WhiteAway Group A/S

Dusager 12
DK-8200 Aarhus N

Annual report

2022/23

CVR no. 33 76 79 86

Chair of the meeting:

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Jonas Hald Johansen

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Management’s review

Primary activities

Whiteaway Group was founded in 2003 selling home appliances online to consumers in Denmark. The ambition was to provide consumers with a seamless shopping experience when buying home appliances.

The trust of our customers and their experience with Whiteaway Group is still at the heart of our business when guiding towards the right home appliance choices.

In 2011 the well-known Skousen-brand was acquired, adding retail sales through a franchise setup, and making Whiteaway Group a true multi-channel organization. In 2016, the Swedish online platform Tretti was acquired further expanding our presence across Scandinavia.

Today, Whiteaway Group has evolved from a pure online company operating in Denmark to selling home appliances to customers through 12 online shops and 87 stores – and we do so across Denmark, Norway, and Sweden. At our offices in Aarhus, Denmark and Stockholm, Sweden our more than 290 dedicated employees share a desire to create a lasting impact – for our people, our partners, and the planet.

Development during financial year

Market development

The financial year of 2022/2023 has been highly impacted by a Scandinavian market for home appliances in decline. The decline is seen across all markets and channels, with Sweden being more adversely affected than Denmark and Norway – especially online. The declining markets have been exacerbated by the weakened SEK and NOK currency compared to DKK.

In terms of consumer behavior, the market is currently characterized by a high degree of uncertainty leading to more conservative spending patterns and a higher degree of replacement purchases, which adversely has affected customers willingness to purchase home appliances.

Business development

The challenging market conditions have had an impact on our performance during the financial year of 2022/2023, and challenged our revenue streams across markets and sales channels.

However, through our diverse portfolio of offline and online sales channels in Denmark, Norway, and Sweden, we have managed to retain a very strong market position in Scandinavia while ensuring profitability in our activities. On the Danish market specifically, we have defied the trend and increased our market share and revenue through our main categories. In Sweden and Norway, the online markets have declined more than offline, which have adversely affected our overall market share – looking at our online and offline shares exclusively, we, however, maintain a strong position in Scandinavia.

Main activities

In the beginning of 2023, we introduced a new strategy for Whiteaway Group, outlining the planned development of our activities and organization towards 2026. Building on a strong and financially very sound foundation and an unwavering focus on our customers’ satisfaction, we are setting out on a quest - to bring comfort and joy to all Nordic homes by guiding towards the right home appliance choices. Our People, our partners, and our planet is our trusted companions as we set out to further expand our market position and grow our business within the domain of home appliances.

During the financial year, our retail activities, operating through a franchise-setup, has expanded with four new stores in Hedensted, Vejen, Grenå, and Copenhagen in Denmark, further enhancing our extensive market presence across Denmark and bringing the total number of retail stores in Denmark and Norway to 87.

Sales to professionals and businesses has likewise continued the impressive growth rates from previous years. New partnerships with a major public housing company and a real estate company have contributed significantly to this regard.

During the financial year, we have launched several substantial projects to further develop our business. We have introduced a subscription-based service, Rent, with the overall objective of extending the life span of white goods by revitalizing and recirculating the appliances to customers, who prefer subscribing to home appliances as an alternative to buying – in an affordable, transparent, and care-free manner.

Furthermore, we have acquired the established home appliance brand Frigor and relaunched it as a private label of white goods in Whiteaway Group – enabling us to focus on creating more sustainable products in our customer offerings.

Finally, we ended the financial year by launching Click&Collect for SDA-products in Skousen stores across Denmark – greatly improving our customer experience and strengthening customer relations across Skousen channels.

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 result for the financial year of 2022/2023 shows a revenue of 2.273 MDKK compared to 2,383 MDKK previous year. The operating profit [EBIT] amounted to 30 MDKK compared to 76 MDKK last year. Profit before taxes show a result of 20 MDKK compared to 70 MDKK last of financial year. Cashflow from operations amounted to -63 MDKK compared to -126 MDKK last year.

The result of the financial year of 2022/2023 and our combined general performance is below initial expectations – though highly impacted by challenging market conditions, foreign exchange rates, and large strategic investments, thus, resulting in not realizing growth in EBITDA as expected. Taking the adverse market conditions into account, we are satisfied with delivering the third highest total revenue in the history of Whiteaway Group and solid earnings, further enabling us to deliver on our strategic aspirations in the years to come.

Business risk

We operate in a highly competitive industry with a high degree of product transparency. The intellectual capital resources at Whiteaway Group are primarily attributable to two factors – people and tech platform. As part of our new strategy towards 2026, we are investing significantly in not only maintaining but developing our tech platform as well as people skills.

The main risks are related to exchange rate risk, sourcing in DKK/EUR, and selling in NOK/SEK.

Business outlook

We expect the current conditions on the Scandinavian market for home appliances 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 activities to a larger extend than our competitors.

We expect our strong market position, diversified portfolio of channels and general presence across Denmark, Norway, and Sweden will enable us to grow our market share in the coming financial year. As we continue to invest in the development of our business, we expect to deliver an EBITDA on 65 MDKK and an EBIT on 60,5 MDKK for the financial year of 2023/2024.

Corporate social responsibility

Whiteaway Group has prepared the statutory reporting on corporate social responsibility or ESG, in accordance with sections 99a, 99b, and 99d of the Danish Financial Statement Act.

Our business model is purchasing and selling primarily home appliances and secondarily other electrical household appliances. The products are purchased from mainly European manufacturers, who deliver the products to central warehouses in Aarhus and Stockholm, which are run by external partners. From here, the products are delivered by 3rd party logistic suppliers to the customers, who purchase the products through websites (in DK, SE and NO) in stores (DK and NO) or via our commercial department (DK and SE).

