ANNUAL REPORT

AND CONSOLIDATED FINANCIAL STATEMENT 2025-2026

1st July 2025 to 30th June 2026

The annual report was submitted and approved by the general meeting on the

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Chairman of the meeting

Jagtvænget 2, 2920 Charlottenlund
Central Business Registration 41305754

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Notes:

- To ensure the greatest possible applicability of this document, IAS/IFRS English terminology has been used.

Statement by the Board of Directors and the Executive Board

Today, the Board of Directors and the Executive Board have discussed and approved the annual report of Mdundo.com A/S for the financial year 1 July 2025 - 30 June 2026.

The annual report is 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 of the Group and the Company at 30 June 2026 and of the results of the Group's and the Company's operations and of the consolidated cash flows for the financial year 1 July 2025 - 30 June 2026.

Further, in our opinion, the Management's review gives a fair review of the matters discussed in the Management's review.

We recommend that the annual report be approved at the annual general meeting.

Charlottenlund, 28 September 2026
Executive Board:

Martin Møller Nielsen
CEO

Board of Directors:

Jesper Vesten Drescher Chairman	Joseph Hundah	Kristopher Mawijena Kris Senanu

Jaikaran Singh Sawhny

Independent auditor's report

To the shareholders of Mdundo.com A/S

Opinion

We have audited the consolidated financial statements and the parent company financial statements of Mdundo.com A/S for the financial year 1 July 2025 - 30 June 2026, which comprise income statement, balance sheet, statement of changes in equity and notes, including accounting policies, for the Group and the Parent Company, and a consolidated cash flow statement. The consolidated financial statements and the parent company financial statements are 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 of the Group and the Parent Company at 30 June 2026, and of the results of the Group's and Parent Company's operations as well as the consolidated cash flows for the financial year 1 July 2025 - 30 June 2026 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 Company financial statements" (hereinafter collectively referred to as "the financial statements") section of our report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Independence

We are independent of the Group in accordance with the International Ethics Standards Board for Accountants' International Code of Ethics for Professional Accountants (IESBA Code) and the additional ethical requirements applicable in Denmark, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the IESBA Code.

Management's responsibilities for the financial statements

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

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

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance as to whether the financial statements as a whole are free from material misstatement, whether due to fraud or error and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs and 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 the 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 financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations or the override of internal control.

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Group's and the Parent Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by Management.
- Conclude on the appropriateness of Management's use of the going concern basis of accounting in preparing the financial statements and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Group's and the Parent Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Group and the Parent Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and contents of the financial statements, including the note disclosures, and whether the financial statements represent the underlying transactions and events in a manner that gives a true and fair view.
- Plan and perform the group audit to obtain sufficient appropriate audit evidence regarding the financial information of the entities or business units within the group as a basis for forming an opinion on the group financial statements and the parent company financial statements. We are responsible for the direction, supervision and review of the audit work performed for purposes of the group audit. We remain solely responsible for our audit opinion.

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

Statement on the Management's review

Management is responsible for the Management's review.

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

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

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

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

Copenhagen, 28 September 2026
EY Godkendt Revisionspartnerselskab
CVR no. 30 70 02 28

Henrik Pedersen
State Authorised Public Accountant
mne35456

Company Details

Company:
Mdundo.com A/S
Jagtvænget 2 2920 Charlottenlund
Company reg. no. 41 30 57 54
Established: 10 April 2020
Domicile: Gentofte Kommune
Financial year: 1 July - 30 June, 6th financial year

Managing Director:
Martin Møller Nielsen

Auditors:
EY Godkendt Revisionspartnerselskab
Marmorvej 1, Postboks 250, 2100 Copenhagen

Subsidiary:
Mdundo Limited, Kenya

Board of Directors


Jesper Vesten Drescher


Kristopher Mawijena Kris Senanu


Joseph Hundah


Jaikaran Sawhny

Management's review

Financial highlights for the Group

DKK'000	2025/26	2024/25	2023/24	2022/23	2021/22
Key figures					
Revenue	8,267	10,965	11,929	12,590	7,258
Gross profit	43	-3,169	-4,219	-5,201	-5,475
Earnings before interest, taxes, depreciation and amortisation (EBITDA)	-1,360	-5,517	-6,397	-7,688	-7,967
Profit before interest and tax (EBIT)	-3,860	-7,873	-8,680	-9,923	-10,153
Net financials	73	-125	-504	-186	645
Profit/loss for the year	-3,845	-8,663	-9,752	-10,211	-9,683
Total assets	24,208	21,483	28,835	36,199	43,895
Share capital	1,929	1,020	1,020	1,020	1,020
Equity	14,302	10,162	18,803	28,470	38,870
Amount relating to investments in property, plant and equipment	0	-3	2	6	0
Total cash flows	4,191	-6,464	-4,514	8,306	-23,005
Financial ratios					
Gross margin	0.5%	-28.9%	-35.4%	-41.3%	-75.4%
EBITDA-margin	-16.5%	-50.3%	-53.6%	-61.1%	-109.8%
Equity ratio	59.1%	47.3%	65.2%	78.6%	88.6%
Return on equity	-31.4%	-59.8%	-41.3%	-30.3%	-22.2%
Book value per share	0.74	1.00	1.80	2.80	3.80
Earnings per share	-0.34	-0.85	-1.00	-0.95	-1.04
Average number of full-time employees	12	12	18	18	18

For terms and definitions, please see the accounting policies.

