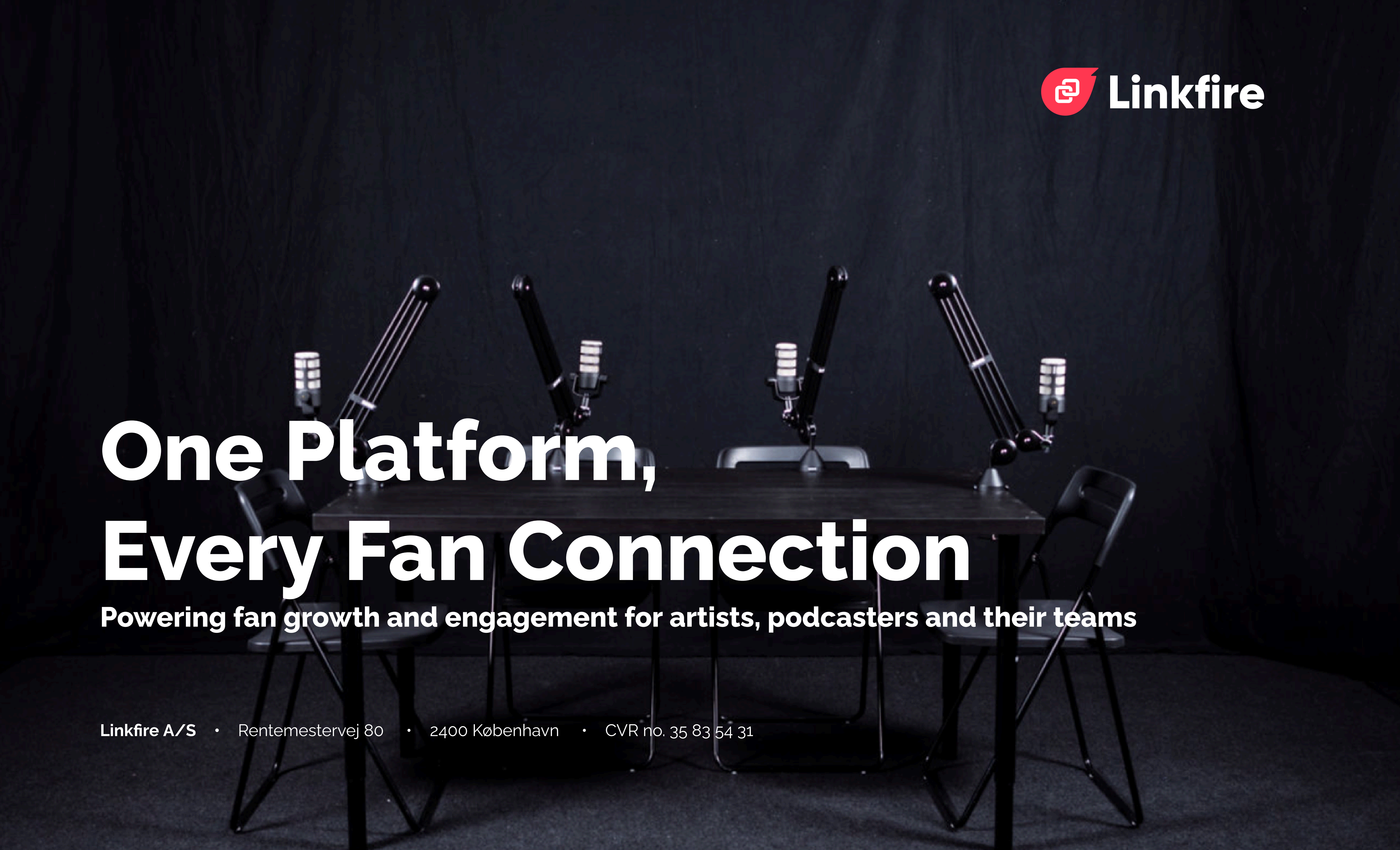

One Platform, Every Fan Connection

Powering fan growth and engagement for artists, podcasters and their teams

Linkfire A/S • Rentemestervej 80 • 2400 København • CVR no. 35 83 54 31

Annual Report 2024

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Introduction

About Linkfire

One Platform, Every Fan Connection

Linkfire is the leading platform powering fan growth and engagement for artists, podcasters, and their teams.

From the first click to lasting loyalty, Linkfire connects billions of fans with the content they love, driving streams, subscriptions, and sales through smart links, personalized experiences, and AI-powered campaign tools.

With deep insights and automation tailored to each release, creators and marketers can launch faster, optimize performance, and build stronger, longer-lasting fan relationships.

Trusted by the world's leading entertainment brands: Apple, Amazon, Sony Music, Universal Music, Warner Music, and thousands of independent creators, Linkfire is the all-in-one platform built for every fan connection.

Consumer connection

1.5 Billion

In 2024, Linkfire powered over 1.5 billion fan interactions across music and podcast content. By delivering smart links and personalized fan journeys, we helped artists and teams convert discovery into action, driving growth across streaming, audiences, subscriptions, and sales.

Financial Turnaround

Reached EBITDA Breakeven

In April 2024, Linkfire achieved EBITDA breakeven for the first time, marking a major milestone in our journey toward sustainable growth. This was driven by strong cost discipline, revenue stability, and a focused go-to-market strategy.

Strategic Shift

Delisted from NASDAQ

In January 2024, Linkfire officially delisted from Nasdaq First North Growth Market. The move supports long-term strategic flexibility and eliminates public market constraints during a pivotal turnaround and re-accelerating growth phase.

Building a Sustainable Business

2014 - 2015 Linkfire was founded, and the first version of the marketing platform was developed in collaboration with Danish record labels.

2016 - 2017 Going international. The platform became widely used throughout Denmark and Europe. All three major music labels - Universal Music Group, Sony Music Group, and Warner Music Group – joined Linkfire.

2018 Conquering the US. Linkfire opened its first US offices, followed by a quick adoption increase by the big US record labels.

2019 Building a market leader. Linkfire secures its position as the global market leader by connecting more fans with music than any other competitor.

2020 Scaling up. Independent record labels, competitors, podcasters, and the first large US film studio started using Linkfire.

2021 Linkfire is listed and becomes a publicly listed company on Nasdaq First North Premier Growth Market in Sweden.

2022 Linkfire further solidifies its position in the market and closes 2022 with historical performance taking a significant step towards breakeven as reported in Q4 2022.

2023 Linkfire expands into the multibillion-dollar podcast industry with Linkfire for Podcasts.

2024 After delisting from Nasdaq First Premier Growth Market, Linkfire achieves profitability and reports positive EBITDA for the year.

Key Milestones in 2024

Q1

Linkfire successfully **delisted from Nasdaq First North Growth Market** and re-shaped the organisation towards cash break-even. Co-founder and former Chief Commercial Officer, **Jeppe Faurfelt, assumed the position as CEO of the Company.**

Q2

Linkfire reached an EBITDA break even, including a 178% improvement in earnings compared to previous year.
Linkfire renewed its agreement to provide its Saas Marketing Platform to **Alternative Distribution Alliance (ADA),** the independent distribution and label services arm of Warner Music Group.

Q3

In August, Linkfire held an Extraordinary General Meeting to approve a **Warrant Agreement with New Venture Securitization Company SCS**. The agreement involved the issuance of a warrant to purchase 7,838,000 shares for an upfront payment of **USD 1,500,000**, supporting operational runway and growth initiatives..

Linkfire achieved another quarter of EBITDA break-even and reached operational cash break-even, reinforcing the company's position as a financially sustainable business.

Q4

Linkfire renewed long-term agreements to provide its SaaS Marketing Platform to **Warner Music Group** and **Universal Music Group** globally, extending decade-long partnerships with two of the world's largest music companies.

Linkfire continued to grow its subscription revenue by **acquiring new enterprise clients** across the **music (Digital Service Providers) and podcast verticals**, while also tightening churn and executing a successful pricing update.

Letter from the CEO

Jeppe Faurfelt
CEO & Co-founder

In 2024 we turned a corner.

After years of growth, experimentation, and scaling, this was the year we paused to realign. We made the deliberate decision to sharpen our focus, reduce complexity, and reset our foundation. That journey wasn't always easy, but it was necessary. And it worked.

We reached EBITDA breakeven and achieved operational cash flow break-even, a huge milestone in Linkfire's evolution. These results were not incidental. They were the product of focused execution, a more disciplined cost structure, and a team that showed up with clarity and conviction, even when the road and runway got narrower.

Reshaping to Scale Smarter

To support this shift, we made the strategic decision to delist from Nasdaq First North Growth Market and reshape our organization around sustainable value creation. Going private gives us the space and flexibility to invest for the long term without the constraints of quarterly public market expectations.

At the same time, we streamlined our operations to become more agile and product-focused. We're now a leaner company with a clearer sense of purpose and it shows across our customer relationships and performance metrics.

Trust from the World's Biggest Names

In an industry where consistency matters, 2024 was a year of renewed trust.

We extended long-term agreements with the most influential players in global music, including Sony Music Entertainment, Warner Music Group, Universal Music Group, BMG and ADA.

We also maintained our exclusive relationship with Apple Podcasts, further cementing Linkfire's position in the fast-growing podcast space.

Our platform and API powered over 1.2M releases for 200k artists, generating 1.5 billion fan connections over the year. In a time of shifting consumption patterns, those numbers speak to our relevance, reliability, and reach.

Building the infrastructure for Fan Marketing

Linkfire is no longer just a smart link platform. We're becoming the infrastructure layer for fan marketing and evolving into a true Fan Data Platform. A place where creators and marketers can manage campaigns, gain deeper audience insights, and collect, organize and activate fan data and drive measurable results across platforms. All of this while ensuring enterprise level compliance and delivering transparent, privacy respecting experiences to fans.

Positioned for what's next

2024 was the year we stabilized. 2025 is the year we launch what we've been building behind the scenes. Artist Workspaces will lay the foundation for long-term growth, expanding our platform beyond smart links and unlocking new opportunities for artists and their teams. With a renewed clarity of purpose, sharper focus, and a strengthened platform foundation, we are ready to meet the demands of a constantly evolving industry and begin the next chapter of Linkfire's journey.

Looking ahead, we remain optimistic about the music and podcast industries and our role within them. In many ways, it feels like we're back at the starting line, but with experience, vision and platform to go much further

Thank you to our partners, customers, team and shareholders for your continued trust and support.

Letter from the Chairman

Jesper Møller
Chairman of the Board

During 2024 the new management team led by CEO Jeppe Faurfelt delivered a successful turnaround leading to strongly improved financial performance and a lean and focused company poised for new growth.

The delisting of the company from the stock exchange contributed to lowering the cost base and strongly reduced the governance requirements. This has allowed the management team to focus on improving day to day operations whilst maintaining a frequent dialogue with the board of directors. Whilst we do not interfere in operational matters we follow the financial and operational development of the company on a weekly basis.

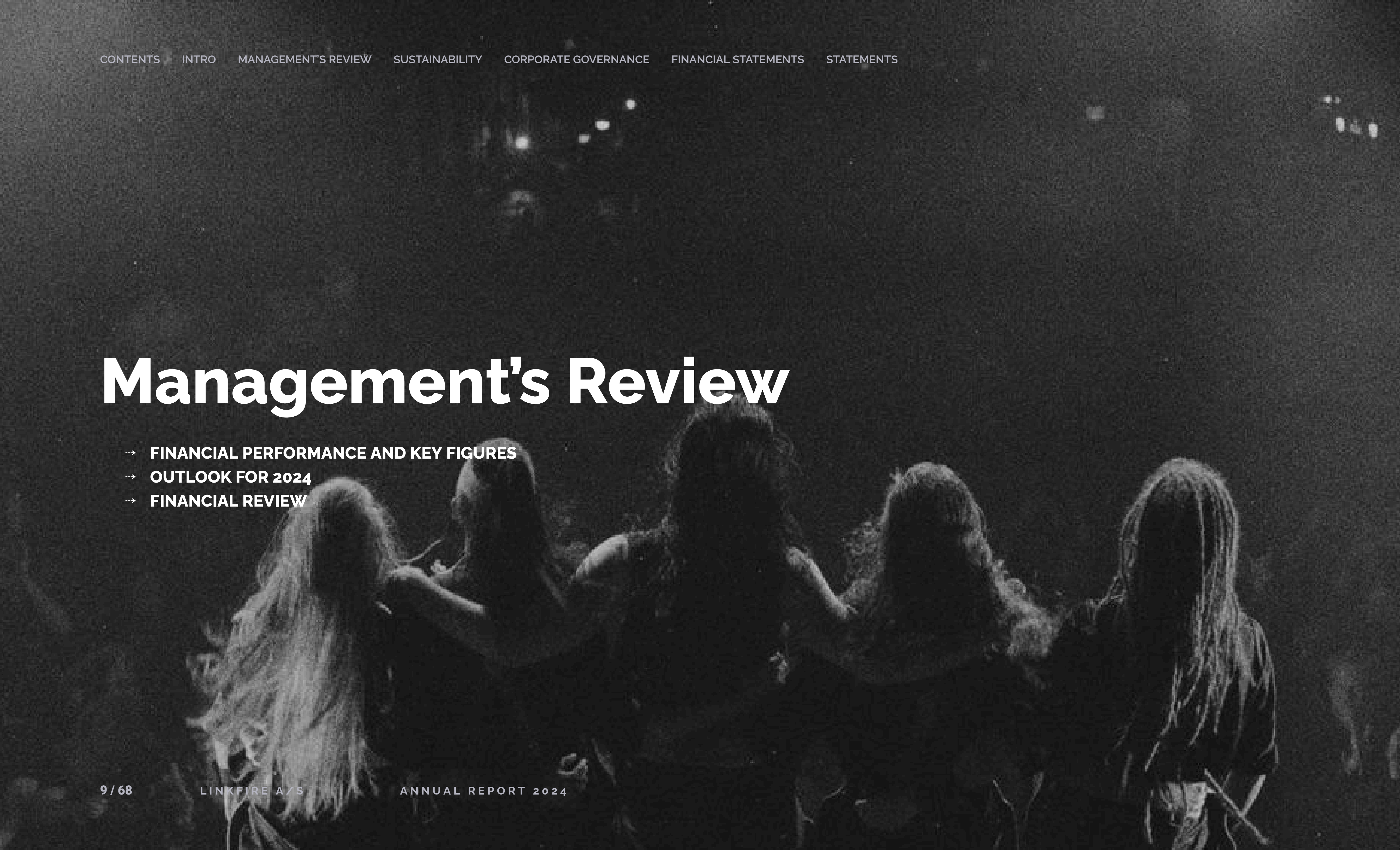
We have been impressed with the team's ability to be ambidextrous in managing the time available. There has been a keen focus on the actions which would lead to improved financials and ensure delivery of budgeted numbers. Simultaneously the team has managed to maintain a positive and forward looking dialogue with our customers, shareholders, lenders and important industry players. As a result, Linkfire has a refreshed strategic position broadening our offering to be a full service platform for artists and their teams. The board of directors agree that this will lead to renewed growth through addressing a broader market. than before.

Although it has regrettably been necessary to reduce the number of employees in several rounds, it is very satisfactory that we still have extremely skilled engineering resources who have been able to maintain and harness our advanced software platform. Our dedicated people and this advanced engine remain the key strategic assets in the company.

Looking ahead the board is focused on strengthening the capital position of Linkfire, which hopefully will facilitate a refinancing of the debt stack and lower financing costs. Operationally we look forward to following the roll out of the enhanced artist platform and the ongoing improvement of the financial performance towards being a self supporting company.

