

ÅRSREDOVISNING

för

Ariel Growth Agency AB

Org.nr. 559349-9964

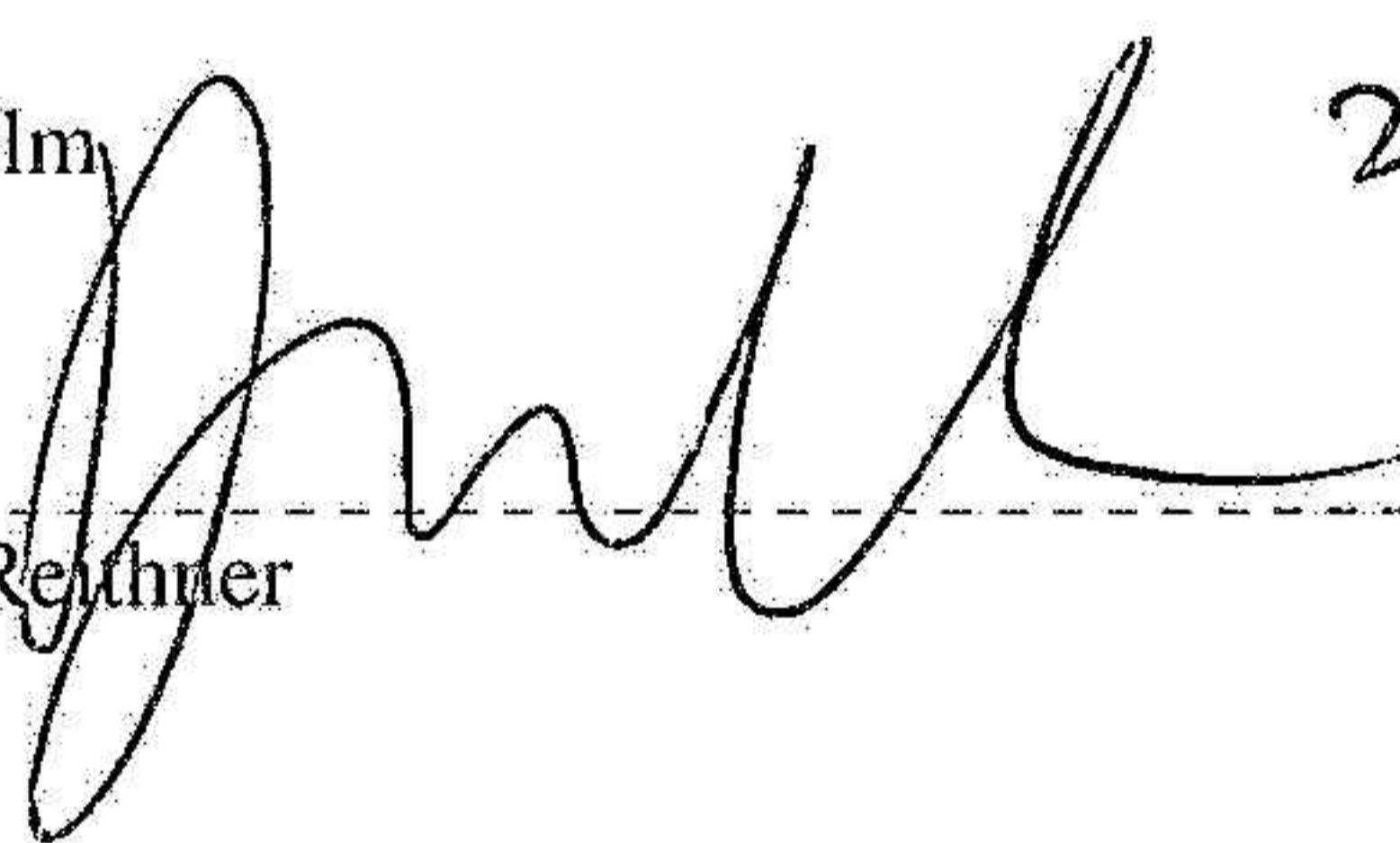
Styrelsen och verkställande direktören får härmed avlämna årsredovisning för räkenskapsåret 2023-01-01 - 2023-12-31

Innehåll	Sida
- förvaltningsberättelse	2
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Undertecknad styrelseledamot i Ariel Growth Agency AB intygar härmed, dels att denna kopia av årsredovisningen överensstämmer med originalet, dels att resultat- och balansräkning fastställts på årsstämman den 20 juni 2024. Stämman beslöt tillika godkänna styrelsens förslag till vinstdisposition.