Executive Summary

Mdundo initiated its strategic transition during FY 2025/26, following the shift from Monthly Active Users to paying subscribers as the Company's primary non-financial KPI. Management's focus for the year was to reduce dependence on advertising and telco billing, and to build a monetisation channel through native apps, mobile money and card payments, and music gaming, on top of the existing telco subscription base.

The Company completed a rights issue of DKK 9.1 million in May 2026. Proceeds are mainly being deployed into product development for the direct payment channels described above. Management's target remains to reach EBITDA break-even within 12 to 18 months of the rights issue.

Revenue for FY 2025/26 amounted to DKK 8.3 million, a decline of 24.5% compared to FY 2024/25 (DKK 11.0 million). The decline was primarily driven by continued ineffectiveness in telco subscription billing. Gross margin improved to 59.1% (FY24/25: 47.4%), EBITDA improved from a loss of DKK 5.5 million to a loss of DKK 1.4 million. Cash flow from operating activities improved from an outflow of DKK 5.1 million to an outflow of DKK 2.6 million. Including investments of DKK 1.2 million, cash flow before financing was an outflow of DKK 3.8 million, compared with an outflow of DKK 6.5 million in FY 2024/25. Net proceeds of DKK 8.0 million from the capital increase resulted in a net increase in cash of DKK 4.2 million. Cash and cash equivalents at 30 June 2026 were DKK 8.8 million. (Excluding the balance with Perform Marketing which is clubbed under AR). Including Perform Marketing, the Cash balance stands at DKK 9.1 million.

DKK	Y/Y Change	FY 25/26	FY 24/25	FY 23/24
Revenue	**-24.5%**	**8.3m**	**11.0m**	**11.9m**
Hereof Subscription (Telco, Direct & Mobile App)	*-18.5%*	*7.1m*	*8.7m*	*7.4m*
Hereof Advertising	*-51.1%*	*1.1m*	*2.3m*	*4.5m*
Hereof Artist Promotion & Music Games	*n/a*	*0.1m*	*n/a*	*n/a*
Gross Profit * (Before Other External expenses)	**-6.2%**	**4.9m**	**5.2m**	**5.9m**
Gross Margin*	+11.7pp	59.1%	47.4%	49.6%
Total OPEX	-41.8%	6.2m	10.7m	12.2m
EBITDA	**75.3%**	**-1.4m**	**-5.5m**	**-6.4m**
Net cash flow	**+10.6m**	**+4.2m**	**-6.5m**	**-4.5m**
Cash flow from Operating activities	+2.5m	-2.6m	-5.1m	-4.0m
Cash & Cash Equivalent	89.5%	8.8m	4.7m	11.1m

*Gross Profit as presented here excludes "Other External Expenses," differing from the Financial Statements. It also reflects the reversal of prior-year provisions no longer payable. Adjusting for this reversal, gross margin % stands at 48.9% for FY25/26 and 46.7% for FY24/25.

Financial Highlights

Revenue Development

In the FY2024/25 annual report, management indicated that the launch of new telco and wallet integrations, together with a shift in focus towards direct advertising sales, was expected to support a recovery in subscription and advertising performance going forward. Actual results for FY2025/26 deviated from this expectation.

Total revenue for FY 2025/26 amounted to DKK 8.3 million, a decline of 24.5% compared to FY 2024/25 (DKK 10.97 million). Subscription revenue remained the largest contributor at DKK 7.1 million, down 18.5% year-on-year. The decline was driven almost entirely by telco billing performance and slower acquisition as a result of poorer unit economics. Direct and mobile app subscription revenue grew during the year but remains a small part of total subscription revenue. Advertising revenue declined 51.1% to DKK 1.1 million, continuing the trend of recent years and as a result the Company redirected resources toward subscription and direct payment channels.

