



Whiteaway Group A/S

Agerbæksvej 21
DK-8240 Risskov

Annual report

2021/22

CVR no. 33 76 79 86

Chair of the meeting:

Esben Aabenhus



Table of contents

Page

Management's review

Management's review	3
Financial highlights for the Group	12

Financial statements

Statements

Management's statement	13
Independent auditor's report	14

Consolidated financial statements

Consolidated income statement	17
Consolidated statement of other comprehensive income	18
Consolidated statement of financial position	19
Consolidated cash flow statement	21
Consolidated statement of financial position	22
Notes to the consolidated financial statements	23

Parent company financial statements

Parent company income statement	50
Parent company statement of other comprehensive income	51
Parent company statement of financial position	52
Parent company cash flow statement	53
Parent company statement of changes in equity	54
Notes to the parent company financial statements	55



Management's review

The financial year 2021/22 comprises a full 12-month accounting period.

The financial statement for 2020/21 represented a period of 9 months since the accounting period was changed to reflect the accounting period of our parent company.

Primary activities

Whiteaway Group was founded in 2003 focusing on selling whitegoods online to Danish consumers. The vision then and today is to supply consumers with a seamless shopping experience when buying home appliances. In 2011 the brand Skousen was acquired, adding retail sales through a franchise set-up. In 2016 the Swedish online platform Tretti was acquired. Today, Whiteaway Group is present in Denmark, Norway, and Sweden servicing these markets with the broadest assortment in the market of household appliances and other related product categories. We offer our products to private consumers online and through our franchise stores. We operate in the professional segment with a strong B2B offering. We are proud of being the whitegoods experts enabling consumers getting products that match their individual needs.

Development during the financial year

Market development

During the financial year, the market for home appliances in Scandinavia has remained very competitive. The competition has increased from established players in the market intensifying marketing efforts within the home appliance category.

Contrary to the positive market development during the previous year's Covid-19 pandemic, this year the markets for home appliances are declining across the Nordics. Increasing uncertainty and declining consumer confidence are adversely impacting the customers willingness to purchase home appliances. Therefore, the positive Covid-19 impact has shifted towards more conservative spending patterns and a higher degree of replacement purchase.

Business development

The market conditions have impacted our performance during the financial year 2021/22, and challenged revenue across our more established channels.

The online business performed below expectations following a very strong performance and exceptional growth last year, where e-commerce was positively impacted by closed brick and mortar stores as well as improved purchase power as travel and other leisure spending were limited.

We remain committed to providing our customers with a seamless buying experience as well as easy access to products online across Scandinavia. As part of strengthening the customers' buying experience in Sweden, we have invested and opened a warehouse in Sweden to better service the Swedish customers. Another continued focus area is to ensure the right assortment with the highest degree of local relevance in the three Scandinavian markets.



Result for the Year

All figures are presented in accordance with the International Financial Reporting Standards (IFRS) as adopted by the EU. All figures represent a full 12-month accounting period.

The annual report for 2021/22 shows a revenue of 2,383 million DKK vs 1.985 million DKK last year (9-month period).

Operating profit (EBIT) ended at 76 million DKK, compared to 105 million DKK last year.

Profit before tax ended at 70 million DKK, compared to 106 million DKK last year.

The 2021/22 result and general performance is below expectations, contributed by the current challenging market conditions across the three Scandinavian markets. Cash flow from operations amounted to -126 million DKK vs 42 million last year.

Business Risk

We operate in a very competitive industry with a high degree of product transparency. The Group's intellectual capital resources are primarily attributable to two factors: staff and web platform. The Group currently focuses on maintaining and developing the web platform as well as staff skills. The main risks are related to exchange rate risk, sourcing in DKK/EUR and selling in NOK/SEK.

Business Outlook

The post Covid-19 impact on customer buying behaviour as well as increasing inflation and market uncertainty have proven to impact our business adversely going into this year. We expect the overall market conditions to continue into the next financial year, and market growth is therefore expected to continue at a slower pace. However, we do not see the market conditions impacting Whiteaway Group to a higher degree than our competitors.

We expect that our market position, diversified channels and presence across the Nordic countries will enable us to grow next year. As we continue to invest in the long-term development of our business, we also expect to increase our costs for the coming year, while still delivering a growth in EBITDA.



Environmental and social responsibility

This section constitutes the statutory reporting on corporate social responsibility cf. §99a

Whiteaway Group's business model is basically purchasing and selling primarily whitegoods and secondarily electrical household appliances.

The products are purchased from mainly European manufacturers, who deliver the products to the central warehouses in Aarhus and Stockholm. The warehouses are run by external partners. From here, the products are delivered by 3rd party logistics suppliers to the company's customers, who purchase the products through the company's websites (in DK, SE and NO), in the company's stores (DK, SE and NO) or via the company's commercial department (DK and SE).

At Whiteaway Group, we believe in the importance of taking a broader responsibility towards the society around us, why we also evaluate our efforts and impact relating to environment, social, and governance aspects. We are inspired by the UN Global Compact's 10 principles within environment, human rights, labours, and anti-corruption. In the following, we have highlighted some of our efforts within these areas.

Environment

At Whiteaway Group we strive to protect the environment and to continuously reduce emissions relative to output. The environment is on top of our agenda in relation to our suppliers, logistic set-up, disposal of used products and how we overall reduce energy consumption across our offices and franchise stores.

Energy consumption

At Whiteaway Group we acknowledge our role in the appliance production. While we do not directly produce appliances ourselves, we have the responsibility to ensure we collaborate with our suppliers to create the lowest environmental impact as possible. Most of our suppliers are large international conglomerates with audited CSR policies and focus on ESG.

As transportation is also a key driver of energy consumption in our value chain, we continue to focus on lowering energy consumption in collaboration with our last mile distribution partners as well as warehouse management partners.

In the end of 2022, we will be moving to new offices in Denmark. A key criterion for the choice of location as well as design of the offices, was lowering the overall energy consumption in the use of our office, relative to the size and number of employees using the facilities. Coupled with our other initiatives of using 80% recycled plastic in our bags in stores, sorting waste, and focusing on reuse when refurbishing franchise stores, this supports our strategic efforts of becoming less resource consuming across everything we do.

Whiteaway Group has identified energy consumption and the resulting emissions of CO2 to be the most significant risk of negatively affecting the climate and environment.



Energy Emissions

We fully support the Waste Electrical and Electronical Directive (WEEE Directive). We focus on a safe disposal of our products at the end of their life cycle. Naturally, we offer solutions to collect and dispose the products that are at the end of their life cycle, to ensure a safe and correct disposal with high focus on re-using as much of the products as possible across channels. We collaborate with external partners, who repair or reuse spare parts from returned or damaged products, when possible. The products unable to repair are reused as recycled materials through Stena.

We take responsibility in guiding our customers and consumers to make their decisions on an informed basis when purchasing home appliances, applying the correct EU regulated energy labelling of products. Likewise, we make a great effort to advice our customers on how to use the products correctly and how to extend the lifetime of the purchased goods.

We place sustainability high on our agenda every day, as part of our strategic pillars. We will continue to focus our efforts on providing even better options for our customers in terms of energy efficient products and continue to explore how we as a home appliance provider can prolong the product life cycle in the years to come.

Guiding the customer in making a better choice

In 2021/22, we concluded the full enrollment of the re-scaled energy label according to EU legislation by March 2021, supported by guides for the customers across all our web shops, instore guides, and training for store personnel. Our Group customer consultants were educated to fully advise our Scandinavian customers by mail, chat, and phone. In 2022 this work was recognized by Pricerunner as part of the reason Whiteaway won The ecommerce company of the year award in the white goods category. 'Customer support at a high level, guiding on new energy labels, reducing energy consumption – benefitting the customer and environment'. With close to 1000 calls per month our Customer Success Agency support and enhance this trend.

In 2021/22 we have researched and refined an initiative that will be launched in October 2022 aiming to give a longer life to the washing machine, as the first appliance in our pilot project. The ambition is to prolong the life span of white goods by servicing, repairing, and recirculating them to customers who prefer subscribing over buying. By 2025 we aim to have 15,000 machines in circulation. The 15,000 machines will be serviced by Whiteaway Group in a professional set-up aimed at prolonging each machines lifespan and reducing overall footprint. Furthermore 3,500 of the machines will be refurbished.

While prolonging product lifetime is one of the most effective environmental strategies, approximately 50% of broken appliances in Scandinavia are not repaired (Science Direct 2021). Professional service and trust is key to consumers when considering repair. Our Skousen stores are recognised by having a high level of service and trust. In the stores, we have CSR flyers with '10 tips to take care of your appliances' and sale of spare-part, through a supplier Whiteaway Group introduced in 2020/21, to make it easier for customers to repair if possible. The spare parts sold is at a similar level in 2021/22 as in 2020/21.



Correct disposal

Naturally, we offer solutions to collect and dispose products that are at the end of their life cycle, to ensure a safe and correct disposal with high focus on re-using as much of the products as possible across channels.

As part of our efforts, we collaborate with external partners, who repair and reuse spare parts, when possible, for all scrapable products at our warehouse, as well as returned or damaged products. The products unable to repair are reused as recycled materials sorted in plastic, iron, copper, or aluminium.

Social

At Whiteaway Group, we recognize that we hold a broad social responsibility. We want to contribute to the well-being of our employees, offering them equal opportunities and we strive towards having a value-based workplace that drives employee engagement and satisfaction.

We do not tolerate discrimination of any kind, and we continue to focus on ensuring diversity across our leadership functions. We also do not tolerate the non-compliance with human rights, and we actively require ourselves and our partners to live up to the legislation regarding the non-use of child labour, forced labour and human trafficking.

Employees

Our employee population of 243 FTE's (Full time equivalent employees) is split approximately 44/66 % women and men respectively.

Employee Satisfaction

We see employee satisfaction as key to customer satisfaction and business success. However, 2021/2022 was a challenging year. The global job market was very volatile, including in Denmark, that saw the highest number of open jobs since 2008, and the highest job rotation ever recorded. We see this, in combination with a very low level of exits in 2020/2021, as the main factors behind a higher than usual employee turnover rate, with 59 fulltime employees leaving voluntarily during the year. This put a strain on the organisation, and we saw our employee satisfaction score drop from 79 to 77,5 on average compared to last year. The satisfaction index is still high compared to our industry (71). This year we kicked off a leadership development program, as we see driven and empathic leaders as a key to business success and employee satisfaction.