Current priority is to ensure enough cash to secure operations towards long-term sustainability, targeting financing in the range of USD 5 - 6.5 million and unlocking a debt refinancing transaction. Management remains confident in securing both new financing and refinancing of current debt and expects to conclude both operations by end of September 2025.

I would like to thank all our shareholders for your patience and continued support and all the employees of Linkfire for your dedication and hard work during challenging times.



Management's Review

Financial Performance and Key Figures

1.5B
Consumer Connections

***Sustained** consumer connections at the same level as last year*

8.3M
EBITDA (DKK)

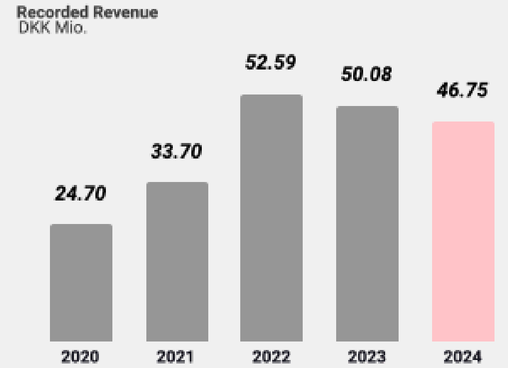
***197% improvement** in EBITDA for the year*

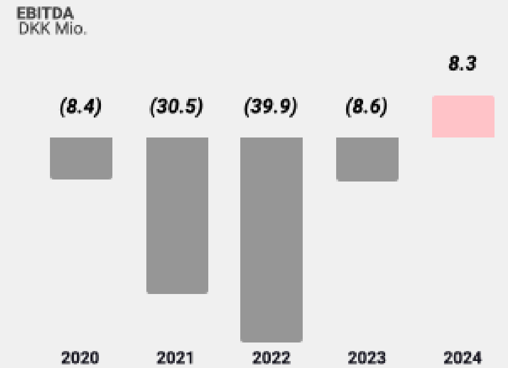
81%
Gross Margin

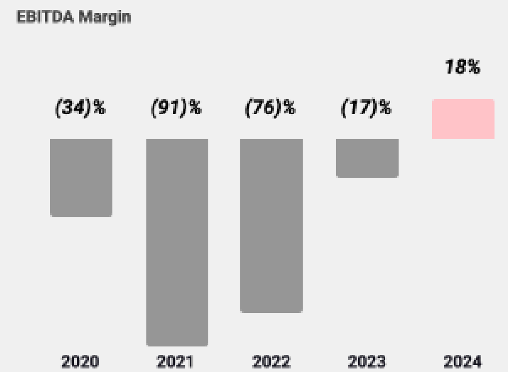
***8% decrease** in gross profit*

18%
EBITDA Margin

***Positive** for the first time in the Company's history*







Financial Performance and Key Metrics

	2024	2023	2022	2021	2020
Income Statement (DKK thousand)					
Recognized Revenue	*46,755*	*50,084*	*52,590*	*33,697*	*24,699*
Operating profit / (loss) before interest, taxes, depreciation & amortization (EBITDA)	*8,321*	*(8,572)*	*(39,875)*	*(30,512)*	*(8,371)*
Operating profit / (loss) before interest & taxes (EBIT)	*(11,849)*	*(28,052)*	*(74,288)*	*(39,425)*	*(14,193)*
Operating profit / (loss) before interest & taxes (EBIT) excl. IPO Cost	*(11,849)*	*(28,052)*	*(74,288)*	*(32,558)*	*(14,193)*
Result of financial items	*(9,333)*	*(5,943)*	*(1,273)*	*(1,652)*	*(3,796)*
Profit after tax	*(21,516)*	*(49,574)*	*(70,085)*	*(35,578)*	*(9,371)*
Balance Sheet (DKK thousand)					
Intangible assets	*67,649*	*74,978*	*74,372*	*69,876*	*51,503*
Cash and cash equivalents	*4,021*	*4,669*	*7,027*	*45,946*	*783*
Total assets	*86,119*	*91,486*	*101,349*	*140,200*	*63,786*
Equity	*(16,642)*	*(4,903)*	*43,962*	*87,125*	*4,909*
Financial ratios					
Operating profit before interest, depreciation & amortizations (EBITDA) margin (%)	18%	(17)%	(76)%	(91)%	(34)%
Operating profit margin (EBIT) (%)	(25)%	(56)%	(141)%	(117)%	(57)%

Financial Performance and Key Metrics (continued)

	2024	2023	2022	2021	2020
Key Metrics					
Consumer connections (Traffic)	1,550,113,110	1,545,661,431	2,083,437,002	1,603,957,986	1,475,350,156
y/y Growth	0%	*(26)%*	*30%*	*9%*	*77%*
Revenue, on constant currency basis (DKK thousand)	44,274	46,906	48,778	34,521	24,348
Revenue Growth	(6)%	*(4)%*	*41%*	*42%*	*43%*
Subscription Revenue, on constant currency basis (DKK thousand)	28,544	30,181	30,122	22,853	18,745
y/y Growth	*(5)%*	*0.20%*	*32%*	*22%*	*23%*
Commission Revenue, on constant currency basis (DKK thousand)	15,730	16,725	18,656	11,667	5,603
y/y Growth	(6)%	*(10)%*	*60%*	*108%*	*223%*
Commission Revenue per Mille (RPM)*, on constant currency basis (DKK)	10.15	10.82	8.95	7.27	3.80
y/y Growth	*(6)%*	*21%*	*23%*	*92%*	*83%*
Gross Margin, on constant currency basis	81%	83%	74%	72%	76%

* Commission Revenue per thousand consumer connections

Outlook for 2025

"Running a streamlined, strategically aligned and even more growth-focused organization towards full cash break-even, combined with current Debt Refinancing, will be the key to long-term sustainability and growth."

Revenue guidance
In 2025, Linkfire expects to continue its transition towards sustained profitability by stabilizing cost levels and laying the foundation for ARR expansion. Revenue is guided within the range of DKK 40-50 million for the full financial year. This corresponds to a yearly growth of (14)-7%.

In order to achieve our guidance, performance on the following key drivers is required:

- Continued strong RPM performance
- Sustained traffic levels on a year-on-year basis
- Continued inflow of new platform users
- Continued ability to retain and expand existing subscription contracts
- Continued product innovation and development

EBITDA guidance
Linkfire has achieved EBITDA breakeven for 12 consecutive months starting in April 2024. and guides EBITDA in the range of DKK 15-20 million for the full financial year 2025. Furthermore, Linkfire is committed and confident about reaching operating cash break even for the year, while a long term solution to refinance current debt with better terms remains essential and top priority.
Continued investments into innovation and development of our offering are expected throughout the year, and are the basis for expecting continued growth in the coming years. Possible deviations from the guided ranges depend on investments into new strategic opportunities supporting our announced revenue and long-term growth and profitability strategy.

Strategy execution
Throughout 2024, the company has continued taking several initiatives to eliminate risk in the break even plan. We have narrowed even more our operating focus to short-term return initiatives and the least capital-intensive deployment of cash. In 2025, Linkfire expects to utilize the lighter operating setup to achieve operating cash break even for the year.
To reach operating cash break even based on the projected cost base for 2025, Linkfire's revenue must remain at levels comparable to 2024, supported by a significantly lighter cost base. We expect consistent performance in both recurring subscription revenue and commission revenue, while focusing our efforts on developing our core profit driver, and transforming from a link manager into a scalable vertical SaaS business through our vision of Artist Workspaces, unlocking higher Annual Contract Value, new revenue streams, and massive market expansion.

Forward-looking statements
Statements about the future expressed in the annual report reflect Linkfire's current expectations for future events and financial results. The nature of these statements is affected by risk and uncertainties. Therefore, the company's actual results may differ from the expectations expressed in the management commentary

Financial Review

Revenue

Revenue decreased by DKK 3.330 thousand, or 7 per cent, from DKK 50.084 thousand in 2023 to DKK 46.755 thousand in 2024. Commission revenue increased by DKK 626 thousand, or 3,59 per cent, compared to 2023 while Subscription revenue decreased by DKK (3.958) thousand or 12,77 per cent. This is on pace with the performance seen in all other areas of the business, as we have scaled down to be a significantly smaller organization across the board in 2024 as compared to 2023.

Costs

Cost of sales decreased by DKK 218 thousand, or 2 per cent, from DKK 9.139 thousand in 2023 to DKK 8.921 thousand in 2024. The decrease is centered around server and hosting costs, improved baseline and scalability as well as ensuring compliant and premium service delivery.

In 2024, external expenses decreased by DKK 4.994 thousand, or 30 per cent, from DKK 16.573 thousand in the comparable period in 2023 to DKK 11.579 thousand in 2024. The decrease is mainly due to a strong focus on cost optimization through the entire company, including cost savings in connection with the delisting.

Staff costs decreased by DKK 13.304 thousand, or 43 per cent, from DKK 31.237 thousand in 2023 to DKK 17.933 thousand in 2024. As a percentage of revenue, staff costs decreased from 62 per cent to 38 per cent. During 2024, Linkfire continued cost optimization measures aimed at delivering on the plan to show EBITDA and operating cash profitability. Efforts included a significant headcount reduction which explains the decrease,

Other staff costs dropped to DKK 0 in 2024 and comprised severance agreements costs related to contractions in FTEs carried out at the end of 2023.

Earnings

Depreciation, amortization and impairment slightly increased by DKK 690 thousand, or 4 per cent, from DKK 19.480 thousand in 2023 to DKK 20.170 thousand in 2024..

EBIT increased by DKK 16.204 thousand, or 58 per cent, from negative DKK 28.052 thousand in 2023 to negative DKK 11.849 thousand in 2024. This is an improvement in relation to revenue from (56) per cent in 2023 to (25) per cent in 2024.

Net financial items

Financial income increased by 53 DKK thousand or 4 per cent, from DKK 1.385 thousand in 2023 to DKK 1.438 thousand in 2024.

Financial expenses increased by DKK 3,443 thousand, or 47 per cent, from DKK 7,328 thousand in 2023 to DKK 10,771 thousand in 2024, mainly due to interest expenses from the main loan of EUR 5 million, and short-term loans to maintain operations until reaching the cash break-even point.

Income tax

The tax for the year decreased by DKK 15,245 thousand, or 98 per cent, from DKK (15,579) thousand in 2023 to DKK (334) thousand in 2024. The decrease is due to the adjustment in FY 2023 related to the Tax Credit Scheme. The Danish Tax Authorities (Skattestyrelsen) has rejected the company's request for tax credit for the income years 2020-2022. Management, however, still considers the conditions for using the scheme to be fulfilled and has appealed the decision.

As a result of the uncertainty associated with the outcome of the final decision, the recognized receivable from expected use of the tax credit scheme related to 2022 (DKK 5,500 thousand has been reversed in the accounting item "tax for the year" in the income statement for 2023. Furthermore, a reversal for the received tax credit for 2020 and 2021 has been recognised for a total of DKK 10,029 thousand. In total, the recognised reversal in 2023 is DKK 15,529 thousand in tax expense and 1,883 thousand in estimated interest expense related to the tax repayment. If Management succeeds in the appeal, subsequent financial years will be positively affected by DKK 23,700 thousand.

Net Profit/(loss)

Loss for the period decreased by DKK 28,059 thousand or 57 per cent, from DKK 49,574 thousand in 2023 to DKK 21,516 thousand during 2024. This represents a decrease in relation to revenue from (99) per cent in 2023 to (46) per cent in 2024. This is reflective of the fact that cost cutting measures were carried out throughout the entire 2024 in connection with the delisting, improving profitability and moving the company in the direction of an operational break-even in 2025.

Cash flow and financing

Cash flow from operations for 2024 was DKK (119) thousand) (2023: DKK 12.379 thousand). Investment activities reduced cash flows by DKK 11.478 thousand in 2024 (2023: DKK 15,662 thousand). Cash flow from financing activities for 2024 was DKK 10.878 thousand (2023: DKK 26.064 thousand).

Parent company

Linkfire A/S, Denmark, is the parent company of the Group, which consists of one further subsidiary in the US. The development of revenue and costs in parent company activities is in all material aspects covered in the financial review of the Group figures and follows the Group explanations.

Financial Review (continued)

Uncertainties of recognition and measurement

At each reporting date, it is required to assess whether there is any indication that an asset may be impaired. The current uncertainties in the market and the share price from the last capital increase, among others, indicate that an impairment assessment needs to be performed, with main focus on the carrying amount of the intangible assets.

Development projects have a net value of DKK 67.6M (2023: DKK 75.0 million) in the annual report. Development projects are measured at cost price reduced with amortization and write-downs. The measurement of development projects is dependable on future earnings, which there is a natural uncertainty related to. Growth in 2024 and outlook corresponds to a lower growth than mid-term financial targets. If future growth continues to be lower than mid-term financial targets this could entail an impairment loss of the value of capitalized Development projects. Due to these circumstances, there is material uncertainty related to the value of capitalised development projects.

Going concern

Linkfire A/S's continued operations depend on refinancing (capital injection from investors or new loans) of interest-bearing liabilities in the range of DKK 40 million. Furthermore, postponement of repayment of the current portion of the interest-bearing liabilities in the range of DKK 18 million is required for the company to continue operations. Management expects that both the refinancing and postponement of repayments due in 2025 in the range of DKK 18 million will be concluded before the end of September 2025. The refinancing may be conducted in one or more steps, and the company's management has constructive dialogues regarding potential capital injections and dialogues with both current and potential new debt providers, Management has, on this background, decided to prepare the financial statements on a going concern basis.

However, due to uncertainty related to both refinancing and terms and conditions related to postponement, there is material uncertainty related to going concern.

Tax Credit Scheme

Last year, the Danish Tax Authorities requested Linkfire to share its calculations for received payouts under the Tax Credit Scheme for FY 2020 and 2021. Under this program, the Tax Authorities encourage innovation in Denmark, supporting Danish loss-making, innovative companies with paying out the tax value of qualified research and development costs. The program is a great driver for keeping innovation in Denmark and for global exposure to Denmark as an accommodating and innovative business market. This is a regular procedure conducted by the Tax Authorities. The event prompted management to reiterate the implicit uncertainty in receiving payouts under the Tax Credit Scheme since calculations and assumptions can be challenged. Linkfire received DKK 4.5 million in 2021 (for FY 2020) and DKK 5.5 million in 2022 (for FY 2021), and expected to receive DKK 5.5 million in November 2023 (for FY 2022) and DKK 5.2 million in November 2024 (for FY 2023)..

Linkfire's management believes in having solid documentation for its innovative development in the global audio entertainment market and welcomes the control as an important part of such a supportive arrangement for innovation in Denmark. Linkfire delivered its first batch of documentation to the Tax Authorities, who had an initial proposal to change Linkfire's taxable income, and needed to see further documentation. Therefore, the Tax Authorities were invited to Linkfire's office for a walkthrough of our product and developments during the challenged years, and asked Linkfire to prepare additional documentation to prove the innovative element of the developments, which was delivered in March 2024.

In April 2024, Linkfire received the decision by The Danish Tax Authorities, who deemed Linkfire ineligible, demanding repayment of DKK 12.3M including interest as of April 2024 for FY 2020 and 2021, and rejecting payment of the expected funds corresponding to FY 2022, which was recognized as tax receivable of DKK 5.5 million. In addition, in April 2025 Linkfire received the decision by The Danish Tax Authorities rejecting payment of the expected funds corresponding to FY 2023.

