



FINANCIAL REPORT H1 2021

MapsPeople A/S

Stigsborgvej 60,

9400 Nørresundby

Business Registration No. 84 05 95 28

Company Announcement No. 9-2021
Aalborg, August 31st 2021

MapsIndoors achieves
64% ARR growth over
the last 12 months
resulting in a total ARR
growth of **42%**

Half-year report for the period
January 1st 2021 - June 30th 2021

mapspeople 

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MANAGEMENT COMMENTARY



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Business highlights 2021-H1

- The total growth in Annual Recurring Revenue (ARR) is driven by growth from MapsIndoors reaching 20.8M DKK at the end of 2021-H1 which is 64% higher than 12.7M DKK at the end of 2020-H1
- Total ARR reached 32,2M DKK at the end of 2021-H1 which is 42% higher than 22.8M DKK at the end of 2020-H1
- Successful listing at Nasdaq First North Premier with gross proceeds of 85M DKK

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Business summary

The last 12 months have delivered a 64% growth in ARR for the primary product MapsIndoors, resulting in an overall growth in ARR of 42% on all 3 revenue streams.

A focused lead generation and sales effort has resulted in a steadily increasing pipeline throughout the period of which partner sourced business accounts for more than 50%.

In 2021-H1, the organisation has increased from 65 to 76 team members, primarily within commercial and product development departments. The new investments in staff have been made in line with strategy and use of proceeds as described in the prospectus from MapsPeoples IPO. The focus is on development of market, sales channels, product and production system.

EBIT of -17.1M DKK is as expected in accordance with growth strategy and investments and the net cash follows expectations.

Events after 2021-H1

No events affecting the period have occurred after the end of 2021-H1.

ARR development

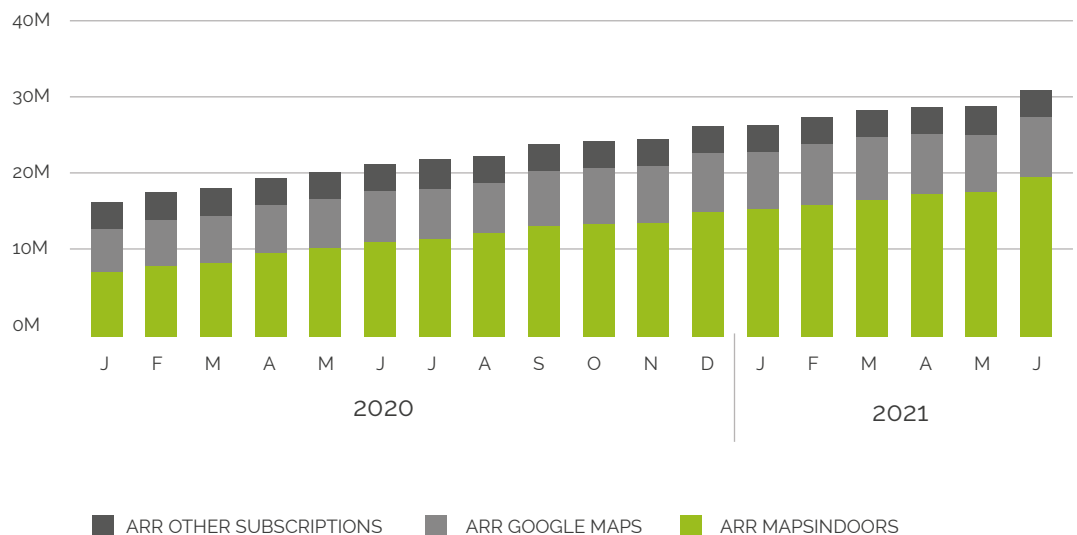
The continued development of the MapsIndoors platform generates a growing cash flow. Development of existing customers and addition of new customers and partners constitute a strong financial foundation for investing in future growth with low risk and high predictability.

The net growth of 42% in the period is affected by extraor-

dinary Covid19 related churn and contraction on both MapsIndoors and Google Maps from customers in the transport sector, conventions and other areas that have been challenged by the pandemic.

With a net revenue retention of 112% at the end of 2021-H1, the growth of existing customers forms an important basis for the overall growth of ARR.

Total ARR (DKK)



“

2021-H1 represents a solid start to the year, and with a steadily increasing pipeline, we expect a strong continuation of the planned growth journey.

Michael Gram, CEO





Statement from the CEO

The start of the year was still challenged by Covid19, but a strong end to the first half year ensured a growth in ARR for MapsIndoors of 64% compared to the same period last year. The corresponding growth for all products in the same period is 42% with a total ARR of DKK 32.2M, with an increase in 2021-H1 of DKK 4.5M.

