

Siteimprove A/S

Havneholmen 33, 6.
DK-1561 Copenhagen, Denmark
CVR No. 25 53 70 17

Annual Report 2024

The Annual Report was presented and adopted at the Annual General Meeting of the Company on July 11, 2025

John Damgaard
Chairman

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Letter from the CEO

Dear reader,

As we reflect on 2024, I'm struck by how much has changed. The pace of digital transformation is accelerating. AI is reshaping how we work, and consumer expectations are more dynamic than ever. In this ever-evolving landscape, where do we stand?

Now in our twenty-second year, Siteimprove continues to build on a legacy that began in 2003: making the digital world more accessible and inclusive. What started as a mission to improve digital accessibility has grown into a broader commitment—to empower brands with a unified platform that delivers compliant performance.

We've long recognized that digital challenges are interconnected. You can't fix broken SEO without considering content. You can't improve conversions without addressing accessibility. That's why we're focused on helping our customers optimize their digital presence holistically, from visibility and experience to compliance and performance.

2024 was a pivotal year laying the foundation for Siteimprove's strategy in this ever-evolving technology landscape. In October, we acquired MarketMuse bringing us a complementary piece—Content Strategy. Our end-to-end platform now completes the content lifecycle.

We continue to reach a new high in customer satisfaction, with our Net Promoter Score (NPS) holding strong. Forrester again recognized us as a leader in digital accessibility solutions. We expanded our AI-powered capabilities beyond SEO, making advanced insights more accessible across our platform. And, most importantly, we deepened our commitment to the people

behind the screen, our customers and their audiences.

Looking ahead to 2025, our mission is clear: *together we can transform access for the world.*

Thank you to everyone—our team, customers, and partners—who has been part of our journey so far.

Warm Regards,

Nayaki Nayyar
Siteimprove, CEO

Management's Statement

The Executive Board and Board of Directors have today considered and adopted the Annual Report of Siteimprove A/S for the financial year January 1st – December 31st 2024. The Consolidated Financial Statements are prepared in accordance with International Financial Reporting Standards as adopted by the EU and additional requirements in the Danish Financial Statements Act. The Financial Statements of the Parent Company are prepared in accordance with the Danish Financial Statements Act. Management's Review has been prepared in accordance with the Danish Financial Statements Act.

In our opinion, the Consolidated Financial Statements and the Financial Statements of the Parent Company give a true and fair view of the financial position at December 31st 2024 of the Group and the Parent Company and of the results of the Group and Parent Company operations and consolidated cash flows for the financial year January 1st– December 31st 2024.

In our opinion, Management's Report includes a true and fair account of the development in the operations and financial circumstances of the Group and the Parent Company, of the results for the year and of the financial position of the Group and the Parent Company as well as a description of the most significant risks and elements of uncertainty facing the Group and the Parent Company.

We recommend that the Annual Report be adopted at the Annual General Meeting.

Copenhagen, July 11, 2025

Executive Board

Nayaki Nayyar
CEO

Board of Directors

John Damgaard
Chairman

Morten Ebbesen

Philipp Krispin

Erik Jonas Fredrik Naslund

Nayaki Nayyar

Independent Auditor's Report

To the Shareholders of Siteimprove A/S

Opinion

In our opinion, the Consolidated Financial Statements give a true and fair view of the Group's financial position at 31 December 2024 and of the results of the Group's operations and cash flows for the financial year 1 January to 31 December 2024 in accordance with International Financial Reporting Standards as adopted by the EU and further requirements in the Danish Financial Statements Act.

Moreover, in our opinion, the Parent Company Financial Statements give a true and fair view of the Parent Company's financial position at 31 December 2024 and of the results of the Parent Company's operations for the financial year 1 January to 31 December 2024 in accordance with the Danish Financial Statements Act.

We have audited the Consolidated Financial Statements and the Parent Company Financial Statements of Siteimprove A/S for the financial year 1 January - 31 December 2024, which comprise income statement, balance sheet, statement of changes in equity and notes, including a summary of significant accounting policies, for both the Group and the Parent Company, as well as statement of comprehensive income and cash flow statement for the Group ("financial statements").

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 Financial Statements section of our 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.

Statement on Management's Review

Management is responsible for Management's Review.

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

In connection with our audit of the financial statements, our responsibility is to read Management's Review and, in doing so, consider whether Management's Review is materially inconsistent with the financial statements or our knowledge obtained during the audit, or otherwise appears to be materially misstated.

Moreover, it is our responsibility to consider whether Management's Review provides the information required under the Danish Financials Statements Act.

Based on the work we have performed, in our view, Management's Review is in accordance with the Consolidated Financial Statements and the Parent Company Financial Statements and has been

prepared in accordance with the requirements of the Danish Financial Statement Act. We did not identify any material misstatement in Management's Review.

Management's Responsibilities for the Financial Statements

Management is responsible for the preparation of Consolidated Financial Statements that give a true and fair view in accordance with International Financial Reporting Standards as adopted by the EU and further requirements in the Danish Financial Statements Act and for the preparation of Parent Company 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 financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, Management is responsible for assessing the Group's and the Parent Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting in preparing the financial statements unless Management either intends to liquidate the Group or the Parent Company or to cease operations, or has no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs and 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 financial statements.

As part of an audit conducted in accordance with ISAs and the additional requirements applicable in Denmark, we exercise professional judgment and maintain professional skepticism throughout the

audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Group's and the Parent Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by Management.
- Conclude on the appropriateness of Management's use of the going concern basis of accounting in preparing the financial statements and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Group's and the Parent Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Group and the Parent Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and contents of the financial statements, including the disclosures, and whether the 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. 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, July 11, 2025

PricewaterhouseCoopers

Statsautoriseret Revisionspartnerselskab

CVR No 33 77 12 31

Rasmus Friis Jørgensen

State Authorised Public Accountant

mne28705

Niels Henrik B. Mikkelsen

State Authorised Public Accountant

mne16675

Company Details

Company	Siteimprove A/S Havneholmen 33, 6. DK-1561 Copenhagen Denmark
Cvr. No.:	CVR No. 25 53 70 17
Fiscal year	January 1 – December 31
Municipality of registration office	Copenhagen
Board of directors:	John Damgaard, Chairman Morten Ebbesen Erik Jonas Fredrik Naslund Philipp Krispin Nayaki Nayyar
Executive Board:	Nayaki Nayyar, CEO
Auditor	PricewaterhouseCoopers Statsautoriseret Revisionspartnerselskab Strandvejen 44

Management's Review

Welcome

Siteimprove is a global provider of digital performance technology, amplifying the digital marketing efforts of leading brands. Siteimprove democratizes access to the web and empowers digital marketers with insights to increase marketing reach, supercharge performance, and deliver maximum ROI across digital channels.

Siteimprove's performance-with-a-purpose optimization allows marketers to spend more time on efficient, effective content creation that truly impacts revenue and validates our core mission: helping marketing teams consistently deliver the most accessible, inclusive, relevant, discoverable, and usable content.

Siteimprove has more than 400 employees across offices in 15 countries, helping customers achieve their digital potential from a single solution.

Financial review

Income statement

Revenue totaled USD 106.5 million in 2024 compared to USD 103.2 million in 2023, which is an increase of 3.2%. Revenue increased across all reported markets, with North America continuing to be the most noteworthy driver of growth measured in absolute numbers.

Revenue growth was realized through the acquisition of new customers as well as an increase in supplementary sales to existing customers.

EBITDA totaled USD 22.6 million (2023: 2.0 million) corresponding to an EBITDA margin of 21.2% (2023: 2.0%). Increase in EBITDA margin is directly attributed to cost cutting measures employed during 2023.

Net loss: The current loss after taxation of USD 0.2 million (2023: loss of USD 16.6 million) resulted from our continued investments in the business in accordance with the strategy following Siteimprove's change of ownership in 2020. The year-over-year improvement in net loss reflects the cost savings measures the company has employed during 2023.

Balance sheet

The **balance sheet** totaled USD 71.2 million as of December 31, 2024 compared to USD 80.5 million as of December 31, 2023. The decrease of USD 9.3 million was primarily due to reduced receivable balances based on enhanced collection processes as well as reduced contract assets reflecting changing commission plans. **Total equity** as of December 31, 2024 totaled USD -51.8 million, compared to USD -61.8 million as of December 31, 2023. The decrease in negative equity is mainly due to the equity investments received from the ultimate parent, and offset by current period net loss.

Net interest-bearing debt was USD 14.7 million as of December 31, 2024 compared to USD 17.4 million as of December 31, 2023. Net interest-bearing debt decreased primarily due to impact from effective cost-control strategies implemented in 2023 and 2024.

USD '000	2024	2023	2022
Cash and cash equivalents	10.2	12.6	6.2
Interest-bearing borrowings	-25.0	-30.0	-21.5
NIBD (Net Interest-Bearing Debt)	-14.7	-17.4	-15.3

Cash Flow

Cash flows from operating activities in 2024 was an inflow of USD 7.5 million compared to an outflow of USD 8.0 million in 2023. The increase in cash flows from operating activities was driven by cost cutting measures employed during 2023 and 2024, resulting in improved net loss year over year.

Cash outflow from investing activities totaled USD 7.4 million in 2024 compared to USD 1.5 million in 2023. The increased use of cash is driven by incremental investment in internally developed software.

Cash flows from financing activities in 2024 was a use of cash of USD 2.4 million compared to an inflow of cash of USD 15.9 million in 2023; the use of cash in 2024 is driven by paying down borrowings on the revolver, and a smaller cash influx from the Ultimate Parent in 2024 than in 2023.

As a combination of the above, **net cash flow for the year** 2024 was a use of USD 2.3 million compared to an inflow of USD 6.4 million in 2023.

2024 results compared to Outlook

In the 2023 financial statement, Siteimprove indicated an expectation of continued growth in total customer revenue of 4%-8%. During 2024, the Company saw revenue growth of 3%, slightly behind expectations. Siteimprove also estimated an approximate net loss for 2024 of USD 5 to 15 million; actual

2024 net loss was USD 0.2 million, which exceeds the stated expectations, and is a result of cost-cutting measures employed during 2023 and 2024.

Outlook for 2025

In 2025, Siteimprove expects to see a continued growth in total customer revenue based on increased demand for Siteimprove's platform and enhanced product offerings including the addition of MarketMuse, acquired by Siteimprove in 2024. Expected revenue growth rate for 2025 is 4%-8%. The revenue growth is expected as a result of a refreshed vision for growth strategy from the incoming CEO as well as new product releases launched in 2025.

Estimated net loss for 2025 is expected to range from USD 5 million to USD 10 million, as the business continues to redeploy cash flow into growth.

Diversity

At Siteimprove, we are committed to universal human rights. It is Siteimprove's policy to not discriminate, which entails offering equal opportunities for all employees and candidates. Siteimprove employs more than 45 different nationalities, and the company benefits hugely from the variety of backgrounds, experiences, and knowledge that our employees bring to the company. Similarly, Siteimprove benefits from the unique accessibility expertise that our employees with disabilities provide. While we take great pride in being an inclusive workplace, we know we can do even better.

The Siteimprove Diversity Policy and our goals

Siteimprove's commitment to offering equal opportunities is stated in our Code of Conduct, as well as in our Diversity Policy, adopted in 2019 and refreshed in 2023. The Diversity Policy sets out the elements of Siteimprove's approach to diversity, including our overall aim and the company's focus areas. Our specific goals for gender diversity, approved by the Executive Management Team, are also included in the policy.

While the policy covers multiple diversity groups, the goals described in the policy are gender specific as per legal requirements and it being one of our main focus areas currently. The policy states to achieve this goal, Siteimprove focuses on activities, initiatives, and goals within the following five categories: attraction, recruitment, retainment/retention, development, and the inclusion of women in top management.

In addition to the goals stated, we also aim to increase the general diversity of our workforce, including minorities, people with disabilities, and veterans.

2024 results

Operating in the historically male-dominated IT industry, Siteimprove has a policy that is committed to working toward increasing the share of the underrepresented gender, women, in the company, and specifically in executive and managerial positions.

By the end of 2024, our overall gender ratio for the whole company was 38-62 (female-male) which is a decrease compared to 2023 where the ratio was 41-59.

In our Board of Directors at the end of 2024, we had 1 woman and 5 men. On the Other Management levels, per the table below, the gender ratio is 43%/57% (female-male) compared to 2023's ratio of 35%/65%. For the Executive Leadership Team (ELT) alone, the gender ratio was 20%/80% in 2024 compared to 14%/86% in 2023. Our goal for Other Management levels is to be more equitable in gender distribution by 2026 or sooner. Although we have made significant strides, we remain committed to this goal now and in the future. We continue our endeavors to increase gender diversity at the Other Management levels of the company by embracing inclusion and the initiatives highlighted in the following section.

We continue to be committed to achieving a 40-60 gender ratio among management positions across the Group.

The table below shows the composition of female-male ratio at Board level and other Management Levels from the Executive Leadership team to people managers 2 levels below.

	2024
Top Level Management: Board of Directors	
Women	1
Men	5
Total	6
Women as a percent of total population 2024	17%
Other Management Levels: ELT and people managers 2 levels below	
Women	27
Men	49
Total	76
Women as a percent of total population 2024	36%

2024 initiatives for Other Management levels

The progress we’ve seen on our gender ratios across all levels of the business can be attributed to several factors. We continue to utilize our Diversity & Inclusion Toolkit for Managers, which provides all Siteimprove managers with useful tools for creating and maintaining a diverse and inclusive workplace. While our diversity and inclusion efforts at Siteimprove focus on increasing the diversity of our workforce in general, this toolkit was designed with a specific focus in mind: gender diversity. However, many of the tools are applicable to all employees and are not specific to gender. The toolkit is divided into 5 topics:

1. Understanding unconscious bias

2. Hiring a diverse team
3. Creating a dialogue about career development
4. Managing employees going on parental leave
5. Creating an inclusive culture

We continue to use our Gender Diversity Data Report, which we created in 2020 and update annually, where we track gender diversity within our organizational levels as well as within recruitment, promotions, and employee turnover. This data report helps us keep everyone in the organization accountable and it enables us to identify areas that need more of our attention.

In 2024, we continued positive strides in recognizing global celebrations where we believe we have authority to engage, share thought leadership and have real impact. These include Women's History Month, a global webinar with a fireside chat on Global Accessibility Awareness Day (GAAD), Pride, and Movember. We have also continued our focus on supporting attracting more women to tech , building the many ideas from our eye-opening conversation on 'The Evolution of Women in Tech' fireside chat in 2023 in connection with our 20-year celebration.

Siteimprove continuously looks for valuable partnerships that can help us drive the diversity and inclusion agenda. We've revitalized our Global Volunteering Program which enables Siteimprove employees to engage with organizations in the spaces of Tech & Education, Climate and Human Connection through group and individual volunteering opportunities.

In 2025 we have implemented a Women in Leadership mentoring program, our new initiative to invest in the growth and potential of women at Siteimprove and in the MarTech community.

Corporate Social Responsibility

Sustainability and corporate social responsibility

Since 2010, Siteimprove has remained a proud member of the United Nations Global Compact initiative, which sets standards and universally accepted principles within human rights, labor rights, environment, and anti-corruption. Siteimprove continues to follow the requirements of the Global Compact and its 10 principles, which includes reporting on our progress in our Sustainability Report each year.

Since 2018, Siteimprove has committed to the Sustainable Development Goals (SDGs), the 17 global goals that are part of United Nations' ambitious 2030 agenda, taking the company's sustainability efforts a step further. The overall objective of the SDGs is to leave no one behind and ensure a better and more sustainable future for all. Siteimprove is a strong supporter of the SDGs and encourages others to take part and join us on the path toward a sustainable future.

Siteimprove is uniquely positioned to contribute to the SDGs within digital human rights. Our primary focus is on three specific goals where we can make the biggest impact. The three goals align with Siteimprove's core business and areas of expertise, and we view them as great shared value opportunities.

Siteimprove's business model



Social and environmental risk

Potential negative impact



Goal 13: Climate impact

There's a risk of negative climate impact from Siteimprove's extensive processing of large amounts of data. We mitigate this risk by using a data center that is powered by renewable energy sources.

