


**Årsredovisning**  
för  
**The Trade Desk Nordics AB**  
559326-2347  
Räkenskapsåret  
2023

**Fastställelseintyg**

Undertecknad styrelseledamot i The Trade Desk Nordics AB intygar, dels att denna kopia av årsredovisningen stämmer överens med originalet, dels att resultaträkningen och balansräkningen i årsredovisningen har fastställts på årsstämman 2024-JUNE 23. Årsstämman beslutade att godkänna styrelsens förslag till resultatdisposition.

Stockholm 2023 → 2024 JUNE 23

  
Daniel Feldman

2024091906901

**Årsredovisning**  
för  
**The Trade Desk Nordics AB**  
559326-2347  
Räkenskapsåret  
2023

**Innehållsförteckning**

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Styrelsen och verkställande direktören för The Trade Desk Nordics AB avger följande årsredovisning för räkenskapsåret 2023.

Årsredovisningen är upprättad i svenska kronor, SEK. Om inte annat särskilt anges, redovisas alla belopp i hela kronor (kr).

## Förvaltningsberättelse

### Verksamheten

#### Allmänt om verksamheten

Bolaget är verksamt inom tillhandahållande av marknadsförings- och försäljningsstödjtjänster till den tekniska plattformen hos moderbolaget The UK Trade Desk Ltd. Det har inte skett några väsentliga förändringar i verksamhetens karaktär under räkenskapsåret.

Företaget har sitt säte i Stockholm.

<b>Flerårsöversikt (Tkr)</b>	<b>2023</b>	<b>2021/22</b> (18 mån)
Nettoomsättning	10 351	8 283
Resultat efter finansiella poster	801	1 104
Soliditet (%)	34,4	20,2

### Förändringar i eget kapital

	<b>Aktie- kapital</b>	<b>Balanserat resultat</b>	<b>Årets resultat</b>	<b>Totalt</b>
Belopp vid årets ingång	25 000		857 564	882 564
Disposition enligt beslut av årsstämman:				
Balanseras i ny räkning		857 564	-857 564	0
Årets resultat			598 956	598 956
<b>Belopp vid årets utgång</b>	<b>25 000</b>	<b>857 564</b>	<b>598 956</b>	<b>1 481 520</b>

### Resultatdisposition

Styrelsen föreslår att till förfogande stående vinstmedel (kronor):

balanserad vinst	857 564
årets vinst	598 956
	<b>1 456 520</b>
disponeras så att i ny räkning överföres	1 456 520
	<b>1 456 520</b>

Företagets resultat och ställning i övrigt framgår av efterföljande resultat- och balansräkning med noter.

The Trade Desk Nordics AB  
Org.nr 559326-2347

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**Resultaträkning**

Not

2023-01-01  
-2023-12-312021-07-06  
-2022-12-31  
(18 mån)**Rörelseintäkter, lagerförändringar m. m.**

Nettoomsättning

10 351 365

8 283 068

Övriga rörelseintäkter

240 723

13 067

**Summa rörelseintäkter, lagerförändringar m.m.****10 592 088****8 296 135****Rörelsekostnader**

Övriga externa kostnader

-1 690 590

-567 553

Personalkostnader

2

-7 824 569

-7 140 242

Av- och nedskrivningar av materiella och immateriella  
anläggningstillgångar

-158 928

-33 390

Övriga rörelsekostnader

-177 466

-222 001

**Summa rörelsekostnader****-9 851 553****-7 963 186****Rörelseresultat****740 535****332 949****Finansiella poster**

Övriga ränteintäkter och liknande resultatposter

60 109

770 708

**Summa finansiella poster****60 109****770 708****Resultat efter finansiella poster****800 644****1 103 657****Resultat före skatt****800 644****1 103 657****Skatter**