2021-H1 represents a solid start to the year, and with a steadily increasing pipeline, we expect a strong continuation of the planned growth journey. ARR guidance for the whole year is maintained.

Through Covid19, MapsPeople's focus on the market segment corporate offices has been strengthened by the large companies' growing interest in implementing Smart Offices with an optimization of space utilization. At the same time, there is a growing interest in the sports industry as the audience has slowly begun to return to stadiums. Finally, a new vertical - self storage has emerged during 2021-H1 with a need for indoor mapping and navigation.

With a very successful IPO and a gross cash injection of 85M DKK, MapsPeople are well funded for the next level of the growth journey with MapsIndoors



Guidance

MapsPeople maintains ARR-guidance as mentioned in Company Announcement No. 2-2021, which continues to be 44.3M DKK for 2021.

Statements about the future expressed in the report reflect MapsPeople's current expectations, knowledge of any future events and any potential impact to financial results. The nature of these statements is affected by risk and uncertainties. Therefore, the company's actual results may be different from the guided figures.



CORPORATE GOVERNANCE






Equity story

MapsPeople is a globally oriented Software-as-a-Service (SaaS) company within indoor mapping and navigation.

MapsPeople provides with MapsIndoors a scalable platform that can optimize utilization and deliver a strong user experience in large complex venues.

Continued growth in digitization and focus on optimization combined with the expansion of the IoT industry constitute an increasing demand for MapsIndoors. Strong partnerships within telco, the network industry and PropTech (property technology) are powerful enablers and distribution channels for MapsPeople becoming the global market leader within indoor mapping and navigation.

MapsPeople's development is fueled by global trends in resource utilization, sustainability and user experience.



Company information

The Company

MapsPeople A/S
Stigsborgvej 60
DK-9400 Nørresundby

Business Registration No.:

84 05 95 28

Registered office:

Nørresundby

Financial period:

01.01.2021 - 30.06.2021

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

Certified Advisor

Grant Thornton
Stockholmsgade 45
2100 København Ø

Partner:
Jesper Skaarup Vestergaard

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Statement by Management

The Board of Directors and the Executive Board have today considered and adopted the half-year Report of Mapspeople A/S for the financial period January 1st to June 30th 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.

In our opinion, the Consolidated Financial Statements give a true and fair view of the financial position at 30 June 2021 and of the results of the Group operations and consolidated cash flows for the financial period January 1st to June 30th 2021.

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

Nørresundby, 31 August 2021

Executive Board

Michael Gram
CEO

Board of Directors

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



CONSOLIDATED FINANCIAL STATEMENTS





Comments to financial statements

The growth in ARR by 42% compared to last year, development in revenue and EBIT is in line with the expectations and in accordance with the growth strategy.

During the next few years further growth is expected from investments in commercial resources, increased marketing spend and development of the MapsIndoors Platform.

Revenue

Recognized revenue has increased by 12% compared to 2020-H1. This is the initial benefit from investments in marketing spend and new commercial resources leading to new business.

In 2021-H1 the revenue is 100% from subscriptions compared to last year where 90% of the recognized revenue was from subscriptions and the remaining 10% revenue was from one-time-charges.

Cost of sales

Cost of sales has decreased compared to last year due to internal optimization and the gross profit margin has improved with 4%

Other external expenses

Other external expenses increased with 87% compared to the same period last year. The increase is mainly due to higher marketing spend in accordance with the "use of proceeds" as described in the prospectus.

Staff costs

Staff costs have increased by 34% compared to 2020-H1, mainly due to new commercial and development resources and in accordance with the "use of proceeds" from the prospectus.

Cash flow

Net cash flow from operating activities showed an outflow of 12.2M DKK compared to an inflow in 2020-H1 of 1.1M DKK. The net cash flow is related to investments in commercial and development resources and increased marketing spend.

Net cash flow from investing activities showed an outflow of 1.1M DKK compared to an outflow of 3.6M DKK in 2020-H1. The development of a new product to the MapsIndoors Platform was completed in 2020 and the majority of the cost of development in 2021 is so far operational expenses.

Net cash flow from financing activities shows an inflow of 78.9M DKK as a result of the capital rise when listed at Nasdaq First North Premier.