Low levels of employee satisfaction and our ability to attract and retain talent are identified as the most material risks for Whiteaway Group in relation to employee conditions. In 2022/23 we plan to continue the leadership program, with all new leaders going through the same training and seasoned leaders being supported in honoring their skills.



Customer Satisfaction

We are very proud to have one of the highest customer satisfaction scores within the industry (based on data from E-handelsanalysen, 2022, by Dansk Erhverv). We apply renowned methods to measure our customer satisfaction, whether it be online or in the franchise stores. Throughout 2021/22 we have had a NPS in our E-commerce business at 50, while the retail customer's NPS is 78.

Human rights

At Whiteaway Group we actively work to ensure that all human rights are met, not only internally but also across our supply and value chain. We do not tolerate the use of Child Labour, nor do we accept the employment of anyone under the age of 15 (or 14 where the law of the country permits).

Another area where Whiteaway Group applies a zero-tolerance policy is regarding the use of forced labour and human trafficking. We will not accept any form of forced labour or any form of human trafficking. We will not permit withholding of identification papers, labour or work linked to any form of duress or threat of punishment.

Our Code of Conduct with suppliers and other partners prohibits child and forced labour. The current Code of Conduct was implemented in 2014 and all suppliers are continuously reviewed. All suppliers have been categorized in four segments according to country risk and volume of purchase. All vendors have either signed our standards or official standards and three vendors adherent to their own are: BSH, Miele, and Whirlpool. These Code of Conducts have been read through and are in alignment with that of Whiteaway Group. In 2021/22 we terminated our partnership with one supplier based on the risk of non-compliance with our Code of Conduct.

This year, we launched a whistleblower process and system, which is open to anyone who has had any business dealings with us, directly or indirectly. Issues that could potentially be reported include human rights violations. We have had zero cases this year.

Forced labor and human trafficking poses the most material risks to our activities in the supply chain.

In 2022/23 our Code of Conduct is an obligatory part of our annual negotiations with suppliers, and all suppliers must adhere to the policy.

In 2022/23 we will emphasize the Code of Conduct as well as the whistleblower system as part of the leadership training.



GDPR

We respect the right to privacy when gathering and keeping personal information or if monitoring employees, customers etc. An internal audit was conducted in 2020 to ensure that Whiteaway Group are always compliant in accordance with GDPR regulations. To document GDPR compliance, we (as a data controller) performed inspections to verify that the data processor lives up to the requirements in the data processing agreement and the GDPR.

As an employer, we store personal information on our employees. This is necessary for the purpose of safety, remuneration and, the ability to run the business. All systems, practices, and controls live up to the GDPR regulation. We continue our efforts relating to GDPR compliance and have implemented the concept of Compliance Officers across our organization, ensuring that GDPR compliance is something that is thought into everything we do from the very beginning of any project or task we perform as a company.

Anti-corruption

We work against corruption in all its forms, including bribery and facilitation payments. Operating internationally, we are exposed to risks associated with corruption and bribery. This year, we launched a whistleblower process and system, which is open to anyone who has had any business dealings with us, directly or indirectly. Issues that could potentially be reported include corruption and bribery. We have had zero cases this year.

The most material risks related to anti-corruption exist in our supply chain.

In 2022/23 we will emphasize the policy as well the process as part of the leadership training.

Entertainment and gifts

We do not accept payment, gifts, or other types of compensation from third parties that could influence or call into question our impartiality in business decisions. We comply with all laws and regulations to prevent bribery and corruption. We will not (directly or indirectly) offer, provide, or accept any form of inappropriate benefit or bribe to/from guests, suppliers, public officials, or others.

This is also an integral part of our employee handbook and key employees are informed and guided. Towards our partners and suppliers, we incorporate this into our contracts with all our main suppliers and our Code of Conduct. We value this to be important in ensuring we live up to our ambitions, and our constant focus on this area has not revealed any violations.

In 2022/23 our Code of Conduct is an obligatory part of our annual negotiations with suppliers, and all suppliers must adhere to the policy.

In 2022/23 we will emphasize the policy and whistleblower system as part of the leadership training.



Gender Distribution in management cf. §99b

At Whiteaway Group we put great effort into ensuring that we govern our company according to all regulations and best practices. We therefore continuously work to ensure that internal practices, tools and controls are strengthened and documented.

Diversity of the Board of Directors

An area where we acknowledge a female underrepresentation is within our Board of Directors. Historically, changes in members of the Board of Directors have been few, one addition in the last seven years. The Board of Directors representation is connected to the ownership group of Whiteaway Group. In 2021/22, no changes were made to the Board of Directors, which is why the target has not been achieved of an equal gender distribution. In the event of changes in the Board of Directors we will strive to search openly and fairly to attract both genders to the open position. Currently, the Board of Directors consists of five members, one female, four males.

For Skousen Online Service A/S (cvr. no. 33780419) the Board of Directors consists of three males and for Whiteaway A/S (cvr. no. 29780595) it consists of four members, one female, three males.

Whiteaway Group's goal is to have two women in its Board of Directors by 2025.

Across our C-level and next level leadership the split is 23% women (8) and 77% men (26). The split also applies in Skousen Online Service A/S (cvr. no. 33780419) and Whiteaway A/S (cvr. no. 29780595). When recruiting for new leadership positions whether using internal or external recruitment, we require that both male and female candidates are presented in the process.

At Whiteaway Group we want to have an open and inclusive environment, where employees are welcomed and can contribute regardless of background. We see diversity as an important part of doing business with a diverse customer group. We support and respect the protection of internationally proclaimed human rights as stated in the Universal Declaration of Human Rights.

We do not tolerate any discrimination or harassment based on religion, race, colour, gender, disabilities, age, sexual orientation, political orientation, or any other kind of harassment as stated in our employee handbook. We ensure non-discrimination with addressing the subject at both recruitment workshops for leaders and value introduction for employees building open and honest relationships. As well as in aforementioned leadership development program. We defined *We are down-to-earth* and *make room for you to be you* as our leadership principles, serving as an anchor for addressing inclusion and non-discrimination. All leaders were trained in 2020/21, and new leaders will go through the same program in 2021/22.



Data ethics

As part of our ongoing GDPR-compliance efforts, we have begun working with data ethics in 2022, and expect to be able to approve a final data ethics policy in 2023. Our data-ethical principles will focus on responsibility and propriety. The goal, aside from a responsible use of data, is to provide transparency both internally and externally.

The primary data type is administrative data, i.e. data regarding employees, suppliers, and customers. This data is collected for use in salary payments, creditor payments, invoices etc. All data is stored and handled in systems through which relevant employees can access them. This requires a specific access level and login.

With regards to handling of customer data, this is described in detail on the subsidiary companies' websites in their personal data policy.

Subsequent events

No subsequent events have occurred that affect the annual report 2021/22.



Financial highlights for the Group

DKK thousands

	2021/22	2020/21 (9 mth)	2019/20	2018/19	2017/18*
Total revenue	2.383.289	1.985.644	2.427.213	2.118.294	2.120.249
Operating profit (EBIT)	75.889	104.695	83.199	27.440	-39.775
Net financial items	-6.087	1.212	-5.245	-13.614	-4.767
Total profit for the year	52.836	82.410	61.199	11.008	-42.061
Total assets	812.431	899.126	828.819	796.172	607.065
Total equity	249.810	267.034	182.782	96.071	51.668
Investment in Property, Plant & Equipment	100	97	797	98	1.752
Profit margin	3,2%	5,3%	3,4%	1,3%	-1,9%
Return on equity	20,4%	36,6%	43,9%	14,9%	-57,1%
Equity ratio	30,7%	29,7%	22,1%	12,1%	8,5%

Definitions:

Profit margin is operating profit divided by total revenue.

Return on equity is the total profit for the year divided by the average equity (average of equity at the beginning of the year and at the end of the year).

Equity ratio is total equity divided by total assets

* The main and key figures for the financial year 2017/18 have not been adjusted to reflect the changed accounting principles resulting from the implementation of IFRS, replacing the use of Danish GAAP.

The changes from the transition to IFRS affects the figures retrospectively from 1 November 2018.



Management's statement

The Board of Directors and the Executive Board have today discussed and approved the annual report of Whiteaway Group A/S for the financial year 1 August 2021 - 31 July 2022.

The annual report has been prepared in accordance with International Financial Reporting Standards as adopted by the EU and additional requirements of the Danish Financial Statements Act.

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 July 2022 and of the results of their operations and cash flows for the financial year 1 August 2021 – 31 July 2022.

Further, in our opinion, the Management's review gives a fair review of the development in the Group's and the Parent Company's activities and financial matters, results for the year, cash flows and financial position as well as a description of material risks and uncertainties that the Group and the Parent Company face.


Aarhus 21 October 2022

Executive Board:

Esben Morre Aabenhus
CEO

Board of Directors:

Johannes Emil Kjærsgaard
Gadsbøll
Chairman



Lise Kaae
vice chairmann

Ib Dyhr Nørholm

Lars Fløe Nielsen

Jon Tophøj Kristensen



Independent auditor's report

To the shareholders of WhiteAway Group A/S

Opinion

We have audited the consolidated financial statements and the parent company financial

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs) and 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 consolidated financial statements and the parent company financial statements" (hereinafter collectively referred to as "the financial statements") section of our report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Independence

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.

Statement on the Management's review

Management is responsible for the Management's review.

Our opinion on the financial statements does not cover the Management's review, and we do not express any assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the Management's review and, in doing so, consider whether the 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 the Management's review provides the information required under the Danish Financial Statements Act.

Based on our procedures, we conclude that the Management's review is in accordance with the financial statements and has been prepared in accordance with the requirements of the Danish Financial Statements Act. We did not identify any material misstatement of the Management's review.



Independent auditor's report

Management's responsibilities for the financial statements

Management is responsible for the preparation of consolidated financial statements and parent company financial statements that give a true and fair view in accordance with International Financial Reporting Standards as adopted by the EU and additional requirements of 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 as to 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 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 the financial statements.

