Annual Report 2021

MapsPeople A/S
Stigsborgvej 60
9400 Nørresundby
Business Registration No. 84 05 95 28

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Management Report

Letter from CEO and Chairman

2021 was the year where MapsPeople shifted gears and became a listed company, and the new funding was the start of the next chapter in the growth journey from StartUp to ScaleUp. Our indoor mapping platform MapsIndoors has gained a strong position in the market, the partner-based Go-to-Market Strategy has proven its worth, demand is rising and we have gained momentum on scaling.

The past year has required intense work and commitment from the entire team, and has resulted in mDKK 41,1 annual recurring revenue (ARR), in accordance with 2021 guidance of mDKK 41-45. The result corresponds to an ARR growth for MapsIndoors of 78% and an overall ARR growth of 50%.

Michael Gram, CEO at MapsPeople

Lars H. Brammer, Chairman

Increased investments in sales and development in the second half of 2021 has built an even stronger base for the growth of MapsPeople going forward.

Special characteristics of the growth of ARR are:

- MapsIndoors - platform for indoor mapping accounts for 94% of the combined ARR growth in 2021
- The strategic focus on Corporate Offices, Sport & Entertainment and Conventions bears fruit and accounts for 73% of the growth within MapsIndoors
- NRR of MapsIndoors is 131%, showing a high retention and base for growth in the existing customer base.
- The partner sales channel has been further strengthened and in 2021 accounted for 78% of newbiz.

Thank you to customers, partners, shareholders and employees for supporting our mission of making the world more accessible by guiding anyone anywhere anytime. We look forward to a strengthened growth journey based on continued focus on expanding the partner-based sales channel in existing and new markets.

Overview

MapsPeople at a glance

Vision
We want to lead innovation of indoor and outdoor mapping.

Mission
Making the world more accessible by guiding anyone anywhere anytime.

Key objectives
- Increase revenue per M2 or
- Optimise utilisation of building facilities

Equity story

MapsPeople is a subscription-based SaaS (Software as a Service) company with two primary revenue streams: MapsIndoors - a proprietary generic platform for the global market, and Google Maps primarily aimed at the northern European market based on a Premier Partnership with Google.

MapsIndoors

MapsIndoors is a market-leading indoor mapping platform helping large corporate offices to optimise resource utilisation, assisting guests navigate to their seats at stadiums, displaying vacant parking lots, or avoiding long queues. The MapsIndoors platform can easily be integrated into existing apps, and the solution is primarily built on Google Maps, making the transition from outdoor to indoor completely seamless.

MapsIndoors is more than just an indoor mapping platform. MapsIndoors has all the necessary interfaces for deep integration with internal and external live data sources and the platform is a key element in the user's daily tools. MapsIndoors has +790 end-customers split on more than 30 countries globally.

Google Maps

As a Google Premier Partner, MapsPeople provides Google Maps licences and services for companies wishing to integrate Google Maps in their own products, websites, apps or business systems, and our sales force supports customers in benefiting most from their Google Maps setup. MapsPeople is the only Google Maps Premier Partner in the Nordics and has 12 years of experience as a Google Partner and a customer base of +230 customers.

A partner story

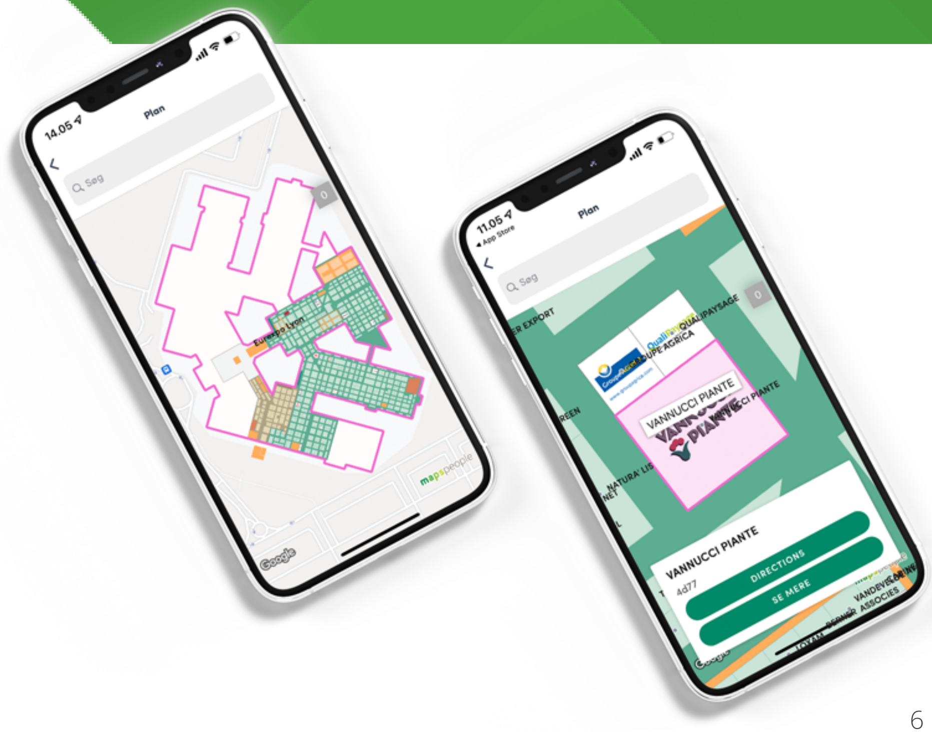
Swapcard integrates MapsIndoors to guide visitors at large events.
With a mission to build a hybrid, data-driven experience that bridges the gap between the online and face-to-face world, Swapcard works to connect people at live events. To meet this ambition, Swapcard has integrated MapsIndoors into its app for mapping purposes.

Swapcard brings a map of the venue alive, guiding visitors to their desired destination with smooth and accurate wayfinding. MapsIndoors integrates with third-party systems, making it possible to introduce enhancements such as automatic floor plan updating and real-time data-related functionalities.

The collaboration with Swapcard is a key example of MapsPeople's partner-based Go-to-Market strategy, and the current collaboration contributed in 2021 with a double-digit share of the ARR growth in 2021.

About Swapcard
Swapcard is a global leading supplier of a Virtual & Hybrid event platform with clients throughout EMEA and the US, and with more than 1500 hybrid and virtual events using the platform.

"We at Swapcard are constantly striving to empower meaningful encounters. Our partnership with MapsPeople will make that even easier. We're excited about the opportunities that our technology partnership will present to attendees and exhibitors alike, and now that some parts of the world are opening up to face-to-face meetings again, we're looking forward to seeing it bring people together",
states Marc Goodman, Head of Partnerships at Swapcard.



Yearly Key Financial Figures

tDKK	2021	2020	2019
Statement of profit or loss			
Revenue	28.781	25.000	20.001
Other operating income	1.101	917	0
Cost of sales	(1.966)	(441)	(1.830)
Other external expenses	(17.055)	(9.807)	(9.010)
Staff costs	(42.262)	(25.251)	(27.393)
EBITDA	(34.663)	(9.582)	(14.572)
EBIT	**(40.866)**	**(12.095)**	**(16.570)**
Statement of financial position			
Investments in property, plant and equipment	673	758	603
Total assets	116.186	70.965	48.339
Equity	44.950	1.249	(26.698)
Software as a Service (SaaS)			
Annual Recurring Revenue (ARR)	41.106	32.534	24.035

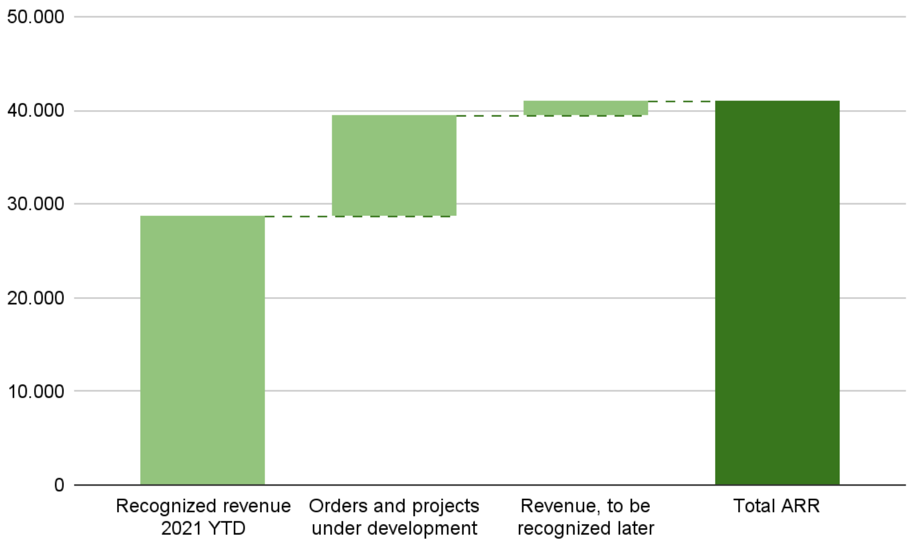
Periodic Key Financial Figures

tDKK	Q4 2021	Q3 2021	H1 2021
Statement of profit or loss			
Revenue	10.037	6.290	12.454
Other operating income	0	1.101	0
Cost of sales	(950)	(449)	(567)
Other external expenses	(4.431)	(4.924)	(7.700)
Staff costs	(11.402)	(12.197)	(18.663)
EBITDA	(12.040)	(9.281)	(13.342)
EBIT	**(12.502)**	**(10.808)**	**(17.556)**

Since there were no consolidated financial statements for the MapsPeople Group prepared prior to 2019, no financial figures from before 2019 are disclosed.

From Revenue to ARR (tDKK)

From ARR commitment to recognised revenue there is a time delay. The difference covers the bridge from when the customer signs a contract, preparation and production of customers' solution, followed by 12 monthly equal revenue recognitions.



Performance and Outlook

Financial review

Recognised revenue

Total recognised revenue for 2021 was tDKK 28.781, representing growth of 15% from 2020 (tDKK 25.000). The revenue exceeded the revenue forecast from the prospectus with tDKK 904 as one-time charges impacted positively to the year.

Other external expenses

In 2021, other external expenses increased by 74% compared to 2020, from tDKK 9.807 in 2020 to tDKK 17.055 in 2021, reflecting a financial year in which MapsPeople went through an initial public offering (IPO). The capital raised has been used to further accelerate MapsPeople's sales and growth strategy and facilitate its market-leading position. Specifically, and in addition to costs related to the IPO, MapsPeople has increased marketing spend in accordance with the 'use of proceeds' from the prospectus.

Knowledge Resources, Research and Development

MapsPeople continues to invest in developing the MapsIndoors Platform to secure and strengthen its current market advantage.

In 2021 the main development focus has been updating the MapsIndoors Platform and supporting features. Further, MapsPeople has filed for a Patent of the deep learning technology used for building tools for efficiency and optimization. The parent company holds the IP rights for all developing technologies.

Staff costs

Staff costs increased by 61%, from tDKK 25.251 in 2020 to 42.262 in 2021. Through 2021, MapsPeople invested in new hirings globally to Development, Automation, and Sales. Staff costs in the parent company amounted to negative tDKK 34.335 in 2021 compared to negative tDKK 18.025. In the parent company, recruitings have been according to plan, while a few of the recruitings on a group level have been postponed.