Skatt på årets resultat

-201 688

-246 093

**Årets resultat****598 956****857 564**

2024091906903

The Trade Desk Nordics AB  
Org.nr 559326-2347

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## Balansräkning

Not

2023-12-31

2022-12-31

### TILLGÅNGAR

#### Anläggningstillgångar

##### *Materiella anläggningstillgångar*

Inventarier, verktyg och installationer

3

145 790

166 712

**Summa materiella anläggningstillgångar**

**145 790**

**166 712**

**Summa anläggningstillgångar**

**145 790**

**166 712**

#### Omsättningstillgångar

##### *Kortfristiga fordringar*

Fordringar hos koncernföretag

1 416 070

0

Övriga fordringar

1 110 634

710 490

**Summa kortfristiga fordringar**

**2 526 704**

**710 490**

##### *Kassa och bank*

Kassa och bank

1 630 169

3 495 266

**Summa kassa och bank**

**1 630 169**

**3 495 266**

**Summa omsättningstillgångar**

**4 156 873**

**4 205 756**

**SUMMA TILLGÅNGAR**

**4 302 663**

**4 372 468**

2024091906904

The Trade Desk Nordics AB  
Org.nr 559326-2347

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**Balansräkning**

Not

2023-12-31

2022-12-31

**EGET KAPITAL OCH SKULDER****Eget kapital***Bundet eget kapital*

Aktiekapital

25 000

25 000

**Summa bundet eget kapital****25 000****25 000***Fritt eget kapital*

Balanserat resultat

857 564

0

Årets resultat

598 956

857 564

**Summa fritt eget kapital****1 456 520****857 564****Summa eget kapital****1 481 520****882 564****Kortfristiga skulder**

Leverantörsskulder

0

109 886

Skulder till koncernföretag

0

1 370 492

Skatteskulder

715 795

360 799

Övriga skulder

765 863

512 496

Upplupna kostnader och förutbetalda intäkter

1 339 485

1 136 231

**Summa kortfristiga skulder****2 821 143****3 489 904****SUMMA EGET KAPITAL OCH SKULDER****4 302 663****4 372 468**

2024091906905

## Noter

### Not 1 Redovisningsprinciper

#### Allmänna upplysningar

Årsredovisningen är upprättad i enlighet med årsredovisningslagen och Bokföringsnämndens allmänna råd (BFNAR 2016:10) om årsredovisning i mindre företag.

#### Avskrivning

Tillämpade avskrivningstider: 2 år

#### Nyckeltalsdefinitioner

Nettoomsättning

Rörelsens huvudintäkter, fakturerade kostnader, sidointäkter samt intäktskorrigeringar.

Resultat efter finansiella poster

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

Soliditet (%)

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

### Not 2 Medelantalet anställda

	2023	2021-07-06 -2022-12-31
Medelantalet anställda	2	2

### Not 3 Inventarier, verktyg och installationer

	2023-12-31	2022-12-31
Ingående anskaffningsvärden	200 102	0
Inköp	138 005	200 102
Försäljningar/utrangeringar	-26 254	0
<b>Utgående ackumulerade anskaffningsvärden</b>	<b>311 853</b>	<b>200 102</b>
Ingående avskrivningar	-33 390	0
Årets avskrivningar	-132 673	-33 390
<b>Utgående ackumulerade avskrivningar</b>	<b>-166 063</b>	<b>-33 390</b>
<b>Utgående redovisat värde</b>	<b>145 790</b>	<b>166 712</b>

### Not 4 Ställda säkerheter och eventalförpliktelser

Bolaget har inga ställda säkerheter. Enligt styrelsens bedömning har bolaget inga eventalförpliktelser.

The Trade Desk Nordics AB  
Org.nr 559326-2347

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**Not 5 Uppgifter om moderföretag**

Bolaget är ett helägt dotterbolag till The UK Trade Desk Ltd, org.nr. 08539108, med säte i England och Wales. Det yttersta moderföretag är The Trade Desk Inc, med säte i USA.

2024091906907

Stockholm 2024- June 23

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dan.feldman@thetradedesk.com

Director

The Trade Desk

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Status

Timestamp

Intermediary Delivery Events

Status

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Status

Timestamp

Jono Higgins

jono.higgins@thetradedesk.com

20 March 1990

The Trade Desk

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**Required hardware and software**

Operating Systems:	Windows® 2000, Windows® XP, Windows Vista®; Mac OS® X
Browsers:	Final release versions of Internet Explorer® 6.0 or above (Windows only); Mozilla Firefox 2.0 or above (Windows and Mac); Safari™ 3.0 or above (Mac only)
PDF Reader:	Acrobat® or similar software may be required to view and print PDF files
Screen Resolution:	800 x 600 minimum
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