As part of an audit conducted in accordance with ISAs and 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.



Independent auditor's report

- 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 note disclosures, and whether the financial statements represent the underlying transactions and events in a manner that gives a true and fair view.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the Group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. 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, 21 October 2022
EY Gokendt Revisionspartnerselskab
CVR no. 30 70 02 28

Morten Friis
State Authorised Public Accountant
Identification No: mne32732

Jonas Busk
State Authorised Public Accountant
Identification No: mne42771



Consolidated income statement

for the year ended 31 July 2022

		(12 months)	(9 months)
		2021/22	2020/21
		<i>DKK thousands</i>	<i>DKK thousands</i>
	Notes		
Revenue		2.216.268	1.899.147
Other revenue		167.021	86.497
Total revenue	4	2.383.289	1.985.644
Cost of sales		-1.995.238	-1.600.080
Gross profit		388.051	385.564
Staff costs	5	-145.584	-105.908
Other external costs	6	-161.812	-169.764
Depreciation, amortisation and impairment losses	10,1	-4.766	-5.197
Operating profit/loss		75.889	104.695
Other financial income	7	24.191	18.888
Other financial costs	8	-30.278	-17.676
Profit/loss before tax		69.802	105.907
Income tax	9	-16.966	-23.497
Profit/(loss) for the year from discontinued operations, net of tax	10		
Profit/loss for the year		52.836	82.410
Attributable to:			
Equity holders of the parent		52.836	82.467
Proposed dividend		0	0
Non-controlling interest		0	57
		52.836	82.410



Consolidated statement of other comprehensive income

for the year ended 31 July 2022

	(12 months) 2020/21 <i>DKK thousands</i>	(9 months) 2020/21 <i>DKK thousands</i>
Notes		
Profit for the year	52.836	82.410
Other comprehensive income <i>Other comprehensive income that may be reclassified to profit or loss in subsequent periods (net of tax):</i>		
Exchange differences on translation of foreign operations	2.664	2.375
Other comprehensive income that may be reclassified to profit or loss in subsequent periods (net of tax):	2.664	2.375
Total comprehensive income for the year, net of tax	55.500	84.785
Attributable to:		
Equity holders of the parent	55.500	84.685
Non-controlling interest	0	100
	55.500	84.785



Consolidated statement of financial position

as at 31 July 2022

	(12 months)	(9 months)
	2021/22	2020/21
Notes	<i>DKK thousands</i>	<i>DKK thousands</i>
Assets		
Non-current assets		
Intangible assets		
10		
Goodwill	142.600	142.600
Software	3.576	3.562
Brands	10.625	13.125
Other intangible assets	3.511	5.356
Total intangible assets	160.312	164.643
Tangible assets		
11		
Right-of-use assets	-	4.297
Fixtures and fittings, tools and equipment	440	585
Total Tangible assets	440	4.882
Financial assets		
12		
Lease receivables	116.674	130.381
Non-current financial assets	12.370	15.021
Total Financial assets	129.044	145.402
Deferred tax assets		
13	16.142	11.793
Total non-current assets	305.938	326.720
Current assets		
Inventories		
14	254.798	189.594
Receivables		
12		
Trade receivables	106.393	71.006
Other receivables	61.607	61.423
Prepayments	10.169	7.649
Lease receivables	41.322	37.531
Total receivables	219.491	177.609
Cash and short-term deposits		
12	32.204	205.203
Total current assets	506.493	572.406
Total assets	812.431	899.126



Consolidated statement of financial position

	(12 months)	(9 months)
as at 31 July 2022	2021/22	2020/21
Notes	<i>DKK thousands</i>	<i>DKK thousands</i>
Equity and liabilities		
Equity		
Issued capital	588	588
Retained earnings	245.519	264.208
Foreign currency translation reserve	3.703	1.039
Equity attributable to equity holder of the parent	249.810	265.835
Non-controlling interests	-	1.199
Total equity	249.810	267.034
Non-current liabilities		
	12	
Subordinate loan	-	371
Lease liabilities	116.674	134.003
Deferred tax liabilities	13 2.337	2.888
Total non-current liabilities	119.011	137.262
Current liabilities		
	12	
Credit institutions	25.434	-
Trade payables	272.600	317.551
Lease liabilities	41.322	38.535
Income tax payable	9 21.325	30.937
Deferred income	11.879	15.621
Other payables	71.050	92.186
Total current liabilities	443.610	494.830
Total liabilities	562.621	632.092
Total equity and liabilities	812.431	899.126



Consolidated cash flow statement

for the year ended 31 July 2022

	(12 months)	(9 months)
	2021/22	2020/21
Notes	<i>DKK thousands</i>	<i>DKK thousands</i>
Profit before tax	69.802	105.907
Amortisation, depreciation and impairment losses	4.766	5.197
Change in working capital	15 -169.382	-66.817
Income tax paid	-30.937	-1.874
Net cash flows from operating activities	-125.751	42.413
Purchase of intangible assets	-303	-699
Purchase of property, plant and equipment	-100	-97
Sale of subsidiaries, net of cash sold	-1.071	0
Repayment, receivables	2.651	1.674
Net cash flows form investment activities	1.177	878
Incurrence of subordinate loan capital	-371	-371
Payment of lease liabilities	-14.542	-8.668
Received lease payments	9.916	9.518
Acquisition of own shares	-36.000	0
Dividends paid to equity holders of the parent	-35.525	0
Net cash flows from financing activities	-76.522	479
Net change in cash and cash equivalents	-201.096	43.770
Cash and cash equivalents at 1 August	205.202	159.100
Net foreign exchange difference	2.664	2.332
Cash and cash equivalents 31 July	6.770	205.202



Consolidated statement of financial position

for the year ended 31 July

DKK thousands

	Attributable to the equity holders of the parent				Total	Non-control-ling interests	Total equity
	Issued capital	Foreign currency translation reserve	Retained earnings	Proposed Dividend			
As at 1 November 2020	588	-1.293	181.441	0	180.736	2.046	182.782
Profit for the period	0	0	82.353	0	82.353	57	82.410
Other comprehensive income:							
Exchange difference on translation of foreign operations	0	2.332	0	0	2.332	43	2.375
Total comprehensive income	0	2.332	82.353	0	84.685	100	84.785
Transactions with shareholders							
Issue of share capital	0	0	0	0	0	0	0
Dividends	0	0	0	0	0	-533	-533
interests	0	0	414	0	414	-414	0
shareholders	0	0	414	0	414	-947	-533
As at 31 July 2021	588	1.039	264.208	0	265.835	1.199	267.034

DKK thousands

	Attributable to the equity holders of the parent				Total	Non-control-ling interests	Total equity
	Issued capital	Foreign currency translation reserve	Retained earnings	Proposed Dividend			
As at 1 August 2021	588	1.039	264.208	0	265.835	1.199	267.034
Profit for the period	0	0	52.836	0	52.836	0	52.836
Other comprehensive income:							
Exchange differences on translation of foreign operations	0	2.664	0	0	2.664	0	2.664
Total comprehensive income	0	2.664	52.836	0	55.500	0	55.500
Transactions with shareholders							
Issue of capital from non-controlling interests	0	0	0	0	0	0	0
Dividends	0	0	-35.525	0	-35.525	0	-35.525
Acquisition of own shares	0	0	-36.000	0	-36.000	0	-36.000
Sales of minority interests	0	0	0	0	0	-1.199	-1.199
Transactions with shareholders	0	0	-71.525	0	-71.525	-1.199	-72.724
As at 31 July 2022	588	3.703	245.519	0	249.810	0	249.810



Index to Notes to the consolidated financial statements

- 1 Corporate information
- 2 Summary of significant accounting policies
- 3 Significant accounting judgements, estimates, and assumptions

Notes to the income statement

- 4 Total revenue
- 5 Staff costs
- 6 Other external costs
- 7 Other financial income
- 8 Other financial costs
- 9 Income tax

Notes to the balance sheet

- 10 Intangible assets
- 11 Tangible assets
- 12 Financial assets and Financial liabilities
- 13 Deferred tax
- 14 Inventories

Notes to the cash flow statement

- 15 Change in working capital

Other notes

- 16 Related party disclosures
- 17 Capital management
- 18 Events after the reporting period
- 19 New financial reporting regulations
- 20 Contingent liabilities and financial commitments



Notes to the consolidated financial statements

DKK thousands

1 Corporate information

WhiteAway Group A/S and its subsidiaries (the Group) primary business area is selling home appliances. The Group's main business is selling through the Group's e-commerce platforms, sales through a franchise set-up and B2B sales to the professional segment as well as partnerships. The Group operates in Denmark, Norway and Sweden.

2 Summary of significant accounting policies

The financial statement section of the annual report for the period 1 August 2021 – 31 July 2022 comprises the consolidated financial statements of the Group and its subsidiaries and the separate parent company financial statements.

Accounting policies are the same as last year.

The consolidated financial statements of the Group and the separate parent company financial statements have been prepared in accordance with International Financial Reporting Standards (IFRS) as adopted by the EU and further Danish requirements for class C large enterprises.

Basis of preparation

The functional currency of the Group is Danish kroner. The presentation currency of the consolidated financial statements and the separate parent company financial statements is Danish kroner. All amounts have been rounded to the nearest thousand, unless otherwise indicated.

Basis of consolidation

The subsidiaries, which are consolidated in the Group, are:

	Share of issued share capital and voting rights	Principal place of business and country of incorporation
WhiteAway A/S	100%	Aarhus, Denmark
- WhiteAway NO AS	100%	Oslo, Norway
- Skousen GLH AS	100%	Oslo, Norway
- Skousen Eiendommer-Norge AS	100%	Oslo, Norway
- WhiteAway AB	100%	Stockholm, Sweden
Skousen Online Services A/S	100%	Aarhus, Denmark
- SOS Ejendomme 1 ApS	100%	Aarhus, Denmark
Tretti AB	100%	Stockholm, Sweden
Panorama Retail AB	100%	Umeå, Sweden
Aktieselskabet af 25.2.2021	100%	Aarhus, Denmark



The following shareholders own more than 5 % of the share capital and the voting rights in Whiteaway Group A/S:

Brightfolk A/S, Inge Lehmanns Gade 2, Aarhus, Denmark

HAK Holding ApS, Stationsgade 27B, Aarhus, Denmark

Ib Dyhr Nørholm Holding ApS, Tjørnevej 14, Aarhus, Denmark

Ultimate owner of Whiteaway Group A/S is HEARTLAND A/S, Inge Lehmanns Gade 2, Aarhus, Denmark

Accounting policies, income statement

Revenue from contracts with customers

Revenue from the sale of goods and services is recognised at delivery. Revenue from contracts with customers is recognised when control of the goods is transferred to the customer at an amount that reflects the consideration to which the Group expects to be entitled in exchange for those goods. The Group takes into account the amount of any trade discounts and expected returns, and excluding amounts collected on behalf of third parties such as sales taxes and value added taxes.

