ank=20250703;20250708042O5

Årsredovisning

DK Company Sweden AB

Org.nr 556445-1994

Räkenskapsår 2024-01-01 - 2024-12-31

Fastställelseintyg

Undertecknad styrelseledamot i DK Company Sweden AB intygar att resultaträkningen och balansräkningen i årsredovisningen har fastställts på årsstämma den 2025-06-04. Årsstämman beslutade att godkänna styrelsens förslag till resultatdisposition.

Jag intygar också att innehållet i årsredovisningen och revisionsberättelsen stämmer överens med originalen.

Göteborg den 2025-06-04

Søren Skovdal Lauritsen

ank=20250703;20250708042O6

Årsredovisning

DK Company Sweden AB

Org.nr 556445-1994

Räkenskapsår 2024-01-01 - 2024-12-31

ank=20250703;20250708042O7

Årsredovisning för räkenskapsåret 2024-01-01 - 2024-12-31

Styrelsen och verkställande direktören för DK Company Sweden AB avger följande årsredovisning.

Företagets redovisningsvaluta: Svenska kronor (SEK).
Alla belopp redovisas, om inget annat anges, i tusentals kronor (Tkr). Till följd av detta kan avrundningsdifferenser förekomma.

ank=20250703-20250708042208

Förvaltningsberättelse

Information om verksamheten

DK Company koncernen, som DK Company Sweden AB är en del utav, finns i 35 länder och moderbolaget finns i Ikast, Danmark. Bolagets verksamhet innebär marknadsföring och försäljning av konfektionsvaror.
Produkterna, som varuförs i DK Company Sweden AB, utgörs av de registrerade varumärkena Inwear, Matinique, Part Two och Soaked in Luxury. Bolaget bedriver även detaljistverksamhet i förhyrda lokaler.

Bolaget har sitt säte i Stockholm.

Väsentliga händelser under räkenskapsåret

Det skedde inga väsentliga händelser under räkenskapsåret.

Flerårsöversikt (Tkr)	**2024**	**2023**	**2022**	**2021**
Nettoomsättning	366 585	377 107	311 300	217 044
Resultat efter finansiella poster	10 278	11 118	11 321	5 428
Balansomslutning	84 799	110 634	91 651	68 677
Soliditet (%)	41,2	31,3	35,5	55,8
Antal anställda	0	42	54	34

För definitioner av nyckeltal, se Redovisnings- och värderingsprinciper.

Förändringar i eget kapital (Tkr)

	Aktie-kapital	**Balanserat resultat**	**Årets resultat**	**Totalt**
Belopp vid årets ingång	10 000	4 666	7 440	**22 106**
Disposition enligt beslut av årsstämman:		7 440	-7 440	**0**
Utdelning		-7 500		**-7 500**
Årets resultat			9 345	**9 345**
Belopp vid årets utgång	**10 000**	**4 606**	**9 345**	**23 951**

Förslag till vinstdisposition

Styrelsen föreslår att till förfogande stående vinstmedel (kronor):

balanserad vinst	4 606 023
årets vinst	9 345 431
	13 951 454
disponeras så att	
till aktieägare utdelas	9 000 000
i ny räkning överföres	4 951 454
	13 951 454

Styrelsen föreslås bemyndigas att besluta om tidpunkt då utdelningen skall betalas.

Styrelsens yttrande över den föreslagna vinstdispositionen:

Styrelsen i DK Company Sweden AB har föreslagit årsstämman att fastställa vinstutdelning till aktieägarna med ett belopp om 9 000 000 kr. Styrelsen anser att denna vinstutdelning är försvarlig med hänsyn till de krav som verksamhetens art, omfattning och risker ställer på storleken av bolagets egna kapital beaktat bolagets konsolideringsbehov, investeringsplaner och ställning i övrigt.
Bolaget är ett helägt dotterbolag till DK Company Cph A/S, org.nr 14815376 i Danmark.

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Resultaträkning
Tkr

	Not	2024-01-01 -2024-12-31	2023-01-01 -2023-12-31
Nettoomsättning	2	366 584	377 107
Kostnad sålda varor		-180 752	-209 467
Bruttoresultat		**185 832**	**167 640**
Försäljningskostnader	2, 3, 4	-154 097	-139 092
Administrationskostnader	2, 3, 4, 5	-20 662	-16 757
Övriga rörelseintäkter		0	48
		-174 759	**-155 801**
Rörelseresultat		**11 073**	**11 839**
Resultat från finansiella poster			
Övriga ränteintäkter och liknande resultatposter	6	900	1 182
Räntekostnader och liknande resultatposter	7	-1 696	-1 903
		-796	**-721**
Resultat efter finansiella poster		**10 277**	**11 118**
Bokslutsdispositioner	8	2 000	-1 470
Resultat före skatt		**12 277**	**9 648**
Skatt på årets resultat	9	-2 932	-2 208
Årets resultat		**9 345**	**7 440**

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Balansräkning

Tkr

	Not	2024-12-31	2023-12-31
TILLGÅNGAR			
Anläggningstillgångar			
Materiella anläggningstillgångar			
Inventarier, verktyg och installationer	10	5 636	2 821
Finansiella anläggningstillgångar			
Andelar i koncernföretag	11, 12	1 526	1 526
Andra långfristiga fordringar		162	162
		1 688	**1 688**
Summa anläggningstillgångar		**7 324**	**4 509**
Omsättningstillgångar			
Varulager m m			
Råvaror och förnödenheter		18 593	18 736
Kortfristiga fordringar			
Kundfordringar		20 440	18 745
Fordringar hos koncernföretag		34 195	62 370
Aktuella skattefordringar		0	289
Övriga fordringar		3 676	5 489
Förutbetalda kostnader och upplupna intäkter	13	571	496
		58 882	**87 389**
Summa omsättningstillgångar		**77 475**	**106 125**
SUMMA TILLGÅNGAR		**84 799**	**110 634**

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Balansräkning

Tkr

	Not	2024-12-31	2023-12-31
EGET KAPITAL OCH SKULDER			
Eget kapital	14, 15		
Bundet eget kapital			
Aktiekapital		10 000	10 000
Fritt eget kapital			
Balanserad vinst eller förlust		4 606	4 666
Årets resultat		9 345	7 440
		13 951	**12 106**
Summa eget kapital		**23 951**	**22 106**
Obeskattade reserver	16	13 800	15 800
Avsättningar			
Uppskjuten skatteskuld		25	25
Kortfristiga skulder			
Leverantörsskulder		1 230	1 067
Skulder till koncernföretag		29 759	56 242
Aktuella skatteskulder		456	0
Övriga skulder		6 233	7 066
Upplupna kostnader och förutbetalda intäkter	17	9 345	8 328
Summa kortfristiga skulder		**47 023**	**72 703**
SUMMA EGET KAPITAL OCH SKULDER		**84 799**	**110 634**

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Kassaflödesanalys

Tkr

	Not	2024-01-01 -2024-12-31	2023-01-01 -2023-12-31
Den löpande verksamheten			
Resultat efter finansiella poster		10 278	11 118
Justeringar för poster som inte ingår i kassaflödet	18	1 299	618
Betald skatt		-2 187	-1 788
Kassaflöde från den löpande verksamheten före förändring av rörelsekapital		**9 390**	**9 948**
Kassaflöde från förändring av rörelsekapitalet			
Förändring av varulager och pågående arbete		143	1 860
Förändring av kundfordringar		-1 695	138
Förändring av kortfristiga fordringar		29 914	-19 100
Förändring av leverantörsskulder		163	-496
Förändring av kortfristiga skulder		-26 300	17 069
Kassaflöde från den löpande verksamheten		**11 615**	**9 419**
Investeringsverksamheten			
Investeringar i materiella anläggningstillgångar	10	-4 115	-2 757
Investeringar i finansiella anläggningstillgångar		0	-162
Kassaflöde från investeringsverksamheten		**-4 115**	**-2 919**
Finansieringsverksamheten			
Utbetald utdelning		-7 500	-6 500
Total kassaflöde under året		**0**	**0**
Likvida medel vid årets början		0	0
Likvida medel vid årets slut		**0**	**0**

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Noter

Tkr

Not 1 Redovisnings- och värderingsprinciper

Allmänna upplysningar

Årsredovisningen är upprättad i enlighet med årsredovisningslagen och BFNAR 2012:1 Årsredovisning och koncernredovisning (K3).

Omräkning av utländsk valuta

Fordringar och skulder i utländsk valuta har värderats till balansdagens kurs. Kursvinster och kursförluster på rörelsefordringar och rörelseskulder redovisas i rörelseresultatet medan kursvinster och kursförluster på finansiella fordringar och skulder redovisas som finansiella poster.

Intäktsredovisning

Försäljning av varor

Intäkter redovisas till verkligt värde av vad företaget fått eller kommer att få. Det innbär att företaget redovisar intäkten till nominellt värde (fakturabelopp) om företaget får ersättning i likvida medel direkt vid leveransen. Avdrag görs för lämnade rabatter.

Inkomsten redovisas som intäkt när de väsentliga förmåner och risker som är förknippade med ägandet av varan har överförts från företaget till köparen.

Ränta, royalty och utdelning

Ersättning i form av ränta, royalty eller utdelning redovisas som intäkt när det är sannolikt att företaget kommer att få de ekonomiska fördelar som är förknippade med transaktionen och när inkomsten kan beräknas på ett tillförlitligt sätt.

Anläggningstillgångar

Immateriella och materiella anläggningstillgångar redovisas till anskaffningsvärde minskat med ackumulerade avskrivningar enligt plan och eventuella nedskrivningar.

Materiella anläggningstillgångar har delats upp på komponenter när komponenterna är betydande och när komponenterna har väsentligt olika nyttjandeperioder.

Avskrivning sker linjärt över den förväntade nyttjandeperioden med hänsyn till väsentligt restvärde. Följande avskrivningsprocent tillämpas:

Materiella anläggningstillgångar

Inventarier, verktyg och installationer	4-5 år

Leasingavtal

Företaget redovisar samtliga leasingavtal, såväl finansiella som operationella leasingavtal. Operationella leasingavtal redovisas som en kostnad linjärt över leasingperioden.

Varulager

Varulagret har värderats till det lägsta av dess anskaffningsvärde och dess nettoförsäljningsvärde på balansdagen. Med nettoförsäljningsvärde avses varornas beräknade försäljningspris minskat med försäljningskostnader. Den valda värderingsmetoden innebär att inkurans i varulagret har beaktats.

Inkomstskatter

Total skatt utgörs av aktuell skatt och uppskjuten skatt. Skatter redovisas i resultaträkningen, utom då underliggande transaktion redovisas direkt mot eget kapital varvid tillhörande skatteeffekter redovisas i eget kapital.

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Aktuell skatt
Aktuell skatt avser inkomstskatt för innevarande räkenskapsår samt den del av tidigare räkenskapsårs inkomstskatt som ännu inte redovisats. Aktuell skatt beräknas utifrån den skattesats som gäller per balansdagen.

Uppskjuten skatt
Uppskjuten skatt är inkomstskatt som avser framtida räkenskapsår till följd av tidigare händelser. Redovisning sker enligt balansräkningsmetoden. Enligt denna metod redovisas uppskjutna skatteskulder och uppskjutna skattefordringar på temporära skillnader som uppstår mellan bokförda respektive skattemässiga värden för tillgångar och skulder samt för övriga skattemässiga avdrag eller underskott.

Uppskjutna skattefordringar nettoredovisas mot uppskjutna skatteskulder endast om de kan betalas med ett nettobelopp. Uppskjuten skatt beräknas utifrån gällande skattesats på balansdagen. Effekter av förändringar i gällande skattesatser resultatförs i den period förändringen lagstadgats. Uppskjuten skattefordran redovisas som finansiell anläggningstillgång och uppskjuten skatteskuld som avsättning.

Fordringar, skulder och avsättningar
Om inget annat anges ovan värderas kortfristiga fordringar till det lägsta av dess anskaffningsvärde och det belopp varmed de beräknas bli reglerade. Långfristiga fordringar och långfristiga skulder värderas efter det första värderingstillfället till upplupet anskaffningsvärde. Övriga skulder och avsättningar värderas till de belopp varmed de beräknas bli reglerade. Övriga tillgångar redovisas till anskaffningsvärde om inget annat anges ovan

.

Koncerntillhörighet
Bolaget ingår i koncernredovisningen för DK Company A/S, CVR nr 24431118, Ikast, DK. Därutöver ingår bolaget i koncernredovisningen för det yttersta moderbolaget Jens Poulsen Holding ApS, CRV nr 20676671, Ikast, DK. http://www.dkcompany.com/index.php?id=684

Företaget är moderföretag men med hänvisning till undantagsreglerna i årsredovisningslagen 7 kap 2§ upprättas ingen egen koncernredovisning.

Kassaflödesanalys
Kassaflödesanalysen upprättas enligt indirekt metod. Det redovisade kassaflödet omfattar endast transaktioner som medfört in- eller utbetalningar.

Som likvida medel klassificerar företaget, förutom kassamedel, disponibla tillgodohavanden hos banker och andra kreditinstitut samt kortfristiga likvida placeringar som är noterade på en marknadsplats och har en kortare löptid än tre månader från anskaffningstidpunkten. Förändringar i spärrade medel redovisas i investeringsverksamheten.

Nyckeltalsdefinitioner

Nettoomsättning
Rörelsens huvudintäkter, fakturerade kostnader, sidointäkter samt intäktskorrigeringar.

Resultat efter finansiella poster
Resultat efter finansiella intäkter och kostnader men före bokslutsdispositioner och skatter.

Balansomslutning
Företagets samlade tillgångar.

Soliditet (%)
Justerat eget kapital (eget kapital och obeskattade reserver med avdrag för uppskjuten skatt) i procent av balansomslutning

Antal anställda
Medelantal anställda under räkenskapsåret.

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Not 2 Inköp och försäljning mellan koncernföretag

	2024-01-01 -2024-12-31	2023-01-01 -2023-12-31
Andel av årets totala inköp som skett från andra företag i koncernen	100,00 %	100,00 %
Andel av årets totala försäljningar som skett till andra företag i koncernen	2,19 %	2,11 %

Not 3 Operationella leasingavtal

Kostnadsförda leasingavgifter avseende operationella leasingavtal uppgår till 73 928 891 kronor (74 443 533 kronor).

Framtida leasingavgifter, för icke uppsägningsbara leasingavtal, förfaller till betalning enligt följande:

	2024-01-01 -2024-12-31	2023-01-01 -2023-12-31
Inom ett år	72 708	73 599
Senare än ett år men inom fem år	2 330	1 339
	75 038	**74 938**

Företaget har ingått följande väsentliga leasingavtal vilka redovisas som operationella leasingavtal:
De väsentliga leasingavtalen som bolaget har avser främst hyresavtal för lokaler.

Not 4 Personal

	2024-01-01 -2024-12-31	2023-01-01 -2023-12-31
Medelantalet anställda		
Kvinnor	44	37
Män	6	5
	50	**42**
Löner och andra ersättningar		
Övriga anställda	24 372	22 100
	24 372	**22 100**
Sociala kostnader		
Pensionskostnader för övriga anställda	1 754	1 407
Övriga sociala avgifter enligt lag och avtal	9 098	7 866
	10 852	**9 273**
Totala löner, ersättningar, sociala kostnader och pensionskostnader	**35 224**	**31 373**

Könsfördelning bland ledande befattningshavare		
Andel kvinnor i styrelsen	0 %	0 %
Andel män i styrelsen	100 %	100 %

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Not 5 Arvode till revisorer

Med revisionsuppdrag avses granskning av årsredovisningen och bokföringen samt styrelsens och verkställande direktörens förvaltning, övriga arbetsuppgifter som det ankommer på bolagets revisor att utföra samt rådgivning eller annat biträde som föranleds av iakttagelser vid sådan granskning eller genomförandet av sådana övriga arbetsuppgifter.

	2024-01-01 -2024-12-31	2023-01-01 -2023-12-31
Öhrlings PricewaterhouseCoopers AB		
Revisionsuppdrag	195	167
	195	**167**

Not 6 Övriga ränteintäkter och liknande resultatposter

	2024-01-01 -2024-12-31	2023-01-01 -2023-12-31
Utdelningar		0
Ränteintäkter från koncernföretag	758	1 055
Övriga ränteintäkter	142	127
	900	**1 182**

Not 7 Räntekostnader och liknande resultatposter

	2024-01-01 -2024-12-31	2023-01-01 -2023-12-31
Räntekostnader till koncernföretag	717	696
Övriga räntekostnader	676	639
Kursdifferenser	303	568
	1 696	**1 903**

Not 8 Bokslutsdispositioner

	2024-01-01 -2024-12-31	2023-01-01 -2023-12-31
Återföring från periodiseringsfond	2 000	1 930
Avsättning till periodiseringsfond	0	-3 400
	2 000	**-1 470**

Not 9 Aktuell och uppskjuten skatt

	2024-01-01 -2024-12-31	2023-01-01 -2023-12-31
Skatt på årets resultat		
Aktuell skatt	-2 936	-2 191
Justering avseende tidigare år	4	-17
Totalt redovisad skatt	**-2 932**	**-2 208**

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Avstämning av effektiv skatt

		2024-01-01 -2024-12-31		2023-01-01 -2023-12-31
	Procent	**Belopp**	**Procent**	**Belopp**
Redovisat resultat före skatt		12 278		9 648
Skatt enligt gällande skattesats	20,60	-2 529	20,60	-1 988
Schablonintäkt på periodiseringsfonder		-110		-81
Ej avdragsgilla kostnader		-301		-122
Ej skattepliktiga intäkter		4		0
Justering avseende skatter för föregående år		4		-17
Redovisad effektiv skatt	**23,88**	**-2 932**	**22,88**	**-2 208**

Not 10 Inventarier, verktyg och installationer

	2024-12-31	2023-12-31
Ingående anskaffningsvärden	11 138	8 381
Inköp	4 114	2 757
Försäljningar/utrangeringar	-3 237	
Utgående ackumulerade anskaffningsvärden	**12 015**	**11 138**
Ingående avskrivningar	-8 317	-7 699
Försäljningar/utrangeringar	3 237	
Årets avskrivningar	-1 299	-618
Utgående ackumulerade avskrivningar	**-6 379**	**-8 317**
Utgående redovisat värde	**5 636**	**2 821**

Not 11 Andelar i koncernföretag

	2024-12-31	2023-12-31
Ingående anskaffningsvärden	1 526	1 526
Utgående ackumulerade anskaffningsvärden	**1 526**	**1 526**
Utgående redovisat värde	**1 526**	**1 526**

Not 12 Specifikation andelar i koncernföretag

Namn	Kapital-andel	Rösträtts-andel	Antal andelar	Bokfört värde
Charlottenberg Fashion AB	100%	100%	1 000	1 526
				1 526

	Org.nr	Säte
Charlottenberg Fashion AB	556749-5923	Göteborg

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Not 13 Förutbetalda kostnader och upplupna intäkter

	2024-12-31	2023-12-31
Övriga förutbetalda kostnader	571	496
	571	**496**

Not 14 Antal aktier och kvotvärde

Namn	Antal aktier	Kvot-värde
Antal aktier	100 000	100
	100 000	

Not 15 Disposition av vinst eller förlust

	2024-12-31
Förslag till vinstdisposition	
Styrelsen föreslår att till förfogande stående vinstmedel:	
balanserad vinst	4 606
årets vinst	9 345
	13 951
disponeras så att	
till aktieägare utdelas	9 000
i ny räkning överföres	4 951
	13 951

Not 16 Obeskattade reserver

	2024-12-31	2023-12-31
Periodiseringsfond 2018	0	2 000
Periodiseringsfond 2019	3 100	3 100
Periodiseringsfond 2020	2 300	2 300
Periodiseringsfond 2021	2 100	2 100
Periodiseringsfond 2022	2 900	2 900
Periodiseringsfond 2023	3 400	3 400
	13 800	**15 800**
Skatteeffekt av schablonränta på periodiseringsfond	85	57

Not 17 Upplupna kostnader och förutbetalda intäkter

	2024-12-31	2023-12-31
Upplupna semesterlöner	3 829	3 672
Upplupna löner/bonus	1 148	998
Upplupna sociala avgifter	2 231	2 044
Övriga poster	2 137	1 614
	9 345	**8 328**

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Not 18 Justering för poster som inte ingår i kassaflödet

	2024-12-31	2023-12-31
Avskrivningar	1 299	618
	1 299	**618**

Not 19 Väsentliga händelser efter räkenskapsårets slut

Inga väsentliga händelser har inträffat efter räkenskapsårets slut som har betydelse för årsredovisningen.

Not 20 Ställda säkerheter

	2024-12-31	2023-12-31
Företagsinteckning	4 500	4 500
	4 500	**4 500**

Stockholm, den dag som framgår av vår elektroniska signatur

Jens Poulsen
Ordförande

Kasper Philipsen

Jens Obel Jörgensen

Sören Skovdal Lauritsen
Verkställande direktör

Vår revisionsberättelse har lämnats den dag som framgår av vår elektroniska signatur

ÖhrlingsPricewaterhouseCoopersAB

Tord Erik Sassler
Auktoriserad revisor

ank=20250703;20250708042220

Deltagare

ÖHRLINGS PRICEWATERHOUSECOOPERS AB 556029-6740 Sverige

Signerat med Svenskt BankID — *2025-06-04 19:00:42 UTC*

Undertecknare

Datum

Namn returnerat från Svenskt BankID: Tord Erik Sassler

Tord Sassler
Partner

Leveranskanal: E-post

DK COMPANY SWEDEN AB 5564451994 Sverige

Signerat med MitID — *2025-06-04 08:24:22 UTC*

Undertecknare

Datum

Namn returnerat från MitID: Jens Obel Jørgensen

Jens Obel Jørgensen

Leveranskanal: E-post

Signerat med MitID — *2025-06-04 07:39:07 UTC*

Undertecknare

Datum

Namn returnerat från MitID: Søren Skovdal Lauritsen

Søren Skovdal Lauritsen

Leveranskanal: E-post

Signerat med MitID — *2025-06-04 10:11:06 UTC*

Undertecknare

Datum

Namn returnerat från MitID: Kasper Toftekær Philipsen

Kasper Philipsen

Leveranskanal: E-post

Signerat med MitID — *2025-06-04 11:49:53 UTC*

Undertecknare

Datum

Namn returnerat från MitID: Jens Poulsen

Jens Poulsen
Group CEO

Leveranskanal: E-post

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Revisionsberättelse

Till bolagsstämman i DK Company Sweden AB, org.nr 556445-1994

Rapport om årsredovisningen

Uttalanden

Vi har utfört en revision av årsredovisningen för DK Company Sweden AB för år 2024.

Enligt vår uppfattning har årsredovisningen upprättats i enlighet med årsredovisningslagen och ger en i alla väsentliga avseenden rättvisande bild av DK Company Sweden ABs finansiella ställning per den 31 december 2024 och av dess finansiella resultat och kassaflöde för året enligt årsredovisningslagen.
Förvaltningsberättelsen är förenlig med årsredovisningens övriga delar.

Vi tillstyrker därför att bolagsstämman fastställer resultaträkningen och balansräkningen för DK Company Sweden AB.

Grund för uttalanden

Vi har utfört revisionen enligt International Standards on Auditing (ISA) och god revisionssed i Sverige. Vårt ansvar enligt dessa standarder beskrivs närmare i avsnittet Revisorns ansvar. Vi är oberoende i förhållande till DK Company Sweden AB enligt god revisorssed i Sverige och har i övrigt fullgjort vårt yrkesetiska ansvar enligt dessa krav.

Vi anser att de revisionsbevis vi har inhämtat är tillräckliga och ändamålsenliga som grund för våra uttalanden.

Styrelsens och verkställande direktörens ansvar

Det är styrelsen och verkställande direktören som har ansvaret för att årsredovisningen upprättas och att den ger en rättvisande bild enligt årsredovisningslagen. Styrelsen och verkställande direktören ansvarar även för den interna kontroll som de bedömer är nödvändig för att upprätta en årsredovisning som inte innehåller några väsentliga felaktigheter, vare sig dessa beror på oegentligheter eller misstag.

Vid upprättandet av årsredovisningen ansvarar styrelsen och verkställande direktören för bedömningen av bolagets förmåga att fortsätta verksamheten. De upplyser, när så är tillämpligt, om förhållanden som kan påverka förmågan att fortsätta verksamheten och att använda antagandet om fortsatt drift. Antagandet om fortsatt drift tillämpas dock inte om styrelsen och verkställande direktören avser att likvidera bolaget, upphöra med verksamheten eller inte har något realistiskt alternativ till att göra något av detta.

Revisorns ansvar

Våra mål är att uppnå en rimlig grad av säkerhet om huruvida årsredovisningen som helhet inte innehåller några väsentliga felaktigheter, vare sig dessa beror på oegentligheter eller misstag, och att lämna en revisionsberättelse som innehåller våra uttalanden. Rimlig säkerhet är en hög grad av säkerhet, men är ingen garanti för att en revision som utförs enligt ISA och god revisionssed i Sverige alltid kommer att upptäcka en väsentlig felaktighet om en sådan finns. Felaktigheter kan uppstå på grund av oegentligheter eller misstag och anses vara väsentliga om de enskilt eller tillsammans rimligen kan förväntas påverka de ekonomiska beslut som användare fattar med grund i årsredovisningen.

En ytterligare beskrivning av vårt ansvar för revisionen av årsredovisningen finns på Revisorsinspektionens webbplats: www.revisorsinspektionen.se/revisornsansvar. Denna beskrivning är en del av revisionsberättelsen.

Rapport om andra krav enligt lagar och andra författningar

Uttalanden

Utöver vår revision av årsredovisningen har vi även utfört en revision av styrelsens och verkställande direktörens förvaltning för DK Company Sweden AB för år 2024 samt av förslaget till dispositioner beträffande bolagets vinst eller förlust.

Vi tillstyrker att bolagsstämman disponerar vinsten enligt förslaget i förvaltningsberättelsen och beviljar styrelsens ledamöter och verkställande direktören ansvarsfrihet för räkenskapsåret.

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Grund för uttalanden

Vi har utfört revisionen enligt god revisionssed i Sverige. Vårt ansvar enligt denna beskrivs närmare i avsnittet Revisorns ansvar. Vi är oberoende i förhållande till DK Company Sweden AB enligt god revisorssed i Sverige och har i övrigt fullgjort vårt yrkesetiska ansvar enligt dessa krav.

Vi anser att de revisionsbevis vi har inhämtat är tillräckliga och ändamålsenliga som grund för våra uttalanden.

Styrelsens och verkställande direktörens ansvar

Det är styrelsen som har ansvaret för förslaget till dispositioner beträffande bolagets vinst eller förlust. Vid förslag till utdelning innefattar detta bland annat en bedömning av om utdelningen är försvarlig med hänsyn till de krav som bolagets verksamhetsart, omfattning och risker ställer på storleken av bolagets egna kapital, konsolideringsbehov, likviditet och ställning i övrigt.

Styrelsen ansvarar för bolagets organisation och förvaltningen av bolagets angelägenheter. Detta innefattar bland annat att fortlöpande bedöma bolagets ekonomiska situation, och att tillse att bolagets organisation är utformad så att bokföringen, medelsförvaltningen och bolagets ekonomiska angelägenheter i övrigt kontrolleras på ett betryggande sätt. Den verkställande direktören ska sköta den löpande förvaltningen enligt styrelsens riktlinjer och anvisningar och bland annat vidta de åtgärder som är nödvändiga för att bolagets bokföring ska fullgöras i överensstämmelse med lag och för att medelsförvaltningen ska skötas på ett betryggande sätt.

Revisorns ansvar

Vårt mål beträffande revisionen av förvaltningen, och därmed vårt uttalande om ansvarsfrihet, är att inhämta revisionsbevis för att med en rimlig grad av säkerhet kunna bedöma om någon styrelseledamot eller verkställande direktören i något väsentligt avseende:

- företagit någon åtgärd eller gjort sig skyldig till någon försummelse som kan föranleda ersättningsskyldighet mot bolaget, eller
- på något annat sätt handlat i strid med aktiebolagslagen, årsredovisningslagen eller bolagsordningen.

Vårt mål beträffande revisionen av förslaget till dispositioner av bolagets vinst eller förlust, och därmed vårt uttalande om detta, är att med rimlig grad av säkerhet bedöma om förslaget är förenligt med aktiebolagslagen.

Rimlig säkerhet är en hög grad av säkerhet, men ingen garanti för att en revision som utförs enligt god revisionssed i Sverige alltid kommer att upptäcka åtgärder eller försummelser som kan föranleda ersättningsskyldighet mot bolaget, eller att ett förslag till dispositioner av bolagets vinst eller förlust inte är förenligt med aktiebolagslagen.

En ytterligare beskrivning av vårt ansvar för revisionen av förvaltningen finns på Revisorsinspektionens webbplats: www.revisorsinspektionen.se/revisornsansvar. Denna beskrivning är en del av revisionsberättelsen.