Many Danish software companies are facing the same decision from The Danish Tax Authorities regarding R&D under the Tax Credit Scheme. Based on the advice from tax specialists, Linkfire appealed the decision to the Danish Tax Tribunal, including a deferred payment request, meaning no payments need to be made until the Tax Tribunal makes a final ruling .

Throughout the second half of 2024 and into early 2025, Linkfire has supported the preparation of a technical expert review to substantiate the innovative nature of its R&D activities in the relevant fiscal years. This included providing supplementary documentation, clarifying technical product advancements, and referencing benchmarks of comparable innovation cases across the Danish software sector.

While the Danish Tax Tribunal has not yet appointed an expert or confirmed the precise process, it is expected that the case will progress in the second half of 2025, beginning with the expert's assessment as a preliminary step ahead of district court evaluation.

As a result of the uncertainty associated with the outcome of the final decision, in FY 2024, no tax receivable has been recognised and accrued interest has been provisioned for the year. As per 31 December 2024, the total provisioned liability amounts to DKK 13.3M.

Financial Review (continued)

If Management succeeds in the appeal, subsequent financial years will be positively affected by DKK 23.7 M.

Equity

As per 31. December 2024 equity is negative by DKK (16,642) thousand. As described under Going concern, Linkfire is in the process of securing additional equity financing in order to re-establish positive equity.

Subsequent Events

As of the reporting date, current borrowings due in 2025 have not been settled upon maturity. The Company is engaged in ongoing discussions with credit institutions to renegotiate the terms of the debt. For further details, please refer to Note 2 of the consolidated financial statements.

There have not been any other significant subsequent events after the reporting period

Corporate governance

Risk Management

Uncertainties about future events can potentially have a negative impact in any business operations, and it is important to carefully analyze such risk factors that might affect the future development of the Linkfire share.

Linkfire is on an ongoing basis assessing and evaluating the potential risk factors. Critical risks in the business environment are strategically managed and operationally handled in the daily processes. The significant risk factors are described below.

Industry
Linkfire is a technology company providing marketing and promotional services for artists and record labels. The music, entertainment and Podcast industries are young industries characterized by innovation and rapid technological development, evolving industry standards and practices as well as changing customer and consumer needs and preferences. In order to remain successful and execute its growth strategy, Linkfire must continuously effectively adapt to, respond to, and also anticipate such changes, and develop its technology and service offering on a timely and cost-effective basis.

Commission revenue
Linkfire is striving to let commissions be a growing part of the business and if Linkfire does not succeed in retaining and building new affiliate partnerships with Digital Service Providers (such as Spotify, YouTube, Apple Music and Podcast, Amazon and Ticketmaster) that ambition may fail. However, it is Linkfire's opinion that the market for monetization of music and podcast related internet traffic is growing.

Data Partnerships
A key part of Linkfire's strategy is to integrate the Linkfire marketing platform with third-party application providers and Social Media Platforms. The integration provides Linkfire with valuable data and insights on consumer patterns on digital service platforms to be shared with Linkfire's subscription customers. Any changes or restrictions on the APIs (application programming interfaces) may limit the functionality and accessibility of Linkfire's services, but Linkfire evaluates the risk of this materializing as low.

Subscription revenue
The core of the Linkfire business is the subscriptions to Linkfire's link generator and a major part of its subscription revenues are generated from contracts with major music labels, such as Universal Music Group, Sony Music Entertainment and Warner Music Group. Some of these major agreements are up for re-negotiation in 2025.

Management and key employees
Linkfire is highly dependent on our management team and employees, with people being our biggest asset. It is crucial to Linkfire to be able to attract, retain, develop and motivate diverse and thriving management and staff to ensure the right competencies and skills to succeed as a business.

Competition
The industry in which the Company operates is rapidly evolving and highly competitive, with relatively low barriers to entry.

The Company mainly faces competition from one other marketing platform, Feature.fm, targeting music labels and artists, as well as a long tail of small, local market players. Thereto, there are providers of Smart Links that operate both in the Smart Linking Market for music as well as the general Smart Linking market, such as Linktree and Bit.ly.

The Company may in the future also face competition from other SaaS companies or players within the online marketing industry that decide to innovate or invest in similar, or superior, services and technologies that may compete with the Company's platform and services, for example by delivering solutions at lower prices, more conveniently or more securely.

Technical errors and disruptions to the Company's IT infrastructure

The Company is dependent on maintaining a secure and well-functioning IT environment for all aspects of its operations. There is a risk that the Company's IT environment, as well as its partners' IT environment, is affected by problems with software, hardware, computer viruses, improper or negligent operation of the Company's IT systems by the Company's employees or contractors, attacks or physical damages as well as other unforeseen events. Such failures and interruptions can lead to delays, increased costs and could negatively impact the very basis of the Company's digital operations.

Privacy regulation

Linkfire maintains a high focus on privacy compliance as well as other regulatory issues. As the emphasis on privacy security is an increasing success factor, Linkfire will maintain this focus in order to stay both compliant and an attractive provider of services and partners.

Risks related to taxation

The company is subject to a number of tax regulations in Denmark and in other jurisdictions, which involve for example corporate income tax including the Danish tax credit regime for R&D activities, VAT, social security taxes and transfer pricing regulations. The tax considerations made by the company are based on interpretations of current tax laws, tax treaties and other tax regulations and the requirements of the relevant tax authorities.

Risks related to foreign currency exposure, credit and interest rate

Risk related to foreign currency exposure, credit and interest rate are described in note 22 of the financial statements. Please be referred to this section of the annual report for a full review.

Financial risks

The company may not show profitability when expected and may experience uneven cash flows impacting cash position.

The company has historically incurred significant costs for the development of its current operations and expects that such costs will continue to incur in the future to a certain extent. Following a significant reduction and continued expectation of firm cost control, the company may risk costs varying above the expected levels despite its intention to manage cost reductions. There is a risk that the company will not earn sufficient revenues or reach and maintain profitability to conduct its operations in accordance with set goals and strategies, which could impair the Company's ability to sustain operations or to obtain any required additional funding.

In addition, the company may experience uneven cash flows, including due to seasonality in user traffic, for example, due to the occurrence of big music releases or shows. Moreover, upfront payments from contracts with major labels, which make up for a large part of the company's revenues, normally occur three times per year, which also contributes to uneven cash flows.

Risks related to future financing needs

As part of its business strategy, the company wants to increase its subscription user base and expand its market position further through scaling and expanding its operations organically. The company is also exploring opportunities of expanding into new geographical markets as well as into adjacent verticals within the entertainment industries. In light of the above-mentioned growth plans, the company believes it is not unlikely that it may have to turn to the capital market to finance its business further in the future. If additional financing cannot be raised when needed, if financing cannot be raised on terms favorable to the company, or if such financing should prove insufficient to fund the company's future operations, this could have a material adverse effect on the company's ability to conduct business operations as planned, pursue its sustainable growth strategy and ultimately its financial position

Board of Directors

	Jesper Møller Chairman of the board (since 2021)	Ole Larsen Board member (since 2022)	Peter Balint Board member (since 2023)
Professional background	Seasoned Danish CEO level executive with a current focus on non-executive board positions and advisory roles in Northern Europe. Key experiences from food and service industries. The latest operational experience was 9 years as CEO of a confectionery manufacturer with full value chain responsibility. Previous job experiences from Coca-Cola, Carlsberg, ISS, Nestlé, Q8, BP and more. Solid experience with strategy processes, product development/innovation, category management, concept development, financial reporting, governance, CSR, Sports Management.	Experienced CFO and finance professional with a demonstrated history of working in various industries in both listed and unlisted companies. Skilled in restructuring, turn-arounds, growth/start-ups, Mergers & Acquisitions and Corporate Finance.	Peter Balint has a strong financial and operating background. From 2001-2010, he worked at Erste Bank Group in various positions within the investment banking division. From 2010-2018, he was the managing director of Infinity Capital Group, a Slovakia-based boutique private equity firm, leading investments into portfolio companies in energy, real estate, and technology. He currently holds various board positions and acts as an advisor at Twin Capital, including Barreson Limited, which is a part of one of the largest family offices in the Central European region.
Education	Master's degree in Administration and Management at Copenhagen Business School, Denmark.	Master of Science, Copenhagen Business School	Master in Business Administration, University of Economics, Bratislava, Slovakia
Other ongoing assignments	Chairman of the board of Thornæs Destilleri A/S. Board member at KFI Erhvervsdrivende Fond. Chairman at TechBBQ. Chairman at The Great Belt Committee.	2018 - Chairman of the Board at Rikke Gravengaard – Copenhagen A/S 2022 - Founder & CEO at nuso ApS 2023 - CFO at FluoGuide A/S	2019- Advisor at Twin Capital (including Barreson Limited) 2018- Managing director at ICS Investment Management LLC
Previous positions	Chairman at Konsolidator A/S. Deputy Chairman of Industriens Fond and Brøndbyernes IF Fodbold A/S. Chairman at Mangaard & Partners. Advisory Board member at Lakrids by Johan Bülow. Director of Executive Services at AS3 Executive. CEO at Toms Gruppen A/S.	2018 – 2021 Member of the Board of Directors in various subsidiaries in the BioPorto Group; 2011 – 2018 CFO and Member of the Board of Directors in various subsidiaries in the Bavarian Nordic Group; 2005 – 2008 Member of the Board of Directors at Søndagsavisen A/S (now North Media); 2004 – 2008 Chairman and member of various Boards of Directors in the Nordisk Film Group; 2001 – 2004 CFO at Berlingske Tidende;	2010-2018 Infinity Capital Group, Managing Director 2001-2010 Erste Bank, various positions
Position of dependency	Independent in relation to the company and the management and in relation to Major Shareholders.	Independent in relation to the Company and the management and in relation to Major Shareholders.	Independent in relation to the company and the management, but not independent in relation to Major Shareholders.
Shareholding	142,304 shares.	N/A	N/A

Leadership team

	Jeppe Faurfelt Co-founder & CEO (since 2024)	Jannik Jepsen CTO (since 2016)
Professional background	As co-founder and CCO of Linkfire, Jeppe Faurfelt has gained a vast experience within commercial strategy, operations, and developing the client-facing organization to drive overall business growth. Before joining Linkfire, Faurfelt served as a project manager for the MeWe Group, a full-service ad agency specializing in business development, branding, and unique digital solutions. In addition, Faurfelt worked as a marketing project manager for Downtown.dk, where focusing on brand management and website tracking.	Jannik Jepsen has a M.Sc. in Interaction Design, and extensive experience from various projects on consumer connectivity within in-car infotainment systems in collaboration with brands such as Volvo and Continental. Jepsen has had various student jobs related to Web and graphical design for eCommerce and marketing purposes, and has more than 5 years of experience of managing and developing Linkfire's infrastructure, technology and product.
Education	B.Sc. in Social Science and Business Studies from Roskilde Universitetscenter.	M.Sc. in Interaction from Aalborg University.
Other ongoing assignments	-	Director of JJepsen Holding ApS.
Shareholding	3,728,198 shares.	503,923 shares.

Corporate governance

Linkfire is a Danish Limited Liability company (aktieselskab) governed by the Danish Companies Act, other applicable laws and regulations, the company's articles of association, and internal policy documents.

As a former listed company on First North Growth Market, Linkfire's corporate governance was also governed by the Nasdaq First North Growth Market rulebook and the Swedish Corporate Governance Code. The main corporate laws and rules on governance in a Danish public limited liability company listed on First North Premier are, to a large extent, materially similar to the corresponding Swedish rules.

General meeting
Pursuant to the Danish Companies Act, the shareholders' right to pass resolutions is exercised at the general meeting of the company, and the general meeting is Linkfire's superior decision-making body. The general meeting may resolve upon every issue which does not specifically fall within the scope of the exclusive powers of another corporate body, such as the Board of Directors or the executive management.

The Annual General Meeting 2025 will be held on June 27.. The deadline for submission of requests for specific business to be included in the agenda was announced in the investors newsletter.

Board of Directors
The members of the Board of Directors are elected at the annual general meeting for the period until the end of the next annual general meeting. According to Linkfire's Articles of Association, the Board of Directors shall consist of between three and five members and currently, the Board of Directors is composed of three ordinary board members elected at the general meeting. In 2024, 9 meetings were held by the Board of Directors.

Independence
The majority of the members of the Board of Directors of a Danish public limited company must not be executive officers of the company and an executive officer may not chair or vice chair the Board of Directors.

According to the Code, the majority of the board members elected by the general meeting shall be independent of Linkfire and its management. According to the Code, at least two of the board members who are independent in relation to Linkfire and its management shall also be independent in relation to major shareholders (who directly or indirectly control ten per cent or more of all shares and voting rights).

The Board of Directors perceives the requirement for independence to be accommodated.

Remuneration
Remuneration to Board of Directors
Fees and other remuneration to board members elected by the general meeting are resolved by the general meeting. At the annual general meeting on 28 June 2024 it was resolved that the chairman of the Board of Directors will be entitled to receive an annual remuneration of DKK 250,000, and that the other members of the board will be entitled to receive an annual remuneration of DKK 125,000.

Remuneration to Management
Remuneration to management consists of base salary, pension, share-based remuneration and benefits in kind. For the 2024 financial year, the total remuneration paid to Linkfire's leadership amounted to DKK 4,357 thousand and included base salary and benefits in kind and pension contributions. Members of Linkfire's leadership will participate in the company's warrant-based incentive programs when allocated.