The Group provides customers with a right to return the goods within a specified period, and a refund liability and a right of return asset will be recognised. The Group uses historical return data to estimate the expected return percentages. These percentages are applied to determine the expected value of the variable consideration related to returns.

Cost of sales

Cost of sales comprises the cost incurred in generating revenue.

Other external costs

Other external cost include expenses relating to the Group's ordinary activities, including expenses for premises, stationery and office supplies, marketing costs, etc. This item also includes write-downs of receivables recognised in current assets.

Staff costs

Staff costs comprise salaries and wages as well as social security contributions, pension contributions and related costs.

Depreciation, amortisation and impairment losses

Depreciation, amortisation and impairment losses relates to property, plant and equipment and right-of-use assets for the financial year.

Other financial income

Other financial income comprises interest income, net capital or exchange gains on securities, payables and transactions in foreign currencies, amortisation of financial assets, interest related to lease receivables as well as tax relief under the Danish Tax Prepayment Scheme etc.



Other financial costs

Other financial expenses comprise interest expenses, including expenses related to lease liabilities, net capital or exchange losses on payables and transactions in foreign currencies, amortisation of financial liabilities as well as tax surcharge under the Danish Tax Prepayment Scheme etc.

Income Tax for the year

Tax for the year, which consists of current tax for the year and changes in deferred tax, is recognised in the income statement, other comprehensive income or directly in equity.

Accounting policies, statement of financial position

Intangible assets

Goodwill

Goodwill is initially measured at cost, being the excess of the aggregate of the consideration transferred and the amount recognised for non-controlling interests and any previous interest held, over the net identifiable assets acquired and liabilities assumed.

Subsequent to initial recognition goodwill is measured at cost net of accumulated impairment losses if any. Goodwill is not amortised. For the purpose of impairment testing, goodwill acquired in a business combination is, from the acquisition date, allocated to the Group's cash-generating units that are expected to benefit from the combination.

Impairment testing of non-current assets

Goodwill is tested annually. The carrying amount of other non-current assets is evaluated annually for indications of impairment.

If indications of impairment exist, tests are performed to determine whether recognition of impairment losses is necessary for individual assets as well as groups of assets. If the recoverable amount is lower than an asset's carrying amount, an impairment loss is recognised so that the carrying amount is reduced to the recoverable amount.

The recoverable amount is the higher value of an asset's net sales price and its value in use. The value in use is assessed as the present value of the expected net cash flow from utilisation of the asset or the group of assets and expected net cash flow from disposal of the asset or the group of assets after the end of the useful life.

Acquired intangible assets

Acquired intangible assets comprise acquired intellectual property rights. Intangible assets acquired separately are measured on initial recognition at cost. The cost of intangible assets acquired in a business combination is fair value at the date of acquisition. Following initial recognition, intangible assets are carried at cost net of accumulated amortisation and accumulated impairment losses if any. Acquired intangible assets related to Brand value is assessed and valued at time of acquisition and depreciated over a maximum 10 years.



Software consist of licenses and other acquired software.

Depreciation is calculated on a straight-line basis over the estimated useful lives of the assets, as follows:

Software: 5 years

Property, plant and equipment

Property, plant and equipment comprise other fixtures and fittings, tools and equipment. Property, plant and equipment is measured initially at cost comprising purchase price and any costs directly attributable to the acquisition until the date, when the asset is available for use.

Subsequent to initial recognition property, plant and equipment is measured at cost net of accumulated depreciation and accumulated impairment losses if any.

Depreciation is calculated on a straight-line basis over the estimated useful lives of the assets, as

Other fixtures and fittings, tools and equipment: 3-5 years

The residual values, useful lives and methods of depreciation of property, plant and equipment are reviewed at each financial year end and adjusted prospectively, if necessary.

Lease assets and Lease liabilities

At contract inception it is assessed whether a contract is, or contains, a lease. A single recognition and measurement approach is applied for all leases, except for short-term leases and leases of low value assets. Right-of-use assets representing the right to use the underlying assets and lease liabilities to make lease payments are recognised.

Right-of-use assets are recognised at the commencement date of the lease. Right-of-use assets are measured at cost, less accumulated depreciation and impairment losses if any, and adjusted for any remeasurement of lease liabilities. The cost of right-of-use assets includes the amount of lease liabilities recognised, initial direct costs incurred, and lease payments made at or before the commencement date less any lease incentives received. Right-of-use assets are depreciated on a straight-line basis over the shorter of the lease term and the estimated useful lives of the assets, as follows:

Other fixtures and fittings, tools and equipment: 1-5 years

The short-term lease recognition exemption is applied to short-term leases (leases that have a lease term of 12 months or less from the commencement date and do not contain a purchase option). The lease of low value assets recognition exemption is applied to leases that are considered to be low value. Lease payments on short-term leases and leases of low value assets are recognised as expense on a straight-line basis over the lease term.



Non-current financial assets

Non-current financial assets are measured at amortised cost, usually equalling nominal value less write downs.

Inventories

Inventories are measured at the lower of cost price according to the FIFO principle and net realisable value. The cost consists of the purchase price including delivery costs. Supplier discounts directly attributable to the article in inventory, reduces the calculated cost.

The net realisable value of inventories is calculated as the estimated selling price less completion costs and costs incurred to execute sale.

Trade receivables, lease receivables and other financial assets

Receivables are measured at amortised cost, usually equalling nominal value less write downs for bad and doubtful debts. Trade receivables that do not contain a significant financing component are measured at transaction price.

Impairment is recognised as an allowance for expected credit losses for all debt instruments not held at fair value through profit or loss. The expected credit losses are based on the difference between the contractual cash flow due in accordance with the contract and all the cash flows that the Group expects to receive. For credit exposures for which there has not been a significant increase in credit risk since initial recognition, expected credit losses are provided for credit losses that result from default events that are possible within the next 12 months. For those credit exposures for which there has been a significant increase in credit risk since initial recognition, a loss allowance is required for credit losses expected over the remaining life of the exposure, irrespective of the timing of the default. For trade receivables, the Group applies a simplified approach in calculation expected credit losses, and recognises a loss allowance based on lifetime expected credit losses at each reporting date irrespective of changes in credit risk using a provision matrix, which is based on historical credit loss experienced, adjusted for forward-looking factors specific to debtors and the economic environment. A receivable is written off when there is no reasonable expectation of recovering the contractual cash flows.



Trade receivables, lease receivables and other financial assets (continued)

The Group has entered into a number of lease agreements regarding property leases for our Franchise partners. The Group sub-leases these property leases to our Franchise partners. In recognising right-of-use assets and lease liabilities the lease terms of the leases have to be determined. The lease term is the non-cancellable term of the lease together with any periods covered by an option to extend the lease, if it is reasonably certain to be exercised, or any periods covered by an option to terminate the lease, if it is reasonably certain not to be exercised. Several lease contracts include extension and termination options. The Group applies judgement in evaluating whether it is reasonably certain whether or not to exercise the option to renew or terminate the lease. That is, all relevant factors that create an economic incentive to exercise either the renewal or termination are considered. After the commencement date, the Group reassesses the lease term if there is a significant event or change in circumstances that is within its control and affects its ability to exercise or not to exercise the option to renew or to terminate (e.g. construction of significant leasehold improvements).

Prepayments

Prepayments comprise incurred costs relating to subsequent financial years. Prepayments are measured at cost.

Cash and short-term deposits

Cash and short-term deposits in the statement of financial position comprise cash at banks and on hand and short-term deposits.

Provisions

Provisions comprise anticipated costs of non-recourse guarantee commitments, returns, loss on contract work in progress, decided and published restructuring, etc.

Provisions are recognised and measured as the best estimate of the expenses required to settle the liabilities at the balance sheet date. Provisions that are estimated to mature more than one year after the balance sheet date are measured at their discounted value.

Non-recourse guarantee commitments comprise commitments to remedy defects and deficiencies within the guarantee period.

Financial liabilities

Financial liabilities comprise loans, borrowings, trade payables and other financial liabilities. Financial liabilities are recognised initially at fair value and, in the case of loans, borrowings and payables, net of directly attributable transaction costs. The Group's liabilities include trade and other payables, loans and borrowings.



Lease liabilities

At the commencement date of leases, lease liabilities are recognised measured at the present value of lease payments to be made over the lease term. The lease payments include fixed payments (including insubstance fixed payments) less any lease incentives receivable, variable lease payments that depend on an index or a rate, and amounts expected to be paid under residual value guarantees. The lease payments also include the exercise price of a purchase option reasonably certain to be exercised and payments of penalties for terminating the lease, if the lease term reflects that the option to terminate is exercised. Variable lease payments that do not depend on an index or a rate are recognised as expenses in the period in which the event or condition that triggers the payment occurs.

In calculating the present value of lease payments, the Groups incremental borrowing rate at the lease commencement date is used unless the interest rate implicit in the lease is readily determinable. After the commencement date, the amount of lease liabilities is increased to reflect the accretion of interest and reduced for the lease payments made. In addition, the carrying amount of lease liabilities is remeasured if there is a modification, a change in the lease term, a change in the lease payments (e.g. changes to future payments resulting from a change in an index or rate used to determine such lease payments) or a change in the assessment of an option to purchase the underlying asset.

Deferred income

Deferred income comprises income received for recognition in subsequent financial years. Deferred income is measured at cost.