As a responsible corporate entity, we firmly believe in our broader societal responsibilities. Thus, we consistently assess our impact on the environment, society, and governance aspects of our operations. Our inspiration stems from the UN Global Compact's 10 principles within environment, human rights, labour, and anti-corruption.

Environment

At Whiteaway Group, we are deeply committed to environmental protection and continuously striving to reduce emissions relative to our output. Our environmental agenda extends across various aspects of our operations, including supplier relations, logistics, disposal of used products, and the overall reduction of energy consumption within our offices and franchise stores.

Considering the forthcoming EU Corporate Sustainability Reporting Directive (CSRD), intended to replace the current EU directive known as the Non-Financial Reporting Directive (NFRD) soon, we have thoroughly reviewed the draft. Our objective has been to progressively align the reporting content and format with the forthcoming reporting standards. To enable Whiteaway Group to act upon realized emissions in a sustainable and strategic way, we have initiated a collaboration with an external partner, who delivers a CO2e solution across Scope 1, 2, and 3 emissions. This furthermore supports that Whiteaway Group are compliant with the standards of the GHG Protocols, CSRD, and EU regulations.

Energy Consumption and Emissions

Regarding energy consumption, we acknowledge our role in the appliance production process, even though we do not directly manufacture the appliances. As responsible stakeholders, we actively collaborate with our suppliers to ensure the lowest possible environmental impact. Many of our suppliers are esteemed international conglomerates with audited CSR policies and a strong focus on environmental, social, and governance factors. We closely monitor the share of environmentally friendly products in our assortments – a share that is increasing continuously.

We recognize that transportation significantly contributes to energy consumption and thereby emission levels, within our value chain. Consequently, we maintain a focused effort on partnering with last mile distribution and warehouse management entities to reduce energy usage.

We acknowledge that the majority of the energy consumption occurs in the consumers usage of the products and appliances. For that reason, we prioritize initiatives that can prolong the product lifespan such as subscription-based services and reparation of broken products.

In the end of 2022, we moved to new office facilities in Denmark. One criterion for the choice of location, was lowering the overall energy consumption in the use of our office space – relative to the size and number of employees using the facilities.

At Whiteaway Group, we recognize that energy consumption and the resulting CO2 emissions present the most significant risk to the climate and environment. As part of our core strategic pillars, sustainability remains at the forefront of our agenda. We are committed to consistently enhancing our efforts to offer our customers more energy-efficient options and exploring innovative ways to extend the product life cycle as a responsible home appliance provider.

Guiding the Customer in Making a Better Choice

In line with our quest to ’bring comfort and joy to all Nordic homes by guiding towards the right home appliance choices’, we are dedicated to matching customers with products that meet their specific requirements while also considering sustainability aspects. To ensure the best possible assistance to our valued customers, we have made comprehensive guides accessible through all our web shops and instore guides. Additionally, our store personnel have received specialized training to offer expert advice. Our online customer consultants are well-equipped to provide guidance to our customers through mail, chat, and phone interactions. This commitment to high-quality customer support, coupled with our guidance on new energy labels and energy consumption reduction, benefits both our customers and the environment. Our Customer Success Agency diligently continues to support and enhance this trend, efficiently managing several thousand calls per month.

In November 2022, we launched, Rent, our new subscription-based service. The primary objective is to extend the life span of white goods, with a particular focus on washing machines. Our ambition is to revitalize and recirculate these appliances to customers who prefer subscribing rather than purchasing outright. So far, the number of machines that have entered the circular life cycle have exceeded our expectations, and our ambitions do not stop here.

Notably, prolonging the lifetime of products stands as one of the most effective environmental strategies. However, it is concerning to note that many broken appliances in Scandinavia remain unrepaired. Understanding the importance of professional service and customer trust when considering repairs, our Skousen stores have earned recognition for providing elevated levels of service and reliability.

Responsible Disposal

As a natural extension of our commitment to environmental responsibility, we provide solutions for the collection and disposal of products at the end of their life cycle, ensuring safe and correct disposal practices with a strong emphasis on reusing materials across various channels.

To achieve this, we collaborate closely with external partners who specialize in repairing and reusing spare parts, whenever feasible, for all scrapable products stored at our warehouse, as well as returned or damaged items. The products that cannot be repaired are efficiently recycled, with materials sorted into appropriate categories, such as plastic, iron, copper, or aluminium. By implementing these practices, we actively contribute to reducing waste and minimizing our environmental impact.

Social

Our social responsibility encompasses the well-being of our employees, emphasizing equal opportunities, value-based workplaces, and employee engagement. We are committed to diversity in our leadership positions and have a zero-tolerance policy for human rights violations, including child labour, forced labour, and human trafficking.

Employee Satisfaction

Our employee population comprises 243 full-time headcounts, with approximately 40% identifying as women and 60% as men, respectively.

We see employee satisfaction as key to customer satisfaction and business success. Twice a year all Whiteaway Group employees across functions and seniority are encouraged to give voice about the overall wellbeing and the state-of-mind of our organization in the Employee Satisfaction Survey. In 2022/2023 the overall score increased to 79 in the ending of the year from 77,0 compared to the end of the previous year. In comparison, the average level among other companies utilizing the same survey platform is 71.

We firmly believe that driven and empathetic leaders play a pivotal role in both business success and employee satisfaction. Acknowledging that low employee satisfaction and difficulties in attracting and retaining talent present one of the most material risks for Whiteaway Group concerning employee conditions, we have charted a clear path forward. Throughout 2022/23, we have continued our leadership program, extending the same training opportunities to all new leaders while providing seasoned leaders with support to further hone their skills. This strategic investment in leadership development aims to foster a positive work environment, enhance employee engagement, and reinforce our commitment to the well-being of our valued employees.