Social and environmental benefit

Focused positive impact



Goal 4: Quality education

Siteimprove provides inclusive and equitable quality education through our accessibility software and by educating our stakeholders about accessibility and inclusion.



Goal 10: Reduced inequalities

Siteimprove promotes and contributes to the social, economic, and political inclusion of everyone through our software solutions and public advocacy for accessibility and inclusion, and by sharing our knowledge and expertise.



Goal 17: Partnerships for the goals

Siteimprove encourages and participates in effective public, public-private, and civil society partnerships in order to put accessibility on the global agenda and extend our reach so that we can have a positive impact on even more people around the world.

Potential direct or indirect benefit



Siteimprove's Sustainable Development Goals

Main Contribution

Goal 4: Quality Education

- The Siteimprove's rebranded education platform, Frontier (formerly known as Academy) has a long list of accessibility courses, both practical and theoretical. Frontier hosts courses for customers, partners, and employees.
- Siteimprove educates customers, partners, employees, and more through trainings, events, blog posts, social media campaigns, and webinars.

Goal 10: Reduced Inequalities

- Siteimprove's Accessibility product, the free toolkit on the Accessibility World Map website, and the Siteimprove Accessibility Checker for Google Chrome and other internet browsers enable organizations to eliminate barriers that prevent people with disabilities or limited internet access from utilizing their websites.

- Siteimprove creates awareness and provides education about accessibility and inclusion by sharing our resources and knowledge through multiple channels.

Goal 17: Partnerships for the goals

- Siteimprove focuses on public and private partnerships through which we can leverage our expertise and solutions within digital accessibility.

2024 Highlights

Goal 4: Quality Education

We remain deeply committed to ensuring equal access to education and learning resources through technology. In 2024, Siteimprove continued to expand its footprint across higher education and K–12 institutions standing at 1,206; helping schools and universities improve digital accessibility and meet compliance standards.

- Our Siteimprove Accessibility platform remains actively used by educational institutions seeking to make their digital experiences more inclusive for people with disabilities.
- Through Siteimprove Frontier, we continue to offer a broad curriculum of Accessibility-focused courses, supporting professionals and educators alike in advancing their knowledge.
- Learner engagement with accessibility training remains strong, with thousands of course completions and learning hours recorded in 2024.

Looking ahead to 2025 and 2026, we aim to:

- Expand our education partnerships globally, particularly in underserved regions
- Develop new course modules on inclusive design and assistive technology

- Increase engagement through micro-certifications and institutional integrations

Goal 10: Reduced Inequalities

- Siteimprove continues to democratize access to digital accessibility tools by offering free, user-friendly solutions that empower individuals, developers, and small organizations.
- In 2024, usage of our Accessibility Checker for Google Chrome and other major browsers remained high, underscoring the importance of frictionless tools for all users.
- Tools like the Accessibility Statement Generator and Color-Contrast Checker continue to support accessibility compliance and awareness across a diverse user base.
- We have observed sustained global usage, even as individual tool metrics fluctuate - demonstrating the continued relevance and value of our offerings.

Looking forward, our focus will be on:

- Enhancing UX and automation within our tools
- Expanding multilingual and regionally tailored versions
- Supporting small businesses and nonprofits through tailored accessibility resources

Goal 17: Partnerships for the Goals

- Collaboration remains key to scaling our impact. In 2024, we continued to invest in partnerships that foster inclusive innovation:
- We have built upon the outcomes of the WAI-Tools project, a Horizon 2020 initiative co-funded by the European Commission, to refine and extend the capabilities of Siteimprove Accessibility NextGen.
- For the third consecutive year, we proudly co-funded the W3C's Diversity Fund, enabling individuals from underrepresented and resource-limited backgrounds to participate in global standards development forums.

In 2025–2026, we intend to:

- Deepen our engagement with public-sector and civil society stakeholders
- Contribute to cross-border initiatives that shape global accessibility standards
- Extend our funding and mentorship to grassroots accessibility advocates
- At Siteimprove, we are responsible. We are committed to creating tools and partnerships that make digital access a right, not a privilege

Human Rights

Policies

Siteimprove follows principle 1 and 2 of the Global Compact regarding human rights:

1. Businesses should support and respect the protection of internationally proclaimed human rights.
2. Businesses should make sure that they are not complicit in human rights abuses.

Siteimprove's commitment to human rights is stated in our Code of Conduct. The section "Contributing to the Global Community" contains two clauses which all Siteimprove employees must respect and adhere to:

- We Oppose Exploitive, Inhumane Labor Practices
- We Are Committed to Universal Human Rights

As stated in Siteimprove's Supplier Code of Conduct, Siteimprove Suppliers must support and respect the protection of internationally declared human rights. Moreover, Siteimprove's suppliers shall ensure that they do not contribute to the violation of human rights.

As a reporting measure, we have a whistleblower policy in place that encourages and enables all our employees and third parties to report if they witness any violations such as unethical business practices and serious health and safety concerns. These reports can be made anonymously.

2024 Activities

Siteimprove's business model poses little risk to universal human rights. The area where we see a potential risk of violating human rights is in our choice of providers and suppliers. To mitigate this risk,

Siteimprove seeks to work with business partners that promote and follow set standards within human rights, including offering equal rights, providing safe and healthy work conditions, respecting lawful freedoms, and paying a respectable wage. These standards are explained in detail in Siteimprove's Supplier Code of Conduct.

As Siteimprove acts as a data processor for our customers and users, we also have a big responsibility to make sure their personal data remains secure and is used in line with their instructions. Siteimprove takes data privacy very seriously and strongly believes in the right to own your own personal data, which is why it's Siteimprove policy not to sell or otherwise share our clients' data to third parties, in addition to complying with data privacy regulations such as the General Data Protection Regulation (GDPR). We are strongly committed to compliance in both our own internal processing of personal data as well as customer use of the Siteimprove Intelligence Platform.

Our GDPR compliance efforts have direct executive-team oversight and are implemented by the Siteimprove Legal, Information Security, and IT departments. We ensure compliance with GDPR by providing transparency for our customers and users, completing audits, and enhancing security measures on an ongoing basis. Every year, Siteimprove employees complete a GDPR training course, obtaining a GDPR certification. The course equips our employees with the necessary knowledge about what personal data is, how to safeguard it, and how to be GDPR compliant.

Siteimprove's contribution to human rights is focused on improving digital accessibility across the world wide web. Our goal is to enable everyone, regardless of disabilities and impairments, to access the internet on equal terms. We work toward this goal by increasing awareness for digital inclusion and educating other organizations about how they can become digitally accessible, while also providing the tools needed to achieve it. As the entire world was working from home during the pandemic, and most interaction happened through technology, it has never been more important that all online information, services, and tools are accessible.

While the Siteimprove Accessibility product is our most comprehensive accessibility tool, we have

created a range of other free-to-use accessibility tools. That includes our Accessibility Checker for Google Chrome, our Accessibility Statement Generator, and our Color-Contrast Checker, all of which are available on accessibilityworldmap.org. All tools saw an increase in the number of users in 2024 and we are proud to continue to offer the free toolkit that allows everyone to make a targeted effort to remove the accessibility barriers that exist on their websites.

For our annual Global Accessibility Awareness Day (GAAD) celebration we organized a substantial list of local initiatives, including an inspirational speech from Nic Hamilton, the first disabled driver to compete in the British Touring Car Championship, on what accessibility means to him; two technical accessibility webinars for digital marketers; a lunch and learn for customers on manual testing; and five external speaking sessions from our in-house experts, with partners including the University of Chicago. As a global inclusion advocate, Siteimprove has marked GAAD every year since its inception in 2012.

Internally, our accessibility pledge continues to guide our employees, stressing the importance of accessibility within the company. The mandatory accessibility awareness training that we introduced in 2019 also continues to be an integral part of our onboarding of new employees. We have even started developing department-specific accessibility training to onboard new colleagues and help them be inclusive from day one.

2024 Results

- The vast majority of Siteimprove's revenue comes from customers with Siteimprove Accessibility as part of their Siteimprove suite, which shows how central inclusivity is to Siteimprove's business model.
- The Siteimprove Accessibility product is being used by a wide range of organizations to enhance their digital accessibility and promote inclusivity across digital platforms.

With no exception for the years ahead, for 2025 and beyond, it is our goal to continue running a business that only has a positive impact on human rights around the world. We will continue our efforts to promote digital inclusion and act as a best-in-class data processor for our clients.

Labor rights

Policies

Siteimprove follows principles 3, 4, 5, and 6 of the Global Compact regarding labor rights:

3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
4. the elimination of all forms of forced and compulsory labor;
5. the effective abolition of child labor; and
6. the elimination of discrimination in respect of employment and occupation.

Siteimprove's commitment to proper labor practices and being socially responsible is also described in the section "Working Together" of our Code of Conduct. The company and all employees are committed to the following clauses:

- Open and Honest Communication
- People Are Our Greatest Resource

Siteimprove's Supplier Code of Conduct requires Siteimprove's suppliers to have proper working conditions, to ensure that no forced labor or child labor is used in their own operations or by their partners and suppliers, and to commit to complying with all local laws and regulations.

As Siteimprove strives to create and maintain a safe, mutually respectful working environment free of all forms of harassment, we have a zero-tolerance policy toward harassment. It is considered a collective problem and responsibility to intervene, should it take place. A safe and respectful working environment contributes to employee retention and is a precondition for productive and happy employees.

Siteimprove's Whistleblower Policy enables employees, and other stakeholders, to make good faith reports pertaining to serious violations such as suspected fraud, unethical business practices, bribery, corruption, or other improper or unlawful activity, or serious health and safety concerns within Siteimprove.

Siteimprove's Diversity Policy promotes equality and inclusion and describes Siteimprove's commitment to offering equal opportunities. Being an Equal Opportunity Employer means that no one will be discriminated against because of their race, gender, marital status, ideology, veteran status, political opinions, nationality, religion or any other personal, physical, or social condition. We preach inclusion

externally in our efforts to make the web better for all, and we find it only natural not to discriminate in our hiring process or in the way we treat employees. We are very focused on fostering a workplace culture where everyone is included and treated fairly and equally, and we take pride in being a workplace for people of all abilities.

2024 Activities

At Siteimprove, our employees are our greatest resource. Without them, there would be no innovative top-of-the-line software, no happy customers, no Siteimprove. That means one of the biggest risks for Siteimprove is dissatisfied employees and not doing our due diligence in regard to employee health, safety, and well-being. This risk is mitigated through a variety of activities and procedures that are in line with the policies stated above.

To monitor the well-being and satisfaction of employees, Siteimprove runs annual employee engagement surveys. The results are shared with the Executive Management Team, and each manager receives the results for their team and develops an action plan together with the team to improve within selected areas.

To ensure that we maintain a safe and healthy work environment for all employees, Siteimprove has a work environment organization in place, which consists of employee representatives elected by their colleagues. The organization arranges, among other things, first aid courses for employees.

It goes without saying that Siteimprove does not use child or any form of forced labor. In the 15 countries in which we have employees, we adhere to all local labor laws.

If employees see any violations of our Code of Conduct, including harassment, discrimination, or unsafe or unhealthy working conditions, they must reach out to their manager, Human Resources, the Legal department, or higher levels of management, or make an anonymous report through the process described in our Whistleblower Policy.

2024 Results

In 2024, our goal was to continue running a business that respects universal labor rights and only do business with organizations that share that sentiment. Our vendor onboarding program safeguards that our vendor population adheres to our Supplier Code of Conduct. We continued our efforts to promote diversity and inclusion and have remained focused on creating a great working environment for our employees. We continue to strive for gender diversity and have achieved 36% of women in other management roles across the distribution, and approaching our goal of 40%. Other management roles are defined as the top 3 levels of management in the operating company and excluding the Board of Directors and the Executive Leadership Team.

We increased internal communication through quarterly company all-hands meetings and coffee-corner chats, which has increased well-being for the employee population.

For 2025, it is our goal to continue running a business that respects universal labor rights and only do business with organizations that share that sentiment. We will continue our efforts to promote diversity and inclusion and remain focused on creating a great working environment for our employees.

Environment

Policies

At Siteimprove, we continue to integrate environmental stewardship into every facet of our operations. Our commitment aligns with the United Nations Global Compact principles 7, 8, and 9, which encourage businesses to:

7. Support a precautionary approach to environmental challenges
8. Undertake initiatives to promote greater environmental responsibility
9. Encourage the development and diffusion of environmentally friendly technologies

Our internal Environmental Policy builds on these principles and remains central to our sustainability strategy. It rests on three guiding tenets:

- Exercising caution in relation to environmental risks
- Promoting environmental responsibility across all operations
- Enabling and supporting environmentally friendly innovation

We expect the same from our suppliers. Through our Supplier Code of Conduct, we encourage all partners to comply with relevant environmental laws and to demonstrate active efforts to reduce their environmental impact. This includes sustainable sourcing, waste reduction, and energy-conscious manufacturing practices.

2024 Environmental Highlights and Progress

Optimising Our Energy Footprint

As a technology-driven business, our largest environmental impact continues to stem from energy use related to data processing. In 2024, we made further progress in reducing this impact:

- We continued to optimize our data infrastructure, becoming less reliant on Interxion and increasing our use of Amazon Web Services (AWS). This strategic shift strengthens our alignment with renewable energy ambitions.
- AWS, now our primary cloud infrastructure provider, has maintained its trajectory toward 100% renewable energy by 2025. As of 2024, many AWS regions have already surpassed 95% renewable energy usage. This move ensures that our core data operations are becoming more sustainable and future-fit.
- While we continue to use Interxion Denmark—a facility that runs on 100% renewable power, its role in our data strategy is now more targeted and less central.

Sustainable Sourcing and Circular Practices

- All hardware used across our global offices continues to be supplied by Atea, an ISO 14001-certified provider. Atea screens its upstream partners against stringent environmental criteria, ensuring our IT procurement remains responsible and low-impact.
- In line with circular economy principles:

- We continue to donate used office equipment through The Waste to Wonder Trust, supporting education and reuse initiatives globally.
- We refurbished existing furniture where feasible and extended the lifespan of office materials, reducing the need for new resource consumption.

Environmental Engagement and Community Impact

- To end the year, we continued our commitment to giving back by donating one tree per Siteimprover via the Arbor Day Foundation, whose focus on community-led reforestation and climate equity aligns closely with our values.

2025 and Beyond: Our Environmental Roadmap

In 2025, we will build on our momentum by expanding our environmental initiatives and increasing transparency. Our forward-looking commitments include:

- Publishing expanded environmental metrics, including Scope 3 emissions
- Performing a feasibility of ESG assessments focused on climate risk and energy intensity
- Advancing zero-waste office operations and sustainable design practices
- Exploring partnerships in carbon removal and biodiversity restoration
- Continuing our shift toward cloud-native, energy-efficient digital infrastructure

At Siteimprove, environmental performance is not an annual target it's an evolving discipline. Our long-term ambition is to future-proof our operations, reduce systemic risk, and create tangible value for both our business and the planet.

Anti-corruption

Policies

Siteimprove follows principle 10 of the Global Compact in regard to anti-corruption:

10. Businesses should work against corruption in all its forms, including extortion and bribery.

Siteimprove's Code of Conduct includes a section called "Building Business Relationships" that states: "Honest dealing with customers and suppliers is essential to Siteimprove's relationships. Giving or receiving any kickbacks, bribes, or similar payments of any sort is prohibited." The company and all employees are committed to the following rule:

- We do not give or accept inappropriate gifts.

Employees must contact the Legal Department or Human Resources if they witness any breaches or suspect violations of the company-wide Code of Conduct or make an anonymous report through the process described in our Whistleblower Policy.

Siteimprove expects that all Siteimprove suppliers conduct business according to the highest ethical standards of conduct and in compliance with all applicable laws and regulations, as stated in our Supplier Code of Conduct.

2024 Activities

While Siteimprove operates in low-risk countries in terms of corruption, we still take the risk of bribery and corruption very seriously. The primary risks associated with corruption and bribery exist in our business relationships with customers and vendors, and to mitigate this risk Siteimprove has implemented policies and training measures to empower employees to do business free of corruption.