Taxes

Current income tax assets and liabilities are measured at the amount expected to be recovered from or paid to the taxation authorities. The tax rates and tax laws used to compute the amount are those that are enacted or substantively enacted at the reporting date. Current income tax relating to items recognised directly in equity is recognised in equity and not in the income statement or the statement of other comprehensive income.

Deferred tax is provided using the liability method on temporary differences between the tax bases of assets and liabilities and their carrying amounts for financial reporting purposes at the reporting date.



Deferred tax liabilities are recognised for all taxable temporary differences, and deferred tax assets are recognised for all deductible temporary differences, the carry forward of unused tax credits and any unused tax losses. Deferred tax assets are recognised to the extent that it is probable that taxable profit will be available against which the deductible temporary differences, and the carry forward of unused tax credits and unused tax losses can be utilised. The carrying amount of deferred tax assets is reviewed at each reporting date and reduced to the extent that it is no longer probable that sufficient taxable profit will be available to allow all or part of the deferred tax asset to be utilised. Unrecognised deferred tax assets are re-assessed at each reporting date and are recognised to the extent that it has become probable that future taxable profits will allow the deferred tax asset to be recovered. Deferred tax assets and liabilities are measured at the tax rates that are expected to apply in the year when the asset is realised or the liability is settled, based on tax rates (and tax laws) that have been enacted or substantively enacted at the reporting date. Deferred tax relating to items recognised outside the income statement is recognised outside the income statement. Deferred tax items are recognised in correlation to the underlying transaction either in the statement of other comprehensive income or directly in equity.

Accounting policies, cash flow statement

The cash flow statement shows cash flows from operating, investing and financing activities as well as cash and cash equivalents at the beginning and the end of the financial year.

Cash flows from operating activities are presented using the indirect method and calculated as the operating profit/loss adjusted for non-cash operating items, working capital changes and income taxes paid.

Cash flows from investing activities comprise payments in connection with acquisition and divestment of enterprises, activities and fixed asset investments as well as purchase, development, improvement and sale, etc of intangible assets and property, plant and equipment, including acquisition of assets held under financial leases.

Cash flows from financing activities comprise changes in the size or composition of the contributed capital and related costs as well as the raising of loans, inception of financial leases, instalments on interestbearing debt, purchase of treasury shares and payment of dividend.

Cash and cash equivalents comprise cash.



Accounting policies, other

Consolidated financial statement

The consolidated financial statements comprise the Parent and the Group enterprises (subsidiaries) that are controlled by the Parent. Control is achieved by the Parent, either directly or indirectly, holding more than 50% of the voting rights or in any other way possibly or actually exercising controlling influence.

The consolidated financial statements are prepared on the basis of the financial statements of the Parent and its subsidiaries. The consolidated financial statements are prepared by combining uniform items. On consolidation, intra-group income and expenses, intra-group accounts and dividends as well as profits and losses on transactions between the consolidated enterprises are eliminated. The financial statements used for consolidation have been prepared applying the Group's accounting policies.

Subsidiaries' financial statement items are recognised in full in the consolidated financial statements. Minority interests' proportionate share of profit or loss is presented as a separate item in Management's proposal for distribution of profit or loss, and their share of subsidiaries' net assets is presented as a separate item in Group equity.

Investments in subsidiaries are offset at the pro rata share of such subsidiaries' net assets at the acquisition date, with net assets having been calculated at fair value.

Goodwill is initially measured at cost, being the excess of the aggregate of the consideration transferred and the amount recognised for non-controlling interests, and any previous interest held, over the net identifiable assets acquired and liabilities assumed. After initial recognition, goodwill is measured at cost less any accumulated impairment losses. For the purpose of impairment testing, goodwill acquired in a business combination is, from the acquisition date, allocated to each of the Group's cash-generating units that are expected to benefit from the combination, irrespective of whether other assets or liabilities of the acquiree are assigned to those units.



Foreign currency translation

For each of the enterprises in the Group, a functional currency is determined. The functional currency is the currency used in the primary financial environment in which the enterprise operates.

Transactions denominated in other currencies than the functional currency are foreign currency transactions.

On initial recognition, foreign currency transactions are translated to the functional currency at the exchange rates at the transaction date. Foreign exchange differences arising between the exchange rates at the transaction date and at the date of payment are recognised in the income statement as financial income or financial expenses.

Receivables and payables and other monetary items denominated in foreign currencies are translated to the functional currency at the exchange rates at the reporting date. The difference between the exchange rates at the reporting date and at the date at which the receivable or payable arose or the rates in the latest annual report is recognised in the income statement as financial income or financial expenses.

Foreign consolidated enterprises' statements of financial position are translated to Danish kroner at the exchange rates at the reporting date, while the enterprises' income statements and the statement of other comprehensive income are translated to the average exchange rates.

Foreign exchange differences arising on translation of the opening equity of such foreign enterprises at the exchange rates at the reporting date and on translation of the income statements and the statement of other comprehensive income from the exchange rates at the transaction date to the exchange rates at the reporting date are recognised in other comprehensive income and in a separate translation reserve under equity.



Notes to the consolidated financial statements

DKK thousands

3 Significant accounting judgements, estimates, and assumptions

The preparation of financial statements requires management to make judgements, estimates and assumptions that affect the reported amounts of revenue, costs, assets and liabilities, and the accompanying disclosures, and the disclosure of contingent liabilities. Uncertainty about these assumptions and estimates could result in outcomes that require a material adjustment to the carrying amount of assets or liabilities affected in future periods.

In the process of applying the accounting policies, management has made the following judgements, estimates and assumptions, which have the most significant effect on the amounts recognised in the financial statements:

Recognition of right-of-use assets and lease liabilities

The Group has entered into a number of lease agreements regarding property leases for our Franchise partners. The Group sub-leases these property leases to our Franchise partners.

In recognising right-of-use assets and lease liabilities the lease terms of the leases have to be determined. The lease term is the non-cancellable term of the lease together with any periods covered by an option to extend the lease, if it is reasonably certain to be exercised, or any periods covered by an option to terminate the lease, if it is reasonably certain not to be exercised. Several lease contracts include extension and termination options. The Group applies judgement in evaluating whether it is reasonably certain whether or not to exercise the option to renew or terminate the lease. That is, all relevant factors that create an economic incentive to exercise either the renewal or termination are considered. After the commencement date, the Group reassesses the lease term if there is a significant event or change in circumstances that is within its control and affects its ability to exercise or not to exercise the option to renew or to terminate (e.g. construction of significant leasehold improvements).

For leases of land and buildings renewal periods are included as part of the lease term for leases with shorter non-cancellable periods. The renewal periods are included for the period that the Group expects to continue the lease taking into consideration that the retail business might look different in the future compared to the present setup. The renewal periods for leases of land and buildings with longer non-cancellable periods are not included as part of the lease term as these are not reasonably certain to be exercised. In addition, the renewal options for leases of motor vehicles are not included as part of the lease term because the Group typically leases motor vehicles for no longer than the non-cancellable period and, hence, is not exercising any renewal options.



Valuation of intangible assets

Intangible assets are tested for impairment if there is an indication of impairment. For goodwill annual impairment tests are carried out. An impairment loss is recognised if the recoverable amount of an asset is lower than the asset's carrying amount. The recoverable amount is the higher of fair value less costs of disposal and value in use. The fair value less costs of disposal calculation is based on available data from binding sales transactions, conducted at arm's length, for similar assets or observable market prices less incremental costs for disposing of the asset. The value in use calculation is based on a DCF model. The cash flows are derived from the financial five-year plan. The recoverable amount is sensitive to the discount rate used for the DCF model as well as the development in turnover and gross margins during the forecast period and the growth rate used for extrapolation purposes. For most intangible assets no fair value less costs of disposal exists. The key assumptions used to determine the recoverable amount are disclosed and further explained in the relevant notes.

Inventories

Inventories are valued at the lower of calculated cost and net realisable value. The calculated cost comprises supplier discounts. Supplier discounts are recognised when it is probable that the economic benefits associated with the transaction will flow to the Group. A specific assessment of the need for write-down for obsolescence of inventories is made based on the future sales potential.

Receivables

The group is exposed to credit risk when selling to B2B customers. Historically the risk has been highest in Norway. Accounts Receivables are assessed at the balance sheet date, and based on a thorough evaluation of each account, the need for provision for loss on receivables is assessed. It is the Group's judgement that as of the balance sheet date, sufficient provision has been taken.



Notes to the consolidated financial statements

DKK thousands

	(12 months) 2021/22	(9 months) 2020/21
4 Total revenue		
Revenue	2.216.268	1.899.147
Other Services	167.021	86.497
Total Revenue	2.383.289	1.985.644
Geographical split		
Denmark	1.818.930	1.284.933
Sweden	273.447	440.159
Norway	290.912	260.552
Total revenue	2.383.289	1.985.644
Channel split		
B2C	1.336.368	1.117.579
B2B	1.046.921	868.065
Total revenue	2.383.289	1.985.644

The Groups revenue consists of sales of products and services to B2C and B2B customers. Services consist of royalties and fees, delivery & installation services and other after sales services. B2C revenue is generated through our various online platforms and is mainly cash based. B2B revenue is generated through sales to our Franchisees and through a wholesale concept to developers and key accounts, where sales are on credit terms. Sales on credit terms are non-interest bearing if paid when due.

The Group is invoicing in local currency in Norway and Sweden. Sourcing is mainly done in DKK and EUR, whereby the Group is exposed to fluctuations in currency. According to Group policy, the currency exposure is not hedged.

No significant liability or right of product return is recognised, as the products are covered by manufactures guarantee.

All revenue from contracts with customers is recognised at a point in time, and no revenue is recognised from performance obligations satisfied in previous years.



Notes to the consolidated financial statements

DKK thousands

	(12 months) 2021/22	(9 months) 2020/21
5 Staff costs		
Wages and salaries	123.527	91.214
Pension costs	9.898	8.898
Other social security costs	4.393	3.165
Other staff costs	7.766	2.631
Total staff costs	145.584	105.908
Average number of employees	246	231
Remuneration of management		
Executive Board	1.893	4.098
Board of Directors	513	385
Total	2.406	4.483
Wages and salaries	2.190	4.249
Pension cost	207	234
Other	9	-
Total staff cost	2.406	4.483

Key management personnel includes, Executive Board. Executive Board participate in a short term incentive programme, where the bonus is dependent on the profit for the year and other key figures.