EBITDA

EBITDA amounted to negative tDKK 34.663 compared to negative tDKK 9.582 in 2020. In the prospectus an EBITDA of negative tDKK 41.096 was expected. Postponed recruitings and lower investments in marketing have had a positive impact on the EBITDA. The EBITDA in the parent company is negative tDKK 26.998 compared to negative tDKK 5.447 in 2020.

The growth strategy prescribes investing into development, increased marketing, and market expansion in order to support MapsPeople's ambitious growth plan to become the global market leader within indoor mapping and navigation. It is expected that these investments will generate negative EBITDA in the short term but long term strengthen the company's financial position.

EBIT

In 2021 EBIT was negative tDKK 40.866 compared to negative tDKK 12.095 in 2020 and was expected to be tDKK 47.303 in the prospectus. EBIT is positively impacted by higher revenue and lower cost. The EBIT in the parent company is negative tDKK 33.585 compared to expected negative of tDKK 34.817.

Statement of financial position

MapsPeople's total assets at December 31, 2021 were tDKK 116.186 (tDKK 70.965 end of 2020). The principal component of this is an increase in cash to tDKK 57.754 in 2021 from tDKK 15.064 in 2020 reflecting the IPO in 2021. As set out in the prospectus the cash position was expected to be tDKK 64.374. The cash position has been negatively affected by late sales contract commitments and other working capital fluctuations.

Cash flow from operating activities

Net cash flow provided by operating activities resulted in an outflow of tDKK 33.218 in 2021 compared to an outflow of tDKK 11.459 in 2020. Net cash flow from operating activities is mainly related to the increase in other external expenses and staff costs as described above.

Cash flow from investing activities

Cash used by investing activities was tDKK 2.821 in 2021 compared with tDKK 8.647 in 2020. The decrease is caused by less development expenditures being capitalised in 2021.

Cash flow from financing activities

Net cash flow from financing activities resulted in an inflow of tDKK 78.729 in 2021 compared to an inflow of tDKK 31.331 in 2020. The inflow stems from a successful listing with gross proceeds of tDKK 85.000.

Foreign currency risk

Foreign currency risk is the risk that the fair value or future cash flows of an exposure will fluctuate because of changes in foreign exchange rates. MapsPeople primarily has transactions in EUR, DKK, USD and the material income and costs are balanced in the same currency, which is why the risk is considered low.

Uncertainty in recognition and measurement

Management has assessed that no assertions in the financial statements have been affected by material uncertainty in recognition and measurement. As a precautionary principle deferred tax asset has not been recognised in the financial statements.

Diversity

At the end of 2021 the number of employees was 90, compared to 64 when ending 2020 of which 37% are women compared to 30% in 2020. Amongst the team we represent 13 nationalities. We believe that a combination of different backgrounds, gender, and skill sets give us the best conditions to create an inspiring and good work environment.

Unusual Conditions

In 2021 cost of tDKK 3.262 regarding IPO has been categorised as special items in the financial statements. The cost is 100% in the parent company

Environment

MapsPeople's platform is focused on cost savings and resource optimization - including reduction of the environmental impact.

MapsPeople's work with indoor mapping is largely driven by current trends in sustainability, work environment and digitization.

Development in activities and finances

June 2, 2021 MapsPeople A/S was accepted for trading on Nasdaq First North Growth Market Denmark. The proceeds (tDKK 85.000) from the listing are being invested as described in the prospectus.

Performance 2021

2021 was a challenging market, but as targets were achieved, the management considers the performance and deliverables in 2021 to be satisfactory.

Exposure to Russia & Belarus

MapsPeople comply with all applicable sanctions, and the imposed sanctions have no direct effect nor do they give any immediate commercial concern.

Outlook 2022

MapsPeople set an ARR guidance of mDKK 75-85 for 2022

EBITDA is expected in the range of mDKK -53 to mDKK -58 based on a revenue expectation in the range of mDKK 40 to mDKK45 in 2022.

SaaS Highlights in 2021

41.1m
ARR - compared to 27.3m at the end of 2020

50%
Increase in total ARR - compared to 50% in 2020

78%
Increase in MapsIndoors ARR compared to 94% in 2020

1039
end customers at the end of 2021 compared to 482 at the end of 2020

614
New end-customers in MapsPeople in 2021- compared to 181 new in 2020

62%
of the MapsIndoors ARR is partner based - compared to 54% at the end of 2020

40
countries where MapsPeople has customers solutions active compared to 27 in 2020

131%
NRR of MapsIndoors in the existing customer base

Scalability & Growth

MapsPeople's three revenue streams (split of ARR)

MapsIndoors
2021 71%
(2020 60%)

Google Maps
2021 20%
(2020 27%)

Other subscriptions
2021 9%
(2020 13%)

Combined ARR

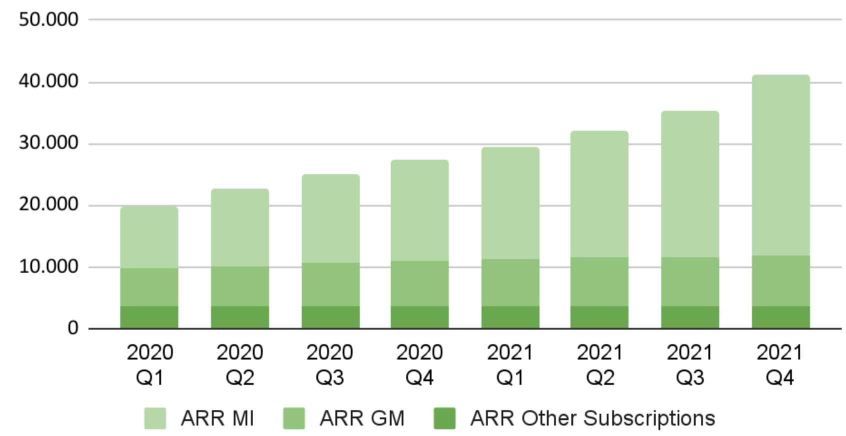
MapsIndoor constitutes 71% of the total ARR and is the core revenue stream of MapsPeople. For that reason, the following presentation of metrics will be of MapsIndoors isolated.

MapsIndoors

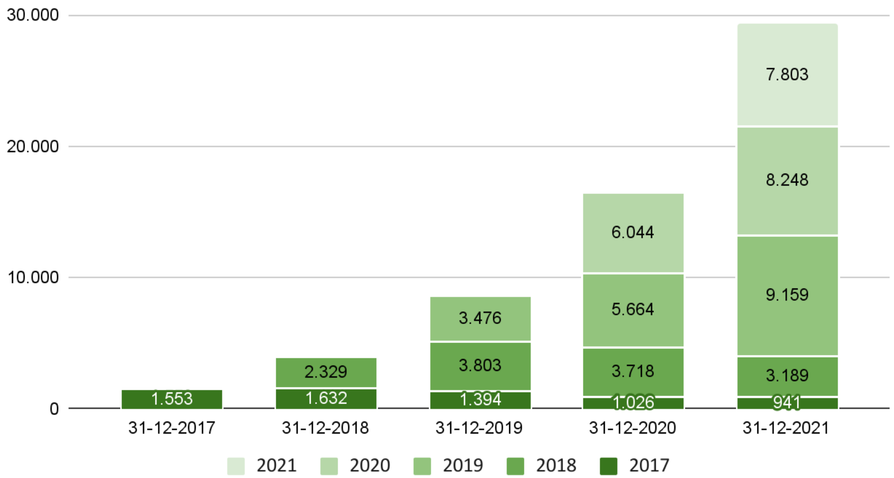
With the proceeds from the IPO, MapsPeople continues to invest in and improve the MapsIndoors platform to expand the market position and to grow the partner-based sales channels.

The yearly cohorts of MapsIndoors present a strong and positive development, resulting in an NRR of 131% in 2021.

Combined ARR (tDKK)



MapsIndoors ARR Growth (tDKK)



MapsIndoors delivers 78% ARR growth. MapsPeople has strategically identified Corporate Offices, Sport & Entertainment, and Conventions as main industries and 73% of NewBiz in 2021 was achieved within these industries. The combined churn[1] in 2021 is 13% and MapsIndoors churn is 14%. A challenging Covid-19 market has continued to influence the convention centres. This industry represents more than 30% of the MapsIndoors churn, but was only representing 6% of the total MapsIndoors ARR.

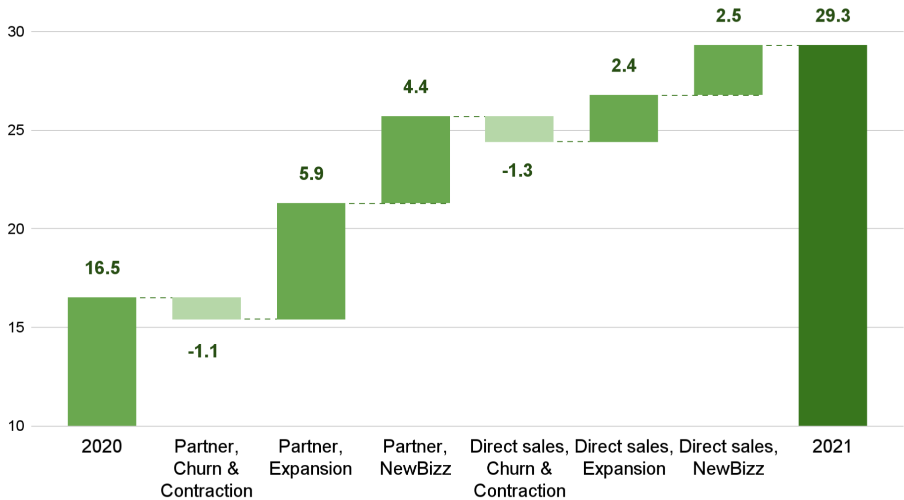
The partner strategy delivered 78% of the new ARR in 2021 and as a result of this the lifetime value (LTV)[2] of MapsIndoors is as expected decreasing in the past 24 months. A partner delivers various numbers of customers - a partner with a subscription of tDKK 100 could bring 1 customer or 100 customers.

This has no impact on ARR, but will impact the LTV, depending on the number of end-customers.

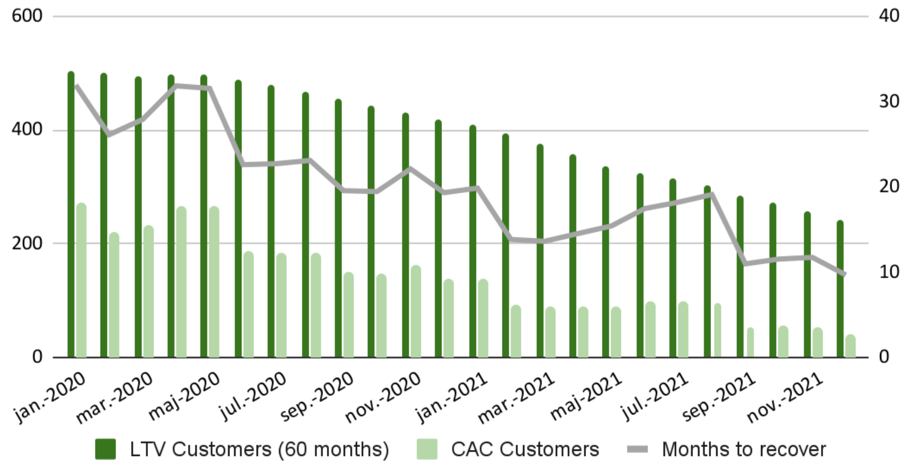
The development of the ratio between LTV and CAC in 2021 is improved significantly and "months to recover" has dropped from 20 months to only 10 months.