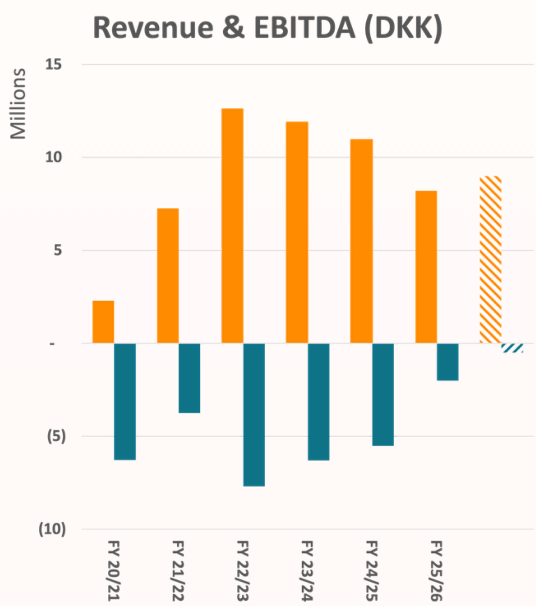
Gross Margin and Cost Discipline

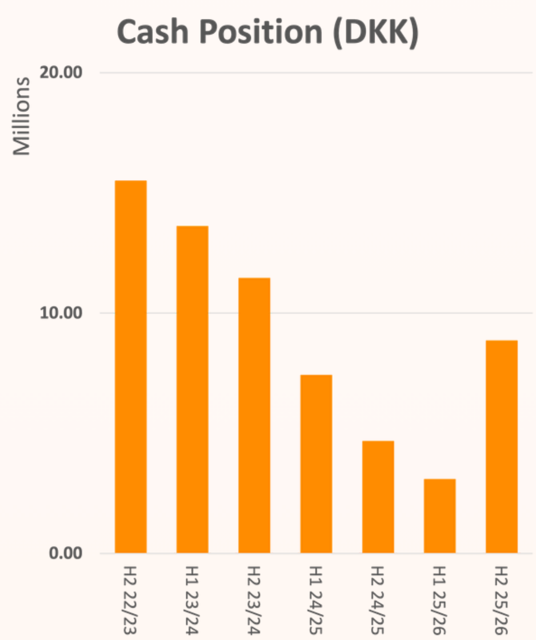
Gross margin improved to 59.1% from 47.4% in FY 2024/25, the improvement is a result of updated terms and conditions with rights holders implemented during the year (effective Jan 2026). The expected gross margin in FY 26/27 is close to 54% (as compared to normalized gross margin of 48.9% in FY 2025/26) which is a full year impact of T&C changes.

Total operating expenses decreased by 41.8% year-on-year to DKK 6.2 million. The reduction was concentrated in licensing, promotional campaign spend and sales. The reduction in promotional campaign spend reflects a negative development in the CLTV of the telco subscription services, as well as less focus on acquiring freemium users.

EBITDA and Cash

EBITDA improved by 75.3% year-on-year, from DKK -5.5 million to DKK -1.4 million. This is a result of higher gross margin, a reduced organisation with a focus on potential future growth areas and tighter control on operating expenses as a result of the revenue decline in the business. The closing cash balance was DKK 8.8 million, up from DKK 4.7 million in FY 2024/25, reflecting the rights issue completed in May 2026 (net proceeds of DKK 8.0 million after related costs). Excluding the impact of the rights issue, the net cash flow was improved by DKK 2.5 million from the prior financial year. The improvement in EBITDA was the main driver of the positive impact on operating cash flow however partly offset by lower collections during the year in line with lower revenue. The rights issue proceeds give the Company the resources to fund product development in FY 2026/27, as it continues working toward its target of EBITDA break-even within 12 to 18 months of the rights issue.



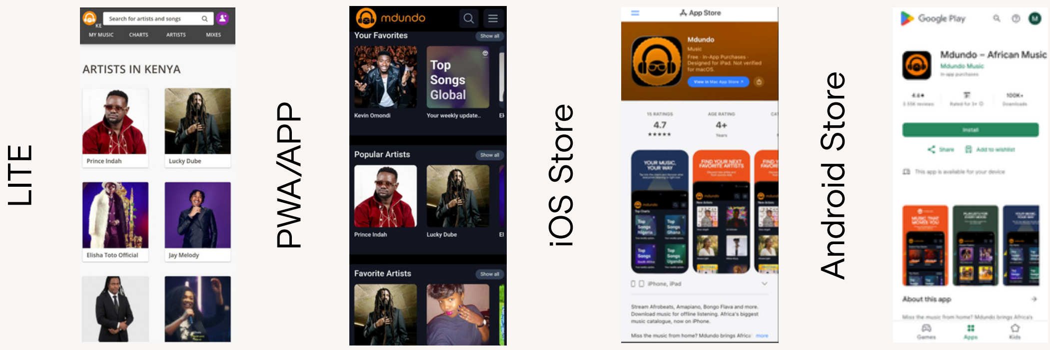


Cost Discipline

Cost reductions during FY 2025/26 reflected a reallocation of spend rather than a broad-based cut. Spend was reduced in areas no longer contributing to growth, and redirected towards the channels that management expects to drive the business forward.

- Reduced: Freemium business, advertising sales and operations and telco-subscription operations and marketing campaigns.
- Increased: Native app development and direct payment integrations (mobile money and cards).

The organizational restructuring completed during the year, under which partnership and licensing responsibilities were consolidated under the CEO and COO, is expected to contribute positively with approximately DKK 720k to annualized EBITDA and DKK 1.2 million to annualized cash flow (restructuring also included impact on product development cost which is below EBITDA). Updated terms and conditions with rights holders are expected to improve gross margin by a further 5 percentage points on an annualized basis, with the initial benefit already visible in H2 of the FY 2025/26.
Management expects the FY 2026/27 cost base to follow the same approach, with resources continuing to shift toward opportunities for high growth and profitability.



Strategic Transition

As a response to the decline in advertising and telco revenue, management's strategy is to reduce reliance on advertising and telco billing, prioritise higher ARPU users, and establish a direct payment channel alongside the existing telco subscription business.