Stockholm

Daniel Reithner

 20 juni 2024

ÅRSREDOVISNING

för

Ariel Growth Agency AB

Org.nr. 559349-9964

Styrelsen och verkställande direktören får härmed avlämna årsredovisning för räkenskapsåret 2023-01-01 - 2023-12-31

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FÖRVALTNINGSBERÄTTELSE

Årsredovisningen är upprättad i svenska kronor, SEK.

Verksamheten**Allmänt om verksamheten**

Bolaget ska bedriva konsultverksamhet inom digital marknadsföring och närliggande tjänster.

Företagets säte är i Stockholm.

Väsentliga händelser under räkenskapsåret

Inga väsentliga händelser har inträffat under räkenskapsåret

Förändringar i eget kapital

	Aktiekapital	Balanserat resultat	Årets resultat	Summa eget kapital
Belopp vid årets ingång	25 000	1 000 000	403 334	1 428 334
Balanseras i ny räkning		403 334	-403 334	0
Årets resultat			52 249	52 249
Belopp vid årets utgång	25 000	1 403 334	52 249	1 480 583

Resultatdisposition

Medel att disponera:

Balanserat resultat	1 403 334
Årets resultat	52 249
	<u>1 455 583</u>

Förslag till disposition:

Balanseras i ny räkning	1 455 583
	<u>1 455 583</u>

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

Ariel Growth Agency AB

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RESULTATRÄKNING

	Not	2023-01-01 2023-12-31	2021-12-01 2022-12-31
Rörelseintäkter, lagerförändringar m.m.			
Nettoomsättning		8 845 095	13 863 245
Summa rörelseintäkter, lagerförändringar m.m.		8 845 095	13 863 245
Rörelsekostnader			
Inköp av tjänster		-456 055	-1 352 771
Övriga externa kostnader		-2 689 762	-4 703 199
Personalkostnader	2	-7 584 066	-7 278 183
Avskrivningar av materiella anläggningstillgångar		-48 354	-36 301
Övriga rörelsekostnader		-7 537	-2 913
Summa rörelsekostnader		-10 785 774	-13 373 367
Rörelseresultat		-1 940 679	489 878
Finansiella poster			
Övriga ränteintäkter och liknande resultatposter		10 416	22 141
Räntekostnader och liknande resultatposter		-816	-3 208
Summa finansiella poster		9 600	18 933
Resultat efter finansiella poster		-1 931 079	508 811
Bokslutsdispositioner			
Erhållna koncernbidrag		2 000 000	0
Summa bokslutsdispositioner		2 000 000	0
Resultat före skatt		68 921	508 811
Skatter			
Skatt på årets resultat		-16 672	-105 477
Årets resultat		52 249	403 334

Ariel Growth Agency AB

Org.nr. 559349-9964

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

Inventarier, verktyg och installationer

Summa materiella anläggningstillgångar**Summa anläggningstillgångar****Omsättningstillgångar****Kortfristiga fordringar**

Kundfordringar

Fordringar hos koncernföretag

Övriga fordringar

Summa kortfristiga fordringar**Summa omsättningstillgångar****SUMMA TILLGÅNGAR****EGET KAPITAL OCH SKULDER****Eget kapital****Bundet eget kapital**

Aktiekapital

Summa bundet eget kapital**Fritt eget kapital**

Balanserat resultat

Årets resultat

Summa fritt eget kapital**Summa eget kapital****Kortfristiga skulder**

Förskott från kunder

Leverantörsskulder

Skulder till koncernföretag

Skatteskulder

Övriga skulder

Upplupna kostnader och förutbetalda intäkter

Summa kortfristiga skulder**SUMMA EGET KAPITAL OCH SKULDER**

Not

2023-12-31

2022-12-31

3.