Malmö den dag som framgår av vår elektroniska signatur

Öhrlings PricewaterhouseCoopers AB

Tord Sassler
Auktoriserad revisor

Deltagare

ÖHRLINGS PRICEWATERHOUSECOOPERS AB 556029-6740 Sverige

Signerat med Svenskt BankID	*2025-06-04 19:00:24 UTC*
Undertecknare	Datum

Namn returnerat från Svenskt BankID: Tord Erik Sassler

Tord Sassler
Auktoriserad revisor
Leveranskanal: E-post

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dk company

ANNUAL REPORT 2024

“We believe in the magic of win win”

2024

DK Company A/S, La Cours Vej 6, DK-7430 Ikast, CVR no. 24 43 11 18

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REVENUE

5,362

MIO. DKK

EBITDA

718

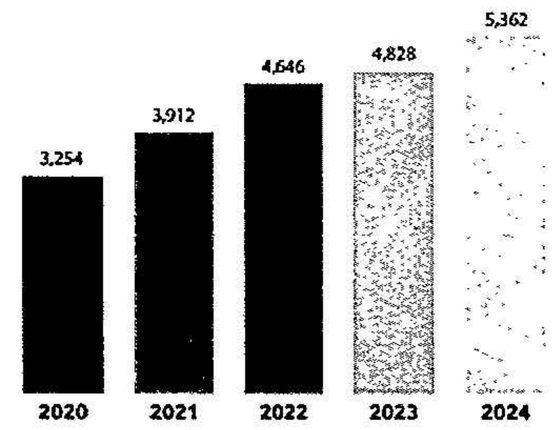
MIO. DKK

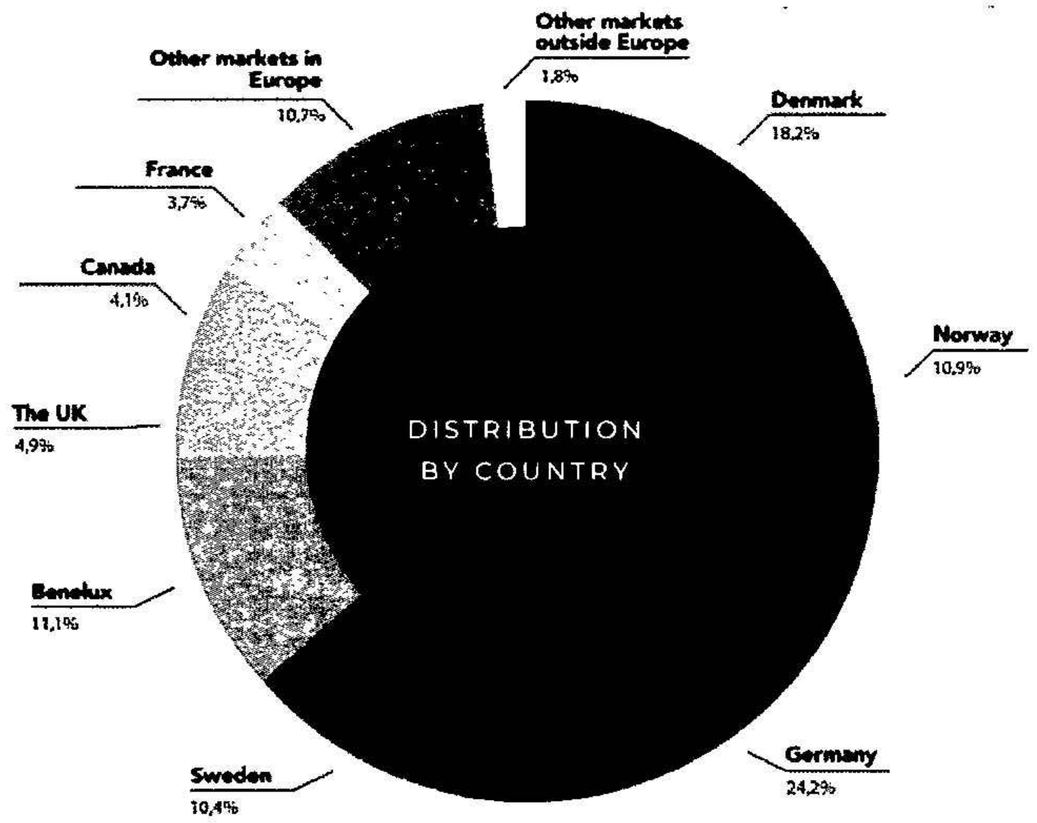
ORGANIC GROWTH

11%

Development in revenue

MIO. DKK





26

BRANDS

CULTURE · GESTUZ · BON'A PARTE · Matinique · soaked · KAFFE · BLEND · b.young · KAFFE curve · ICHI · CASUAL FRIDAY · CREAM · MY ESSENTIAL WARDROBE · FQ1924 · PULZ JEANS · !SOLID · ATELIER RÊVE · InWear · PART TWO · KAREN BY SIMONSEN · fransa · Saint Tropez · sorbet · TheJoggConcept · BALL · WOOD WOOD

NEW TO THE FAMILY

WOOD WOOD

DK Company has based the business on selling to more than 16,500 selling points.

SELLING POINTS

16,500

One of DK Company's strengths is its strong geographical presence in more than 35 countries worldwide.

COUNTRIES

35

DK Company's portfolio consists of 430 shops: fully and partly owned, franchises, consession and consignment.

SHOPS

430

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Managements review

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Growth of 10% in both turnover and EBT

With more than 10% growth in turnover and on profit before tax DK Company fulfills the expectations for 2024.

The turnover totals DKK 5.4 billion against DKK 4.8 million in 2023. The profit before tax (EBT) totals DKK 536 million against EUR 487 million in 2023, corresponding to a profit margin of 10% for both 2024 and 2023.

Group CEO Jens Poulsen states: "In 2024, we have continued our investment in future growth with a three-digit million amount in particular IT, logistics and sales promotion activities, which despite challenging markets underlines DK Company's faith in the future."

Internally the year has been characterized by significant growth, integration of new IT and logistics systems as well as delayed freight deliveries from the Far East and freight rates. Internationally, the geopolitical turmoil with a Europe under pressure as well as the ongoing war in Ukraine and a volatile US dollar have had and will continue to have a major impact on DK Company's business.

EXPECTATIONS FOR 2025

The new presidentcy in the USA means that the visibility for 2025 has lowered significantly. The rules of the game have changed, and we are looking into a scenario with customs barriers as well as an even more vlolatile US dollar, which will cause increased challenges for DK Company as we source primarily in US dollars. Also, the freight conditions are unpredictable with the risk of delayed deliveries and rising rates

Jens Poulsen states: "We are still in a tense geopolitical situation, which may affect consumers' desire to buy. DK Company delivers goods at a reasonable price level with value for money, and we have historically managed well during crises, when consumers' available income is under pressure."

DK Company has an ambitious goal for 2025 to repeat the growth achieved in 2024 with a 10% growth in both turnover and profit before tax.



Jens Poulsen
Founder and majority shareholder
DK Company Group
Group CEO



Jens Obel Jørgensen
Shareholder DK Company Group

CEO Ikast and Copenhagen



Søren Lauritsen
Shareholder DK Company Group

Group CFO



Kasper Philipsen
Shareholder DK Company Vejle A/S

CEO Vejle

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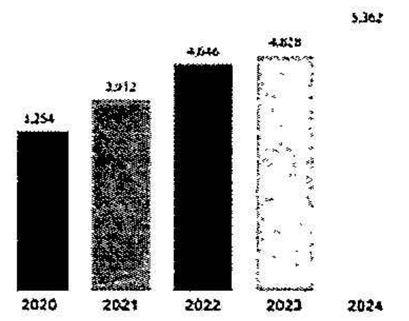
Financial highlights of the group

	2024	2023	2022	2021	2020
Revenue	5,361,911	4,828,458	4,646,260	3,911,731	3,254,339
Expenses	-4,644,108	-4,153,491	-3,837,973	-3,132,575	-2,753,003
Other operating income	107	2,197	6,522	0	1,150
Other operating expenses	-282	-2,570	-728	-271	-4,079
Profit before depreciation, amortisation and financial income and expenses	**717,628**	**674,594**	**814,081**	**778,885**	**498,407**
Depreciation, amortisation and impairment losses on intangible assets as well as property, plant and equipment	-200,426	-168,602	-137,440	-150,232	-165,648
Operating profit before special items	**517,202**	**505,992**	**676,641**	**628,653**	**332,759**
Special items	0	0	0	0	14,656
Operating profit	**517,202**	**505,992**	**676,641**	**628,653**	**347,415**
Financial income and expenses, net amounts	18,473	-19,206	-15,657	-16,882	-12,604
Profit before tax	**535,675**	**486,786**	**660,984**	**611,771**	**334,811**
Tax on profit for the year	-122,937	-115,462	-146,504	-137,791	-50,413
Profit for the year incl. minority interests	**412,738**	**371,324**	**514,480**	**473,980**	**284,398**
Profit/Loss attributable to shareholders of the parent	**394,192**	**349,063**	**473,067**	**430,146**	**262,148**
Non-current assets	889,717	968,671	672,304	538,525	604,379
Current assets	2,140,694	1,908,986	1,854,894	1,495,169	1,279,217
Total assets	**3,030,411**	**2,877,657**	**2,527,198**	**2,033,694**	**1,883,596**
Equity of shareholders of the parent	1,265,392	1,050,426	883,092	925,068	718,991
Minority interests	90,259	74,472	68,601	76,620	53,121
Total equity	**1,355,651**	**1,124,898**	**951,693**	**1,001,688**	**772,112**
Non-current liabilities	352,257	422,525	230,846	173,357	261,438
Current liabilities	1,322,503	1,330,234	1,344,659	858,649	850,046
Total equity and liabilities	**3,030,411**	**2,877,657**	**2,527,198**	**2,033,694**	**1,883,596**
Cash flows from operating activities	576,059	439,111	473,331	691,841	656,197
Cash flows for investing activities	-52,234	-97,117	-66,127	-53,149	-37,381
Cash flows from financing activities	-352,871	-350,281	-630,807	-457,441	-426,369
Total cash flows	**170,954**	**-8,287**	**-223,603**	**181,251**	**192,447**
Investments in property, plant and equipment	-130,175	-501,271	-318,139	-101,408	-75,175
Depreciation on property, plant and equipment	197,426	168,453	136,287	145,149	160,943
Average number of employees	1,690	1,654	1,572	1,468	1,523
Financial ratios					
Revenue growth (%)	11.0	3.9	18.8	20.2	-3.9
Gross margin (%)	54.9	53.0	55.4	57.3	54.9
Profit margin (%)	9.6	10.5	14.6	16.1	10.7
Solvency ratio (%)	41.8	36.5	34.9	45.5	38.2
Return on equity (%) [1]	34.0	36.1	52.3	52.3	41.3
Dividend per share, DKK	33.3	31.2	78.1	46.7	8.1

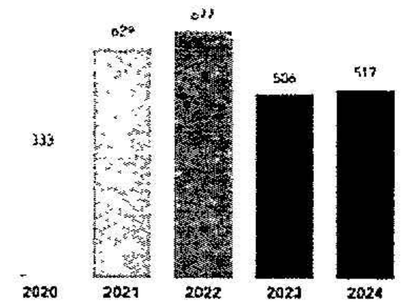
1) Ratios are calculated on the profit for the year distributed to the parent's shareholders.

Unless otherwise defined above, the financial highlights have been defined and calculated in accordance with the recommendations issued by the Danish Society of Financial Analysts. Reference is made to the definition of financial ratios page at the end of the Annual Report.

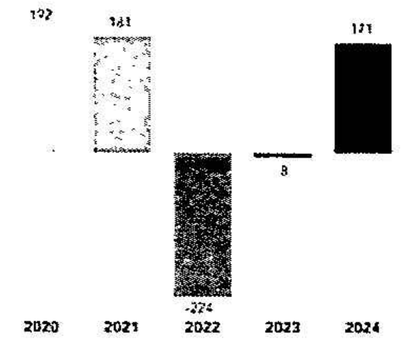
Revenue (DKK million)



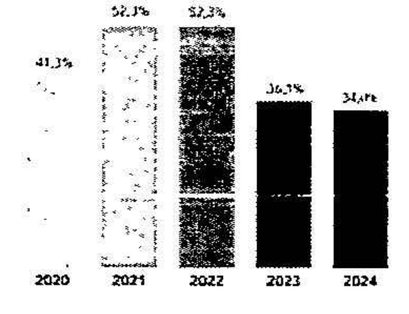
Operating profit (DKK million)



Total cash flow (DKK million)



Return on equity (%)



Amounts in DKK thousands

MANAGEMENT'S REVIEW
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"We are still in a tense geopolitical situation, which may affect consumers' desire to buy. DK Company delivers goods at a reasonable price level with value for money, and historically we managed well during crises, when consumers' available income is under pressure"

— JENS POULSEN, GROUP CEO

The Blooming Concept

DK Company's strategy is to be among the leading multi-brand suppliers in Europe in the mid-market. This strategy has proven strong, as the diversification into 26 brands has ensured increased earnings and revenue over the past 23 years. Moreover, DK Company's collections are represented in 35 markets, which reduces dependence on individual markets, thus providing the DK Company Group with considerable risk diversification, which helps to ensure continuous growth.

DK Company's sales channels are divided into wholesale, retail and e-commerce. The main activities of wholesale are the design, marketing, sale and distribution of brands to both women and men. The retail segment consists of 150 shops, which are wholly or partly owned by DK Company or operated on a franchise basis.

A number of brands have a total of 280 concession and consignment agreements with a number of European department stores. All the Group's brands are sold on the Group's e-commerce platforms. In addition, most brands are sold through partners' web shops.

The Group has its own designers and buyers in Denmark, and the collections are mainly produced in China, India, Bangladesh and Turkey. In China and Bangladesh, DK Company has its own purchasing departments. Most of the collections are delivered to warehouses in Denmark, from where they are distributed to customers. A minor part of the collections is delivered directly to customers. Fulfilment centres in Poland and Germany handles e-commerce distribution.

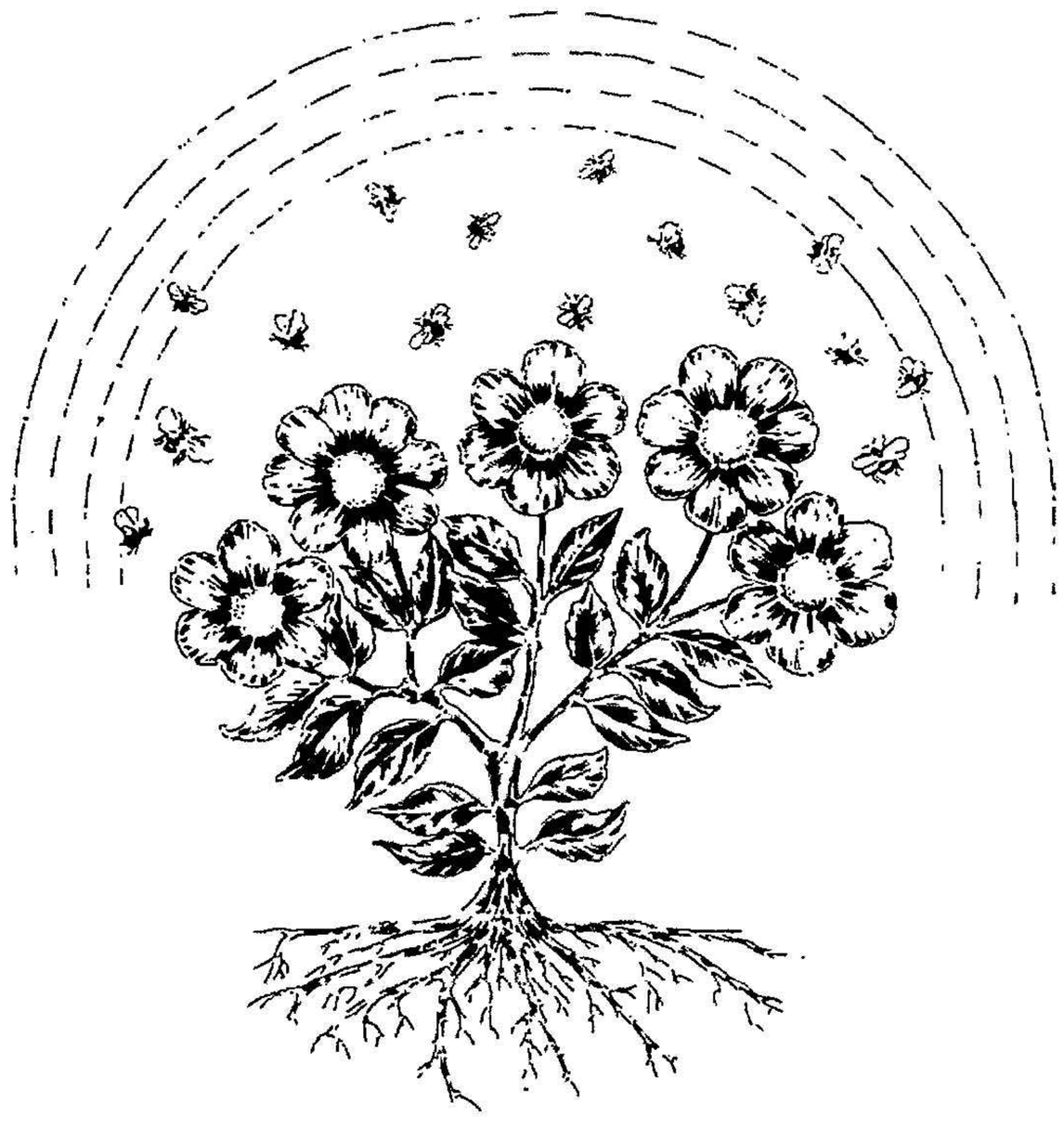
DK Company sees more opportunities for growth in all business areas. Being present in 35 markets means there is untapped potential for additional sales in the markets already established.

Having 26 well-established brands provides the foundation for implementation of the strategic ambition of being able to offer different retail concepts.

The individual concepts, primarily designed for women and based on the Group's most distinctive brands, are: b.young, Fransa, Ichi and !Solid. The retail concepts Companys and Designers Market embrace most of the Group's remaining women's brands and constitute the Group's primary multi-brand concepts.

DK Company offers its partners several exciting single or multi-brand concepts and a variety of brands which may be adapted to the needs and customer base of the individual shop.

"DK Company is a fashion group with the will and courage to stand out. Believing in soft values and being willing to follow the Blooming Concept "



The partner concept is defined as a close collaboration with partners each selling several of the Group's brands.

BUSINESS CONCEPT AND MISSION

DK Company is a fashion group with the will and courage to stand out. Believing in soft values and being willing to follow the Blooming Concept are the hallmarks of our corporate culture. DK Company's dedicated staff know that growth and a healthy economy depend on the Group's values and the active day-to-day efforts of the staff.

DK Company's multi-brand strategy is primarily based on brands providing 'value for money'. However, brands such as InWear, Part Two, Karen by Simonsen and Gestuz put DK Company in the high-end part of the mid-market, where focus is on 'luxury for less'. In both cases, the consumers should feel they get more than they spend.

DK Company aims to build long-term 'win-win' relationships between the Company,

its employees, customers and suppliers – it is from here, the strategic concept of '4 x win' has emerged.

The relationships are based on trust, proximity and mutual respect for the entire value chain.

THE BLOOMING CONCEPT

The strategy is based on 'The Blooming Concept' visualised by a flower. The flower is a living, organic symbol of growth. It has healthy roots and a stem, which is strong enough to support and nourish the colourful flowers.

The retail flower is raised slightly above the other three flowers of the Group's brands. This is an illustration of how all brands must be able to think and act as retailers to contribute to the development of the overall business.

The flower requires care, attention and constant development to maintain its unique attraction, and to stay strong and straight, which will enable us to make the most any advantages and stand up to any adversity. The stem is a symbol of corporate functions such as business solutions, IT, HR, logistics, warehouses and the finance department. The root system is the foundation of the flower, which is made up of DK Company's suppliers and purchasing departments.

This foundation constitutes the competitive nourishment for the petals, illustrating the individual brands which must flourish for the benefit of shops and customers worldwide. Customers are illustrated by bees buzzing around the flowers. The bees should be attracted to the many different brands of the flower, which are also meant to make the Group an attractive partner.

The purpose of the Blooming Concept is for the entire value chain from root system to bees to experience 'the magic of win-win'.

The primary resources in this context are people, networks and relationships. Without these, the flower loses both energy and attraction, and thus risks losing earnings and growth. People, networks and long-term relationships are therefore crucial to the Group.

STRENGTH OF THE BLOOMING CONCEPT

Several years of experience have provided DK Company with considerable expertise in the integration and consolidation of acquisitions. This has been made possible by the root system and the corporate functions of the flower, which have provided the foundation of and been adaptable to the increased activity. Consequently, the foundation has strengthened existing and new petals alike by providing greater bargaining power over suppliers in addition to the cost-effective systems which help create success for the individual brands.

While integrating and consolidating its acquisitions, DK Company has managed to adapt the overall portfolio of brands. When, for various reasons, a brand cannot be further developed or it no longer matches the Group strategically, it will be discontinued. This provides room for further attention to existing brands or introducing a new brand which can be easily integrated into the Group.

By means of its support functions and root system, the Group is able to acquire and integrate complementary enterprises and/or brands which benefit from the stability of the stem, thus en-abling the individual brands to maintain focus on developing products for the sales channels.

Likewise, the work on harmonising the Group's IT platform, finance function and purchasing procedures has contributed to establishing a plug-and-play set-up, which makes future integrations more effective both in terms of cost and time.

Through the development and acquisition of retail concepts, the Group has strengthened the sales channels of the individual brands, and in combination with the partnership agreements, the wide range of brands allows customers to do business with a significant partner, thus creating a win-win situation.

By applying the knowledge brought to the individual brands by retail, wholesale is drawn closer to the market development, which enables the supply of the right products at the right time.

The establishment of the Group's own e-commerce platform, which may be used by all the Group's brands, has strengthened this particular sales channel in recent years.

The collaboration with external e-commerce partners has been increasing in the past couple of years.

This experience forms the basis of DK Company's business concept – that is the ability to integrate and develop brands in a structured and cost-effective way.

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Multi-brand strategy



DK Company's multi-brand strategy is based on a portfolio of 26 brands with a broad geographical presence in 35 markets. The Blooming Concept ensures that all brands retain their unique identity and design DNA. Synergies are created by using a number of corporate functions. The realised synergies have made the Group more resilient with respect to generating positive results.

STRONG GEOGRAPHICAL PRESENCE

One of DK Company's strengths is its strong geographical presence. Our collections are sold to 35 countries worldwide. The strategic acquisitions of reputable brands in recent years, including InWear, PartTwo, Matinique, Saint Tropez and !Solid, have strengthened DK Company's position especially in Norway and Germany, which are also the Group's largest growth markets.

In addition, DK Company has realised rather significant revenues in the other European markets, where a major part of the revenue related to, for example, Blend was generated in Southern Europe. This contributes to a geographical revenue diversification, which makes DK Company less vulnerable to fluctuations in the individual markets.

RETAIL

Historically speaking, most of the Group's shops have been run in collaboration with a third party, either on a franchise basis or through shared ownership with DK Company.

DK Company's portfolio consists of 150 shops, the majority of which is located in Norway, primarily in large shopping centres. In Norway, b.young is the prevailing concept. A number of brands have entered into a total of 280 concession and consignment agreements with a number of European department stores.

When cooperating with a third party on the operation of a shop, DK Company uses one of two types of partnership agreements defined as follows:

- Partly owned shops, where DK Company participates by holding a controlling share and running the shop in cooperation with a local retailer.

- The franchise model, where partners run shops in the local area through presence and local knowledge.

The day-to-day business is supported by DK Company's retail organisation, for example via initiatives such as a customer club, advertising campaigns as well as accounting and other finance services.

PARTNERSHIP AGREEMENTS

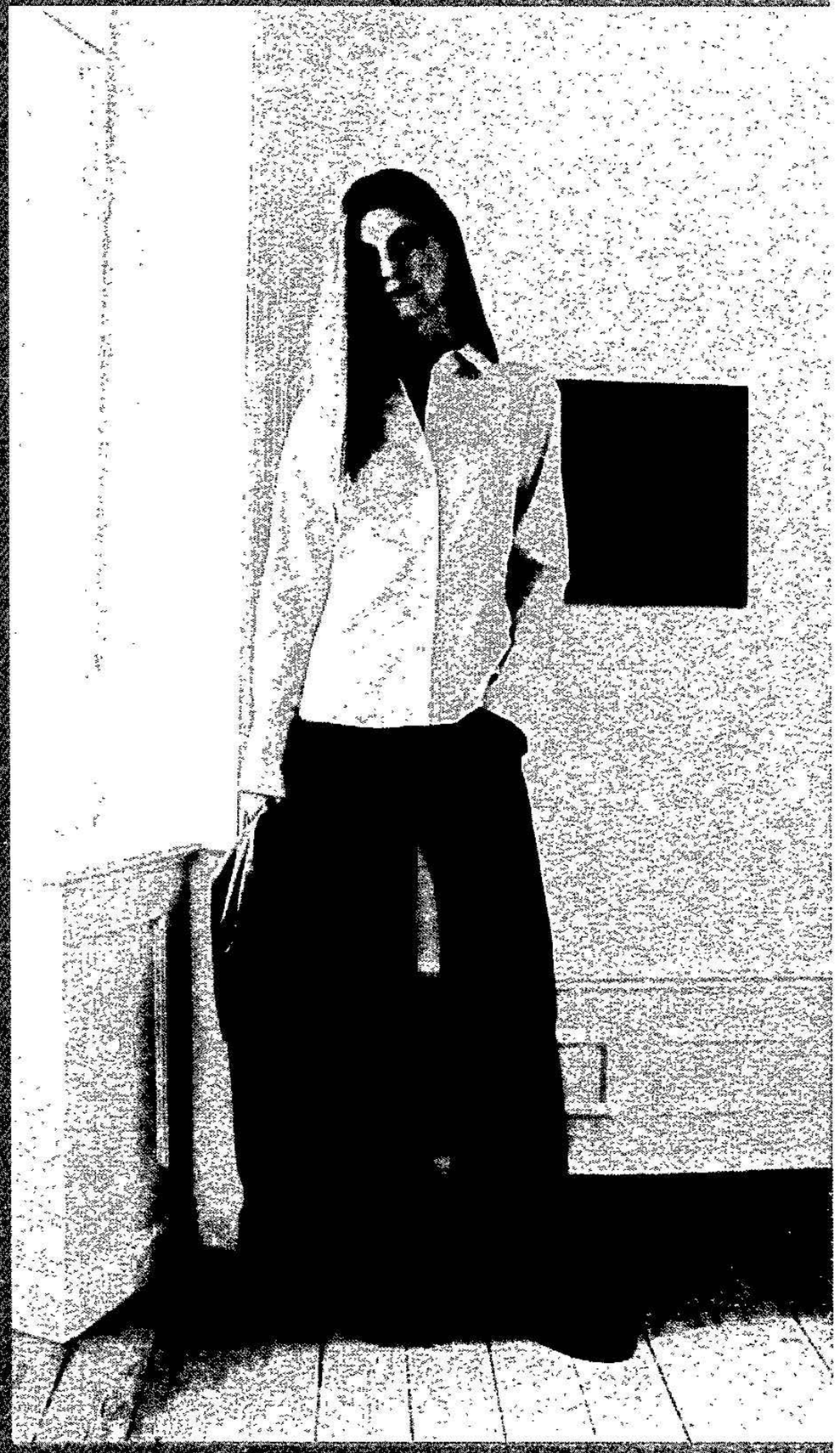
Historically, DK Company has based its business on wholesale and is selling its goods to more than 16,500 selling points primarily in Europe. Most of the Group's revenue originates from such business.

In order to create maximum synergy in the collaboration with external distributors, DK Company has entered into partnership agreements with the Group's distributors. The purpose of such agreements is to ensure a close collaboration and create win-win situations between DK Company and its distributors. The agreements support the collaboration by affiliating several brands through a multi-brand agreement.

It is DK Company's ambition to become the preferred partner in the mid-segment. Our goal is therefore to expand the number of multi-brand agreements with the Group's wholesale customers to create unique opportunities for both parties.

Strategy summary

STRATEGY	ADOPTION
ACQUISITION OF ENTERPRISES	Acquisition of enterprises, brands and retail chains. Acquisition of enterprises, brands and retail chains is part of DK Company's DNA. DK Company therefore always pays attention to any opportunities arising in the market. Based on the experience gained through recent years' acquisitions, DK Company has created a set-up which facilitates an efficient and fast process for acquisitions. The Group intends to continue creating growth through acquisition of complementary enterprises, brands and major retail chains.
EXPANSION VIA E-COMMERCE	Through the DK Company Online Group, DK Company has an e-commerce platform which comprises all the brands of the DK Company Group. As a consequence, the Group has the option of expanding its e-commerce activities in the future. In addition, the ambition is to expand the collaboration with leading e-commerce partners both through partnerships.
PREFERRED PARTNER IN THE MID-SEGMENT	It is DK Company's ambition to become the preferred partner in the mid-segment. Our goal is therefore to expand the number of multi-brand agreements with the Group's wholesale customers to create unique opportunities for both parties
INCREASED COOPERATION	Increased cooperation with the Group's wholesale customers.
DEVELOPMENT OF MARKETS	Development of existing markets and establishment in new markets. DK Company will continue to generate growth through development of the individual brands in the Company's brand portfolio. In recent years, DK Company has established sales activities in several new markets. DK Company primarily intends to develop its sales activities in the existing markets, but also to enter new markets when the opportunity arises. DK Company has launched several brands on the North American market, thus commencing sales activities in this market.
DEVELOPMENT OF RETAIL CONCEPTS	The Group intends to develop retail concepts and establish more shops in strategically important markets. Strengthening and expanding of the Group's retail concepts.