[1] Churn is explained on page 98
[2] LTV is explained on page 98

MapsIndoors ARR Development (mDKK)



LTV & CAC development (12 month rolling) and time to recover (tDKK)



Expansion strategy in growing markets

Channel focus

Partner-based sales are the primary growth driver, and specifically OEM partners, who integrate MapsIndoors as a component in their own SaaS solution. Partners address all industries where MapsIndoors createscan create value, including a wide range of industries besides MapsPeople's focus. With a partner in the region covering a specific industry the partner channel will always be prioritised over direct sales. In 2021, partner-based sales accounted for 78% of newbiz and upsale of MapsIndoors and by the end of 2021, there are more than 50 revenue generating partners, each focusing on a single industry.

Industry focus

MapsIndoors is used in a number of industries where indoor mapping has a clear value proposition and where utilisation can generate high return on investment.

The three main industries are Corporate office, Sport & Entertainment, and Conventions where MapsPeople targets enterprise customers, who both generate revenue and at the same time constitute important references.

Regional focus

MapsPeople has established a highly specialised and efficient salesforce adapted to global niche driven, enterprise, and partner based sales. Today, MapsPeople is proactive in the Western European and the North American markets with partners operating in other regions.

Market development

The global indoor positioning and navigation market was valued at bnDKK 66.5 in 2020 and is expected to reach bnDKK 168.2 in 2025 growing with a CAGR of 20%[1)]. The overall global indoor positioning and navigation market is divided into three segments; services/contractors, technology partners, and software tools. Participating in the software tools segment, MapsPeople taps into a bnDKK 21.7 addressable market expected to grow to bnDKK 54.9 in 2025.

1) Source: IndustryARC (2020) – Indoor Positioning and Navigation Market – Forecast (2021 – 2026)

Governance

Company information

The Company

MapsPeople A/S
Stigsborgvej 60
DK-9400 Nørresundby

Business Registration

No.: 84 05 95 28

Registered office

Nørresundby

Date of incorporation:

20.04.1978

Financial year:

01.01.2021 - 31.12.2021

Board of Directors

Lars Henning Brammer, Chairman
Lars Rønn
Christian Samsø Dohn
Rasmus Mencke

Executive Board

Michael Gram, CEO

Auditors

Deloitte
Statsautoriseret Revisionspartnerselskab
City Tower, Værkmestergade 2
8000 Aarhus C
Lead Client Service Partner: Mads Fauerskov

Group Description:

MapsPeople A/S has 100% ownership of MapsPeople Inc.

Financial calendar

Annual General Meeting
26.04.2022

Quarterly Report (Q1)
17.05.2022

Quarterly Report (H1)
30.08.2022

Quarterly Report (Q3)
22.11.2022

Annual Report 2022
28.03.2023

Consolidated Financial Statements

Consolidated statement of profit or loss and other comprehensive income

tDKK	Note	2021	2020
Revenue	5	28.781	25.000
Other operating income	7	1.101	917
Cost of sales		(1.966)	(441)
Other external expenses		(17.055)	(9.807)
Staff costs	6	(42.262)	(25.251)
Special items	8	(3.262)	0
Depreciation and amortisation	10	(6.203)	(2.513)
Operating profit/(loss)		**(40.866)**	**(12.095)**
Financial income	11	180	17
Financial expenses	12	(1.758)	(3.796)
Profit/(loss) before tax		**(42.444)**	**(15.874)**
Tax for the year	13	(498)	2.637
Profit/(loss) for the year		**(42.942)**	**(13.237)**
Total comprehensive income for the year		**(42.942)**	**(13.237)**
Earnings per share, basic (DKK)	21	(0,87)	(0,36)
Earnings per share, diluted (DKK)	21	(0,82)	(0,28)

Statement of financial position

tDKK	Note	2021	2020
Intangible assets	14	19.812	21.961
Property, plant and equipment	15	1.504	1.492
Contract costs	5	4.855	3.013
Leases	16	3.939	3.976
Deposits	17	811	659
Deferred tax assets	13	0	3.150
Total non-current assets		**30.921**	**34.251**
Trade receivables	18	19.462	16.785
Contract costs	5	1.631	950
Income tax receivables	13	2.757	2.313
Receivable from affiliated companies		0	2
Receivables from management and owner	19	2.208	0
Other receivables		365	465
Prepayments		1.088	1.135
Cash		57.754	15.064
Total current assets		**85.265**	**36.714**
Total assets		**116.186**	**70.965**

Statement of financial position

tDKK	Note	2021	2020
Share capital	21	1.098	840
Retained earnings		43.852	409
Total equity		**44.950**	**1.249**
Debt to credit institutions	22	12.141	15.375
Lease liabilities	16	2.596	3.117
Other payables		3.135	2.913
Total non-current liabilities		**17.873**	**21.405**
Debt to credit institutions	22	3.830	2.477
Contract liabilities	5	28.615	27.999
Lease liabilities	16	1.485	974
Trade payables		10.846	9.874
Payables to affiliated companies		137	150
Other payables		8.450	6.837
Total current liabilities		**53.362**	**48.311**
Total liabilities		**71.235**	**69.716**
Total equity and liabilities		**116.186**	**70.965**

Consolidated statement of changes in equity

tDKK	Share capital	Retained earnings	Total
2021			
Balance at 1 January	840	409	1.249
Total comprehensive income			
Net profit/(loss) for the period	0	(42.942)	(42.942)
Total comprehensive income for the year	**0**	**(42.942)**	**(42.942)**
Transactions with owners			
Capital increase	250	84.750	85.000
Transaction costs	0	(2.455)	(2.455)
Shares issued upon exercise of warrants and retention bonus shares	8	1.198	1.206
Share-based payments	0	2.893	2.893
Total transactions with owners	**258**	**86.386**	**86.644**
Balance at 31 December	**1.098**	**43.852**	**44.950**

The Group holds 3.000 treasury shares at a nominal value of DKK 60

Paid in capital (historic)	Nom.	tDKK
Deposit capital	1.000	
Capital increase	2.097	144.566
Capital decrease	(2.000)	(2.000)
Share capital December 31, 2021	1.098	

Consolidated statement of changes in equity

DKK'000	Share capital	Retained earnings	Total
2020			
Balance at 1 January	652	(27.350)	(26.698)
Total comprehensive income			
Net profit/(loss) for the period	0	(13.237)	(13.237)
Total comprehensive income for the year	**0**	**(13.237)**	**(13.237)**
Transactions with owners			
Capital increase	118	26.333	26.451
Conversion of loan	70	12.452	12.522
Transaction costs	0	(1.425)	(1.425)
Other adjustments	0	3.310	3.310
Share-based payments	0	327	327
Total transactions with owners	**188**	**40.997**	**41.185**
Balance at 31 December	**840**	**409**	**1.249**

Cash flow statement

tDKK	Note	2021	2020
Operating profit/loss		(40.865)	(12.096)
Depreciation and amortisation		6.203	2.513
Share-based payments expense		1.972	328
Change in provisions		0	(63)
Change in working capital	20	(1.157)	(2.280)
Financial income received		179	17
Financial expenses paid		(1.758)	(1.654)
Income taxes refunded/(paid)		2.208	1.776
Cash flow from operating activities		**(33.218)**	**(11.459)**
Investments in intangible assets		(1.996)	(7.626)
Investments in property plant and equipment		(673)	(758)
Deposits		(152)	(263)
Cash flow from investing activities		**(2.821)**	**(8.647)**
Proceeds from borrowings	24	125	7.328
Repayment of loans	24	(2.423)	(125)
Payment of principal portion of lease liabilities	24	(1.518)	(828)
Capital increase (net)		82.545	24.956
Cash flow from financing activities		**78.729**	**31.331**
Change in cash and cash equivalents			
Cash, 1 January		15.064	3.840
Net cash flow		42.690	11.224
Cash 31 December		**57.754**	**15.064**

Notes

Notes

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mapspeople

1. Accounting policies

The Group's consolidated financial statements have been prepared in accordance with International Financial Reporting Standards ("IFRS") as adopted by the EU and additional Danish disclosure requirements for the financial statements of reporting class C enterprises, cf. the Danish Executive Order on Adoption of IFRSs ("IFRSbekendtgørelsen ") issued in accordance with the Danish Financial Statements Act ("DFSA"). New standards have been adopted, but have an insignificant impact on the financial statements of MapsPeople.

Basis of preparation

The financial statements are presented in Danish kroner (DKK). All amounts have been rounded to the nearest DKK thousand, unless otherwise indicated.

The financial statements have been prepared on a going concern basis and in accordance with the historical cost convention, except where IFRS explicitly requires use of other values.

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

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

Basis of consolidation

The Consolidated Financial Statements comprise the Financial Statements of MapsPeople A/S (the Parent Company) and subsidiaries which are entities controlled by MapsPeople A/S. The Group controls an entity when it directly or indirectly owns more than 50% of the voting rights or may otherwise exercise a controlling influence.

Principles of consolidation

The Consolidated Financial Statements are prepared on the basis of the financial statements of the Parent Company and its subsidiaries.

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

The line items of subsidiaries are recognised 100% in the Consolidated Financial Statements. Investments in subsidiaries are offset by the interest's share of subsidiaries' net assets at the acquisition date at fair value.

Accounting policies are described in full in this note below.

Foreign currency translation

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

On initial recognition, transactions denominated in foreign currencies are translated to the functional currency at the exchange rates at the transaction date. Foreign exchange rate adjustments arising between the transaction date and at the date of payment are recognised in the statement of profit or loss in financial income or financial expenses.

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

Cash flow statement

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

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

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

Cash flows from financing activities comprise payments arising from changes in the size or composition of the Group's share capital, dividend paid, repayments of loans, and payment of principal portion of lease liabilities. Cash and cash equivalents comprise cash at bank and in hand.

Statement of profit or loss

Revenue

The Group recognises revenue from the following major sources being subscriptions for Mapsindoors and Google Maps subscription allowing customers access to MapsIndoors Platform or Google Maps Console[3]. Revenue is mainly derived from subscription fees charged for the Group's software licences. For software contracts, which are composed of several components, the total contract sum is allocated to the separate performance obligations for the purpose of revenue recognition.

[3] Subscriptions provide customers with a licence, either to access the MapsIndoors Platform or access to Google Maps Console

Revenue recognition requires an agreement with the customer, which creates enforceable rights and obligations between the parties, has commercial substance, and identifies payment terms. In addition, it must be probable that the consideration determined in the contract will be collected. Commitment from customers is minimum for 12 months and they have an opportunity, upon subscription end date, to terminate the contract yearly. Revenue is recognised in the period it reflects.

Revenue is measured based on the consideration to which the Group expects to be entitled in a contract with a customer and excludes amounts collected on behalf of third parties. The Group recognises revenue when it grants customer access to the MapsIndoors Platform or Google Maps Console. All revenue is derived from contracts with customers.

Fixed-term subscription agreements give the right to access the software for a determined period of time, which can be extended at the end of the initial term. The standard perpetual software licence provides customers with the access to the software whilst the contract remains in force and the contract is recognised over time until the contract has expired or is terminated.