Advertising and broad promotional activity were reduced further during the year. Resources were redirected toward users with higher payment potential, including diaspora subscribers, who pay by card, and higher income African smartphone users.

The Company launched native Android and iOS applications in the last quarter of the year with a goal of creating a more native experience for the 500,000 - 1,000,000 monthly active users accessing Mdundo.com from outside Africa.

Telco performance varied across partners during the year. A few partners showed improvement following pricing and unit economics adjustments within the year; however, several of the Company's largest partners by historical revenue continued to decline. Management considers this decline to be structural for a number of partners. As a result, the Company is pursuing alternative forms of partnership with telcos, including microapps, data and entertainment bundles, and mobile money integration.

Subscription and Payment Activity

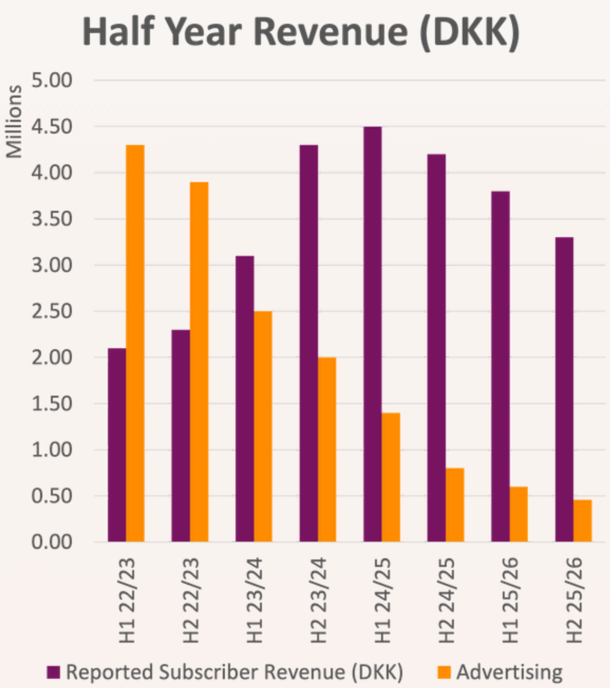
Telco transaction volumes and unique subscribers both declined in the second half of the year, and this decline was broad-based across partners rather than limited to a small number of billing relationships. Direct payment channels, comprising mobile money and card payments, grew quarter on quarter, though from a small base and not yet at a scale that offsets the decline in telco subscribers.

Growth in direct subscribers was in line with expectations, but blended ARPU was below the USD 1.50 monthly target communicated at the time of the rights issue. This reflects the mix of direct subscribers acquired during the year, with a larger proportion of African subscribers at lower price points than anticipated, relative to diaspora subscribers at the higher USD denominated tier. Management will continue to work on the pricing and segmentation of direct subscribers during FY 2026/27, with the aim of increasing the proportion of diaspora and higher income African subscribers.

	Q2 (Oct–Dec)	Q3 (Jan–Mar)	Q4 (Apr–Jun)
Subscription Payments:	9.9m	8.1m	6.9m
Mobile money and card payments:	2.1k	12.5k	18.0k
Half-Yearly Subscription revenue (DKK):	3.8m	3.3m	

Advertising Business

Advertising revenue continued to decline as a proportion of total revenue during FY 2025/26. The Company continues to work with major advertisers across its core African markets and continues to develop its brand and media offering, with the aim of capturing a share of the growing digital advertising spend across the continent. Advertising is expected to remain a smaller part of the business going forward however experiments are ongoing to increase the advertising revenue from programmatic channels including in-stream advertising, video advertising and in-app advertising within Africa and globally.



Product and Platform Development

The most significant product development of the year was the launch of native Android and iOS applications, replacing the mobile web and Progressive Web App as the Company's primary product experience for smartphone users. The native Android app launched on 2 April 2026, with the iOS app following within the same quarter. Both apps introduce in-app purchases, offline downloads, and a simplified subscription flow, with a premium tier priced at USD 1.99 per month, targeting at higher-value African smartphone users and diaspora listeners outside the continent.

Public app store listings show early traction: the Company's primary iOS and Android listing has combined surpassed 100,000 installs with a 4.5 out of 5 rating from over 3,000 reviews. These are third-party app store figures rather than the Company's own reconciled totals and should be read as directional evidence of early traction rather than as official metrics.

Alongside the native app launch, payments through the PWA were upgraded to support recurring card payments in addition to one-off transactions, and direct payments through mobile money were expanded, providing an additional payment method alongside telco billing, first launched in Uganda, was expanded during the year to additional markets across Africa. Changes were also made to the paywall and free tier structure to focus on paid conversion, and artist promotion was introduced as a new revenue line, under which artists pay the Company to promote their music to its user base.

Outlook for FY 2026/27

Revenue: DKK 8.0–10.0 million, from DKK 8.3 million in FY 2025/26.

EBITDA: DKK -1.0 to 0.0 million, improvement from DKK -1.4 million in FY 2025/26.