Diversity

At Whiteaway Group, we foster an open and inclusive environment, welcoming employees from diverse backgrounds. We view diversity as essential for engaging with our diverse customer base. We uphold internationally proclaimed human rights, and discrimination or harassment is strictly prohibited as stated in our employee handbook. We address this subject in recruitment workshops for leaders, value introduction for new employees, and our leadership development program. Our leadership principles emphasize creating an inclusive and non-discriminatory culture.

Code of Conduct

Whiteaway Group continues to actively push for human rights not only within our organization but also across our supply and value chain. Our commitment to these principles remains unwavering. We firmly prohibit the use of Child Labour, and we adhere to the legal age requirements.

Furthermore, we maintain a zero-tolerance policy towards forced labour and human trafficking. Any form of forced labour or human trafficking is strictly unacceptable. We do not condone the withholding of identification papers, and we do not allow any work or labour to be linked to duress or threats of punishment.

Since 2014, we have implemented a Code of Conduct to ensure our suppliers and partners comply with our principles. This Code applies to all suppliers, with continuous reviews based on country risk and purchase volume, categorized into four segments. Adherence to our official standards is expected from all vendors. We prioritize addressing the significant risks of forced labour and human trafficking in our supply chain. To mitigate these risks, our Code of Conduct is now an obligatory part of our annual negotiations with suppliers, making compliance a requirement for all.

To further strengthen our commitment to human rights, we have introduced a whistle-blower system. This system is open to anyone who has had any business dealings with us, directly or indirectly, and it enables the reporting of any potential human rights violations. We are pleased to report that we have had zero cases reported in this regard this year.

In the coming year, we will reinforce the importance of our Code of Conduct and the whistle-blower system through our leadership training initiatives. We believe that fostering a culture of ethics and responsibility among our leaders is crucial in upholding our commitment to human rights and ensuring a fair and respectful business environment.

Anti-Corruption

We strictly prohibit accepting or offering any form of compensation that could compromise our or others impartiality in business decisions. We strictly follow laws and regulations to prevent bribery, and this policy is embedded in our employee handbook, supplier contracts, and Code of Conduct, and reinforced by our whistle-blower system. Violations have not been identified, and we will maintain focus on this area in 2023/24 negotiations with suppliers, as well as any other business setting.

At Whiteaway Group, we value transparency, sustainability, and ethical business practices. Our commitment to corporate social responsibility is an integral part of our strategic approach. We will continue to evolve and enhance our efforts to have a positive impact on society and the environment.

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

Governance

At Whiteaway Group we put significant 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.

Gender Distribution in management cf. §99b

As a company operating across Denmark, Norway, and Sweden with a broad and diverse customer portfolio, we strive to have an inclusive environment with a diverse workforce reflecting our markets and customer base - through promoting various aspects of diversity, including gender balance, openness to all forms of sexual orientation, race and ethnicity, disability, and age.

Diversity of the board of directors

We recognize the current underrepresentation of women and general diversity in our Board of Directors. Currently the board consists of five members – one female and four males. The Board's composition is tied to the ownership group, and while no changes were made in 2022/23, we are committed to striving for openness and fairness in attracting all genders and people from different backgrounds to future positions. Our goal is to have two women represented in our Board of Directors by 2025 and a 30% representation of people from underrepresented groups.

Skousen Online Service A/S (CVR. no. 33780419) has three male Board members, while Whiteaway A/S (CVR. no. 29780595) has four members – one female, and three males. Our goal is to have one representative from the underrepresented gender in the Board of Directors of Skousen Online Service A/S by 2025.

Diversity in management

Whiteaway Group has in the financial year of 2022/2023 had an average number of full-time employees of fewer than 50 and are therefore exempt from reporting on gender distribution in other management than board of directors – including status, accounting policies, policy, and how the policy is implemented.

Skousen Online Service A/S likewise has had an average number of full-time employees of fewer than 50 and are therefore also exempt from reporting on gender distribution in other management. Like in Whiteaway Group, no changes have been made to the Board of Directors in Skousen Online Service A/S, hence the goal for representation from the underrepresented gender is not yet reached.

Whiteaway A/S has above 50 employees and does therefore report on gender distribution. In the senior management and next level leadership of Whiteaway A/S, women represent 34% (11) and men 66% (21). As with our Board of Directors, we recognize an underrepresentation of women and general diversity in our senior management and next-level leadership in Whiteaway A/S. As a true Nordic company, we strive to have a senior management and next-level leadership that reflect our three Nordic markets and diverse customer base. To promote diversity, we ensure that both male and female candidates are considered for new leadership positions, whether through internal or external recruitment and solely hire people based on their personality, skills, and experience. Our goal is to have a 40% representation of the underrepresented gender and a 30% representation of other nationalities in our senior management and next-level leadership by 2025.

Data Ethics

At Whiteaway Group, we prioritize privacy, compliance with GDPR, and general data ethics in our activities and priorities. Through 2023, we have continued working with data ethics and expect to approve a final data ethics policy in 2024. Our ambition for data ethical behavior is to have a responsible and proper usage of data at all times and to create and obtain transparency in our data collection and data handling.

The primary data type in Whiteaway Group is administrative data, i.e., data regarding employees, suppliers, and customers. The data is collected, stored, and used in salary payments, creditor payments, invoices etc. All data is stored and handled in systems through which only relevant employees have access – through specific access levels and login.

Decisions on the use of data and new technologies are anchored in Senior Management, who evaluates our efforts on an ongoing basis and ensures that data ethical questions are processed at next-level management level – with involvement of relevant employees.

In general, we ensure that all employees in Whiteaway Group contribute to ethical and responsible processing and handling of personal data and other data forms by emphasizing the importance of data ethics, data security, and correct handling of data in relevant forums.

Specific handling of customer data is described in detail on subsidiary companies' (Whiteaway A/S and Skousen Online Services A/S) websites in their personal data policies.

Own Shares

WhiteAway Group A/S own 23,431 pcs. of own shares, corresponding to 3,98% of the share capital. Whiteaway Group A/S has not purchased or sold own shares during the year.