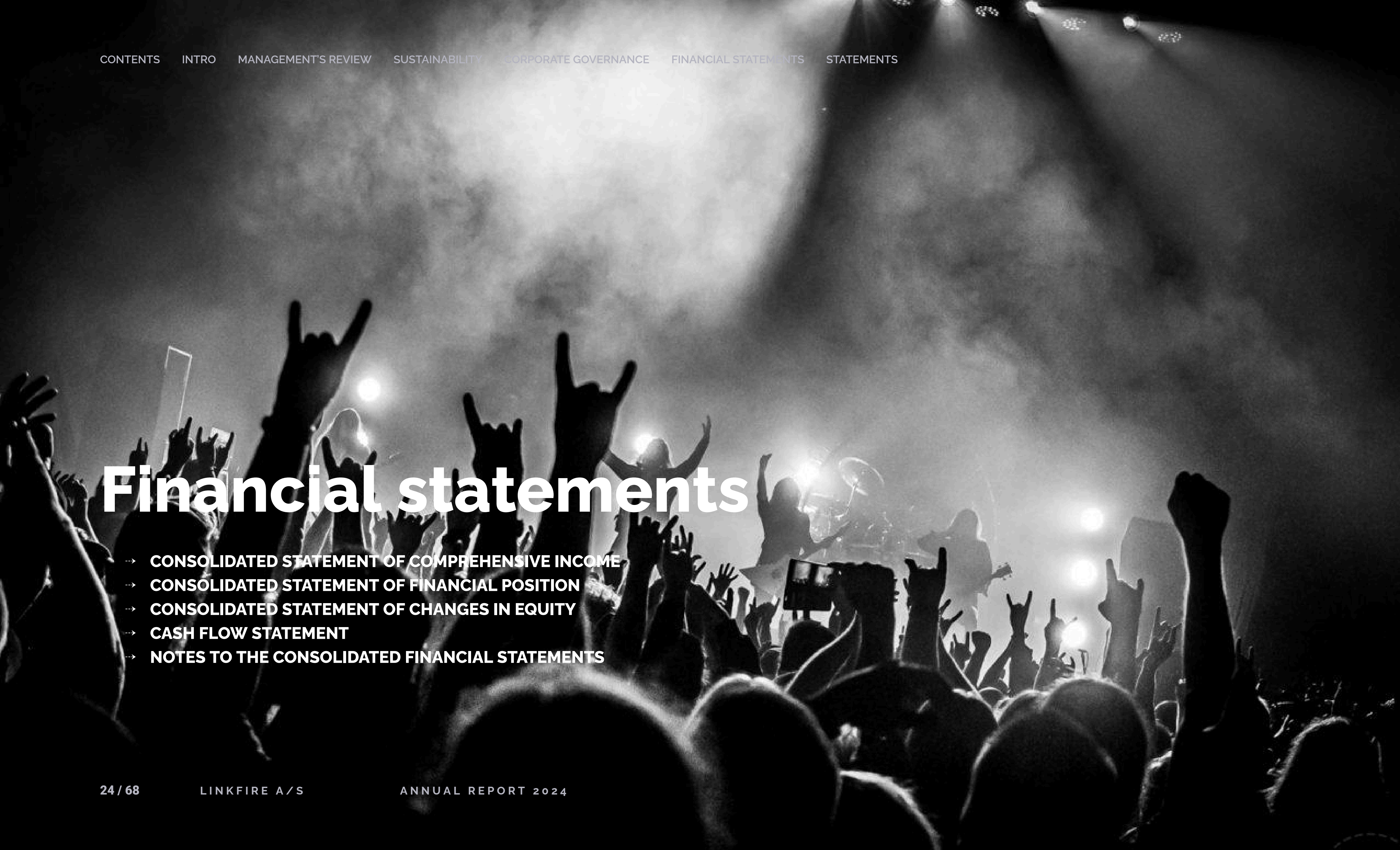
Remuneration policy
The overall objective of Linkfire's remuneration policy is to attract, motivate and retain qualified members of the board and the executive management as well as to secure the alignment of the interests of the Board of Directors and the executive management with the interests of the company's shareholders and other stakeholders. The remuneration of the Board of Directors and the executive management shall be designed to support the strategic goals of the company and to promote value creation for the benefit of the shareholders.

Corporate governance (continued)

External audit
Deloitte Statsautoriseret Partnerselskab has been Linkfire's auditor since 2016.

Linkfire's auditor is appointed by the annual general meeting for the period until the end of the next annual general meeting. At the annual general meeting held on 28 June 2024, Deloitte was re-elected as Linkfire's auditor.

The auditor's office address is
Weidekampsgade 6,
DK-2300 Copenhagen,
Denmark



Financial statements

Consolidated statement of comprehensive income

DKK thousand	Note	2024	2023
Revenue	6	46,755	50,084
Cost of Sales		(8,921)	(9,139)
Gross Profit		**37,834**	**40,945**
External Expenses		(11,580)	(16,573)
Staff Costs	7	(17,933)	(31,237)
Other staff Costs	7	-	(1,707)
EBITDA		**8,321**	**(8,572)**
Depreciation, amortization and impairment losses	9	(20,170)	(19,480)
EBIT		**(11,849)**	**(28,052)**
Financial Income	10	1,438	1,385
Financial Expenses	11	(10,771)	(7,328)
Profit/(loss) before tax		**(21,181)**	**(33,995)**
Tax for the year	12	(334)	(15,579)
Profit/(loss) for the year		**(21,516)**	**(49,574)**

DKK thousand	2024	2023
Attributable to:		
Earnings per share (DKK)	(0.2)	(0.4)
Earnings per share, diluted (DKK)	(0.2)	(0.4)
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	(376)	709
Other comprehensive income for the year, net of tax	**(376)**	**709**
Total comprehensive income for the year	**(21,892)**	**(48,865)**

Consolidated statement of financial position

DKK thousand	Note	2024	2023
Assets			
Non-current assets			
Intangible assets	13	67,649	74,978
Property, plant and equipment	14	5	26
Right-of-use assets	15	-	2,484
Deposits	16	742	690
Total non-current assets		**68,396**	**78,178**
Current assets			
Trade Receivables	17	5,693	4,588
Right-of-use assets	15	1,242	844
Other receivables		6,678	697
Prepayments		88	2,510
Cash		4,021	4,669
Total Current Assets		**17,722**	**13,308**
Total assets		**86,119**	**91,486**

DKK thousand	Note	2024	2023
Equity and liabilities			
Equity			
Share capital	19	1,150	1,150
Retained Earnings		(17,726)	(8,526)
Translation reserve		(66)	310
Other capital reserve	21	-	2,163
Total Equity		**(16,642)**	**(4,903)**
Non-current liabilities			
Interest bearing liabilities	20	60,785	58,373
Lease liabilities	23	-	2,489
Other payables		-	815
Total non-current liabilities		**60,785**	**61,677**
Current liabilities			
Interest-bearing liabilities	20	23,381	13,612
Contract liabilities		7,344	6,008
Lease liabilities	23	1,187	844
Trade payables		6,285	5,925
Other payables		3,779	8,324
Total current liabilities		**41,976**	**34,712**
Total liabilities		**102,761**	**96,389**
Total equity and liabilities		**86,119**	**91,486**

Consolidated statement of changes in equity

DKK thousand	Share capital	Retained earnings	Translation reserve	Other capital reserve	Total
Balance at 1 January, 2024	**1,150**	**(8,526)**	**310**	**2,163**	**(4,903)**
Net profit/(loss) for the period	-	(21,516)	-	-	(21,516)
Other comprehensive income	-	-	(376)	-	(376)
Total Comprehensive income	**1,150**	**(30,041)**	**(66)**	**2,163**	**(26,794)**
Payment for the right to subscribe shares	-	10,327	-	-	10,327
Transaction cost	-	(175)	-	-	(175)
Share-based payments	-	2,163	-	(2,163)	-
Balance at 31 December, 2024	**1,150**	**(17,726)**	**(66)**	**-**	**(16,642)**

During the period no dividend was paid

Payment for the right to subscribe for shares has not been fully settled at the balance sheet date, and a receivable amounting to DKK 6,676 thousand has been recognised as Other receivables on the balance sheet date.

DKK thousand	Share capital	Retained earnings	Translation reserve	Other capital reserve	Total
Balance at 1 January, 2023	**1,150**	**41,991**	**(399)**	**1,220**	**43,962**
Net profit/(loss) for the period	-	(49,574)	-	-	(49,574)
Other comprehensive income	-	-	709	-	709
Total Comprehensive income	**1,150**	**(7,583)**	**310**	**1,220**	**(4,903)**
Capital increase	-	-	-	-	-
Transaction cost	-	-	-	-	-
Share-based payments	-	(943)	-	943	-
Balance at 31 December, 2023	**1,150**	**(8,526)**	**310**	**2,163**	**(4,903)**

During the period no dividend was paid

Cash flow statement

DKK thousand	Note	2024	2023
Operating Loss		(11,849)	(28,052)
Depreciation, amortization and impairment losses	9	20,170	19,480
Change in working capital	18	(832)	(3,964)
Share-based payment expense	8	-	943
Cash flow from ordinary operating activities		**7,490**	**(11,592)**
Interest paid		(7,609)	(787)
Cash flow from operating activities		**(119)**	**(12,379)**
Development expenditures	13	(11,478)	(16,178)
Change in deposits	16	-	516
Cash flow from investing activities		**(11,478)**	**(15,662)**

DKK thousand	Note	2024	2023
Proceeds from borrowings		9,285	49,150
Repayment of borrowings		(1,000)	(19,042)
Payment of principal portion of lease liabilities	15	(1,214)	(4,044)
Transaction cost		(175)	-
Payment for the right to subscribe shares		3,982	-
Cash flow financing activities		**10,878**	**26,064**
Change in cash and cash equivalents			
Net cash flow		(719)	(1,976)
Net foreign exchange difference		72	(382)
Cash, Begin		4,669	7,027
Cash, End		**4,022**	**4,669**

Notes to the consolidated financial statements

Notes to the consolidated financial statements

1. Accounting policies

General information
Linkfire A/S is a limited liability company and is incorporated in Denmark. The parent company and its subsidiaries (referred to as the "Group" or "Linkfire") are on a mission to frictionlessly connect fans to the world of entertainment. Linkfire is a technology company providing marketing and promotional services within the music and entertainment industries.

Basis of preparation
The financial statements are presented in Danish kroner (DKK). All amounts have been rounded to the nearest DKK thousand, unless otherwise indicated. The financial statements have been prepared on a going concern basis and in accordance with the historical cost convention, except where IFRS explicitly requires use of other values.

For the purpose of clarity, the financial statements and the notes to the financial statements are prepared using the concepts of materiality and relevance. This means that line items not considered material in terms of quantitative and qualitative measures or relevant to financial statement users are aggregated and presented together with other items in the financial statements. Similarly, information not considered material is not presented in the notes.

The accounting policies, except as described below, have been applied consistently during the financial year and for the comparative figures.

Basis of consolidation
The consolidated financial statements comprise the financial statements of Linkfire A/S (the Parent) and subsidiaries which are entities controlled by Linkfire A/S. The Group controls an entity when it directly or indirectly owns more than 50% of the voting rights or may otherwise exercise a controlling influence.

Name	Country	Ownership
Linkfire Inc.	USA	100%

Principles of consolidation
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 items of a uniform nature and subsequently eliminating intercompany transactions, internal shareholdings and balances and unrealised intercompany gains or losses. The financial statements used for consolidation are prepared in accordance with the Group's accounting policies.

The accounting items of subsidiaries are recognized 100% in the consolidated financial statements. Investments in subsidiaries are offset by the interest's share of subsidiaries' net assets at the acquisition date at fair value.

Accounting policies are described in full in this note below.

Foreign currency translation
Transactions denominated in currencies other than the functional currency are considered transactions in foreign currency. On initial recognition, transactions denominated in foreign currencies are translated to the functional currency applying the exchange rates at the transaction date. Foreign exchange rate adjustments arising between the transaction date and the date of payment are recognised in the income statement under financial income or financial expenses.

Monetary assets and liabilities denominated in foreign currencies are translated at the exchange rates at the reporting date. The difference between the exchange rates at the reporting date and at the date of transaction or the exchange rate in the latest financial statements is recognised in the income statement under financial income or financial expenses.

Cash flow statement
The cash flow statement is presented using the indirect method and shows cash flows from operating, investing, and financing activities for the year as well as the Group's cash and cash equivalents at the beginning and end of the financial year.

Cash flows from operating activities are calculated based on operating profit/loss, adjusted for the cash flow effect of non-cash operating items, working capital changes, financial expenses paid and income tax paid.

Cash flows from investing activities comprise payments in connection with the acquisition and sale of non-current intangible assets, property, plant, and equipment as well as financial assets.

Cash flows from financing activities comprise payments arising from changes in the size or composition of the Group's share capital and dividend paid. Cash and cash equivalents comprise cash at bank and in hand.

Notes to the consolidated financial statements

1. Accounting policies (continued)

Income statement

Revenue
The Group recognizes revenue from the following major sources being subscriptions and commissions. Revenue mainly derives from subscription fees charged for customers' access to the Group's marketing platform software. For software contracts, the total contract sum is allocated to the separate performance obligations for the purpose of revenue recognition.

Revenue recognition requires an agreement with the customer, which creates enforceable rights and obligations between the parties, has commercial substance, and identifies payment terms. In addition, it must be probable that the consideration determined in the contract will be collected.

Revenue is measured based on the consideration to which the Group expects to be entitled in a contract with a customer and exclude amounts collected on behalf of third parties. The Group recognizes revenue when it transfers control of the license or service to a customer. All revenue is derived from contracts with customers.

Subscription fees
Subscription fees cover license, hosting and maintenance, as is standard in the software as a service subscription offering. The license is not distinct from the hosting service, revenue is therefore recognized over time, as the customers are receiving and consuming the benefits of the Group's performance while performing. The hosting service and maintenance are therefore bundled into one performance obligation together with the license. Revenue is recognized over the duration of the contract on a straight line basis.

Non-recurring subscription fees comprise material contracts that are recognized over time as production of each project is carried out. Revenue from fixed price projects is recognized based on the value corresponding to the stage of completion method.

Revenue is recognized when value to the customer of the services is transferred and completion at the balance sheet date can be measured reliably as Linkfire satisfies its performance obligations and it is probable that the economic benefits including payments will flow to the Group. Linkfire considers this output method to be an appropriate measure of the progress towards complete satisfaction of these performance obligations under IFRS 15. The timing of revenue recognition often differs from contract payment schedules. Amounts billed in accordance with customer contracts, but not yet earned, are recorded and presented as part of "Contract liabilities".

Commissions
Affiliate partners are creating tokens and supplying these to Linkfire, which allows the affiliate partners to track referrals from Linkfire. Linkfire is implementing the tokens in their infrastructure, and in return the affiliate partners are paying commissions based on the result of approved transactions and qualifying purchases. Commissions are treated as one performance obligation, as they constitute a series of services. Revenue is recognized on a running basis because the affiliate partner receives and consumes the benefits of the Group's performance while performing.

The recognition point in time is when the revenue generating conversion, according to the individual contract, is earned by the affiliate partner.

Cost to obtain a contract
The Group pays sales commission to its employees based on the contracts that they obtain for sales of licenses. The commissions are expensed when incurred as the underlying customer contracts have a duration of less than a year. These are one-off payments directly related to specific sales, and are as such to be recognized as incremental costs.

Cost of sales
Cost of sales comprise costs incurred to achieve the year's revenue including hosting and transaction costs.

External expenses
External expenses comprise sales and marketing costs, external consultancy costs, other employee-related costs, IT and software costs, investor relations costs, loss allowances for doubtful trade receivables and other administrative expenses.

Staff costs
Staff costs consist of salaries, sales commissions, bonuses, pensions and social costs, share-based payments, vacation pay, and other benefits. Salaries, bonuses, pensions and social costs, share-based payments, vacation pay, and other benefits are recognised in the year in which the associated services are rendered by the employees.

Notes to the consolidated financial statements

1. Accounting policies (continued)

Share-based payments

The Board of Directors, the Board of Management and other employees have been granted warrants. The warrants are measured at fair value at the grant date and are recognized as an expense in staff costs over the vesting period. Expenses are set off against equity (equity-settled share-based payments). The fair value of the warrants is measured using the Black & Scholes valuation method or other generally accepted valuation techniques. The calculation takes into account the terms and conditions under which the warrants are granted. Fair value is not subsequently remeasured. If subsequent modifications to a warrant program increase the value of the warrants granted, measured before and after the modification, the increase is recognized as an expense. If the modification occurs before the vesting period, the increase in value is recognized as an expense over the period for services to be received. If the modification occurs after the vesting date, the increase in value is recognized as an expense immediately.

Consideration received for warrants sold is recognized directly in equity.

Financial income and financial expenses

Financial income and expenses include interest income, interest expense, lease interest and amortization, amortization of borrowing issue costs and realized and unrealised exchange gains and losses.

Tax

Tax on the profit/loss for the year comprises the year's current tax and changes in deferred tax. The tax expense relating to the profit/loss for the year is recognised in the income statement, and the tax expense relating to items recognized in other comprehensive income and directly in equity, respectively, is recognised in other comprehensive income or directly in equity.

Exchange rate adjustments of deferred tax are recognised as part of the adjustment of deferred tax for the year.