Cash Position: DKK 6.5-7.5 million, a reduction from DKK 8.8 million at the end of FY 2025/26

Telco subscription revenue is expected to remain under pressure. Management's priorities for FY 2026/27 are to convert the app launch and improved payment infrastructure into direct subscriber growth, improve the mix of direct subscribers toward diaspora and higher income African users, and pursue new commercial arrangements with telco partners. Management continues to target EBITDA break-even within 12 to 18 months of the rights issue.

Market Environment

Mobile money remains the dominant digital payment rail across Sub-Saharan Africa. According to the GSMA's State of the Industry Report on Mobile Money 2026, the region processed approximately USD 1.4 trillion in mobile money transactions in 2025, equivalent to 66% of the USD 2.1 trillion transacted through mobile money globally. This scale is why mobile money is central to the Company's payment strategy within Africa. It is worth noting, however, that mobile money in Africa remains predominantly a transactional rather than a subscription tool. The same GSMA report shows that person-to-person transfers and cash-in/cash-out still account for the majority of transaction value, while merchant payments, the use case closest to recurring content or subscription billing, have grown from only 4% to 8% of monthly transaction value over the past five years. Subscription and micro-billing through mobile money, including the Company's own direct payments, should therefore be read as an early and largely unproven opportunity rather than an established revenue category.

The broader recorded music market in the region continues to grow. According to the IFPI's Global Music Report 2026, recorded music revenue in Sub-Saharan Africa increased by 15.2% in 2025 to approximately USD 120 million, one of the fastest-growing regions globally alongside the Middle East and North Africa. IFPI attributes this to increased adoption of licensed streaming, the rising international profile of African artists, and continued investment from record labels, a trend also visible in Spotify's opening of a Johannesburg office in 2026 to expand its African operations, and in recent major-label investment in African rights businesses, including Warner Music Group's acquisition of Africori and Universal Music Group's majority stake in Mavin Global. This underlying growth supports the addressable opportunity in the Company's core African business.

Telecom operators across the continent continue to bundle entertainment with data and financial services rather than treat them as separate products. Recent examples include Vodacom's launch of its Value News Network in December 2025, MTN's continued build-out of its Showmax, Wi-Flix and Kiwi partnerships, Airtel's ongoing Airtel TV offering, and Canal+ becoming the first operator to distribute Netflix across 24 Francophone African countries.
The Company's diaspora subscription business targets African communities living outside the continent, principally in the US, UK, France, Germany and the UAE. The broader addressable audience in the United States is substantial: Pew Research Center estimates the Black population reached 49.2 million in 2024, up 36% since 2000. Nigeria, Ethiopia, Ghana, Kenya and South Africa are the leading countries of origin. The Company estimates this African-born and first-generation segment at 4–5 million, representing the audience with the strongest direct connection to contemporary African culture and music, and the Company's primary target within the US market. The 2021 UK census recorded a further 1.5 million people identifying as Black African in England and Wales. Together with additional communities in France, Germany and the UAE, this represents a core diaspora segment of several million people, within a substantially larger pool of tens of millions across these markets who identify with African heritage more broadly.

Consolidated financial statements and parent company financial statements 1 July 2025 - 30 June 2026

Income statement

		Group		Parent company	
Note	DKK	2025/26	2024/25	2025/26	2024/25
	Revenue	8,267,324	10,965,460	7,812,580	10,231,169
	Cost of sales	-3,383,209	-5,761,323	-3,228,083	-5,587,696
	Other external expenses	-4,840,948	-8,373,103	-5,543,394	-7,427,376
	Gross profit	43,167	-3,168,966	-958,897	-2,783,903
2	Staff costs	-1,403,336	-2,348,003	-250,000	-557,900
	EBITDA	-1,360,169	-5,516,969	-1,208,897	-3,341,803
	Amortisation/depreciation and impairment of intangible assets and property, plant and equipment	-2,499,354	-2,356,515	-2,390,064	-2,245,503
	Profit/loss before net financials	-3,859,523	-7,873,484	-3,598,961	-5,587,306
	Income from investments in group enterprises	0	0	-1,695,711	-2,577,782
3	Financial income	76,842	309,339	346,009	276,883
	Financial expenses	-3,368	-434,098	-185,052	-110,037
	Profit/loss before tax	-3,786,049	-7,998,243	-5,133,715	-7,998,242
4	Tax for the year	-59,439	-664,913	-59,438	-664,913
	Profit/loss for the year	-3,845,488	-8,663,156	-5,193,153	-8,663,155
	Recommended appropriation of profit/loss				
	Other reserves			604,728	873,458
	Retained earnings/accumulated loss			-5,797,881	-9,536,613
				-5,193,153	-8,663,155

Consolidated financial statements and parent company financial statements 1 July 2025 - 30 June 2026