60 414

108 768

60 414

108 768

60 414

108 768

790 280

0

980 446

1 201 498

2 060 957

4 617

3 831 683

1 206 115

3 831 683

1 206 115

3 892 097

1 314 883

25 000

25 000

25 000

25 000

1 403 334

1 000 000

52 249

403 334

1 455 583

1 403 334

1 480 583

1 428 334

187 500

187 500

25 007

439 027

787 769

-2 009 120

284 475

76 746

243 249

640 619

883 514

551 777

2 411 514

-113 451

3 892 097

1 314 883

Ariel Growth Agency AB

Org.nr. 559349-9964

NOTER**Not 1 Redovisnings- och värderingsprinciper**

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

Not 2 Medelantal anställda **2023** **2021/2022*****Medelantal anställda***

Medelantalet anställda bygger på av bolaget betalda närvarotimmar relaterade till en normal arbetstid.

Medelantal anställda har varit 9,00 9,00

Not 3 Inventarier, verktyg och installationer **2023-12-31** **2022-12-31**

Ingående anskaffningsvärden	145 069	0
Försäljningar/utrangeringar	0	145 069
Utgående anskaffningsvärden	145 069	145 069
Ingående avskrivningar	-36 301	0
Årets avskrivningar	-48 354	-36 301
Utgående avskrivningar	-84 655	-36 301
Redovisat värde	60 414	108 768

Not 4 Definition av nyckeltal

Soliditet

Justerat eget kapital i procent av balansomslutning

Stockholm signerat det datum som framgår av den digitala underskriften

Katja Feldéus

Katja Feldéus
Verkställande direktör

Mattias Olofsson

Mattias Olofsson
Styrelseledamot

Daniel Reithner

Daniel Reithner
Styrelseledamot

Certificate Of Completion

Envelope Id: A22397E49DCD45DA9189CBA11F12AC55
Subject: Complete with DocuSign: ARC_Annual-Report-2023.pdf
Source Envelope:
Document Pages: 83 Signatures: 6
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AutoNav: Enabled
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Time Zone: (UTC+01:00) Amsterdam, Berlin, Bern, Rome, Stockholm, Vienna

Status: Completed

Envelope Originator:
Daniel Reithner
Mäster Samuelsgatan 56
Stockholm, Stockholms Lan 111 53
daniel.reithner@arc.inc
IP Address: 213.52.126.172

Record Tracking

Status: Original
20 March 2024 | 15:51
Holder: Daniel Reithner
daniel.reithner@arc.inc

Location: DocuSign

Signer Events

Claes Ekström
Claes.ekstrom@altor.com
Security Level: Email, Account Authentication
(None)

Signature



Signature Adoption: Pre-selected Style
Using IP Address: 81.224.126.231

Timestamp

Sent: 20 March 2024 | 15:56
Viewed: 20 March 2024 | 17:41
Signed: 20 March 2024 | 17:53

Electronic Record and Signature Disclosure:
Accepted: 23 March 2022 | 17:36
ID: 1ef7a255-bf2c-4bf5-924d-233f7a0627c9

Johan Holmberg
johan.holmberg@se.ey.com
Security Level: Email, Account Authentication
(None)

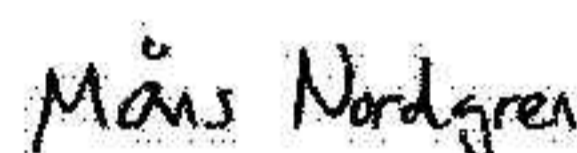


Signature Adoption: Pre-selected Style
Using IP Address: 147.161.188.117

Sent: 20 March 2024 | 15:56
Viewed: 20 March 2024 | 17:50
Signed: 22 March 2024 | 15:04

Electronic Record and Signature Disclosure:
Accepted: 20 March 2024 | 17:50
ID: 80b93e96-8fa8-463e-8907-d1f3ec14d675

Måns Nordgren
Mans.nordgren@navigio.se
Security Level: Email, Account Authentication
(None)