The main possible performance obligation related to subscription agreements has been identified as the right to access the software. MapsPeople provides customers with the software licence and they have a right to access the entity's intellectual property as it exists throughout the licence period, including any changes to that intellectual property. The intellectual property is updated on an ongoing basis while the customers are using the existing software and having access to all improvements and changes in the system over the licence period. Therefore, the licence gives a right to access and is recognised over time.

When another party is involved in providing goods or services to its customer, the Group determines whether it is a principal or an agent in these transactions by evaluating the nature of its promise to the customer. The Group is a principal and records revenue on a gross basis if it controls the promised goods or services before transferring them to the customer. However, if the Group's role is only to arrange for another entity to provide the goods or services, then the Group is an agent and will need to record revenue at the net amount that it retains for its agency services. As a Google Maps Premier Partner MapsPeople is appointed to act as an agent in these arrangements.

Cost of sales

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

Cost to obtain a contract

The Group pays sales commission to its employees for each contract that they obtain for sales of licences. The commissions are recognised as contract costs in the statement of financial position and amortised over five years.

Capitalised contract costs are subject to an impairment assessment at the end of each reporting period. Impairment losses are recognised in profit or loss, but the standard is silent on where to present such amounts within the primary financial statements.

Other external expenses

Other external expenses comprise sales and marketing costs, external consultancy costs, other employee-related costs, IT and software costs, investor relations costs, rent costs, expected credit losses on doubtful trade receivables and other administrative expenses.

Staff costs

Staff costs consist of salaries, sales commissions, bonuses, pensions and social costs, share-based payments, vacation pay, and other benefits. Salaries, bonuses, pensions and social costs, share-based payments, vacation pay, and other benefits are recognised in the year in which the associated services are rendered by the employees. The Group has entered into retirement benefit schemes and similar agreements with employees. Contributions to defined contribution plans are recognised in the statement of profit or loss in the period to which they relate and any contributions outstanding are recognised in the statement of financial position as other liabilities.

Share-based payments

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

Share-based payment capitalisation amounts to tDKK 329, the share-based payment liability amounts to tDKK 2.246 and the share-based payment costs amounted to tDKK 1.406 in 2021..

Other operating income

Other operating income and other operating expenses comprise income and expenses of a secondary nature relative to the principal activities of the Group.

Government grants

Government grants relating to costs are deferred and recognised in profit or loss over the period necessary to match them with the costs that they are intended to compensate for. They are included in other operating income.

Special items

Special items are categorised as being one-time income and costs and different from ordinary activity in the business.

Financial income and financial expenses

Financial income and expenses include interest income, interest expense, amortisation of borrowing costs and realised and unrealised exchange gains and losses.

Tax

Tax on the profit or loss for the year comprises the year's current tax and changes in deferred tax. The tax expense relating to the profit or loss for the year is recognised in the statement of profit or loss, and the tax expense relating to items recognised in other comprehensive income and directly in equity, respectively, is recognised in other comprehensive income or directly in equity. Exchange rate adjustments of deferred tax are recognised as part of the adjustment of deferred tax for the year.

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

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

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

Deferred tax is measured based on the tax legislation and statutory tax rates in the respective countries that will apply under the legislation in force on the statement of financial position when the deferred tax asset is expected to crystallise as current tax. Changes in deferred tax resulting from changes in tax rates are recognised in the statement of profit or loss.

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

Up until June 1, 2021, The Group was included in national joint taxation with its Parent Company, Michael Gram Holding ApS. The tax charge from January 1, 2021 to June 1, 2021, is allocated between the Danish jointly taxed companies in proportion to their taxable income, taking into account taxes paid. From June 2, 2021, the Group is no longer included in national joint taxation.

Balance sheet

Intangible assets

Intangible assets include in progress and completed development projects. Capitalised development costs in the year amounted to tDKK 1.996 and expensed development costs amounted to tDKK 10.535.

They have a finite useful life and are subsequently carried at cost less accumulated amortisation and impairment losses.

Costs associated with maintenance are recognised as an expense as incurred. Development costs that are directly attributable to the design and testing of identifiable and unique projects controlled by the Group are recognised as intangible assets when the following criteria are met:

- It is technically feasible to complete the software so that it will be available for use.
- Management intends to complete the software and use or sell it.
- There is an ability to use or sell the software.

- It can be demonstrated how the software will generate probable future economic benefits.
- Adequate technical, financial, and other resources to complete the development and to use or sell the software are available, and
- The expenditure attributable to the software during its development can be reliably measured.

Directly attributable costs that are capitalised as part of the projects consist primarily of direct salaries and other directly attributable development costs.

Capitalised development costs are recorded as intangible assets and amortised from the point at which the asset is ready for use.

Research expenditure and development expenditure that do not meet the criteria above are recognised as an expense as incurred. Development costs previously recognised as an expense are not recognised as an asset in a subsequent period.

The Group amortised intangible assets with a finite useful life using a straight-line method over the following periods:

Development projects in progress - None

Completed development projects - 5 years

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

Property, plant and equipment

Property, plant and equipment comprise other fixtures and fittings, tools and equipment and are measured at cost, less accumulated depreciation and accumulated impairment losses. Other fixtures and fittings, tools and equipment are depreciated on a straight-line basis over the expected useful lives of the finite-lived assets, which are as follows:

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

Leasehold improvements – 5 years

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

Leases

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

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

Short leases with a maximum lease term of 12 months and leases where the underlying asset has a low value are not recognised in the statement of financial position.

The lease term is defined as the non-cancellable period of a lease together with periods covered by options to extend the lease if it is reasonably certain that the options will be exercised and periods covered by options to terminate the lease if it is reasonably certain that the options will not be exercised. A number of leases contain extension and termination options in order to guarantee operational flexibility in managing the leases.

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

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

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

Deposits

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

Trade receivables

Trade receivables are measured at amortised cost less allowance for lifetime expected credit losses.

To measure the expected credit losses, credit risk for trade receivables has been based on an individual assessment. Trade receivables are written off when all possible options have been exhausted and there is no reasonable expectation of recovery.

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

Contract costs

Contract costs consist of sales commissions.

These costs are amortised on a straight–line basis over the period of the underlying contracts (in general, five years).

Cost to obtain contracts is subject to change throughout the year with both additions and impairment in relation to the costs capitalised.

Prepayments

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

Debt to credit institutions

Interest-bearing liabilities are measured at amortised cost.

Trade payables and other payables

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

2. Adoption of new and amended standards

The new and amended Standards and Interpretations that have been issued, but are not yet effective, up to the date of issuance of the Group's financial statements are disclosed below. The Group intends to adopt these new and amended Standards and Interpretations, if applicable, when they become effective.

- Amendments to IFRS 3 Business Combinations: Reference to the Conceptual Framework, effective 1 January 2022.
- Amendments to IAS 16 Property, Plant and Equipment: Proceeds before Intended Use, effective 1 January 2022.
- Amendments to IAS 37 Provisions, Contingent Liabilities and Contingent Assets: Onerous Contracts - Cost of Fulfilling a Contract, effective 1 January 2022.
- Annual Improvements 2018-2020, effective 1 January 2022.
- Amendments to IAS 1 Presentation of Financial Statements: Classification of Liabilities as Current or Non-current, effective 1 January 2023.
- Amendments to IAS 1 Presentation of Financial Statements and IFRS Practice Statement 2: Disclosure of Accounting policies, effective 1 January 2023.
- Amendments to IAS 8 Accounting policies, Changes in Accounting Estimates and Errors: Definition of Accounting Estimates, effective 1 January 2023.
- Amendments to IAS 12 Income Taxes: Deferred Tax related to Assets and Liabilities arising from a Single Transaction, effective 1 January 2023.

The Group does not expect that the amended standards will have a significant impact on the financial statements of MapsPeople.

3. Critical accounting judgements and key sources of estimation uncertainty

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

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

Deferred tax assets

Due to local legislation and guidance about deferred tax assets, management has decided not to recognise the deferred tax assets in the balance sheet.

Development costs

The Group capitalised costs for software development projects. Initial capitalisation of costs is based on Management's judgement that technological and economic feasibility is confirmed, usually when a product development project has reached a defined milestone according to an established project management model. In determining the amounts to be capitalised, Management makes assumptions regarding the expected future cash generation of the project and the expected period of benefits, derived from the actual time spent on focused development. On December 31, 2021, the carrying amount of capitalised development costs was tDKK 19.812 (2020: tDKK 21.961). Total development costs was tDKK 12.531 and capitalisation hereof was tDKK 1.996 (in 2020 tDKK 10.037/tDKK 7.626).

Share-based payments

Estimating fair value for share-based payment transactions requires determination of the most appropriate valuation model, which depends on the terms and conditions of the grant. This estimate also requires determination of the most appropriate inputs to the valuation model including the expected life of the share option or appreciation right, volatility and dividend yield and making assumptions about them. The assumptions and models used for estimating fair value for share-based payment transactions are disclosed in note 9. In 2021 MapsPeople has recognised tDKK 1.406 in share based payments (tDKK 415 in 2020)

4. Segment information

For management purposes, the Group is organised into business units based on its products and services and has three reportable segments, as follows:

- The Google Maps segment, including revenues originating from the Google Maps platform, for which MapsPeople Group represents a Premier Partner;
- The MapsIndoors segment, including revenues originating from the MapsIndoors platform, which provides a solution for any project that needs a map;
- The Other Subscription segment, which includes any additional service provided by MapsPeople A/S to their customers.

The Executive Management is responsible for the strategic decision making. And for the monitoring of the operating results of the operating segments for the purpose of performance assessment. Segment performance is evaluated based on revenue and is measured consistently with revenue in the Consolidated Financial Statements. The statement of profit or loss in management information is not separated into segments, therefore no further information is disclosed. No customer generates more than 10% of the total revenue. For the split of revenue per segment please refer to note 5.

5. Revenue

tDKK	2021	2020
MapsIndoors	14.482	10.493
Google Maps, gross	58.296	52.957
Netting due to agent principle	(47.387)	(42.014)
Google Maps, net*	10.909	10.943
Other Subscriptions	3.390	3.564
Total	**28.781**	**25.000**

The following table shows the opening and closing balances of contract liabilities. There was no revenue recognised in the current reporting period that related to performance obligations that were satisfied in a prior year. The customers are invoiced before the start of a subscription, pay the invoice according to payment terms, while revenue is recognised in the corresponding period.

*Google Maps Partner margin was effective on July 1, 2021 changed from 20% to 12%.

5. Revenue (continued)

Contract balances (liability)

tDKK	2021	2020
Cost at 1 January	27.999	24.005
Additions	616	3.994
Cost at 31 December	**28.615**	**27.999**

Management expects that 98% of the transaction price allocated to the unsatisfied performance obligations as of the year ended 2021 will be recognised as revenue during the next reporting period.

Contract costs

tDKK	2021	2020
Cost to obtain contracts	6.486	3.963
Non-current	4.855	3.013
Current	1.631	950

Cost to obtain contracts relates to sales commissions.

These costs are amortised on a straight–line basis over the period of the underlying contracts (in general, five years).

Cost to obtain contracts is subject to change throughout the year with both additions and impairment in relation to the costs capitalised. In 2021, amortisation amounting to tDKK 1.190 (2020: tDKK 626) was recognised as part of the cost of sales in the consolidated statement of profit or loss.