	(12 months) 2021/22	(9 months) 2020/21
6 Other external cost		
Fees paid to the auditors appointed at the Annual General Meeting:		
Fee regarding the statutory audit	954	743
Tax assistance	-	36
Assurance engagements	-	-
Other services	119	477
Total	1.073	1.256
Fees paid to other auditors		
Fee regarding the statutory audit	-	509
Tax assistance	-	-
Assurance engagements	-	57
Other services	-	105
Total	-	671



Notes to the consolidated financial statements

DKK thousands

	(12 months) 2021/22	(9 months) 2020/21
7 Other financial income		
Interest income from banks	46	2.978
Other financial income	445	245
Income from lease receivables	8.234	5.906
Foreign exchange gain	15.466	9.759
Total Other financial income	24.191	18.888
8 Other financial costs	2021/22	2020/21
Interest expense to banks	1.537	1.250
Interest expenses on lease liabilities	8.234	6.074
Other financial expenses	55	402
Foreign exchange loss	20.452	9.950
Total Other financial costs	30.278	17.676



Notes to the consolidated financial statements

DKK thousands

(12 months) (9 months)

	<u>2021/22</u>	<u>2020/21</u>
9 Income tax		
Current income tax	21.325	21.922
Adjustment regarding prior years, current income tax	-	-
Change in deferred tax	-4.359	1.574
Adjustment regarding prior years, deferred tax		
Total Income tax	<u>16.966</u>	<u>23.497</u>
Income tax recognised in the income statements	16.966	23.497
Income tax recognised in other comprehensive income	-	-
Total Income tax	<u>16.966</u>	<u>23.497</u>

Reconciliation of income tax recognised in the income statement

	<u>2021/22</u>		<u>2020/21</u>	
	<i>DKK</i>	%	<i>DKK</i>	%
Tax on result for the year at the Danish income tax rate	15.356	22,0%	23.300	22,0%
Non-deductible costs	60	0,1%	56	0,1%
Deviating tax rates in foreign operations	1.550	2,2%	-	0,0%
Not capitalised tax loss carry forwards	-	0,0%	141	0,1%
Income tax recognised in the income statement	<u>16.966</u>	<u>24,3%</u>	<u>23.497</u>	<u>22,2%</u>



Notes to the consolidated financial statements

DKK thousands

10 Intangible assets

2020/21:

	<u>Goodwill</u>	<u>Software</u>	<u>Brands</u>	<u>Other in- tangible assets</u>	<u>Total</u>
Cost					
Balance at 1 November	146.450	11.654	25.000	13.503	196.607
Additions	-	568	-	131	699
Balance at 31 July 2021	<u>146.450</u>	<u>12.222</u>	<u>25.000</u>	<u>13.634</u>	<u>197.306</u>
Amortisation					
Balance at 1 November	-3.850	-7.796	-10.000	-7.113	-28.759
Amortisation	-	-864	-1.875	-1.165	-3.904
Balance at 31 July 2021	<u>-3.850</u>	<u>-8.660</u>	<u>-11.875</u>	<u>-8.278</u>	<u>-32.663</u>
Carrying amount at 31 July 2021	<u>142.600</u>	<u>3.562</u>	<u>13.125</u>	<u>5.356</u>	<u>164.643</u>

2021/22:

	<u>Goodwill</u>	<u>Software</u>	<u>Brands</u>	<u>Other in- tangible assets</u>	<u>Total</u>
Cost					
Balance at 1 August 2021	146.450	12.222	25.000	13.634	197.306
Additions	-	303	-	-	303
Disposals	-	-66	-	-	-66
Balance at 31 July 2022	<u>146.450</u>	<u>12.459</u>	<u>25.000</u>	<u>13.634</u>	<u>197.543</u>
Amortisation					
Balance at 1 August 2021	-3.850	-8.660	-11.875	-8.278	-32.663
Amortisation	-	-223	-2.500	-1.845	-4.568
Balance at 31 July 2022	<u>-3.850</u>	<u>-8.883</u>	<u>-14.375</u>	<u>-10.123</u>	<u>-37.231</u>
Carrying amount at 31 July 2022	<u>142.600</u>	<u>3.576</u>	<u>10.625</u>	<u>3.511</u>	<u>160.312</u>



Notes to the consolidated financial statements

DKK thousands

10 Intangible assets - continued

Impairment losses during the year

For impairment testing, goodwill acquired through business combinations are allocated to the cash generating units that benefit from the synergies resulting

Carrying amount of goodwill within the Group:

	Goodwill	
	2021/22	2020/21
Goodwill Whiteaway A/S	100.000	100.000
Goodwil Tretti AB	42.600	42.600

The goodwill amount in the Group is mainly related to acquired e-commerce activities. For impairment testing, the goodwill acquired is allocated to the cash generating units that benefit from the synergies resulting from the acquisition.

The recoverable amount of the goodwill related to e-commerce has been determined based on a value in use calculation, using cash flow projections from the approved budgets for a 5 year period.

Goodwill in Tretti AB is tested based on the e-commerce activities in Sweden being the Cash-generating unit. The recoverable amount is based on value in use and is estimated on input from Group management. The test includes a five year budget period followed by a terminal period.

Key assumptions applied in the impairment test are expected revenue, gross margin, capacity cost, discount rate and growth rate in terminal period. Sensitivity tests over the key assumptions have been carried out showing gross margin and WACC to be the assumptions with the largest impact to the value-in-use. In the test, a discount rate of 8,1 % and a perpetual growth assumption of 0,5 % have been applied.

The impairment shows headroom from value in use to the carrying amount, thus there is no need for impairment. The management is of the opinion that the assumptions applied are sustainable.



Notes to the consolidated financial statements

DKK thousands

11 Tangible assets

2020/21:

	Lease assets	Fixtures and fittings, tools and equipment	Total
Cost:			
Balance at 1 November 2020	8.720	19.420	28.140
Additions	-	97	97
Disposals	-137	-47	-184
Balance at 31 July 2021	8.583	19.470	28.053
Accumulated amortisation and impairment losses:			
Balance at 1 November 2020	-3.362	-18.516	-21.878
Depreciation	-924	-369	-1.293
Balance at 31 July 2021	-4.286	-18.885	-23.171
Carrying amount at 31 July 2021	4.297	585	4.882



Notes to the consolidated financial statements

DKK thousands

11 Tangible assets

2021/22:

	Lease assets	Fixtures and fittings, tools and equipment	Total
Cost:			
Balance at 1 August 2021	8.583	19.470	28.053
Additions	-	100	100
Disposals	-	-2.393	-2.393
Balance at 31 July 2022	8.583	17.177	25.760
Accumulated amortisation and impairment losses			
Balance at 1 August 2021	-4.286	-18.885	-23.171
Depreciation	47	-245	-198
Disposals	-	2.393	2.393
Disposals, sale of subsidiaries	-4.344	-	-4.344
Balance at 31 July 2022	-8.583	-16.737	-25.320
Carrying amount at 31 July 2022	-	440	440

Amounts recognised in the consolidated income statement

The following amount regarding lease contracts classified as short term and low value leases is recognised in the income statement

	2021/22	2020/21
Cost related to short term and low value leases	118	121



Notes to the consolidated financial statements

DKK thousands

12 Financial assets and Financial liabilities

Financial assets comprise the following:

	Carrying amount		Fair value	
	2021/22	2020/21	2021/22	2020/21
Financial assets:				
Trade receivables	106.393	71.006	106.393	71.006
Other receivables	61.607	61.423	61.607	61.423
Prepayments	10.169	7.649	10.169	7.649
Lease receivables	157.996	167.912	157.996	167.912
Cash and short-term deposits	32.204	205.203	6.770	205.203

Trade receivables:

	2021/22	2020/21
Trade receivables	128.372	86.416
Expected loss on receivables	-21.979	-15.410

Trade receivables, net

	2021/22	2020/21
Trade Receivables		
Not due	94.084	34.118
<30 days past due	2.947	11.737
31 to 90 days past due	9.363	25.150
Total	106.393	71.006

	Trade receivables	Reserve for exp. Loss	Exp. Loss %	Trade Rec. Net
Trade Receivables 2021/22				
Denmark	69.684	-5.858	8,4%	63.826
Norway	37.674	-15.978	42,4%	21.696
Sweden	21.015	-144	0,7%	20.871
Total	128.373	-21.980	17,1%	106.393

	Trade receivables	Reserve for exp. Loss	Exp. Loss %	Trade Rec. Net
Trade Receivables 2020/21				
Denmark	44.625	-6.546	14,7%	38.079
Norway	49.548	-18.695	37,7%	30.853
Sweden	2.222	-148	6,7%	2.074
Total	96.395	-25.389	26,3%	71.006



Lease receivables	2021/22	2020/21
Lease receivables	157.996	170.261
expected loss on Lease receivables	0	-2.349
Lease receivables net	157.996	167.912
Lease receivables -Denmark	116.890	122.271
Lease receivables - Norway	41.106	45.641
Lease receivables total	157.996	167.912
Lease receivables - short term	41.322	37.531
Lease receivables - long term	116.674	130.381
Lease receivables total	157.996	167.912

Financial liabilities comprise the following:

	Carrying amount		Fair value	
	2021/22	2020/21	2021/22	2020/21
Financial liabilities:				
Subordinate loan - non current	0	371	0	371
Interest-bearing loans and borrowings	0	0	0	0
Credit institutions	25.434	0	25.434	0
Trade payables	272.600	317.551	272.600	317.551
Lease liabilities	157.996	172.538	157.996	172.538
Other payables	71.050	92.186	71.050	92.186

Liabilities 2021/22	Carrying amount	Contractual cash flow	Within 1 year	Within 1-5 years	After 5 years
	Subordinate loan - non current	371	371	0	371
Trade payables	272.600	272.600	272.600	0	0
Lease liabilities	157.996	180.007	41.322	123.024	15.661
Liabilities 2020/21	Carrying amount	Contractual cash flow	Within 1 year	Within 1-5 years	After 5 years
Subordinate loan - non current	0	0	0	0	0
Trade payables	317.551	317.551	317.551	0	0
Lease liabilities	172.538	199.346	38.535	146.549	14.262



Fair value

For cash and short-term deposits, trade receivables and payables, other receivables and payables and other short-term receivables and payables the carrying amount is a reasonable approximation of fair value, largely due to the short-term maturities of the financial instruments.

