

**Summa fritt eget kapital**

1 403 334

**Summa eget kapital**

1 428 334

**Kortfristiga skulder**

Förskott från kunder

187 500

Leverantörsskulder

439 027

Skulder till koncernföretag

433 189

Skatteskulder

76 746

Övriga skulder

640 619

Upplupna kostnader och förutbetalda intäkter

551 777

**Summa kortfristiga skulder**

2 328 858

**SUMMA EGET KAPITAL OCH SKULDER****3 757 192**

## Ariel Growth Agency AB

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### NOTER

#### Not 1 Redovisnings- och värderingsprinciper

Bokföringsnämndens allmänna råd (BFNAR 2016:10) om årsredovisning i mindre företag tillämpas för första gången, vilket kan innebära en bristande jämförbarhet mellan räkenskapsåret och det närmast föregående räkenskapsåret.

### Noter till resultaträkningen

#### Not 2 Medelantal anställda 2021/2022

##### *Medelantal anställda*

Medelantal anställda har varit 9

### Noter till balansräkningen

#### Not 3 Inventarier, verktyg och installationer 2022-12-31

Inköp	145 069
Utgående anskaffningsvärden	145 069
Årets avskrivningar	-36 301
Utgående avskrivningar	-36 301
Redovisat värde	108 768

### Övriga noter

Stockholm den dag som framgår av digital underskrift

  
Katja Feldéus  
Verkställande direktör

  
Mattias Olofsson  
Styrelseledamot

  
Daniel Reithner  
Styrelseledamot

**Certificate Of Completion**

Envelope Id: 9FB64A96C72D4A4489B092DE69A74C14  
Subject: Complete with DocuSign: Ariel AR 2022 final.pdf  
Source Envelope:  
Document Pages: 5 Signatures: 3  
Certificate Pages: 5 Initials: 0  
AutoNav: Enabled  
Envelopeld Stamping: Enabled  
Time Zone: (UTC+01:00) Amsterdam, Berlin, Bern, Rome, Stockholm, Vienna

Status: Completed

Envelope Originator:  
John Sandvall  
Mäster Samuelsgatan 56  
Stockholm, Stockholms Lan 111 53  
john.sandvall@arc.inc  
IP Address: 81.226.61.110

**Record Tracking**

Status: Original  
21 June 2023 | 23:14  
Holder: John Sandvall  
john.sandvall@arc.inc

Location: DocuSign

**Signer Events**

Daniel Reithner  
Daniel.reithner@arc.inc  
CFO ARC  
ARC Arise Consulting Group  
Security Level: Email, Account Authentication  
(None)

**Signature**




Signature Adoption: Pre-selected Style  
Using IP Address: 62.63.248.43

**Timestamp**

Sent: 21 June 2023 | 23:24  
Viewed: 26 June 2023 | 17:17  
Signed: 26 June 2023 | 17:18

**Electronic Record and Signature Disclosure:**  
Not Offered via DocuSign

Katja Feldeus  
katja.feldeus@arc.inc  
Security Level: Email, Account Authentication  
(None)

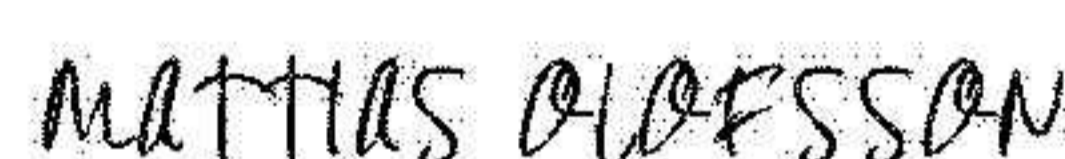


Signature Adoption: Pre-selected Style  
Using IP Address: 62.63.248.43

Sent: 26 June 2023 | 17:18  
Resent: 27 June 2023 | 08:56  
Viewed: 27 June 2023 | 09:17  
Signed: 27 June 2023 | 09:20

**Electronic Record and Signature Disclosure:**  
Accepted: 26 June 2023 | 17:19  
ID: 26be5ea1-a1ea-42d5-9ad3-a4a509179772

Mattias Olofsson  
mattias.olofsson@arc.inc  
CEO  
Security Level: Email, Account Authentication  
(None)



Signature Adoption: Pre-selected Style  
Using IP Address: 95.193.140.179  
Signed using mobile

Sent: 26 June 2023 | 17:18  
Viewed: 26 June 2023 | 23:28  
Signed: 26 June 2023 | 23:28

**Electronic Record and Signature Disclosure:**  
Accepted: 23 March 2022 | 20:06  
ID: 2afa7b77-437e-4ff4-b76e-620f6f190767

**In Person Signer Events**

**Signature**

**Timestamp**

**Editor Delivery Events**

**Status**

**Timestamp**

**Agent Delivery Events**

**Status**

**Timestamp**

**Intermediary Delivery Events**

**Status**

**Timestamp**

**Certified Delivery Events**

**Status**

**Timestamp**

**Carbon Copy Events****Status****Timestamp****Witness Events****Signature****Timestamp****Notary Events****Signature****Timestamp****Envelope Summary Events****Status****Timestamps**

Envelope Sent

Hashed/Encrypted

21 June 2023 | 23:24

Certified Delivered

Security Checked

26 June 2023 | 23:28

Signing Complete

Security Checked

26 June 2023 | 23:28

Completed

Security Checked

27 June 2023 | 09:20

**Payment Events****Status****Timestamps****Electronic Record and Signature Disclosure**

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