6. Staff costs

tDKK	2021	2020
Salaries	35.733	22.437
Share-based payments	1.406	415
Pensions	4.402	2.998
Other social security costs	474	337
Salary Compensation (Covid-19)	246	(936)
Total	**42.262**	**25.251**
Sales commission, to be recognised	2.471	1.868
Capitalised development costs	1.996	7.626
Total staff costs	**46.728**	**34.746**
Average numbers of employees during the year	74	63
Board of Directors and Key Management Personnel		
Remuneration	1.311	1.214
Pension	108	98
	1.419	**1.312**

Employment contracts for members of the Key Management Personnel contain terms and conditions that are common to those of their peers in similar companies including terms of notice and non-competitive clauses. In 2021 MapsPeople has expensed consultancy costs to board members of tDKK 123.

7. Government grants

As a result of COVID-19, the Group has received tDKK 1.101 in government aid in 2021, which is included in other operating income in accordance with IAS 20.

This is presented separately and is not offset in staff costs. The Group has not received any other government grants in 2021.

8. Special items

In 2021, the Group incurred a total of tDKK 5.717 in transaction costs in connection with an initial public offering (IPO) of shares.

In accordance with IAS 32, tDKK 3.262 is recognised in profit or loss, and tDKK 2.455 is recognised in equity.

9. Share-based payments

tDKK	2021	2020
Warrants	16	415
Retention Bonus Shares	554	0
Employee Share Scheme	837	0
Total cost of share-based payments	**1.406**	**415**

Costs of share-based payments are recognised as staff costs with a corresponding effect in equity. Consideration received for warrants sold is recognised directly in equity.

Warrant programs

Over the years, MapsPeople has introduced warrant programs with the aim to offer a retention and incentive program for key employees. Vested warrants can be exercised in periods of 14 days starting the day after the publication of the Company's annual report, half-year report or quarterly report, respectively. Warrants that have not been exercised before 24 months after all warrants have vested will lapse automatically.

An overview of outstanding warrants issued by the Company as of December 31, 2021, is shown in the specification below.

Retention Share Bonus Program

In 2021, the Board of Directors decided to introduce a retention bonus program for all full time employees with the exception of Michael Gram, CEO. The program applied to all employees employed at the Company on the first day of trading.

9. Share-based payments (continued)

The shares were transferred to the share depository of the individual employee 6 months after the first day of trading. Payment of the retention bonus, i.e. the transfer of shares, was subject to the continued employment of the employees for a period of 6 months after the first day of trading. In the event an employee resigned before the end of the 6 months period, said employee would not be entitled to receive the retention bonus.

The program ended December 2nd and consequently, and with reference to Company Announcement no. 15-2021, the Board of Directors decided to carry out a capital increase relating to the issuance of bonus shares, issuing a total of 64,800 bonus shares.

Employee Share Program

In 2021, the Board of Directors decided to introduce an employee share program for the period 1 June 2021 to 31 May 2022. The purpose of the program is to:

- Ensure alignment of interests between employees and shareholders of the Company.
- Employee retention.

The employee share program applies to all full-time employees at the Company and its subsidiaries at the time of the IPO, with the exception of Michael Gram, CEO. The employee share program provides a possibility for the employees to have part of their salaries paid in MapsPeople shares. MapsPeople will issue the employee shares by way of issuance of bonus shares in connection with the program.

9. Share-based payments (continued)

The shares will be transferred to the share depository of the individual employee participating in the employee share program when MapsPeople have published the 2022 half-year financial report. Upon receipt of the shares in the depository of the employees, the shares will be at the free disposal of the employees without any restrictions.

Specification of outstanding warrants

Number of warrants	Weighted average exercise price DKK	Board of Directors	Key Management Personnel	Employees	Total
Outstanding at 1 January 2020		325.800	2.434.800	0	2.760.600
Granted	5,08	0	362.900	0	362.900
Cancelled		0	(407.250)	0	(407.250)
Outstanding at 31 December 2020		**325.800**	**2.390.450**	**0**	**2.716.250**
Granted	8,40	0	432.000	0	432.000
Exercised	1,83	(325.800)	(30.000)	0	(355.800)
Outstanding at 31 December 2021		**0**	**2.792.450**	**0**	**2.792.450**

9. Share-based payments (continued)

Outstanding warrants have the following characteristics

	Weighted average exercise price DKK	Vesting period	Exercise period	No of warrants 2021	No of warrants 2020
Warrants granted in 2018	2,00	Jan 19 – Jun 22	Jan 19 – Jan 26	1.997.550	2.353.350
Warrants granted in 2020	5,08	May 21 – Jan 25	May 21 – Nov 28	362.900	362.900
Warrants granted in 2021	8,40	Aug 21 - Aug 24	Aug 21 - Aug 28	432.000	0
Outstanding at 31 December				**2.792.450**	**2.716.250**

	2021	2020
Average remaining life of outstanding warrants at 31 December (years)	4,5	5,4
Exercise price for outstanding warrants at 31 December (DKK)	0,02 - 8,40	0,02 - 5,79

9. Share-based payments (continued)

The fair value of the warrants issued is measured at a calculated market price at the grant date based on the Black-Scholes option pricing model. The calculation is based on the following assumptions at the grant date:

	Warrants granted in 2021	Warrants granted in 2020	Warrants granted in 2018
Average share price (DKK)	8,40	5,15	1,01
Expected volatility rate (% p.a.)	40%	40%	40%
InterRisk-free interest rate (% p.a.)	0,00	0,00	0,00
Expected warrant life (no. years)	5	3	5
Exercise price (DKK)	8,40	4,50-5,79	0,02-2,00
Fair value all warrants, after dilution (tDKK)	1.413	500	3.176

The expected volatility rate is applied based on the annualised volatility on relevant peer groups derived from the standard deviation of daily observations over 12 months ending 2021.

10. Depreciation and amortisation

tDKK	2021	2020
Amortisation of intangible assets	4.145	754
Depreciation of property, plant and equipment	661	744
Loss from sale of intangible assets and property, plant and equipment	0	138
Depreciation of leases	1.397	877
Total	**6.203**	**2.513**

11. Financial income

tDKK	2021	2020
Foreign exchange gains	164	17
Other financial income	16	0
Total	**180**	**17**

12. Financial expenses

tDKK	2021	2020
Interest on debts and borrowings	1.546	3.409
Foreign exchange losses and other adjustments	0	176
Other interest expenses	212	211
Total	**1.758**	**3.796**

13. Tax

tDKK	2021	2020
Current tax for the year income	2.652	2.313
Changes in deferred tax	(3.150)	324
Tax for the year	**(498)**	**2.637**
Recognised as income tax receivables	2.757	2.313

Income tax benefits for both the years 2021 and 2020 relate to tax credit for research and development expenses at the applicable tax rate under the Danish Corporation Tax Act.

13. Tax (continued)

tDKK	2021	2020
Tax calculated as 22% of profit/loss before tax	9.338	3.493
Non-capitalised tax assets US	(1.949)	(1.109)
Non-capitalised tax assets DK	(8.398)	0
Non-deductible expenses related to share-based payments and the IPO	(316)	(394)
Extra deductible expenses related to development costs	827	647
Effective tax	**(498)**	**2.637**
Tax rate for the year (%)	-1%	17%

Deferred tax liabilities, net	2021	2020
Deferred tax 1 January	3.150	2.721
Deferred tax for the year recognised in the statement of profit or loss	(3.150)	429
Other adjustments	0	0
Deferred tax 31 December	**0**	**3.150**

13. Tax (continued)

Deferred tax is recognised in the statement of financial position as follows:	2021	2020
Deferred tax (asset)	0	3.150
Deferred tax (liability)	0	0
Total	**0**	**3.150**

Deferred tax concerns:

tDKK	2021	2020
Contract costs	(1.091)	(714)
Tangible assets other than contract costs	135	143
Liabilities	0	660
Intangible assets	(4.359)	(4.831)
Tax loss carried forward	5.315	7.892
Total	**0**	**3.150**

MapsPeople has invested heavily in growth and expects to continue to do so in coming years. For this reason MapsPeople are unable to use the deferred tax asset within the next few years. Due to local legislation and guidance about deferred tax assets, the deferred tax asset has been written down to tDKK 0. Management expects to utilise the value of tDKK 8.398 in coming years (as of December 31, 2021).

14. Intangible assets

tDKK	Completed development projects	Development projects in progress
2021		
Cost at 1 January	22.923	2.563
Additions	0	1.996
Cost at 31 December	**22.923**	**4.559**
Amortisation and impairment losses at 1 January	3.525	0
Amortisation during the year	4.145	0
Amortisation and impairment losses at 31 December	**7.670**	**0**
Carrying amount at 31 December	**15.253**	**4.559**

14. Intangible assets (continued)

tDKK	Completed development projects	Development projects in progress
2020		
Cost at 1 January	4.594	13.493
Additions	0	7.626
Transfers	18.556	(18.556)
Disposals	(227)	0
Cost at 31 December	**22.923**	**2.563**
Amortisation and impairment losses at 1 January	2.906	0
Amortisation during the year	754	0
Disposals during the year	(135)	0
Amortisation and impairment losses at 31 December	**3.525**	**0**
Carrying amount at 31 December	**19.398**	**2.563**

Completed development projects comprise software development costs related to the development of the existing software platform. The software is under continuous development for the use of customers and is sold as a licence to access the software for a given period. The user has access to upgrades and new functionalities during the contract period.

14. Intangible assets (continued)

Development costs for the year cover both development of the front-end and the back-end part of the software solution. Both parts to increase the user experience and functionalities within the software in order to increase the Group's revenue by maintaining existing clients and acquiring new customers.

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

In 2021, the Group expensed tDKK 10.535 (2020: tDKK 2.411) for development projects, primarily planning, administrative and other general overhead expenditures not meeting the recognition criteria applicable to internally generated intangible assets.

15. Property, plant and equipment

tDKK	Other fixtures and fittings, tools and equipment	Leasehold improvements
2021		
Cost at 1 January	3.951	1.413
Additions	417	255
Disposals	(2.449)	0
Cost at 31 December	**1.919**	**1.668**
Depreciation at 1 January	3.224	648
Disposals	(2.449)	0
Depreciation during the year	411	249
Depreciation at 31 December	**1.186**	**897**
Carrying amount at 31 December	**733**	**771**

15. Property, plant and equipment (continued)

tDKK	Other fixtures and fittings, tools and equipment	Leasehold improvements
2020		
Cost at 1 January	3.652	954
Additions	299	459
Cost at 31 December	**3.951**	**1.413**
Depreciation at 1 January	2.679	449
Depreciation during the year	545	199
Depreciation at 31 December	**3.224**	**648**
Carrying amount at 31 December	**727**	**765**

16. Leases

Right of use assets

tDKK

Offices	**2021**	**2020**
Cost at 1 January	5.516	3.911
Adjustments and revaluations	1.360	1.605
Cost at 31 December	**6.876**	**5.516**
Depreciation at 1 January	1.540	663
Depreciation during the year	1.397	877
Depreciations at 31 December	**2.937**	**1.540**
Carrying amount at 31 December	**3.939**	**3.976**

16. Leases (continued)

Carrying amounts of lease liabilities and movements during the period:

tDKK	2021	2020
At 1 January	4.091	3.314
Additions	1.360	1.600
Accrual of interest	149	155
Payments	(1.519)	(983)
Adjustments	0	5
At 31 December	**4.081**	**4.091**
Non-current	**2.596**	**3.117**
Current	**1.485**	**974**

The following amounts have been recognised in the statement of profit or loss:

tDKK	2021	2020
Depreciation expense of leases	1.397	877
Interest expense on lease liabilities	149	155
Expense relating to short-term leases (included in other external expenses)	0	0
Total amount recognised in the statement of profit or loss	**1.546**	**1032**

16. Leases (continued)

The Group had a total outflow for leases of tDKK 1.519 (2020: tDKK 983).