Brands

According to its strategy, the Group will concentrate on brands offering value for money and luxury for less, as well as offer retail concepts matching these criteria.

Each brand has its own DNA, identity, unique characteristics and functions as a separate entity. The individual brands are continuously developed, in part to avoid overlap resulting in internal competition, and in part to create brands and collections which complement and support each other. This increases the opportunity for complementary sales.

The Group's brands are; Atelier Rêve, BALL, Blend, b.young, Bon'A Parte, Casual Friday, Cream, Culture, Fransa, FQ1924, Gestuz, Ichi, InWear, Kaffe, Kaffe Curve, Karen by Simonsen, Matinique, My Essential Wardrobe, Part Two, Pulz Jeans, Soaked In Luxury, Saint Tropez, !Solid, Sorbet, The JoggConcept and Wood Wood.

The Group's retail concepts are: !Solid, b-young, Fransa, Ichi and the multi-brand concepts COMPANYS and Designers Market.

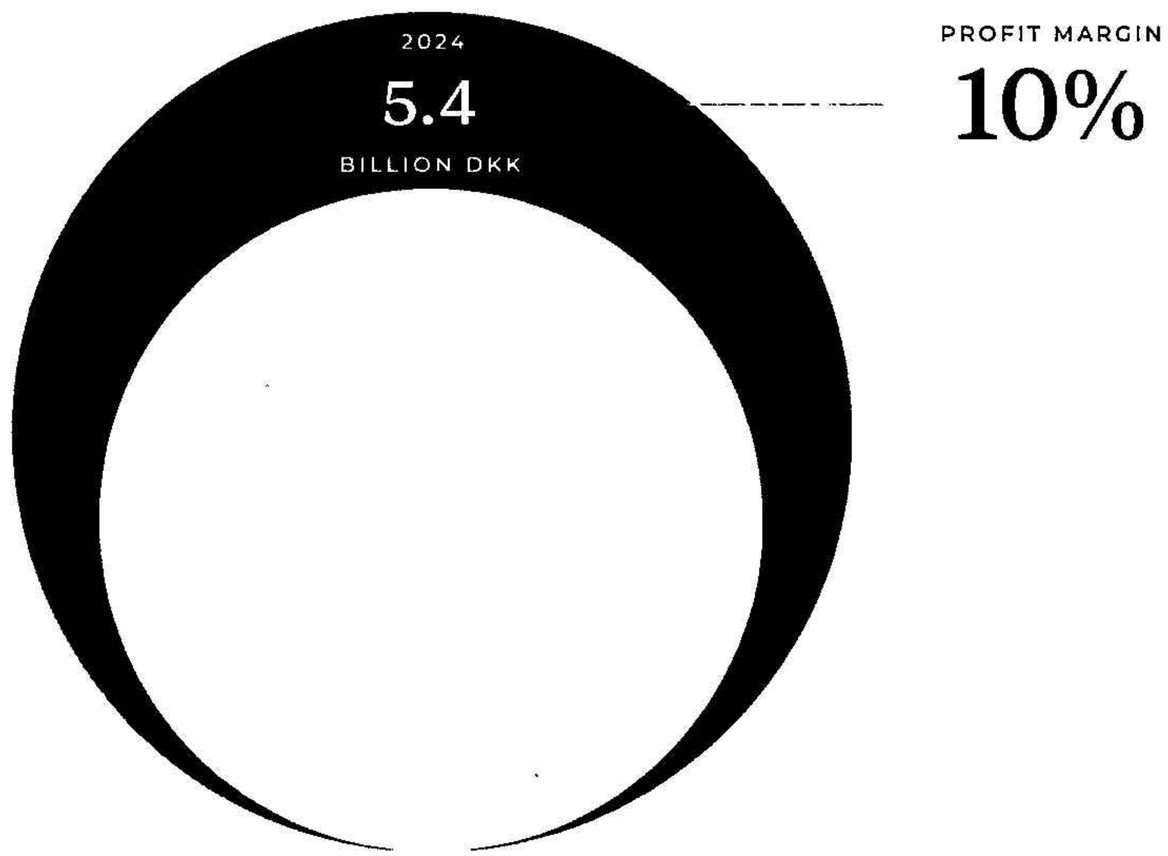
All brands and retail concepts are described in detail at: www.dkcompany.com under "Brands" while the retail concepts are found under "Retail".

Report on profit and loss

REVENUE

The Group's revenue was DKK 5.4 billion (DKK 4.8 billion), which is an increase of DKK 533 million in 2024. The increase was generated from organic growth.

Profit before tax was DKK 536 million (DKK 487 million), corresponding to a profit margin of 10% (10.5%).



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PROFIT OF THE YEAR

Profit before tax was DKK 536 million (DKK 487 million).

INVESTMENTS

In 2024, DK Company invested DKK 48 million (DKK 93 million) in non-current assets.

COSTS

Other external expenses constituted DKK 1,362 million (DKK 1,014 million). The increase is due to a higher level of activity of the Group and office facilities, showrooms and preparation for the increased reporting requirements placed on our business within the ESG area.

Depreciation, amortisation and impairment losses for the year were DKK 200 million (DKK 168 million).

TAX

In the financial year, tax of DKK 123 million (DKK 115 million) was recognised in the income statement.

GROSS PROFIT

Gross profit was DKK 2.9 billion (DKK 2.6 billion). The profit margin landed 1.6 percentage points higher than last year, which is primarily due to a more stable currency market compared to 2023.

FINANCIAL INCOME AND EXPENSES

Financial income and expenses represent a net income of DKK 18 million (a net cost of DKK 19 million).

CASH FLOWS

In 2024, the Group increased its total liquidity by DKK 171 million after a dividend off DKK 204 million paid out in 2024.

The Group generated cash flows from operating activities of DKK 576 million in 2024 compared to DKK 439 million in 2023. The positiv cash flow development in 2024 is due to a positiv increase in EBT and a lower payable tax for 2024 compared to 2023.

Cash flows from investing activities constituted an expense of DKK 52 million compared to an expense of DKK 97 million in 2023.

Cash flows from financing activities were DKK 352 million compared to DKK 350 million in 2023. In 2024, the Group distributed dividends of DKK 204 million (DKK 204 million).

The total cash flow changes for the year are positiv with DKK 171 million compared to a negative DKK 8 million for 2023.

SUBSEQUENT EVENTS

No subsequent events have occured which have an impact on the Financial Statement.

TOTAL EQUITY

The Group's total equity, exclusive of minority interests, is determined at DKK 1,265 million (DKK 1,050 million), after distributed dividens of DKK 200 million. The solvency ratio is 41.8% (36.5%).

PENDING LAWSUITS

The Group has challenged a decision by the Norwegian Customs authorities in a case concerning the customs clearance of goods in Norway.

The Group has recognised the preliminary decision of the authorities but expects to win the appeal.

The Group has no other pending cases of significance, except ongoing collection proceedings.

PARENT

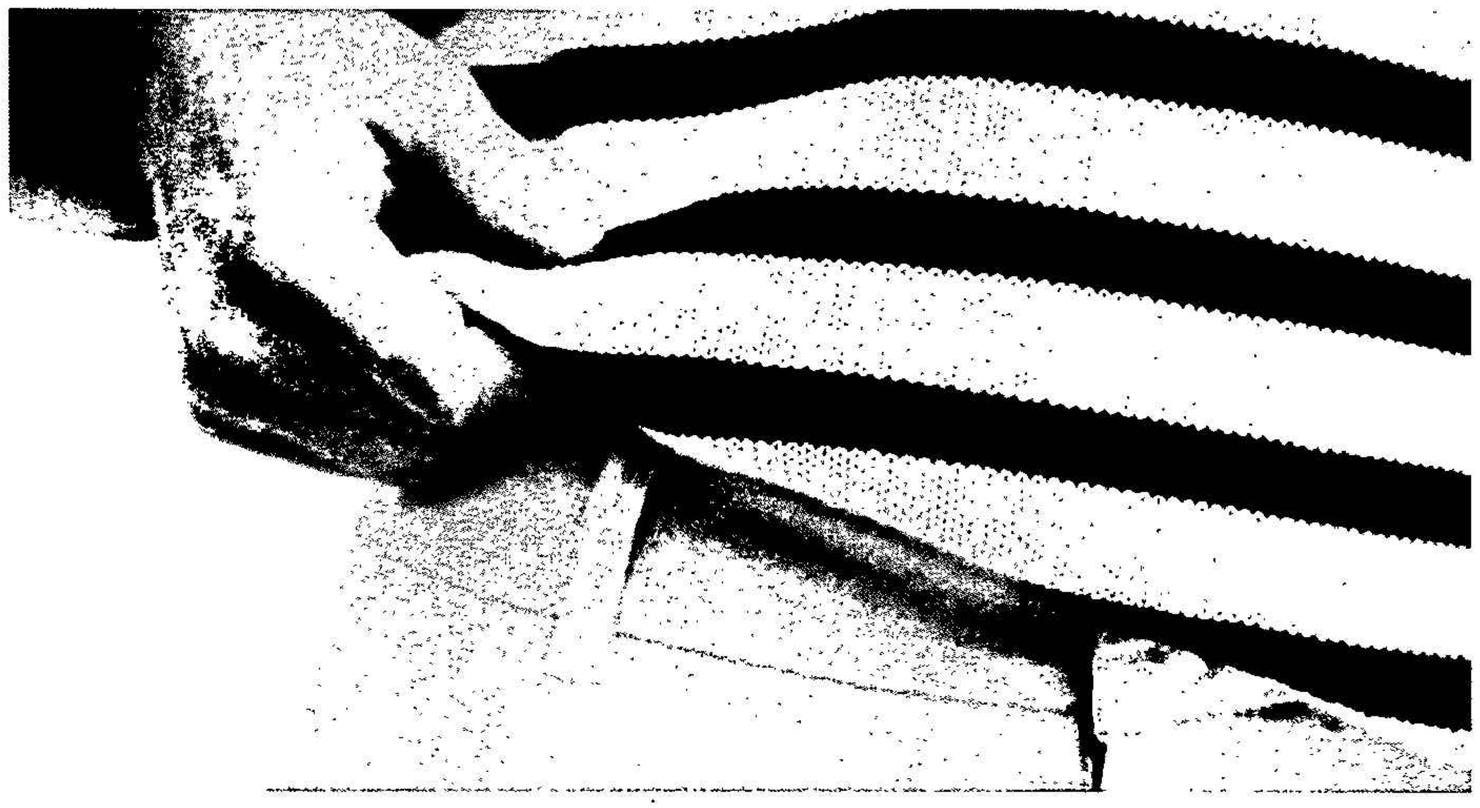
In 2024, the company realised revenue of DKK 811 million (DKK 675 million). Profit before tax was DKK 421 million (DKK 369 million). The results are considered satisfactory.

PROPOSAL FOR DISTRIBUTION OF PROFIT

DKK MILLION	2024	2023
Reserve for net revaluation according to the equity method	164	41
Retained earnings	27	108
Proposed dividend for he year	200	200
Total	**391**	**349**



Risk management



The following contains a description of general risk factors related to conducting business, risks associated with the fashion industry and special risks of the DK Company Group. The risk factors and uncertainties mentioned include those currently assessed by Management to be the most significant risks. Effective tools have been implemented to manage and address the various risks. The risk factors are not listed in order of priority.

CORE RISKS

DK Company has defined the following core risks: fashion risk, risk of loss of brand value, risk of loss of intellectual property rights, supplier risk, risks related to logistics and inventories, insurance risk, debtor risk and employee risk. These risk factors are defined as inherent in the Group's operations.

DK Company manages the stated risks by means of tools developed based on the Group's experience and competencies.

FASHION RISK

In the fashion industry, it is a basic condition that a single collection may fail from a fashion point of view. DK Company diversifies such risk by annually designing 6 to 12 collections for 26 different brands. In addition, the individual brands appeal to different target groups, both in terms of gender, style, price and age. Moreover, DK Company's collections are currently sold in 35 markets.

The Group's brands also vary in terms of fashionability. In general, DK Company's collections are developed on a commercial and market-oriented basis, as it is crucial for the Group's profitability that the individual brands can be produced in quantities sufficient to provide economies of scale.

Experience shows that DK Company has been good at responding in time to changes in consumer preferences as a result of shifting fashion trends. DK Company's success is closely related to its ability to respond quickly and be flexible about changes in the market.

RISK OF LOSS OF BRAND VALUE

Another basic condition of the fashion industry is the risk of losing brand value, that consumers lose interest in the brand and that the brand loses status. DK Company's brands have all been around for a number of years, and over time, the individual brands have developed a rather significant intangible value. As the collections are continually developed, the loss of brand value is a constant risk if such development does not follow market trends.

DK Company has therefore put systems in place to ensure that the Group will respond promptly to market signals indicating that its brand development is not on track. As an example, the sales department is actively involved in the development of collections. Analyses of sales in own shops are also used as input for design development.

Negative media coverage or bad publicity among core consumers may result in a significant loss of brand value. Therefore, DK Company has prepared corporate responsibility policies. These policies reduce the risk of loss of brand value.

The policies are described in detail in the Sustainability section of the webside. It is crucial to the brand value that consumers maintain the belief that our products provide value for money and luxury for less.

DK Company gives priority to quality control areas, as the Group depends on its continuous delivery of high-quality products.

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RISK OF LOSS OF INTELLECTUAL PROPERTY RIGHTS

For historical reasons, the DK Company A/S Group does not own all the trademark rights to the individual brands. Therefore, DK Company has defined a number of procedures which ensure the continued right to use the trademarks.

DK Company A/S has entered into non-terminable agreements on the right of use of the following trademarks and figurative marks: Kaffe, Cream and Karen by Simonsen. These trademarks belong to Jens Poulsen Holding ApS, which is controlled 100% by CEO Jens Poulsen. Jens Poulsen Holding ApS makes the trademark rights available to the Company for a small fee on the condition that the Company incurs all costs related to maintaining and protecting the registration of the trademarks and figurative marks.

The right of use agreements between DK Company A/S and Jens Poulsen Holding ApS are independent from Jens Poulsen's affiliation with the Company. Should a change of control take place in Jens Poulsen Holding ApS as a result of Jens Poulsen's transfer of shares in this company, whereby Jens Poulsen will hold less than 51% of the shares in Jens Poulsen Holding ApS, DK Company A/S has an option to acquire the registered trademarks at a price assessed by an independent valuer.

The DK Company A/S Group owns the trademark rights to Atelier Rêve, BALL, Blend, Bon'A Parte, b.young, Casual Friday, Culture, Double A, Gestuz, Fransa, FQ1924, ICHI, InWear, Kaffe Curve, Matinique, My Essential Wardrobe, Part Two, Pulz Jeans, Saint Tropez, Soaked in Luxury, Solid, Sorbet, The JoggConcept and Wood Wood.

DK Company has an agreement with a trademark agent regarding the monitoring of any infringement of the brands sold on the market.

SUPPLIER RISK

DK Company's production is outsourced to external suppliers, ensuring flexibility and risk diversification. DK Company is extremely experienced in international sourcing.

By using suppliers in different countries, the risk of failing supplies is further diversified, as the Group is not dependent on the conditions and developments in a single production country. It is the Group's policy that a single supplier must account for a maximum of 30% of the Group's total production.

DK Company ensures proximity to the factories by means of the Group's purchasing departments in China and Bangladesh. The employees of the local purchasing departments contribute with extensive experience, knowledge and competencies, which means that the Group achieves the most optimal combination of price, quality and delivery reliability. This mitigates DK Company's operational risks.

RISKS RELATED TO LOGISTICS AND INVENTORIES

A significant part of DK Company's goods are ordered in advance by the Group's distributors, which minimises risks related to inventories. However, when the industry is under pressure, orders may be cancelled.

Fashion clothes have limited useful life, and reliability of delivery is therefore a core area for DK Company. According to the agreements, the collections must be delivered to the shops within certain deadlines. If the products are not delivered on time, there is a risk that they will be returned, resulting in an increased amount of excess goods and write-downs. DK Company has logistical procedures in place, limiting the risk of capital being tied up in inventory of excess goods.

The collections are delivered either on hangers or in flat packages. Most of the production from Asia is transported by sea freight, and a minor part is shipped by air freight and rail to Europe. Products from European countries are transported by truck. The geographical distribution and the flexibility of the option of transferring the cargo from ship to air freight and rail reduce risks related to logistics.

DK Company has modern warehouse and logistics facilities suitable for both flat packages and ready-made clothing on hangers in the Danish cities Ikast, Kolding and Vejle.

In terms of managing revenue related to e-commerce, the Group moreover has agreements with third parties on warehouse and logistics facilities in Germany and Poland.

Most of the Group's goods are sold continuously during the season. At the end of a season, the goods are transferred to the Group's own physical outlet shops in Denmark, Sweden, Norway and Switzerland or to DK Company's online outlet. Additional excess goods are sold through brokers in markets where DK Company is not represented.

In their entirety, DK Company's planning tools, warehouse facilities, know-how and experience significantly reduce the risks related to logistics and inventories.

INSURANCE RISK

Based on the Group's increased geographical distribution and, hence, its growing need to take out local insurance in areas where the Group's companies are located, DK Company has entered into an agreement with an international insurance partner.

In cooperation with the insurance partner, the Executive Board conducts an annual review and assessment of risks and cover. In the Executive Board's assessment, the insurance taken out is estimated to provide reasonable insurance cover to the Group's assets and operational base in case of damage.

DEBTOR RISK

DK Company has entered into an insurance contract for credit insurance of the Group's customers. The contract implies that approximately 60-70% of the Group's total net sales are made to customers covered by credit insurance. The sum insured is 90% of the Group's receivables from insured customers. The remaining part of the Group's revenue is distributed on customers from whom the Group has historically received payments on time, or where prepayment has been agreed for the orders placed. This mitigates the risk of losses.

EMPLOYEE RISK

When key employees leave the Group or become unable to discharge their duties, DK Company is exposed to risk, since the success of the Group, among other things, depends on the efforts, industry knowledge and qualifications of the employees.

The Group is subject to risk if DK Company is unable to keep recruiting, developing and retaining the right employees.

DK Company embraces the value of the whole person and work-life balance. Human resources are therefore a priority area for DK Company's management. The employees constitute essential knowledge resources to the Group. The HR department has developed policies and guidelines for the development and supplementary training of the staff.

DK Company invests time and resources in the personal and professional development alike of employees, for example by offering coaching.
The above holistic initiatives minimise the risk of losing employees, including key personnel.

NON-CORE RISKS LITIGATION AND ARBITRATION

DK Company may become a party to litigation and arbitration proceedings. Although DK Company follows a common transfer pricing practice, it is not guaranteed that tax authorities around the world will adopt the same interpretations when considering the Group's pricing in relation to intercompany trade. Should DK Company's intercompany transfer pricing policies be questioned, it may have a significantly negative impact on the operating profit.

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FINANCIAL RISKS
The financial risks of the Group are defined as currency, interest rate and liquidity risks.

CURRENCY RISK
The Group has prepared a corporate currency policy to ensure that currency risks are minimised. All material transaction risks are hedged. DK Company's currency risks are primarily hedged by forward exchange contracts. Exchange rate and interest rate fluctuations may have a negative impact on the results.

DK Company's financial statements are presented in Danish kroner (DKK), meanwhile, a significant portion of the Group's income and expenses are in other currencies, including NOK, SEK, GBP, CHF, EUR, CAD and USD, which means that DK Company may be exposed to adverse fluctuations in foreign exchange rates.

Exchange rate fluctuations affect the translated value of the operating results generated outside Denmark. Fluctuations may also affect the translation of the value of assets and liabilities in foreign currencies.

DK Company buys many of its products from suppliers whose products are priced in currencies other than DKK, especially USD and EUR. In addition, DK Company sells many products in currencies other than DKK, especially NOK, SEK, GBP, CHF, CAD and EUR. Unfavourable exchange rate fluctuations may therefore result in lower earnings.

INTEREST RATE RISK
DK Company's interest rate risks are related to the Group's interest-bearing assets and liabilities.

The Group's interest rate risks are managed by obtaining floating rate debt and financial instruments adapted to the interest rate risk of the underlying investment.

LIQUIDITY RISK
The Group organises its cash resources and capital structure to safeguard planned investments and ensure that the Group may continue as a going concern. Reference is made to note 26 to the Consolidated Financial Statements for further information on the Group's financial risks on the balance sheet date.

POLITICAL RISKS
DK Company may be affected by new trade restrictions or changed customs tariffs and quotas.

There is a risk that such changes may increase DK Company's expenses, which in turn may have an adverse effect on future profit from operating activities and the Group's financial position.

Management is not in a position to anticipate whether any of DK Company's production countries will become subject to change, and therefore, it is not possible to assess the specific impact of any changes.

DK Company conducts business in several jurisdictions worldwide. Local tax rules and interpretations thereof are changed on an ongoing basis, and such changes may be implemented retroactively. A risk exists that changes to tax rules or the interpretation of those rules, in one or more jurisdictions, may result in an increased effective tax rate of the Group or otherwise affect the Group's profit from operating activities.

IT RISK
DK Company has developed reliable IT systems, which ensure reliable performance of day-to-day operations, including strengthening of the delivery reliability and an efficient supply chain. Work is ongoing to cover IT risks, including virus attacks, system crashes, etc.

Today, DK Company has a corporate IT platform. The platform provides overview, focus and effectivity while simplifying the day-to-day tasks. In addition, the platform ensures consistency when benchmarking the 26 brands.



MANAGEMENT'S REVIEW
CONSOLIDATED FINANCIAL STATEMENTS
PARENT COMPANY FINANCIAL STATEMENTS
COMPANY INFORMATION
MANAGEMENT'S STATEMENT AND AUDITOR'S REPORT

"When I look back, I am proud that during the last four years DK Company has managed to grow the turnover by more than DKK 2 billion, mainly driven by organic growth"

— JENS POULSEN, GROUP CEO

Statement on responsibility

The statement regarding corporate social responsibility and data ethics is included in DK Company's Responsibility Report, which is a summary and provides insight into how the DK Company Group works with responsibility.

The journey to become more responsible is an ongoing process during which we continuously learn from experience and find new ways to make an impact and improve our processes.

The responsibility report makes it possible to dive into our work on the UN's global goals. The statement contains excerpts from our policies on corporate social responsibility, which relate to human rights, social issues, employee relations, environment, climate, data ethics, and anti-corruption.

The report can be downloaded from the company's website.

https://www.dkcompany.com/en-en/csr/responsibility-report



Diversity, equality and inclusion

DK Company has a public Diversity, Equity and Inclusion Policy that emphasises a diverse workplace with no discrimination based on personal characteristics including gender. We work systematically to increase and maintain a high share of women in our management positions. We do this in our recruiting and promotion processes. In our annual employee appraisal reviews and other dedicated interactions we do actively encourage internal female talent to take management responsibility.

The highest governing body of DK Company, the Board of Directors has 5 members. "Other management levels" are the two levels of management below the Board of Directors. In 2024 this was 46 managers.

TARGETS AND PROGRESS

In 2021 the Board of Directors defined a target of 20% representation of women on the Board by 2025 and equal gender representation in Middle Management with a minimum of 40% representation of women.

Two of five members of the highest governing body of DK Company are held be the four male owners of the company. Since this is not planned to change, it is difficult to significantly increase the target for representation of the under-represented gender. The Board of Directors increased the target to 33% by 2028..

Of the 46 managers at "other management levels" 35% of positions were held by women, the under-represented gender, and is therefore considered equal. This was achieved through retainment of our female managers through for example our leadership training and by encouraging women to apply for open positions. It is our goal to continue to maintain the 40% representation as a minimum by 2025.

HIGHEST GOVERNING BODY (BOARD OF DIRECTORS)	2024	2023	2022

OTHER MANAGEMENT LEVELS	2024	2023	2022

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Consolidated financial statements

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Statement of income and comprehensive income

1 January - 31 December

Note	Income statement	2024	2023
1	Revenue	5,361,911	4,828,458
	Cost of sales	-2,419,692	-2,255,386
	Gross profit	**2,942,219**	**2,573,072**
	Other external expenses	-1,362,376	-1,014,003
2	Staff costs	-862,040	-884,102
3	Other operating income	107	2,197
4	Other operating expenses	-282	-2,570
	Profit before depreciation, amortisation and financial income and expenses	**717,628**	**674,594**
5	Depreciation, amortisation and impairment losses on intangible assets as well as property, plant and equipment	-200,426	-168,602
	Operating profit	**517,202**	**505,992**
15	Financial income	84,677	38,646
16	Financial expenses	-66,204	-57,852
	Financial income and expenses, net amounts	**18,473**	**-19,206**
	Profit before tax	**535,675**	**486,786**
20	Tax on profit for the year	-122,937	-115,462
	Profit for the year	**412,738**	**371,324**
	Profit is attributable to:		
	Shareholders of the parent	394,192	349,063
	Minority interests	18,546	22,261
		412,738	**371,324**

Note	Statement of comprehensive income	2024	2023
	Profit of the year	**412,738**	**371,324**
	Items that may be reclassified to the income statement:		
	Exchange adjustments from translation of foreign entities	-5,792	-3,383
	Fair value adjustments of hedging instruments:		
	Value adjustment for the year	-275,020	-118,265
	Any value adjustments reclassified to the income statement	312,926	130,333
	Tax on other comprehensive income	-8,339	-2,655
	Other comprehensive income	**23,775**	**6,030**
	Total comprehensive income	**436,513**	**377,354**
	Profit is attributable to:		
	Shareholders of the parent	416,699	354,313
	Minority interests	19,814	23,041
		436,513	**377,354**

Amounts in DKK thousands

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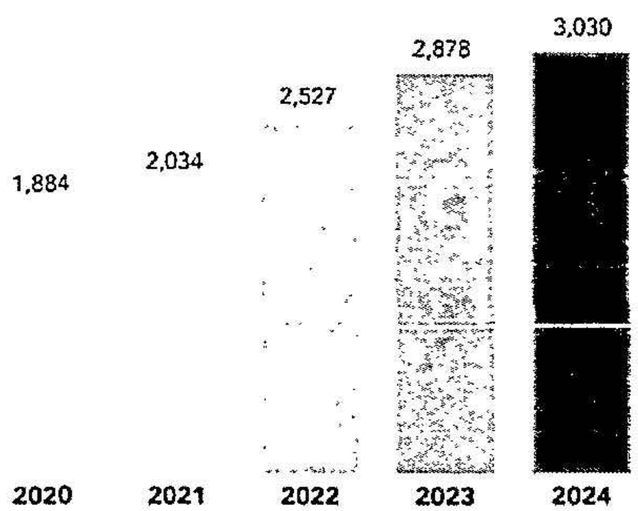
Balance sheet • Assets and liabilities

at 31 December

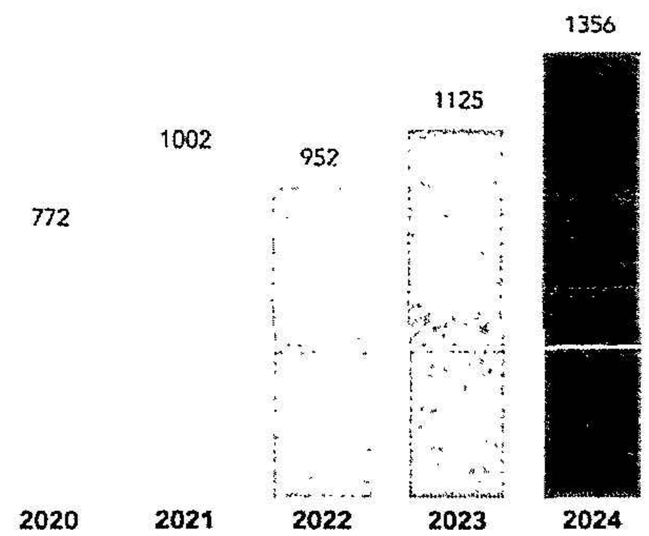
Note	Assets	2024	2023
	Non-current assets		
11	Intangible assets	207,549	201,051
12	Property, plant and equipment	180,974	178,044
13	Leased assets	468,694	559,008
	Other receivables	22,590	25,043
27	Receivables from group enterprises	980	980
21	Deferred tax assets	8,930	4,545
	Non-current assets	**889,717**	**968,671**
	Current assets		
6	Inventories	1,212,225	1,047,806
7	Trade receivables	299,081	505,321
17	Other contract assets	23,187	22,368
	Corporation tax receivable	25,518	8,747
8	Other receivables	168,498	87,187
	Prepaid expenses	25,202	21,528
	Cash	386,983	216,029
	Current assets	**2,140,694**	**1,908,986**
	Total assets	**3,030,411**	**2,877,657**