Siteimprove's Code of Conduct informs employees that they cannot keep gifts from customers, providers, vendors, or partners, and they are not allowed to offer anything of value to government employees without explicit approval from the Legal Department. The consequence of violating the Code of Conduct can be a warning or termination.

All Siteimprove employees undergo training in how to avoid corruption and bribery, which will continue in the year to come. To further mitigate the risk of unethical business practices, selected Siteimprove employees undergo anti-trust training.

All Siteimprove suppliers are also required to conduct business according to the highest ethical standards and all applicable laws and regulations. As stated in our Supplier Code of Conduct, Siteimprove's suppliers must not offer, promise, give, accept, or solicit any bribe, gift, loan, fee, or other advantage to any government official or employee, any customer, any Siteimprove employee, or any other person to obtain any business or improperly influence any action or decision.

If employees or external stakeholders witness any doubtful or directly illegal business practices, they must reach out to the Legal department or follow the steps described in our Whistleblower policy, where they can make an anonymous report.

2024 Results

- Siteimprove had no cases or allegations related to bribery or corruption in 2024.

For 2025, it is our goal to continue running a business free of bribery and corruption.

Data Privacy and Security

At Siteimprove, we believe people have the right to privacy online and that your data is yours.

Siteimprove takes privacy very seriously and has a reputation for safeguarding our customers' data.

Siteimprove processes data for all our clients through the Siteimprove Intelligence Platform. In addition to complying with data privacy regulations, it's Siteimprove policy not to sell or otherwise share our clients' data to third parties. Our clients own their data and we ensure that their data is kept safe and not shared with other entities, commercial or otherwise.

In addition to our own measures, we encourage our suppliers to make data privacy a priority in all their operations through our Supplier Code of Conduct. Protect your personal data with Siteimprove's Share Widget: The Siteimprove Share Widget offers social engagement while protecting personal data. The Share Widget does not collect data from users or visitors and does not sell visitor data to third parties. This distinguishes us from other content-sharing widget services that add cookies to collect data to re-sell to advertisers. In the past, alarms have been raised, particularly in the public sector, that content-sharing services sell data to or share data with third parties. With our product, customers can safely implement a share widget that respects privacy.

GDPR Compliance and Training: Siteimprove is committed to General Data Protection Regulation (GDPR) compliance in both its own internal processing of personal data as well as customer use of the Siteimprove Intelligence Platform. These compliance efforts have direct executive-team oversight and are implemented by the Siteimprove Legal, Information Security, and IT departments.

Siteimprove's approach to GDPR compliance includes, but is not limited to, the technical and organizational measures below:

- Transparency in the processing of data and the sub-processors used
- Offering customers a Data Processing Agreement to assist them in meeting their GDPR obligations
- Implementing principles of privacy by default and privacy by design into the development process
- Enhancing our infrastructure to implement encryption of data-at-rest and increased access controls
- Conducting awareness sessions on what personal data is and how it should be treated
- Regularly auditing individual departments to verify adherence to personal data business processes and identify any new procedures or personal data flows
- Increasing vendor security requirements in both vetting processes and contracts
- Annual ISAE3400 audits performed by external auditor (PwC)

Every year, Siteimprove employees complete a GDPR training course, obtaining a GDPR certification. The course equips our employees with the necessary knowledge about what personal data is, how to safeguard it, and how to be GDPR compliant.

Consolidated Financial Statements

Key Figures and Financial Ratios

USD '000

	2024	2023	2022	2021	2020
INCOME STATEMENT					
Revenue	106,455	103,188	99,254	97,214	85,350
Gross profit	80,319	73,379	67,882	76,234	69,813
EBITDA*	22,604	2,057	(13,781)	5,067	11,239
EBIT	7,862	(15,574)	(31,641)	(8,276)	(568)
Net financial items	(7,310)	(1,617)	(4,853)	(5,393)	557
Income tax credit/(charge)	(751)	608	(4,802)	(1,025)	(949)
Net loss	(199)	(16,583)	(41,296)	(14,693)	(22,160)
BALANCE SHEET					
Total assets	71,184	80,458	78,741	77,421	64,619
Equity	(51,843)	(61,835)	(85,307)	(47,315)	(37,009)
Investment in property, plant and equipment	(2,816)	(566)	(4,176)	(1,237)	(754)
CASH FLOW STATEMENT					
Cash provided by (used in) operating activities	7,494	(8,021)	(15,122)	8,692	8,869
Cash (used in) investing activities	(7,392)	(1,485)	(15,835)	(12,394)	(10,430)
Cash provided by financing activities	(2,385)	15,864	25,863	8,303	4,198
Change in cash and cash equivalents for the year	(2,283)	6,358	(5,094)	4,601	2,637
KEY RATIOS					
Annual recurring revenue	107,792	102,630	101,717	102,266	93,485
Revenue growth	3.2%	4.0%	2.1%	13.9%	16.7%

Gross margin	75.4%	71.1%	68.4%	78.4%	81.8%
Solvency ratio	-72.8%	-76.9%	-108.3%	-61.1%	-57.3%
EBITDA margin	21.2%	2.0%	-13.9%	5.2%	13.2%

* EBITDA is calculated as EBIT cf. Income Statement adjusted for depreciations, amortizations and impairment.

Consolidated Income statement 1st January – 31st December

USD '000	Note	2024	2023
Subscriptions		105,167	101,867
Professional services		1,288	1,322
Revenue	2.1	106,455	103,188
Cost of revenue	2.2 / / 2.5	(26,137)	(29,809)
Gross profit		80,319	73,379
Sales & marketing costs	2.2 / / 2.5	(35,848)	(46,076)
Research & development costs	2.2 / / 2.4 / 2.5	(19,882)	(23,558)
General & administrative costs	2.2 / / 2.5	(16,741)	(19,254)
Other income		14	(65)
Operating loss		7,862	(15,574)
Financial income	4.4	5,755	6,328
Financial costs	4.4	(13,065)	(7,944)
Net loss before tax		552	(17,190)
Income tax credit/(charges)	2.6	(751)	608
Net loss		(199)	(16,583)

Other comprehensive Income 1st January – 31st December

Net loss		(199)	(16,583)
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Items that will be reclassified to income statement

Exchange differences on translation of foreign operations	770	(1,119)
Other comprehensive income (loss) for the period, net of tax	770	(1,119)
Total comprehensive income (loss) for the period	571	(17,702)

Consolidated Balance Sheet at December 31

ASSETS

USD '000	Note	2024	2023
Development projects		9,239	6,455
Development projects in progress		2,021	1,006
Patents		410	522
Goodwill		1,100	-
Total intangible assets	3.1	12,770	7,983
Leasehold improvements		579	615
Other fixtures, furniture and fittings		852	1,541
Right-of-use assets		3,713	11,375
Total property, plant and equipment	3.2	5,144	13,531
Contract assets	3.3	18,707	21,072
Deferred tax assets	2.6	469	291
Other financial fixed assets	4.3	4,490	1,066
Total other non-current assets		23,666	22,429
Total non-current assets		41,580	43,943
Trade receivables	3.4 / 4.2	14,155	18,508
Other receivables	4.2	600	1,207
Income tax receivables	2.6	2,316	1,183
Prepayments	3.5	2,244	3,045
Cash and cash equivalents	4.2	10,289	12,572

Total current assets

29,604

36,515

Total assets

71,184

80,458

Consolidated Balance Sheet at December 31

EQUITY AND LIABILITIES

USD '000	Note	2024	2023
Share capital	4.5	96	96
Reserve for currency translation		4,383	3,613
Retained earnings		(56,322)	(65,544)
Total equity		(51,843)	(61,835)
Deferred tax liabilities	2.6	153	2,166
Other provisions	3.6	2,784	2,931
Lease liabilities	4.2	5,751	10,542
Borrowings	4.1 / 4.2	-	30,000
Total non-current liabilities		8,688	45,639
Trade payables	4.2	1,960	4,285
Income tax liabilities	2.6	1,141	1,651
Other liabilities	4.2	8,380	13,669
Liabilities to parent companies	4.2 / 5.3	12,844	12,508
Lease liabilities	4.2	2,633	2,216
Contract liabilities	3.7	62,381	62,325
Borrowings, current portion	4.1 / 4.2	25,000	-
Total current liabilities		114,339	96,654
Total liabilities		123,027	142,293
Total equity and liabilities		71,184	80,458

Consolidated Statement of Changes in Equity

	Share capital	Reserve for currency translation	Retained earnings	Total
2024				
Equity at January 1, 2024	96	3,613	(65,544)	(61,835)
<u>COMPREHENSIVE INCOME</u>				
Income/loss after tax			(199)	(199)
<u>OTHER COMPREHENSIVE INCOME</u>				
Exchange rate adjustments		770		770
Total other comprehensive income	-	770	-	770
<u>TRANSACTIONS WITH SHAREHOLDERS</u>				
Cash contribution from parent			5,000	5,000
Share based payments			(1,309)	(1,309)
Acquisition of subsidiary			5,730	5,730
Total transactions with shareholders	-	-	9,421	9,421
Equity at December 31,2024	96	4,383	(56,322)	(51,843)
2023				
Equity at January 1, 2023	96	4,732	(90,135)	(85,307)
<u>COMPREHENSIVE INCOME</u>				
Income/loss after tax			(16,583)	(16,583)

OTHER COMPREHENSIVE INCOME

Exchange rate adjustments		(1,119)		(1,119)
Total other comprehensive income	-	(1,119)	-	(1,119)

TRANSACTIONS WITH SHAREHOLDERS

Cash capital increase	-		10,000	10,000
Conversion of loan to equity			30,000	30,000
Share based payments			1,173	1,173
Total transactions with shareholders	-	-	41,173	41,173
Equity at December 31,2023	96	3,613	(65,544)	(61,835)

Consolidated Cash Flow Statement 1st January – 31st December

USD '000

	Note	2024	2023
Cash flows from operating activities			
Net loss		(199)	(16,583)
Non-cash items	5.1	19,758	19,580
Changes in net working capital	4.6	(1,664)	(1,285)
Payments for contract assets	3.3	(5,191)	(8,609)
Changes in contract liabilities		56	3,722
Financial income	4.4	197	(997)
Financial costs	4.4	(3,860)	(3,677)
Income tax reimbursements/(payments)		(1,603)	(172)
Cash provided by (used in) operating activities		7,494	(8,021)
Cash flows from investing activities			
Payments for intangible assets	3.1	(4,947)	(1,877)
Payments for property, plant and equipment	3.2	(2,816)	(566)
Payments for other financial fixed assets	4.3	-	(34)
Proceeds from other financial fixed assets	4.3	371	992
Cash (used in) investing activities		(7,392)	(1,485)
Cash flows from financing activities			
Cash capital increase	4.5	5,000	10,000
Proceeds from borrowings		(5,000)	8,443

Principal elements of lease payments	(2,385)	(2,579)
Cash (used in) provided by financing activities	(2,385)	15,864
Net change in cash and cash equivalents	(2,283)	6,358
Cash and cash equivalents at January 1	12,572	6,214
Cash and cash equivalents at December 31	10,289	12,572

Consolidated Notes Overview

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Notes

1.1 Summary of significant accounting policies

The Consolidated Financial Statements of the Siteimprove Group have been prepared in accordance with the International Financial Reporting Standards (IFRS), as adopted by the European Union (EU) and further requirements in the Danish Financial Statements Act.

Recognition and Measurement

The Consolidated Financial Statements have been prepared under the historical cost basis except when IFRS explicitly requires the use of fair value. The principal accounting policies set out below have been applied consistently in the preparation of the Consolidated Financial Statements for all the years presented.

The Consolidated Financial Statements are presented in USD thousands.

Principal accounting policies

The Group's accounting policies are described in relation to the individual notes to the Consolidated Financial Statements. Considering all the accounting policies applied in the preparation of the Consolidated Financial Statements, Management regards the following as the most significant accounting policies for the recognition and measurement of reported amounts as well as relevant to an understanding of the Consolidated Financial Statements:

- Revenue (note 2.1)
- Research & development costs including intangible assets (notes 2.4 and 3.1)
- Income taxes and deferred taxes (note 2.6)
- Trade receivables (note 3.4)
- Contract liabilities (note 3.7)
- Right-of-use assets and lease liabilities (notes 3.2 and 4.2)

Critical accounting estimates and judgments

In preparing the Group's Consolidated Financial Statements, Management makes various accounting estimates, judgments and assumptions which form the basis of presentation, recognition and measurement of the Group's

assets and liabilities. Accounting estimates and underlying assumptions are reviewed on an ongoing basis. In some circumstances a change in the estimates may be necessary because of changes in the underlying assumptions.

Estimation uncertainty

Determining the carrying amount of some assets and liabilities requires estimates and assumptions concerning future events.

The judgments, estimates, and assumptions made are based on historical experience and other factors which Management assesses to be reliable, but which by their very nature are associated with uncertainty and unpredictability. These assumptions may prove incomplete or incorrect, and unexpected events or circumstances may arise.

Management regards the following areas to include the key accounting estimates and assumptions used in the preparation of the Consolidated Financial Statements:

- Income taxes and deferred taxes (note 2.6)
- Intangible assets (note 3.1)
- Contract assets (note 3.3)
- Trade receivables (note 3.4)

Please refer to the specific notes for further information on the key accounting estimates and assumptions applied.

Defining materiality

The Consolidated Financial Statements are a result of processing large numbers of transactions and aggregating those transactions into classes according to their nature or function. When aggregated, the transactions are presented in classes of similar items in the Consolidated Financial Statements.

If a line item is not individually material, it is aggregated with other items of a similar nature in the Consolidated Financial Statements or in the notes. There are substantial disclosure requirements throughout IFRS. Management provides specific disclosures required by IFRS unless the information is considered immaterial to the economic decision-making of the users of these financial statements or not applicable.

1.2 Other accounting policies

New or amended IFRS that have come into effect in 2024

The following amendments came into effective for financial years beginning on or after 1 January 2024:

- *IAS 1, Presentation of Financial Statements:* Clarify that the definition of current liabilities must be based on the rights existing on the balance sheet date. The requirement for an unconditional right to postpone payment for 12 months from the balance sheet date is therefore changed to a right to defer payment for 12 months from the balance sheet date. This pronouncement has been adopted for the fiscal year beginning January 1, 2024.
- *IAS 7 Cash Flow Statement and IFRS 7 Financial Instruments: Disclosures:* The amendment introduces disclosure requirements for supplier finance arrangements (reverse factoring), regarding terms and conditions in the arrangements, including payment terms for both the liabilities comprised by the agreements and similar for those not covered by the arrangements. Significant variances must be explained. The amendment also requires disclosure of recognised values at both the beginning and the end of the year for the liabilities comprised by the arrangements. As the Group does not have any supplier financed arrangements, this pronouncement is not relevant to the Group and has not been implemented.

- *IFRS 16, Leasing:* The amendment to IFRS 16 clarifies that the leased share in a sale and leaseback transaction should be measured in such a way that no gain or loss arises from recognition of the lease asset. Furthermore, it is clarified that the lease liability should be measured to reflect the present value of the expected future lease payments. The illustrative examples in IFRS 16 have been updated to reflect these changes. Early adoption of the amendment is permitted. If the amendment is applied for an earlier period, this fact shall be disclosed. As the Group does not have any sales-leaseback arrangements, this pronouncement is not relevant to the Group and has not been implemented.

New or amended IFRS that have been issued but have not yet come into effect and have not been early adopted
The following new standards, amendments, and interpretations of relevance to the Group have been adopted by the IASB and adopted by the EU. The standards are not yet effective and will therefore not be implemented in the Annual Reports until they take effect.

- *IAS 21, Foreign exchange rates:* The amendment clarifies the procedures relating to the assessment of whether a currency is exchangeable into another currency, and when it is not, how to determine the exchange rate to use and which disclosures to provide.

The amendment will be effective for financial years beginning on or after 1 January 2025. Early adoption of the amendment is permitted.