Profit and loss	Note	2021 - H1	2020 - H1
DKK '000			
Net revenue	1	12,454	11,098
Cost of sales		-567	-1,014
Gross profit		11,887	10,084
Gross profit %		95%	91%
Other external expenses		-7,700	-4,121
Staff costs		-18,663	-13,901
Other operating income		0	0
Depreciation, amortisation and impairment losses		-3,081	-1,069
Operating profit/(loss)		-17,556	-9,007
Financial income		1	86
Financial expenses		-903	-1,241
Profit/(loss) before tax		-18,458	-10,162
Tax		3,628	2,236
Profit/(loss) for the period from continuing operations		-14,830	-7,926
Total comprehensive income for the year		-14,830	-7,926
Attributable to:			
Shareholders of MapsPeople A/S		-14,830	-7,926
Earnings per share, basic (DKK)		-0.34	-0.24
Earnings per share, diluted (DKK)		-0.32	-0.16

Balance sheet
DKK '000

Assets	Note	2021-H1	2020-H1
Intangible assets		20,593	18,091
Property, plant and equipment		1,458	1,294
Contract costs		3,950	1,846
Right-of-use assets		4,716	4,415
Deposits		762	646
Deferred tax assets		6,778	4,956
Total non-current assets		38,257	31,248
Trade receivables		14,345	7,157
Contract costs		1,314	950
Income tax receivables		2,313	1,669
Receivable from affiliated companies		8	44
Other receivables		72	495
Prepayments		1,222	909
Cash		80,646	4,931
Total current assets		99,920	16,155
Total assets		138,177	47,403

Balance sheet
DKK '000

Liabilities and equity	Note	2021-H1	2020-H1
Share capital		840	652
Retained earnings		65,756	-35,277
Translation reserve		0	0
Total Equity	2	66,596	-34,625
Other provisions		0	0
Interest-bearing liabilities		13,771	24,916
Lease liabilities		3,234	3,124
Other payables		3,514	4,736
Total non-current liabilities		20,519	32,776
Interest-bearing liabilities		3,461	3,461
Contract liabilities		28,171	24,705
Lease liabilities		1,655	1,312
Trade payables		9,425	8,568
Payables to affiliated companies		150	155
Other payables		8,200	11,051
Total current liabilities		51,062	49,252
Total liabilities		71,581	82,028
Total equity and liabilities		138,177	47,403

Cash flow statement

DKK '000

	Total 2021 H1	Total 2020 H1
Operating profit/(loss)	-17,107	-7,983
Amortisation,depreciation and impairment losses	3,081	1,069
Share based payment expense	0	0
Other provision	0	0
Working capital changes	2,684	9,362
Financial income received	1	86
Financial expenses paid	-903	-1,241
Income taxes refunded/(paid)	0	-126
Cash flow from operating activities	-12,244	1,167
Investments in intangible assets	-699	-3,211
Investments in tangible assets	-279	-145
Deposits	-104	-251
Cash flows from investing activities	-1,082	-3,607
Loans raised	0	4,014
Repayment of loans	-1,265	-483
Capital increase	85,652	0
Expenses raising capital	-5,479	0
Payment of principal portion of lease liabilities	0	0
Cash flow from financing activities	78,908	3,531
Increase/decrease in cash and cash equivalents	65,582	1,091
Cash and cash equivalents beginning of year	15,064	3,840
Cash and cash equivalent end of period	80,646	4,931

Notes

Note 1 - Revenue DKK '000

	2021 H1	2020 H1
Net revenue		
Google Maps, gross	28,517	25,962
Netting due to agent principle	-22,480	-20,710
Google Maps, net	6,037	5,252
MapsIndoors subscriptions	5,099	4,388
MapsIndoors one time charges	2	489
MapsIndoors, net	5,101	4,877
Other Subscriptions	1,316	969
Total	12,454	11,098

Note 2 - Equity

Statement of changes in equity 2020 DKK '000

	Share capital	Retained earnings	Other reserves	Total
Equity beginning of year	652	-27,350	-	-26,698
Total Comprehensive income				
Profit/loss for the year	-	-13,237	-	-13,237
Total Comprehensive income	-	-13,237	-	-13,237
Transaction with owners				
Capital increase	118	26,333		26,451
Conversion of Loans	70	12,451		12,521
Transaction cost	-	-1,425		-1,425
Other adjustments	-	3,310		3,310
Share-based payments	-	327		327
Total transaction with owners	188	40,996	-	41,184
Equity end of year	840	409	-	1,249

Statement of changes in equity **2021**
DKK '000

	Share capital	Retained earnings	Other reserves	Total
Equity beginning of year	840	409	-	1,249
Total Comprehensive income				
Profit/loss for the year	-	-14,830	-	-14,830
Total Comprehensive income	-	-14,830	-	-14,830
				-
Transaction with owners				-
Capital increase	-	85,000	-	85,000
Conversion of Loans	-	-	-	-
Transaction cost	-	-5,475	-	-5,475
Capital increase - exercise of warrants	-	652	-	652
Other adjustments	-	-	-	-
Share-based payments	-	-	-	-
Total transaction with owners	-	80,177	-	80,177
				-
Equity end of period	840	65,756	-	66,596