The Group leases offices and lease terms are negotiated on an individual basis and contain different terms and conditions. As part of COVID-19, no rent concession has been received.

17. Deposits

tDKK	2021	2020
Cost at 1 January	659	396
Additions	152	263
Cost at 31 December	**811**	**659**

18. Trade receivables

tDKK	31 December 2021	31 December 2020
Trade receivables	16.529	16.946
Other receivables	3.749	216
Write-downs	(816)	(377)
Total	**19.462**	**16.785**

Trade receivables related to Google Maps revenue were tDKK 4.694 (2020: tDKK 10.335). As customers are invoiced from MapsPeople, MapsPeople holds the credit risk of the Google Maps usage.

Recognised write-downs amount to tDKK 0 and change in provision for write-downs amounts to tDKK 439 in 2021.

As revenue for this segment is reported net in the statement of profit or loss, the gross receivables for this segment are eight times the reported revenue.

18. Trade receivables (continued)

Expected credit loss

The following table details the risk profile of trade receivables based on the Group's expected loss on trade receivables:

tDKK	Not past due	Overdue by 0-1 month	Overdue by 1-2 months	Overdue by more than 2 months	Total
31 December 2021					
Trade receivables	7.283	4.809	1.161	3.276	**16.529**
Lifetime expected credit losses	0	(26)	(233)	(1.944)	**(2.203)**
Expected credit loss rate	0%	1%	20%	59%	**13%**
31 December 2020					
Trade receivables	12.642	2.250	738	1.316	**16.946**
Lifetime expected credit losses	0	(23)	(74)	(658)	**(755)**
Expected credit loss rate	0%	1%	10%	50%	**4%**

19. Receivables from management and owner

tDKK	2021	2020
Receivables from management and owner	2.208	0
Total	**2.208**	**0**

Receivables from management and owner relate solely to the tax credit scheme and the full amount has been received after December 31, 2021 and is in accordance with the Danish Companies Act.

20. Working capital changes

tDKK	2021	2020
Change in receivables and prepayments	8.726	(2.755)
Change in trade payables and other debt etc	(9.883)	475
	(1.157)	**(2.280)**

21. Share capital and earnings per share

At 31 December 2021, the share capital consisted of 54.896.400 (2020: 41.975.800) shares with a nominal value of DKK 0,02

Issued and fully paid-up shares:	**2021**	**2020**
At 1 January	840	652
Capital increase	258	188
Share capital at 31 December	**1.098**	**840**

tDKK	**2021**	**2020**
The calculation of earnings per share is based on the following:		
Profit/(loss) for the year	(42.942)	(13.238)
Effect of dilutive potential ordinary shares:		
Interest and fair value adjustments on convertible loan notes (net of tax)	0	1.675
Earnings for the purposes of diluted earnings per share	(42.942)	(11.563)
Weighted average number of ordinary shares for calculation of earnings per share:	49.459.041	37.278.200
Effect of dilutive potential ordinary shares:		
Share options	2.792.450	2.618.750
Convertible loan notes	0	1.942.300
Weighted average number of shares for calculation of diluted earnings per share:	52.251.491	41.839.250
Earnings per share, (EPS)	(0,87)	(0,36)
Earnings per share, diluted (DEPS)	(0,82)	(0,28)

22. Debt to credit institutions

tDKK	31 December 2021	31 December 2020
Non-current borrowings		
Debt to credit institutions	12.141	15.375
Total	**12.141**	**15.375**
Current borrowings		
Debt to credit institutions	3.830	2.477
Debt to related parties	137	150
Total	**3.967**	**2.627**

Management has assessed the carrying amount to be equivalent to the fair value of the liabilities.

23. Financial risks

Capital management

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

Financial risk management

Due to the nature of its operations, investments, and financing, the Group is exposed to a number of financial risks. It is Group policy to operate with a low risk profile, so that currency risk, interest rate risk and credit risk only occur in commercial relationships.

The scope and nature of the Group's financial instruments appear from the statement of profit or loss and statement of financial position in accordance with the accounting policies applied. Provided below is information about factors that may influence amounts, time of payment, or reliability of future payments, where such information is not provided directly in the financial statements. This note addresses only financial risks directly related to the Group's financial instruments.

Credit risk

Credit risk is the risk that a counterparty will not meet its obligations towards the Group, leading to a financial loss. The Group is exposed to credit risk primarily related to its trade and other receivables, receivables from group enterprises, contract assets and cash held at financial institutions.

The Group assesses default when the accounts receivable are due more than 30 days, and the outstanding amount reserved according to credit policy and the balance is written off when there is a court order of bankruptcy from the counterparty. The maximum exposure to credit risk at the reporting date is the carrying amount of each class of financial assets

23. Financial risks (continued)

Foreign currency risk

Foreign currency risk is the risk that arises from changes in exchange rates and affects the Group's results. The general objective of the Group's currency risk management is to limit and delay any adverse impact of exchange rate fluctuations on earnings and cash flows and thus increase the predictability of the financial results.

The Group also aims at balancing incoming and outgoing payments in local currency as much as possible as well as monitoring the development in exchange rates and adjusting price lists when required. The dominating foreign currency is EUR but since this is stable, the greatest exposure in foreign currency is to USD and in 2021, 28% (2020: 25%) of the Group's revenue was denominated in USD. In order to minimise the foreign currency risk related to transactions in USD, the Group holds cash deposits in USD. The carrying amounts of the Group's foreign currency-denominated monetary assets and monetary liabilities at the reporting date are as follows:

	Assets		Liabilities	
tDKK	**31 Dec 2021**	**31 Dec 2020**	**31 Dec 2021**	**31 Dec 2020**
Currency				
USD	11.867	4.353	6.423	5.361
EUR	17.283	20.289	16.854	51.815
Other	274	770	45	312

23. Financial risks (continued)

The current level of exposure to USD has limited effect on the reported profit before tax and pre-tax equity. The below sensitivity analysis for profit before tax is based on the reported USD profit before tax, and the effect on pre-tax equity is based on the above listed monetary assets and monetary liabilities at the reporting date.

tDKK	**2021**	**2020**
Sensitivity to a 10% increase in USD exchange rate		
Effect on profit before tax	224	292
Effect on pre-tax equity	544	(101)

Liquidity risk

The Group ensures sufficient liquidity resources by liquidity management. In order to limit the Group's counterparty risk, deposits are only made in well-reputed banks. At 31 December 2021, the Group's cash and cash equivalents amounted to tDKK 57.754 (2020: tDKK 15.064). The cash reserve and expected cash flow for 2021 are considered to be adequate to meet the obligations of the Group as they fall due.

The table below summarises the maturity profile of the Group's financial liabilities based on contractual undiscounted payments which include estimated interest payments:

23. Financial risks (continued)

tDKK	Less than 3 months	3 to 12 months	1 to 5 years	> 5 years	Total	Carrying amount
Year ended 31 December 2021						
Debt to credit institutions	1.395	2.480	12.292	0	16.167	15.971
Lease liabilities	375	1.109	2.596	0	4.081	4.081
Other payables	4.092	4.357	3.135	0	11.585	11.585
Trade payables	10.846	0	0	0	10.846	10.846
	16.709	**7.946**	**18.023**	**0**	**42.679**	**42.483**

tDKK	Less than 3 months	3 to 12 months	1 to 5 years	> 5 years	Total	Carrying amount
Year ended 31 December 2020						
Debt to credit institutions	2.336	2.383	14.721	2.029	21.469	17.852
Lease liabilities	64	850	3.526	0	4.440	4.091
Other payables	0	6.837	2.913	0	9.750	9.750
Trade payables	9.874	0	0	0	9.874	9.874
	12.274	**10.070**	**21.160**	**2.029**	**45.533**	**41.567**

23. Financial risks (continued)

Interest rate risk

Interest rate risk arises in relation to interest-bearing assets and liabilities. The Group's interest-bearing debt to credit institutions of tDKK 15.971 at 31 December 2021 is subject to a floating rate of interest based on a three-month CIBOR plus a premium.

If market interest rates increased by one percentage point, the interest rate sensitivity as calculated based on the loan balance to credit institutions at year-end 2021 would lead to a yearly increase in interest expenses of tDKK 160. A corresponding decrease in market interest rates would have the opposite impact.

Financial instruments

tDKK	2021	2020
Financial assets measured at amortised cost		
Receivables from Parent Company	0	2
Deposits	811	659
Other receivables, current	365	466
Cash	57.754	15.064
Total	**58.930**	**16.191**

23. Financial risks (continued)

Financial liabilities measured at amortised cost	**2021**	**2020**
Debt to credit institutions, current	3.830	1.810
Trade payables	10.846	32.915
Other payables	8.120	4.979
Total	**22.796**	**39.704**

Classification of financial assets measured at amortised cost

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

24. Liabilities arising from financing activities

tDKK	Other borrowings	Compound loans	Lease liabilities	Total
2021				
Liabilities at 1 January	17.851	0	4.090	21.941
Loans raised	125	0	1.360	1.485
Repayments	(2.423)	0	(1.518)	(3.941)
Fair value adjustments of compound loan	0	0	0	0
Accrued interest	419	0	149	568
Liabilities at 31 December	**15.972**	**0**	**4.081**	**20.052**

24. Liabilities arising from financing activities (continued)

tDKK	Other borrowings	Compound loans	Lease liabilities	Total
2020				
Liabilities at 1 January	12.925	11.438	3.313	27.676
Loans raised	4.828	2.500	1.605	8.933
Repayments	(125)	0	(828)	(953)
Fair value adjustments of compound loan	0	1.085	0	1.085
Accrued interest	223	879	0	1.102
Conversion of compound loan	0	(15.902)	0	(15.902)
Liabilities at 31 December	**17.851**	**0**	**4.090**	**21.941**

The Group had non-cash additions to right-of-use assets and lease liabilities of tDKK 1.360 in 2021 (2020: tDKK 1.605).

25. Guarantees, contingent liabilities and collateral

tDKK	31 December 2021	31 December 2020
The following assets are provided as collateral in favour of credit institutions in the Parent Company:		
Intangible assets	19.812	21.961
Property, plant and equipment	1.188	1.050
Receivables	14.636	13.229
Total	**35.636**	**36.240**

Contingent liabilities

Up until June 1, 2021, The Parent Company participated in a Danish joint taxation arrangement where Michael Gram Holding ApS served as the administration company. From June 2, 2021, the Parent Company no longer participates in a joint taxation arrangement with Michael Gram Holding ApS. Up until June 1, 2021, and according to the joint taxation provisions of the Danish Corporation Tax Act, the Parent Company was therefore liable for income taxes etc for the jointly taxed entities, and for obligations, if any, relating to the withholding of tax on interest, royalties and dividend for the jointly taxed entities. The jointly taxed entities' total known net liability under the joint taxation arrangement is disclosed in the administration company's financial statements.