The IASB has issued the following new standards, amendments and new interpretations which could be relevant to Siteimprove, but which have not yet been adopted by the EU:

- *IFRS 7 and IFRS 9, Classification and measurement of financial instruments:* The amendment clarifies the requirements for the timing of derecognition of some financial asset and financial liability. The amendment clarifies it is the date of settlement which determines the derecognition of a financial asset or a financial liability, although financial liabilities settled by electronic transfer under certain circumstance may be derecognized earlier. Furthermore, the amendment contains an assessment of how to determine whether a payment for financial assets satisfies the SPPI test, when the instrument is linked to the achievement of sustainability targets.

The amendment will be effective for financial years beginning on or after 1 January 2026. Early adoption of the amendment is permitted, when approved by the EU.

- *Annual improvements volume 11, IFRS 1, IFRS 7, IFRS 9, IFRS 10 and IAS 7:* Minor amendments and clarifications to IFRS 1 and IFRS 7, and guidance to implementation of IFRS 7, IFRS 9, IFRS 10 and IAS 7 to clarify wording or correct minor unintended consequences, oversights or conflicts between the listed standards.

The amendment will be effective for financial years beginning on or after 1 January 2026. Early adoption of the amendment is permitted, when approved by the EU.

- *IFRS 7 and IFRS 9, Contracts referencing nature-dependent electricity:* The amendments introduce

application guidance on when the 'own use' requirements have been complied for contracts referring to nature-dependent electricity. The amendments also introduce guidance for the application of hedge accounting for such contracts when the actual production differs from the expected production. The amendments also introduce additional disclosure requirements for entities using such contracts.

The amendment will be effective for financial years beginning on or after 1 January 2026. Early adoption of the amendment is permitted, when approved by the EU.

- *IFRS 18, Presentation and Disclosure in Financial Statements:* This new standard replaces IAS 1 and it implements a set of new requirements for presentation and disclosures in the financial statements. The new standard requires the income statement to be structured into five categories, while also introducing two new subtotals. Furthermore, the new term "Management Performance Measures (MPM)" is introduced, which must be disclosed in the notes of the financial statements. The new requirements for presentation and disclosures are applicable for all financial statements, including consolidated financial statements, separate financial statements and interim financial statements.

The amendment will be effective for financial years beginning on or after 1 January 2027. Early adoption of the amendment is permitted, when approved by the EU.

- *IFRS 19, Subsidiaries without Public Accountability: Disclosures:* This new standard is voluntary and allows subsidiaries which form part of a group and do not have listed instruments, in certain circumstances, to prepare their financial statements with a reduced number of disclosures. The subsidiaries will apply the recognition, measurement, and presentation requirements from the other active IFRS accounting standards, but must apply the reduced disclosure requirement as listed in IFRS 19. IFRS 19 is a voluntary standard for eligible subsidiaries.

The amendment will be effective for financial years beginning on or after 1 January 2027. Early adoption of the amendment is permitted, when approved by the EU.

To the extent that these pronouncements are relevant to the Group's activities, the Group expects to implement these new standards, amendments, and interpretations when they take effect. The Group does not expect material financial statement impacts at the time of implementation.

1.3 Other general accounting policies

Basis of consolidation

The Consolidated Financial Statements comprise the Parent Company, Siteimprove A/S, and subsidiaries in which the Parent Company directly or indirectly holds more than 50% of the votes or in which the Parent Company, through share ownership or otherwise, exercises control. Enterprises in which the Group holds between 20% and 50% of the votes and exercises significant influence but not control are classified as associates.

On consolidation, items of a uniform nature are combined. Elimination is made of intercompany income and expenses, shareholdings, dividends and accounts as well as of realized and unrealized profits and losses on transactions between the consolidated enterprises.

The Parent Company's investments in the consolidated subsidiaries are set off against the Parent Company's share

of the net asset value of subsidiaries stated at the time of consolidation.

Business Combinations

Newly acquired or newly established subsidiaries are recognized from the time control is established over the acquired enterprise (acquisition date). The purchase method is applied to acquisition of subsidiaries.

The cost of acquisitions is calculated as the fair value of the acquired assets and liabilities and shares issued. The cost incorporates the fair value of any contingent considerations (earn-outs). Expenses in connection with the acquisition are charged to the income statement in the period in which they are incurred.

Identifiable assets, liabilities, and contingent liabilities (net assets) relating to the acquired enterprise are recognized at fair value on the acquisition date.

In connection with each acquisition, goodwill and non-controlling interests are recognized in accordance with one of the following methods:

- Goodwill related to the acquired enterprise is made up of any positive difference between the total fair value of the acquired enterprise and the fair value of the total net assets for accounting purposes. Non-controlling interests are recognized at the share of the acquired enterprise's total fair value (full goodwill).

- Goodwill related to the acquired enterprise is made up of any positive difference between the purchase price and the fair value of the Group's share of the acquired enterprise's total net assets for accounting purposes at the acquisition date. Non-controlling interests are recognized at the proportionate share of the acquired net assets (proportionate goodwill).

Goodwill is recognized under intangible assets. Goodwill is not amortized but is assessed on an annual basis, or where there are indications of a decrease in value, to determine whether it has been subject to a decrease in value. If this is the case, it is written down to the asset's lower recoverable value.

Enterprises that are sold or wound up are recognized until the date of disposal. Any gain or loss relative to the carrying amount at the disposal date is taken to income at the time of sale where control of the subsidiary is also being relinquished.

The difference between cost and carrying amount of acquired non-controlling interest is recognized in the equity. Profit or loss on sale of non-controlling interests is also recognized in equity.

Translation policies

Functional and presentation currency

Items are measured using the currency of the primary economic environment in which the entity operates (functional currency). Given that most of the Group's transactions are in USD the Consolidated Financial Statements are presented in USD.

Translation of transactions and balances

Transactions in foreign currencies are translated at the exchange rates at the dates of transaction. Exchange differences arising due to differences between the transaction date rates and the rates at the dates of payment are recognized in financial income and expenses in the income statement. Where foreign exchange transactions are considered hedging of future cash flows, the value adjustments are recognized directly in equity.

Receivables, payables and other monetary items in foreign currencies that have not been settled at the balance sheet date are translated at the exchange rates at the balance sheet date. Any differences between the exchange rates at the balance sheet date and the rates at the time when the receivable or the debt arose are recognized in

financial income and costs in the income statement.

Translation of Group companies

Income statements of foreign subsidiaries are translated at transaction date rates or approximated average exchange rates. Balance sheet items are translated at the exchange rates at the balance sheet date. Exchange adjustments arising on the translation of the opening equity and exchange adjustments arising from the translation of the income statements at the exchange rates at the balance sheet date are recognized directly in equity.

Cost of revenue

Cost of revenue includes hosting, compensation and benefits, commissions and bonuses, share-based compensation costs, depreciation and amortization, as well as allocated overhead costs for cost of revenue departments, such as Customer Success and Technical Support.

Sales & marketing costs

Sales & marketing costs include costs associated with sales, marketing, and product marketing personnel and consist of compensation and benefits, commissions and bonuses, share-based compensation costs, depreciation and amortization, allocated overhead costs, and promotional and advertising expenses, travel, and entertainment expenses related to these personnel.

Research & development costs

Research & development expenses include personnel-related costs for the Group's development team, including compensation and benefits, bonuses, stock-based compensation expenses and allocated overhead costs. Research and development expenses also include contractor or professional services fees, third-party cloud infrastructure expenses incurred in developing the Group's solution and software services dedicated for use by the Company's research and development organization.

General & administrative costs

General & administrative costs include costs for executive, finance, human resources, information technology, legal and administrative support functions. This includes compensation and benefits, share-based compensation, professional services, depreciations and amortizations and allocated overhead costs.

Other income

Other income and other costs comprise items of a secondary nature to the main activities of the Group. Government grants are recognized in the income statement on a straight-line basis and is presented as other income. Government grants not fully recognized in the income statement are presented as part of other liabilities.

Equity

Proposed dividend is recognized as a liability at the time of approval by the general meeting. Dividend which is expected to be distributed for the year is disclosed in the statement of changes in Group equity.

The reserve for currency translation in the Consolidated Financial Statements comprises foreign exchange differences arising from translation of financial statements of foreign enterprises from their functional currencies to the presentation currency of the Group (USD). On full or partial disposal of the net investment, the foreign exchange adjustments are recognized in the income statement.

Cash flow statement

The cash flow statement shows the Group's cash flows for the year broken down by operating, investing and financing activities, changes for the year in cash and cash equivalents, and the Group's cash and cash equivalents at the beginning and end of the year.

Cash flows from operating activities are calculated as the income/loss after tax adjusted for changes in working capital and non-cash operating items such as depreciation, amortization and impairment losses, and provisions. Working capital includes current assets less short-term debt excluding items included in cash and cash equivalents or financing activities.

Cash flows from investing activities includes cash flows from internally-developed software, purchase and disposals of intangible assets, property, plant and equipment as well as fixed asset investments.

Cash flows from financing activities includes cash flows from the raising and repayment of long-term debt as well as payments to and from shareholders.

Cash and cash equivalents are comprised of "Cash and cash equivalents".

The cash flow statement cannot be immediately derived from the published financial statements.

Consolidated five-year summary

The key figures and financial ratios have been prepared on a consolidated basis. Except for 'Annual recurring revenue', the Key Ratios have been prepared in accordance with the recommendations and guidelines issued by the Danish Society of Financial Analysis.

- Annual recurring revenue: Equals the annual contract value of all customers at the balance sheet end date
- Revenue growth: $(\text{Change in revenue compared to previous period} / \text{Revenue previous period})$
- Gross margin: $(\text{Gross profit} / \text{Revenue})$
- Solvency ratio: $(\text{Equity at year end} / \text{Total assets at year-end})$
- EBITDA margin: $(\text{EBITDA} / \text{Revenue})$

2.1 REVENUE

ACCOUNTING POLICIES

Revenue is mainly derived from subscription fees charged for the Siteimprove Intelligence Platform, support fees and professional services. For software contracts which are comprised of several components, the total contract sum is allocated to the separate performance obligations for the purpose of revenue recognition.

Revenue recognition requires an agreement with the client 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 recognized when the client has obtained control of the subscription or service and has the ability to use and obtain substantially all the benefits from the subscription or service.

For multi-element contracts, the basis for revenue recognition is an assessment of the standalone selling prices for the identified performance obligations, including rebates, discounts, allowances, and inherent interest.

No element of financing is deemed present as the sales are generally made with a credit term of 30 days, which is consistent with market practice.

SUBSCRIPTION FEES

Fixed term subscription agreements give the right to use the software for a determined period of time, which can be extended at the end of the initial term. Clients obtain control of the subscription in a cloud-based infrastructure.

The main possible performance obligation related to subscription agreements has been

identified as the right to use the software. The right to use software subscription is considered a separate performance obligation when it satisfies the following conditions: it can be delivered separately from other services, can be accessed by a third party, and is functional with access to technical support.

Siteimprove has assessed that the client obtains control of the subscription when all of the following criteria are met: a binding contract is entered into; the subscription period is initiated; and the client has the right to use it. Subscription revenue is therefore recognized over the course of the subscription period. The consideration attributable to subscription-based agreements are discounted to net present value when the value of the financing element is deemed significant.

2.1 REVENUE (continued)

ACCOUNTING POLICIES (CONTINUED)

Professional services fees and technical support

Professional services agreements can include multiple performance obligations including technical support. The main possible performance obligations are implementation services related to the implementation of new and existing contracts irrespective of the terms of the contract. Time and material implementation contracts are recognized based on work performed. Fixed fee agreements are recognized based on percentage of completion.

2.1 REVENUE (continued)

The Group derives the following types of revenue:

USD '000	2024	2023
Subscriptions	105,167	101,867
Professional services	1,288	1,322
Total revenue	106,455	103,188

In the table below, sales to external customers are attributable to the country of the customers' domicile as follows:

USD '000	2024	2023
<u>Revenue</u>		
North America	73,780	69,658
Europe	29,556	30,454
Asia Pacific	3,119	3,076
Total revenue	106,455	103,188

2.2 STAFF COSTS

ACCOUNTING POLICIES

Staff costs comprise wages and salaries as well as other payroll related expenses. Staff costs are

included in sales & marketing costs, research & development costs, and general & administrative costs.

2.2 STAFF COSTS, continued

USD '000

	2024	2023
Wages and salaries	58,085	66,411
Pensions (defined contribution plans)	2,518	2,984
Social security costs	6,257	7,199
Share-based payments	(1,293)	1,153
Total	65,567	77,747
Staff costs included in development projects	(7,582)	(3,966)
Commissions included in contract assets	(5,062)	(9,229)
Staff costs expensed to the income statement	52,923	64,552
Average number of employees	429	507

Total staff costs have been recognized in the income statement as follows:

USD '000

	2024	2023
Cost of revenue	15,046	15,834
Sales & marketing costs	19,193	23,125
Research & development costs	9,342	10,885
General & admin costs	9,343	14,707
Total	52,923	64,552

Remuneration to key management can be specified as follows:

USD '000

	2024	2023
Salary and bonus	1,862	2,956
Pension	42	97
Share-based compensation	(1,293)	1,153

Total~~611~~~~4,206~~

Remuneration to the Executive Board & Board of Directors

USD '000**2024****2023***Executive Board*

Salary and bonus

1,348

1,425

Pension

-

-

Share-based compensation

(1,270)

392

Total**78****1,817***Board of Directors*

Salary and bonus

419

343

Pension

-

-

Share-based compensation

161

-

Total**580****343**

41

2.3 SHARE-BASED PAYMENTS

Accounting policies

The value of services received in exchange for equity-settled share-based payment arrangements is measured at fair value at the grant date and recognized in the income statement as a staff cost over the vesting period with a corresponding entry in equity.

On initial recognition, an estimate is made of the grant date fair value of the awards, incorporating market and non-vesting conditions, and the number of awards expected to vest, incorporating service and non-market performance conditions. Subsequently, the cumulative amount recognized as a cost over the service period is adjusted to reflect updated expectations of the number of awards for which the service and non-market performance conditions shall be met.

For cash-settled share-based payment arrangements, the awards are measured at the fair value as at the reporting date and recognized in the income statement as a staff cost over the vesting period with the balancing entry being recognized as a liability.

The liability is remeasured at each reporting date and at the settlement date based on the fair value of the share-based payment arrangement. Any changes in the liability are recognized in profit or loss.

In a group share-based payment arrangement, where the award is granted by a parent to the employees of a subsidiary, the cost of the award is recorded as an expense on the books of the subsidiary to whom the recipient of the award renders the service, while the parent instead recognizes an increase in its investment in subsidiary in its separate financial statements. The subsidiary accounts for this amount as a capital contribution from the parent.

Siteimprove allocates the share-based payment staff cost by function, amongst cost of revenue, sales & marketing costs, research & development costs, and general & administrative costs based on the department of the employee to whom the award is granted.

At 31 December 2024, the Siteimprove Holding A/S Group, Siteimprove A/S Group, Siteimprove Holding A/S (the Ultimate Parent) and Siteimprove A/S had the following share-based payment arrangements.

Management Incentive Program (equity-settled)

Awards granted in prior years

In December 2021, equity share awards were granted to the CEO which give the award-holder a right to a specific number of shares subject to vesting conditions. The equity awards are Class B shares in a vehicle, which is a company that solely holds shares of Siteimprove Holding A/S, and whose existence is to provide these grants. The shares in the vehicle are subject to a waterfall structure, whereby the Class B shareholders only receive a return once a specified level of return has been received by the entity. The Class B awards granted from this vehicle are valued based on the value of the shares the vehicle holds in Siteimprove Holding A/S and this waterfall structure.

2.3 SHARE-BASED PAYMENTS (continued)

The granted shares were split between a time-vesting condition and a performance-vesting condition.

However, any recipient that leaves prior to the date a listing or divestment is achieved forfeits all unvested awards, and vested awards are subject to repurchase at the Group's discretion, unless the employee leaves employment as a result of death or permanent disability. As such, this exit condition extends the implicit service condition to the listing/divestment date.