Current tax payable and receivable is recognised in the balance sheet as the expected tax on the taxable income for the year, adjusted for tax paid on account. The current tax charge for the year is calculated based on the tax rates and rules enacted at the balance sheet date.

Deferred tax is calculated using the liability method on all temporary differences between the accounting and taxable values of assets and liabilities.

Deferred tax assets are assessed yearly and only recognized to the extent that it is more likely than not that they can be utilized. Deferred tax assets, including the tax value of tax losses carried forward, are recognised as other non-current assets and measured at the amount at which they are expected to be realized, either by setting off deferred tax liabilities or by setting off tax on future earnings within the same legal entity or a jointly taxed entity.

Deferred tax is measured based on the tax legislation and statutory tax rates in the respective countries that will apply under the legislation in force on the balance sheet date when the deferred tax asset is expected to crystallize as current tax. Changes in deferred tax resulting from changes in tax rates are recognised in the income statement.

The Group recognizes deferred tax assets relating to losses carried forward when Management finds that these can be offset against taxable income in the foreseeable future. An assessment is made taking into consideration the effect of restrictions in utilization in local tax legislation. Future taxable income is assessed based on budgets as well as Management's expectations regarding growth and operating margin in the coming years.

Balance sheet

Intangible assets

Intangible assets with determinable useful lives comprise completed and in progress development projects and are measured at cost less accumulated amortization and impairment losses. Completed development projects by the Group are recognized as an asset if the cost of development is reliably measurable and an analysis shows that future economic benefits from using the software exceed the cost. Cost is defined as development costs incurred to make the software ready for use and consists primarily of direct salaries and other directly attributable development costs.

Once a software application has been developed, the cost is amortized over the expected useful life on a straight-line basis. If the useful life cannot be estimated, it is tested for impairment yearly or if indications of impairment arise.

Amortization and impairment charges are recognised in the income statement.

The amortization periods used are 5 -10 years.

Expected useful lives are reassessed regularly. The Group regularly reviews the carrying amounts of its finite-lived intangible assets to determine whether there is an indication of an impairment loss.

Intangible assets, including development projects in progress, are tested for impairment at least on a yearly basis, or if indications of impairment exist. Intangible assets are written down to their recoverable amount if the carrying amount exceeds the higher of the fair value less costs to sell and the value in use. Depreciation and impairment charges are recognized in the income statement.

Property, plant and equipment

Property, plant and equipment comprises other fixtures and fittings, tools and equipment and are measured at cost less accumulated

Notes to the consolidated financial statements

1. Accounting policies (continued)

depreciation and accumulated impairment. Other fixtures and fittings, tools and equipment are depreciated on a straight-line

basis over the expected useful lives of the finite-lived assets, which are as follows:

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

Property, plant and equipment is tested for impairment if indications of impairment exist. Property, plant and equipment is written down to its recoverable amount if the carrying amount exceeds the higher of the fair value less costs to sell and the value in use. Depreciation and impairment charges are recognised in the income statement.

Leases
When entering into an agreement, the Group assesses whether an agreement is a lease agreement or contains a lease element.

The right-of-use asset is measured at cost, which is calculated as the present value of the lease obligation plus any direct costs related to the entering into of the lease and prepaid lease payments.

The right-of-use asset is depreciated on a straight-line basis over the shorter of the lease term and the useful life of the asset.

The Group leases properties which include a service element in the payments to the lessor. This service is deducted from the lease payment when measuring the lease obligation. Where the Group cannot reliably separate lease and non-lease items, it is considered a single lease payment.

Short leases with a maximum lease term of 12 months and leases where the underlying asset has a low value are not recognised in the statement of financial position. The lease term is defined as the non-cancellable period of a lease together with periods covered by options to extend the lease if it is reasonably certain that the options will be exercised and periods covered by options to terminate the lease if it is reasonably certain that the options will not be exercised. A number of leases contain extension and termination options in order to guarantee operational flexibility in managing the leases.

The lease obligation, which is recognised under "Lease liabilities", is measured at the present value of the remaining lease payments, discounted by the Group's incremental loan interest rate, if the implicit interest rate is not stated in the lease agreement or cannot reasonably be determined. The lease obligation is subsequently adjusted if:

- The value of the index or interest rate on which the lease payments are based changes.
- There is a change in the exercise of options to extend or shorten the lease period due to a material event or a material change in circumstances which is within the control of the lessee.
- The lease term is changed as a result of exercising an option to extend or shorten the lease term.

Subsequent adjustments of the lease obligation are recognized as a correction to the right-of-use asset. However, if the right-of-use asset has a value of DKK 0, a negative reassessment of the right-of-use asset is recognized in the income statement.

Deposits
On initial recognition, deposits are measured at fair value and subsequently at amortized cost less impairment losses, if any.

Trade receivables
For trade receivables, the Group applies a simplified approach in calculating expected credit losses (ECLs). Therefore, the Group does not track changes in credit risk, but instead recognizes a loss allowance based on lifetime ECLs at each reporting date. Provisions for bad debts are determined on the basis of an individual assessment of each receivable, and, in respect of trade receivables, a general provision is also made based on its historical credit loss experience, adjusted for forward-looking factors specific to the debtors and the economic environment.

However, in certain cases, the Group may also consider a financial asset to be in default when internal or external information indicates that the Group is unlikely to receive the outstanding contractual amounts in full before taking any credit enhancements held by the Group into account. Trade receivables are written off when all possible options have been exhausted and there is no reasonable expectation of recovery.

The cost of allowances for expected credit losses and write-offs for trade receivables are recognised in the income statement under other external expenses.

The maximum exposure to credit risk at the reporting date is the carrying value of trade receivables in note 17. The Group does not hold collateral as security.

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

Interest-bearing liabilities
Debt to credit institutions and other interest-bearing liabilities. Interest-bearing liabilities are measured at amortized cost.

Trade payables and other payables
Other payables include bonus and commission accruals, vacation pay obligations, payroll taxes and VAT. Payables are measured at amortized cost.

Notes to the consolidated financial statements

2. Going concern

Linkfire A/S's continued operations depend on refinancing (capital injection from investors or new loans) of interest-bearing liabilities in the range of DKK 40 million. Furthermore, postponement of repayment of the current portion of the interest-bearing liabilities in the range of DKK 18 million is required for the company to continue operations. Management expects that both the refinancing and postponement of repayments due in 2025 in the range of DKK 18 million will be concluded before the end of September 2025. The refinancing may be conducted in one or more steps, and the company's management has constructive dialogues regarding potential capital injections and dialogues with both current and potential new debt providers, Management has, on this background, decided to prepare the financial statements on a going concern basis.

However, due to uncertainty related to both refinancing and terms and conditions related to postponement, there is material uncertainty related to going concern.

3. Adoption of new and amended standards

Management has assessed the impact of new or amended accounting standards and interpretations (IFRSs) issued by the IASB and IFRSs endorsed by the European Union effective on or after 1 January 2025. Management assessed that application of these has not had a material impact on the financial statements for 2024.

Furthermore, Management has assessed the impact of new or amended accounting standards and interpretations (IFRSs) issued by the IASB that have not yet become effective. Management does not anticipate any significant impact on future periods from the adoption of these amendments.

4. Critical accounting judgments and key sources of estimation uncertainty

As part of the preparation of the financial statements, Management makes a number of accounting estimates and assumptions as a basis for recognising and measuring the Group's assets, liabilities, income and expenses as well as judgments made in applying the entity's accounting policies. The estimates, judgments and assumptions made are based on experience gained and other factors that are considered prudent by Management in the circumstances, but which are inherently subject to uncertainty and volatility.

The assumptions may be incomplete or inaccurate, and unforeseen events or circumstances may occur, for which reason the actual results may differ from the estimates and judgements made. The accounting policies are described in detail in note 1 to the financial statements to which we refer.

Management considers the following accounting estimates and judgments to be significant in the preparation of the financial statements.

Development costs

The Group capitalizes costs for software development projects. Initial capitalization of costs is based on management's judgment that technological and economic feasibility is confirmed, usually when a product development project has reached a defined milestone according to an established project management model. In determining the amounts to be capitalized, management makes assumptions regarding the expected future cash generation of the project and the expected period of benefits. The measurement of development projects is dependable on future earnings, which there is a natural uncertainty related to. If future growth continues to be lower than mid-term financial targets this could entail an impairment loss of the value of capitalized Development projects. Due to these circumstances, there is material uncertainty related to the value of capitalised development projects.

At 31 December 2024, the carrying amount of capitalized development costs was DKK 67,649 thousand (2023: DKK 74,978 thousand). In 2024, DKK 11,478 thousand were capitalized (2023: DKK 16,178 thousand)..

Determining the lease term of contracts with renewal and termination options – Group as lessee

The Group determines the lease term as 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. The Group applies judgment in evaluating whether it is reasonably certain whether or not to exercise the option to renew or terminate the lease.

Impairment of non-financial items

At each reporting date, it is required to assess whether there is any indication that an asset may be impaired, and an impairment test is conducted by Management in relevant cases. Impairment is recognized when the carrying amount of an asset exceeds its recoverable amount.

As a result of Management's impairment assessment, Linkfire did not recognize any impairment loss in 2024 (2023: DKK 0). For

Notes to the consolidated financial statements

4. Critical accounting judgments and key sources of estimation uncertainty (continued)

further description please refer to note 13 of the financial statements. Growth in 2024 and outlook corresponds to a lower growth than mid-term financial targets. If future growth continues to be lower than mid-term financial targets this could entail an impairment loss of the value of capitalized Development projects.

Share-based payments

Estimating fair value for share-based payment transactions requires determination of the most appropriate valuation model, which depends on the terms and conditions of the grant. This estimate also requires determination of the most appropriate inputs to the valuation model, including the expected life of the share option or appreciation right, volatility and dividend yield and making assumptions about them. The assumptions and models used for estimating fair value for share-based payment transactions are disclosed in note 8.
The assumptions may be incomplete or inaccurate, and unforeseen events or circumstances may occur, for which reason the actual results may differ from the estimates and judgments made. On 18 January 2024, in connection with the Delisting, all warrant holders were entitled to exercise the warrants allocated under the warrant programs adopted by the previous general meetings. As a result of this event, no warrants have been exercised and causing all previously allocated warrants to lapse.

In 2024, no cost of share-based payments was recognised due to the lapse of the program following the delisting in January 2024 (2023: DKK 943 thousand).

Deferred tax

Linkfire has not accounted for deferred tax assets related to tax losses carried forward. Linkfire's tax losses can be carried forward

indefinitely. The deferred tax assets shall be recognized based on expected earnings for the next 3-5 years and the possibility to utilize the deferred tax assets to be offset against positive taxable income in each jurisdiction. The Group has concluded that the deferred tax assets will not be fully recoverable using the estimated future taxable income based on business plans and budgets for the Group. Deferred tax assets not recognized have a total value of DKK 35,504 thousand (2023: 32,374 thousand).

5. Segment information

For management purposes and based on internal reporting information, Linkfire is organized in only one operating segment, as the information reported includes operating results at a consolidated level only. The company setup and costs related to the main nature of the business are not attributable to any specific revenue stream or customer type and are therefore borne centrally. The results of the single reporting segment are shown in the statement of comprehensive income.

For the split of revenue, please refer to note 6.

Notes to the consolidated financial statements

6. Revenue

	2024	2023
Revenue		
DKK thousand		
Subscriptions*	28,994	32,950
Commissions	17,761	17,135
Total	**46,755**	**50,084**
%-split		
Subscriptions	62	61
Commissions	38	39
Total	**100**	**100**

* A total of DKK 0 corresponds to non-recurring subscription revenue recognized in 2024 (2023: DKK 2,658 thousand).

Geographic Information

As an online platform,the Group generates revenue from customers located worldwide. For this purpose, internal reporting divides revenue according to the NAM (Northern America),the EMEA region (Europe, Middle East and Africa) as well as APAC (Asia and Oceania) and LATAM (Latin America and the Caribbean).

	2024	2023
DKK thousand		
NAM	25,065	31,231
EMEA	10,365	12,710
APAC	10,227	5,218
LATAM	1,098	925
Total	**46,755**	**50,084**
%-split		
NAM	54	62
EMEA	22	25
APAC	22	10
LATAM	2	2
Total	**100**	**100**

In 2024, two customers exceeded 10% of total revenue and accounted for 43%.
In 2023, two customers exceeded 10% of total revenue and accounted for 44%.

Notes to the consolidated financial statements

6 Revenue (continued)

	2024	2023
Contract balances (liability)		
DKK thousand		
Cost at 1 January	6,008	9,927
Recognised during the year	(28,994)	(32,950)
Additions	30,330	29,031
Cost at 31 December	**7,344**	**6,008**

Management expects that 100.0% of the transaction price allocated to the unsatisfied contracts as of the year ended 2024 will be recognised as revenue during the next reporting period (DKK 7.3 million).

Notes to the consolidated financial statements

7. Staff Costs

DKK thousand	2024	2023
Gross salaries	22,752	39,861
Share-based payments	0	943
Other social security costs	600	1,052
Other staff costs	2,302	7,265
Total	**25,654**	**49,121**
Capitalized Salaries	(7,721)	(16,177)
Total	**17,933**	**32,944**
Number of employees at year end	39	60
Average numbers of employees during the year	43	65
Board of Directors		
Salaries	500	925
Share-based payments	0	682
Total	**500**	**1,607**

DKK thousand	2024	2023
Key Management Personnel		
Salaries	4,357	10,189
Share-based payments	0	69
Total	**4,357**	**10,258**

Decrease in Key Management Personnel costs is related to operating with a more streamlined organisation, including less Management FTEs than previous years.

Employment contracts for members of the Key Management Personnel contain terms and conditions that are common to those of their peers in similar companies, including terms of notice and non-competitive clauses.

Notes to the consolidated financial statements

8. Share-based payments

DKK thousand	2024	2023
Cost of share-based payments	0	943
Total	**0**	**943**

Costs of share-based payments are recognized as staff costs with a corresponding effect in equity. Consideration received for warrants sold is recognized directly in equity. The share based incentive programs will only be settled in shares and no cash

On 18 January 2024, in connection with the Delisting, all warrant holders were entitled to exercise the warrants allocated under the warrant programs adopted by the previous general meetings.
As a result of this event, no warrants have been exercised and causing all previously allocated warrants to lapse.

The board of directors was authorized on:

28 June 2024, to issue up to 7,158,154 warrants in one or more rounds to the Company's key employees, consultants and members of the executive management granting them a right to subscribe for shares of up to a total nominal amount DKK 0.01 each.

The warrants are to be vested linearly over 36 months after the grant date.

As of the reporting date, no warrants have been allocated.