Note	Equity and liabilities	2024	2023
18	**Equity**		
	Share capital	60,000	60,000
	Foreign currency translation reserves	-31,462	-26,225
	Hedging reserves	24,305	-3,354
	Retained earnings	1,012,549	820,005
	Proposed dividend	200,000	200,000
	Equity of shareholders of the parent	**1,265,392**	**1,050,426**
	Non-controlling interests	90,259	74,472
	Equity	**1,355,651**	**1,124,898**
	Liabilities		
	Non-current liabilities		
21	Deferred tax liabilities	22,293	15,714
13	Lease liabilities	329,964	406,811
	Non-current liabilities	**352,257**	**422,525**
	Current liabilities		
13	Lease liabilities	142,432	148,334
	Prepayments received from customers	940	1,149
17	Other contract liabilities	61,113	57,901
	Trade payables	680,239	537,931
	Corporation tax	56,753	34,343
	Payables to group enterprises	99,945	249,259
9	Other payables	281,081	301,317
	Current liabilities	**1,322,503**	**1,330,234**
	Liabilities	**1,674,760**	**1,752,759**
	Total equity and liabilities	**3,030,411**	**2,877,657**

Total assets (DKK million)



Equity (DKK million)



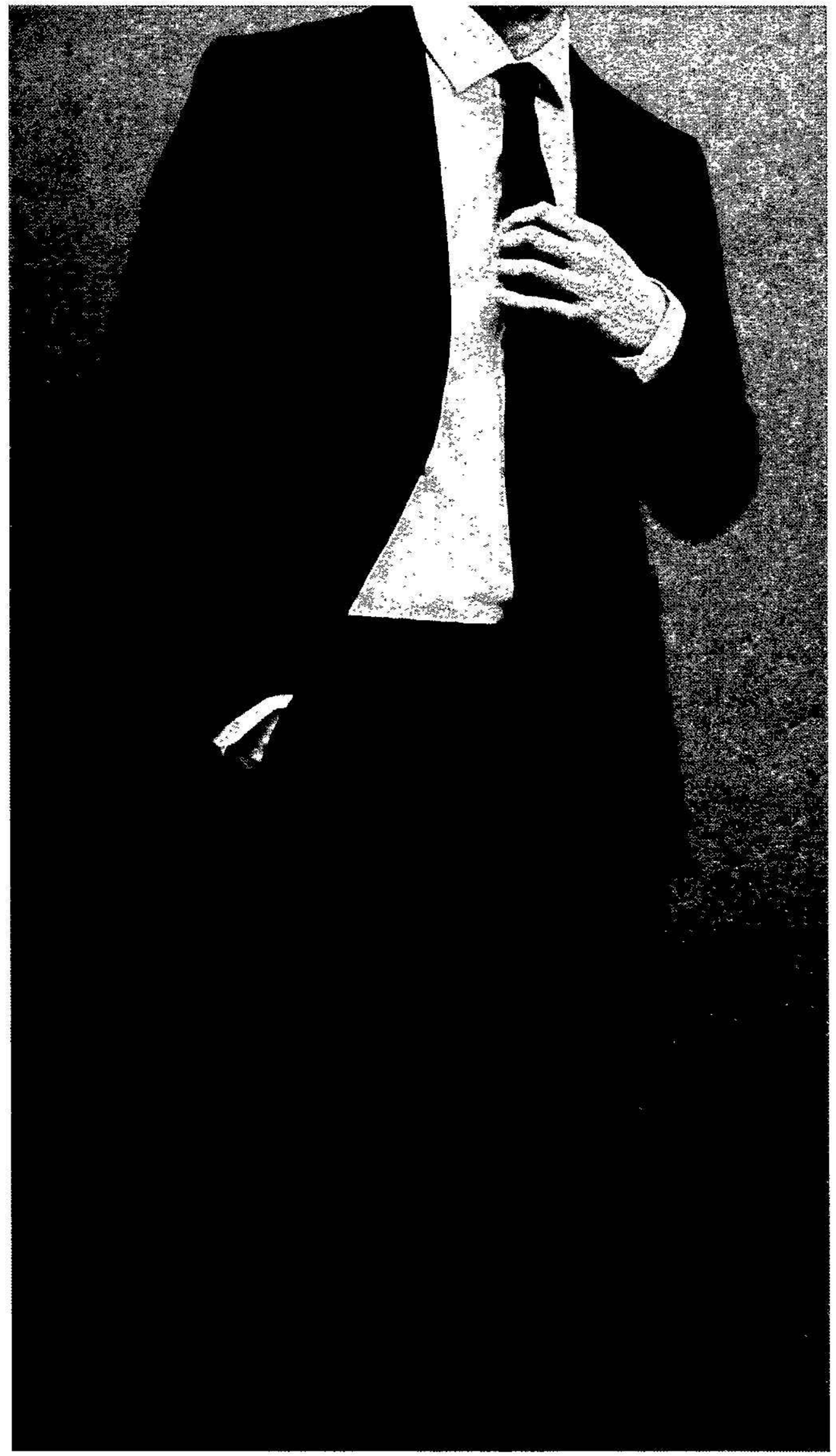
Amounts in DKK thousands

Cash flow statement

1 January - 31 December

Note		2024	2023
	Profit before tax	535,675	486,786
22	Adjustments and non-cash transactions	207,405	179,066
10	Change in working capital	-32,777	-3,651
	Cash flows from operating activities before financial income and expenses	**710,303**	**662,201**
	Interest income received	46,395	34,993
	Interest expenses paid	-58,303	-44,739
	Cash flows from operating activities before tax	**698,395**	**652,455**
20	Corporation tax reimbursed/paid	-122,336	-213,344
	Cash flows from operating activities	**576,059**	**439,111**
	Acquisition of intangible assets	-9,500	-3,000
	Acquisition of property, plant and equipment	-48,075	-93,022
	Disposal of property, plant and equipment	2,832	3,248
	Acquisition of financial assets	-1,845	-5,112
	Sale of financial assets	4,354	769
	Cash flow for investing activities	**-52,234**	**-97,117**
	Repayment of lease liabilities	-148,595	-146,211
	Dividend paid to minority interests	-4,276	-17,170
	Dividend paid to shareholders of the parent	-200,000	-186,900
	Cach flows from financing activities	**-352,871**	**-350,281**
	Cach flow for the year	**170,954**	**-8,287**
	Cash and cash equivalents, beginning of year	216,029	224,316
		216,029	**224,316**
	Cash and cash equavalents, end of year	**386,983**	**216,029**
	Cash and cash equivalents include:		
	Cash	386,983	216,029
		386,983	**216,029**

The cash flow statement cannot be immediately derived from the published financial statements.



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Statement of changes in equity

	Share capital	Foreign currency translation reserves	Hedging reserves	Retained earnings	Proposed dividend	Equity of shareholders of the parent	Non-controlling interests	Total equity
Equity at 1 January 2024	**60,000**	**-26,225**	**-3,354**	**820,005**	**200,000**	**1,050,426**	**74,472**	**1,124,898**
Profit for the year	0	0	0	194,192	200,000	394,192	18,546	412,738
Exchange adjustments from translation of foreign entities	0	-5,237	0	85	0	-5,152	-640	-5,792
Fair value adjustments of hedging instruments:								
Value adjustment for the year	0	0	-242,731	0	0	-242,731	-32,289	-275,020
Value adjustments reclassified to the income statement	0	0	278,191	0	0	278,191	34,735	312,926
Tax on other comprehensive income	0	0	-7,801	0	0	-7,801	-538	-8,339
Other comprehensive income	0	-5,237	27,659	85	0	22,507	1,268	23,775
Comprehensive income for 2024	**0**	**-5,237**	**27,659**	**194,277**	**200,000**	**416,699**	**19,814**	**436,513**
Adjustment, beginning of year	0	0	0	-1,733	0	-1,733	-580	-2,313
Acquisition and sale of minority interests	0	0	0	0	0	0	829	829
Dividend	0	0	0	0	-200,000	-200,000	-4,276	-204,276
Changes in equity for 2024	**0**	**0**	**0**	**-1,733**	**-200,000**	**-201,733**	**-4,027**	**-205,760**
Equity at 31 December 2024	**60,000**	**-31,462**	**24,305**	**1,012,549**	**200,000**	**1,265,392**	**90,259**	**1,355,651**
Equity at 1 January 2023	**60,000**	**-23,144**	**-11,597**	**670,933**	**186,900**	**883,092**	**68,601**	**951,693**
Profit for the year	0	0	0	149,063	200,000	349,063	22,261	371,324
Exchange adjustments from translation of foreign entities	0	-3,081	0	88	0	-2,993	-390	-3,383
Fair value adjustments of hedging instruments:								
Value adjustment for the year	0	0	-104,174	0	0	-104,174	-14,091	-118,265
Value adjustments reclassified to the income statement	0	0	114,742	0	0	114,742	15,591	130,333
Tax on other comprehensive income	0	0	-2,325	0	0	-2,325	-330	-2,655
Other comprehensive income	0	-3,081	8,243	88	0	5,250	780	6,030
Comprehensive income for 2023	**0**	**-3,081**	**8,243**	**149,151**	**200,000**	**354,313**	**23,041**	**377,354**
Adjustment, beginning of year	0	0	0	-79	0	-79	0	-79
Dividend	0	0	0	0	-186,900	-186,900	-17,170	-204,070
Changes in equity for 2023	**0**	**0**	**0**	**-79**	**-186,900**	**-186,979**	**-17,170**	**-204,149**
Equity at 31 December 2023	**60,000**	**-26,225**	**-3,354**	**820,005**	**200,000**	**1,050,426**	**74,472**	**1,124,898**

Amounts in DKK thousands

Notes • Basis of preparation of the consolidated financial statement

The Consolidated Financial Statements of DK Company A/S for 2024 are prepared in accordance with IFRS Accounting Standards as adopted by the EU and Danish disclosure requirements for annual reports prepared in accordance with the provisions applying to reporting class C (large enterprises), cf the Danish Executive Order on Adoption of IFRS issued pursuant to the Danish Financial Statements Act. DK Company A/S is a public limited company domiciled in Denmark.

The Parent Company Financial Statements have been prepared in accordance with the provisions of the Danish Financial Statements Act applying to enterprises of reporting class C (large enterprises).

With regards to the true and fair view of the Financial Statements, certain reclassifications have been made in the income statement and notes. Comparative figures have been adjusted accordingly.

The Consolidated Financial Statements are presented in Danish kroner (DKK), which is the presentation currency for the Group's activities and the functional currency of the parent.

iXBRL reporting
The annual report for 2024 is presented in accordance with the applicable requirements of the European Single Electronic Format (ESEF). In addition to the annual report's primary statements, the notes are also tagged in 2023. The iXBRL tagging was performed in accordance with the ESEF taxonomy included in the ESEF Regulation and developed on the basis of the IFRS taxonomy issued by IFRS. Where financial statement items in the annual report are not defined in the ESEF taxonomy, an extension has been made to the taxonomy. Apart from extensions related to subtotals, extensions to the taxonomy are linked to elements of the ESEF taxonomy. The annual report filed with the Danish authorities consists of a special technical zip file containing an XHTML document.

Roundings and presentation in the preparation of the annual report DK Company uses minimum amounts of DKK 1,000 in the measurement of underlying data. As the annual report is generally presented in thousands of Danish kroner, all amounts provided have been rounded, for which reason some additions may not add up.

CONSOLIDATED FINANCIAL STATEMENTS
The Consolidated Financial Statements comprise DK Company A/S (parent) and the companies (subsidiaries) over which the parent has control.

The parent is considered to have control of an entity if the Group is exposed, or has a right, to variable returns from its involvement with the entity and has the ability to affect those returns through its power over the entity. When assessing whether the Group has control, de facto control and any potential voting rights of substance actually existing at the balance sheet date are taken into account.

Entities in respect of which the Group exercises significant influence, but not control, over operational and financial policies are classified as associates. Significant influence exists where the Group directly or indirectly holds or controls more than 20% of the voting rights but less than 50%. The Group chart is shown at the end of the annual report, to which reference is made.

CONSOLIDATION PRINCIPLES
The Consolidated Financial Statements are prepared on the basis of financial statements of DK Company A/S and its subsidiaries. The Consolidated Financial Statements are prepared by combining items of a uniform nature. The financial statements used for consolidation are prepared in accordance with the Group's accounting policies.

Upon consolidation, elimination is made of intercompany income and expenses, intercompany balances and dividends as well as of realised and unrealised profits and losses on transactions between the consolidated enterprises.

The subsidiaries' items are fully consolidated in the Consolidated Financial Statements. Minority interests' share of profit/loss for the year and of equity in subsidiaries that are not fully owned is included as part of the consolidated profit and equity, respectively, but is presented separately.

MINORITY INTERESTS
Minority interests are initially measured at fair value or their proportionate share of the fair value of the acquired entity's identifiable assets, liabilities and contingent liabilities.

In the first case, goodwill relating to the minority interests' ownership shares in the acquired entity is recognised, while in the latter case no goodwill is recognised in relation to minority interests' ownership shares. The method is determined for each transaction and disclosed in the notes in connection with the description of acquired entities.

Minority interests are subsequently adjusted for their proportionate share of changes in the subsidiary's equity. Comprehensive income is allocated to the minority interests, even where the minority interest becomes negative as a result.

The acquisition or sale of minority interests in a subsidiary which does not result in the cessation of control is treated as an equity transaction in the Consolidated Financial Statements, and the difference between the consideration and carrying amount is allocated to the parent's share of equity.

BUSINESS COMBINATIONS
Newly acquired or newly established entities are recognised in the Consolidated Financial Statements from the date of acquisition or establishment, respectively. The date of acquisition is the time when actual control of the entity acquired is taken over. Comparative

Basis of preparation of the consolidated financial statement

figures are not restated for newly acquired entities. Entities sold or wound up are recognised in the consolidated comprehensive income statement up to the date of disposal or date of winding-up, respectively. The date of disposal is the time when actual control of the entity acquired is taken over by a third party. Discontinued operations and assets held for sale are presented separately.

Acquisitions of new entities of which the Group obtains control are accounted for using the purchase method under which the identified assets, liabilities and contingent liabilities of the newly acquired entities are measured at fair value at the time of acquisition. Identifiable intangible assets are recognised if they can be separated from or arise from a contractual right. However, non-current assets acquired for resale purposes are measured at fair value less expected selling expenses. Restructuring costs are recognised in the pre-acquisition balance sheet only if they constitute an obligation for the acquired entity. Deferred tax is recognised on the revaluations.

Positive differences (goodwill) between, on the one hand, the purchase consideration, the value of minority interests in the acquired entity and the fair value of any previously acquired equity investments and, on the other hand, the fair value of the assets, liabilities and contingent liabilities acquired are recognised as goodwill under intangible assets. Goodwill is not amortised but is tested for impairment at least once a year. The first impairment test is carried out before the end of the year of acquisition.

On acquisition, goodwill is allocated to the cash-generating units which subsequently provide the basis for the impairment test. Goodwill and fair value adjustments related to the acquisition of a foreign entity with a different functional currency than the Group's presentation currency are treated as assets and liabilities of the foreign entity and, on initial recognition, translated into the functional currency of the foreign entity at the exchange rate of the date of transaction.

Negative differences (negative goodwill) are recognised in the profit for the year at the time of acquisition.

The purchase consideration for an entity consists of the fair value of the agreed consideration in the form of assets transferred, liabilities assumed and equity instruments issued. If the final determination of the consideration is subject to one or more future events or to the fulfilment of conditions agreed, these will be recognised at fair value at the time of acquisition. Subsequently, contingent purchase consideration, which is not an equity instrument, is measured at fair value through the income statement.

If, at the time of the acquisition, there is uncertainty as to the identification or measurement of acquired assets, liabilities or contingent liabilities or the determination of the purchase consideration, initial recognition is made on the basis of provisionally determined values. If it subsequently turns out that the identification or measurement of the purchase consideration, acquired assets, liabilities or contingent liabili-ties was not correct on initial recognition, the statement is adjusted retrospectively, including goodwill, for 12 months after the acquisition, and any comparative figures are restated. After that, goodwill is not adjusted. Changes in estimates of contingent purchase consideration are recognised in profit for the year.

TRANSLATION POLICIES

A functional currency is determined for each of the Group's reporting entities. The functional currency is the currency used in the primary economic environment in which the individual reporting entity operates. Transactions in currencies other than the functional currency are transactions in foreign currencies.

On initial recognition, transactions in foreign currencies are translated to the functional currency at the exchange rates at the dates of transaction. Trade receivables, payables and other monetary items denominated in foreign currency which have not been settled at the balance sheet date are translated to the functional currency at the closing rate. Property, plant and equipment, intangible assets, inventories and other non-monetary assets purchased in foreign currencies and measured on the basis of historical cost are translated to the functional currency at the exchange rate of the date of transaction. Exchange rate differences arising between the transaction date and the date of payment and the balance sheet date, respectively, are recognised in the profit or loss as revenue and costs of sale, respectively, in respect of exchange differences relating to trade receivables and trade payables. Other exchange differences are recognised as financial income and expenses.

On recognition in the Consolidated Financial Statements of entities with a functional currency other than Danish kroner (DKK), the statements of comprehensive income are converted using average exchange rates for the months, unless these differ materially from the actual exchange rates at the time of the transactions. In case of the latter, the actual exchange rates will be used. Balance sheet items are translated at the exchange rates at the balance sheet date.

Exchange differences arising from the translation of the opening equity and balance sheet items of foreign entities at closing rates and exchange differences from the translation of comprehensive income from average rates to closing rates are recognised in other comprehensive income in a separate foreign currency translation reserve under equity. The exchange adjustment is divided between the parent's and the minority shareholders' shares of equity.

Section 1 Basis of preparation of the consolidated financial statement

The reserve for foreign currency translation adjustments includes all exchange adjustments resulting from the translation of financial statements of entities using a functional currency other than DKK. With respect to full or partial disposal of wholly-owned foreign entities, for which control is ceded, exchange adjustments which are recognised on an accumulated basis in other comprehensive income and which are attributable to the entity will be reclassified from other comprehensive income to profit/loss for the year with any gains or losses generated on the disposal. In respect of disposal of partially owned foreign subsidiaries for which control is ceded, the part of the foreign currency translation reserve relating to minority interests is not transferred to the income statement. In case of a partial disposal of foreign subsidiaries for which control is not ceded, a proportion of the foreign currency translation reserve is transferred from the parent company shareholders to the minority shareholders' share of equity.

DERIVATIVE FINANCIAL INSTRUMENTS

Derivative financial instruments are recognised in the balance sheet as from the trade date and are measured at fair value at the date of settlement. Subsequently, derivative financial instruments are measured at fair value at the balance sheet date. Positive and negative fair values of derivative financial instruments are included in other receivables and other debt, respectively.

Cash flow hedge

The share of fair value adjustments of derivative financial instruments classified as and meeting the requirements for hedges of expected future cash flows and which ensure efficient changes to future cash flows are recognised in other comprehensive income in equity under a separate hedging reserve until the hedged cash flows affect results. At this time, gains and losses relating to such hedging transactions from other comprehensive income are reclassified and recognised in the same item as the hedged transactions.

If the hedging instrument no longer meets the hedge accounting criteria, the hedging relationship will be discontinued. The accumulated value change recognised in other comprehensive income is reclassified to the income statement when the hedged cash flows affect the results or are no longer probable.

The share of the value adjustment of a derivative financial instrument which is not part of a hedging relationship is presented under financial income and expenses.

OTHER DERIVATIVE FINANCIAL INSTRUMENTS

Other derivative financial instruments that do not meet the criteria for treatment as hedging instruments are considered trading portfolios and measured at fair value with current recognition of fair value adjustments in financial income and expenses in the income statement.

Dividends

Dividend is recognised as a liability when a resolution approving the dividend has been adopted by the Annual General Meeting of shareholders (the time of declaration).



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Note 1 - Basis of preparation of the consolidated financial statement

DEFINITION OF FINANCIAL RATIOS

The financial ratios stated in the Annual Report have been calculated as follows:

Revenue growth (%)	=	(Revenue for the year - last year's revenue) x 100 / Last year's revenue
Gross margin (%)	=	Gross profit/loss x 100 / Revenue
Profit margin (%)	=	Operating profit/loss x 100 / Revenue
Solvency ratio (%)	=	Equity excluding non-controlling interests end of year x 100 / Total assets at year end
Return on equity (%)	=	Profit/loss attributable to shareholders of the parent x 100 / Average equity, excluding non-controlling interests
Net interest-bearing cash / debt position	=	Current and non-current payables to credit institutions and lease commitments less cash
Gearing (%)	=	Net interest-bearing cash / debt position / Profit/Loss before depreciation/amortisation and financial income and expenses
Borrowing base (%)	=	Net interest-bearing cash / debt position / Inventories + trade receivables + trade payable
Dividend per share	=	Parent's dividend yield x nominal value of share / 100

The financial highlights have been calculated in accordance with the recommendations issued by the Danish Society of Financial Analysts.

Notes • EBITDA, working capital and cash flows

This section of the annual report contains notes relating to the Group's primary operations. inclusing a breakdown by operating segments.

The following notes are presented in this section:

1. Revenue
2. Starff costs
3. Other operating income
4. Other operation expenses
5. Depreciation, amortisation and impairment losses
6. Inventories
7. Trade receivables
8. Other receivables
9. Other payables
10. Changes in working capital

INCOME STATEMENT

Revenue

The Group's revenue stems from the sale of goods for resale in the textile industry. Revenue is recognised when control of the individually identifiable performance obligation set out in the sales agreement passes to the customer, which according to the terms of sale occurs at the time of delivery.

The Group's sales agreements are divided into individually identifiable performance obligations, which are recognised and measured separately at the fair value of the agreed consideration. Although sales agreements for the sale of goods for resale often set out multiple performance obligations, such obligations are treated as a single performance obligation owing to their concurrent delivery. If a sales agreement contains multiple performance obligations, the total sales value of the sales agreement is allocated proportionally to its individual performance obligations.

Recognised revenue is measured at the fair value of the consideration agreed, exclusive of VAT, charges, etc. collected on behalf of third parties. All types of discounts granted are recognised in revenue. Exchange differences in receivables from the sale of goods and services in foreign currencies are recognised in revenue. Fair value corresponds to the price agreed discounted to net present value, where the terms of payment exceed 12 months.

The part of total consideration that is variable, for example in the form of discounts, bonus payments, etc., is only recognised in revenue when it is reasonably certain that there will be no reversal thereof in subsequent periods. This also applies to the goods that are expected to be returned by fulfilling the Group's return obligations based on historical experience on actual return percentages and product mix. Customers are typically entitled to return online purchases within two weeks, but when returning Christmas presents purchased between 1 November and 23 December, they have 14-90 days.

The terms of payment in the Group's sales agreements with customers depend in part on the underlying performance obligation and in part on the underlying customer relationship. The Group's payment terms are typically net 30 days, but up to 90 days for large customers.

The Group does not typically enter into sales agreements under which the credit period exceeds 12 months. As a result, the Group does not adjust the contract price with a financing element.

Recognition of revenue is not associated with significant estimates and judgements.

Cost of sales

Cost of sales include direct expenses incurred to generate revenue for the year. Cost of sales is recognised in line with revenue. Change in inventories for the year is included in the cost of sales. Exchange differences relating to trade payables in foreign currencies are recognised in cost of sales.

Other external expenses

Other external expenses include other expenses incurred in the year for procurement, sales, including commission to external sales agents, distribution and advertising, administration, costs for the retention of patent rights and bad debts, etc. Lease payments made under operating leases are recognised in other external expenses on a straight-line basis over the lease term. Development costs which do not qualify for recognition in the balance sheet are recognised in other external expenses.

Staff costs

Staff costs include salaries, considerations, pensions and other staff costs related to the Group's employees, including the Executive Board and Board of Directors.

income in the form of compensation received from public authorities

Compensation received from public authorities is recognised and set off against other external expenses and staff costs in line with the costs associated with the compensation, once the Group has obtained final commitment from the compensation provider that it is likely that the Group will meet the conditions attached to the compensation and it is highly likely that the compensation will not have to be repaid.

Other operating income and expenses

Other operating income and expenses comprise income and expenses of a secondary nature to the activities of the Group, including gains and losses from current sale and replacement of intangible assets and property, plant and equipment. Gains and losses from the disposal of intangible assets and property, plant and equipment are calculated as the difference between selling price less selling costs and the carrying amount at the time of disposal.

Depreciation, amortisation and impairment losses on intangiable assets as well as property, plant and equipment

Depreciation, amortisation and impairment losses on property, plant and equipment and intangible assets include depreciation of

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Notes - EBITDA, working capital and cash flows

property, plant and equipment and amortisation of intangible assets, as well as impairment losses for the year as a result of impairment.

Special items
Special items include major revenue and one-off costs, e.g. transaction costs, incurred in connection with the acquisition of subsidiaries and activities, restructuring costs and negative goodwill recognised upon acquisition. These items are presented separately for the sake of com-parability in the income statement, including to give a clearer view of the profit/loss from operating activities.

Inventories
Inventories are measured at the lower of cost using the FIFO method and net realisable value.

The cost of goods for resale consists of purchase price plus direct delivery costs. The cost of goods in transit are value at purchase price.

The net realisable value of inventories is calculated as expected selling price with deduction of costs incurred to execute sales. The value is determined allowing for marketability, obsolescence and development in expected sales sum.

Receivables
Receivables include trade receivables and other receivables. Receivables are included in the category of loans and receivables, which are financial assets with fixed or determinable payments not listed in an active market and which are not derivative financial instruments.

Receivables are initially measured at fair value and subsequently at amortised cost, usually corresponding to nominal value less provisions for bad debts. Impairment allowances are made under the simplified expected credit loss model under which the total loss is recognised immediately in profit/loss at the time of recognition in the balance sheet based on the expected loss over the lifetime of the receivable. The financial asset relating to trade receivables is monitored continuously in accordance with the Group's risk management until realisation. Write-down is calculated on the basis of the expected loss rate computed from historical data adjusted for estimates of the impact of expected changes in relevant parameters. Assessment of writedowns for estimated bad debt is carried out using a provisions account.

The revenue recognition of interest on impaired receivables is calculated on the basis of the impaired balance at the effective interest rate of the individual receivable or portfolio.

Other contract assets
Other contract assets include refund assets. Refund assets include the goods that are expected to be returned by fulfilling the Group's return obligations based on historical experience on actual return percentages and product mix. Refund assets are determined as cost of the underlying items, minus any necessary writedowns.

Prepaid expenses
Prepayments, recognised under assets, include costs incurred relating to subsequent financial years. Prepaid expenses are measured at cost.

CASH FLOW STATEMENT
The cash flow statement shows the cash flows broken down by operating, investing and financing activities for the year, changes for the year in cash and cash equivalents as well as cash and cash equivalents at the beginning and end of the year.

The cash flow effect of acquiring and selling entities is shown separately under cash flows for investing activities.
The cash flow statement includes cash flows related to business acquisitions as from the date of acquisition, and cash flows from businesses sold are recognised up until the time of the sale.

Cash flows from operating activities are presented according to the indirect method and are calculated on the basis of the profit/loss before tax adjusted for non-cash operating items, change in working capital, interest received and paid, including the interest element on recog-nised lease liabilities, as well as any refunded and paid corporation tax.

Cash flows for investing activities include payments in connection with purchases and sales of enterprises and activities, purchases and sales of intangible assets, property, plant and equipment, and other non-current assets, dividends received and securities not presented as cash and cash equivalents.

Cash flows from financing activities comprise changes in the size or composition of the parent's share capital and related costs, as well as the raising and repayment of loans, repayments on interest-bearing debt and lease commitments, purchases and sales of treasury shares and minority interests, and payment of dividend to shareholders and minority shareholders.

Cash and cash equivalents include cash at bank and in hand.

Cash flows in other currencies than the functional currency are recognised in the cash flow statement by using average exchange rates for the months, unless these differ materially from the actual exchange rates at the time of the transactions. In case of the latter, the actual exchange rates will be used.