26. Related parties

Shareholders	Registered office	Basis of influence
MapsPeople DK Holding ApS	Denmark	43.8%
Vækstfonden	Denmark	23.5%

Other related parties

Other related parties of MapsPeople A/S with a significant influence comprise the Board of Directors and the Executive Board and their related parties. Remuneration is disclosed in note 6. There were no other related parties identified.

	MapsPeople DK Holding ApS		Vækstfonden	
Transactions with shareholders with significant influence	**2021**	**2020**	**2021**	**2020**
tDKK				
Interest paid	6	6	987	928
Amount owed	137	150	14.121	16.223
Proceeds from conversion of loan	0	0	0	12.425
Proceeds from capital increase	2.500	0	10.000	0

27. Events after the reporting period

From the statement of financial position date and until today, no further matters, which would influence the evaluation of the Annual Report has occurred.

Parent company financial statements

Parent company statement of profit or loss

tDKK	Note	2021	2020
Gross profit		**7.337**	**12.578**
Staff costs	2	(34.335)	(18.025)
Depreciation and amortisation		(6.060)	(2.374)
Operating loss		**(33.058)**	**(7.821)**
Financial income		1.224	631
Financial expenses		(1.751)	(3.647)
Loss before tax		**(33.585)**	**(10.837)**
Tax for the year		(498)	2.637
Loss for the year		**(34.084)**	**(8.200)**
Proposed distribution of profit and loss			
Retained earnings		(34.084)	(8.200)
Loss for the year		**(34.084)**	**(8.200)**

Parent company statement of financial position

tDKK	Note	2021	2020
Intangible assets	3	19.812	21.961
Property, plant and equipment	4	1.188	1.050
Leases		3.939	3.976
Investment in subsidiaries	5	7	7
Deposits	6	651	499
Contract costs		3.509	2.466
Total non-current assets		**29.106**	**29.959**
Trade receivables		14.636	13.229
Receivable from group companies		29.774	16.628
Receivables from management and owner	7	2.208	0
Deferred tax assets	8	0	3.150
Income tax receivables		2.757	2.313
Other receivables		182	456
Prepayments	9	1.085	1.095
Contract costs		1.452	775
Cash		53.361	14.859
Total current assets		**105.455**	**52.505**
Total assets		**134.561**	**82.464**

Parent company statement of financial position

tDKK	Note	2021	2020
Share capital	10	1.098	840
Retained earnings		52.996	(978)
Reserve for capitalised development costs		15.453	17.130
Total equity		**69.547**	**16.992**
Debt to credit institutions		12.142	15.375
Lease liabilities		2.597	3.117
Other payables		3.135	2.913
Total non-current liabilities	11	**17.873**	**21.405**
Debt to credit institutions	11	3.830	2.477
Contract liabilities		23.242	24.000
Trade payables		10.524	9.863
Lease liabilities	11	1.485	974
Payables to affiliated companies		137	150
Other payables		7.923	6.603
Total current liabilities		**47.141**	**44.067**
Total liabilities		**65.014**	**65.472**
Total equity and liabilities		**134.561**	**82.464**

Parent company statement of changes in equity

tDKK	Share capital	Other reserves	Retained earnings	Total
Equity beginning of year	840	17.130	(983)	16.987
Capital increase	250	0	84.750	85.000
Transaction cost	0	0	(2.455)	(2.455)
Share issued upon exercise of warrants and retention bonus shares	8	0	1.198	1.206
Share-based payments	0	0	2.893	2.893
Profit/loss for the year	0	(1.677)	(32.407)	(34.084)
Equity end of year	**1.098**	**15.453**	**52.995**	**69.547**

The Group holds 3.000 treasury shares at a nominal value of DKK 60

Please refer to note 1 to the Consolidated Financial Statements for reconciliation of equity previously reported.

Notes

1. Summary of significant accounting policies

The separate Parent Company Financial Statements have been incorporated in the Annual Report because a separate set of financial statements is required for the Parent Company under DFSA requirements for annual reports of reporting class C enterprises. The 2021 financial statements for MapsPeople A/S have been prepared in accordance with the Danish Financial Statements Act (Årsregnskabsloven). The Group's accounting policies apply to the Parent Company with the exceptions mentioned below.

Cash flow statement

Referring to section 86(4) of DFSA, no cash flow statement has been prepared.

Statement of profit or loss

Gross profit

Gross profit or loss compromises revenue, own work capitalised, other operating income, cost of sales and external expenses with reference to section 32 of DFSA.

Investments in subsidiaries

Investments in subsidiaries are measured at cost. In cases where cost exceeds net realisable value, it is written down to this lower value.

Reserve for development costs

Reserve for development costs comprises recognised development costs net of related deferred tax liabilities. The reserve cannot be used to pay out dividends or cover losses. The reserve is reduced or dissolved if recognised development costs are depreciated or dissolved from the Company's operations. This is done by transferring development costs directly to the free reserve in equity.

2. Staff costs

tDKK	2021	2020
Salaries	28.242	15.312
Share-based payments	1.406	415
Pensions	3.966	2.897
Other social security costs	474	337
Salary compensation (Covid-19)	246	(936)
Total	**34.335**	**18.025**
Sales commission, to be recognised	1.718	1.662
Capitalised development costs	1.996	7.626
Total staff costs	**38.049**	**27.314**
Average numbers of employees during the year	66	54

For information on remuneration to the Board of Directors and MapsPeople Management please refer to note 6 to the Consolidated Financial Statements. In conformity with section 98.b.3 of DFSA, the remuneration for the management team is stated as one category for the whole management team. Remuneration to the Board of Directors and the Executive Board is tDKK 1.419 in 2021 (2020 tDKK 1.314).

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

3. Intangible assets

tDKK	Completed development projects	Development projects in progress
2021		
Cost at 1 January	22.923	2.563
Additions	0	1.996
Cost at 31 December	**22.923**	**4.559**
Amortisation and impairment losses at 1 January	(3.525)	0
Amortisation during the year	(4.145)	0
Amortisation and impairment losses at 31 December	**(7.670)**	**0**
Carrying amount at 31 December	**15.253**	**4.559**

Please refer to the description in note 14 to the Consolidated Financial Statements.

4. Property, plant and equipment

tDKK	Other fixtures and fittings, tools and equipment	Leasehold improvements
2021		
Cost at 1 January	3.467	1.173
Additions	400	255
Disposals	(2.449)	0
Cost at 31 December	**1.418**	**1.428**
Depreciation at 1 January	(3.007)	(583)
Disposals	2.449	0
Depreciation during the year	(314)	(204)
Depreciation at 31 December	**(872)**	**(787)**
Carrying amount at 31 December	**546**	**642**

5. Investment in subsidiaries

tDKK	2021	2020
Cost at 1 January	7	7
Cost at 31 December	**7**	**7**

Investment in subsidiaries	Registered in	Corporate form	Equity interest %	Financial recognition	Equity as of December 31, 2021	Loss before tax 2021
MapsPeople Inc	USA	Inc	100	Measured at cost	(24.597)	(8.858)

6. Deposits

tDKK	2021	2020
Cost at 1 January	499	236
Additions	152	263
Cost at 31 December	**651**	**499**

7. Receivables from management and owner

tDKK	2021	2020
Receivables from management and owner	2.208	0
Total	**2.208**	**0**

Receivables from management and owner relate solely to the tax credit scheme and the full amount has been received after December 31, 2021.

8. Deferred tax

tDKK	2021	2020
Beginning of the year	3.150	2.721
Recognised in the statement of profit or loss	(3.150)	429
Cost at 31 December	**0**	**3.150**

MapsPeople has invested heavily in growth and expects to continue to do so in coming years. For this reason MapsPeople are unable to use the deferred tax asset within the next few years. Due to local legislation and guidance about deferred tax assets, the deferred tax asset has been written down to tDKK 0. Management expects to utilise the value of tDKK 8.398 in coming years (as of December 31, 2021).

9. Prepayments

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

10. Share capital

	Number	Nominal value	Nominal value in total
MapsPeople shares	54.896.400	0,02	1.097.928

11. Non-current liabilities

tDKK	**< 1 year**	**1 to 5 years**	**> 5 years**	**Total**
Year ended 31 December 2021				
Debt to credit institutions	3.830	12.142	0	**15.971**
Lease liabilities	1.485	2.597	0	**4.081**
Other payables	7.593	3.135	0	**10.729**
	12.908	**17.873**	**0**	**30.781**

12. Guarantees, contingent liabilities and collateral

tDKK	2021	2020
The following assets are provided as collateral in favour of credit institutions in the Parent Company:		
Intangible assets	19.812	21.961
Property, plant and equipment	1.188	1.050
Receivables	14.636	13.229
Total	**35.636**	**36.240**

Interest-bearing liabilities have been secured by way of a registered all-monies mortgage providing security in a floating charge of DKK 27.000.000 on the Company's above listed intangible assets, property, plant and equipment and receivables.