Specification of outstanding warrants:

Number of warrants	Weighted average exercise price DKK	Boards of Directors	Key Management Personnel	Employees & Advisors	Total
Corporate conversion	6.53	972	-	53	1,025
Granted	0.71		936	1,740	2,676
Transferred	-	-	-	-	-
Exercised	-	-	-	-	-
Canceled	2.90	128	-	-	128
Outstanding at 31 December 2023	**2.28**	**1,100**	**936**	**1,793**	**3,829**
Granted	-	-	-	-	-
Transferred	-	-	-	-	-
Exercised	-	-	-	-	-
Canceled	(2.28)	(1,100)	(936)	(1,793)	(3,829)
Outstanding at 31 December 2024	**-**	**-**	**-**	**-**	**-**

Notes to the consolidated financial statements

8. Share-based payments (continued)

Outstanding warrants have the following characteristics:

Warrants outstanding	Weighted average exercise price DKK	Vesting period	Exercise period	2024	2023
Warrants outstanding					
Warrants granted in 2022	3.01	May 22 - Jun 25	Apr 25 - Apr 27		1,100
Warrants granted in 2023	0.71	Mar 23 - Apr 26	Feb 26 - Feb 28	3,776	2,676
Warrants lapsed in 2024	-			(3,776)	-
Outstanding at 31 December				**-**	**3,776**

DKK thousand	2024	2023
Average remaining life of outstanding warrants at 31 December (years)	-	4.50
Exercise price for outstanding warrants at 31 December (DKK)	-	0.71-8.77

The fair value of the warrants issued is measured at calculated market price at the grant date based on the Black & Scholes valuation method. The calculation is based on the following assumptions at the grant date:

Number of warrants	Warrants granted in 2024	Warrants granted in 2023
Average share price (DKK)	-	0.64
Expected volatility rate (% p.a.)	-	0.54
Risk-free interest rate (% p.a.)	-	0.04
Expected warrant life (no. years)	-	5.00
Exercise price (DKK)	**-**	**0.71**
Fair value per granted warrant (DKK)	-	0.46
Fair value all granted warrants, after dilution (DKK thousand)	-	253

Volatility rate was applied based on the annualized volatility on Linkfire's stock and relevant peer groups derived from the standard deviation of daily observations over 12 months ending December 2023.

Notes to the consolidated financial statements

9. Depreciation, amortization and impairment losses

DKK thousand	2024	2023
Amortization of intangible assets	18,807	15,572
Depreciation of property plant and equipment	65	189
Depreciation of right-of-use assets	1,913	3,719
Reversal of impairment loss	(615)	-
Total	**20,170**	**19,480**

For further information on the impairment loss of intangible assets, please refer to note 13 of the consolidated financial statements.

10. Financial income

DKK thousand	2024	2023
Foreign exchange income and other adjustments	1,438	1,385
Total	**1,438**	**1,385**

11. Financial expenses

DKK thousand	2024	2023
Interest expenses	10,142	6,158
Foreign exchange losses and other adjustments	468	380
Interest on lease liabilities	161	790
Total	**10,771**	**7,328**

12. Tax for the year

DKK thousand	2024	2023
Current tax for the year income	(334)	(50)
Adjustments to previous years tax	-	(15,529)
Total	**(334)**	**(15,579)**

Adjustment to previous years are related to the ongoing Tax Credit case, where the recognized receivables for FY 2020, 2021 and 2022 have been fully reversed.

DKK thousand	2024	2023
Tax calculated as 22% of profit/loss before tax	4,660	7,479
Non-capitalised tax assets	(4,594)	(1,436)
Non-deductible expenses	(400)	(400)
Effective tax	**(334)**	**5,643**
Tax rate for the year (%)	-1.6%	15.3%

Due to uncertainty of utilization of the tax loss carry-forward, the Group has not recognised any deferred tax assets. Deferred tax assets not recognized have a total value of DKK 35,504 thousand (2023: 32,374 thousand).

Notes to the consolidated financial statements

13. Intangible assets

DKK thousand	Completed development projects	Development projects in progress	Total
2024			
Cost at 1 January	134,186	-	134,186
Transfers	11,478	(11,478)	-
Additions	-	11,478	11,478
Cost at 31 December	**145,664**	**-**	**145,664**
Amortization and impairment at 1 January	(59,208)	-	(59,208)
Amortization during the year	(18,807)	-	(18,807)
Amortization and impairment at 31 December	**(78,015)**	**-**	**(78,015)**
Carrying amount at 31 December	**67,649**	**-**	**67,649**
2023			
Cost at 1 January	118,008	-	118,008
Transfers	16,178	(16,178)	-
Additions	-	16,178	16,178
Cost at 31 December	**134,186**	**-**	**134,186**
Amortization and impairment at 1 January	(43,636)	-	(43,636)
Amortization during the year	(15,572)	-	(15,572)
Amortization and impairment at 31 December	**(59,208)**	**-**	**(59,208)**
Carrying amount at 31 December	**74,978**	**-**	**74,978**

Completed development projects comprise software development costs related to development of the existing software. The software is under continuous development for the use of customers and partners and is sold as i) a license to use the software for a given period, and ii) as an integration component on websites and in applications. Users have access to upgrades and new functionalities during the contract period.

Development costs for the year cover both development of the front-end and the back-end part of the software solution. Both parts are to increase the user experience, functionalities within the software as well as expand upon the technical applications of the software in order to increase the Group's revenue by maintaining existing customers and partners and acquire new customers and partners.

It is Management's assessment that the expected useful lives of the finite-lived assets, as well as the expected future revenue streams from the assets, are sufficient to cover the value of recognised developed software at the reporting date.

In 2024, Linkfire expensed DKK 5,104 thousand (2023: 3,408 thousand) for development projects not meeting the recognition criteria applicable to internally generated intangible assets.

Sub-projects together (the platform) constitute one single cash-generating unit.

As a result of the impairment test made by Management, Linkfire did not recognise any impairment loss in 2024.

Notes to the consolidated financial statements

14. Property, plant and equipment

DKK thousand	Other fixtures and fittings, tools and equipment	Leasehold improvements	Total
2024			
Cost at 1 January	906	-	906
Disposals	(86)		(86)
Cost at 31 December	**820**	**-**	**820**
Depreciation at 1 January	(880)	-	(880)
Depreciation during the year	65	-	65
Depreciation at 31 December	**(815)**	**-**	**(815)**
Carrying amount at 31 December	**5**	**-**	**5**
2023			
Cost at 1 January	1,097	121	1,218
Disposals	(191)	(121)	(312)
Cost at 31 December	**906**	**-**	**906**
Depreciation at 1 January	(816)	(121)	(937)
Disposals	125	121	246
Depreciation during the year	(189)	-	(189)
Depreciation at 31 December	**(880)**	**-**	**(880)**
Carrying amount at 31 December	**26**	**-**	**26**

15. Right-of-use assets

DKK thousand	Offices	Vehicles	Equipment	Total
2024				
Cost at 1 January	13,950	81	2,128	16,159
Disposals	(173)	-	-	(173)
Cost at 31 December	**13,777**	**81**	**2,128**	**15,986**
Depreciation at 1 January	(11,410)	(81)	(1,340)	(12,831)
Depreciation during the year	(1,609)	-	(304)	(1,913)
Depreciation at 31 December	**(13,019)**	**(81)**	**(1,644)**	**(14,744)**
Carrying amount at 31 December	**758**	**-**	**484**	**1,242**
2023				
Cost at 1 January	12,608	81	1,771	14,460
Additions	1,342	-	357	1,699
Cost at 31 December	**13,950**	**81**	**2,128**	**16,159**
Depreciation at 1 January	(8,174)	(81)	(1,048)	(9,303)
Depreciation during the year	(3,236)	-	(292)	(3,528)
Depreciation at 31 December	**(11,410)**	**(81)**	**(1,340)**	**(12,831)**
Carrying amount at 31 December	**2,540**	**-**	**788**	**3,328**

Notes to the consolidated financial statements

15. Right-of-use assets (continued)

Carrying amounts of lease liabilities and movements during the period:

DKK thousand	2024	2023
At 1 January	3,333	5,701
Additions	73	1,699
Disposals/Terminations	(744)	-
Accrual of interest	88	213
Payments	(1,214)	(4,044)
Sub-lease Income	(771)	-
Exchange rate adjustments	422	(236)
At 31 December	**1,187**	**3,333**
Non-Current	0	2,489
Current	1,187	844

The following amounts have been recognised in the income statement:

DKK thousand	2024	2023
Depreciation expense of right-of-use assets	1,913	3,528
Interest expense on lease liabilities	88	213
Total amount recognised in the income statement	**2,001**	**3,741**

The Group had total net outflow for leases of DKK 1,214 thousand (2023: DKK 4,044 thousand).
The Group leases offices, and lease terms are negotiated on an individual basis and contain different terms and conditions.

16. Deposits

DKK thousand	2024	2023
Cost at 1 January	690	1,206
Disposals	-	(516)
Additions	52	-
Cost at 31 December	**742**	**690**

17. Trade Receivables

DKK thousand	2024	2023
Trade receivables	5,781	4,588
Write-downs	(88)	-
Total	**5,693**	**4,588**

Expected credit loss
The following table details the maturity of trade receivables. The Group has assessed their expected credit losses on an individual level, and has recognised an expected loss on debtors of DKK 88 thousand (2023: DKK 0 thousand) related mainly to debtors with more than 12 months due.

Notes to the consolidated financial statements

17. Trade Receivables (continued)

DKK thousand	Not Past due	Overdue by 0-15 days	Overdue by 16-30 days	Overdue by >30 days	Write-downs	Carrying amount of receivables
31 December 2024						
Trade receivables	4,555	822	171	233	(88)	5,693
31 December 2023						
Trade receivables	2,916	1,080	178	414	-	4,588

18. Working capital changes

DKK thousand	2024	2023
Change in receivables and prepayments	2,017	10
Change in trade payables and other debt etc	(2,849)	(3,974)
Total	**(832)**	**(3,964)**

19. Share capital and earnings per share

At 31 December 2024, the share capital consisted of 114,798,548 (2023: 114,989,051) shares with a nominal value of DKK 0.01 each.
The shares are not divided into classes and carry no right to fixed income

DKK thousand	2024
Issued and fully paid shares:	
At 1 January 2023, 114,989,051 shares of DKK 0.01 each	1,150
At 31 December 2023	**1,150**
Capital increase	-
Share capital at 31 December 2024	**1,150**

As per 31. December 2024 equity is negative by DKK (15,563) thousand. As described under Going concern, Linkfire is in the process of securing additional equity financing in order to re-establish positive equity.

Notes to the consolidated financial statements

19. Share capital and earnings per share

DKK thousand	2024	2023
Earnings per share		
The calculation of earnings per share is based on the following:		
Profit/(loss) for the year	(21,516)	(49,574)
Average number of ordinary shares for calculation of earnings per share:	**114,798,548**	**114,989,051**
Average diluted effect of outstanding share options	**-**	**-**
Average number of shares for calculation of diluted earnings per share:	**114,798,548**	**114,989,051**
Earnings per share (EPS)	(0.19)	(0.43)
Earnings per share, diluted (DEPS)	(0.19)	(0.43)

20. Interest-bearing liabilities

DKK thousand	2024	2023
Non-current borrowings		
Debt to credit institutions	8,178	23,272
Other	52,607	35,101
Total	**60,785**	**58,373**
Current borrowings		
Debt to credit institutions	17,871	1,701
Other	5,510	11,911
Total	**23,381**	**13,612**

As of the reporting date, current borrowings due in 2025 have not been settled upon maturity. The Company is engaged in ongoing discussions with credit institutions to renegotiate the terms of the debt. For further details, please refer to Note 2 of the consolidated financial statements.

Other non-current borrowings include a provision for the ongoing Tax Credit Scheme case. As a result of the uncertainty associated with the outcome of the final decision, the total provisioned liability amounts to DKK 13,263 thousand including principal repayment and accrued interest as of 31 December 2024. For more information please refer to the 'Financial Review' section.

21. Other capital reserve

Other capital reserve is used to recognise the value of equity-settled share-based payments provided to employees, including Key Management Personnel, as part of their remuneration. Refer to note 8 for further details of these plans.

Notes to the consolidated financial statements

22. Financial risks

Capital Management
The Group manages its capital to ensure that it will be able to continue as a going concern while maximizing the return to shareholders through the optimisation of the debt and equity balances. The capital structure of the Group consists of net debt and equity. Management reviews the capital structure continually to consider if the current capital structure is in accordance with the Group's and shareholders' interests.

Financial risk management
Due to the nature of its operations, investments, and financing, the Group is exposed to a number of financial risks. It is Group policy to operate with a low risk profile so that currency risk, interest rate risk and credit risk only occur in commercial relations. The scope and nature of the Group's financial instruments appear from the income statement and statement of financial position in accordance with the accounting policies applied. Provided below is information about factors that may influence amounts, time of payment, or the reliability of future payments, where such information is not provided directly in the financial statements. This note addresses only financial risks directly related to the Group's financial instruments.

Credit risk
Credit risk is the risk that a counterparty will not meet its obligations towards the Group, resulting in a financial loss. The Group is exposed to credit risk primarily related to its trade and other receivables, receivables from group enterprises, contract assets and cash held at financial institutions. The Group considers accounts receivables in default when they are due more than 90 days, and the outstanding amount is written off when there is a court order of bankruptcy from the counterparty. The maximum exposure to credit risk at the reporting date is the carrying value of each class of financial assets.

Foreign currency risk
Currency risk is the risk that arises from changes in exchange rates and affects the Group's result.

The general objective of the Group's currency risk management is to limit and delay any adverse impact of exchange rate fluctuations on earnings and cash flows and thus increase the predictability of the financial results. The Group also aims at balancing incoming and outgoing payments in local currency as much as possible as well as monitoring the development in exchange rates and adjust price lists when required.

The greatest exposure in foreign currency is to USD, and in 2024, 93% (2023: 96%) of the Group's revenue was denominated in USD. In order to minimize the currency risk related to transactions in USD, the Company's revenues are mainly invoiced in USD, while the majority of the Group's expenses, such as employee costs, are denominated in DKK. The Group is thus offering as much as possible revenue in EUR to match the main cost driver, as DKK is tied to EUR. Meanwhile optimizing cost placements in USD to utilize incoming USD payments. However, currency fluctuations could cause currency transaction losses or gains which the Company cannot predict, and if the currency fluctuations are detrimental to the Group, it could have a material adverse effect on the Group's business, results of operations and financial position. Furthermore, fluctuations in the value of USD and other foreign currencies may make the Group's subscriptions more expensive for international customers, which could harm its business.

Notes to the consolidated financial statements

22. Financial risks (continued)

DKK thousand	2024	2023
Sensitivity to a 10% increase in USD exchange rate		
Effect on profit before tax	2,670	5,826
Effect on pre-tax equity	2,670	5,826

	Assets		Liabilities		Net assets	
DKK thousand	31 Dec 2024	31 Dec 2023	31 Dec 2024	31 Dec 2023	31 Dec 2024	31 Dec 2023
Currency						
USD	12,758	8,875	5,299	3,147	7,459	5,727
EUR	357	355	227	86	130	269
Other	140	141	55	369	85	(228)

Liquidity risk
The Group ensures sufficient liquidity resources by liquidity management. In order to limit the Group's counterparty risk, deposits are only made in well-reputed banks.
At 31 December 2024, the Group's cash and cash equivalents amounted to DKK 4,021 thousand (2023: DKK 4,669 thousand).
As of the reporting date, current borrowings due in 2025 have not been settled upon maturity. The Company is engaged in ongoing discussions with credit institutions to renegotiate the terms of the debt. For further details, please refer to Note 2 of the consolidated financial statements.

Assuming successful renegotiations of previously mentioned current borrowings, the cash reserve and expected cash flow for 2025 are considered to be adequate to meet the obligations of the Group as they fall due.

Notes to the consolidated financial statements

22. Financial risks (continued)

The table below summarizes the maturity profile of the Group's financial liabilities based on contractual undiscounted payments:

DKK thousand	Less than 3 months	3 to 12 months	1 to 5 years	> 5 years	Total
Year ended on 31 December 2024					
Interest-bearing liabilities	10,753	13,882	57,679	2,320	84,634
Lease liabilities	297	890	-	-	1,187
Trade and other payables	9,364	465	235	-	10,064
Total	**20,414**	**15,237**	**57,914**	**2,320**	**95,885**
Year ended on 31 December 2023					
Interest-bearing liabilities	250	750	69,601	-	70,601
Lease liabilities	211	633	2,489	-	3,333
Trade and other payables	9,427	4,266	814	-	14,507
Total	**9,888**	**5,649**	**72,904**	**-**	**88,441**

Interest rate risk
Interest rate risk arises in relation to interest-bearing assets and liabilities.