According to the performance-vesting condition, shares vest upon a listing or divestment and the number of share awards vesting depends on the achievement of targets in respect of Multiple on Invested Capital ("MOIC"). In addition, the award-holder must remain employed by the Group until the vesting date.

The payout to the Management Incentive Plan participants is computed on a waterfall schedule, that allows for the original investors to retrieve their original investment, with amounts in excess of that investment, and to a maximum of amount of participation, then accruing to the Management Incentive Plan participants. Any amounts in excess of the amount paid to the participants then reverts to the original investors.

Awards granted in the current financial year

In 2024, an additional 18,027,478 awards were granted to management-level employees under the Management Incentive Program with 6,300,000 of these awards granted to the CEO and 11,727,478 granted to other management personnel. These awards also have both time-based and performance-based vesting conditions, with performance-based awards vesting upon an exit event, based on target MOIC.

Shadow Incentive Program (cash-settled)

Awards granted in prior years

In December 2021, Siteimprove A/S granted equity share awards to the CEO which follows the same terms and conditions as the Management Incentive Program but is predetermined to be settled in cash by Siteimprove A/S and requires a listing or divestment to vest. If such an event is not achieved within 6 years from the grant date, the Shadow Incentive Program Unit expires unsettled. The grant comprised of 274,950 shadow awards.

Awards granted in the current financial year

In 2024, an additional 700,000 awards were granted to the CEO under the Shadow Incentive Program, with the same terms and conditions as prior awards except for differences in the time-based vesting condition and the performance-based vesting condition based on a target MOIC.

2.3 SHARE-BASED PAYMENTS (continued)

Global Equity Program (equity-settled)

Awards granted in prior years

In December 2022, Siteimprove Holding A/S (the Ultimate Parent) initiated the Global Equity Program, in which it grants restricted stock unit ("RSU") awards to selected employees which give the recipient a right to a specific number of shares subject to vesting conditions. No exercise price is attached to acquisition of the shares.

All awards may be settled, at the Board of Directors' discretion, wholly or partly, in cash equal to the market value of the shares. The program is classified as equity-settled as it is Management's stated intention to settle all awards in shares; however, Management has the option to settle in cash if desired.

The key terms and conditions related to vesting of the grant under this program are as follows: the granted shares are split between a time-vesting condition and a performance-vesting condition. The majority of grants comprise 40% time-vesting awards and 60% performance-vesting awards.

However, as with the Incentive Programs, no awards are converted to shares upon achievement of time vesting; no shares are issued until such date as a listing or divestment is achieved. Furthermore, any employee that leaves prior to the date a listing or divestment is achieved forfeits all awards – both vested and unvested – unless they qualify or are designated at Siteimprove's discretion. Qualification is only applicable to employees that leave employment as a result of death, permanent disability, or termination without cause. As such, this exit condition extends the implicit service condition to the listing/divestment date.

Performance vesting awards also vest upon a listing or divestment. The number of awards vesting depends on the achieved quotient of investor returns divided by investor investments.

Units granted under this program were predominantly 50% Preferred A shares and 50% Ordinary B shares; all shares, regardless of class, are subject to the vesting outlined above.

Awards granted in the current financial year

In 2024, 4,402,307 new awards were granted under the Global Equity Program, with 1,479,000 granted under the same terms as previous grants, and 2,923,307 granted with slightly amended terms, including a new performance target and a modified split between ordinary and preferred shares.

2.3 SHARE-BASED PAYMENTS (continued)

Measurement of fair values

Equity-settled share-based payment arrangements

The fair value of granted equity-settled share-based payment awards is measured using the fair market value at date of grant, based on a third-party valuation. This calculation incorporates assumptions including the risk-free rate, volatility, expected time to vesting and an illiquidity premium. The valuation is prepared on the assumption that all performance-based thresholds are met (these are treated as market conditions), and a dividend yield of 0%. The grant date fair value of the awards granted under the Management Incentive Program also incorporates the subordination of the class of shares granted via the waterfall structure that governs the allocation of returns between the vehicle's classes of shares.

Grant date fair values were as follows:

	Management Incentive Program			Global Equity Program		
Date of grant	2021	Oct 2024	Dec 2024	2022-Q1 2023	Q2-Q4 2023	2024
Fair market value (USD)	0.00	0.04	0.03	0.64	0.185	0.18

As at 31 December 2024, the total carrying amount of the amount recognized in equity arising from the equity-settled share-based payment programs amounted to USD 690 thousand (2023: USD 1,966 thousand).

Cash-settled share-based payment arrangements

The liability associated with the Shadow Incentive Program is measured using the fair market value, as determined by a third-party valuation report, at the report date to reflect the actual liability payable at that date and according to awards vested. The fair value of the liability also

incorporates the subordination of the class of shares granted via the waterfall structure that governs the allocation of returns between the vehicle's classes of shares. As at 31 December 2024, a fair value of 0.04 USD per award was used to measure the liability, based on the same valuation as used for the equity-settled grants awarded in 2024.

As at 31 December 2024, the total carrying amount of the liability arising from the Shadow Incentive Program amounted to USD 6 thousand (2023: USD 23 thousand).

Expense recognized in Income Statement

The total income recognized in 2024 from share-based payment transactions in the income statement amounted to USD 1,293 thousand (2023: expense of USD 1,153 thousand), of which USD 1,275 thousand (2023: expense of USD 1,202 thousand) arose from equity-settled share-based payment transactions. The income recognized in 2024 from share-based payment transactions is affected by USD 1,276 thousand in prior years being revised due to a change in management assessment of grant date fair value. Management has assessed the adjustment to prior years as not material and have included the consequences in the 2024 income statement without restatement of prior years.

2.3 SHARE-BASED PAYMENTS (continued)

Reconciliation of outstanding equity-settled awards

The number of share awards under the management incentive program and global equity program were as follows:

	Executive Board	Other Management Personnel	Other Employees	Total	Weighted average grant date fair value per award	Grant date fair value total
Outstanding at 1 January 2023	2,474,550	-	5,533,000	8,007,550	0.44*	3,513*
Granted in 2023	-	-	1,112,000	1,112,000	0.39	438
Forfeited in 2023	-	-	(2,654,000)	(2,654,000)	0.64	(1,685)
Outstanding at 31 December 2023	2,474,550	-	3,991,000	6,465,550	0.35*	2,267*
Granted in 2024	6,300,000	11,727,478	4,402,307	22,429,785	0.06	1,428
Forfeited in 2024	-	-	(1,319,000)	(1,319,000)	0.46	(611)
Outstanding at 31 December 2024	8,774,550	11,727,478	7,074,307	27,576,335	0.11	3,084

*Amended to reflect a grant date fair value of USD 0 per share.

2.4 RESEARCH & DEVELOPMENT COSTS

ACCOUNTING POLICIES

Siteimprove's research & development costs focus on the development of the Siteimprove platform.

Research & development costs include costs associated with the development of new products, enhancements of existing products for which technological feasibility has not been achieved and quality assurance activities. This includes compensation and benefits, share-based compensation costs, consulting costs, depreciation and amortization costs, the cost of software development equipment, and allocated overhead.

Research & development costs that are not eligible for capitalization have been expensed in the period and they are recognized in research & development costs in the income statement.

USD '000

	<u>2024</u>	<u>2023</u>
This years incurred research & development costs	22,369	21,580
Amortization of intangible assets	4,231	5,613
Depreciation of property, plant & equipment	444	(34)
Depreciation of right-of-use assets	420	364
Development costs capitalized in development projects	<u>(7,582)</u>	<u>(3,966)</u>
Total research & development costs	<u>19,882</u>	<u>23,558</u>

2.5 DEPRECIATION, AMORTIZATION AND IMPAIRMENT

USD '000

	<u>2024</u>	<u>2023</u>
Amortizations and impairment of intangible assets	12,279	12,684
Depreciations and impairment on property, plant & equipment	816	1,584
Depreciations and impairment on right-of-use assets	1,665	3,464
Total	<u>14,761</u>	<u>17,632</u>

Amortizations, impairment and (gains)/losses on intangible assets and contract assets have been recognized in the income statement as follows:

	<u>2024</u>	<u>2023</u>
Cost of revenue	-	-
Sales & marketing costs	7,106	7,070
Research & development costs	4,231	5,613
General & admin costs	-	0
Total	<u>11,337</u>	<u>12,684</u>

Depreciations, impairment and (gains)/losses on property, plant & equipment have been recognized in the income statement as follows:

	<u>2024</u>	<u>2023</u>
Cost of revenue	992	1,866
Sales & marketing costs	857	2,020
Research & development costs	864	330

General & admin costs
Total

<u>712</u>	<u>732</u>
<u>3,424</u>	<u>4,948</u>

No impairment on intangible assets, contract assets, and property, plant & equipment has been recognized.

2.6 INCOME TAXES AND DEFERRED TAXES

ACCOUNTING POLICIES

Income taxes

The tax expense for the period comprises current and deferred tax including adjustments to previous years. Tax is recognized in the income statement, except to the extent that it relates to items recognized in other comprehensive income. Any changes in deferred tax due to changes in tax rates are recognized in the income statement or in other comprehensive income depending on the original recognition. Income tax credit / (charges) in the income statement reflects tax refunds from prior years and also includes interest income earned on those refunds.

Current tax receivables and liabilities

Current tax receivables and liabilities are recognized in the balance sheet at the amount calculated on the basis of the expected taxable income for the year and prior year adjustments. Tax receivables and liabilities are offset if there is a legally enforceable right of set-off and an intention to settle on a net basis or simultaneously.

Deferred tax assets and liabilities

Deferred tax is recognized in respect of all temporary differences between the carrying amount and the tax base of assets and liabilities. Deferred tax is measured on the basis of the tax rules and tax rates that will be effective under the legislation at the balance sheet date when the deferred tax is expected to materialize as current tax. In cases where the computation of the tax base may be made according to alternative tax rules, deferred tax is measured on the basis of the intended use of the asset and settlement of the liability, respectively. Deferred tax assets, including the tax base of tax loss carry-forwards, are measured at the value at which the asset is expected to be realized, either by elimination in tax on future earnings or by set-off against deferred tax liabilities.

KEY ACCOUNTING ESTIMATES

The Group is subject to income taxes around the world. Significant judgment and estimates are required in determining the worldwide accrual for income taxes, deferred income tax assets and liabilities, and provision for uncertain tax positions.

The Group has a deferred tax asset of USD 0.5 million (2023: USD 0.3 million).

The Group recognizes only deferred income tax assets if it is probable that sufficient taxable income will be available in the future against which the temporary differences and unused tax losses can be utilized. Management has considered future taxable income and used judgment in assessing whether deferred income tax assets should be recognized.

2.6 INCOME TAXES AND DEFERRED TAXES (continued)

USD '000

	<u>2024</u>	<u>2023</u>
INCOME TAXES		
Current income tax	(256)	165
Deferred income tax	162	143
Adjustments concerning previous years	(657)	300
Total	(751)	608
Deferred tax on other comprehensive income	-	-
INCOME TAX RECONCILIATION		
Breakdown of tax charge on profit for the year:		
Net profit/(loss) before tax from continuing operations	552	(17,190)
Tax calculated using the Danish corporation tax rate (22%)	(121)	3,782
<i>Tax effect of:</i>		
Other tax percentages in foreign jurisdictions	(1)	38
Non-deductable costs	43	(1)
Non-taxable income	-	-
Prior-year adjustments	657	-
Unrecognized tax asset	474	-
Others, including adjustment of prior years	(1,802)	(3,211)
Tax charge in the income statement	(751)	608

2.6 INCOME TAXES AND DEFERRED TAXES (continued)

USD '000

	<u>2024</u>	<u>2023</u>
DEFERRED INCOME TAXES		
Deferred income tax at January 1	(1,875)	(2,449)
Exchange rate adjustments	(178)	431
PTR	88	
Movement for the year	(680)	143
Goodwill	2,961	
Deferred income tax at December 31	<u>316</u>	<u>(1,875)</u>
<i>Recognized in the balance sheet as follows:</i>		
Deferred tax assets	469	291
Deferred tax liabilities	(153)	(2,166)
Deferred tax, net	<u>316</u>	<u>(1,875)</u>
DEFERRED TAX BREAKDOWN		
Property, plant & equipment	(1,095)	918
Intangible assets	1,806	(1,606)
Receivables	339	27
Other assets	(2,773)	(2,565)
Other liabilities	(618)	690
Tax losses to be carried forward	2,603	291
Other	54	370
Total	<u>316</u>	<u>(1,875)</u>

Siteimprove performs an assessment to reduce deferred tax assets to reflect the net amount that is more likely than not to be realized. Realization of the deferred tax assets is dependent upon the generation of future taxable income, the amount and timing of which are uncertain. The assessment takes into account both positive and negative evidence when determining whether it is more likely than not that deferred tax assets are recoverable; such assessment is required on a jurisdiction-by-jurisdiction basis. The key assumptions are ARR growth and stability in churn-rate, historically ARR has grown and churn has been stable.

At December 31, 2024, the Group has no unrecognized tax liabilities.

At December 31, 2024, the Group has a total of USD 34.7 million as unrecognized deferred tax assets (2023: USD 35.5 million). There is no expiry date on the deferred tax assets.

3.1 INTANGIBLE ASSETS

ACCOUNTING POLICIES

Development projects

Costs of development projects comprise salaries and other expenses directly or indirectly attributable to the Group's development activities. The costs for development projects are all internally generated.

Development projects that are clearly defined and identifiable, in respect of which technical feasibility, sufficient resources and a potential future market or development opportunity in the enterprise can be demonstrated, and where it is the intention to market or use the project, are recognized as intangible assets. This applies if sufficient certainty exists that the value in use of future earnings can cover cost of sales activities and administrative expenses involved as well as the development costs. Development projects that do not meet the criteria for recognition in the balance sheet are recognized as expenses in the income statement as incurred.

Capitalized development costs are measured at cost less accumulated amortization and impairment losses or a lower recoverable amount.

Amortizations and impairment losses are recognized in the consolidated income statement as elaborated in note 2.5.

Development costs that do not meet the criteria above are recognized as an expense in the income statement as incurred. Development costs previously recognized as an expense are not recognized as an asset in a subsequent period.

As of the date of completion, capitalized development costs are amortized between 3-5 years based on the expected economic benefit from the development work.

3.1 INTANGIBLE ASSETS (continued)

ACCOUNTING POLICIES

KEY ACCOUNTING ESTIMATES

The carrying amounts of development projects, development projects in progress and patents are reviewed on an annual basis to assess whether there is any indication of impairment other than that expressed by amortization. Annually, an impairment test is carried out to assess whether the recoverable amount is lower than the carrying amount, and the asset is written down to its lower recoverable amount. Development projects, development projects in progress and goodwill are tested for impairment annually and whenever there is an indication of impairment.

The impairment test includes significant judgments, such as assumption of projected future cash flows used in the valuation of the intangible assets. Future events could cause Management to conclude that impairment indicators exist and that intangible assets are impaired. Any resulting impairment loss could have a material impact on the financial condition and result of operations.

When carrying out the impairment test for development projects and development projects in progress, the Group is seen as one cash generating unit according to the internal segment reporting. The carrying value of the cash generating unit is compared to the value in use. If the carrying values are higher, the difference is charged to the income statement.

The values in use are calculated using a valuation model based on discounted expected future cash flows (DCF-model covering a 10-year budget period) based on Management's projections.

The terminal growth is based on adjusted historical development taking into account the general level of inflation. Discount rates are based on the risk-free rate adjusted for the inherent

risk and industry comparisons for each individual cash generating unit.

The discount rates are based on the risk inherent in the related activity's current business model and industry comparisons.