The Group's main risks are market risks relating to fluctuations in foreign exchange rates and interest rates, liquidity risk relating to the availability of funds to support business needs and credit risk relating to the undesirable event of a default among the Group's financial counterparties. There has been no structural changes in the Group's risk exposure or risks compared to 2020/21.

Market risk

Market risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk comprises three types of risk: currency risk, interest rate risk and other price risks such as commodity risk. Financial instruments affected by market risk include loans and borrowings, deposits and debt.

Currency risk

Foreign currency risk is the risk that the fair value or future cash flows of an exposure will fluctuate because of changes in foreign exchange rates. The Group's exposure to the risk of changes in foreign exchange rate relates primarily to the Group's operating activities and the Group's net investments in foreign subsidiaries.

Interest rate risks

The Group is only exposed to interest risk to a minor extend.

Liquidity risk

Liquidity risk is the risk that the Group will not be able to settle its financial liabilities, when they fall due. The liquidity reserve consist of cash and undrawn credit facilities. The Group currently has a covenant related to dividend payment. The Group assesses the liquidity risk to be low.

Credit risk

Credit risk is the risk that a counterparty will not meet its obligations under a financial instrument leading to a financial loss. The Group is exposed to credit risk from its operating activities (primarily trade receivables and lease recivables).

The Group prepares credit ratings of customers and counterparties on a regular basis. Credit risks are managed on the basis of internal credit ratings and credit lines for customers and financial counterparties. The credit lines are determined on the basis of the customers' and counterparties' creditworthiness. Counterparty credit lines are reviewed on an ongoing basis and may be updated throughtout the year subject to approval of management. Reserve for expected loss is based on individual valuation of each counterpart and based on expected repayment ability.



Notes to the consolidated financial statements

DKK thousands

13 Deferred tax

Specification of deferred tax

	Consolidated income statement		Consolidated statement of financial position	
	2021/22	2020/21	2021/22	2020/21
Intangible assets	561	412	-2.327	-2.888
Property, plant and equipment	0	0	0	0
Investment property	0	0	0	0
Financial assets	0	0	0	0
Other assets	0	0	0	0
Provisions	3.300	0	3.300	0
Other liabilities	0	0	0	0
Tax loss carried forward	0	0	7.172	7.172
Leases	0	0	0	0
Other	1.039	-1.986	5.660	4.621
Deferred tax expense / Net deferred tax	4.900	-1.574	13.805	8.905

Deferred tax is recognised in the consolidated statement of financial position as follows:

	2021/22	2020/21
Deferred tax assets	16.142	11.793
Deferred tax liabilities	-2.337	-2.888
Net deferred tax	13.805	8.905

Reconciliation of deferred tax

Opening balance at 1 November	8.905	10.479
Adjustment to prior year	0	0
Adjustment of deferred tax recognised in the income statement	4.900	-1.574
Closing balance at 31 July 2022	13.805	8.905

All deferred tax liabilities are recognized. Tax loss carried forward that are not recognised amounts to a total value of 2,5 mDKK. The tax losses have not been capitalised as no convincing evidence of use of the losses exists at the balance sheet date.



Notes to the consolidated financial statements

14 Inventories

	2021/22	2020/21
Goods held for resale	254.798	189.594
Goods held for resale at cost	260.603	196.354
Writedown	-5.805	-6.760
Inventory Net	254.798	189.594

15 Change in working capital

Change in inventories	-65.204	-27.174
Change in receivables	-38.091	10.641
Change in trade payables and others	-66.087	-50.284
Total change in working capital	-169.382	-66.817

16 Related party disclosures

Services from Group Entities	3.430	1.535
Paid dividends to Brightfolk A/S	19.539	0

17 Capital Management

The Group manages its capital to ensure that the entities in the Group will be able to continue as going concerns while maximising the return to the shareholders through the optimisation of the debt and equity balance. For the purpose of the Group's capital management, capital includes total equity

The Group manages its capital structure and makes adjustments in light of changes in economic conditions and the requirements of the financial covenants. To maintain or adjust the capital structure, the Group may adjust the dividend payments to shareholders or issue new shares. The Group has covenants in relation to bank facilities restricting dividend payments.



18 Events after the reporting period

Other than as set out elsewhere in this annual report, the Group is not aware of events occurring after 31 July 2022 which are expected to have a material effect on the Group's financial position or outlook.

19 New financial reporting regulations

As of the date of release of this annual report, the ISAB had issued a number of new and amended financial reporting standards and interpretations which are not mandatory for the Group in 2021/22. Adopted standards and improvements that have not yet come into force are implemented as and when they become mandatory to the Group as per the EU effective dates. None of the above mentioned standards and interpretations are expected to influence recognition and measurement for the Group.

20 Contingent liabilities and financial commitments

As security for the Group's bank facilities, a company pledge of 30 mDKK has been issued. The shares in Tretti AB has been pledged as security for the bank facility.

The group has provided a guarantee of payment of 69 mDKK for current credit line in Nordea.



Parent company income statement

for the year ended 31 July

(12 months) (9 months)

2021/22 **2020/21**

DKK thousands *DKK thousands*

Notes

Other revenue		32.742	28.192
Total Revenue	4	32.742	28.192
Cost of sales		0	0
Gross profit		32.742	28.192
Staff costs		0	0
Other external costs	5	-5.916	-6.099
Depreciation, amortisation and impairment losses		0	0
Operating profit/loss		26.826	22.093
Other financial income	6	1.493	837
Other financial costs	7	-2.821	-2.379
Profit/loss before tax		25.498	20.551
Income tax	8	-5.859	-4.114
Profit/loss for the year		19.639	16.437
Proposal for distribution of profit for the year:			
Proposed dividend		0	0
Retained earnings		19.639	16.437
		19.639	16.437



Parent company statement of other comprehensive income

for the year ended 31 July

(12 Months) (9 Months)

2021/22 **2020/21**

DKK million *DKK million*

Notes

Profit for the year	19.639	14.865
Other comprehensive income		
<i>Other comprehensive income that may be reclassified to profit or loss in subsequent periods (net of tax):</i>		
Exchange differences on translation of foreign operations	-	-
Other comprehensive income that may be reclassified to profit or loss in subsequent periods (net of tax):	-	-
Total comprehensive income for the year, net of tax	19.639	14.865
Attributable to:		
Equity holders of the parent	19.639	14.865
Non-controlling interest		
	19.639	14.865



Parent company statement of financial position

		(12 Months)	(9 Months)
as at 31 July 2022		2021/22	2020/21
	Notes	<i>DKK thousands</i>	<i>DKK thousands</i>
Assets			
Financial assets			
Investment in subsidiaries	9	274.934	275.172
Total financial assets		274.934	275.172
Deferred tax assets			
Total non-current assets		274.934	275.172
Current assets			
Receivables			
Receivables from group enterprises	10	-	115.735
Other receivables		4.848	10.104
Total receivables		4.848	125.839
Cash and short-term deposits			
Total current assets		6.161	317.609
Total assets		281.095	592.781

		(12 Months)	(9 Months)
as at 31 July 2022		2021/22	2020/21
	Notes	<i>DKK thousands</i>	<i>DKK thousands</i>
Equity and liabilities			
Equity			
Issued capital		588	588
Retained earnings		60.903	112.789
Equity attributable to equity holder of the parent		61.491	113.377
Non-current liabilities			
Subordinate loan capital	10	-	371
Total non-current liabilities		-	371
Current liabilities			
Trade payables	10	212	1.145
Payables to group enterprises		211.746	459.390
Income tax payable		5.883	8.182
Other payables		1.763	10.316
Total current liabilities		219.604	479.033
Total liabilities		219.604	479.404
Total equity and liabilities		281.095	592.781



Parent company cash flow statement

	(12 Months)	(9 Months)
	2021/22	2020/21
Notes	<i>DKK thousands</i>	<i>DKK thousands</i>
for the year ended 31 July 2022		
Profit before tax from continuing operations	25.498	20.551
Change in working capital	11 -136.139	172.440
Income tax paid	-8.291	-1.874
Net cash flows from operating activities	-118.932	191.117
Investment in subsidiaries	0	1.000
Net cash flows form investment activities	0	1.000
Acquisition own shares	-36.000	0
Dividends paid to equity holders of the parent	-35.525	0
Net cash flows from financing activities	-71.525	0
Net change in cash and cash equivalents	-190.457	192.117
Cash and cash equivalents at 1 November	191.770	-347
Cash and cash equivalents 31 July	1.313	191.770



Parent company statement of changes in equity

for the year ended 31 July 2022

DKK thousands

	Attributable to the equity holders of the parent		
	Issued capital	Retained earnings	Total equity
As at 1 November 2020	588	96.352	96.940
Profit for the period		16.437	16.437
Total comprehensive income	-	16.437	16.437
Transactions with shareholders			
Issue of share capital	-	-	-
Transactions with shareholders	-	-	-
At 31 July 2021	588	112.789	113.377

DKK thousands

	Attributable to the equity holders of the parent		
	Issued capital	Retained earnings	Total equity
As at 1 August 2021	588	112.789	113.377
Profit for the period	-	19.639	19.639
Total comprehensive income	-	19.639	19.639
Transactions with shareholders			-
Dividend		- 35.525	- 35.525
Issue of share capital	-	-	-
Acquisition own shares		- 36.000	- 36.000
Transactions with shareholders	-	- 71.525	- 71.525
At 31 July 2022	588	60.903	61.491

Own shares:

At the end of FY21 Whiteaway Group A/S owned 7.755 pcs. Own shares, corresponding to 1,32% of the share capital. In FY 22 15.676 pcs. Were purchased. The holding of own shares then amounts to, 23.431 pcs. own shares, corresponding to 3,98% of the share capital. The stock is recorded in the balance sheet at DKK 0.