Signature Adoption: Pre-selected Style
Using IP Address: 213.80.123.194

Sent: 20 March 2024 | 15:56
Viewed: 20 March 2024 | 16:19
Signed: 20 March 2024 | 16:19

Electronic Record and Signature Disclosure:
Accepted: 20 March 2024 | 16:19
ID: df2868bb-59c6-46a6-a884-c113513c14e6

Mariette Kristenson
mariette.kristenson@reitanconvenience.no
Security Level: Email, Account Authentication
(None)



Signature Adoption: Pre-selected Style
Using IP Address: 217.213.118.99

Sent: 20 March 2024 | 15:56
Viewed: 20 March 2024 | 15:58
Signed: 20 March 2024 | 15:58

Electronic Record and Signature Disclosure:
Accepted: 20 March 2024 | 15:58
ID: 6f56fef3-6d02-4487-966c-09268e3afe08

Signer Events

Mattias Holmström
mattias.holmstrom@altor.com
Director

Security Level: Email, Account Authentication
(None)

Electronic Record and Signature Disclosure:

Accepted: 23 March 2022 | 19:49
ID: aaba5262-a469-4502-9b44-1a2e4aac79b5

Mattias Olofsson
mattias.olofsson@arc.inc
CEO

Security Level: Email, Account Authentication
(None)

Electronic Record and Signature Disclosure:

Accepted: 23 March 2022 | 20:06
ID: 2afa7b77-437e-4ff4-b76e-620f6f190767

In Person Signer Events

Editor Delivery Events

Agent Delivery Events

Intermediary Delivery Events

Certified Delivery Events

Carbon Copy Events

Andreas Berglund
andreas.berglund@arc.inc
vice CEO ARC

Security Level: Email, Account Authentication
(None)

Electronic Record and Signature Disclosure:

Not Offered via DocuSign

Gustav Axelsson
gustav.axelsson@altor.com

Security Level: Email, Account Authentication
(None)

Electronic Record and Signature Disclosure:

Accepted: 27 February 2024 | 03:53
ID: d51765b9-d699-478b-ab42-0091061d16fb

John Sandvall
john.sandvall@arc.inc

Security Level: Email, Account Authentication
(None)

Electronic Record and Signature Disclosure:

Not Offered via DocuSign

Måns Jakobsson Hosk
mans.hosk@kurppahosk.com

Partner

Security Level: Email, Account Authentication
(None)

Signature

Mattias Holmström

Signature Adoption: Pre-selected Style

Using IP Address: 83.226.158.254

Signed using mobile

Mattias Olofsson

Signature Adoption: Pre-selected Style

Using IP Address: 90.235.71.166

Signed using mobile

Signature

Status

Status

Status

Status

Status

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Sent: 20 March 2024 | 15:56

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Viewed: 20 March 2024 | 17:00

Signed: 20 March 2024 | 17:00

Timestamp

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Sent: 20 March 2024 | 15:56

Sent: 20 March 2024 | 15:56

Sent: 20 March 2024 | 15:56

Sent: 20 March 2024 | 15:56

Viewed: 20 March 2024 | 15:56

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Electronic Record and Signature Disclosure:
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Oscar Ivarsson
oscar.ivarsson@arc.inc
Chief Operating Officer
ARC

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Viewed: 20 March 2024 | 15:57

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Witness Events

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Notary Events

Signature

Timestamp

Envelope Summary Events

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Timestamps

Envelope Sent
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20 March 2024 | 15:56
20 March 2024 | 17:00
20 March 2024 | 17:00
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Status

Timestamps

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Envelope Originator:

John Sandvall

Mäster Samuelsgatan 56

Stockholm, Stockholms Lan 111 53

john.sandvall@arc.inc

IP Address: 62.63.248.43

Record Tracking

Status: Original

17 June 2024 | 10:07

Holder: John Sandvall

john.sandvall@arc.inc

Location: DocuSign

Signer Events

Daniel Reithner

Daniel.reithner@arc.inc

CFO ARC

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Security Level: Email, Account Authentication (None)

Signature



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Using IP Address: 194.237.234.70

Timestamp

Sent: 17 June 2024 | 14:52

Viewed: 17 June 2024 | 15:27

Signed: 17 June 2024 | 15:30

Electronic Record and Signature Disclosure:

Not Offered via DocuSign

Andreas Berglund

andreas.berglund@arc.inc

vice CEO ARC

Security Level: Email, Account Authentication (None)



Signature Adoption: Drawn on Device

Using IP Address: 194.237.234.70

Sent: 17 June 2024 | 15:30

Viewed: 17 June 2024 | 17:11

Signed: 17 June 2024 | 17:21

Electronic Record and Signature Disclosure:

Not Offered via DocuSign

Cecilia Falk

cecilia.falk@bick.se

CEO

Security Level: Email, Account Authentication (None)



Signature Adoption: Drawn on Device

Using IP Address: 90.141.27.35

Signed using mobile

Sent: 17 June 2024 | 15:30

Resent: 17 June 2024 | 19:07

Resent: 18 June 2024 | 09:29

Resent: 18 June 2024 | 14:55

Resent: 18 June 2024 | 19:43

Resent: 19 June 2024 | 06:58

Viewed: 19 June 2024 | 07:26

Signed: 19 June 2024 | 07:32

Electronic Record and Signature Disclosure:

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Charlotta Hård

lotta@animal.cc

Security Level: Email, Account Authentication (None)



Signature Adoption: Uploaded Signature Image

Using IP Address: 79.136.0.58

Sent: 17 June 2024 | 15:30

Resent: 17 June 2024 | 19:07

Resent: 18 June 2024 | 09:29

Viewed: 18 June 2024 | 11:09

Signed: 18 June 2024 | 11:14

Electronic Record and Signature Disclosure:

Accepted: 18 June 2024 | 11:09

ID: 210fc5bc-018c-441b-b52c-e32e926b7787

Signer Events

Claes Carnefeldt
claes.carnefeldt@arc.inc
Security Level: Email, Account Authentication
(None)

Signature




Signature Adoption: Pre-selected Style
Using IP Address: 193.12.109.1

Timestamp

Sent: 17 June 2024 | 15:30
Resent: 17 June 2024 | 19:07
Resent: 18 June 2024 | 09:29
Viewed: 18 June 2024 | 09:37
Signed: 18 June 2024 | 09:37

Electronic Record and Signature Disclosure:
Accepted: 17 June 2024 | 19:13
ID: 3b2b3cf5-b045-427a-bc2d-e1c51ac0f48b

Emma Lindén
emma.linden@curiousmind.se
Managing Director
Klara Bolmgren
Security Level: Email, Account Authentication
(None)



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

Sent: 17 June 2024 | 15:30
Resent: 17 June 2024 | 19:07
Resent: 18 June 2024 | 09:29
Viewed: 18 June 2024 | 09:40
Signed: 18 June 2024 | 09:41

Electronic Record and Signature Disclosure:
Not Offered via DocuSign

Henrik Palm Johansson
henrik.johansson@animal.cc
Security Level: Email, Account Authentication
(None)

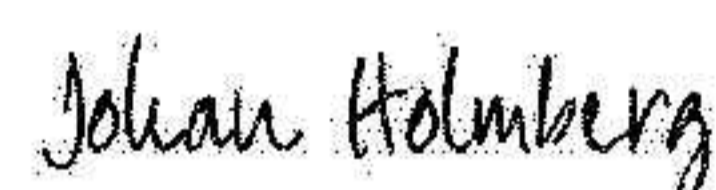


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Resent: 18 June 2024 | 09:29
Resent: 18 June 2024 | 14:55
Resent: 18 June 2024 | 19:43
Resent: 19 June 2024 | 06:58
Viewed: 19 June 2024 | 11:38
Signed: 19 June 2024 | 11:40

Electronic Record and Signature Disclosure:
Accepted: 15 December 2022 | 19:56
ID: 1cc6a32c-2e74-4aa1-91d3-b110343aeb77

Johan Holmberg
johan.holmberg@se.ey.com
Security Level: Email, Account Authentication
(None)



Signature Adoption: Pre-selected Style
Using IP Address: 94.234.113.213

Sent: 19 June 2024 | 09:53
Resent: 20 June 2024 | 11:14
Viewed: 20 June 2024 | 11:21
Signed: 20 June 2024 | 11:22