Financial highlights for the Group

DKK thousands

	2022/23	2021/22	2020/21 (9 mth)	2019/20	2018/19
Total revenue	2.273.194	2.383.289	1.985.644	2.427.213	2.118.294
Operating profit (EBIT)	29.768	75.889	104.695	83.199	27.440
Net financial items	-9.937	-6.087	1.212	-5.245	-13.614
Total profit for the year	15.493	52.838	82.410	61.199	11.008
Total assets	805.118	812.431	899.126	828.819	796.172
Total equity	253.192	249.810	267.034	182.782	96.071
Investments in PPE, including lease asset	8.060	100	97	797	98
Profit margin	1,4%	3,2%	5,3%	3,4%	1,3%
Return on equity	6,1%	20,4%	36,6%	43,9%	14,9%
Equity ratio	31,4%	30,7%	29,7%	22,1%	12,1%

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

Key figures defined according to Recommendations & Financial Ratios issued by the Danish Finance Society

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 2022 - 31 July 2023.

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 2023 and of the results of their operations and cash flows for the financial year 1 August 2022 – 31 July 2023.

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, 25 October 2023

Executive Board:

Thomas Zeihlund CEO	Jonas Hald Johansen CFO

Board of Directors:

Johannes Emil Kjærsgaard Gadsbøll Chairman	Lise Kaae Vice Chairman	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 statements of WhiteAway Group A/S for the financial year 1 August 2022 – 31 July 2023, which comprise income statement, statement of comprehensive income, balance sheet, statement of changes in equity, cash flow statement and notes, including accounting policies, for the Group and the Parent Company. The consolidated financial statements and the parent company financial statements are 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 2023 and of the results of the Group's and the Parent Company's operations and cash flows for the financial year 1 August 2022 – 31 July 2023 in accordance with International Financial Reporting Standards as adopted by the EU and additional requirements of the Danish Financial Statements Act.

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.

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.

- 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, 25 October 2023
EY Godkendt Revisionspartnerselskab
CVR no. 30 70 02 28

Morten Friis	Jonas Busk
State Authorised Public Accountant	State Authorised Public Accountant
Identification No: mne32732	Identification No: mne42771

Consolidated statement of profit or loss

for the year ended 31 July 2023

	Notes	2022/23	2021/22
		DKK thousands	*DKK thousands*
Revenue		2.202.981	2.216.268
Other revenue		70.213	167.021
Total revenue	4	**2.273.194**	**2.383.289**
Cost of sales		-1.912.967	-1.995.238
Gross profit		**360.227**	**388.051**
Staff costs	5	-151.399	-145.584
Other external costs	6	-171.910	-161.812
Depreciation, amortisation and impairment losses	10, 11	-7.150	-4.766
Operating profit/loss		**29.768**	**75.889**
Other financial income	7	17.178	24.191
Other financial costs	8	-27.115	-30.278
Profit/loss before tax		**19.831**	**69.802**
Income tax	9	-4.338	-16.966
Profit/loss for the year		**15.493**	**52.836**
Attributable to:			
Equity holders of the parent		15.493	52.836
		15.493	**52.836**

Consolidated statement of comprehensive income

for the year ended 31 July 2023

	Notes	2022/23	2021/22
		DKK thousands	*DKK thousands*
Profit for the year		**15.493**	**52.836**
Other comprehensive income			
Other comprehensive income that may be reclassified to profit or loss in subsequent periods (net of tax):			
Exchange differences on translation of foreign operations		-12.111	2.664
Net other comprehensive income that may be reclassified to profit or loss in subsequent periods:		**-12.111**	**2.664**
Total comprehensive income for the year, net of tax		**3.382**	**55.500**
Attributable to:			
Equity holders of the parent		3.382	55.500
		3.382	**55.500**

Consolidated statement of financial position

as at 31 July 2023

	Notes	2022/23 *DKK thousands*	2021/22 *DKK thousands*
Assets			
Non-current assets			
Intangible assets	10		
Goodwill		142.600	142.600
Software		1.582	3.576
Brands		8.125	10.625
Other intangible assets		2.449	3.511
Total intangible assets		**154.756**	**160.312**
Tangible assets	11		
Right-of-use assets		4.732	0
Fixtures and fittings, tools and equipment		1.159	440
Total Tangible assets		**5.891**	**440**
Financial assets	12		
Lease receivables		88.088	116.674
Non-current financial assets		11.596	12.370
Total Financial assets		**99.684**	**129.044**
Deferred tax assets	13	**5.908**	**16.142**
Total non-current assets		**266.239**	**305.938**
Current assets			
Inventories	14	**280.667**	**254.798**
Receivables	12		
Trade receivables		142.453	106.393
Other receivables		28.395	61.607
Prepayments		13.244	10.169
Lease receivables		41.917	41.322
Total receivables		**226.009**	**219.491**
Cash and short-term deposits	12	**32.203**	**32.204**
Total current assets		**538.879**	**506.493**
Total assets		**805.118**	**812.431**

Consolidated statement of financial position

as at 31 July 2023

	Notes	2022/23 *DKK thousands*	2021/22 *DKK thousands*
Equity and liabilities			
Equity			
Issued capital		588	588
Retained earnings		261.012	245.519
Foreign currency translation reserve		-8.408	3.703
Equity attributable to equity holder of the parent		**253.192**	**249.810**
Non-current liabilities	12		
Lease liabilities		90.285	116.674
Deferred tax liabilities	13	0	2.337
Total non-current liabilities		**90.285**	**119.011**
Current liabilities	12		
Credit institutions		101.607	25.434
Trade payables		219.281	272.600
Lease liabilities		44.752	41.322
Income tax payable	9	1.495	21.325
Deferred income		9.965	11.879
Other payables		84.541	71.050
Total current liabilities		**461.641**	**443.610**
Total liabilities		**551.926**	**562.621**
Total equity and liabilities		**805.118**	**812.431**