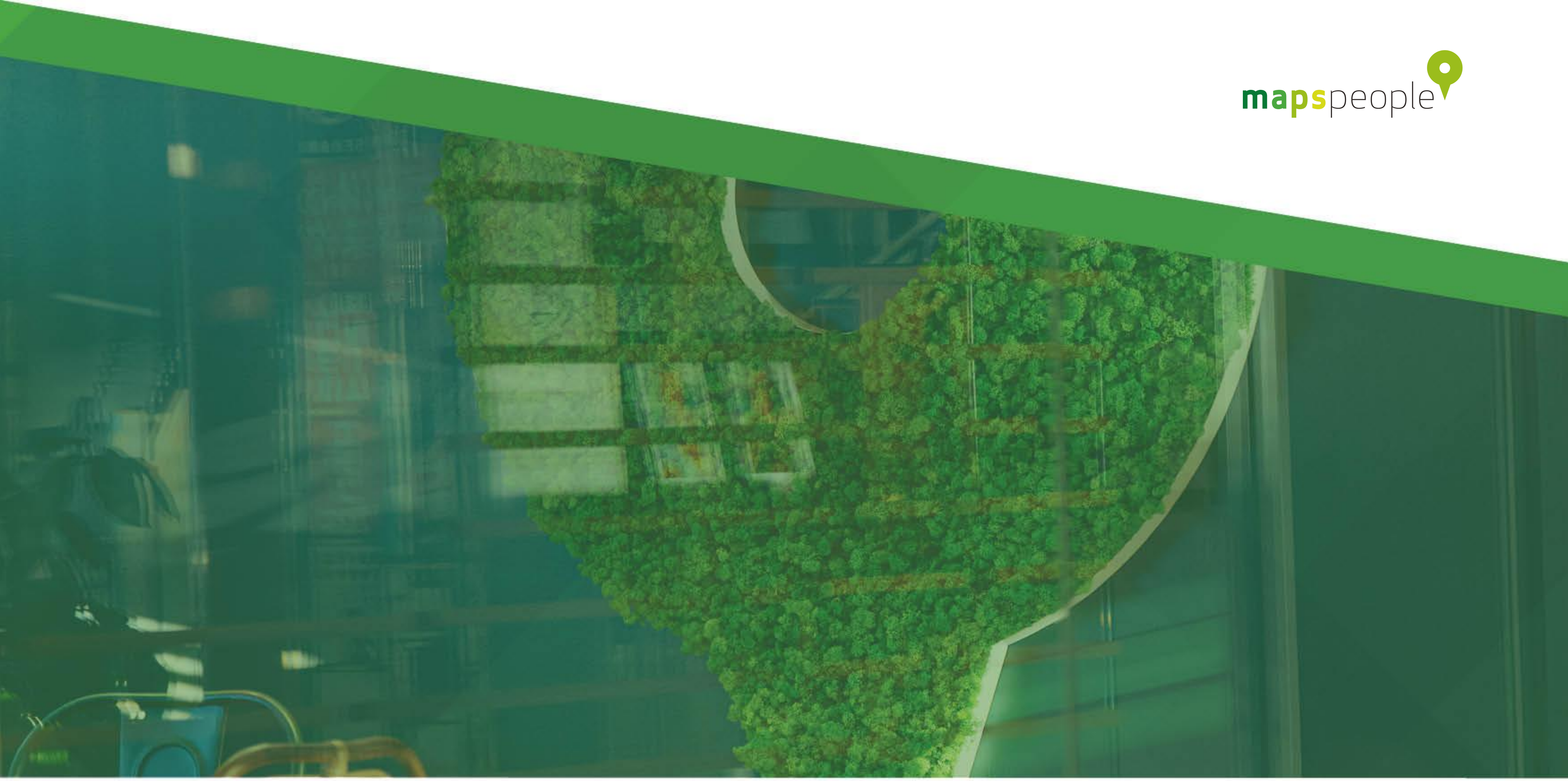
Contingent liabilities

Up until June 1, 2021, The Parent Company participated in a Danish joint taxation arrangement where Michael Gram Holding ApS served as the administration company. From June 2, 2021, the Parent Company no longer participates in a joint taxation arrangement with Michael Gram Holding ApS. Up until June 1, 2021, and according to the joint taxation provisions of the Danish Corporation Tax Act, the Parent Company was therefore liable for income taxes etc for the jointly taxed entities, and for obligations, if any, relating to the withholding of tax on interest, royalties and dividend for the jointly taxed entities. The jointly taxed entities' total known net liability under the joint taxation arrangement is disclosed in the administration company's financial statements.

13. Related parties

Related party transactions

Please refer to note 26 to the Consolidated Financial Statements.



Statement by Management

The Board of Directors and the Executive Board have today considered and adopted the Annual Report of Mapspeople A/S for the financial year 1 January to 31 December 2021.

The Consolidated Financial Statements have been prepared in accordance with International Financial Reporting Standards as adopted by the EU and further requirements in the Danish Financial Statements Act, and the Parent Company Financial Statements have been prepared in accordance with the Danish Financial Statements Act. The Management Commentary has been prepared in accordance with the Danish Financial Statements Act.

In our opinion, the Consolidated Financial Statements and the Parent Company Financial Statements give a true and fair view of the financial position at 31 December 2021 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 1 January to 31 December 2021.

We believe that, the Management Commentary 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.

The annual report is submitted for adoption at the Annual General Meeting on April 26, 2022

Nørresundby, March 29, 2022

Executive Board

Michael Gram

Michael Gram
CEO

Board of Directors

Lars Brammer

Lars Henning Brammer
Chairman

Christian Samsø

Christian Samsø Dohn

Lars Rønn

Lars Rønn

Rasmus Mencke

Rasmus Mencke

Independent auditor's report

To the shareholders of MapsPeople A/S

Opinion

We have audited the consolidated financial statements and the parent financial statements of MapsPeople A/S for the financial year 01.01.2021 - 31.12.2021, which comprise the income statement, statement of comprehensive income, balance sheet, statement of changes in equity, cash flow statement and notes, including a summary of significant accounting policies, for the Group as well as the Parent. The consolidated financial statements is prepared in accordance with International Financial Reporting Standards as adopted by the EU and additional requirements of the Danish Financial Statements Act. The parent financial statements parent is prepared in accordance with the Danish Financial Statements Act.

In our opinion, the consolidated financial statements give a true and fair view of the Group's financial position at 31.12.2021, and of the results of their operations and cash flows for the financial year 01.01.2021 - 31.12.2021 in accordance with International Financial Reporting Standards as adopted by the EU and additional requirements of the Danish Financial Statements Act.

Further, in our opinion, the Parent Company Financial Statements give a true and fair view of the Parent Company's financial position at 31.12.2021 and of the results of its operations for the financial year 01.01.2021 - 31.12.2021 in accordance with the Danish Financial Statements Act.

Basis for opinion

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

Statement on the management commentary

Management is responsible for the management commentary.

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

In connection with our audit of the consolidated financial statements and the parent financial statements, our responsibility is to read the management commentary and, in doing so, consider whether the management commentary is materially inconsistent with the consolidated financial statements and the parent financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

Moreover, it is our responsibility to consider whether the management commentary provides the information required under the Danish Financial Statements Act.

Based on the work we have performed, we conclude that the management commentary is in accordance with the consolidated financial statements and the parent financial statements and has been prepared in accordance with the requirements of the Danish Financial Statements Act. We did not identify any material misstatement of the management commentary.

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

Management is responsible for the preparation of Consolidated Financial Statements that give a true and fair view in accordance with International Financial Reporting Standards as adopted by the EU and additional requirements of the Danish Financial Statements Act as well as 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 consolidated financial statements and the parent financial statements, Management is responsible for assessing the Group’s and the Parent’s ability to continue as a going concern, for disclosing, as applicable, matters related to going concern, and for using the going concern basis of accounting in preparing the consolidated financial statements and the parent financial statements unless Management either intends to liquidate the Group or the Entity or to cease operations, or has no realistic alternative but to do so.

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

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

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

- Identify and assess the risks of material misstatement of the consolidated financial statements and the parent financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Group's and the Parent's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by Management.
- Conclude on the appropriateness of Management's use of the going concern basis of accounting in preparing the consolidated financial statements and the parent financial statements, and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Group's and the Parent's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the consolidated financial statements and the parent financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Group and the Entity to cease to continue as a going concern

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

- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the Group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit opinion.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Aarhus, 29 March 2022

Deloitte
Statsautoriseret Revisionspartnerselskab
Business Registration No. 33 96 35 56

Mads Fauerskov

Mads Fauerskov
State-Authorised Public Accountant
MNE-no. mne35428

Jens Lauridsen

Jens Lauridsen
State-Authorised Public Accountant
MNE-no. Mne34323

Other informations

Definition of Key Figures and Ratios

Annual Recurring Revenue

Annual Recurring Revenue (ARR) is the subscriptions at a given date, including transaction-based use, entered into with the Company and converted to a monthly value multiplied by 12.

New subscriptions are included in ARR at the time of entering into the binding agreement, which would typically occur at the time of signing the agreement.

For changes to existing subscriptions, ARR is included at the time that the change enters into force.

Subscriptions that are terminated or not renewed are reduced on ARR at the time that the agreement ceases to exist.

Subscriptions are typically entered into with an irrevocable period of 12-36 months. Inclusion of ARR is conducted in the following manner:

For 12-month subscriptions, ARR is included as 1 times the value of the agreement. For 24 month subscriptions, ARR is included as ½ times the value of the agreement. For 36-month subscriptions, ARR is included as ⅓ times the value of the agreement.

Monthly subscriptions are included in ARR as 12 times the actual monthly value of the subscription (MRR).

In addition to the value of subscriptions, the customers' transaction-based subscription use, including email and SMS transactions, are also included in ARR.

The value of ARR from transaction-based use is calculated as the latest month's actual transaction-based use.

From month to month, ARR is calculated as the value from the last day of the most recent month ARR adjusted for changes until the last day of the current month.

The following elements are included in the calculation of the changes in ARR:

+ Additional sales to existing customers (subscription-based extensions/additional services)

+ Agreed-upon price adjustments to existing subscriptions

+ New sales of subscriptions

+ The change (+/-) in transaction use derived from the subscriptions

- Termination or contraction of subscriptions

= Change in ARR

ARR is calculated in Danish Kroner. When entering into an agreement in a foreign currency, a currency translation is conducted at the time of entering into the agreement.

Churn rate (%) - The value of terminated ARR for a 12-month period as a percentage of total ARR end of reporting period.

Customer Acquisition Costs (CAC) - The sales and marketing cost (inclusive direct related cost, like travel costs, personal IT costs, costs of office etc.) of acquiring one new customer.

Customer lifetime (LTV) Average number of years from customer acquisition to customer churn calculated as 1 divided by gross value churn rate.

Earnings per share (EPS) Net profit divided by the weighted average number of shares.

Earnings per share, diluted (DEPS) Net profit divided by the weighted average number of shares, including the dilutive effect of stock options.

EBITDA Net profit before interest, tax, depreciation, amortisation and results from joint ventures.

EBIT Earnings before interest and tax.

Gross profit margin (%) Gross profit as a percentage of revenue.

Net Revenue Retention (NRR) is the percentage of ARR from existing customers in a 12 months period, including expansion and churn.

Number of employees year end (FTE) Number of full-time equivalent employees (part-time employees translated into full-time employees) at the end of the year.

Years to recover CAC Average number of years to recover the costs of acquiring one new customer (CAC) calculated as CAC divided by Average ARR per customer in the previous 6 months (ARPA – annual recurring per account).

Signature Certificate

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Signer	Timestamp	Signature
Michael Gram Email: mg@mapspeople.com Sent: Viewed: Signed:	 29 Mar 2022 16:44:49 UTC 29 Mar 2022 16:45:20 UTC 29 Mar 2022 16:46:18 UTC	Michael Gram IP address: 194.182.8.81
Lars Brammer Email: lb@jmiinvest.dk Sent: Viewed: Signed:	 29 Mar 2022 16:44:49 UTC 29 Mar 2022 16:49:04 UTC 29 Mar 2022 16:49:21 UTC	Lars Brammer IP address: 213.237.79.38 Location: Copenhagen, Denmark
Christian Samsø Email: cs@plenuminvest.dk Sent: Viewed: Signed:	 29 Mar 2022 16:44:49 UTC 29 Mar 2022 16:52:27 UTC 29 Mar 2022 16:53:02 UTC	Christian Samsø IP address: 194.182.24.118 Location: Langeskov, Denmark
Rasmus Mencke Email: mencke@gmail.com Sent: Viewed: Signed:	 29 Mar 2022 16:44:49 UTC 29 Mar 2022 17:01:09 UTC 29 Mar 2022 17:05:20 UTC	Rasmus Mencke IP address: 62.192.2.154 Location: Zurich, Switzerland

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Jens Lauridsen Email: jlauridsen@deloitte.dk Sent: Viewed: Signed:	 29 Mar 2022 16:44:49 UTC 29 Mar 2022 18:20:52 UTC 29 Mar 2022 18:22:00 UTC	Jens Lauridsen IP address: 83.151.131.196 Location: Copenhagen, Denmark
Mads Fauerskov Email: mfauerskov@deloitte.dk Sent: Viewed: Signed:	 29 Mar 2022 16:44:49 UTC 29 Mar 2022 18:27:25 UTC 29 Mar 2022 18:28:22 UTC	Mads Fauerskov IP address: 188.183.128.239 Location: Aarhus, Denmark

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