Notes to the consolidated financial statements

NOTE 1 – SEGMENT REPORTING

Reporting segments	2024	2023	Growth 2024	Growth 2023	Share 2024	Share 2023
Business to business	2,822,658	2,535,855	11.3%	-2.2%	52.6%	52.5%
Business to customer	2,539,253	2,292,603	10.8%	11.7%	47.4%	47.5%
	5,361,911	**4,828,458**	**11.0%**	**3.9%**	**100.0%**	**100.0%**

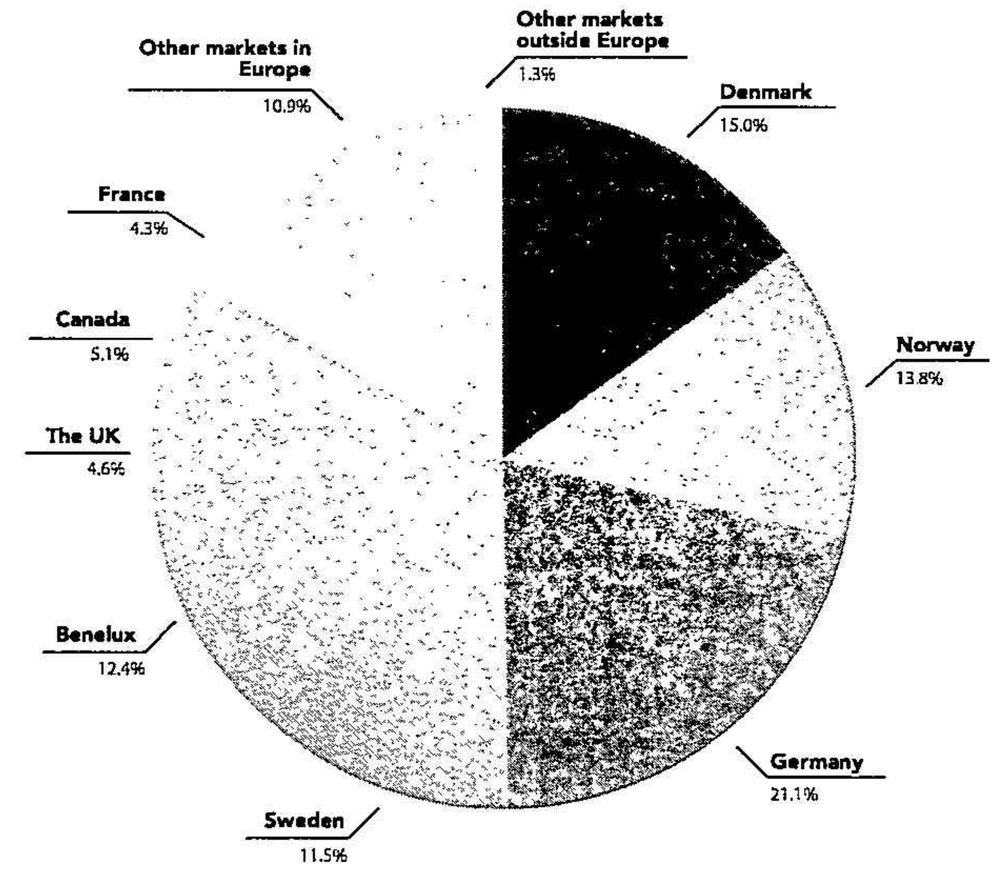
Based on management control and financial management, DK Company Group. has identified 2 reporting segments, which are Business to Business and Business to Customer. Management primarily evaluates reporting segments based on turnover performance. All inter-segment transactions were made on an arm's length basis.

1. REVENUE

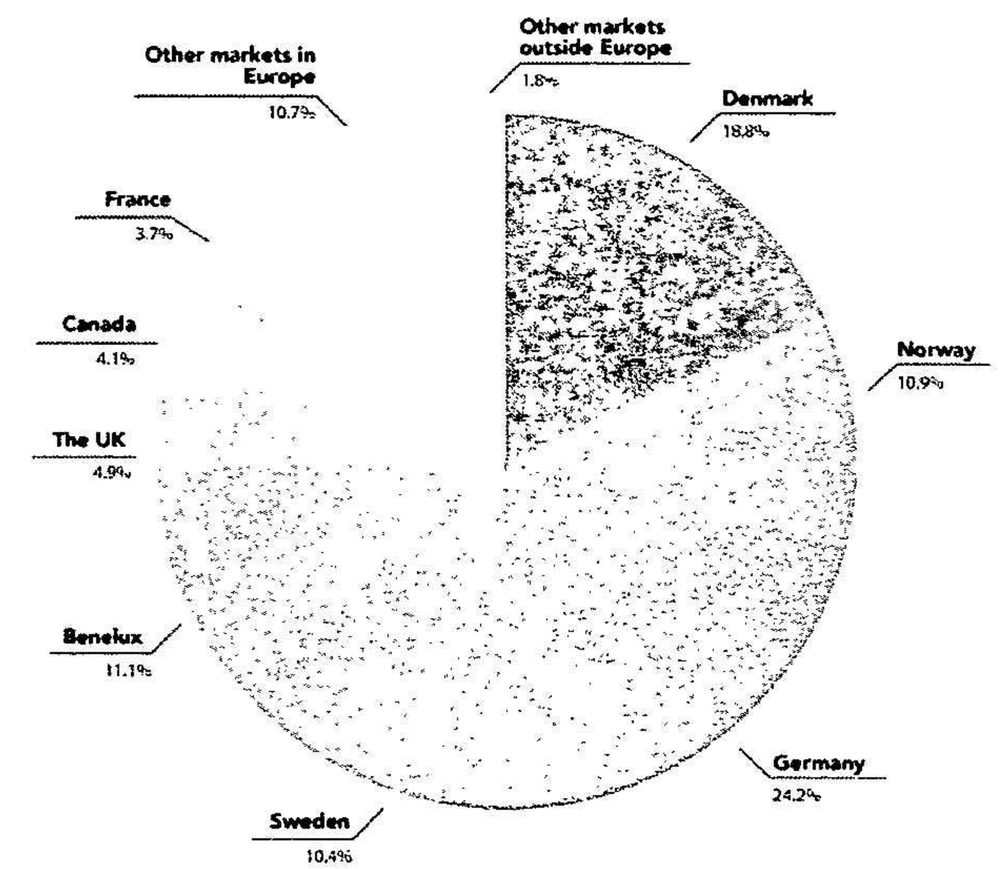
In terms of geography, consolidated revenue may essentially be broken down as follows:

Revenue	2024	2023	Growth 2024	Growth 2023	Share 2024	Share 2023
Denmark	969,336	719,687	34.7%	14.4%	18.2%	15.0%
Norway	586,873	667,622	-12.1%	-10.2%	10.9%	13.8%
Germany	1,300,027	1,018,791	27.6%	2.1%	24.2%	21.1%
Sweden	559,054	557,070	0.4%	2.2%	10.4%	11.5%
Benelux	593,790	599,899	-1.0%	38.1%	11.1%	12.4%
The UK	263,520	223,254	18.0%	-0.9%	4.9%	4.6%
Canada	220,410	243,942	-9.6%	1.4%	4.1%	5.1%
France	197,408	208,749	-5.4%	19.7%	3.7%	4.3%
Other markets in Europe	574,108	525,007	9.4%	-15.3%	10.7%	10.9%
Other markets outside Europe	97,385	64,437	51.1%	77.3%	1.8%	1.3%
	5,361,911	**4,828,458**	**11.0%**	**3.9%**	**100.0%**	**100.0%**

2023



2024



The Group is engaged in the sale of clothing within a number of brands, all of which are categorised as 'Fashion Clothing'.

Thus, the Group has no products or services that differ significantly from each other, and therefore no separate information is provided about individual products or services.

The entire Group revenue relates to the sale of goods and is recognised at a specific time.

Primary customers
No single customer accounts for more than 10% of the consolidated revenue.

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Notes - EBITDA, working capital and cash flows

2. STAFF COSTS

	2024	2023
Wages and salaries	763,911	714,611
Defined contribution plans	61,680	57,388
Other social security expenses	36,449	34,157
	862,040	**806,156**
Average number of employees	1,690	1,654

Remuneration to the Board of Directors and Executive Board:

2024	Board of Directors	Executive Board	Total
Wages and salaries	700	6,808	7,508
Defined contribution plans	0	560	560
	700	**7,368**	**8,068**

2023	Board of Directors	Executive Board	Total
Wages and salaries	675	6,180	6,855
Defined contribution plans	0	513	513
	675	**6,693**	**7,368**

The above amounts include the value of employee benefits.

3. OTHER OPERATING INCOME

	2024	2023
Gain on disposal of intangible assets and property, plant and equipment	107	2,197
	107	**2,197**

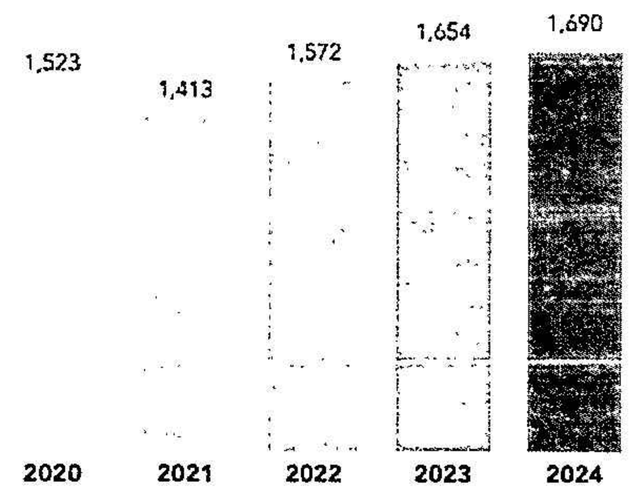
4. OTHER OPERATING EXPENSES

Loss on disposal of intangible assets and property, plant and equipment	282	2,570
	282	**2,570**

5. DEPRECIATION, AMORTISATION AND IMPAIRMENT LOSSES ON INTANGIBLE ASSETS AND PROPERTY, PLANT AND EQUIPMENT

	2024	2023
Trademarks rights	0	149
Orderbook	3,000	0
Buildings	674	572
Leasehold improvements	21,095	19,059
Other fixtures and fittings, tools and equipment	19,398	11,814
Leased assets	156,259	137,008
Total depreciation and amortisation	**200,426**	**168,602**

Average numbers of employees



Notes - P&L, working capital and cash flows

6. INVENTORIES

	2024	2023
Finished goods and goods for resale	868,194	791,205
Goods in transit	344,031	256,601
	1,212,225	**1,047,806**

Movements for the year in inventory write-downs:	2024	2023
Inventory write-down at 1 January	110,669	108,495
Foreign currency translation adjustments	-694	-594
Additions for the year	70,744	50,541
Disposals for the year	-31,880	-47,773
Inventory write-down at 31 December	**148,839**	**110,669**

7. TRADE RECEIVABLES

		Due between			
2024	**Not due**	**1-60 days**	**61-120 days**	**> 120 days**	**Total**
Trade receivables	163,598	120,000	20,797	55,074	359,469
Impairment losses on trade receivables	-1,085	-2,774	-4,362	-52,167	-60,388
Trade receivables, net	**162,513**	**117,226**	**16,435**	**2,907**	**299,081**
Proportion of total receivables expected to be settled					83.2%
Impairment rate	0.7%	2.3%	21.0%	94.7%	16.8%

		Due between			
2023	**Not due**	**1-60 days**	**61-120 days**	**> 120 days**	**Total**
Trade receivables	155,561	327,940	17,978	54,455	555,934
Impairment losses on trade receivables	-1,281	-2,029	-4,888	-42,415	-50,613
Trade receivables, net	**154,280**	**325,911**	**13,090**	**12,040**	**505,321**
Proportion of total receivables expected to be settled					90.9%
Impairment rate	0.8%	0.6%	27.2%	77.9%	9.1%

Receivables do not carry interest until normally 30-60 days after the date of invoicing. Interest is subsequently added to the outstanding amount.

The Group has recognised interest on unpaid trade receivables of DKK 2.7 million (DKK 2.8 million) for the year.

7. TRADE RECEIVABLES, CONTINUED

	2024	2023
Impairment losses on trade receivables		
Provision for bad debt under IFRS 9 at 1 January	50,613	59,655
Foreign currency translation adjustments	-211	0
Adjustments for the year recognised in the income statement.	9,986	-9,042
Impairment losses at 31 December	**60,388**	**50,613**

Calculation of impairment loss is based on the simplified expected credit loss model under which the total loss is recognised immediately in profit/loss at the time of recognition in the balance sheet based on the expected loss over the useful life of the receivable. Impairment under IFRS 9 is continuously monitored according to the Group's risk management until realisation and is calculated on the basis of the expected loss rate considering due to historical data adjusted for estimates of the impact of expected changes in relevant parameters.

The carrying amount of the receivables is essentially equivalent to their fair values.

	2024	2023
The geographical distribution of trade receivables (net) is as follows:		
Denmark	46,969	56,709
Norway	9,604	10,871
Germany	61,487	130,603
Sweden	22,064	28,266
Benelux	32,147	61,443
The UK	18,350	23,594
Canada	23,604	29,327
France	1,736	6,508
Other markets in Europe	77,375	154,676
Other markets outside Europe	5,745	3,324
	299,081	**505,321**

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Notes - EBITDA, working capital and cash flows

8. OTHER RECEIVABLES	2024	2023
Receivables related to VAT, customs duties and tax on salaries	15,137	4,859
Receivable related to cash collateral	988	1,006
Derivative financial instruments	56,454	0
Receivable from factoring	39,521	31,848
Other receivables	56,398	49,474
	168,498	**87,187**

It is Management's assessment that the carrying amount of receivables in all materiality corresponds to the fair value.

9. OTHER PAYABLES	2024	2023
VAT, customs duties and with holding tax on salaries	99,315	103,489
Salaries and wages, social security expenses and payable holiday pay	70,119	67,467
Derivative financial instruments	0	14,967
Other payables	111,647	115,394
	281,081	**301,317**
Expected maturity:		
0-1 year	281,081	301,317
1-5 years	0	0
	281,081	**301,317**

10. CHANGES IN WORKING CAPITAL	2024	2023
Changes in inventories	-164,420	100,659
Changes in receivables	156,340	-147,893
Changes in trade payables	142,295	-41,156
Changes in other payables	-166,992	84,739
	-32,777	**-3,651**

Notes • Significant accounting estimates, assumptions and adjustments

In applying the Group's accounting policies described in note 1, Management needs to make assessments and estimates of, as well as prepare assumptions for, the carrying amounts of assets and liabilities that cannot be immediately derived from other sources.

The estimates and assumptions made are based on historical experience and other relevant factors which Management considers appropriate in the circumstances and which are inherently uncertain and unpredictable. The assumptions may be incomplete or inaccurate, and unexpected incidents or circumstances may arise. As a result of the risks and uncertainties to which the Group is exposed, actual results may differ from the estimates made. Special risks for the Group are discussed in Management's Review in the 'Risk management' section and note 26 'Financial risks' to the Consolidated Financial Statements.

The estimates made and the underlying assumptions are continuously reassessed. Changes to accounting estimates made are recognised in the accounting period in which the change takes place and in future accounting periods if the change affects both the period in which the change takes place and subsequent accounting periods.

SIGNIFICANT ACCOUNTING ASSESSMENTS ASSOCIATED WITH THE APPLICATION OF ACCOUNTING POLICIES

In applying the Group's accounting policies, Management has not only carried out the estimates described below but also the following accounting assessments, which have had a material impact on the amounts recognised in the Consolidated Financial Statements:

DETERMINING LEASE TERMS

The lease term covers the non-terminable period of the lease agreement, periods subject to an extension option that the Group reasonably expects to exercise, and periods subject to a termination option that the Group reasonably
expects not to exercise.

A number of the Group's property leases are subject to options that entitle the Group to an extension of the agreement for an additional lease term of an average of three to four years. On initial recognition of the leased asset, the Group assesses whether the exercise of the extension option is reasonably certain. The Group will reassess this estimate in the event of significant events or significant changes in circumstances within the Group's control.

The assessment of the property lease term is carried out individually for each lease entered into. The assessment of the lease term for retail properties includes an assessment of the location, including whether it is deemed a strategically important location. It also includes an assessment of the expected development of the business environment at the location.

DETERMINATION OF DISCOUNT RATE OF LEASES

The Group uses its alternative borrowing rate to measure future lease payments at net present value. When assessing the alternative borrowing rate, the Group divided its portfolio of leased assets into two categories; the Group considers the leases and the underlying assets of each category to have the same characteristics and risk profile. The categories are as follows:

- Operating equipment, etc.
- Properties

The Group sets the alternative borrowing rate for the above categories of leases in connection with the initial recognition of a lease. Moreover, the rate is fixed in connection with subsequent changes to the underlying contractual cash flows arising from changes to the Group's assessment of whether the exercise of a purchase, extension or termination option is regarded as reasonably certain, or where a lease agreement is modified.

When assessing the Group's alternative borrowing rate, the Group has calculated its alternative borrowing rate for its leases of properties located in Denmark on the basis of the interest rate on a mortgage bond with a maturity corresponding to the term of the lease. The interest rate on the financed part for which a mortgage cannot be used is estimated on the basis of a reference interest rate plus a credit margin derived from the Group's existing credit facilities.

The Group has calculated its alternative borrowing rate for leases of operating equipment, etc. based on a reference interest rate plus a credit margin derived from the Group's existing credit facilities.

SIGNIFICANT ACCOUNTING ESTIMATES, ASSUMPTIONS AND UNCERTAINTIES

Recognition and measurement of assets and liabilities are often dependent on future events subject to some uncertainty. In this context, it is necessary to assume a course of events, etc. that reflects Management's assessment of what the most likely course of events will be. In particular, the assumptions and uncertainties set out below are significant in the Consolidated Financial Statements for 2023 as they have had a significant impact on the assets and liabilities recognised in the Financial Statements and may require adjustments in subsequent financial years if the courses of events assumed are not realised as expected. No major changes have been made to the Group's assessment methods.

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Notes - Significant accounting estimates, assumptions and adjustments

Goodwill
In connection with the annual impairment test of goodwill, or when there is an indication of impairment, estimates are made of whether the parts of the enterprise (cash-generating units) to which goodwill relates will be able to generate sufficient positive net cash flows in the future to support the value of goodwill and other net assets in that part of the enterprise.

Given the nature of the business, expected cash flows have to be estimated for many years into the future, which naturally leads to some uncertainty. The uncertainty is reflected in the selected discount rate. The value has not been subject to impairment in relation to the acquisition cost for the financial year. Reference is made to note 11.

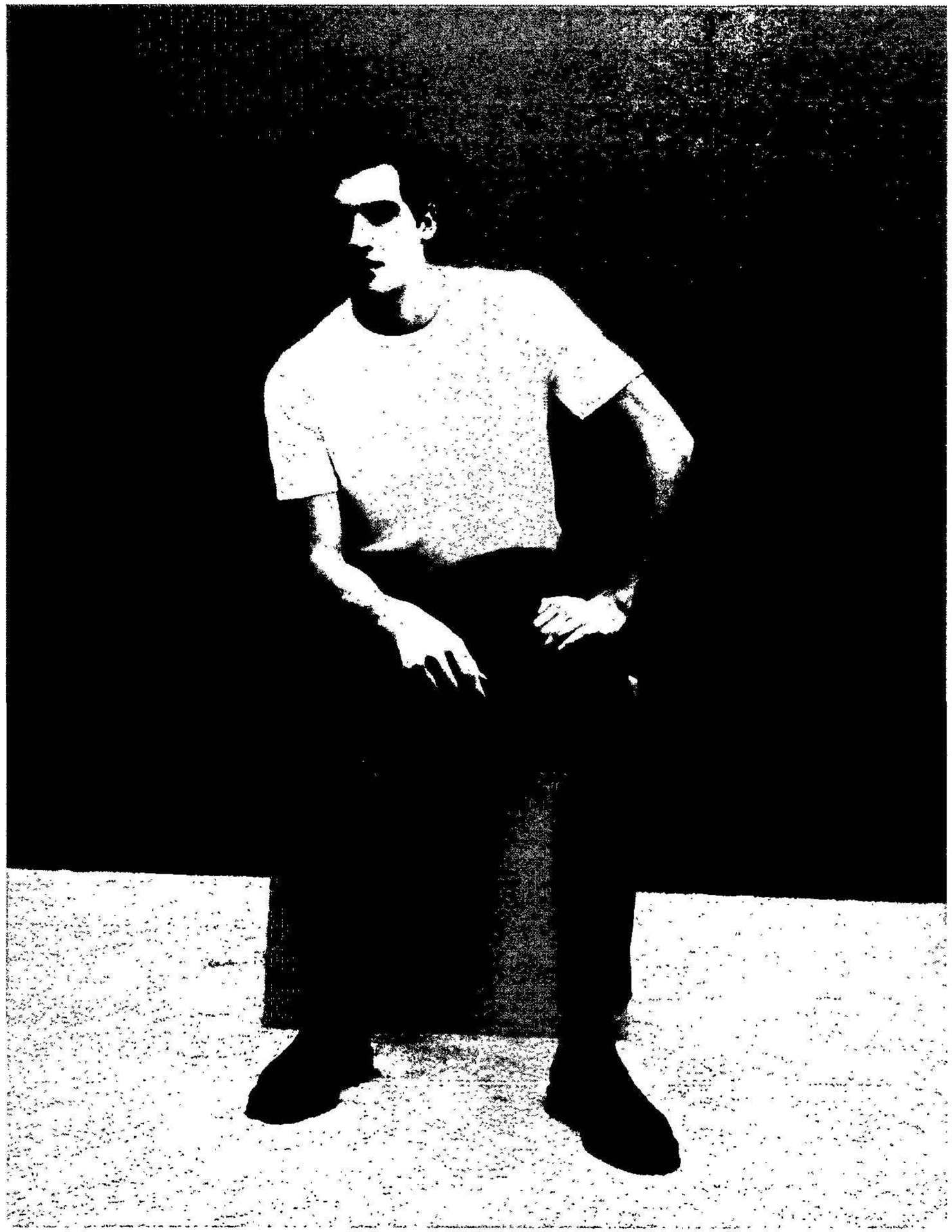
Trademark rights
In connection with the annual impairment test of trademark rights, or when there is an indication of impairment, estimates are made of whether the parts of the enterprise (cash-generating units) to which the trademarks relate will be able to generate sufficient positive net cash flows in the future to support the value of the trademark rights and other net assets in that part of the enterprise.

Given the nature of the business, expected cash flows have to be estimated for many years into the future, which naturally leads to some uncertainty.

The uncertainty is reflected in the selected discount rate. Due to impairment in 2023 of the trademark Bon' A Parte the value of the trademark of DKK 8 million has been impaired and written down to DKK 8. The value of the other trademark rights has not been subject to impairment for the financial year. Reference is made to note 11.

Inventories
Measurement of the Group's inventories is significantly influenced by estimates regarding the need for writedown to a lower net realisable value and the assumptions used to calculate it. Measurement of inventories is based on an individual assessment of seasonality and age and the risk of realisation assessed for the individual product groups.

Receivables
Measurement of the Group's trade receivables is associated with accounting estimates of indications of impairment. The indication of impairment is based on the simplified expected credit loss model under which the total loss is recognised immediately in the income statement at the time of recognition in the balance sheet. The impairment in particular implies an estimate of the expected loss rate calculated on the basis of historical data adjusted for estimates of the impact of expected changes in relevant parameters.



Notes • Invested capital

This section of the annual report contains notes relating to the Group's invested capital

The following notes are presented in this section:

11. Intangiable assets
12. Property, plant and equipment
13. Lease assets
14. Investments in subsidiaries, associates and joint arrangements

BALANCE SHEET

Goodwill
Goodwill is initially recognised and measured as the difference between, on the one hand, the cost of the acquired entity, the value of minority interests in the acquired entity and the fair value of any previously acquired equity investments and, on the other hand, the fair value of the assets, liabilities and contingent liabilities acquired, see the description in the consolidated financial statements section.

When recognised, goodwill is allocated to the activities of the Group that generate independent income (cash-generating units). The definition of cash-generating units follows the management structure and the internal financial management policy and Group reporting.

Subsequently, goodwill is measured at cost less accumulated impairment losses. Goodwill is not amortised but is tested for impairment at least once a year, see below.

Other intangiable assets
Other intangible assets with indefinite useful lives are initially recognised and measured as the difference between, on the one hand, the cost of the acquired entity, the value of minority interests in the acquired entity and the fair value of any previously acquired equity investments and, on the other hand, the fair value of the assets, liabilities and contingent liabilities acquired, see the description in the consolidated financial statements section.

When recognised, the amount related to trademark rights is allocated to the activities of the Group that generate independent income (cash-generating units). The definition of cash-generating units follows the management structure and the internal financial management policy and Group reporting. Subsequently, trademark rights are measured at cost less accumulated impairment losses. Trademark rights are not amortised but tested for impairment at least once a year, see below.

Development projects relating to products and processes that are clearly defined and identifiable are recognised as intangible assets if it is likely that the product or process will generate future economic benefits to the Group, and the development costs of each asset can be measured reliably. Other development costs are recognised in the income statement as incurred. The Group has no development projects that meet the criteria for recognition of intangible assets in the balance sheet.

Software that is not an integral part of the associated hardware is considered intangible assets, while other software without which the computer cannot operate is included as property, plant and equipment. Software under intangible assets is measured at cost less accumulated amortisation and impairment losses. Software under intangible assets is amortised on a straight-line basis over its expected useful life, which is up to three years.

Property, plant and equipment
Property, plant and equipment are measured at cost less accumulated depreciation and impairment losses.

Cost comprises the cost of acquisition, expenses directly related to the acquisition and setup costs up until the time when the asset is ready for use.

Subsequent costs for, e.g., the replacement of a component of a tangible asset are recognised in the carrying amount of the asset concerned when it is probable that the costs incurred will lead to future economic benefits for the Group. The replaced components are no longer recognised in the balance sheet, and the carrying amount is transferred to the income statement.
All other costs of ordinary repair and maintenance are recognised in the income statement as incurred.

Where parts of an item of property, plant and equipment have different useful lives, they are depreciated as separate items of property, plant and equipment. Depreciation is calculated using the straight-line method over the estimated useful lives of the assets, which are:

Buildings	20 - 30 years
Leasehold improvements	2 - 10 years
Plant and machinery	5 - 15 years
Other fixtures and fittings, tools and equipment	2 - 7 years

Land is not depreciated

The basis of depreciation is the cost of the asset less the residual value and any depreciation. The residual value is the amount expected to be obtained from the sale of the asset today after deduction of selling costs if the asset was already of the age and condition expected after its useful life. The depreciation method, useful life and residual value are determined at the date of acquisition and reassessed annually. If the residual value exceeds the carrying amount of the asset, depreciation is discontinued.

If the period of depreciation or the residual value changes, the effect on depreciation is recognised prospectively as a change in the accounting estimate.

Property, plant and equipment are written down to the lower of the recoverable amount or carrying amount, see the section on impairment below.

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Notes - Invested capital

Leases
Leased assets and lease liabilities are recognised in the balance sheet when, under a lease agreement for a specific identifiable asset, the Group is provided with the leased asset during the lease period, and when the Group acquires the right to virtually all the economic benefits of the use of the identified asset and the right to make decisions regarding the use of the identified asset.

Lease liabilities are initially measured at the net present value of future lease payments discounted at an alternative borrowing rate. The following lease payments are recognised as part of the lease liability:

- Fixed payments.
- Variable payments that depend on an index or a rate, initially measured using the index or rate as at the commencement date.
- Amounts due under a residual value guarantee.
- The exercise price of call options that, with high probability, Management expects to exercise.
- Payments covered by an extension option that, with high probability, the Group expects to exercise.
- Penalties related to a termination option unless, with high probability, the Group expects not to exercise the option.

The lease liability is measured at amortised cost using the effective interest methodology. The lease liability is reassessed when changes in the underlying contractual cash flows arise owing to changes in an index or interest rate, if there are changes in the Group's estimate of a residual value guarantee, or if the Group changes its assessment of whether the exercise of a purchase, extension or termination option is regarded as reasonably certain.

The leased asset is initially measured at cost, which corresponds to the value of the lease liability adjusted for prepaid lease payments, plus directly related costs and estimated costs for demolition, refurbishment or the like and less discounts received or other types of incentive pay from the lessor.

Subsequently, the asset is measured at cost less accumulated depreciation and impairment losses. The leased asset is depreciated over the shorter of the lease term and the useful life of the leased asset. Depreciation is recognised on a straight-line basis in the income statement.

The leased asset is adjusted for changes in the lease liability as a result of changes in the terms of the lease or changes in the contract's cash flows in line with changes in an index or interest rate.

Leased assets are depreciated on a straight-line basis over the expected lease terms which are as follows:

Operating equipment, etc.	2 - 5 years
Shop leases and showroom	2 - 6 years
Owner-occupied properties	5 - 10 years
Warehouse properties	2 - 5 years

The Group presents leased assets and lease liabilities separately in the balance sheet.

The Group has chosen not to include low-value leased assets and short-term leases in the balance sheet. Instead, lease payments made under such leases are recognised in the income statement on a straight-line basis.

Impairment test of non-current assets Goodwill and intangiable assets with indefinite useful lives
For goodwill and intangible assets with indefinite useful lives, the recoverable amount is determined annually regardless of any indications of impairment. The first assessment is carried out before the end of the year of acquisition.

The carrying amount of goodwill is tested for impairment together with other non-current assets in the cash-generating unit or the group of cash-generating units to which the goodwill has been allocated and is written down to the recoverable amount over the income statement in case of a higher carrying amount.
As a main rule, the recoverable amount is calculated as the net present value of expected future net cash flows from the enterprise or activity (cash-generating unit) to which the goodwill relates.

Other non-current assets
The carrying amounts of other non-current assets with definite useful lives are assessed annually to determine whether there is any indication of impairment. If this is the case, the recoverable amount of the asset should be calculated in order to determine the need for impairment and the extent thereof. The recoverable value is determined as the higher value of the fair value of the asset and the fair value of the cash-generating unit, less expected selling costs or value in use.

The value in use is calculated as the net present value of expected future cash flows from the asset or the cash-generating unit to which the asset relates.

Recognition of impairment loss in the income statement
If the recoverable amount of the asset and the cash-generating unit, respectively, is lower than the carrying amount, the carrying amount is written down to the recoverable amount. Impairment losses are recognised in the income statement.

An impairment loss in respect of goodwill is not reversed. Impairment of other assets is reversed to the extent that changes occur in assumptions and estimates leading to the impairment losses. Impairment losses are only reversed to the extent that the new carrying amount of the asset does not exceed the carrying amount that the asset would have had after depreciation/amortisation had the asset not been im-paired.