Consolidated statement of changes in equity

for the year ended 31 July

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

DKK thousands	Attributable to the equity holders of the parent					
	Issued capital	**Foreign currency translation reserve**	**Retained earnings**	**Total**	**Non-con-trol-ling interests**	**Total equity**
As at 1 August 2022	**588**	**3.703**	**245.519**	**249.810**	**0**	**249.810**
Profit for the period	0	0	15.493	**15.493**	0	**15.493**
Other comprehensive income:						
Exchange differences on translation of foreign operations	0	-12.111	0	**-12.111**	0	**-12.111**
Total comprehensive income	0	-12.111	15.493	**3.382**	0	**3.382**
As at 31 July 2023	**588**	**-8.408**	**261.012**	**255.192**	**0**	**253.192**

Consolidated statement of cash flows

for the year ended 31 July 2023

	Notes	(12 months) 2022/23 DKK thousands	(12 months) 2021/22 DKK thousands
Profit before tax		19.831	69.802
Amortisation, depreciation and impairment losses		7.150	4.766
Change in working capital	15	-73.534	-169.382
Income tax paid		-16.048	-30.937
Net cash flows from operating activities		**-62.601**	**-125.751**
Purchase of intangible assets		-135	-303
Purchase of property, plant and equipment		-78	-100
Sale of subsidiaries, net of cash sold		0	-1.071
Repayment, receivables		774	2.651
Net cash flows form investment activities		**561**	**1.177**
Incurrence of subordinate loan capital		0	-371
Payment of lease liabilities		-43.267	-14.542
Received lease payments		41.244	9.916
Acquisition of own shares		0	-36.000
Dividends paid to equity holders of the parent		0	-35.525
Net cash flows from financing activities		**-2.023**	**-76.522**
Net change in cash and cash equivalents		-64.063	-201.096
Cash and cash equivalents at 1 August		6.770	205.202
Net foreign exchange difference		-12.111	2.664
Cash and cash equivalents 31 July		**-69.404**	**6.770**
Cash and cash equivalents 31 July specified:			
Cash and short-term deposits		32.203	32.204
Credit intitutions		-101.607	-25.434
Cash and cash equivalents		**-69.404**	**6.770**

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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 2022 – 31 July 2023 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 croner. 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, Store Torv 1, 3, 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, Store Torv 1, 3, 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 includes 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 consists 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 follows:

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 irrespectively 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 shortterm 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 noncancellable 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 exist. 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

		2022/23	2021/22
4	**Total revenue**		
	Revenue	2.202.981	2.216.268
	Other Services	70.213	167.021
	Total Revenue	**2.273.194**	**2.383.289**
	Geographical split		
	Denmark	1.618.901	1.818.930
	Sweden	397.258	273.447
	Norway	257.035	290.912
	Total revenue	**2.273.194**	**2.383.289**
	Channel split		
	B2C	1.014.014	1.336.368
	B2B	1.259.180	1.046.921
	Total revenue	**2.273.194**	**2.383.289**

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 invocing 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

		2022/23	2021/22
5	**Staff costs**		
	Wages and salaries	127.948	123.527
	Pension costs	9.986	9.898
	Other social security costs	4.904	4.393
	Other staff costs	8.561	7.766
	Total staff costs	**151.399**	**145.584**
	Average number of employees	**244**	**246**
	Remuneration of management		
	Executive Board	6.042	1.893
	Board of Directors	513	513
	Total	**6.555**	**2.406**
	Wages and salaries	6.090	2.190
	Pension cost	465	207
	Other	0	9
	Total staff cost	**6.555**	**2.406**

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

		2022/23	2021/22
6	**Other external cost**		
	Fees paid to the auditors appointed at the Annual General Meeting:		
	Fee regarding the statutory audit	892	954
	Tax assistance	78	0
	Other services	295	119
	Total	**1.265**	**1.073**

Notes to the consolidated financial statements

DKK thousands

		2022/23	2021/22
7	**Other financial income**		
	Interest income from banks	254	46
	Other financial income	217	445
	Income from lease receivables	6.710	8.234
	Foreign exchange gain	9.997	15.466
	Total Other financial income	**17.178**	**24.191**

		2022/23	2021/22
8	**Other financial costs**		
	Interest expense to banks	0	1.537
	Interest expenses on lease liabilities	6.934	8.234
	Other financial expenses	128	55
	Foreign exchange loss	20.053	20.452
	Total Other financial costs	**27.115**	**30.278**

Notes to the consolidated financial statements

DKK thousands

		2022/23	2021/22
9	**Income tax**		
	Current income tax	1.495	21.325
	Change in deferred tax	2.532	-4.359
	Adjustment regarding prior years, deferred tax	311	
	Total Income tax	**4.338**	**16.966**
	Income tax recognised in the income statements	4.338	16.966
	Income tax recognised in other comprehensive income	0	0
	Total Income tax	**4.338**	**16.966**

Reconciliation of income tax recognised in the income statement

	2022/23		2021/22	
	DKK	**%**	***DKK***	**%**
Tax on result for the year at the Danish income tax rate	4.363	22,0%	15.356	22,0%
Non-deductible costs	136	0,7%	60	0,1%
Deviating tax rates in foreign operations	-161	-0,8%	1.550	2,2%
Income tax recognised in the income statement	**4.338**	**21,9%**	**16.966**	**24,3%**

Notes to the consolidated financial statements

DKK thousands

10 Intangible assets

2021/22:

	Goodwill	Software	Brands	Other in-tangible assets	Total
Cost					
Balance at 1 August 2021	146.450	12.222	25.000	13.634	197.306
Additions	0	303	0	0	303
Disposals	0	-66	0	0	-66
Balance at 31 July 2022	146.450	12.459	25.000	13.634	197.543
Balance at 1 August 2021	-3.850	-8.660	-11.875	-8.278	-32.663
Amortisation	0	-223	-2.500	-1.845	-4.568
Balance at 31 July 2022	-3.850	-8.883	-14.375	-10.123	-37.231
Carrying amount at 31 July 2022	142.600	3.576	10.625	3.511	160.312