Share Capital

As at 31 July, the share capital, which consists of one share class, comprises:
 587.827 shares of DKK 1
 Total share capital

	2021/22	2020/21
587.827 shares of DKK 1	588	588
Total share capital	588	588

There has been no change to the share capital during 2018 - 2022. All shares have been fully paid.



Index to Notes to the parent company financial statements

- 1 Corporate information
- 2 Summary of significant accounting policies
- 3 Significant accounting judgements, estimates, and assumptions

Notes to the income statement

- 4 Total revenue
- 5 Other external cost
- 6 Other financial income
- 7 Other financial costs
- 8 Income tax

Notes to the balance sheet

- 9 Investment subsidiaries
- 10 Financial assets and financial liabilities
- 11 Change in working capital

Other notes

- 12 Related party disclosures
- 13 Capital management
- 14 Events after the reporting period
- 15 New financial reporting regulations
- 16 Contingent liabilities and financial commitments



Notes to the parent company financial statements

DKK thousands

1 Corporate information

Whiteaway Group A/S and its subsidiaries (the Group) primary business area is selling home appliances. The Group main business is selling through the Groups e-commerce platforms, sales through a franchise set-up and B2B sales to the professional segment as well as partnerships. The Group operates in Denmark, Norway and Sweden.

2 Summary of significant accounting policies

For a summary of significant accounting policies, please refer to note 2 in the notes to the consolidated financial statement.

Investment in subsidiaries

Investment in subsidiaries are measured at cost. If the cost exceeds the recoverable amount, the carrying amount is reduced to this lower amount. When selling subsidiaries gains or losses are calculated as the difference between the carrying amount of the sold investments and the fair value of the proceeds from the sale.

Own shares

Acquisition and disposal sums as well as dividends from own shares are recognized directly in retained earnings in equity. Proceeds from sale of own shares in Whiteaway Group A/S is entered directly in equity.

Dividends

Dividends are recognized as a liability at the time of adoption at the ordinary general meeting (declaration time). Dividends expected to be declared for the year are shown as a separate item under equity.

3 Significant accounting judgements, estimates, and assumptions

For a summary of significant accounting judgements, estimates and assumptions please refer to note 3 in the notes to the consolidated financial statements.



4 Total revenue

Revenue consist of royalty payments related to trademarks

5 Other external cost

The auditor's fee is not disclosed by reference to § 96 subsection of the Annual Accounts Act. 3. The fee is specified in the consolidated accounts for Whiteaway Group A/S.

	(12 Months) 2021/22	(9 Months) 2020/21
6 Other financial income		
Foreign exchange gain	1.493	837
Total Other financial income	1.493	837
7 Other financial cost		
Interest expenses to group entities	1.469	1.099
Interest expenses bank	1.352	1.280
Total Other financial costs	2.821	2.379



Notes to the consolidated financial statements

DKK thousands

(12 Months) (9 Months)
2021/22 **2020/21**

8 Income tax

Current income tax	5.706	4.512
Adjustment regarding prior years, current income tax	153	-398
Total Income tax	5.859	4.114

Income tax recognised in the income statements	5.859	4.114
Income tax recognised in other comprehensive income	-	-
Total Income tax	5.859	4.114

Reconciliation of income tax recognised in the income statement

	2021/22		2020/21	
	DKK	%	DKK	%
Tax on result for the year at the Danish income tax rate	5.610	22,0%	4.521	22,0%
Non-deductible costs	-	0,0%	-	0,0%
Non-taxable income	-	0,0%	-	0,0%
Deviating tax rates in foreign operations	-	0,0%	-	0,0%
Adjustment to prior periods	249	1,0%	-407	-2,0%
Not capitalised tax loss carry forwards	-	0,0%	-	0,0%
Other	-	0,0%	-	0,0%
Income tax recognised in the income statement	5.859	23,0%	4.114	20,0%

9 Investment in subsidiaries

	2021/22	2020/21
Whiteaway A/S	78.925	78.925
Tretti AB	146.161	146.161
Skousen Online Services A/S	47.316	47.316
Karl Køkken A/S (merged with Whiteaway Group A/S)	-	238
Panorama Retail AB	1.532	1.532
Aktieselskabet af 25.2.2021	1.000	1.000
Total investment in subsidiaries	274.934	275.172



10 Financial assets and Financial liabilities

Financial assets comprise the following:

	Carrying amount		Fair value	
	2021/22	2020/21	2021/22	2020/21
Financial assets:				
Receivables from group enterprises	0	115.735	0	115.735
Other receivables	4.848	10.104	4.848	10.104
Cash and short-term deposits	1.313	191.770	1.313	191.770

The parent company recognises an allowance for impairment of receivables. The entire allowance for impairment of receivables related to receivables from group enterprises and Other receivables is immaterial.

Financial liabilities comprise the following:

	Carrying amount		Fair value	
	2021/22	2020/21	2021/22	2020/21
Financial liabilities:				
Subordinate loan - non current	0	371	0	371
Trade payables	212	1.145	212	1.145
Payables to group enterprises	211.746	459.390	211.746	459.390
Income tax payable	5.883	8.182	5.883	8.182
Other payables	1.763	10.316	1.763	10.316

Liabilities 2021/22	Carrying amount	Contractual cash flow	Within 1 year	Within 1-5 years	After 5 years
Trade payables	212	212	212	0	0
Payables to group enterprises	211.746	211.746	211.746	0	0
Income tax payable	5.883	5.883	5.883	0	0
Other payables	1.763	1.763	1.763	0	0



Liabilities 2020/21	Carrying amount	Contractual cash flow	Within 1 year	Within 1-5 years	After 5 years
Subordinate loan - non current	371	371	0	371	0
Trade payables	1.145	675	675	0	0
Payables to group enterprises	459.390	459.390	459.390	0	0
Income tax payable	8.182	8.182	8.182	0	0
Other payables	10.316	10.316	10.316	0	0

Fair value

For cash and short-term deposits, trade receivables and payables, other receivables and payables and other short-term receivables and payables the carrying amount is a reasonable approximation of fair value, largely due to the short-term maturities of the financial instruments.

Risks arising from financial instruments

The parent company's main risks are market risks relating to fluctuations in foreign exchange rates. There has been no structural changes in the Group's risk exposure or risks compared to 2020/21.

For an in-depth description of risks and policies for managing risks please refer to note 12 in the notes to the consolidated financial statement.

Currency risk

Foreign currency risk is the risk that the fair value or future cash flows of an exposure will fluctuate because of changes in foreign exchange rates. The parent company's exposure to the risk of changes in foreign exchange rate relates primarily to the parent company's payable and receivables to group enterprises



11 Change in working capital

	(12 Months) 2021/22	(9 Months) 2020/21
Receivables	120.991	-87.390
Trade payables and other	-257.130	259.830
Total change in working capital	-136.139	172.440

12 Related party disclosures

Royalty income from Group entities	32.742	28.192
Services from Group Entities	1.411	1.351
Paid dividends to Brightfolk A/S	19.539	0

13 Capital Management

The Group manages its capital to ensure that the entities in the Group will be able to continue as going concerns while maximising the return to the shareholders through the optimisation of the debt and equity balance. For the purpose of the Group's capital management, capital includes total equity.

The Group manages its capital structure and makes adjustments in light of changes in economic conditions and the requirements of the financial covenants. To maintain or adjust the capital structure, the Group may adjust the dividend payments to shareholders or issue new shares. The Group has covenants in relation to bank facilities restricting dividend payments.

14 Events after the reporting period

Other than as set out elsewhere in this annual report, the Group is not aware of events occurring after 31 July 2022 which are expected to have a material effect on the Group's financial position or outlook.



15 New financial reporting regulations

As of the date of release of this annual report, the ISAB had issued a number of new and amended financial reporting standards and interpretations which are not mandatory for the Group in 2021/22. Adopted standards and improvements that have not yet come into force are implemented as and when they become mandatory to the Group as per the EU effective dates. None of the above mentioned standards and interpretations are expected to influence recognition and measurement for the Group.

16 Contingent liabilities and financial commitments

Whiteaway Group A/S has provided a guarantee of payment of 69 mDKK for Skousen Online Service A/S, SOS Ejendomme 1 ApS and Whiteaway A/S' ongoing credit line in Nordea.

The Company participates in a joint Danish taxation arrangement with HEARTLAND A/S serving as the administration company. According to the joint taxation provisions of the Danish Corporation Tax Act, the Company is therefore secondarily liable for income taxes ect for the jointly taxed entities as well as the withholding of tax on interest, royalties and dividends for the jointly taxed entities. The jointly taxed entities' total known net liability under the joint taxation arrangement is disclosed in the administration company's financial statements.

ΠΕΝΝΕΟ

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"By my signature I confirm all dates and content in this document."

Esben Morre Aabenhus

CEO

On behalf of: Whiteaway Group A/S

Serial number: PID:9208-2002-2-567271818692

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2022-10-23 08:59:20 UTC

NEM ID 

Esben Morre Aabenhus

Chairman

On behalf of: Whiteaway Group A/S

Serial number: PID:9208-2002-2-567271818692

IP: 80.62.xxx.xxx

2022-10-23 08:59:20 UTC

NEM ID 

Johannes Emil Kjærsgaard Gadsbøll

Chair

On behalf of: Whiteaway Group A/S

Serial number: PID:9208-2002-2-220781434672

IP: 80.208.xxx.xxx

2022-10-23 09:58:54 UTC

NEM ID 

Jon Tophøj Kristensen

Board of Directors

On behalf of: WhiteAway Group A/S

Serial number: c0ec358c-74b1-45b5-8420-788f7164c557

IP: 85.184.xxx.xxx

2022-10-23 18:57:13 UTC

Mit 

Lars Fløe Nielsen

Board of Directors

On behalf of: Whiteaway Group A/S

Serial number: PID:9208-2002-2-296008627491

IP: 213.32.xxx.xxx

2022-10-24 10:14:37 UTC

NEM ID 

Ib Dyhr Nørholm

Board of Directors

On behalf of: Whiteaway Group A/S

Serial number: PID:9208-2002-2-246434003735

IP: 80.208.xxx.xxx

2022-10-24 12:34:31 UTC

NEM ID 

Jonas Busk

State Authorised Public Accountant

On behalf of: EY Godkendt Revisionspartnerselskab

Serial number: CVR:30700228-RID:11937890

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