Note - Invested capital

11. INTANGIBLE ASSETS

	Goodwill	Trademark rights	Software	Orderbook
Cost at 1 January 2024	65,822	137,091	11,837	0
Foreign currency translation adjustments	-2	0	0	0
Additions at cost	3,250	3,250	0	3,000
Cost at 31 December 2024	**69,070**	**140,341**	**11,837**	**3,000**
Amortisation and impairment losses at 1 January 2024	560	1,302	11,837	0
Amortisation for the year	0	0	0	3,000
Amortisation and impairment losses at 31 December 2024	**560**	**1,302**	**11,837**	**3,000**
Carrying amount at 31 December 2024	**68,510**	**139,039**	**0**	**0**
Cost at 1 January 2023	64,322	135,591	11,837	0
Additions at cost	1,500	1,500	0	0
Cost at 31 December 2023	**65,822**	**137,091**	**11,837**	**0**
Amortisation and impairment losses at 1 January 2023	560	1,153	11,837	0
Amortisation for the year	0	149	0	0
Amortisation and impairment losses at 31 December 2023	**560**	**1,302**	**11,837**	**0**
Carrying amount at 31 December 2023	**65,262**	**135,789**	**0**	**0**

Goodwill:
Goodwill relating to acquisitions is, at the time of the acquisition, allocated to the cash-generating units which are expected to achieve economic benefits from the acquisition.

The total carrying amount of goodwill is allocated to the following cash-generating units:

	Carrying amount 2024	2023
DK Company Cph Group incl. DK Company Canada Inc.	35,766	32,518
DK Company Con A/S	953	953
Earnest money, retail	3,487	3,487
Companys Retail AG	15,646	15,646
Agencies and customer relations	12,658	12,658
Carrying amount of goodwill	**68,510**	**65,262**

The recoverable amounts of each cash-generating unit to which the goodwill amounts are allocated are determined on the basis of the calculation of the units' value in use, i.e. discounting of expected future cash flows that are compared with the carrying amounts. Future cash flows are based on the Company's budgets for the financial years 2025 - 2028 (2023: 2024 - 2027). The main parameters when calculating the value in use are revenue, EBITDA and the discount rate. In calculating the value in use, a growth factor has been used during the terminal period of 2% at 31 December 2024 and 2% at 31 December 2023 and a discount rate after tax of 9.6% at 31 December 2024 and a discount rate after tax of 9.4% at 31 December 2023.

DK Company Cph Group incl. DK Company Canada Inc.:
The cash-generating unit 'DK Company Cph Group including DK Company Canada Inc.' holds the four brands: InWear, Matinique, Part Two and Soaked in Luxury each of which are individual cash-generating units. Determination of the recoverable value of this cash-generating unit is based on a positive development of the activity owing to continued focus on and positioning of the brands in the market In addition, an expectation of improved cost-effectiveness has been incorporated over the period as a result of continued optimisation in connection with increasing integration of the Group's strategy in the form of 'The Blooming Concept'.

Companys Retail AG:
The cash-generating unit 'Companys Retail AG' covers the operation of the Companys chain's retail activities in Switzerland. Determination of the recoverable value of this cash-generating unit is based on a positive development of the activity owing to continued focus in the market. The Company is intended to play a central role in the marketing of the Group's brands to the Swiss end user.

The impairment test has not given rise to any indications of impairment for neither 2024 nor 2023.

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Notes - Invested capital

11. INTANGIABLE ASSETS, CONTINUED

Trademark rights:

Trademark rights relating to acquisitions are, at the time of the acquisition, allocated to the cash- generating units which are expected to achieve economic benefits from the acquisition. Trademark rights are considered to have an indefinite useful life as the collections prepared for the individual brands are being developed continuously taking into account the unique DNA of the brands to which the trademark rights relate. Thus, no multi-year amortisation is provided on those trademarks, but solely impairment to the extent that the calculated recoverable value does not at least match the carrying amount.

The carrying amount of the trademark rights is thus allocated to the following cash-generating units:

	Carrying amount	
	2024	**2023**
Blend He	23,000	23,000
ICHI	5,000	5,000
Fransa	23,000	23,000
b.young	23,000	23,000
InWear	10,000	10,000
Matinique	8,000	8,000
Part Two	7,500	7,500
Soaked in Luxury	4,500	4,500
Bon'A Parte	7,630	7,630
Culture	8,400	8,400
Pulz	9,000	9,000
Saint Tropez	3,500	3,500
Solid	1,759	1,759
Ball	1,500	1,500
Wood Wood	3,250	0
Carrying amount of trademark rights	**139,039**	**135,789**

The recoverable amounts of each cash-generating unit to which the trademark rights are allocated are determined on the basis of the calculation of the units' value in use, i.e. discounting of expected future cash flows that are compared with the carrying amounts. Future cash flows are based on the Company's business plans, budgets/ forecasts for the financial years 2025-2028 (2023: 2024-2027). The main parameters when calculating the value in use are revenue, estimated royalty rate and the discount rate. Overall, due to continued focus and positioning, a positive development of the activity in the coming years is expected. In addition, a positive development in costs is expected in line with the expansion of and compliance with 'The Blooming Concept', which has a positive effect on the royalty rate applied. In calculating the value in use, a growth factor has been used during the terminal period of 2,0% at 31 December 2024 and 2,0% at 31 December 2023 and a discount rate after tax of 9.6% at 31 December 2024 and 9.4% at 31 December 2023.

Impairment of the trademark rights of Bon´A Parte results in a impariment loss of 0.1 million in 2023 due to expected lower activities in compared to previous years.

Besides this, the impairment test did not give rise to any indications of impairment for neither 2024 nor 2023.

12. PROPERTY, PLANT AND EQUIPMENT

	Land and buildings	**Leasehold improvements**	**Other fixtures and fittings, tools and equipment**
Cost at 1 January 2024	19,132	167,631	96,387
Foreign currency translation adjustments	0	-2,190	-1,459
Additions at cost	955	14,563	32,557
Disposals at cost	0	-10,754	-15,937
Transfer between categories	0	834	-834
Cost at 31 December 2024	**20,087**	**170,084**	**110,714**
Depreciation and impairment losses at 1 January 2024	1,689	76,791	26,626
Foreign currency translation adjustments	0	-1,430	-1,418
Depreciation for the year	674	21,095	19,398
Reversal of assets sold	0	-9,634	-13,880
Transfer between categories	0	503	-503
Depreciation and impairment losses at 31 December 2024	**2,363**	**87,325**	**30,223**
Carrying amount at 31 December 2024	**17,724**	**82,759**	**80,491**
Cost at 1 January 2023	18,232	149,583	43,853
Foreign currency translation adjustments	0	-2,530	-1,985
Additions at cost	900	28,915	63,207
Disposals at cost	0	-8,337	-8,688
Transfer between categories	0	0	0
Cost at 31 December 2023	**19,132**	**167,631**	**96,387**
Depreciation and impairment losses at 1 January 2023	1,117	64,260	23,684
Foreign currency translation adjustments	0	-1,380	-1,819
Depreciation for the year	572	19,059	11,781
Reversal of assets sold	0	-5,144	-7,024
Transfer between categories	0	-4	4
Depreciation and impairment losses at 31 December 2023	**1,689**	**76,791**	**26,626**
Carrying amount at 31 December 2023	**17,443**	**90,840**	**69,761**

Notes - Invested capital

13. LEASES

LEASED ASSETS	Properties	Operating equipment, etc.	Total
Carrying amount at 1 January 2024	406,502	152,507	559,009
Foreign currency translation adjustments	-3,602	-190	-3,792
Additions	67,155	14,945	82,100
Depreciation for the year	-125,588	-30,672	-156,260
Disposals	-11,701	-662	-12,363
Carrying amount at 31 December 2024	**332,766**	**135,928**	**468,694**
Carrying amount at 1 January 2023	301,804	23,722	325,526
Foreign currency translation adjustments	-4,820	-286	-5,106
Additions	260,074	148,175	408,249
Depreciation for the year	-118,982	-18,059	-137,041
Disposals	-31,575	-1,045	-32,620
Carrying amount at 31 December 2023	**406,501**	**152,507**	**559,008**

LEASE LIABILITIES Expected maturity:	2024	2023
0-1 years	155,940	162,683
1-5 years	296,370	356,788
Over 5 years	57,272	80,834
Total non-discounted lease liability	**509,582**	**600,305**
Lease liability recognised in the balance sheet		
Short-term	142,432	148,334
Long-term	329,964	406,811
	472,396	**555,145**
AMOUNT RECOGNISED IN THE INCOME STATEMENT		
Interest expenses relating to lease liabilities	15,286	8,296
Lease payments not recognised as part of the lease liability	38,656	36,371
	53,942	**44,667**

For 2024, the Group has paid DKK 163.9 million in relation to leases, of which interest payments related to recognised lease liabilities of DKK 15.3 million, and repayments of recognised lease liabilities of DKK 148.6 million.

For 2023, the Group has paid DKK 154.5 million in relation to leases, of which interest payments related to recognised lease liabilities of DKK 8.3 million, and repayments of recognised lease liabilities of DKK 146.2 million.

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Notes • Invested capital

14. INVESTMENTS IN OTHER ENTITIES

Statement of Comprehensive Income, etc. 2024	Revenue	Profit for the year	Total comprehensive income	Minority interests' share of profit for the year	Dividend paid to minority interests'
Østfold Mote AS (DK Company Vejle Group), (Norway, 50% ownership, minority interest)	43,240	2,883	2,883	1,442	1,989
DSM CPH 1 ApS (DK Company Retail Group), (Denmark, 19.5% ownership, minority interest)	57,737	3,209	3,209	626	488
DK Company Vejle A/S, (Denmark, 13.1% ownership, minority interest)	1,216,997	103,780	118,347	12,494	0
Meinemarkenmode GmbH (DK Company Vejle Group), (Germany, 24.9% ownership, minority interest)	671,417	11,005	11,005	2,740	0
Other subsidiaries that are individually immaterial				1,244	1,799
				18,546	**4,276**

Balance Sheet 2024	Non-current assets	Current assets	Non-current liabilities	Current liabilities	Carrying amount of minority interests
Østfold Mote AS (DK Company Vejle Group), (Norway, 50% ownership, minority interest)	1,287	9,653	0	7,509	1,716
DSM CPH 1 ApS (DK Company Retail Group), (Denmark, 19.5% ownership, minority interest)	4,757	12,454	20	6,786	2,029
DK Company Vejle A/S. (Denmark, 13.1% ownership, minority interest)	360,307	497,458	33,572	401,195	55,413
Meinemarkenmode GmbH (DK Company Vejle Group), (Germany, 24.9% ownership, minority interest)	415	353,926	0	237,903	28,993
Other subsidiaries that are individually immaterial					2,108
					90,259

Amounts in DKK thousands

Notes - Invested capital

14. INVESTMENTS IN OTHER ENTITIES, CONTINUED

Statement of Comprehensive Income, etc. 2023	Revenue	Profit for the year	Total comprehensive income	Minority interests' share of profit for the year	Dividend paid to minority interests'
Østfold Mote AS (DK Company Vejle Group), (Norway, 50% ownership, minority interest)	45,348	3,799	3,799	1,899	1,724
DSM CPH 1 ApS (DK Company Retail Group), (Denmark, 19.5% ownership, minority interest)	51,650	2,280	2,280	445	722
DK Company Vejle A/S, (Denmark, 13.1% ownership, minority interest)	1,201,080	102,573	111,507	12,903	13,100
Meinemarkenmode GmbH (DK Company Vejle Group), (Germany, 24.9% ownership, minority interest)	577,622	22,636	22,636	5,636	0
Other subsidiaries that are individually immaterial				1,378	1,624
				22,261	**17,170**

Balance Sheet 2023	Non-current assets	Current assets	Non-current liabilities	Current liabilities	Carrying amount of minority interests
Østfold Mote AS (DK Company Vejle Group), (Norway, 50% ownership, minority interest)	2,042	10,546	0	7,974	2,307
DSM CPH 1 ApS (DK Company Retail Group), (Denmark, 19.5% ownership, minority interest)	3,514	11,166	54	4,929	1,891
DK Company Vejle A/S, (Denmark, 13.1% ownership, minority interest)	351,884	485,686	40,090	484,680	40,977
Meinemarkenmode GmbH (DK Company Vejle Group), (Germany, 24.9% ownership, minority interest)	627	278,069	0	173,364	26,228
Other subsidiaries that are individually immaterial					3,069
					74,472

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Notes · Invested capital

Group subsidiaries

	Place of registered office	Owner-ship	Ownership subgroup	Currency	Share capital (1,000)
Companys Retail AG	Switzerland	100%		CHF	100
DK Company Canada Inc.	Canada	100%		CAD	2,200
DK Company Con A/S	Denmark	100%		DKK	600
DK Company France Sarl	France	100%		EUR	10
DK Company Germany GmbH	Germany	100%		EUR	13
DK Company Shanghai Ltd.	China	100%		RMB	1,282
DKC Norway AS	Norway	100%		NOK	100
DK COMPANY CPH GROUP:					
DK Company Cph A/S	Denmark	100%		DKK	18,000
DK Company Belgium NV	Belgium		100%	EUR	3,305
DK Company Finland OY	Finland		100%	EUR	600
DK Company Norge AS	Norway		100%	NOK	30
Romerike Mote AS	Norway		100%	NOK	200
DK Company Sweden AB	Sweden		100%	SEK	10,000
Charlottenberg Fashion AB	Sweden		100%	SEK	100
DKC Germany GmbH	Germany		100%	EUR	25
DK Company Austria GmbH	Austria		100%	EUR	10
DK Company B.V.	The Netherlands		100%	EUR	10
TOG Clothing (UK) Ltd.	UK		100%	GBP	100
DK COMPANY ONLINE GROUP:					
DK Company Online A/S	Denmark	100%		DKK	26,500
DK Company Online AB	Sweden		100%	SEK	200
DK Company Online AG	Switzerland		100%	CHF	100
DK Company Online AS	Norway		100%	NOK	100
DK Company Online B.V.	The Netherlands		100%	EUR	227
DK Company Online GmbH	Germany		100%	EUR	52
DK COMPANY RETAIL GROUP:					
DK Company Retail A/S	Denmark	100%		DKK	16,100
DSM CPH 1 ApS	Denmark		80.5%	DKK	500
Common Company ApS	Denmark		70%	DKK	80
MISS O. GROUP:					
Miss O ApS	Denmark	100%		DKK	1,664
Trendmatch ApS	Denmark		70%	DKK	83

	Place of registered office	Owner-ship	Ownership subgroup	Currency	Sharecapital (1,000)
DK COMPANY VEJLE GROUP:					
DK Company Vejle A/S	Denmark	86,9%		DKK	8,550
DK Company Málaga S.L.	Spain		100%	EUR	4
DKV Norway AS	Norway		100%	NOK	100
DK Company Vejle Switzerland AG	Switzerland		100%	CHF	100
DKC Sweden AB	Sweden		100%	SEK	100
DKC Vejle Belgium NV	Belgium		100%	EUR	62
DKV Company Canada Inc.	Canada		100%	CAD	0
DKV France SARL	France		100%	EUR	1
DKV France Agency SAS	France		60%	EUR	100
DKV Germany GmbH	Germany		100%	EUR	25
Meinemarkenmode GmbH	Germany		70%	EUR	200
Scandinavian Fashion Commerce Inc.	USA		70%	USD	6
DKV Retail A/S	Denmark		100%	DKK	500
DKV Retail II A/S	Denmark		100%	DKK	500
DKV UK LTD	UK		100%	GBP	50
DK Company Vejle USA Inc.	USA		100%	USD	6
DKV Retail Norway AS	Norway		100%	NOK	2,600
b.young Retail Norway AS	Norway		100%	NOK	200
Ichi Retail Norway AS	Norway		100%	NOK	601
Fransa Retail Norway AS	Norway		100%	NOK	100
Motedrift AS	Norway		100%	NOK	100
Solid Retail Norway AS	Norway		100%	NOK	300
Tromsø Mote AS	Norway		100%	NOK	100
Harstad Mote AS	Norway		100%	NOK	350
Bodø Mote AS	Norway		100%	NOK	400
Partner Mote AS	Norway		100%	NOK	200
Tromsø Tekstil AS	Norway		100%	NOK	100
Hammerfest Mote AS	Norway		100%	NOK	200
Steinkjer Mote AS	Norway		50%	NOK	200
Vennesla Mote AS	Norway		50%	NOK	300
Vestby Mote AS	Norway		50%	NOK	600
Vågsbygd Mote AS	Norway		50%	NOK	600
Østfold Mote AS	Norway		50%	NOK	600
Åkra Mote AS	Norway		50%	NOK	500

In companies with a 50% equity interest, DK Company Vejle A/S has control through DKV Retail Norway AS.

The accounts of all subsidiaries were closed at 31 December.

Notes • Capital structure

This section of the annual report contains notes relating to the Group's capital structure.

The following notes are presented in this section:

15. Financial income
16. Financial expenses
17. Contract assets and liabilities
18. Equity
19. Debt from financing activities

FINANCIAL INCOME AND EXPENSES
Financial income and expenses include interest income and expenses, the interest element of finance lease payments, realised and unrealised gains and losses, including amortisation additions or deductions on liabilities and transactions in foreign currencies other than exchange differences in trade receivables and trade payables recognised under revenue and cost of sales, respectively. Moreover, interest charges and reimbursements under the on-account tax scheme are recognised as financial income and expenses.

Interest income and expenses are accrued based on the principal and the effective interest rate. The effective interest rate is the discount rate to be used to discount the expected future payments linked to the financial asset or liability in order for the net present value of these to correspond to the carrying amounts of the asset and the liability, respectively.

FAIR VALUE MEASUREMENT
The Group applies the fair value concept in connection with certain disclosure requirements and for the recognition of financial instruments. Fair value is defined as the price obtainable by selling an asset or payable for transferring a liability in a normal transaction between market participants ('exit price'). Fair value is a market-based and not an entity-specific measurement. The entity applies the assumptions that market participants would make use of when pricing the asset or liability on the basis of existing market conditions, including assumptions regarding risks. Thus, when calculating fair value, the entity's intention of owning the asset or settling the liability is not taken into account.

The fair value assessment is based on the primary market. If no primary market exists, the assessment is based on the most advantageous market, being the market that maximises the price of the asset or liability less transaction and transport costs.

All assets and liabilities measured at fair value or for which fair value is disclosed, are categorised by the fair value hierarchy, as described below:

- Level 1: Value based on the market value of similar assets/liabilities in a well-functioning market.
- Level 2: Value based on generally accepted valuation methods on the basis of observable market information.
- Level 3: Value based on generally accepted valuation methods and reasonable estimates (non-observable market information).



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Notes - Capital structure

15. FINANCIAL INCOME

	2024	2023
Other interest income	46,395	34,993
Interest income from financial assets not measured at fair value through profit or loss	**46,395**	**34,993**
Foreign exchange gains and fair value adjustment of financial instruments	38,282	3,653
	84,677	**38,646**

16. FINANCIAL EXPENSES (DKK 1,000)

	2024	2023
Interest expenses, lease liabilities	15,286	8,296
Other interest expenses	43,003	36,443
Interest expenses from financial liabilities not measured at fair value through profit or loss	**58,289**	**44,739**
Foreign exchange loss and fair value adjustment of financial instruments	7,901	13,113
	66,190	**57,852**

17. CONTRACT ASSETS AND LIABILITIES

	2024	2023
RECONCILIATION OF CONTRACT ASSETS AND LIABILITIES		
Contract assets:		
Receivables included in trade receivables	299,081	505,321
Other contract assets:		
Refund assets	23,187	22,368
	322,268	**527,689**
Contract liabilities:		
Prepayments received from customers	940	1,149
Other contract liabilities:		
Refund liabilities	61,113	57,901
	62,053	**59,050**

18. EQUITY

	No. (1,000)		Nominal value	
SHARE CAPITAL	**2024**	**2023**	**2024**	**2023**
Share capital at 1 January	6,000	6,000	60,000	60,000
Share capital at 31 December	**6,000**	**6,000**	**60,000**	**60,000**
The share capital is distributed as follows:				
6,000,000 shares of DKK 10			60,000	60,000
			60,000	**60,000**

Dividends distributed for the year amounted to DKK 200 million compared to DKK 186.9 million last year.

Dividends distributed per share equals DKK 33.3 compared to DKK 31.2 last year.

It is proposed for this year to distribute dividends of DKK 200 million for the financial year compared to DKK 200 million last year.

The share capital is fully paid up.

RESERVES

Dividends

Dividend is recognised as a liability when a resolution approving the dividend has been adopted by the Annual General Meeting of shareholders (the time of declaration). Dividend proposed for distribution for the year is disclosed as a separate equity item until adopted by the Annual General Meeting.

Foreign currency translation reserves

The foreign currency translation reserve comprises the parent shareholders' share of exchange differences occurring from translation of financial statements of entities stated in a functional currency other than DKK, exchange adjustments regarding assets and liabilities which form part of the Group's net investments in such entities and exchange adjustments regarding hedging transactions which hedge the Group's net investments in such entities.

The reserve is dissolved through divestment of foreign entities or if the conditions for effective hedging have ceased to exist.

Hedging reserves

The hedging reserve includes the accumulated net change in the fair value of hedging transactions which meet the criteria for hedging future cash flows, with the transaction hedged not having been realised yet.

The reserve will be dissolved when the secured transaction is realised, if the secured cash flows are no longer expected to be realised or the hedging conditions are no longer effective.

Notes - Capital structure

19. DEBT FROM FINANCING ACTIVITIES

		Non-cash changes		
2024	**Beginning of year**	**Cash flows**	**Other additions and disposals**	**End of year**
Lease liabilities	555,145	-152,486	69,737	472,396
	555,145	**-152,486**	**69,737**	**472,396**

		Non-cash changes		
2023	**Beginning of year**	**Cash flows**	**Other additions and disposals**	**End of year**
Lease liabilities	330,906	-151,390	375,629	555,145
	330,906	**-151,390**	**375,629**	**555,145**

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Notes • Tax

This section of the annual report contains notes relating to the Group's taxation.

The following notes are presented in this section:

20. Tax on profit/loss for the year
21. Deferred tax

TAX

Tax on profit/loss for the year

DK Company A/S is taxed jointly with all its Danish subsidiaries and the parent Jens Poulsen Holding ApS as administration company. The current corporation tax is allocated to the jointly taxed enterprises in proportion to their taxable incomes. The jointly taxed companies are included in the on-account taxation scheme.

Tax for the year consists of current tax for the year and any changes in deferred tax. In addition, tax for the year consists of changes to tax of previous years and changes in the assessment of provisions for uncertain tax positions. Tax for the year is recognised in profit for the year, in other comprehensive income or directly in equity, depending on where the transaction to which tax for the year relates is recognised.

Tax payable and deferred tax

Current tax liabilities and receivables are recognised in the balance sheet as tax calculated on the taxable income for the year, adjusted for tax on the taxable income of previous years and for taxes paid on account.

The tax rates and tax rules in force on the balance sheet date will be applied when calculating current tax for the year.

Deferred tax is measured under the balance sheet liability method on the basis of all temporary differences between the carrying amounts and the tax bases of assets and liabilities. However, no deferred tax is recognised on temporary differences relating to goodwill not deductible for tax purposes, or other items where temporary differences – except in the case of business combinations – have arisen at the date of acquisition and affect neither the net profit or loss nor the taxable income.

Deferred tax on temporary differences associated with investments in subsidiaries is recognised, unless the parent is able to control when deferred tax is realised and it is likely that deferred tax will not be triggered as current tax in the foreseeable future.

Deferred tax is determined on the basis of the contemplated use of the individual asset and settlement of the individual liability.

Deferred tax is measured on the basis of the tax rules and tax rates of the respective countries that under the laws adopted or in reality adopted at the balance sheet date would be applicable when the deferred tax is expected to crystallise as current tax. Changes in deferred tax as a result of changes in tax rates or tax rules are recognised in the profit or loss, unless the deferred tax is attributable to transactions previously recognised in other comprehensive income or directly in equity. If the latter is the case, the change is also recognised in other comprehensive income or directly in equity.

Deferred tax assets, including the tax base of tax loss carry-forwards, are recognised under other non-current assets at the values at which the assets are expected to be realised, either by set-off against deferred tax liabilities or as net tax assets by set-off against future positive taxable income. It will be assessed on each balance sheet date whether it is probable that in future, sufficient taxable income will be generated for the deferred tax asset to be utilised.

Uncertain tax positions are measured, depending on the type, either as a probability-weighted average of possible outcomes or as the most likely outcome. Uncertain tax positions are recognised in the tax items to which they relate, i.e. under current tax payable/receivable and/or deferred tax liabilities/assets, respectively.

Notes - Tax

20. TAX ON PROFIT FOR THE YEAR	2024	2023
Current tax for the year	128,486	113,925
Change in deferred tax for the year	-6,442	1,112
Adjustment of tax relating to previous years	893	425
Tax on profit for the year	**122,937**	**115,462**
The tax on profit for the year can be explained as follows:		
Tax rate of 22.0% on the profit before tax	117,849	107,093
Adjustment of calculated tax in foreign group enterprises in relation to 22.0% and profit from associates	5,494	7,293
Tax effect of:		
Non-taxable income	17	-13
Non-deductible expenses	201	794
Deferred tax asset not recognised	-1,517	-130
Adjustment of tax relating to previous years	893	425
Tax on profit for the year	**122,937**	**115,462**
Effective tax rate	23.0%	23.7%
Total tax for the year includes the following:		
Tax on profit/loss for the year, see above	122,937	115,462
Tax on other comprehensive income, see below	8,339	2,655
	131,276	**118,117**
Tax on fair value adjustments of hedging instruments	8,339	2,655
Tax on other comprehensive income	**8,339**	**2,655**

EXHAUSTIVE PRESENTATION OF INCOME TAXES PAID BY COUNTRY	2024	2023
Denmark	89,433	176,899
Norway	6,774	7,209
Sweden	2,178	1,794
Germany	10,626	15,579
Belgium	4,002	1,476
Netherlands	1,068	107
Finland	475	179
UK	2,620	990
Spain	439	668
Canada	2,193	4,130
Switzerland	-14	47
France	1,328	1,826
USA	1,181	2,440
China	33	0
	122,336	**213,344**

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Notes - Tax

21. DEFERRED TAX

	2024	2023
Deferred tax at 1 January	-11,169	-7,324
Correction beginning of year	-258	85
Foreign currency translation adjustments	-39	-163
Deferred tax for the year recognised in profit/loss for the year	6,442	-1,112
Deferred tax for the year recognised in other comprehensive income	-8,339	-2,655
Deferred tax at 31 December	**-13,363**	**-11,169**
Deferred tax is recognised as follows in the balance sheet:		
Deferred tax assets	8,930	4,545
Deferred tax liabilities	-22,293	-15,714
	-13,363	**-11,169**

The Group has prepared an impairment test of deferred tax assets which shows that the losses with reasonable certainty will be realised in the foreseeable future, and thus the requirement of convincing evidence for the recognition of deferred tax assets is considered met.

Provision for deferred tax is by the Danish companies made at the tax rate at which temporary differences are expected realised on the basis of the adopted corporation tax rate of 22%. The same applies to the Norwegian companies in the Group, whose corporate tax rates are 22% and to the Group's Swedish companies, whose corporate tax rates are 20.6%.

Deferred tax assets not recognised in the balance sheet:	**2024**	**2023**
Tax losses	267	1,004
	267	**1,004**

The above tax assets have not been recognised, as it is considered improbable that they will be used in taxable income in the foreseeable future.

Deferred tax and movements in temporary differences can be specified as follows:

2024	**Balance Sheet 1. January**	**Correction beginning of year**	**Foreign currency translation adjustments**	**Recognised in profit/loss for the year**	**Recognised in other comprehensive income**	**Acquisition and sale of enterprises, etc.**	**Balance Sheet 31. December**
Intangible assets	-26,586	-258	-93	1,761	0	0	-25,176
Property, plant and equipment	10,643	0	37	3,141	0	0	13,821
Inventories	684	0	2	-4,158	0	0	-3,472
Receivables	1,424	0	5	856	0	0	2,285
Other current assets	-164	0	-1	8,389	-8,339	0	-115
Other liabilities	5,327	0	19	-4,015	0	0	1,331
Tax losses	-89	0	0	89	0	0	0
Retaxation liability	-2,408	0	-8	379	0	0	-2,037
	-11,169	**-258**	**-39**	**6,442**	**-8,339**	**0**	**-13,363**

2023	**Balance Sheet 1. January**	**Correction beginning of year**	**Foreign currency translation adjustments**	**Recognised in profit/loss for the year**	**Recognised in other comprehensive income**	**Acquisition and sale of enterprises, etc.**	**Balance Sheet 31. December**
Intangible assets	-31,823	85	-708	5,860	0	0	-26,586
Property, plant and equipment	10,868	0	242	-467	0	0	10,643
Inventories	7,626	0	170	-7,112	0	0	684
Receivables	823	0	18	583	0	0	1,424
Other current assets	-277	0	-6	2,774	-2,655	0	-164
Other liabilities	7,426	0	165	-2,264	0	0	5,327
Tax losses	195	0	4	-288	0	0	-89
Retaxation liability	-2,162	0	-48	-198	0	0	-2,408
	-7,324	**85**	**-163**	**-1,112**	**-2,655**	**0**	**-11,169**

Notes • Other notes to the consolidated financial statements

This section of the annual report contains other mandatory notes that do no fall within the scope of the other sections of the report.