2022/23:

	Goodwill	Software	Brands	Other in-tangible assets	Total
Cost					
Balance at 1 August 2022	146.450	12.459	25.000	13.634	197.543
Additions	0	0	0	275	275
Disposals	-3.850	-140	0	-975	-4.965
Balance at 31 July 2023	142.600	12.319	25.000	12.934	192.853
Balance at 1 August 2022	-3.850	-8.883	-14.375	-10.123	-37.231
Amortisation	0	-1.854	-2.500	-362	-4.716
Disposals	3.850	0	0	0	3.850
Balance at 31 July 2023	0	-10.737	-16.875	-10.485	-38.097
Carrying amount at 31 July 2023	142.600	1.582	8.125	2.449	154.756

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 from the acquisitions.

Carrying amount of goodwill within the Group:

	Goodwill	
	2022/23	2021/22
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 applid 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 10,4% (PY:8,1 %) and a perpetual growth assumption of 2% (PY: 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

2021/22:

	Lease assets	Fixtures and fittings, tools and equipment	Total
Cost:			
Balance at 1 August 2021	8.583	19.470	28.053
Additions	0	100	100
Disposals	0	-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	0	2.393	2.393
Disposals, sale of subsidiaries	-4.344	0	-4.344
Balance at 31 July 2022	-8.583	-16.737	-25.320
Carrying amount at 31 July 2021	0	440	440

Notes to the consolidated financial statements

DKK thousands

11 Tangible assets

2022/23:

	Lease assets	Fixtures and fittings, tools and equipment	Total
Cost:			
Balance at 1 August 2022	8.583	17.177	25.760
Additions	6.832	1.228	8.060
Disposals	-8.583	-175	-8.758
Balance at 31 July 2023	6.832	18.230	25.062
Accumulated amortisation and impairment losses			
Balance at 1 August 2022	-8.583	-16.737	-25.320
Depreciation	-2.100	-334	-2.434
Disposals	8.583	0	8.583
Balance at 31 July 2023	-2.100	-17.071	-19.171
Carrying amount at 31 July 2023	4.732	1.159	5.891

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

	2022/23	2021/22
Cost related to short term and low value leases	158	118

Notes to the consolidated financial statements

DKK thousands

12 Financial assets and Financial liabilities

Financial assets comprise the following:	Carrying amount		Fair value	
	2022/23	2021/22	2022/23	2021/22
Financial assets:				
Trade receivables	142.453	106.393	142.453	106.393
Other receivables	28.395	61.607	28.395	61.607
Prepayments	13.244	10.169	13.244	10.169
Lease receivables	130.005	157.996	130.005	157.996
Cash and short-term deposits	32.203	32.204	32.203	32.204

Trade receivables:	2022/23	2021/22
Trade receivables	172.254	128.372
Expected loss on receivables	-29.801	-21.979
Trade receivables, net	**142.453**	**106.393**
Trade Receivables		
Not due	125.971	94.084
<30 days past due	3.945	2.947
31 to 90 days past due	12.537	9.363
Total	**142.543**	**106.393**

Trade Receivables 2022/23	Trade re-ceivables	Reserve for exp. Loss	Exp. Loss %	Trade Rec. Net
Denmark	93.160	-4.430	4,8%	88.730
Norway	65.736	-23.168	35,2%	42.568
Sweden	13.358	-2.203	16,5%	11.155
Total	**172.254**	**-26.951**	15,6%	**142.453**

Trade Receivables 2021/22	Trade re-ceivables	Reserve for exp. Loss	Exp. Loss %	Trade Rec. Net
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**

Lease receivables	2022/23	2021/22
Lease receivables	130.005	157.996
expected loss on Lease receivables	0	0
Lease receivabels net	**130.005**	**157.996**
Lease receivables -Denmark	105.840	116.890
Lease receivables - Norway	24.165	41.106
Lease receivables total	**130.005**	**157.996**
Lease receivables - short term	41.917	41.322
Lease receivables - long term	88.088	116.674
Lease receivables total	**130.005**	**157.996**

Financial liabilities comprise the following:	Carrying amount		Fair value	
	2022/23	2021/22	2022/23	2021/22
Financial liabilities:				
Credit institutions	101.607	25.434	101.607	25.434
Trade payables	219.281	272.600	219.281	272.600
Lease liabilities	135.037	157.996	135.037	157.996
Other payables	84.541	71.050	84.541	71.050

Liabilities 2022/23	Carrying amount	Contractual cash flow	Within 1 year	Within 1-5 years	After 5 years
Trade payables	219.281	219.281	219.281	0	0
Lease liabilities	135.037	135.037	44.752	90.285	0

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	0
Trade payables	272.600	272.600	272.600	0	0
Lease liabilities	157.996	180.007	41.322	123.024	15.661

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 2021/22.