3.1 INTANGIBLE ASSETS (continued)

2024

USD '000	Development projects	Development projects in progress	Patents	Goodwill	Total
Accumulated cost at January 1, 2024	23,383	1,006	628	-	25,017
Exchange rate adjustments	(1,520)	-	(35)	-	(1,555)
Additions	1,698	-	-	1,101	2,799
Additions (internally generated)	-	7,582	-	-	7,582
Disposals	-	-	-	-	-
Transfers	6,567	(6,567)	-	-	-
Accumulated cost at December 31, 2024	30,128	2,021	593	1,101	33,843
Accumulated amortizations and impairment at January 1, 2024	(16,928)	-	(106)	-	(17,034)
Exchange rate adjustments	183	-	9	-	192
Amortizations	(4,144)	-	(86)	-	(4,231)
Impairment	-	-	-	-	-
Disposals	-	-	-	-	-
Accumulated amortizations and impairment at December 31, 2024	(20,890)	-	(183)	-	(21,073)
Carrying amount at December 31, 2024	9,239	2,021	410	1,101	12,771

2023

USD '000	Development projects	Development projects in progress	Patents	Total
Accumulated cost at January 1, 2023	20,724	673	553	21,951
Exchange rate adjustments	758	-	20	778
Additions	2,461	-	54	2,515
Additions (internally generated)	-	3,966	-	3,966

Disposals	(4,193)	-	-	(4,193)
Transfers	3,633	(3,633)	-	-
Accumulated cost at December 31, 2023	23,384	1,006	627	25,017
Accumulated amortizations and impairment at January 1, 2023	(14,239)	-	(16)	(14,255)
Exchange rate adjustments	(1,355)	-	(3)	(1,358)
Amortizations	(5,527)	-	(86)	(5,613)
Impairment	-	-	-	-
Disposals	4,193	-	-	4,193
Accumulated amortizations and impairment at December 31, 2023	(16,928)	-	(106)	(17,034)
Carrying amount at December 31, 2023	6,455	1,006	522	7,983

3.1 INTANGIBLE ASSETS (continued)

Development projects relates to the continuous development of new tools and features for the Group's software platform. The projects are expected to be finalized over the course of 2024, whereafter the marketing of the new software services can begin.

The developed tools and features relate to Quality Assurance, Accessibility, Analytics, SEO, Ads, Performance, Policy Management, CMS plugins, Response and Data Privacy. As of December 31, 2024 the carrying amount of development projects primarily relates to Quality Assurance, Accessibility, Analytics, CMS plugins and Performance.

The projects are progressing as planned and it is expected that the software will be sold in current and new markets. The continued product development of the platform is expected to result in a considerable competitive advantage and, hence, a significant further increase in the level of activity and results of operations.

In October 2024, Siteimprove, Inc., a US subsidiary of the Group, acquired 100% of the issued shares of MarketMuse, Inc, a US company incorporated in Delaware, and its 100% owned subsidiary, Laboratoire MarketMuse Canada, located in Canada. MarketMuse is a company providing advanced technology in the SEO and Digital Experience space, complementing the Siteimprove product suite.

As a result of the acquisition, the Group recognized \$1.7 million in Development Projects and \$1.1 million in additional Goodwill. Please see note 5.8 Acquisition of Subsidiary for further information.

3.2 PROPERTY, PLANT AND EQUIPMENT

ACCOUNTING POLICIES

Leasehold improvements, other fixtures, furniture and fittings are measured at cost less accumulated depreciation and less any accumulated impairment losses.

Costs include the cost of acquisition and expenses directly related to the acquisition up until the time when the asset is ready for use.

Depreciation is based on cost reduced by any residual value and is calculated on a straight-line basis over the expected useful lives of the assets, which are:

Leasehold improvements	3-8 years
Other fixtures furniture and fittings	3-5 years

Assessment of residual value and useful life is performed annually for assets under property, plant and equipment.

Gains and losses arising from disposal of property, plant & equipment are calculated as the difference between the sales price less sales costs and the carrying amount at the time of sale. Gains and losses are recognized in the income statement.

The carrying amounts of property, plant and equipment are reviewed on an annual basis to determine whether there is any indication of impairment other than that expressed by depreciation. If so, an impairment test is carried out to determine whether the recoverable amount is lower than the carrying amount and the asset is written down to its lower recoverable amount.

Depreciations and impairment losses are recognized in the consolidated income statement as

elaborated in note 2.5.

Right-of-use assets

For contracts which are, or contain, a lease, Siteimprove recognizes a right-of-use asset and a lease liability. The right-of-use asset is initially measured at cost, being the initial amount of the lease liability adjusted for any lease payments made at or before the commencement date.

The right-of-use asset is subsequently depreciated using the straight-line method over the lease term. The right-of-use asset is periodically reduced by impairment losses, if any, and adjusted for certain remeasurements of the lease liability.

The lease liability is initially measured at the present value of the lease payments outstanding at the commencement date, discounted using Siteimprove's incremental borrowing rate.

3.2 PROPERTY, PLANT AND EQUIPMENT (continued)

ACCOUNTING POLICIES, continued

The lease liability is measured using the effective interest method. It is remeasured when there is a change in future lease payments, typically due to a change in index or rate (e.g. inflation) on property leases, or if there is a reassessment of whether an extension or termination option will be exercised. A corresponding adjustment is made to the right-of-use asset, or in the income statement when the right-of-use asset has been fully depreciated.

The right-of-use asset is presented in Property, Plant and Equipment and the lease liabilities are presented in non-current liabilities or current liabilities.

Lease contracts that have a lease term of 12 months or less and low value assets are not recognized on the balance sheet. These lease payments are expensed on a straight-line basis over the lease term.

If circumstances or changes in Siteimprove's operations indicate that the carrying amount of non-current assets in a cash-generating unit may not be recoverable, management reviews the asset for impairment.

The basis for the review is the recoverable amount of the assets, determined as the greater of the fair value less cost to sell or its value in use. Value in use is calculated as the net present value of future cash inflow generated from the asset. If the carrying amount of an asset is greater than the recoverable amount, the asset is written down to the recoverable amount. An impairment loss is recognized in the income statement when the impairment is identified.

3.2 PROPERTY, PLANT AND EQUIPMENT, continued

2024

USD '000

	Leasehold improvements	Other fixtures, furniture and fittings	Right-of-use assets	Total
Accumulated cost at January 1, 2024	1,970	4,776	17,967	24,713
Exchange rate adjustments	(33)	(161)	(175)	(369)
Additions	-	-	(1,979)	(1,979)
Disposals	(795)	(2,892)	(7,407)	(11,094)
Accumulated cost at December 31, 2024	1,142	1,723	8,406	11,272
Accumulated depreciations and impairment at January 1, 2024	(1,355)	(3,237)	(6,591)	(11,183)
Exchange rate adjustments	29	136	890	1,055
Depreciations	(261)	(603)	(2,560)	(3,424)
Disposals	1,024	2,831	3,570	7,426
Accumulated depreciations and impairment at December 31, 2024	(563)	(873)	(4,691)	(6,127)
Carrying amount at December 31, 2024	579	852	3,713	5,144

2023

USD '000

	Leasehold improvements	Other fixtures, furniture and fittings	Right-of-use assets	Total
Accumulated cost at January 1, 2023	2,225	8,111	20,791	31,127
Exchange rate adjustments	101	121	447	669
Additions	-	-	4,495	4,495
Disposals	(356)	(3,456)	(7,766)	(11,578)
Accumulated cost at December 31, 2023	1,970	4,776	17,967	24,713
Accumulated depreciations and impairment at January 1, 2023	(1,106)	(4,439)	(10,517)	(16,062)
Exchange rate adjustments	(47)	(83)	453	323
Depreciations	(202)	(452)	(4,294)	(4,948)

Disposals
Accumulated depreciations and impairment at December 31, 2023

	1,737	7,767	9,504
(1,355)	(3,237)	(6,591)	(11,183)
615	1,541	11,375	13,531

Carrying amount at December 31, 2023

3.2 PROPERTY, PLANT AND EQUIPMENT (continued)

The carrying amount of right-of-use assets as of December 31st can be specified into below categories:

USD '000	2024	2023
Buildings	3,713	11,361
Others	-	14
Total	3,713	11,375

Besides what is shown in notes 2.5 and 4.4, the Consolidated Income Statement shows the following amounts relating to leases:

USD '000	2024	2023
<u>Expense relating to short-term leases included under:</u>		
Cost of revenue	3	19
Sales & marketing costs	4	23
Research & development costs	3	16
General & administrative costs	57	312
Total	68	370
Total cash outflow for leases	2,930	3,584

3.3 CONTRACT ASSETS

ACCOUNTING POLICIES

Contract assets stem from subscription agreements with payments in the future. Contract assets consist of sales commissions directly associated with obtaining a contract with a new client and deemed realizable through the future revenue streams under the contract.

Contract assets are recognized at cost, as part of sales & marketing costs, when control over goods or services is transferred to a client. Subsequently contract assets are measured at cost less accumulated amortization and any accumulated impairment losses.

Contract assets are amortized on a straight-line basis, based on the expected lifetime (historical churn rate) of the contract, but not exceeding 5 years. Amortizations, impairment and (gains)/losses on contract assets are recognized in the income statement under 'Sales & Marketing costs'.

Contract assets are within the scope of impairment requirements in IFRS 9. For contract assets the simplified approach is used, and the expected loss provision is measured at the estimate of the lifetime expected credit losses.

KEY ACCOUNTING ESTIMATES

The expected lifetime of contract assets is based upon assumptions on churn rates. When evaluating the expected churn rates for contracts, historical performance on specific markets and verticals is considered in the estimation process. The analysis is furthermore based upon current economic trends in the specific market and vertical.

Accumulated cost at January 1	60,414	51,050
Exchange rate adjustments	(1,255)	754
Additions	5,191	8,609
Disposals	(27,431)	-
Accumulated cost at December 31	36,919	60,414
Accumulated amortizations and impairment at January 1	(39,342)	(31,995)
Exchange rate adjustments	804	(276)
Amortizations	(7,106)	(7,070)
Impairment	-	-
Disposals	27,432	-
Accumulated amortizations and impairment at December 31	(18,212)	(39,342)
Carrying amount at December 31	18,707	21,072

3.4 TRADE RECEIVABLES

ACCOUNTING POLICIES

Trade receivables are measured in the balance sheet at the lower of amortized cost and net realizable value, which corresponds to nominal value less provisions for bad debts.

Provisions for bad debts are determined by using the simplified expected credit loss model (ECL). The ECLs on trade receivables are estimated by using a matrix by reference to geography, past default experience, analysis of the debtor's current financial position, adjusted for factors that are specific to the debtors, general economic conditions in which the debtors operate and an assessment of the forecast direction of developments at the reporting date.

3.4 TRADE RECEIVABLES (continued)

KEY ACCOUNTING ESTIMATES

Management makes allowance for doubtful trade receivables in anticipation of estimated losses resulting from customers not being able to make required payments. When evaluating the adequacy of the allowance for doubtful trade receivables, Management analyzes trade receivables and examines historical bad debt, customer creditworthiness and payment history, current economic trends and changes in customer payment terms.

USD '000

	<u>2024</u>	<u>2023</u>
Trade receivables (gross)	14,340	19,389
Allowance for doubtful trade receivables	(185)	(881)
Total	<u>14,155</u>	<u>18,508</u>

Age analysis of trade receivables:

- Not yet due	10,670	11,754
- Overdue by up to 30 days	2,756	4,378
- Overdue by up to 31 days and 60 days	336	964
- Overdue by between 61 days and 90 days	143	439
- Overdue by more than 90 days	249	973
Trade receivables with credit risk exposure	<u>14,155</u>	<u>18,508</u>

Movement in allowance for doubtful trade receivables

Balance at January 1	(881)	(675)
Reversal of allowance on realized losses	-	-
Provision made during the year	712	(189)

Exchange rate adjustments
Balance at December 31

<u>(17)</u>	<u>(17)</u>
<u>(185)</u>	<u>(881)</u>

Allowance for doubtful trade receivables split by age analysis:

- Not yet due	-	-
- Overdue by up to 30 days	(10)	(9)
- Overdue by up to 31 days and 60 days	(7)	(9)
- Overdue by between 61 days and 90 days	(5)	(2)
- Overdue by more than 90 days	(164)	(861)
Balance at December 31	<u>(185)</u>	<u>(881)</u>

3.5 PREPAYMENTS

ACCOUNTING POLICIES

Prepayments are measured at cost and comprise prepaid costs concerning rent, licenses, insurance premiums, and subscriptions, etc.

3.6 OTHER PROVISIONS

ACCOUNTING POLICIES

Provisions are recognized when – in consequence of an event occurring before or on the balance sheet date – the Group has a legal or constructive obligation and it is probable that economic benefits must be given up to settle the obligation.

Provisions are measured at the present value of the anticipated expenditure for settlement of the legal or constructive obligation based on Management's best estimate.

Other provisions cover obligation to re-establish the Group's leased premises and long-term vacation accruals.

USD '000

	<u>2024</u>	<u>2023</u>
Balance at January 1	2,931	3,595
Exchange rate adjustments	(18)	(20)
Additions	(129)	(644)
Balance at December 31	<u>2,784</u>	<u>2,931</u>

3.7 CONTRACT LIABILITIES

ACCOUNTING POLICIES

Contract liabilities represent prepayments from clients for unsatisfied or partially satisfied performance obligations in relation to subscriptions, services and technical support.

Management expects that the majority of the transaction price allocated to the unsatisfied contracts at December 31, 2024 will be recognized as revenue during 2025. The remaining amounts will be recognized in the 2026-2027 financial years.

USD '000	2024	2023
Balance at January 1	62,325	58,604
Exchange rate adjustments	(364)	(440)
Revenue recognized in the period	(106,455)	(103,188)
Total bookings	106,875	107,349
Balance at December 31	62,381	62,325

4.1 FINANCIAL INSTITUTIONS

ACCOUNTING POLICIES

Borrowings are recognized initially at fair value. Borrowings are subsequently measured at amortized cost. Borrowing costs are expensed in the income statement in the period they are incurred.

USD '000

	<u>2024</u>	<u>2023</u>
Current liabilities	25,000	-
Non-current liabilities	-	30,000
Total	<u>25,000</u>	<u>30,000</u>

The Group has entered into a borrowing agreement with Financial Institutions under which USD 35 million was provided as a revolving credit facility bearing interest of Compounded SOFR and a fixed element of 4%.

The undrawn amount of the credit facility at December 31, 2024 was USD 10 million (2023: USD 5 million).

In March 2025, this facility was renegotiated with the lender. The facility terms remained unchanged, but the due date for this facility was extended to November 3, 2027.

Under *IAS 1, Presentation of Financial Statements*, effective for the fiscal year beginning January 1, 2024, the Group must disclose the balance on the revolver as a current liability, as the revolver was renegotiated in March 2025, subsequent to year-end, to extend the term of the facility. The actual due date of the amount outstanding on the facility is November 3, 2027.

4.2 FINANCIAL RISKS AND INSTRUMENTS

ACCOUNTING POLICIES

The Group manages financial risks based on directions from the Board of Directors.

As a general direction, the Group does not engage in financial transactions or manage risk exposures that are not related to the underlying business-driven risks. This means that the Group does not enter into any speculative transactions.

The Group's financial risks must be managed with the aim of protecting the value and financial stability of the Group, taking into consideration the cost and accounting consequences of such transactions.

The risk management activities of the Group are managed centrally by Group Finance and primarily involve the following different financial risks.

4.2 FINANCIAL RISKS AND INSTRUMENTS (continued)

Foreign Exchange Risk

The Group's reporting currency is USD, while the most significant currencies for revenue and cost are the USD, DKK and EUR. Fluctuating currency rates influence the reported net income/loss, assets and liabilities, as well as the value of future cash flows. A significant part of the Group's operations are in DKK and EUR, where translation risk is present.

The Group does not hedge its exposure to foreign currency fluctuations. A hedging strategy might not be possible to execute as hedging instruments may not be available for all currencies, or may not always offset losses resulting from currency exchange rate fluctuations. Moreover, the use of hedging instruments can itself result in losses if the Group is unable to structure effective hedges with such instruments.

A 5% increase/decrease in the USD rate versus local currencies would impact EBIT positively/negatively by USD 2.3 million (2023: USD 0.8 million).

Interest Rate Risk

The Group's total borrowings amounts to USD 37.8 million as of December 31, 2024 (2023: USD 42.5 million).