The Group's interest-bearing debt to credit institutions of DKK 13,157 thousand (2023: DKK 13,718 thousand) at 31 December 2024 is subject to a variable rate of interest based on a 3-month CIBOR plus a premium, whereas DKK 12,110 thousand (2023: DKK 11,255 thousand) has a fixed interest rate of 8%.
The Group's interest-bearing debt to public institutions of DKK 13,263 thousand (2023: DKK 11,228) at 31 December 2024 is subject to a fixed interest rate of 10.8%.
The Group's interest-bearing debt to private companies of DKK 37,491 thousand (2023: DKK 32,716) at 31 December 2024 is subject to a fixed interest rate of 17%.

If market interest rates increased by one percentage point, the interest rate sensitivity as calculated based on the loan balance to credit institutions as per the end of 2024 would result in a yearly increase in interest expenses of DKK 834 thousand (2023: DKK 713 thousand). A corresponding decrease in market interest rates would have the opposite impact.

Financial instruments

DKK thousand	2024	2023
Financial assets measured at amortized cost		
Deposits	742	690
Trade receivables	5,693	4,588
Other receivables	6,678	697
Cash	4,021	4,669
Total	**17,134**	**10,643**
Financial liabilities measured at amortized cost		
Interest-bearing loan	84,166	71,985
Trade payables	6,285	5,925
Other payables	3,779	9,139
Total	**94,230**	**87,048**

Classification of financial assets measured at amortized cost
Since the Group's financial instruments measured at amortized cost are either short-term and/or exposed to floating interest rates, Management has assessed that the carrying amount is a reasonable approximation of fair value.

Notes to the consolidated financial statements

23. Liabilities arising from financing activities

DKK thousand	Other borrowings	Lease liabilities	Total
2024			
Liabilities at 1 January	71,985	3,333	75,318
Loans raised	9,285	73	9,358
Repayments	(1,000)	(1,214)	(2,214)
Other	3,896	(1,005)	2,891
Liabilities at 31 December	**84,166**	**1,187**	**85,353**
2023			
Liabilities at 1 January	26,456	5,701	32,157
Loans raised	49,150	1,699	50,849
Repayments	(19,042)	(4,044)	(23,086)
Other	15,421	(23)	15,398
Liabilities at 31 December	**71,985**	**3,333**	**75,318**

24. Related Parties

Shareholders	Registered office	Basis of influence
Egor Romanyuk	Dubai	28%
Rocket Group ApS	Copenhagen	11%
Faurfelt Invest ApS	Copenhagen	3%

There is no ultimate Parent, as no owner holds the majority of the voting rights.

Other related parties
Other related parties of the Group with significant influence comprise the Board of Directors and the Executive Board and their related parties. The transactions with the Board of Directors and the Executive Board only consist of normal remuneration as disclosed in note 7.

All agreements relating to these transactions are based on market price (arm's length).

25. Events after the Reporting Period

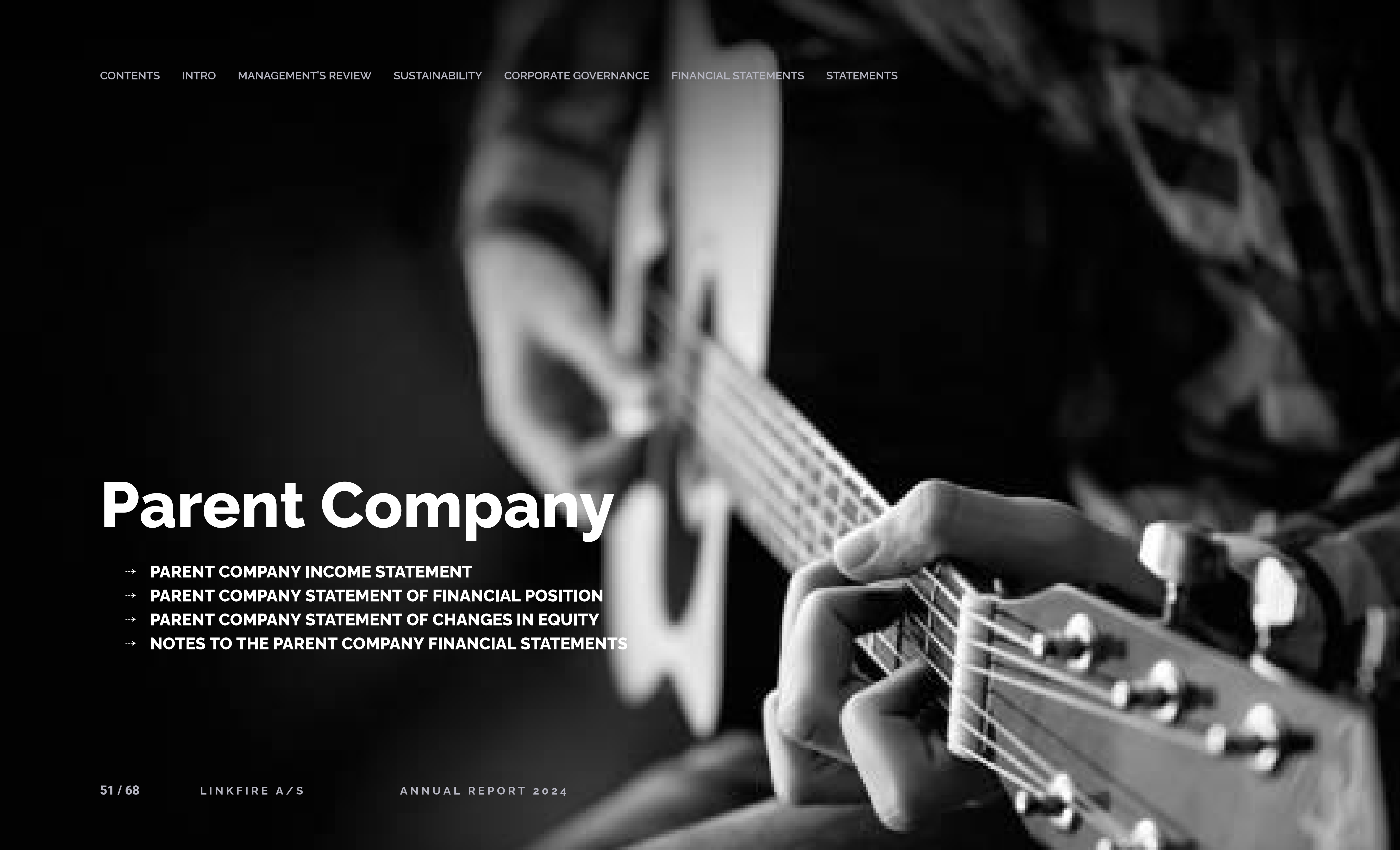
As of the reporting date, current borrowings due in 2025 have not been settled upon maturity. The Company is engaged in ongoing discussions with credit institutions to renegotiate the terms of the debt. For further details, please refer to Note 2 of the consolidated financial statements.

There have not been any other significant subsequent events after the reporting period.

26. Guarantees, contingent liabilities and collateral

The group has provided a bank guarantee to Euroclear of DKK 130 thousand.

In order to secure the Company's balance with Danske Bank, a mortgage has been granted with mortgages in simple receivables, operating inventories and equipment and intellectual property rights at a total book value of DKK 79,365 thousand (2023: DKK 80,567 thousand).



Parent Company

Parent company income statement

DKK thousand	Note	2024	2023
Revenue		46,755	50,084
Cost of Sales		(8,921)	(9,139)
Gross Profit		**37,834**	**40,945**
External Expenses		(19,630)	(30,892)
Staff Costs	3	(12,327)	(21,130)
Other staff Costs	3	-	(1,707)
EBITDA		**5,877**	**(12,783)**
Depreciation, amortization and impairment losses	4	(18,257)	(15,760)
EBIT		**(12,380)**	**(28,543)**
Financial Income	5	843	479
Financial Expenses	6	(10,929)	(6,513)
Profit/(loss) before tax		**(22,466)**	**(34,577)**
Tax for the year	7	-	(15,528)
Profit/(loss) for the year		**(22,466)**	**(50,105)**

Parent company statement of financial position

DKK thousand	Note	2024	2023
Assets			
Completed development projects	8	67,649	74,978
Total intangible assets		**67,649**	**74,978**
Other fixtures and fittings, tools and equipment	9	-	65
Total property, plant and equipment		**-**	**65**
Deposits		742	511
Total financial assets		**742**	**511**
Total fixed assets		**68,391**	**75,554**

DKK thousand	Note	2024	2023
Assets			
Trade receivables		5,693	4,588
Other receivables		6,715	500
Prepayments		378	2,510
Total receivables		**12,786**	**7,598**
Cash		1,058	4,493
Total current assets		**13,844**	**12,091**
Total assets		**82,235**	**87,646**

Parent company statement of financial position

DKK thousand	Note	2024	2023
Equity and liabilities			
Share capital		1,150	1,150
Reserve for development costs		67,649	77,728
Retained earnings		(89,536)	(87,173)
Total equity		**(20,737)**	**(8,295)**
Interest bearing liabilities	11	60,785	58,373
Other payables		-	814
Total non-current liabilities		**60,785**	**59,187**
Interest bearing liabilities	11	23,380	13,612
Prepayments from customers		7,344	6,008
Trade payables		6,258	5,837
Payables to group enterprises		1,701	3,128
Other payables		3,206	8,169
Total current liabilities		**41,889**	**36,754**
Total liabilities		**102,674**	**95,941**
Total equity and liabilities		**81,937**	**87,646**

Parent company statement of changes in equity

DKK thousand	Share capital	Share premium	Reserve for development costs	Retained earnings	Total
2024					
Equity beginning of period	1,150	-	74,978	(84,423)	(8,295)
Payment for the right to subscribe shares		10,199	-	-	10,199
Transfer to reserves	-	-	(7,329)	7,329	-
Transaction cost	-	(175)	-	-	(175)
Profit/(loss) for the period				(22,466)	(22,466)
Equity end of period	**1,150**	**10,024**	**67,649**	**(99,560)**	**(20,737)**

Payment for the right to subscribe for shares has not been fully settled at the balance sheet date, and a receivable amounting to DKK 6,676 thousand has been recognised as Other receivables on the balance sheet date.

DKK thousand	Share capital	Share premium	Reserve for development costs	Retained earnings	Total
2023					
Equity beginning of period	1,150	-	74,372	(33,712)	41,810
Increase of capital	-	-	-	-	-
Transfer to reserves	-	-	606	(606)	-
Transfer to reserves	-	-	-	-	-
Profit/(loss) for the period				(50,105)	(50,105)
Equity end of period	**1,150**	**-**	**74,978**	**(84,423)**	**(8,295)**

Notes to the parent financial statements

Notes to the parent financial statements

1. Accounting policies

The separate parent financial statements have been incorporated in the annual report because a separate set of financial statements is required for the Parent under the Danish Financial Statements Act requirements for annual reports of reporting class B enterprises with additions of certain provisions for reporting class C.

The accounting policies applied for these financial statements are consistent with those applied last year.

Recognition and measurement
Assets are recognized in the balance sheet when it is probable as a result of a prior event that future economic benefits will flow to the Entity, and the value of the asset can be measured reliably. Liabilities are recognized in the balance sheet when the Entity has a legal or constructive obligation as a result of a prior event, and it is probable that future economic benefits will flow out of the Entity, and the value of the liability can be measured reliably. On initial recognition, assets and liabilities are measured at cost. Measurement subsequent to initial recognition is effected as described below for each financial statement item. Anticipated risks and losses that arise before the time of presentation of the annual report and that confirm or invalidate affairs and conditions existing at the balance sheet date are considered at recognition and measurement. Income is recognized in the income statement when earned, whereas costs are recognised by the amounts attributable to this financial year.

Cash flow statement
Referring to section 86(4) of the Danish Financial Statements Act, no cash flow statement has been prepared.

Income statement
Gross profit or loss
Gross profit or loss comprises revenue, own work capitalized, other operating income, cost of sales and external expenses with reference to section 32 of the Danish Financial Statements Act.

Revenue
Revenue from the sale of services is recognized in the income statement when delivery is made to the buyer. Revenue is recognized net of VAT, duties and sales discounts and is measured at the fair value of the consideration fixed.

Cost of sales
Cost of sales comprises goods consumed in the financial year measured at cost, adjusted for ordinary inventory write-downs.

External expenses
Other external expenses comprise sales and marketing costs, external consultancy costs, other employee-related costs, IT and software costs, investor relations costs, loss allowances for doubtful trade receivables and other administrative expenses.

Staff costs
Staff costs comprise salaries and wages, and social security contributions, pension contributions, etc for entity staff.

Depreciation and amortization
Depreciation and amortization relating to property, plant and equipment and intangible assets comprise Depreciation and amortization for the financial year, and gains and losses from the sale of intangible assets and property, plant and equipment.

Other financial income
Other financial income comprises dividends etc received on other investments, interest income, including interest income on receivables from group enterprises, net capital or exchange gains on securities, payables and transactions in foreign currencies, amortization of financial assets, and tax relief under the Danish Tax Prepayment Scheme etc.

Other financial expenses
Other financial expenses comprise interest expenses, including interest expenses on payables to group enterprises, net capital or exchange losses on securities, payables and transactions in foreign currencies, amortization of financial liabilities, and tax surcharge under the Danish Tax Prepayment Scheme etc.

Tax on profit/loss for the year
Tax for the year, which consists of current tax for the year and changes in deferred tax, is recognized in the income statement by the portion attributable to the profit for the year and recognized directly in equity by the portion attributable to entries directly in equity.

Balance sheet
Intellectual property rights etc.
Intellectual property rights etc comprise development projects completed and in progress with related intellectual property rights, acquired intellectual property rights and prepayments for intangible assets.

Development projects on clearly defined and identifiable products and processes, for which the technical rate of utilization, adequate resources and a potential future market or development opportunity in the enterprise can be established, and where the intention is to manufacture, market or apply the product or process in question, are recognised as intangible assets. Other development costs are recognized as costs in the income statement as incurred. When recognizing development projects as intangible assets, an amount equaling the costs incurred less deferred tax is taken to equity under reserve for development costs that are reduced as the development projects are amortized and written down.

The cost of development projects comprises costs such as salaries and amortization that are directly and indirectly attributable to the development projects. Completed development projects are amortized on a straight-line basis using their estimated useful lives which are determined based on a specific assessment of each development project. If the useful life cannot be estimated it is impairment tested yearly.

For development projects protected by intellectual property rights, the maximum period of amortization is the remaining duration of the relevant rights. The amortization periods used are 5 -10 years. Intellectual property rights etc are written down to the lower of recoverable amount and carrying amount.

Notes to the parent financial statements

1. Accounting policies (continued)

Property, plant and equipment
Other fixtures and fittings, tools and equipment are measured at cost less accumulated depreciation and impairment losses. Land is not depreciated. Cost comprises the acquisition price, costs directly attributable to the acquisition and preparation costs of the asset until the time when it is ready to be put into operation. The basis of depreciation is the cost less estimated residual value after the end of useful life. Straight-line depreciation is made on the basis of the following estimated useful lives of the assets:

Other fixtures and fittings, tools and equipment	3 years
Leasehold improvements	5 years

For leasehold improvements and assets subject to finance leases, the depreciation period cannot exceed the contract period. Estimated useful lives and residual values are reassessed annually. Items of property, plant and equipment are written down to the lower of recoverable amount and carrying amount.