The following notes are presented in this section:

22. Adjustment for non-cash transactions
23. Security
24. Contingent assets and liabilities
25. Acquisitions of enterprises
26. Financial risks
27. Related parties
28. Fee to auditors appointed at the annual general meeting
29. Subsequent events
30. New accounting regulation
31. Shareholder information
32. Adoption of the annual report for publication

Provisions
Provisions are recognised when, in consequence of events occurring in the financial year or previous years, the Group is under a legal or constructive obligation, and it is probable that the financial resources of the Group will be drawn on to settle the obligation. Provisions are measured as best estimate of the expenses necessary to settle the obligations on the balance sheet date. Provisions with expected maturity more than one year after the balance sheet date are measured at net present value.

Other contract liabilities
Other contract liabilities cover return obligations concerning goods that are expected to be returned based on historical experience on actual return percentages and product mix. Return obligations are measured as the sales price of the underlying items.

Other financial liabilities
Other financial liabilities include debt to credit institutions, trade payables and other debt to public authorities, etc. Other financial liabilities are initially measured at fair value less any transaction costs. In subsequent periods, the liabilities are measured at amortised cost using "the effective interest method" so that the difference between the proceeds and the nominal value is recognised in the income statement as financial expenses over the loan term.

Pension obligations, etc.
The Group has entered into pension agreements and similar agreements with the main part of its employees.

As regards defined contribution plans, fixed contributions are paid regularly to independent pension companies, etc. Contributions are recognised in the income statement for the period in which the employees have performed the service entitling them to the pension contribution. Amounts due are recognised in the balance sheet under other liabilities. The Group has no defined benefit plans.

Deferred income
Deferred income, recognised under liabilities, includes received income relating to subsequent financial years. Deferred income is measured at cost.

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Notes - Other notes to the consolidated financial statements

22. ADJUSTMENTS AND NON-CASH TRANSACTIONS

	2024	2023
Depreciation, amortisation and impairment losses on intangible assets as well as property, plant and equipment	200,426	168,602
Gain on disposal of intangible assets and property, plant and equipment	282	-2,197
Loss on disposal of intangible assets and property, plant and equipment	-107	2,570
Financial income	-84,677	-38,646
Financial expenses	66,204	57,852
Other adjustments	25,277	-9,115
	207,405	**179,066**

23. SECURITY

Security has been provided for rental obligations, etc. for a total of DKK 71,5 million and DKK 78 million last year.

24. CONTINGENT ASSETS AND LIABILITIES

Other contingent assets

None other than the deferred not recognised tax assets referred to in note 21.

Other contingent liabilities

The Group is jointly taxed with its parent Jens Poulsen Holding ApS as administration company and is jointly and severally liable with other jointly taxed companies for payment of corporation tax as from the accounting period of 2013, as well as for withholding tax on interest, royalties and dividends falling due on or after 1 July 2012. At 31 December 2024, the total amount outstanding in joint corporation tax is DKK 6.4 million compared to last year's DKK 0.7 million.

The Group has entered into agreements on continuous consideration where the consideration does not meet the criteria for recognition in the income statement and balance sheet as leased assets under IFRS 16. These agreements primarily concern logistics setup and access to sales channels. At 31 December 2024, the total liability concerning future payments for these commitments amounts to DKK 112 million and DKK 84 million last year.

The Group has entered into agreements (letters of credit) for supplies of DKK 180.9 million compared with DKK 101.2 million last year.

25. ACQUISITIONS OF ENTERPRISES

The DK Company A/S Group has not acquired any enterprises of a significant nature in 2024.

The DK Company A/S Group has not acquired any significant enterprises after the balance sheet date.



Notes - Other notes to the consolidated financial statements

26. FINANCIAL RISKS	2024	2023
Categories of financial instruments		
ASSETS		
Derivative financial instruments (assets)	56,454	0
Hedge instruments measured at fair value concluded to hedge future cash flows	**56,454**	**0**
Trade receivables	299,081	505,321
Receivables from group enterprises	980	980
Other receivables	191,088	112,230
Cash	386,983	216,029
Financial assets measured at amortised cost	**878,132**	**834,560**
LIABILITIES		
Derivative financial instruments (liabilities)	0	14,967
Hedge instruments measured at fair value concluded to hedge future cash flows	**0**	**14,967**
Lease liabilities	472,396	555,145
Trade payables	680,239	537,931
Financial liabilities, measured at amortised cost	**1,152,635**	**1,093,076**

Risk management policy of the Group

As a result of its operations, investment and financing, the Group is exposed to changes in exchange rates and interest rates. The Group's policy is not to speculate actively in financial risks. The Group's financial management thus focuses on the management of financial risks related to operations and financing.

For a description of accounting policies and methods, including the recognition criteria and bases of measurement used, please see the accounting policies.

No changes have been made to the Group's risk exposure or risk management compared to 2023.

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26. FINANCIAL RISKS, CONTINUED

Currency risks

The Group's foreign currency risks are handled centrally by the Group finance department. Activities carried out by the Group's Danish companies are affected by exchange rate changes, as some revenue and the majority of the purchase of goods are made in foreign currency, while other expenses, including salary and wages, are primarily incurred in Danish kroner. The Group is also affected by changes in exchange rates, as the profits/losses for the year of foreign group enterprises are translated into Danish kroner on the basis of average prices. The Group's foreign currency risks are managed centrally and hedged primarily as a result of revenue and expenses incurred in the same currency as well as through the use of derivative financial instruments. In accordance with a foreign exchange policy approved by the Board of Directors, foreign currency risks are hedged so that currency positions are hedged as much as possible for up to 18 months.

The Group's foreign currency risks in the balance sheet can be shown as follows:

	Nominal currency positions at 31.12.2024			Sensitivity analysis		
	Cash and cash equivalents and receivables	Liabilities (non-derivatives)	Total	Likely change in exchange rate	Hypothetical impact on profit/loss for the year	on equity
USD/DKK	39,403	-403,628	-364,225	+10%	-28,410	-28,410
NOK/DKK	119,857	-116,838	3,019	+10%	235	235
SEK/DKK	47,906	-27,601	20,305	+10%	1,584	1,584
EUR/DKK	552,807	-303,937	248,870	+2%	3,882	3,882
Others	137,636	-150,725	-13,089	+10%	-1,021	-1,021
	897,609	**-1,002,729**	**-105,120**		**-23,730**	**-23,730**

	Nominal currency positions at 31.12.2023			Sensitivity analysis		
	Cash and cash equivalents and receivables	Liabilities (non-derivatives)	Total	Likely change in exchange rate	Hypothetical impact on profit/loss for the year	on equity
USD/DKK	26,009	-298,893	-272,884	+10%	-21,285	-21,285
NOK/DKK	105,774	-106,040	-266	+10%	-21	-21
SEK/DKK	94,443	-70,056	24,387	+10%	1,902	1,902
EUR/DKK	460,024	-308,959	151,065	+2%	2,357	2,357
Others	158,740	-58,547	100,193	+10%	7,815	7,815
	844,990	**-842,495**	**2,495**		**-9,232**	**-9,232**

Notes » Other notes to the consolidated financial statements

26. FINANCIAL RISKS, CONTINUED

Sensitivity analysis of foreign currency
The assumptions applied to the sensitivity analysis are unchanged sales, price levels and interest rates.

The Group's main currency exposure relates to purchases in USD and EUR and sales in NOK, SEK and EUR. The above sensitivity analysis shows the net effect on profit/loss for the year and equity, had the exchange rate of the currencies concerned been 10% higher at the end of the year than the exchange rate actually applied. 10% is the sensitivity factor used in the internal reporting of foreign currency risks. The specified impact contains the effect of transactions concluded for the purpose of foreign currency hedging. Had the rate been 10% lower than the actual rate, this would have had a corresponding negative net impact on profit/loss for the year and equity, respectively.

Interest rate risk
The Group's interest rate risk is monitored by the finance department in accordance with the Group's policies in this area.

The Group's financial assets and financial liabilities are floating-rate only and therefore considered to be subject to interest rate adjustments within one year.

The Group's interest rate risk relates to the interest-bearing debt. The Group's net dept portfolio consists of short-term net debt to credit institutions. Sensitivity of an interest rate change of +/- 1% amounts to approx. DKK -3.9 million and DKK -2.2 million last year.

Credit risks
The Group's credit risks are partly related to receivables and derivative financial instruments with positive fair value. The maximum credit risk related to financial assets corresponds to the values recognised in the balance sheet.

The Group has no significant risks relating to a single customer or business partner. The Group's policy for assuming credit risks entails that all customers are as a general rule covered by credit insurance taken out with external business partners.

In some instances, the Group receives collateral for sale on credit, and security received is included in the assessment of the requirement for a provision for bad debt. The maximum credit risk is reflected in the carrying amount of each financial asset included in the balance sheet.

Carrying amount	**2024**	**2023**
Trade receivables	299,081	505,321
Receivables from group enterprises	980	980
Other receivables	191,088	112,230
	491,149	**618,531**

Note 7 shows the geographical distribution of trade receivables and the non-impaired receivables.

Liquidity risk
Due dates of financial liabilities are specified below, broken down by the time intervals applied in connection with the Group's cash management. The specified amounts represent the amounts due for payment including interest, etc.

2024	**Carrying Amount**	**Contractual cash flow**	**0-1 years**	**1-5 years**	**After 5 years**
Non-derivative financial instruments					
Lease liabilities	472,396	509,582	155,940	296,370	57,272
Trade payables	680,239	680,239	680,239	0	0
	1,152,635	**1,189,821**	**836,179**	**296,370**	**57,272**
2023					
Non-derivative financial instruments					
Lease liabilities	555,145	600,305	162,683	356,788	80,834
Trade payables	537,931	537,931	537,931	0	0
	1,093,076	**1,138,236**	**700,614**	**356,788**	**80,834**

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Notes · Other notes to the consolidated financial statements

26. FINANCIAL RISKS, CONTINUED

Derivative financial instruments meeting hedging requirements
The Group has concluded foreign currency hedging agreements that meet the criteria for hedge accounting. The fair value adjustment is recorded directly in equity and will be recognised as the financial contracts are realised. The open forward exchange contracts may be specified as follows:

2024	Residual maturity	Contractual value	Fair value
Currency risks:			
USD	0-12 months	856,586	51,994
SEK	0-12 months	-192,953	2,426
NOK	0-14 months	-132,352	1,995
GBP	0-9 months	-74,394	-1,161
CHF	0-20 months	-108,344	835
CAD	0-9 months	-40,494	365
		308,049	**56,454**

2023	Residual maturity	Contractual value	Fair value
Currency risks:			
USD	0-12 months	1,046,193	-3,753
SEK	0-12 months	-217,855	-4,980
NOK	0-14 months	-175,144	-3,975
GBP	0-9 months	-76,352	374
CHF	0-20 months	-121,410	-3,067
CAD	0-9 months	-52,454	434
		402,978	**-14,967**

Positive contractual value refers to the purchase of the currency in question, and negative contractual value refers to such sale.

Assets and liabilities measured at fair value
The Group's derivative financial instruments exist only in the form of forward exchange contracts measured according to generally accepted valuation techniques based on relevant observable exchange rates (fair value hierarchy level 2). Both externally and internally calculated fair values based on discounting of future cash flows are applied.

Derivative financial instruments are recognised in other receivables and other payables.

The gains on derivative financial instruments recognised in the income statement in revenue, cost of sales, financial income and financial expenses appear from the statement of comprehensive income for 2024 and 2023, respectively.

Optimisation of capital structure
The Company's management assesses on a current basis whether the Group's capital structure is in accordance with the interests of the Company and its shareholders. The overall goal is to ensure a capital structure that supports long-term economic growth while maximising return to the Group's stakeholders by optimising the relationship between equity and debt. The Group's overall strategy remains unchanged compared to last year.

The Group's capital structure consists of debt that includes call loans from the Company's credit institutions, including lease liabilities, as well as cash and equity.

The Company's Board of Directors continuously reviews the Group's capital structure and assesses the Group's costs of capital and the risks associated with each type of capital. The Group's objective is to operate with gearing in the range of -0.5 - 2.5 measured as the ratio of net interest-bearing debt and profit/loss before depreciation, amortisation and financial income and expenses.
Such gearing is determined as follows:

	2024	2023
Credit institutions	472,396	555,145
Cash	-386,983	-216,029
Net interest-bearing debt	**85,413**	**339,116**
Profit before depreciation, amortisation and financial income and expenses	**717,628**	**674,594**
Gearing	**0.1**	**0.5**

Another financial benchmark is the solvency ratio, which is calculated as follows:

Equity excluding minorities	**1,265,392**	**1,050,426**
Total assets	**3,030,411**	**2,877,657**
Solvency ratio (%)	**41.8**	**36.5**

A third financial benchmark is the borrowing base, which is calculated as follows:

Net interest-bearing debt	**85,413**	**339,116**
Inventories	1,212,225	1,047,806
Trade receivables	299,081	505,321
Trade payables	-680,239	-537,931
	831,067	**1,015,196**
Borrowing base	**0.1**	**0.3**

Notes • Other notes to the consolidated financial statements

27. RELATED PARTIES

Related parties with control
Related parties with control over DK Company A/S:

Name	Place of registered office	Basis of control
DKC Holding 2011 A/S	La Cours Vej 6, Ikast-Brande	Shareholder with the majority of voting rights
Jens Poulsen Holding ApS	La Cours Vej 6, Ikast-Brande	Shareholder with the majority of voting rights
Jens Poulsen	Søbjergvej 56, Ikast-Brande	Shareholder with ultimate control over DK Company A/S

Related party transactions
During the financial year, the Group has completed the following transactions with related parties with control over DK Company A/S or other parties related to them:

- Rent in accordance with the ten-year lease with JP Ejendomme 2 A/S on an owner-occupied property in Denmark. The lease is concluded on terms corresponding to market conditions for the area. Rent of DKK 9.4 million and DKK 9.1 million for 2023 was paid in the financial year. Total annual rent for lease with JP Ejendomme 2 A/S amounts to DKK 9.4 million and DKK 9.1 million for 2023, and lease is non-terminable until 1 February 2031.

- Use of trademark rights in return for the Group, vis-à-vis Jens Poulsen Holding ApS, undertaking to pay all costs of maintaining and protecting the registrations of the trademarks and figurative marks. The agreement on the right to use trademarks and figurative marks is non-terminable, but may nonetheless be terminated if one of the parties is in material default of its obligations under the agreement. As a consequence of the Group having undertaken to pay all costs of maintaining and protecting the registrations of the trademarks and figurative marks, only a small annual fee is to be paid for such use. The trading was done on an arm's length basis.

- Balances appear from the balance sheets as receivables from group enterprises and payables to group enterprises. Interest on intercompany balances is disclosed in notes 15 and 16 Non-current receivables relate to non-interest-bearing deposits regarding the above-mentioned leases. Other balances with group enterprises are payable on demand and carry interest of approx. 4.0% per year.

In addition, ordinary management remuneration has been paid to CEO Jens Poulsen according to note 2.

Subsidiaries
Transactions with subsidiaries are eliminated from the Consolidated Financial Statements.

28. FEE TO AUDITORS APPOINTED AT THE ANNUAL GENERAL MEETING

PricewaterhouseCoopers, Statsautoriseret Revisionspartnerselskab	2024	2023
Statutory audit	3,133	3,015
Other assurance engagements	145	233
Tax and VAT-related advice	829	447
Other services	983	190
	5,090	**3,885**
Other auditors in foreign subsidiaries		
Statutory audit	1,528	1,608
Other assurance engagements	0	108
Tax and VAT-related advice	1,245	1,271
Other services	125	186
	2,898	**3,173**
	7,775	**7,058**

All material group enterprises are audited by PricewaterhouseCoopers, Statsautoriseret Revisionspartnerselskab. Fees relating to other auditors concern local audits and consulting regarding certain foreign subsidiaries for which PricewaterhouseCoopers, Statsautoriseret Revisionspartnerselskab is not appointed auditor.

29. SUBSEQUENT EVENTS

No events have occurred after the balance sheet date which materially affect the assessment of the Annual Report.

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Notes • Other notes to the consolidated financial statements

30. NEW ACCOUNTING REGULATION

At the time of publication of this Annual Report, IASB has issued a number of new IFRS standards, amendments to existing standards and IFRIC interpretations that are not yet mandatory for DK Company A/S when preparing the annual report for 2024.

DK Company A/S expects to implement the adopted but not yet applicable standards and interpretations in step with their adoption by the EU and subsequent mandatory application by DK Company A/S. Where the effective date is different in the EU from that of the IASB, implementation of the changes is contemplated after adoption in the EU. None of the new standards or interpretations are expected to have a material effect on recognition and measurement in DK Company A/S' future annual reports.

31. SHAREHOLDER INFORMATION

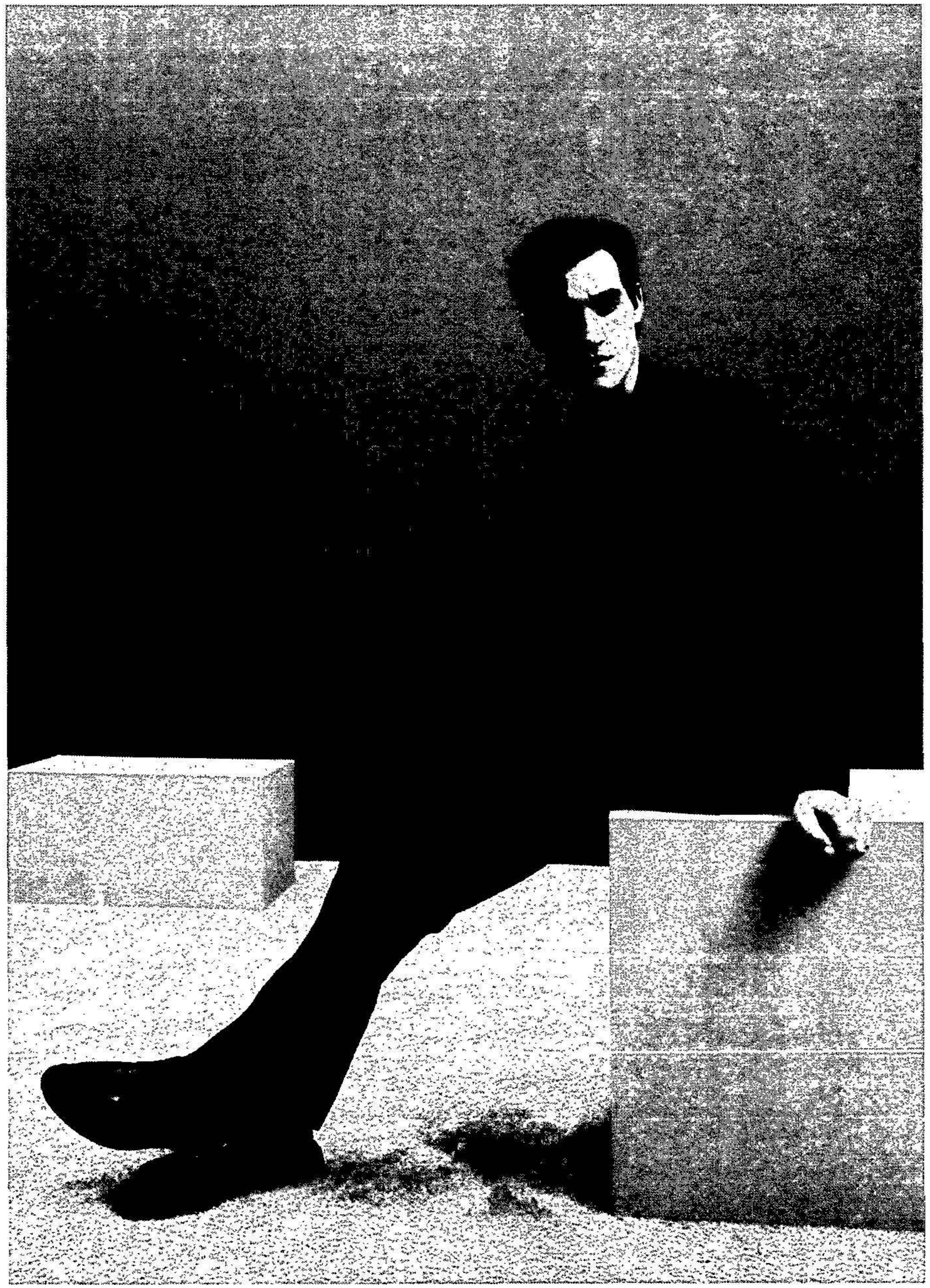
DK Company A/S' parent is DKC Holding 2011 A/S, Ikast-Brande, holding all share capital and voting rights. The Company's ultimate parent is Jens Poulsen Holding ApS, Ikast-Brande.

DK Company A/S has not registered other shareholders holding more than 5% of the voting rights or nominal value of the share capital.

32. ADOPTION OF THE ANNUAL REPORT FOR PUBLICATION

At its board meeting on 16 May 2025, the Board of Directors approved this Annual Report for publication.

The Annual Report will be submitted to DK Company A/S' shareholders for approval at the Annual General Meeting on 16 May 2025.



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Statement of income

1 January - 31 December

Note		2024	2023
2	Revenue	810,989	675,025
	Costs of goods for resale	-493,229	-403,556
	Other external expenses	-125,817	-104,895
3	Other operating income	157,303	120,581
	Gross profit	**349,246**	**287,155**
4	Staff costs	-213,662	-188,911
	Depreciation, amortisation and impairment losses on intangible assets as well as property, plant and equipment	-21,979	-9,717
5	Other operating expenses	0	-200
	Profit before financial income and expenses	**113,605**	**88,327**
	Share of profit/loss after tax in group enterprises	286,281	277,922
6	Financial income	41,537	22,899
7	Financial expenses	-20,413	-20,267
	Financial income and expenses, net amounts	**307,405**	**280,554**
	Profit before tax	**421,010**	**368,881**
8	Tax on profit for the year	-30,366	-20,305
	Profit for the year	**390,644**	**348,576**



Balance sheet • Assets and liabilities

at 31 December

Note	Assets	2024	2023
	Non-current assets		
	Goodwill	840	1,680
9	**Intangible assets**	**840**	**1,680**
	Land and buildings	11,421	11,427
	Leasehold improvements	42,639	45,918
	Other fixtures and fittings, tools and equipment	98,894	101,875
10	**Property, plant and equipment**	**152,954**	**159,220**
11	Investments in subsidiaries	975,871	806,561
12	Other receivables	1,367	1,413
13	Deferred tax assets	0	0
	Other non-current assets	**977,238**	**807,974**
	Non-current assets	**1,131,032**	**968,874**
	Current assets		
	Inventories	204,082	135,754
	Inventories	**204,082**	**135,754**
	Trade receivables	5,585	4,320
	Receivables from group enterprises	276,810	357,017
	Other receivables	36,612	12,984
	Deferred income	6,653	5,630
	Receivables	**325,660**	**379,951**
	Cash	**522,321**	**321,342**
	Current assets	**1,052,063**	**837,047**
	Total assets	**2,183,095**	**1,805,921**

Note	Equity and liabilities	2024	2023
	Equity		
14	Share capital	60,000	60,000
	Reserve for net revaluation under the equity method	637,911	468,834
	Hedging reserves	12,389	-2,611
	Retained earnings	201,965	175,531
	Proposed dividend	200,000	200,000
	Equity	**1,112,265**	**901,754**
	Non-current liabilities		
13	Deferred tax	3,246	276
11	Provision for negative investments in group enterprises	5,528	5,295
15	Credit institutions	61,214	61,213
	Non-current liabilities	**69,988**	**66,784**
	Current liabilities		
15	Credit institutions	80,686	77,092
	Prepayments received from customers	27	35
	Trade payables	142,987	115,529
	Payables to group enterprises	678,469	543,406
	Corporation tax	31,226	16,157
	Other payables	67,447	85,164
	Current liabilities	**1,000,842**	**837,383**
	Liablities	**1,070,830**	**904,167**
	Total equity and liabilities	**2,183,095**	**1,805,921**

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Statement and changes in equity

	Share capital	Reserve for net revaluation under the equity method	Hedging reserves	Retained earnings	Proposed dividend	Total equity
Equity at 1 January 2024	60,000	468,834	-2,611	175,531	200,000	901,754
Correction beginning of year	0	-991		0	0	-991
Transferred from distribution of net profit	0	164,182	0	26,462	200,000	390,644
Value adjustment of financial instruments	0	0	19,231	0	0	19,231
Tax on financial instruments	0	0	-4,231	0	0	-4,231
Exchange adjustments from translation of foreign entities	0	-5,081	0	-28	0	-5,109
Change in equity in group enterprises	0	10,967	0	0	0	10,967
Dividends distributed in the financial year	0	0	0	0	-200,000	-200,000
Equity at 31 December 2024	**60,000**	**637,911**	**12,389**	**201,965**	**200,000**	**1,112,265**

Equity at 1 January 2023	60,000	249,137	-3,090	241,044	186,900	733,991
Correction beginning of year	0	172,688	0	-172,688	0	0
Transferred from distribution of net profit	0	41,022	0	107,554	200,000	348,576
Value adjustment of financial instruments	0	0	614	0	0	614
Tax on financial instruments	0	0	-135	0	0	-135
Exchange adjustments from translation of foreign entities	0	-1,697	0	-379	0	-2,076
Change in equity in group enterprises	0	7,684	0	0	0	7,684
Dividends distributed in the financial year	0	0	0	0	-186,900	-186,900
Equity at 31 December 2023	**60,000**	**468,834**	**-2,611**	**175,531**	**200,000**	**901,754**

Amounts in DKK thousands

PARENT COMPANY FINANCIAL STATEMENTS

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Notes to the parent company financial statements

NOTE 1 - ACCOUNTING POLICIES

The Financial Statements for 2024 of the parent DK Company A/S are prepared in accordance with the provisions of the Danish Financial Statements Act applying to enterprises of reporting class C (large enterprises). The accounting policies are consistent with those of last year.

With regards to the true and fair view of the Financial Statements, certain reclassifications have been made in the income statement and notes. Comparative figures have been adjusted accordingly.

RECOGNTION AND MEASUREMENT

Income is recognised in the income statement as earned, including value adjustments of financial assets and liabilities. Moreover, all expenses incurred are recognised in the income statement, including depreciation, amortisation, impairment losses and provisions as well as reversals due to changed accounting estimates of amounts previously 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 flow 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 will flow out of the Company, and the value of the liability can be measured reliably.

Assets and liabilities are initially measured at cost. Subsequently, assets and liabilities are measured as described below for each item.

Certain financial assets and liabilities are measured at amortised cost, which involves the recognition of a constant effective interest rate over the maturity period. Amortised cost is calculated as original cost less any repayments and with addition/deduction of the accumulated amortisation of any difference between cost and the nominal amount. Capital losses and gains are thus allocated over the terms of the asset or liability.

Recognition and measurement take into account predictable losses and risks occurring before the presentation of the Financial Statements which concern affairs and conditions existing at the balance sheet date.

The Annual Report is presented in Danish kroner (DKK), which is also the functional currency of the parent. All other currencies are regarded as foreign currencies.

TRANSLATION POLICIES

On initial recognition, foreign currency transactions are translated applying the exchange rate at the transaction date. Exchange differences arising due to differences between the transaction date rates and the rates at the dates of payment are recognised in the income state-ment. If foreign exchange positions are considered hedges of future cash flows, the value adjustments are recognised directly in equity.

Receivables, payables and other monetary items denominated in foreign currency which have not been settled at the balance sheet date are measured at the closing rate. Any differences between the exchange rates at the balance sheet date and the rates at the dates when the receivables or the payables arose or at which they were recognised in the latest financial statements are recognised in the income statement.

Intangible assets and property, plant and equipment purchased in foreign currencies are translated at the exchange rates at the dates of transaction.

If the foreign group enterprises meet the criteria for legal entities, the income statements are converted at an average exchange rate for the month, and the balance sheet items are translated at the exchange rates on the balance sheet date. Currency translation differences arising on the translation of the opening equity of foreign group enterprises at the exchange rates on the balance sheet date and on the translation of income statements from average exchange rates to the exchange rates on the balance sheet date are recognised directly in equity.

DERIVATIVE FINANCIAL INSTRUMENTS

Derivative financial instruments are initially recognised in the balance sheet at cost and are subsequently remeasured at their fair values. Positive and negative fair values of derivative financial instruments are included in other receivables and other payables, respectively.

Changes in fair values of derivative financial instruments that are meant to hedge recognised assets or liabilities are recognised in the income statement as are any changes in the fair value of the hedged asset or the hedged liability.

Changes in fair values of derivative financial instruments that are meant to hedge future assets and liabilities are recognised in receivables or payables as well as in equity. If the future transaction results in the recognition of assets or liabilities, amounts recognised in equity are transferred from equity and recognised in the cost of the asset or the liability, respectively. If the future transaction results in income or expenses, amounts recognised in equity are transferred to the income statement in the period in which the hedged item affects the income statement.

INCOME STATEMENT

Revenue

The Company's revenue stems from the sale of goods for resale in the textile industry. Revenue is recognised when control of the individually identifiable performance obligation set out in the sales agreement passes to the customer, which according to the terms of sale occurs at the time of delivery.