Balance sheet

Note	DKK	Group 2025/26	Group 2024/25	Parent company 2025/26	Parent company 2024/25
	ASSETS				
	Fixed assets				
5	Intangible assets				
	Completed development projects	3,593,846	2,818,555	3,593,846	2,818,555
	Goodwill	414,333	522,419	0	0
	Acquired concessions, patents, licenses, trademarks, and similar rights	7,605,819	9,589,299	7,605,819	9,589,299
		11,613,998	12,930,273	11,199,665	12,407,854
6	Property, plant and equipment				
	Fixtures and fittings, other plant and equipment	7,571	14,013	0	0
		7,571	14,013	0	0
7	Investments				
	Investments in group entities	0	0	0	0
		0	0	0	0
	Total fixed assets	11,621,569	12,944,286	11,199,665	12,407,854
	Non-fixed assets				
	Receivables				
	Trade receivables	2,319,099	2,305,809	2,064,621	1,673,777
	Receivables from group entities	0	0	0	1,565,453
	Corporation tax receivable	0	159,212	0	0
	Other receivables	1,358,536	1,394,992	924,664	1,391,506
	Prepayments	59,286	9,001	37,174	9,001
		3,736,921	3,869,014	3,026,459	4,639,737
	Cash	8,849,234	4,670,045	8,562,062	4,376,418
	Total non-fixed assets	12,586,155	8,539,059	11,588,521	9,016,155
	TOTAL ASSETS	24,207,724	21,483,345	22,788,186	21,424,009

Consolidated financial statements and parent company financial statements 1 July 2025 - 30 June 2026

Balance sheet

Note	DKK	Group 2025/26	Group 2024/25	Parent company 2025/26	Parent company 2024/25
	EQUITY AND LIABILITIES				
	Equity				
8	Share capital	1,928,827	1,019,667	1,928,827	1,019,667
	Reserve for development costs	0	0	2,803,200	2,198,472
	Translation reserve	-44,966	-50,164	0	0
	Retained earnings	12,417,984	9,192,769	8,216,957	6,944,135
	Total equity	14,301,845	10,162,272	12,948,984	10,162,274
	Liabilities other than provisions				
	Current liabilities other than provisions				
	Trade payables	9,003,491	9,168,266	8,191,746	9,110,411
	Other payables	902,388	2,152,807	1,647,456	2,151,324
		9,905,879	11,321,073	9,839,202	11,261,735
	Total liabilities other than provisions	9,905,879	11,321,073	9,839,202	11,261,735
	TOTAL EQUITY AND LIABILITIES	24,207,724	21,483,345	22,788,186	21,424,009

1 Accounting policies
9 Contractual obligations and contingencies, etc.
10 Security and collateral

Statement of changes in equity

	Group			
DKK	Share capital	Translation reserve	Retained earnings	Total
Equity at 1 July 2025	1,019,667	-50,164	9,192,769	10,162,272
Capital increase	909,160	0	8,182,441	9,091,601
Expenses, capital increase	0	0	-1,089,357	-1,089,357
Transfer through appropriation of loss	0	0	-3,845,488	-3,845,488
Adjustment of investments through forreign exchange adjustments	0	5,198	-22,381	-17,183
Equity at 30 June 2026	1,928,827	-44,966	12,417,984	14,301,845

	Parent company			
DKK	Share capital	Reserve for development costs	Retained earnings	Total
Equity at 1 July 2025	1,019,667	2,198,472	6,944,135	10,162,274
Capital increase	909,160	0	8,182,441	9,091,601
Expenses, capital increase	0	0	-1,089,357	-1,089,357
Transfer through appropriation of loss	0	604,728	-5,797,881	-5,193,153
Adjustment of investments through forreign exchange adjustments	0	0	-22,381	-22,381
Equity at 30 June 2026	1,928,827	2,803,200	8,216,957	12,948,984

Cash flow statement

Note	DKK	Group 2025/26	Group 2024/25
	Profit/loss for the year	-3,845,488	-8,663,156
11	Adjustments	2,425,880	2,481,274
	Cash generated from operations (operating activities)	-1,419,608	-6,181,882
12	Changes in working capital	-1,442,316	1,285,944
	Cash generated from operations (operating activities)	-2,861,924	-4,895,938
	Interest received, etc.	47,812	170,053
	Exchange gain	25,661	0
	Exchange loss	0	-294,812
	Income taxes paid	159,213	-67,780
	Cash flows from operating activities	-2,629,238	-5,088,477
	Additions of intangible assets	-1,181,875	-1,372,903
	Additions of property, plant and equipment	0	-3,410
	Cash flows to investing activities	-1,181,875	-1,376,313
	Cash capital increase	9,091,601	0
	Cost related to changes in contributed capital	-1,089,351	0
	Cash flows from financing activities	8,002,250	0
	Net cash flow	4,191,137	-6,464,790
	Cash and cash equivalents at 1 July	4,670,045	11,068,199
	Foreign exchange adjustments	-11,948	66,638
13	Cash and cash equivalents at 30 June	8,849,234	4,670,047

Notes to the financial statements

1 Accounting policies

The annual report of Mdundo.com A/S for 2025/26 has been prepared in accordance with the provisions in the Danish Financial Statements Act applying to reporting class B entities and elective choice of certain provisions applying to reporting class C entities.

The accounting policies used in the preparation of the financial statements are consistent with those of last year.

Reporting currency

The financial statements are presented in Danish kroner (DKK).