Electronic Record and Signature Disclosure:
Accepted: 20 June 2024 | 11:21
ID: a9384322-3bd1-49b2-a247-ae13c2261876

Karl Bäckmark
karl.backmark@curamando.com
Security Level: Email, Account Authentication
(None)

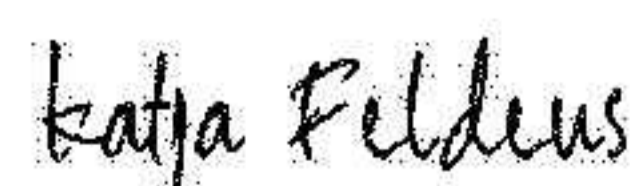


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Resent: 18 June 2024 | 09:29
Resent: 18 June 2024 | 14:55
Viewed: 18 June 2024 | 14:57
Signed: 18 June 2024 | 15:03

Electronic Record and Signature Disclosure:
Accepted: 18 June 2024 | 14:57
ID: f7b9b21b-8d38-4196-8ad0-5ea6f454136a

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



Signature Adoption: Pre-selected Style
Using IP Address: 213.66.254.127

Sent: 17 June 2024 | 15:30
Viewed: 17 June 2024 | 15:33
Signed: 17 June 2024 | 17:58

Signer Events

Signature

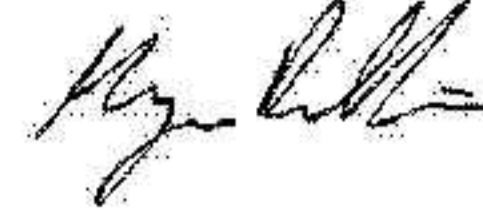
Timestamp

Electronic Record and Signature Disclosure:

Accepted: 17 June 2024 | 15:33

ID: 44cb3733-eb76-43e6-a02d-cd7e7088d9a9

Magnus Hedenström
magnus.hedenstrom@curamando.com
MD, Curamando AB
Curamando AB
Security Level: Email, Account Authentication
(None)



Signature Adoption: Drawn on Device
Using IP Address: 172.226.48.76
Signed using mobile

Sent: 17 June 2024 | 15:30
Viewed: 17 June 2024 | 15:49
Signed: 17 June 2024 | 15:52

Electronic Record and Signature Disclosure:

Not Offered via DocuSign

Måns Jacobsson Hosk
mans@kurppahosk.com
Founder
Kurppa Hosk Studio AB
Security Level: Email, Account Authentication
(None)



Signature Adoption: Drawn on Device
Using IP Address: 62.63.248.43
Signed using mobile

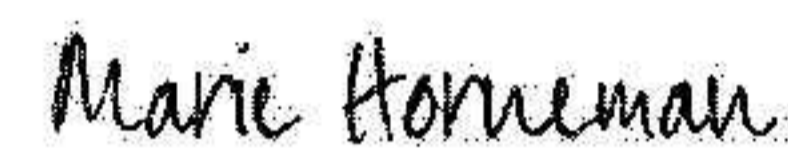
Sent: 17 June 2024 | 15:30
Resent: 17 June 2024 | 19:07
Resent: 18 June 2024 | 09:29
Resent: 18 June 2024 | 14:56
Viewed: 18 June 2024 | 15:10
Signed: 18 June 2024 | 15:10

Electronic Record and Signature Disclosure:

Accepted: 25 April 2022 | 12:53

ID: 3753cbbc-db88-4b7c-b3f7-5722e16ec044

Marie Horneman
marie@conversionista.se
VD
Security Level: Email, Account Authentication
(None)



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

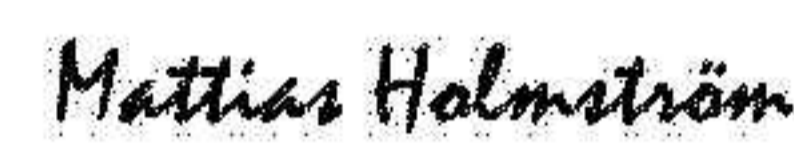
Sent: 17 June 2024 | 15:30
Resent: 17 June 2024 | 19:07
Resent: 18 June 2024 | 09:29
Viewed: 18 June 2024 | 09:50
Signed: 18 June 2024 | 09:58