Investments in group enterprises
Investments in group enterprises are measured at cost. Investments are written down to the lower of the recoverable amount and carrying amount.

Receivables
Receivables are measured at amortized cost, usually equalling nominal value less write-downs for bad and doubtful debts.

Income tax payable or receivable
Current tax payable or receivable is recognised in the balance sheet, stated as tax computed on this year's taxable income, adjusted for prepaid tax.

Prepayments
Prepayments comprise incurred costs relating to subsequent financial years. Prepayments are measured at cost. Cash comprises cash in hand and bank deposits.

Other financial liabilities
Other financial liabilities are measured at amortized cost, which usually corresponds to nominal value.

2. Going concern

Linkfire A/S's continued operations depend on refinancing (capital injection from investors or new loans) of interest-bearing liabilities in the range of DKK 40 million. Furthermore, postponement of repayment of the current portion of the interest-bearing liabilities in the range of DKK 18 million is required for the company to continue operations. Management expects that both the refinancing and postponement of repayments due in 2025 in the range of DKK 18 million will be concluded before the end of September 2025. The refinancing may be conducted in one or more steps, and the company's management has constructive dialogues regarding potential capital injections and dialogues with both current and potential new debt providers, Management has, on this background, decided to prepare the financial statements on a going concern basis.

However, due to uncertainty related to both refinancing and terms and conditions related to postponement, there is material uncertainty related to going concern.

Notes to the parent financial statements

3. Staff Costs

DKK thousand	2024	2023
Wages and salaries	17,701	31,127
Other social security costs	249	338
Other staff costs	2,098	6,886
	20,048	**38,351**
Staff costs classified as assets	(7,721)	(15,514)
Total	**12,327**	**22,837**

Average number of employees at balance sheet date	28	45

For information about remuneration to Board of Directors and Key Management Personnel and Share-based payments please refer to note 7 and 8 in the notes to the consolidated financial statements

4. Depreciation, amortization and impairment losses

DKK thousand	2024	2023
Depreciation and amortization of intangible assets	18,807	15,572
Reversal of Impairment loss	(615)	-
Depreciation of property plant and equipment	65	188
Total	**18,257**	**15,760**

5. Other financial income

DKK thousand	2024	2023
Foreign exchange gains	843	479
Total	**843**	**479**

6. Other financial expenses

DKK thousand	2024	2023
Other interest expenses	(10,141)	5,970
Foreign exchange losses and other adjustments	(751)	501
Other financial expenses	(37)	42
Total	**(10,929)**	**6,513**

7. Tax on profit/loss for the year

DKK thousand	2024	2023
Adjustments to previous years tax	-	(15,528)
Total	**-**	**(15,528)**

Notes to the parent financial statements

8. Intangible assets

DKK thousand	Prepaid Intellectual Property Rights	Completed development projects	Development projects in progress	Total
2024				
Cost at 1 January	-	134,186	-	134,186
Transfers	-	11,478	(11,478)	-
Additions	-	-	11,478	11,478
Cost at 31 December	**-**	**145,664**	**-**	**145,664**
Amortization and impairment at 1 January	-	(59,208)	-	(59,208)
Amortization during the year	-	-	-	-
Amortization and impairment at 31 December	**-**	**(59,208)**	**-**	**(59,208)**
Carrying amount at 31 December	**-**	**86,456**	**-**	**86,456**

DKK thousand	Prepaid Intellectual Property Rights	Completed development projects	Development projects in progress	Total
2023				
Cost at 1 January	-	118,008	-	118,008
Transfers	-	16,178	(16,178)	-
Additions	-	-	16,178	16,178
Cost at 31 December	**-**	**134,186**	**-**	**134,186**
Amortization and impairment at 1 January	-	(43,636)	-	(43,636)
Amortization during the year	-	(15,572)	-	(15,572)
Amortization and impairment at 31 December	**-**	**(59,208)**	**-**	**(59,208)**
Carrying amount at 31 December	**-**	**74,978**	**-**	**74,978**

Completed development projects comprise software development costs related to development of the existing software. The software is under continuous development for the use of customers and partners and is sold as i) a license to use the software for a given period, and ii) as an integration component on websites and in applications. Users have access to upgrades and new functionalities during the contract period.
Development costs for the year cover both development of the front-end and the back-end part of the software solution. Both parts are to increase the user experience, functionalities within the software as well as expand upon the technical applications of the software in order to increase the Group's revenue by maintaining existing customers and partners and acquire new customers and partners.
It is Management's assessment that the expected useful lives of the finite-lived assets, as well as the expected future revenue streams from the assets, are sufficient to cover the value of recognised developed software at the reporting date.
In 2024, Linkfire expensed DKK 5,104 thousand (2023: 3,408 thousand) for development projects not meeting the recognition criteria applicable to internally generated intangible assets.
Sub-projects together (the platform) constitute one single cash-generating unit.

As a result of the impairment test made by Management, Linkfire did not recognise any impairment loss in 2024.

Notes to the parent financial statements

9. Property, plant and equipment

DKK thousand	Other fixtures and fittings, tools and equipment	Total
2024		
Cost at 1 January	689	689
Cost at 31 December	**689**	**689**
Depreciation at 1 January	(624)	(624)
Depreciation during the year	(65)	(65)
Depreciation at 31 December	**(689)**	**(689)**
Carrying amount at 31 December	**-**	**-**

DKK thousand	Other fixtures and fittings, tools and equipment	Leasehold improvements	Total
2023			
Cost at 1 January	878	121	999
Disposals	(189)	(121)	(310)
Cost at 31 December	**689**	**-**	**689**
Depreciation at 1 January	(560)	(121)	(681)
Disposals	125	121	246
Depreciation during the year	(189)	-	(189)
Depreciation at 31 December	**(624)**	**-**	**(624)**
Carrying amount at 31 December	**65**	**-**	**65**

Notes to the parent financial statements

10. Financial assets

DKK thousand	Investments in group enterprises	Deposits
2024		
Cost at 1 January	-	511
Additions	-	231
Cost at 31 December	**-**	**742**
2023		
Cost at 1 January	-	521
Additions	-	(10)
Cost at 31 December	**-**	**511**

Name	Country	Ownership
Linkfire Inc.	USA	100%

11. interest-bearing liabilities

DKK thousand	2024	2023
Non-current borrowings		
Debt to credit institutions	8,178	23,272
Other	52,607	35,101
Total	**60,785**	**58,373**
Current borrowings		
Debt to credit institutions	17,871	1,701
Other	5,510	11,911
Total	**23,381**	**13,612**

For a specification of the debt that is due after 5 years please refer to note 22 of the notes to the consolidated financial statements.

As of the reporting date, current borrowings due in 2025 have not been settled upon maturity. The Company is engaged in ongoing discussions with credit institutions to renegotiate the terms of the debt. For further details, please refer to Note 2 of the consolidated financial statements.

Other non-current borrowings include a provision for the ongoing Tax Credit Scheme case. As a result of the uncertainty associated with the outcome of the final decision, the total provisioned liability amounts to DKK 13,263 thousand including principal repayment and accrued interest as of 31 December 2024. For more information please refer to the 'Financial Review' section.

Notes to the parent financial statements

12. Unrecognized rental and lease commitments

DKK thousand	2024	2023
Liabilities under rental or lease agreements until maturity	725	-
Total	**725**	**-**

13. Guarantees, contingent liabilities and collateral

The group has provided a bank guarantee to Euroclear of DKK 130 thousand.

In order to secure the Company's balance with Danske Bank, a mortgage has been granted with mortgages in simple receivables, operating inventories and equipment and intellectual property rights at a total book value of DKK 79,365 thousand (2023: DKK 80,567 thousand).

14. Subsequent events

As of the reporting date, current borrowings due in 2025 have not been settled upon maturity. The Company is engaged in ongoing discussions with credit institutions to renegotiate the terms of the debt. For further details, please refer to Note 2 of the consolidated financial statements.

There have not been any other significant subsequent events after the reporting period.

Statement by management

The Board of Directors and the Executive Board have today considered and approved the annual report for the financial year 01.01.2024 – 31.12.2024 for Linkfire A/S.

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

The Parent's financial statements have been prepared in accordance with the Danish Financial statements Act.

Copenhagen, 11 June 2025

In our opinion, the consolidated financial statements and the parent financial statements give a true and fair view of the Group's and Parent's assets, liabilities and financial position at 31.12.2024 and of the results of the Group's activities and cash flows for the financial year 01.01.2024 – 31.12.2024.

We believe that the management's review contains a fair review of the affairs and conditions referred to therein.

The annual report is submitted for adoption at the Annual General Meeting.

Executive Management

Jeppe Faurfelt

Board of directors

Jesper Møller
Chairman

Ole Larsen

Peter Balint

Independent auditor's report

To the shareholders of Linkfire A/S

Opinion

We have audited the consolidated financial statements and the parent financial statements of Linkfire A/S for the financial year 01.01.2024 - 31.12.2024, which comprise the income statement, statement of comprehensive income, balance sheet, statement of changes in equity, cash flow statement and notes, including material accounting policy information, for the Group as well as the Parent. The consolidated financial statements are prepared in accordance with IFRS Accounting Standards as adopted by the EU and additional requirements of the Danish Financial Statements Act, and the parent financial statements are prepared in accordance with the Danish Financial Statements Act.

In our opinion, the consolidated financial statements give a true and fair view of the Group's financial position at 31.12.2024 and of the results of its operations and cash flows for the financial year 01.01.2024 - 31.12.2024 in accordance with IFRS Accounting Standards as adopted by the EU and additional requirements of the Danish Financial Statements Act.

Furthermore, in our opinion, the parent financial statements give a true and fair view of the Parent's financial position at 31.12.2024, and of the results of its operations for the financial year 01.01.2024 - 31.12.2024 in accordance with the Danish Financial Statements Act.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs) and the additional requirements applicable in Denmark. Our responsibilities under those standards and requirements are further described in the "Auditor's responsibilities for the audit of the consolidated financial statements and the parent financial statements" section of this auditor's report. We are independent of the Group in accordance with the International Ethics Standards Board for Accountants' International Code of Ethics for Professional Accountants (IESBA Code) and the additional ethical requirements applicable in Denmark, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the IESBA Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Material uncertainty related to going concern

We refer to note 2 in the consolidated financial statements, which describes that the company's continued operations depend on refinancing (capital injection from investors or new loans) of interest-bearing liabilities in the range of DKK 40 million. Furthermore, postponement of repayment of the current portion of the interest bearing liabilities in the range of DKK 18 million is required for the company to continue operations. Management expects that both the refinancing and postponement of repayments will be resolved. Due to material uncertainty related to both refinancing and postponement, there is material uncertainty related to going concern. Our conclusion has not been modified on this basis.

Emphasis of matter

Referring to the management commentary and note 4 in the consolidated financial statements, the value of capitalised development projects of DKK 68 million (2023: DKK 75 million) is dependent on future earnings. Furthermore, there is material uncertainty related to going concern. Due to these circumstances, there is material uncertainty related to the value of capitalised development projects.

Statement on the management commentary

Management is responsible for the management commentary.
Our opinion on the consolidated financial statements and the parent financial statements does not cover the management commentary, and we do not express any form of assurance conclusion thereon.

In connection with our audit of the consolidated financial statements and the parent financial statements, our responsibility is to read the management commentary and, in doing so, consider whether the management commentary is materially inconsistent with the consolidated financial statements and the parent financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.
Moreover, it is our responsibility to consider whether the management commentary provides the information required by relevant law and regulations
Based on the work we have performed, we conclude that the management commentary is in accordance with the consolidated financial statements and the parent financial statements and has been prepared in accordance with the requirements of the relevant law and regulations. We did not identify any material misstatement of the management commentary.

Management's responsibilities for the consolidated financial statements and the parent financial statements

Management is responsible for the preparation of consolidated financial statements that give a true and fair view in accordance with IFRS Accounting Standards as adopted by the EU and additional requirements of the Danish Financial Statements Act as well as the preparation of parent financial statements that give a true and fair view in accordance with the Danish Financial Statements Act, and for such internal control as Management determines is necessary to enable the preparation of consolidated financial statements and parent financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the consolidated financial statements and the parent financial statements, Management is responsible for assessing the Group's and the Parent's ability to continue as a going concern, for disclosing, as applicable, matters related to going concern, and for using the going concern basis of accounting in preparing the

Independent auditor's report

consolidated financial statements and the parent financial statements unless Management either intends to liquidate the Group or the Entity or to cease operations, or has no realistic alternative but to do so.

Auditor's responsibilities for the audit of the consolidated financial statements and the parent financial statements

Our objectives are to obtain reasonable assurance about whether the consolidated financial statements and the parent financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs and the additional requirements applicable in Denmark will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these consolidated financial statements and these parent financial statements.

As part of an audit conducted in accordance with ISAs and the additional requirements applicable in Denmark, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the consolidated financial statements and the parent 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'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 consolidated financial statements and the parent 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'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 consolidated financial statements and the parent 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 Entity to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the consolidated financial statements and the parent financial statements, including the disclosures in the notes, and whether the consolidated financial statements and the parent financial statements represent the underlying transactions and events in a manner that gives a true and fair view.

- Plan and perform the group audit to obtain sufficient appropriate audit evidence regarding the financial information of the entities or business units within the group as a basis for forming an opinion on the consolidated financial statements and the parent financial statements. We are responsible for the direction, supervision and review of the audit work performed for purposes 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.

Copenhagen, 11.06.2025

Deloitte
Statsautoriseret Revisionspartnerselskab
CVR No. 33963556

Claus Jorch Andersen
State Authorized Public Accountant Identification No (MNE) mne33712

Arif Aygar
State Authorised Public Accountant Identification No (MNE) mne50634

Glossary

Subscription Revenue	Subscription revenue is generated from recurring subscription fees which customers pay to use the Company's platform.
Commission Revenue	When consumers discover music and are funneled from the Linkfire discovery layer to various Digital Service Providers, Linkfire in some cases generates commission revenue through affiliate partnerships.
Digital Service Providers	Stores and/or services where consumers play music, purchase other related content, or sign up for subscriptions, e.g. Apple Music, Amazon, Ticketmaster, etc.
Consumer Connections	Represent the number of unique visitors on Linkfire's smart links and are a key driver for Commission revenue in conjunction with the ability to monetize traffic, reflected in the RPM.
Commission Revenue per Mille (RPM)	RPM is an important metric to Linkfire. It represents the commission revenue generated per thousand consumer connections for the period.
Constant Currency	Figures on a constant currency basis are an important measure to Linkfire as the majority of revenue is made in USD. This measure highlights the clean growth, adjusted for exchange rate impact in period-to-period comparison.

Company Information

The Company
Linkfire A/S
Rentemestervej 80
2400 Copenhagen

Business Registration no. 35 83 54 31
Registered Office: Copenhagen

Date of Incorporation: 15.04.2014
Financial Year: January 1 - December 31

Board of Directors
Jesper Møller, Chairman
Peter Balint
Ole Larsen

Executive Board
Jeppe Faurfelt

Auditors
Deloitte Statsautoriseret
Revisionspartnerselskab

Linkfire

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