Consolidated financial statements

Preparation of consolidated financial statements

The consolidated financial statements are prepared as a consolidation of the parent company's and the individual group entities' financial statements, which are prepared according to the group's accounting policies. On consolidation, intra-group income and expenses, shareholdings, intra-group balances and dividends, and realised and unrealised gains on intra-group transactions are eliminated. Unrealised gains on transactions with associates are eliminated in proportion to the group's interest in the entity. Unrealised losses are eliminated in the same way as unrealised gains if they do not reflect impairment.

In the consolidated financial statements, the accounting items of group entities are recognised in full. Non-controlling interests' share of the profit/loss for the year and of the equity of group entities which are not wholly-owned are included in the group's profit/loss and equity, respectively, but are disclosed separately.

Intra-group business combinations

The book value method is applied to business combinations such as acquisition and disposal of investments, mergers, demergers, contributions of assets and share conversions, etc. in which entities controlled by the parent company are involved, provided that the combination is considered completed at the time of acquisition without any restatement of comparative figures. Differences between the agreed consideration and the carrying amount of the acquiree are recognised directly in equity.

Foreign currency translation

On initial recognition, transactions denominated in foreign currencies are translated at the exchange rate at the transaction date. Foreign exchange differences arising between the exchange rates at the transaction date and the date of payment are recognised in the income statement as financial income or financial expenses.

Receivables and payables and other monetary items denominated in foreign currencies are translated at the exchange rate at the balance sheet date. The difference between the exchange rates at the balance sheet date and the date at which the receivable or payable arose or was recognised in the most recent financial statements is recognised in the income statement as financial income or financial expenses.

Notes to the financial statements

1 Accounting policies (continued)

Income statement

Revenue

The Company has chosen IAS 11/IAS 18 as interpretation for revenue recognition.

Income from the rendering of services is recognised as revenue as the services are rendered.

Revenue is measured at the fair value of the agreed consideration excluding VAT and taxes charged on behalf of third parties. All discounts and rebates granted are recognised in revenue.

Cost of sales

Cost of sales includes the cost of goods used in generating the year's revenue.

Other external expenses

Other external expenses include the year's expenses relating to the Company's core activities, including expenses relating to distribution, sale, advertising, administration, premises, bad debts, payments under operating leases, etc.

Staff costs

Staff costs comprise wages and salaries, including holiday allowance and pensions, and other social security costs, etc., for the Company's employees.

Amortisation/depreciation

The item comprises amortisation/depreciation of intangible assets and property, plant and equipment.

The basis of depreciation, which is calculated as cost less any residual value, is depreciated on a straight line basis over the expected useful life. The expected useful lives of the assets are as follows:

Fixtures and fittings, other plant and equipment	4-8 years

Profit/loss from investments in group entities

The income statement includes the proportional share of the underlying companies' profit or loss after elimination of internal profit/loss and after tax. In group entities, the full elimination of internal profit and loss is carried out without regard to ownership shares.

The proportionate share of the individual group entities' profit/loss after tax after full elimination of internal gains/losses are recognised in the parent company's income statement.

Financial income and expenses

Financial income and expenses are recognised in the income statements at the amounts that concern the financial year. Net financials include interest income and expenses as well as allowances and surcharges under the advance-payment-of-tax scheme, etc.

Notes to the financial statements

1 Accounting policies (continued)

Tax

Tax for the year includes current tax on the year's expected taxable income and the year's deferred tax adjustments. The portion of the tax for the year that relates to the profit/loss for the year is recognised in the income statement, whereas the portion that relates to transactions taken to equity is recognised in equity.

Balance sheet

Intangible assets

Acquired goodwill is measured at cost less accumulated amortisation. Given that it is impossible to make a reliable estimate of the useful life, the amortisation period is set at 10 years.

Development costs comprise expenses, salaries and amortisation directly or indirectly attributable to development activities.

Development projects that are clearly defined and identifiable, where the technical feasibility, sufficient resources and a potential future market or development opportunities areidentifiable and where the Company intends to produce, market or use the project, are recognised as intangible assets provided that the cost can be measured reliably and that there is sufficient assurance that future earnings can cover production costs, selling costs and administrative expenses and development costs. Other development costs are recognised in the income statement as incurred.

Development costs that are recognised in the balance sheet are measured at cost less accumulated amortisation and impairment losses.

On completion of a development project, development costs are amortised on a straight-line basis over the estimated useful life. The amortisation period is 10 years.

Patents and licences are measured at cost less accumulated amortisation and impairment losses. Patents are amortised on a straight line basis over the remaining term of the patent, and licences are amortised over the term of the licence, but not exceeding 10 years.

Property, plant and equipment

Items of property, plant and equipment are measured at cost less accumulated depreciation and impairment losses. Cost includes the acquisition price and costs directly related to the acquisition until the time at which the asset is ready for use.

Investments in group entities

Equity investments in group entities are measured according to the equity method. Equity investments in joint ventures are also measured according to the equity method in the consolidated financial statements.

On initial recognition, equity investments in group entities are measured at cost, i.e. plus transaction costs. The cost is allocated in accordance with the acquisition method; see the accounting policies regarding business combinations.