Electronic Record and Signature Disclosure:

Accepted: 02 May 2022 | 08:37

ID: 0bdf27ab-084b-4c3b-bf88-12f3247a4069

Mattias Holmström
Mattias.Holmstrom@altor.com
Director
Security Level: Email, Account Authentication
(None)



Signature Adoption: Pre-selected Style
Using IP Address: 78.77.192.194

Sent: 17 June 2024 | 15:30
Viewed: 17 June 2024 | 18:28
Signed: 17 June 2024 | 18:28

Electronic Record and Signature Disclosure:

Accepted: 23 March 2022 | 19:49

ID: aaba5262-a469-4502-9b44-1a2e4aac79b5

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



Signature Adoption: Pre-selected Style
Using IP Address: 213.64.147.53

Sent: 17 June 2024 | 15:30
Resent: 17 June 2024 | 19:07
Viewed: 17 June 2024 | 21:52
Signed: 17 June 2024 | 21:52

Electronic Record and Signature Disclosure:

Accepted: 23 March 2022 | 20:06

ID: 2afa7b77-437e-4ff4-b76e-620f6f190767

Signer Events

Özgür Sel
 ozgur@conversionista.se
 Security Level: Email, Account Authentication
 (None)

Signature


Signature Adoption: Drawn on Device
 Using IP Address: 62.63.248.43

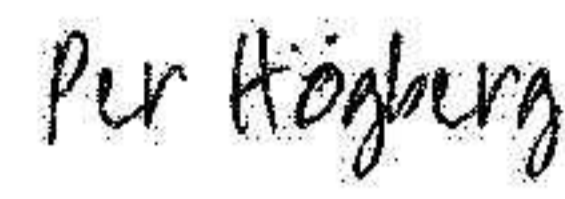
Timestamp

Sent: 17 June 2024 | 15:30
 Resent: 17 June 2024 | 19:07
 Viewed: 17 June 2024 | 19:28
 Signed: 17 June 2024 | 19:32

Electronic Record and Signature Disclosure:

Accepted: 17 June 2024 | 19:28
 ID: 4445a87c-3bf2-49a1-a069-d7960d16ac3d

Per Högberg
 per.hogberg@cupole.se
 Managing Partner
 Security Level: Email, Account Authentication
 (None)



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

Sent: 17 June 2024 | 15:30
 Resent: 17 June 2024 | 19:07
 Resent: 18 June 2024 | 09:29
 Viewed: 18 June 2024 | 10:27
 Signed: 18 June 2024 | 10:33

Electronic Record and Signature Disclosure:

Accepted: 25 April 2022 | 13:28
 ID: 112af435-df40-4c6e-8ac7-38fe848f24c6

Susanne Skånberg
 susanne.skånberg@missionanew.com
 COO
 Security Level: Email, Account Authentication
 (None)



Signature Adoption: Pre-selected Style
 Using IP Address: 176.10.144.209

Sent: 17 June 2024 | 15:30
 Resent: 17 June 2024 | 19:07
 Viewed: 17 June 2024 | 21:19
 Signed: 17 June 2024 | 21:25

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In Person Signer Events**Signature****Timestamp****Editor Delivery Events****Status****Timestamp****Agent Delivery Events****Status****Timestamp****Intermediary Delivery Events****Status****Timestamp****Certified Delivery Events****Status****Timestamp****Carbon Copy Events****Status****Timestamp****Witness Events****Signature****Timestamp****Notary Events****Signature****Timestamp****Envelope Summary Events****Status****Timestamps**

Envelope Sent Hashed/Encrypted
 Envelope Updated Security Checked
 Certified Delivered Security Checked
 Signing Complete Security Checked
 Completed Security Checked

17 June 2024 | 14:52
 19 June 2024 | 09:53
 17 June 2024 | 21:19
 17 June 2024 | 21:25
 20 June 2024 | 11:22

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

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