The Company's sales agreements are divided into individually identifiable performance obligations, which are recognised and measured separately at fair value.

Notes to the parent company financial statements

Although sales agreements for the sale of goods for resale often set out multiple performance obligations, such obligations are treated as a single performance obligation owing to their concurrent delivery.

If a sales agreement contains multiple performance obligations, the total sales value of the sales agreement is allocated proportionally to its individual performance obligations.

Recognised revenue is measured at the fair value of the consideration agreed, exclusive of VAT, charges, etc. collected on behalf of third parties. All types of discounts granted are recognised in revenue. Exchange differences in receivables from the sale of goods and services in foreign currencies are recognised in revenue. Fair value corresponds to the price agreed discounted to net present value, where the terms of payment exceed 12 months.

The part of total consideration that is variable, for example in the form of discounts, bonus payments, etc., is only recognised in revenue when it is reasonably certain that there will be no reversal thereof in subsequent periods. This also applies to the goods that are expected to be returned by fulfilling the Company's return obligations based on historical experience on actual return percentages and product mix. Customers are typically entitled to return online purchases within two weeks, but when returning Christmas presents purchased between 1 November and 23 December, they have 14-90 days.

COST OF GOODS FOR RESALE
Cost of goods for resale include expenses incurred to generate revenue for the year. Cost of goods for resale are recognised in line with revenue. Change in inventories for the year is included in the cost of goods for resale. Exchange differences relating to suppliers of goods and services in foreign currencies are recognised in cost of goods for resale.

OTHER EXTERNAL EXPENSES
Other external expenses include expenses for distribution and advertising, sale, administration, premises, losses on trade receivables and rental expenses under operating leases.

STAFF COSTS
Staff costs include salaries, considerations, pensions and other staff costs related to the Company's employees.

DEPRECIATION, AMORTISATION AND IMPAIRMENT LOSSES ON INTANGIBLE ASSETS AS WELL AS PROPERTY, PLANT AND EQUIPMENT
Depreciation, amortisation and impairment losses on property, plant and equipment and intangible assets include depreciation of property, plant and equipment and amortisation of intangible assets, as well as impairment losses for the year as a result of impairment.

OTHER OPERATING INCOME AND OPERATING EXPENSES
Other operating income and expenses comprise income and expenses of a secondary nature to the activities of the Company, including gains or losses from current sale and replacement of intangible assets and property, plant and equipment. Gains or losses from the disposal of intangible assets and property, plant and equipment are determined as the difference between the selling price less selling costs and the carrying amount at the time of disposal.

INCOME IN THE FORM OF COMPENSATION RECEIVED FROM PUBLIC AUTHORITIES
Compensation received from public authorities is recognised in other operating income in line with the costs associated with the compensation, once the Company has obtained final commitment from the compensation provider that it is likely that the Company will meet the conditions attached to the compensation and it is highly likely that the compensation will not have to be repaid.

SHARE OF PROFIT/LOSS AFTER TAX IN GROUP ENTERPRISES
According to the equity method, a proportion of profit or loss after tax in the underlying enterprises is to be recognised in the income statement. Shares of profit or loss after tax in subsidiaries and associates are presented in the income statement as separate line items. Full elimination of intra-group profit/loss is made for investments in subsidiaries. For investments in associates, only a proportionate elimination of intra-group profit/loss is made.

FINANCIAL INCOME AND EXPENSES
Financial income and expenses comprise interest income and expenses, the interest element of finance lease payments, realised and unrealised capital gains and losses in respect of securities, debt and transactions in foreign currencies, amortisation of financial assets and liabilities as well as interest charges and interest reimbursement under the on-account taxation scheme. Financial items are recognised at the amounts relating to the financial year.

TAX ON PROFIT/LOSS FOR THE YEAR
The parent is jointly taxed with its Danish subsidiaries and the ultimate Danish parent company, Jens Poulsen Holding ApS, as well as this parent's other Danish subsidiaries. The current Danish corporation tax is allocated to the jointly taxed Danish companies in proportion to their taxable incomes.

The jointly taxed Danish enterprises are included in the on-account taxation scheme.

Tax for the year consists of current tax for the year and any changes in deferred tax for the year. The tax attributable to the profit for the year is recognised in the income statement, whereas the tax attributable to equity transactions is recognised directly in equity.

BALANCE
Intangible assets

GOODWILL
Goodwill is amortised on a straight-line basis over the estimated useful life determined on the basis of Management's experience with the individual business areas.

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Notes to the parent company financial statements

The amortisation period is ten years. Management estimates a useful life of at least ten years for the Company's goodwill. Emphasis is placed on the Company's brands being well incorporated in the market and providing satisfactory earnings. Goodwill is written down to the lower of the recoverable amount or carrying amount. However, goodwill for agencies with a contractual term of 1 to 3 years is amortised over this period.

PROPERTY, PLANT AND EQUIPMENT

Leasehold improvements and other fixtures and fittings, tools and equipment are measured at cost less accumulated depreciation and less any accumulated impairment losses.

Cost comprises the cost of acquisition as well as expenses directly related to the acquisition up until the time when the asset is ready for use.

Where parts of an item of property, plant and equipment have different useful lives, they are depreciated as separate items of property, plant and equipment.

Depreciation is calculated using the straight-line method over the estimated useful lives of the assets, which are:

Leasehold improvement	2 - 10 years
Other fixtures and fittings, tools and equipment	3 - 6 years

The basis of depreciation is cost less estimated residual value at the end of the useful life and reduced by any impairment loss. The depreciation period and the residual value are determined at the date of acquisition and are reassessed annually. If the residual value exceeds the carrying amount of the asset, depreciation is discontinued.

If the period of depreciation or the residual value changes, the effect on depreciation is recognised prospectively as a change in the accounting estimate.

Gains or losses from the disposal of property, plant and equipment are calculated as the difference between the selling price less selling costs and the carrying amount at the time of disposal. Profit or losses are recognised in the income statement under other operating income and other operating expenses, respectively.

LEASES

The Company has chosen IAS 17 as interpretation for the classification and recognition of leases.

Leases in respect of assets in terms of which the Company assumes all substantial risks and rewards of ownership (finance leases) are initially recognised in the balance sheet at the lower of the assets' fair value and the net present value of the future minimum lease pay-ments. When computing the net present value, the interest rate implicit in the lease or the alternative borrowing rate is applied as the discount rate.

After that, assets acquired under finance leases are treated in the same way as the other assets of the Company.

The capitalised lease obligation is recognised in the balance sheet under debt, and the interest element of the lease payment is charged over the lease term to the income statement under finance costs. After initial recognition, lease obligations are measured at amortised cost.

All other leases are considered operating leases. Payments made under operating leases and other rental agreements are recognised in the income statement over the lease term. The Company's total liability relating to operating leases and rental agreements is disclosed under contingent assets and liabilities, etc.

OTHER NON-CURRENT ASSETS

Investments in group enterprises

Investments in group enterprises are measured according to the equity method. The Company has chosen the equity method as its measurement method.

This implies that investments are measured at cost on initial recognition. Cost is allocated according to the purchase method.

Newly acquired or newly established enterprises are recognised in the financial statements from the date of acquisition or establishment. Enterprises sold or wound up are recognised until the date of disposal. Comparative figures are not restated for newly acquired, sold or wound-up enterprises.

The date of acquisition is the date when the Company obtains actual control of the entity acquired.

Acquisitions of new group enterprises are accounted for using the purchase method under which the identified assets and liabilities of the newly acquired enterprises acquired are measured at fair value at the date of acquisition. Identifiable intangible assets are recognised if they can be separated from or arise from a contractual right. Deferred tax is recognised on the revaluations.

Positive differences (goodwill) between the cost and fair value of the identifiable assets, liabilities and contingent liabilities acquired are recognised under investments in group enterprises.
The difference is amortised systematically in the income statement according to an individual estimation of the useful life determined on the basis of Management's experience with the individual business areas.

Negative differences (negative goodwill) are recognised in the income statement at the date of acquisition.

Costs incurred in connection with acquisitions (transaction costs) are recognised directly in the income statement under shares of profit or loss after tax of group enterprises in the year of incurrence. In contrast to the accounting policies applied in the Consolidated Financial

Statements, where such costs are recognised directly in the income statement under special items, the parent discloses these special items only in a separate note to the income statement.

If, at the date of the acquisition, there is uncertainty as to the identification or measurement of acquired assets, liabilities, contingent liabilities or the determination of the purchase consideration, initial recognition is made on the basis of provisionally determined values. If it subsequently turns out that the identification or measurement of the purchase consideration, acquired assets, liabilities or contingent liabilities was not correct on initial recognition, the statement is adjusted retrospectively. Goodwill and negative goodwill from acquired enterprises may be adjusted up to 12 months after acquisition.

Cost is adjusted for shares of profit or loss after tax deducting or adding unrealised intra-group profits and losses.

Dividends received are deducted from the carrying amount. Investments in group enterprises that are measured at equity value are subject to impairment tests in case of indication of impairment.

On divestment of group enterprises in which control is no longer maintained, profits or losses are determined as the difference between the net selling price on the one hand and the proportion of the carrying amount of net assets on the other. Gains or losses are recognised in the income statement under financial income and expenses, net. If the Company continues to hold investments in the divested group enterprise, the remaining proportion of the carrying amount forms the basis for measurement of investments in group enterprises.

OTHER RECEIVABLES
Deposits are measured at amortised cost.

IMPAIRMENT OF NON-CURRENT ASSETS
The carrying amounts of intangible assets and property, plant and equipment as well as investments in group enterprises are assessed annually to determine whether there is any indication of impairment other than that expressed
by amortisation and depreciation.

In the event of indications of impairment, an impairment test is carried out of each individual asset or group of assets. Write-down is made to the lower of the recoverable amount or carrying amount.

The recoverable amount used is the higher of net selling price and value in use. The value in use is calculated as the net present value of the expected net cash flows from the use of the asset or asset group and expected net cash flows on the disposal of the asset or asset group on expiry of the useful life.

Previously recognised impairment losses are reversed when the basis for the impairment loss no longer exists. An impairment loss in respect of goodwill is not reversed.

INVENTORIES
Inventories are measured at cost under the FIFO method. If the net realisable value of inventories is lower than cost, write-down is made to this lower value.

The cost of inventories equals landed cost.

The net realisable value of inventories is calculated as the selling price less costs of completion and costs incurred to execute sales. The net realisable value is determined allowing for marketability, obsolescence and development in expected selling price.

RECEIVABLES
Receivables are measured at amortised cost.

The Company has chosen IAS 39 as interpretation for the write-down of financial receivables.

Write-down to net realisable value is made for estimated bad debts. Assessment of write-downs for estimated bad debt is carried out at both individual and portfolio level using a provisions account.

DEFERERED INCOME
Deferred income that are recognised under assets include expenses related to subsequent reporting periods.

EQUITY – RESERVE FOR NET REVALUATION UNDER THE EQUITY METHOD
Reserve for net revaluation under the equity method includes net revaluation of investments in group enterprises relative to cost. The reserve may be eliminated in case of loss, realisation of investments or changes in accounting estimates.

This reserve cannot be recognised at a negative amount.

EQUITY – DIVIDEND
Dividend expected to be paid for the year is disclosed as a separate equity item. Proposed dividend is recognised as a liability when a resolution approving the dividend has been adopted by the general meeting (the time of declaration).

CORPORATION TAX AND DEFERRED TAX
Current tax liabilities and receivables are recognised in the balance sheet as tax calculated on the taxable income for the year, adjusted for tax on the taxable income of previous years and for taxes paid on account.

Deferred tax is measured under the balance sheet liability method on the basis of all temporary differences between the carrying amount and the tax base of assets and liabilities. However, no deferred tax is recognised on temporary differences relating to goodwill not deductible for tax purposes, or other items where temporary differences except in the case of business acquisitions have arisen at

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Notes to the parent company financial statements

the date of acquisition and affect neither the net profit for the year nor the taxable income. In cases where the computation of the tax base may be made according to different tax rules, deferred tax is measured on the basis of Management's intended use of the asset and settlement of the liability, respectively. Deferred tax assets as well as deferred tax liabilities are recognised.

Deferred tax assets, including the tax base of tax loss carry-forwards, are recognised at the value at which they are expected to be utilised, either by elimination in tax on future earnings or by set-off against deferred tax liabilities within the same legal tax entity and jurisdiction.

Deferred tax is adjusted for eliminations of unrealised intra-group gains and losses.

Deferred tax is measured on the basis of the tax rules and tax rates of the respective countries that will be effective under the legislation at the balance sheet date when the deferred tax is expected to crystallise as current tax. Any changes in deferred tax due to changes to tax rates are recognised in the income statement.

DEBT

Financial debts are initially measured at fair value less any transaction costs. In subsequent periods, the debts are measured at amortised cost using "the effective interest method" so that the difference between the proceeds and the nominal value is recognised in the income statement as financial expenses over the loan term.

Other payables are measured at net realisable value.

CASH FLOW STATEMENT

According to section 86(4) of the Danish Financial Statements Act, no cash flow statement has been prepared for the parent as such statement is included in the cash flow statement for the Group.

Notes to the parent company financial statements

2. REVENUE

	2024	2023
By geography		
Denmark	410,861	239,678
Norway	35,155	45,216
Germany	69,293	87,221
Sweden	51,930	52,346
The UK	48,889	40,905
Benelux	46,602	38,680
Canada	21,856	30,136
France	14,438	18,889
Other markets in Europe	100,090	109,160
Other markets outside Europe	11,875	12,794
	810,989	**675,025**

3. OTHER OPERATING INCOME

	2024	2023
Gain on sale of activities	7	160
Administration fee	157,296	120,421
	157,303	**120,581**

4. STAFF COSTS

	2024	2023
Wages and salaries	195,883	173,563
Pensions	15,238	12,813
Other social security expenses	2,541	2,535
	213,662	**188,911**
Including remuneration to the Board of Directors	700	675
Including remuneration to the Executive Board	7,368	6,693

The above amounts include the value of employee benefits.

Average number of employees	370	333

5. OTHER OPERATING COSTS

	2024	2023
Loss on disposal of intangible assets and property, plant and equipment	0	200
	0	**200**

6. FINANCIAL INCOME

	2024	2023
Interest income from group enterprises	26,490	22,577
Other interest income	400	288
Foreign exchange gains	14,647	34
	41,537	**22,899**

7. FINANCIAL EXPENSES

	2024	2023
Interest expenses related to group enterprises	14,235	12,394
Other interest expenses	6,012	2,726
Foreign exchange losses	166	5,147
	20,413	**20,267**

8. TAX ON PROFIT/LOSS FOR THE YEAR

	2024	2023
Current tax for the year	31,226	17,057
Change in deferred tax for the year	-1,261	3,248
Adjustment of tax relating to previous years	401	0
	30,366	**20,305**

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Notes to the parent company financial statements

9. INTANGIBLE ASSETS

	Goodwill
Cost at 1 January 2024	88,814
Cost at 31 December 2024	**88,814**
Amortisation and impairment losses at 1 January 2024	87,134
Amortisation for the year	840
Amortisation and impairment losses at 31 December 2024	**87,974**
Carrying amount at 31 December 2024	**840**

10. PROPERTY, PLANT AND EQUIPMENT

	Land and buildings	Leasehold improve-ments	Other fixtures and fittings, tools and equipment
Cost at 1 January 2024	12,400	64,263	140,248
Additions at cost	590	2,573	11,709
Disposals at cost	0	0	-60
Cost at 31 December 2024	**12,990**	**66,836**	**151,897**
Depreciation and impairment losses at 1 January 2024	973	18,345	38,373
Depreciation for the year	596	5,852	14,690
Reversal of assets sold	0	0	-60
Depreciation and impairment losses at 31 December 2024	**1,569**	**24,197**	**53,003**
Carrying amount at 31 December 2024	**11,421**	**42,639**	**98,894**
Carrying amount of leased assets			**80,154**

The leased assets relate primarily to inventory machines. The leased assets are provided as security for lease liabilities.

11. INVESTMENTS IN SUBSIDIARIES

	Investments in group enterprises
Cost at 1 January 2024	332,432
Cost at 31 December 2024	**332,432**
Value adjustments at 1 January 2024	468,835
Correction beginning of year	-991
Exchange adjustments from translation of foreign entities	-5,081
Share of profit/loss for the year	286,281
Distribution from group enterprises	10,967
Adjustments reversed on disposal	-122,100
Value adjustments at 31 December 2024	**637,911**
Transferred to provisions	5,528
Carrying amount at 31 December 2024	**975,871**

Group enterprises are specified as follows:	DK Company A/S' share Profit for the year	DK Company A/S' share Equity
DKC Norway AS, Tønsberg, Norway, 100%	3,219	7,714
Miss O ApS, Ikast-Brande, Denmark, 100%	135	-374
DK Company Vejle A/S, Vejle, Denmark, 86,9%	83,056	358,476
DK Company Retail A/S, Ikast-Brande, Denmark, 100%	3,159	23,349
DK Company Shanghai Ltd., Shanghai, China, 100%	-435	-5,154
DK Company Cph A/S, Copenhagen, Denmark, 100%	178,407	439,208
DK Company Canada Inc., Quebec, Canada, 100%	4,972	44,615
DK Company Online A/S, Ikast-Brande, Denmark, 100%	21,010	90,687
DK Company Con A/S, Ikast-Brande, Denmark, 100%	1,551	10,956
DK Company France Sarl, Paris, France, 100%	466	3,371
DK Company Germany Gmbh, Hamburg, Germany, 100%	723	1,330
Companys Retail AG, Baar, Switzerland, 100%	1,926	11,139
	298,189	**985,317**
Adjustments to intercompany profits	-8,692	-21,639
Tax on adjustments to intercompany profits	1,901	6,665
Adjustments for acquisitions in 2014	-1,393	0
Adjustments for acquisitions in 2015	-3,629	0
Adjustments for acquisitions in 2017	-95	0
Transferred to provisions	0	5,528
	286,281	**975,871**

All subsidiaries are regarded separate entities.

12. OTHER RECEIVABLES

	Deposits
Cost at 1 January 2024	1,413
Foreign currency translation adjustments	-2
Additions at cost	62
Disposals at cost	-106
Cost at 31 December 2024	**1,367**
Carrying amount at 31 December 2024	**1,367**

13. DEFERRED TAX

	2024	2023
Deferred tax at 1 January	-276	3,107
Deferred tax for the year recognised in profit/loss for the year	1,261	-3,248
Deferred tax for the year recognised in equity	-4,231	-135
Deferred tax at 31 December	**-3,246**	**-276**
Deferred tax is recognised as follows in the balance sheet:		
Deferred tax assets	0	0
Deferred tax liabilities	-3,246	-276
	-3,246	**-276**
Deferred tax relates to:		
Intangible assets	-120	-247
Property, plant and equipment	318	-815
Other liabilities	-3,444	786
	-3,246	**-276**

Provision for deferred tax is made at the tax rate at which temporary differences are expected realised on the basis of the adopted corporation tax rate of 22%.

14. SHARE CAPITAL

		2024	2023
The share capital is distributed as follows:			
6,000,000 shares of DKK 10		60,000	60,000
		60,000	**60,000**
The share capital has changed as follows:			
Share capital at formation		29,000	29,000
Cash capital increase	30.06.2006	6,000	6,000
Capital increase	25.08.2008	500	500
Capital reduction to cover losses	27.09.2011	-34,300	-34,300
Capital increase through non-cash contribution	27.09.2011	59,995	59,995
Issuance of new shares in DK Company A/S to IC Group A/S in connection with the acquisition of an enterprise	30.06.2014	6,883	6,883
Capital reduction	29.07.2016	-8,078	-8,078
		60,000	**60,000**

The Company holds no treasury shares at the balance sheet date. No acquisition or sale of treasury shares has been completed during the financial year.

15. DEBT

	2024	2023
Credit institutions	141,900	138,305
	141,900	**138,305**
The debt is expected to fall due for payment as follows:		
0-1 year	80,686	77,092
1-5 year	61,214	61,213
	141,900	**138,305**

16. SECURITY

The Company has entered into agreements (letters of credit) for the delivery of goods of DKK 31 million compared to DKK 14.8 million last year.

Investments in all significant group enterprises are provided as security for balances with credit institutions.

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17. CONTINGENT ASSETS AND LIABILITIES

Contingent liabilities

The Company has provided security to cover future lease obligations. Total security constitutes DKK 4.4 million compared to DKK 4.3 million in 2023.

In connection with its previous banking activities, the Company has been involved in legal proceedings concerning the professional liability of advisers. All prior proceedings have been closed by way of settlement. If the Company becomes party to future litigation and arbitration proceedings, claims may be raised against the Company.

The Company is jointly and severally liable with DK Company Vejle A/S, DK Company Cph A/S, DK Company Online A/S and DK Company Retail A/S for all group enterprises' banking arrangements with Jyske Bank A/S. The total liability amounted to DKK 80,7 million at 31 December 2024 and DKK 77,1 million at 31 December 2023.

The Company is jointly taxed with its parent Jens Poulsen Holding ApS as administration company and is jointly and severally liable with other jointly taxed companies for payment of corporation tax as from the accounting period of 2013, as well as for withholding tax on interest, royalties and dividends falling due on or after 1 July 2012. At 31 December 2024, the total amount outstanding in joint corporation tax is DKK 31.2 million compared to the DKK 16.2 million at 31 December 2023.

Operating lease liabilities comprise the following:	2024	2023
Shop leases and buildings:		
0-1 year	18,775	17,065
1-5 year	37,661	42,750
Over 5 years	4,708	13,712
	61,144	**73,527**
Leased operating equipment, etc.:		
0-1 year	2,299	2,915
1-5 year	2,784	3,478
	5,083	**6,393**

The Company leases properties under operating leases. The typical lease term is between 1-10 years with the possibility of extension upon expiry.

In addition, the Company leases operating equipment etc. under operating leases.
The lease term is typically between 1-4 years.

FINANCIAL INSTRUMENTS

The Company has entered into forward exchange contracts to hedge future purchases of goods in USD as well as future sale of goods in SEK, NOK, GBP, CHF and CAD. In relation to the market price at the balance sheet date, a capital gain is sustained in the amount of DKK 26,1 million and a capital loss of DKK -9,9 million in 2023, of which DKK 15,7 million and DKK -3,6 million at 31 December 2023 is recognised directly in equity, while DKK 10,5 million and DKK -6,3 million at 31 December 2023 is recognised in the income statement.

2024	Residual maturity	Value of currency	Fair value
Currency risks:			
USD	0-12 months	57,000	22,721
SEK	0-10 months	-217,500	1,926
NOK	0-5 months	-80,000	1,033
GBP	0-8 months	-4,400	-612
CHF	0-17 months	-13,200	817
CAD	0-6 months	-5,100	221
			26,106

2023	Residual maturity	Value of currency	Fair value
Currency risks:			
USD	0-15 months	64,250	-1,941
SEK	0-12 months	-252,000	-3,554
NOK	0-6 months	-135,000	-1,986
GBP	0-9 months	-5,200	203
CHF	0-24 months	-14,780	-2,924
CAD	0-7 months	-6,900	298
			-9,904

Notes to the parent company financial statements

18. RELATED PARTIES

Related parties with control

Related parties with control over DK Company A/S:

Name	Place of registered office	Basis of control
DKC Holding 2011 A/S	La Cours Vej 6, Ikast-Brande	Shareholder with the majority of voting rights
Jens Poulsen Holding ApS	La Cours Vej 6, Ikast-Brande	Shareholder with the majority of voting rights
Jens Poulsen	Søbjergvej 56, Ikast-Brande	Shareholder with ultimate control over DK Company A/S

Related party transactions

During the financial year, the Company's related party transactions were solely carried out on an arm's length basis.

The Company is included in the Consolidated Financial Statements of Jens Poulsen Holding ApS, Ikast-Brande.

19. SUBSEQUENT EVENTS

No events have occurred after the balance sheet date which materially affect the assessment of the Annual Report.



20. DISTRIBUTION OF PROFIT

	2024	2023
Proposal for distribution of net profit		
Reserve for net revaluation under the equity method	164,182	41,022
Retained earnings	26,462	107,554
Proposed dividend for the year	200,000	200,000
	390,644	**348,576**

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MANAGEMENT'S REVIEW
CONSOLIDATED FINANCIAL STATEMENTS
PARENT COMPANY FINANCIAL STATEMENTS
COMPANY INFORMATION
MANAGEMENT'S STATEMENT AND AUDITOR'S REPORT

Company information

Company information

Company information

COMPANY	DK Company A/S La Cours Vej 6 DK-7430 Ikast
Telephone:	+45 96 600 700
CVR no:	24 43 11 18
Founded:	25 November 1958
Registered office:	Ikast-Brande Municipality
Financial year:	1 January – 31 December
E-mail:	info@dkcompany.com
Web:	www.dkcompany.com



EXECUTIVE BOARD	Jens Poulsen, Group CEO Jens Obel Jørgensen, CEO Søren Skovdal Lauritsen, Group CFO
BOARD OF DIRECTORS	Bo Boulund Knudsen, Chairman Lars Radoor Sørensen Marianne Tochtermann Jens Poulsen Kasper Toftekær Philipsen
AUDIT	PricewaterhouseCoopers Statsautoriseret Revisionspartnerselskab Jens Chr. Skous Vej 1 DK-8000 Aarhus

BANKS	Jyske Bank A/S Vestergade 8-16 DK-8600 Silkeborg
	BNP Paribas Factor A/S Stationsparken 21, 1 DK-2600 Glostrup
	Midt Factoring A/S Nygade 111 DK-7430 Ikast

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Managements statement

The Executive Board and the Board of Directors have today considered and adopted the Annual Report of DK Company A/S for the financial year 1 January - 31 December 2024.

The Consolidated Financial Statements have been prepared in accordance with International Financial Reporting Standards as adopted by the EU and the additional requirements of the Danish Financial Statements Act. The Parent Company Financial Statements have been prepared in accordance with the provisions of the Danish Financial Statements Act applying to enterprises of reporting class C (large enterprises).

In our opinion, the Consolidated Financial Statements and the Parent Company Financial Statements give a true and fair view of the financial position of the Group and the Parent Company at 31 December 2024 and of the results of the Group's operations and cash flows for the financial period 1 January - 31 December 2024 and of the results of the Parent Company's operations for the financial period 1 January - 31 December 2024.

Moreover, in our opinion, Management's Review includes a true and fair account of the development in the operations and financial circumstances of the Group and the Parent Company, of the results for the year, and of the financial position of the Parent Company and the financial position as a whole of the enterprises comprised by the Consolidated Financial Statements as well as a description of the most significant risks and elements of uncertainty facing the Group and the Parent Company.

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

Ikast, 16 May 2025

EXECUTIVE BOARD

Jens Poulsen
Group CEO

Søren Skovdal Lauritsen
Group CFO

Jens Obel Jørgensen
CEO

BOARD OF DIRECTORS

Bo Boulund Knudsen
Chairman

Lars Radoor Sørensen

Marianne Tochtermann

Jens Poulsen

Kasper Toftekær Philipsen

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Independent Auditor's Report

To the Shareholders of DK Company A/S

Opinion

In our opinion, the Consolidated Financial Statements give a true and fair view of the Group's financial position at 31 December 2024 and of the results of the Group's operations and cash flows for the financial year 1 January to 31 December 2024 in accordance with IFRS Accounting Standards as adopted by the EU and further requirements in the Danish Financial Statements Act.

Moreover, in our opinion, the Parent Company Financial Statements give a true and fair view of the Parent Company's financial position at 31 December 2024 and of the results of the Parent Company's operations for the financial year 1 January to 31 December 2024 in accordance with the Danish Financial Statements Act.

We have audited the Consolidated Financial Statements and the Parent Company Financial Statements of DK Company A/S for the financial year 1 January - 31 December 2024, which comprise income statement, balance sheet, statement of changes in equity and notes, including material accounting policy information, for both the Group and the Parent Company, as well as statement of comprehensive income and cash flow statement for the Group ("financial statements").

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 Group 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.

Statement on Management's Review

Management is responsible for Management's Review.

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, in our view, Management's Review is in accordance with the Consolidated Financial Statements and the Parent Company Financial Statements and has been prepared in accordance with the requirements of the Danish Financial Statement Act. We did not identify any material misstatement in Management's Review.

Management's Responsibilities for the Financial Statements

Management is responsible for the preparation of Consolidated Financial Statements that give a true and fair view in accordance with IFRS Accounting Standards as adopted by the EU and further requirements in the Danish Financial Statements Act and for the preparation of Parent Company 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 Group's and the Parent 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 Group or the Parent 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.

As part of an audit conducted in accordance with ISAs and the additional requirements applicable in Denmark, we exercise professional judgement and maintain professional scepticism 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 Group's and the Parent 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 Group's and the Parent 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 Group and the Parent 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 to obtain sufficient appropriate audit evidence regarding the consolidated financial information of the entities or business units as a basis for forming an opinion on the Consolidated Financial Statements and the Parent Company 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.

Aarhus, 16 May 2025

PricewaterhouseCoopers
Statsautoriseret Revisionspartnerselskab

CVR No 33 77 12 31

Henrik Berring Rasmussen
State Authorized Public Accountant
mne34157

Christine Tveteraas
State Authorized Public Accountant
mne34341

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dk company