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 covenants related to divident payment and key financial figures. 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	
	2022/23	2021/22	2022/23	2021/22
Intangible assets	976	561	-1.351	-2.327
Property, plant and equipment	108	0	108	0
Provisions	-3.300	3.300	0	3.300
Tax loss carried forward	-2.172	0	5.000	7.172
Leases	66	0	66	0
Other	-3.575	1.039	2.085	5.660
Deferred tax expense / Net deferred tax	-7.897	4.900	5.908	13.805

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

	2022/23	2021/22
Deferred tax assets	5.908	16.142
Deferred tax liabilities	0	-2.337
Net deferred tax	5.908	13.805

Reconciliation of deferred tax

Opening balance at 1 August	13.805	8.905
Tax loss used in joint taxation group	-4.200	0
Adjustment of deferred tax recognised in the income statement	-3.697	4.900
Closing balance at 31 July	5.908	13.805

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

DKK thousands

14 Inventories

	2022/23	2021/22
Goods held for resale	**280.667**	**254.798**
Goods held for resale at cost	282.267	260.603
Writedown	-1.600	-5.805
Inventory Net	**280.667**	**254.798**

15 Change in working capital

Change in inventories	-25.869	-65.204
Change in receivables	-5.923	-38.091
Change in trade payables and others	-41.742	-66.087
Total change in working capital	**-73.534**	**-169.382**

16 Related party disclosures

Services from Group Entities	10.387	3.430
Paid dividends to Brightfolk A/S	0	19.539

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 struture, 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 elsewere in this annual report, the Group is not aware of events occurring after 31 July 2023 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 2022/23. 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.

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 have been pledged as security for the bank facility.

The Group, has the following cross-collateralizations as sercurity for bank facilities

Guarantor	Recipient	*DKK thousands* Amount
WhiteAway Group A/S	WhiteAway A/S	120.000
WhiteAway Group A/S	Skousen Online Skousen A/S	5.000
WhiteAway Group A/S	SOS Ejendomme 1 ApS	14.000
WhiteAway A/S	Skousen Online Skousen A/S	5.000
WhiteAway A/S	SOS Ejendomme 1 ApS	14.000
Skousen Online Services A/S	WhiteAway A/S	120.000
Skousen Online Services A/S	SOS Ejendomme 1 ApS	14.000
SOS Ejendomme 1 ApS	WhiteAway A/S	120.000
SOS Ejendomme 1 ApS	Skousen Online Skousen A/S	5.000

Parent company statement of profit or loss

for the year ended 31 July 2023

	Notes	2022/23	2021/22
		DKK thousands	*DKK thousands*
Other revenue		29.934	32.742
Total Revenue	4	**29.934**	**32.742**
Other external costs	5	-9.290	-5.916
Operating profit/loss		**20.644**	**26.826**
Other financial income	6	471	1.493
Other financial costs	7	-1.653	-2.821
Profit/loss before tax		**19.462**	**25.498**
Income tax	8	-4.105	-5.859
Profit/loss for the year		**15.357**	**19.639**
Proposal for distribution of profit for the year:			
Retained earnings		15.357	19.639
		15.357	**19.639**

Parent company statement of comprehensive income

for the year ended 31 July 2023

	Notes	2022/23	2021/22
		DKK thousands	*DKK thousands*
Profit for the year		**15.357**	**19.639**
Other comprehensive income			
Other comprehensive income that may be reclassified to profit or loss in subsequent periods (net of tax):			
Net other comprehensive income that may be reclassified to profit or loss in subsequent periods:		**0**	**0**
Total comprehensive income for the year, net of tax		**15.357**	**19.639**
Attributable to:			
Equity holders of the parent		15.357	19.639
		15.357	**19.639**

Parent company statement of financial position

as at 31 July 2023

	Notes	2022/23	2021/22
		DKK thousands	*DKK thousands*
Assets			
Financial assets			
Investment in subsidiaries	**9**	274.934	274.934
Total financial assets		**274.934**	**274.934**
Total non-current assets		**274.934**	**274.934**
Current assets			
Receivables	**10**		
Receivables from group enterprises		347	0
Other receivables		3.955	4.848
Total receivables		**4.302**	**4.848**
Cash and short-term deposits		**53**	**1.313**
Total current assets		**4.355**	**6.161**
Total assets		**279.289**	**281.095**

as at 31 July 2023		2022/23	2021/22
		DKK thousands	*DKK thousands*
Equity and liabilities			
Equity			
Issued capital		588	588
Retained earnings		76.260	60.903
Equity attributable to equity holder of the parent		**76.848**	**61.491**
Current liabilities	**10**		
Trade payables		295	212
Payables to group enterprises		197.029	211.746
Income tax payable		4.281	5.883
Other payables		836	1.763
Total current liabilities		**202.441**	**219.604**
Total liabilities		**202.441**	**219.604**
Total equity and liabilities		**279.289**	**281.095**

Parent company statement of changes in equity

for the year ended 31 July 2023

Attributable to the equity holders of the parent

DKK thousands

	Issued capital	Retained earnings	Total equity
As at 1 August 2021	**588**	**112.789**	**113.377**
Profit for the period	0	19.639	**19.639**
Total comprehensive income	0	19.639	**19.639**
Transactions with shareholders:			
Dividend	0	- 35.525	**- 35.525**
Acquisition own shares	0	- 36.000	**- 36.000**
Transactions with shareholders	0	- 71.525	**- 71.525**
At 31 July 2022	**588**	**60.903**	**61.491**

Attributable to the equity holders of the parent

DKK thousands

	Issued capital	Retained earnings	Total equity
As at 1 August 2022	**588**	**60.903**	**61.491**
Profit for the period	0	15.357	**15.357**
Total comprehensive income	0	15.357	**15.357**
At 31 July 2023	**588**	**76.260**	**76.848**

Own shares:

WhiteAway Group A/S own 23,431 pcs. of own shares, corresponding to 3,98% of the share capital. Whiteaway Group A/S has not purchased or sold own shares during the year

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:	**2022/23**	**2021/22**
587.827 shares of DKK 1	588	588
Total share capital	588	588

Parent company statement of cashflows

for the year ended 31 July 2023

	Notes	2022/23 *DKK thousands*	2021/22 *DKK thousands*
Profit before tax from continuing operations		19.462	25.498
Change in working capital	11	-15.015	-136.139
Income tax paid		-5.707	-8.291
Net cash flows from operating activities		**-1.260**	**-118.932**
Acquisition own shares		0	-36.000
Dividends paid to equity holders of the parent		0	-35.525
Net cash flows from financing activities		**0**	**-71.525**
Net change in cash and cash equivalents		-1.260	-190.457
Cash and cash equivalents at 1 august		1.313	191.770
Cash and cash equivalents 31 July		**53**	**1.313**

Index to Notes to the parent company financial statements

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 consists 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.