The Group's borrowings are subject to interest of Compounded SOFR and a fixed element of 4%.

Fluctuating interest rates influence the Group's income statement, balance sheet and the present value of future cash flows resulting from changes in interest rates.

The objective of actively managing the Group's interest rate exposure is to maintain the interest

rate risk at a known and acceptable level and to minimize the Group's cost of borrowing requirements.

The Group does not hedge against the interest rate risk as it is assessed to be insignificant, although the development in interest rates are closely monitored in order to react in a timely fashion and taking required measures.

A 1% increase/decrease in the interest rate would impact net financial items positively/negatively by USD 0.4 million (2023: USD 0.4 million).

Credit Risk

Credit risk is the risk that a counterparty will not meet its obligations under a financial instrument or customer contract, leading to a financial loss. The Group is exposed to credit risks from its operating activities (primarily trade receivables), including deposits with banks and other financial instruments.

4.2 FINANCIAL RISKS AND INSTRUMENTS (continued)

Operational Credit Risk

The Group's balance sheet at December 31, 2024 included trade receivables with a net book value of USD 14.2 million (2023: USD 18.5 million).

The allowance for doubtful trade receivables is estimated by analyzing trade receivables and examining historical bad debt, customer creditworthiness and payment history, current economic trends and changes in customer payment terms. Refer to note 3.4.

If the Group is unable to collect receivables from customers, the Group could incur write-offs for bad debt, which could have a material adverse effect on the Group's results of operations for the periods in which the write-offs occur. In the future, bad debt may exceed reserves for such contingencies and its bad debt exposure may increase over time. An increase in write-offs for bad debt could have a materially negative effect on the Group's business, financial condition and operating results.

The Group's revenue primarily comprises the sale of subscriptions to the Group's Intelligence Platform to different companies and institutions within the private and public sector. The Group has historically experienced limited risk with regard to the solvency of its customers and therefore limited losses. As part of the Group's internal procedures regarding risk management, the operational credit risk relating to customers is monitored on a monthly basis. The Group has no significant concentration of credit exposure as the exposure has been spread among different sectors.

In addition, total other receivables including deposits totals USD 5.1 million (2023: USD 2.3 million). Management deems no significant risk in relation to these amounts. For further details please refer to note 4.3.

Financial Credit Risk

Financial credit risk management has the objective of minimizing financial loss through a financial distress or the default of a financial counterparty whether due to the financial insolvency of the counterparty, the inability of the counterparty to perform due to changed national legislation or any other circumstance.

The Group's exposure to counterparty risk is managed by establishing approved counterparty limits detailing the maximum exposure that the Group is prepared to accept with respect to the individual counterparty.

Financial credit risk from balances with banks and financial institutions is managed by Management on a regular basis. Based on external credit ratings, no material risk has been identified in respect to the Group's cash balances.

LIQUIDITY RISK

The Group ensures the availability of the required liquidity through a combination of cash management and committed credit facilities. To centralize and optimize liquidity the Group utilizes cash pooling in addition to intercompany lending and borrowing.

4.2 FINANCIAL RISKS AND INSTRUMENTS (continued)

The Group has entered into a borrowing agreement with Financial Institutions under which USD 35 million was provided as a revolving credit facility bearing interest of Compounded SOFR and a fixed element of 4%.

Under the terms of the borrowing facility, the Group is required to comply with several covenants. The Group has complied with these covenants throughout the reporting period.

To reduce refinancing risk the Group ensures that maturity dates for committed credit facilities are diversified.

In May 2024, the Company has received a \$5 million shareholder contribution from the Ultimate Parent. This contribution will ensure that the company has sufficient funds to execute the planned strategy and continue its operations.

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

Maturity at December 31, 2024	Carrying amount	Contractual maturity incl. interest			
		Total	0-1 year	1-5 years	>5 years
<i>USD '000</i>					
<i>Measured at amortized cost</i>					
Cash and cash equivalents	10,289	10,289			
Trade receivables	14,155	14,155			
Other receivables	600	600			
Total financial assets	25,044	25,044	-	-	-
<i>Measured at amortized cost</i>					
Borrowings	25,000	25,000	25,000		

	1,000	1,000	1,000	
Liabilities to parent companies	12,844	12,844	12,844	
Other liabilities	8,380	8,380	8,380	
Lease liabilities	8,384	9,309	2,942	6,366
Total financial liabilities	56,568	57,493	51,126	6,366
				-

4.2 FINANCIAL RISKS AND INSTRUMENTS (continued)

USD '000

Maturity at December 31, 2023	Carrying amount	Contractual maturity incl. interest			
		Total	0-1 year	1-5 years	>5 years
<i>Measured at amortized cost</i>					
Cash and cash equivalents	12,572	12,572			
Trade receivables	18,508	18,508			
Other receivables	1,207	1,207			
Total financial assets	32,287	32,287	-	-	-
<i>Measured at amortized cost</i>					
Borrowings	30,000	31,005		31,005	
Trade payables	4,285	4,285	4,285		
Liabilities to parent companies	12,508	12,508	12,508		
Other liabilities	13,669	13,669	13,669		
Lease liabilities	12,758	13,991	2,216	11,775	
Total financial liabilities	73,220	75,458	32,678	42,780	-

4.3 OTHER FINANCIAL FIXED ASSETS

ACCOUNTING POLICIES

Other financial fixed assets primarily consists of deposits paid for the Group's leased premises.

Other financial fixed assets are measured at cost less accumulated impairment losses in the balance sheet. Where cost exceeds the recoverable amount, an impairment charge is recognized.

Additions in the current year include sublease rental receivables associated with an office lease in the US.

USD '000

	<u>2024</u>	<u>2023</u>
Accumulated cost at January 1	1,066	2,024
Additions	3,768	34
Disposals	(344)	(992)
Accumulated cost at December 31	<u>4,490</u>	<u>1,066</u>
Accumulated revaluation and impairment at January 1	-	-
Accumulated revaluation and impairment at December 31	<u>-</u>	<u>-</u>
Carrying amount at December 31	<u>4,490</u>	<u>1,066</u>

4.4 FINANCIAL INCOME & FINANCIAL COSTS

ACCOUNTING POLICIES

Financial income and costs comprise interests, realized and unrealized exchange adjustments and other financial income and costs.

USD '000

	<u>2024</u>	<u>2023</u>
FINANCIAL INCOME		
Interests received from affiliated companies	(0)	(0)
Other financial income	197	(997)
Exchange rate gains	5,558	7,325
Total	<u>5,755</u>	<u>6,328</u>
FINANCIAL COSTS		
Interests paid to affiliated companies	740	1,143
Other financial costs	2,643	1,899
Interests paid for lease liabilities	477	635
Exchange rate losses	9,205	4,267
Total	<u>13,065</u>	<u>7,944</u>

4.5 SHARE CAPITAL

The Group's objectives when managing capital are to safeguard its ability to continue as a going concern, so that it can continue to provide returns for shareholders and benefits for other stakeholders, and maintain an optimal capital structure to reduce the cost of capital.

The share capital consists of 579,486,126 shares of nominal value of DKK 1. The share capital has been paid in full and comprise 1 share class.

The share capital has developed as follows:

USD	2024	2023	2022	2021	2020
Share capital at January 1	96,493	96,493	96,493	92,627	92,627
Capital increases				3,866	
Capital decreases	-	-	-	-	-
Share capital at December 31	96,493	96,493	96,493	96,493	92,627

4.6 CHANGES IN NET WORKING CAPITAL (CASH FLOW STATEMENT)

ACCOUNTING POLICIES

Working capital is defined as current assets less current liabilities. It measures how much in liquid assets the Group has available for its operations.

USD '000	2024	2023
Change in receivables	5,761	2,074
Change in liabilities	(7,425)	(3,531)
Total	(1,664)	(1,457)

5.1 CASH FLOW ADJUSTMENTS

For the purpose of presenting the cash flow statement, non-cash items with effect on the income statement must be reversed to identify the actual cash flow effect from the income statement. The adjustments are specified as follows:

USD '000	2024	2023
Financial income	(5,755)	(6,328)
Financial costs	13,065	7,944
Depreciations, amortizations and impairment losses	14,761	17,632
Provision movement	(3,198)	(1,547)

Allowance for doubtful trade receivables	(165)	180
Share-based payments	(1,295)	1,153
Income taxes	751	(608)
Acquisition of subsidiary	2,798	-
Exchange rate adjustments	(904)	1,145
Total	19,758	19,580

5.2 CONTINGENT ASSETS, LIABILITIES AND OTHER FINANCIAL OBLIGATIONS

ACCOUNTING POLICIES

All leases are classified as operating leases. Payments made under operating leases are recognized in the income statement on a straight-line basis over the lease term.

5.2 CONTINGENT ASSETS, LIABILITIES AND OTHER FINANCIAL OBLIGATIONS (continued)

LEASE OBLIGATIONS

The Group has entered into operating lease agreements for offices. The lease terms are between 1 and 8 years, and the majority of the lease agreements are renewable at the end of the lease period at market rate.

Future minimum lease payments under operating lease contracts and rent commitments totals:

GUARANTEE OBLIGATIONS

The Group has provided corporate pledges to banks totaling USD 24.4 million (2023: USD 31.1 million). The corporate pledge includes current and non-current tangible and intangible assets. No limitations in the use of assets apply.

The Group has issued letter of comfort to all its subsidiaries.

CONTINGENT LIABILITIES

Through participation in joint Danish taxation schemes, the Group is jointly and severally liable for the tax payables for Danish entities.

5.3 RELATED PARTY TRANSACTIONS

Related parties comprise companies controlled by Cidron Vega X, SCSp and Key Management.

Key Management are Siteimprove A/S' Board of Directors and Executive Board as well as

management in the controlling companies.

The Group has had the following arm's length transactions with related parties:

Loan from parent company amounting to USD 12.9 million (2023: 12.5 million) and related interest of USD 1.1 million (2023: USD 1.2 million)

5.4 OWNERSHIP AND CONSOLIDATED FINANCIAL STATEMENTS

CONTROLLING INTEREST

Cidron Vega X, SCSp, Luxembourg	Parent Company
Siteimprove Holding A/S, Copenhagen	Parent Company
SI I A/S, Copenhagen	Parent Company
SI II A/S, Copenhagen	Parent Company

5.4 OWNERSHIP AND CONSOLIDATED FINANCIAL STATEMENTS (continued)

OWNERSHIP

The following shareholders are recorded in the Company's register of shareholders as holding at least 5% of the votes or at least 5% of the share capital:

SI II A/S, Copenhagen

CONSOLIDATED FINANCIAL STATEMENTS

Cidron Vega X, SCSp is Parent Company to Siteimprove Holding A/S. The ultimate owner of Cidron Vega X, SCSp are funds managed by Nordic Capital.

Siteimprove A/S is included in the Consolidated Financial Statements of Siteimprove Holding A/S, Copenhagen, Denmark.

5.5 SIGNIFICANT EVENTS AFTER THE REPORTING PERIOD

In January 2025, the previous CEO, Shane Paladin, exited the company. In February 2025, Nayaki Nayyar was appointed CEO.

5.6 FEE TO STATUTORY AUDITOR

The total fee for the statutory auditor which is included in general & administrative costs can be specified as follows:

USD '000

	2024	2023
Statutory audit	140	464
Tax advisory services	188	56
Other services	-	-
Total	328	520

5.7 ENTITIES IN THE SITEIMPROVE GROUP

5.7 ENTITIES IN THE SITEIMPROVE GROUP				
Name	Country	Currency	Share capital	Ownership
Siteimprove A/S	Denmark, Copenhagen	DKK	579,486	Parent
Siteimprove AS	Norway, Oslo	NOK	50,000	100%
Siteimprove GmbH	Germany, Berlin	EUR	25,000	100%
Siteimprove GmbH	Switzerland, Zürich	CHF	20,000	100%
Siteimprove GmbH	Austria, Vienna	EUR	35,000	100%
Siteimprove i Sverige AB	Sweden, Malmo	SEK	100,000	100%
Siteimprove Inc.	USA, Minneapolis	USD	1,000	100%
Siteimprove Inc.	Canada, Toronto	CAD	100	100%
Siteimprove K.K.	Japan, Tokyo	JPY	50,000	100%
Siteimprove Pte. Ltd.	Singapore	SGD	100,000	100%
Siteimprove Føroyar Sp/f	Faroe Islands, Tórshavn	DKK	50,000	100%
Siteimprove Ltd.	United Kingdom, London	GBP	1	100%
Siteimprove Ltd.	Australia, Sydney	AUD	1	100%
Siteimprove B.V.	Netherlands, Amsterdam	EUR	1	100%
Siteimprove Oy	Finland, Helsinki	EUR	2,500	100%
Siteimprove S.L.U.	Spain, Madrid	EUR	3,000	100%
Siteimprove S.R.L.	Italy, Milan	EUR	10,000	100%
Siteimprove SAS	France, Paris	EUR	1	100%
Siteimprove SPRL	Belgium, Brussels	EUR	6,200	100%
MarketMuse Inc.	USA, Delaware	USD	1.000	100%
Laboratoire MarketMuse Canada	Canada, Quebec	CAD	100.000	100%

5.8 ACQUISITION OF SUBSIDIARY

In October 2024, Siteimprove, Inc., a US subsidiary of the Group, acquired 100% of the issued shares of MarketMuse, Inc, a US company incorporated in Delaware, and its 100% owned subsidiary, Laboratoire MarketMuse Canada, located in Canada. MarketMuse is a company providing advanced technology in the SEO and Digital Experience space, complementing the

Siteimprove product suite. Total consideration was comprised of the following:

Consideration paid in stock of Siteimprove Holdings A/S (Ultimate Parent)	\$2.7M
Consideration paid or to be paid in cash by Siteimprove, Inc.	<u>\$0.6M</u>
Total consideration paid or to be paid	\$3.3M

The acquisition calls for a holdback liability of \$540K to be paid to MarketMuse legacy shareholders on October 1, 2025 pending one year of operations and the discovery of any unrecorded liabilities.

5.8 ACQUISITION OF SUBSIDIARY (continued)

As a result of the acquisition, the Group recognized the following assets and liabilities at the acquisition date:

Developed technology (intangible)	1.7M
Deferred tax asset	2.9M
Net liabilities acquired	<u>(2.4M)</u>
Total identifiable net assets	2.2M
Goodwill recognized	<u>1.1M</u>
Total consideration	3.3M

Goodwill is not deductible for tax purposes under US tax law.

The Group is in the process of finalizing the fair value assessment of the assets and liabilities acquired, including tax assets and liabilities. Therefore, the values presented above are provisional and may be adjusted within the measurement period in accordance with IFRS 3.

Financial Statements for the Parent Company

Parent Income statement January 1 – December 31

DKK '000

	Note	2024	2023
Subscriptions		319,137	251,524
Professional services		-	-
Revenue		319,137	251,524
Cost of revenue	2 / 3	(74,062)	(87,319)
Gross profit	2 / 3	245,074	164,205
Sales & marketing costs	2 / 3	(85,870)	(121,686)
Research & development costs	2 / 3	(83,361)	(118,811)
General & admin costs	2 / 3	(40,196)	(48,111)
Other income		-	-
EBIT		35,647	(124,403)
Financial income	4	39,735	54,468
Financial costs	5	(118,636)	(84,998)
Net profit/(loss) before tax		(43,254)	(154,933)
Income taxes	6	5,632	14,097
Net profit/(loss)		(37,622)	(140,836)

Parent Balance Sheet at December 31

DKK '000

	Note	2024	2023
Contract assets		4,743	5,174
Development projects		44,631	43,365
Development projects in progress		9,954	6,920
Patents		2,926	3,520
Total intangible fixed assets	7	62,254	58,980
Leasehold improvements		-	-
Other fixtures, furniture and fittings		2,116	4,016
Right-of-use assets		5,984	10,264
Total tangible fixed assets	8	8,100	14,280
Investments in subsidiaries	9	6,090	6,090
Other financial fixed assets	10	2,377	2,451
Total other non-current assets		8,467	8,541
Total non-current assets		78,821	81,802
Trade receivables		2,768	2,631
Receivables from subsidiaries		14,004	6,112
Deferred tax assets	6	-	-
Income tax receivables		11,000	13,621
Prepayments	11	11,355	14,887

Total receivables	39,141	37,266
Cash and cash equivalents	6,081	38,100
Total current assets	45,223	75,365
Total assets	124,044	157,167

Parent Balance Sheet at December 31

EQUITY AND LIABILITIES

DKK '000

	Note	2024	2023
Share capital	12	579	579
Reserve for development projects		42,386	36,299
Retained earnings		(589,319)	(576,774)
Total equity		(546,353)	(539,896)
Other provisions	13	19,191	17,005
Lease liabilities	14	1,635	6,361
Borrowings		178,500	202,200
Total non-current liabilities		199,325	225,565
Prepayments received from customers		-	-
Trade payables		11,470	21,325
Payables to subsidiaries		339,520	326,966
Payables to associated companies		91,703	84,302
Income tax liabilities		431	-
Deferred tax assets liability	6	1,090	1,653
Other liabilities		7,115	16,161
Lease liabilities	14	4,726	3,903
Contract liabilities		15,016	17,188
Total current liabilities		471,072	471,498
Total liabilities		670,397	697,063

Total equity and liabilities124,044157,167Contingent assets, liabilities and other
financial obligations**15**Related parties, transactions, ownership
and consolidated financial statements**16**

Distribution of result

17

Significant events after the reporting period

18

Parent Statement of Changes in Equity

DKK '000

	Share capital	Reserve for development projects	Retained earnings	Total
Equity at 1st January, 2024	579	36,299	(576,774)	(539,896)
Development costs for the year		37,594	(37,594)	-
Amortizations and impairment for the year		(29,790)	29,790	-
Tax of development projects		(1,717)	1,717	-
Cash capital increase			34,359	34,359
Conversion of loan from Parent to equity				-
Share-based payments			(3,195)	(3,195)
Net profit/loss			(37,622)	(37,622)
Equity at 31st December, 2024	579	42,386	(589,319)	(546,353)

Notes

1 Accounting policies

Basis of Preparation

The Financial Statements of Siteimprove A/S for 2024 have been prepared in accordance with the provisions of the Danish Financial Statements Act applying medium-sized enterprises of reporting class C.

The Financial Statements are presented in DKK thousands.

The Consolidated Financial Statements have been prepared in accordance with IFRS. The accounting policies applied for the Financial Statements regarding recognition and measurement have also been applied for the Parent Company with the below exceptions.

With reference to §86, para. 4 of the Danish Financial Statements Act no Cash Flow Statement for the Parent Company is disclosed. Please refer to the Consolidated cash flow statement for the Group.

With reference to §101, para. 4 of the Danish Financial Statements Act no separate 5-year summary for the Parent Company is disclosed. Please refer to the Consolidated 5-year summary for the Group.

With reference to §96, para. 3 of the Danish Financial Statements Act no separate disclosure of auditor's fee for the Parent Company is disclosed. Please refer to the Consolidated Financial Statements.

Changes in accounting policies

The accounting policies applied are unchanged from last year.

Investments in subsidiaries

Investments in subsidiaries are measured at cost less accumulated impairment losses and amortizations on positive differences on initial recognition in the balance sheet. Where cost exceeds the recoverable amount, write-down is made to this lower value.

On disposal of investments in subsidiaries, the difference between net disposal proceeds and the carrying amounts of the investments is taken to the income statement.

Share-based payments

In relation to share-based payments, the provisions in IFRS 2 have been adopted as the Danish Financial Statements Act does

not regulate share-based payments settled via equity instruments, but only cash-settled share-based payments.

Derogation from the Danish Financial Statements Act for share-based payments means that the year's cost for share-based payments are not recognized as a liability in the balance sheet, but directly in the statement of equity. For the monetary impact, please refer to the statement of changes in equity and note 4 'Staff costs'.

Right-of-use assets and lease liabilities

In relation to right-of-use assets, the provisions in IFRS 16 have been adopted as the Danish Financial Statements Act does not regulate the recognition of assets that are not owned by the Company ("operating leases") as part of the balance sheet.

Derogation from the Danish Financial Statements Act for right-of-use assets means that the discounted value of future lease payments is recognized as an asset and liability as part of the balance sheet. For the monetary impact, please refer to the balance sheet and note 15 'Short-term and long-term liabilities'.

2 STAFF COSTS

DKK '000

Wages and salaries	100,295	125,561
Pensions	6,285	8,807
Social security costs	1,247	1,627
Share based payments	(3,087)	(2,066)
Total	104,740	133,929
Staff costs included in development projects	(37,594)	(27,296)
Commissions included in deferred commissions	(1,484)	(1,379)
Staff costs expensed to the income statement	65,662	105,254

Above includes remuneration to the Executive Board & Board of Directors

DKK '000

	2024	2023
<i>Executive Board</i>		
Salary and bonus	2,448	3,188
Pension		
Share-based compensation	(8,758)	2,703
Total	(6,310)	5,891
<i>Board of Directors</i>		
Salary and bonus	2,894	2,367
Pension		
Share-based compensation	1,110	-
Total	4,004	2,367
Average number of employees	132	180

The income recognized in 2024 from share-based payment transactions is affected by DKK 8,804 million in prior years being revised due to a change in management assessment of grant date fair value. Management has assessed the adjustment to prior years as not material and have included the consequences in the 2024 income statement without restatement of prior years.

DKK '000

	<u>2024</u>	<u>2023</u>
3 DEPRECIATIONS, AMORTIZATIONS AND IMPAIRMENT		
Amortizations of intangible assets	28,731	30,755
Depreciations on tangible assets	13,159	24,930
Gains/losses on disposals	95	(695)
Total	<u>41,985</u>	<u>54,991</u>
4 FINANCIAL INCOME		
Interests received from affiliated companies	660	3,095
Exchange rate gains	38,092	50,575
Total	<u>39,735</u>	<u>54,468</u>
5 FINANCIAL COSTS		
Interests paid to affiliated companies	35,588	33,396
Other financial costs	19,222	22,042
Exchange rate losses	63,826	29,559
Total	<u>118,636</u>	<u>84,998</u>
6 TAXES		
INCOME TAXES		
Current income tax	5,500	5,500
Deferred income tax current year	673	2,017
Deferred income tax previous years	-	(1,542)
Adjustments concerning previous years	(541)	8,121

Total	<u>5,633</u>	<u>14,997</u>
DEFERRED INCOME TAXES		
Deferred income tax 1st January	(1,653)	3,588
Adjustment of deferred tax concerning previous years	(110)	(5,716)
Movement for the year	<u>673</u>	<u>475</u>
Deferred income tax 31st December	<u>(1,090)</u>	<u>(1,653)</u>

The deferred tax liability primarily consists of timing differences on intangible assets and other assets that will be utilized within 5 years. When assessing the utilization of the tax asset, an emphasis is put on the Company's significant growth rates on existing markets as well as entry into new markets. At December 31, 2024, the Company has a total of DKK 246,496k (2023: DKK 169,808k) as unrecognized deferred tax assets. The net operating losses remain available for offset to future taxable income for tax purposes.

7 INTANGIBLE ASSETS

DKK '000

	Contract assets	Development projects	Development projects in progress	Patents	Total
Accumulated cost at 1st January	22,471	157,462	6,920	4,227	191,080
Exchange rate adjustments	-	-	-	-	-
Additions	1,484	-	37,594	-	39,078
Disposals	(13,910)	-	-	-	(13,910)
Transfers	-	34,560	(34,560)	-	-
Accumulated cost at 31st December	10,045	192,022	9,954	4,227	216,249
Accumulated amortizations and impairment at 1st January	(17,296)	(114,097)	-	(707)	(132,100)
Exchange rate adjustments	-	-	-	-	-
Amortizations	(1,916)	(33,294)	-	(594)	(35,804)
Impairment	-	-	-	-	-
Disposals	13,910	-	-	-	13,910
Accumulated amortizations and impairment at 31st December	(5,302)	(147,391)	-	(1,301)	(153,995)
Carrying amount at 31st December	4,743	44,631	9,954	2,926	62,254

Development Projects relates to the continuous development of new tools and features for the Company's Intelligence Platform. The Development Projects in Progress are expected to be finalized over the course of 2024, after which the marketing of the new software services can begin. The projects are progressing as planned and it is

expected that the software will be sold in current and new markets.

The developed tools and features relate to Quality Assurance, Accessibility, Analytics, SEO, Ads, Performance, Policy Management, CMS plugins, and Response and Data Privacy. As of December 31, 2024 the carrying amount of development projects primarily relates to Quality Assurance, Accessibility, Analytics, CMS plugins and Performance.

The continued product development of the Intelligence Platform is expected to result in a considerable competitive advantage and, hence, a significant further increase in the level of activity and results of operations.

8 TANGIBLE ASSETS

DKK '000

	Leasehold improvements	Other fixtures, furniture and fittings	Right-of-use assets	Total
Accumulated cost at 1st January	3,444	18,299	10,264	32,008
Exchange rate adjustments	-	-	-	-
Additions	-	-	-	-
Disposals	(3,444)	(13,249)	-	(16,693)
Accumulated cost at 31st December	-	5,050	10,264	15,314
Accumulated depreciations and impairment at 1st January	(3,444)	(14,283)	-	(17,727)
Exchange rate adjustments	-	-	-	-
Depreciations	-	(1,805)	(4,280)	(6,085)
Disposals	3,444	13,154	-	16,598
Accumulated depreciations and impairment at 31st December	-	(2,934)	(4,280)	(7,214)
Carrying amount at 31st December	-	2,116	5,984	8,101

9 INVESTMENTS IN SUBSIDIARIES

DKK '000

	<u>2024</u>	<u>2023</u>
Accumulated cost at 1st January	9,030	8,918
Additions		112
Disposals	-	-
Accumulated cost at 31st December	<u>9,030</u>	<u>9,030</u>
Accumulated amortizations and impairment at 1st January	(2,940)	(2,940)
Accumulated amortizations and impairment at 31st December	<u>(2,940)</u>	<u>(2,940)</u>
Carrying amount at 31st December	<u>6,090</u>	<u>6,090</u>

Investments in subsidiaries are specified as follows:

Name	Country	Currency	Share capital	Ownership
Siteimprove A/S	Denmark, Copenhagen	DKK	579.486	Parent
Siteimprove AS	Norway, Oslo	NOK	50.000	100%
Siteimprove GmbH	Germany, Berlin	EUR	25.000	100%
Siteimprove GmbH	Switzerland, Zürich	CHF	20.000	100%
Siteimprove GmbH	Austria, Vienna	EUR	35.000	100%

Siteimprove i Sverige AB	Sweden, Malmo	SEK	100.000	100%
Siteimprove Inc.	USA, Minneapolis	USD	1.000	100%
Siteimprove Inc.	Canada, Toronto	CAD	100	100%
Siteimprove K.K.	Japan, Tokyo	JPY	50.000	100%
Siteimprove Pte. Ltd.	Singapore	SGD	100.000	100%
Siteimprove Føroyar Sp/f	Faroe Islands, Tórshavn	DKK	50.000	100%
Siteimprove Ltd.	United Kingdom, London	GBP	1	100%
Siteimprove Ltd.	Australia, Sydney	AUD	1	100%
Siteimprove B.V.	Netherlands, Amsterdam	EUR	1	100%
Siteimprove Oy	Finland, Helsinki	EUR	2.500	100%
Siteimprove S.L.U.	Spain, Madrid	EUR	3.000	100%
Siteimprove S.R.L.	Italy, Milan	EUR	10.000	100%
Siteimprove SAS	France, Paris	EUR	1	100%
Siteimprove SPRL	Belgium, Brussels	EUR	6.200	100%
MarketMuse Inc.	USA, Delaware	USD	1.000	100%
Laboratoire MarketMuse Canada	Canada, Quebec	CAD	100.000	100%

10 OTHER FINANCIAL FIXED ASSETS

DKK '000

	2024	2023
Accumulated cost at 1st January	2,451	9,443
Additions		612
Disposals	(74)	(7,605)
Accumulated cost at 31st December	2,377	2,451
Accumulated revaluation and impairment 1st January	-	-
Accumulated revaluation and impairment 31st December	-	-
Carrying amount at 31st December	2,377	2,451

11 PREPAYMENTS

Prepayments comprise prepaid expenses concerning rent, insurance premiums and subscriptions.

12 SHARE CAPITAL

The share capital consists of 579,486 shares of nominal value of DKK 1. The share capital is not divided into share classes.

The share capital has developed as follows:

DKK	2024	2023	2022	2021	2020
Share capital at 1st January	579,486	579,486	579,486	579,486	555,126
Capital increases	-	-	-	-	24,360
Capital decreases	-	-	-	-	-

Capital decreases					
Share capital at 31st December	579,486	579,486	579,486	579,486	579,486

13 PROVISIONS

Provision for financial assets covers write-downs on the Company's subsidiaries. Other provisions cover obligation to re-establish the Company's leased premises.

14 SHORT-TERM AND LONG-TERM LIABILITIES

Repayments that fall due within 1 year are recognized under current liabilities. Repayments that fall due after 1 year are recognized under non-current liabilities.

Liabilities are due according to the following order:

DKK '000	2024	2023
Within 1 year	4,726	3,903
Between 1 and 5 years	180,135	208,561
After 5 years	-	-
Total	184,861	212,464

The underlying revolver facility was renegotiated in March 2025 to extend the due date to November 2027. The outstanding amount is classified as due between 1 and 5 years in accordance with the renegotiation subsequent to year end.

15 CONTINGENT ASSETS, LIABILITIES AND OTHER FINANCIAL OBLIGATIONS

CONTINGENT LIABILITIES

The Company has provided corporate pledges to banks totaling DKK 63.4 million (2023: DKK 91.0 million). The corporate pledge includes current and non-current tangible and intangible assets. No limitations in the use of assets apply.

Through participation in joint taxation schemes, the Company is jointly and severally liable for the tax payables.

The Company has issued letter of comfort to subsidiaries.

16 RELATED PARTIES, TRANSACTIONS, OWNERSHIP AND CONSOLIDATED

FINANCIAL STATEMENTS

CONTROLLING INTEREST

Cidron Vega X, SCSp, Luxembourg

Siteimprove Holding A/S, Copenhagen

Si I A/S, Copenhagen

Si II A/S, Copenhagen

TRANSACTIONS WITH RELATED PARTIES

With reference to §98c, para. 7 of the Danish Financial Statements Act no transactions are disclosed.

OWNERSHIP

The following shareholders are recorded in the Company's register of shareholders as holding at least 5% of the votes or at least 5% of the share capital:

SI II A/S, Copenhagen

16 RELATED PARTIES, TRANSACTIONS, OWNERSHIP AND CONSOLIDATED FINANCIAL STATEMENTS (continued)

In May 2024, the Company received a shareholder contribution of USD 5 million from the ultimate parent company. This contribution will ensure that the company has sufficient funds to execute the planned strategy and continue its operations.

CONSOLIDATED FINANCIAL STATEMENTS

Cidron Vega X, SCSp is Parent Company to Siteimprove Holding A/S. The ultimate owner of Cidron Vega X, SCSp is funds managed by Nordic Capital.

Siteimprove A/S is included in the Consolidated Financial Statements of Siteimprove Holding A/S, Copenhagen, Denmark.

DKK '000

	<u>2024</u>	<u>2023</u>
Extraordinary dividend paid	-	-
Proposed dividends	-	-
Retained earnings	(37,622)	(140,836)
Total	<u>(37,622)</u>	<u>(140,836)</u>

17 DISTRIBUTION OF RESULT

DKK '000

	<u>2024</u>	<u>2023</u>
Extraordinary dividend paid	-	-
Proposed dividends	-	-

Retained earnings
Total

(37,622)	(140,836)
(37,622)	(140,836)

18 SIGNIFICANT EVENTS AFTER THE REPORTING PERIOD

In January 2025, the previous CEO, Shane Paladin, exited the company. In February 2025, Nayaki Nayyar was appointed CEO.