6 Other financial income

	2022/23	2021/22
Foreign exchange gain	471	1.493
Total Other financial income	**471**	**1.493**

7 Other financial cost

Interest expenses to group entities	1.468	1.469
Interest expenses bank	185	1.352
Total Other financial costs	**1.653**	**2.821**

Notes to the consolidated financial statements

DKK thousands

		2022/23	2021/22
8	**Income tax**		
	Current income tax	4.281	5.706
	Adjustment regarding prior years, current income tax	-176	153
	Total Income tax	**4.105**	**5.859**
	Income tax recognised in the income statements	4.105	5.859
	Total Income tax	**4.105**	**5.859**

Reconciliation of income tax recognised in the income statement

	2022/23		2021/22	
	DKK	**%**	***DKK***	**%**
Tax on result for the year at the Danish income tax rate	4.282	22,0%	5.610	22,0%
Adjustment to prior periods	-176	-0,9%	249	1,0%
Income tax recognised in the income statement	**4.106**	**21,1%**	**5.859**	**23,0%**

		2022/23	2021/22
9	**Investment in subsidiaries**		
	WhiteAway A/S	78.925	78.925
	Tretti AB	146.161	146.161
	Skousen Online Services A/S	47.316	47.316
	Panorama Retail AB	1.532	1.532
	Aktieselskabet af 25.2.2021	1.000	1.000
	Total investment in subsidiaries	**274.934**	**274.934**

10 Financial assets and Financial liabilities

Financial assets comprise the following:	Carrying amount		Fair value	
	2022/23	2021/22	2022/23	2021/22
Financial assets:				
Receivables from group enterprises	347	0	347	0
Other receivables	3.955	4.848	3.955	4.848
Cash and short-term deposits	53	1.313	53	1.313

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	
	2022/23	2021/22	2022/23	2021/22
Financial liabilities:				
Trade payables	295	212	295	212
Payables to group enterprises	197.029	211.746	197.029	211.746
Income tax payable	4.281	5.883	4.281	5.883
Other payables	836	1.763	836	1.763

Liabilities 2022/23	Carrying amount	Contractual cash flow	Within 1 year	Within 1-5 years	After 5 years
Trade payables	295	295	295	0	0
Payables to group enterprises	197.029	197.029	197.029	0	0
Income tax payable	4.281	4.281	4.281	0	0
Other payables	836	836	836	0	0

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

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 2022/23.

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

	2022/23	2021/22
Receivables	546	120.991
Trade payables and other	-15.561	-257.130
Total change in working capital	**-15.015**	**-136.139**

12 Related party disclosures

Royalty income from Group entities	29.934	32.742
Services from Group Entities	513	1.411
Paid dividends to Brightfolk A/S	0	19.539

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 2023 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 2022/23. 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.

16 Contingent liabilities and financial commitments

WhiteAway Group A/S has provided a guarantee of payment of 139 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.

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The signatures in this document are legally binding. The document is signed using Penneo™ secure digital signature. The identity of the signers has been recorded, and are listed below.

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

Thomas Zeihlund
CEO
On behalf of: Whiteaway Group A/S
Serial number: e2c2c3c5-a0f2-42e9-9703-958666349677
IP: 185.81.xxx.xxx
2023-10-25 15:22:08 UTC

Jonas Hald Johansen
CFO
On behalf of: Whiteaway Group A/S
Serial number: 863d9644-618e-4f9f-bbca-ff0751fea204
IP: 85.191.xxx.xxx
2023-10-25 17:34:36 UTC

Jonas Hald Johansen
Chairman
On behalf of: Whiteaway Group A/S
Serial number: 863d9644-618e-4f9f-bbca-ff0751fea204
IP: 85.191.xxx.xxx
2023-10-25 17:34:36 UTC

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
2023-10-25 19:16:40 UTC

Lars Fløe Nielsen
Board of Directors
On behalf of: WhiteAway Group A/S
Serial number: 1be48e60-6987-4eda-9239-890ee9ac3dfc
IP: 104.28.xxx.xxx
2023-10-25 19:36:39 UTC

Ib Dyhr Nørholm
Board of Directors
On behalf of: Whiteaway Group A/S
Serial number: b438ca5f-e0a2-4847-9303-7aaa4aaecdc7
IP: 212.237.xxx.xxx
2023-10-26 05:58:24 UTC

Johannes Emil Kjærsgaard Gadsbøll
Chairman of the Board
On behalf of: Whiteaway Group A/S
Serial number: fe0090cf-7c52-4b7a-9005-a7aa80b98ee9
IP: 89.221.xxx.xxx
2023-10-26 08:57:05 UTC

Lise Kaae (SSN validated)
Vice chairman
On behalf of: Whiteaway Group A/S
Serial number: f5d5be1e-917b-463b-89c1-66e1e3a05ba5
IP: 83.73.xxx.xxx
2023-10-30 07:22:46 UTC

Jonas Busk Tangsgaard
EY Godkendt Revisionspartnerselskab CVR: 30700228
State Authorised Public Accountant
On behalf of: EY Godkendt Revisionspartnerselskab
Serial number: c967be5a-15c6-4d3a-912f-bb032c82586e
IP: 87.63.xxx.xxx
2023-10-30 08:20:14 UTC

Morten Kronborg Friis
EY Godkendt Revisionspartnerselskab CVR: 30700228
State Authorised Public Accountant
On behalf of: EY Godkendt Revisionspartnerselskab
Serial number: 3ea90d00-0e6d-4f1a-89e0-5335f4e20203
IP: 85.191.xxx.xxx
2023-10-30 19:55:49 UTC