The cost is adjusted by shares of profit/loss after tax calculated in accordance with the Group's accounting policies less or plus unrealised intra-group gains/losses.

Identified increases in value and goodwill, if any, compared to the underlying entity's net asset value are amortised in accordance with the accounting policies for the assets and liabilities to which they can be attributed. Negative goodwill is recognised in the income statement.

Dividend received is deduced from the carrying amount.

Notes to the financial statements

1 Accounting policies (continued)

Equity investments in group entities measured at net asset value are subject to impairment test requirements if there is any indication of impairment.

Impairment of fixed assets

The carrying amount of intangible assets and property, plant and equipment is assessed for impairment on an annual basis.

Impairment tests are conducted on assets or groups of assets when there is evidence of impairment. The carrying amount of impaired assets is reduced to the higher of the net selling price and the value in use (recoverable amount).

The recoverable amount is the higher of the net selling price of an asset and its value in use. The value in use is calculated as the present value of the expected net cash flows from the use of the asset or the group of assets and the expected net cash flows from the disposal of the asset or the group of assets after the end of the useful life.

Previously recognised impairment losses are reversed when the reason for recognition no longer exists. Impairment losses on goodwill are not reversed.

Receivables

The Company has chosen IAS 39 as interpretation for impairment write-down of financial receivables.

Receivables are measured at amortised cost.

An impairment loss is recognised if there is objective evidence that a receivable or a group of receivables is impaired. If there is objective evidence that an individual receivable has been impaired, an impairment loss is recognised on an individual basis.

Receivables in respect of which there is no objective evidence of individual impairment are tested for objective evidence of impairment on a portfolio basis. The portfolios are primarily based on the debtors' domicile and credit ratings in line with the Company's risk management policy. The objective evidence applied to portfolios is determined based on historical loss experience.

Impairment losses are calculated as the difference between the carrying amount of the receivables and the present value of the expected cash flows, including the realisable value of any collateral received. The effective interest rate for the individual receivable or portfolio is used as discount rate.

Prepayments

Prepayments recognised under "Assets" comprise prepaid expenses regarding subsequent financial reporting years.

Securities and investments

Securities and investments consisting in listed shares and bonds are measured at fair value (market price) at the balance sheet date. Investments not admitted to trading on an active market are measured at cost.

Cash

Cash on hand and demand deposits comprise cash at bank and on hand.

Notes to the financial statements

1 Accounting policies (continued)

Equity

Reserve for development costs

The reserve for development costs comprises recognised development costs. The reserve cannot be used to distribute dividend or cover losses. The reserve will be reduced or dissolved if the recognised development costs are amortised or are no longer part of the Company's operations by a transfer directly to the distributable reserves under equity.

Translation reserve

The translation reserve comprises the share of foreign exchange differences arising on translation of financial statements of entities that have a functional currency other than DKK, foreign exchange adjustments of assets and liabilities considered part of the Company's net investments in such entities and foreign exchange adjustments regarding hedging transactions that hedge the Company's net investments in such entities. The reserve is dissolved on the sale of foreign entities or if the conditions for effective hedging no longer exist. When equity investments in group entities and associates in the parent company financial statements are subject to the limitation requirement in the net revaluation reserve according to the equity method, foreign exchange adjustments will be included in this equity reserve instead.

Income taxes

Current tax payables and receivables are recognised in the balance sheet as the estimated income tax charge for the year, adjusted for prior-year taxes and tax paid on account.

Deferred tax is measured according to the liability method on all temporary differences between the carrying amount and the tax base of assets and liabilities. However, deferred tax is not recognised on temporary differences relating to goodwill which is not deductible for tax purposes and on office premises and other items where temporary differences, apart from business combinations, arise at the date of acquisition without affecting either profit/loss for the year or taxable income. Where alternative tax rules can be applied to determine the tax base, deferred tax is measured based on Management's intended use of the asset or settlement of the liability, respectively.

Deferred tax is measured according to the tax rules and at the tax rates applicable at the balance sheet date when the deferred tax is expected to crystallise as current tax. Deferred tax assets are recognised at the expected value of their utilisation; either as a set-off against tax on future income or as a set-off against deferred tax liabilities in the same legal tax entity. Changes in deferred tax due to changes in the tax rate are recognised in the income statement.

Other payables

Other payables are measured at net realisable value.

Cash flow statement

The cash flow statement shows the Company's net cash flows broken down according to operating, investing and financing activities, the year's changes in cash and cash equivalents as well as the cash and cash equivalents at the beginning and the end of the year.

Cash flows from operating activities are calculated as the profit/loss for the year adjusted for non cash operating items, changes in working capital and paid corporate income tax.

Cash flows from investing activities comprise payments in connection with acquisitions and disposals of entities and activities and of intangible assets, property, plant and equipment and investments.

Notes to the financial statements

1 Accounting policies (continued)

Cash flows from financing activities comprise changes in the size or composition of the Company's share capital and related expenses as well as raising of loans, repayment of interest bearing debt and payment of dividends to shareholders.

Cash and cash equivalents comprise cash, short term bank loans and short term securities which are readily convertible into cash and which are subject only to insignificant risks of changes in value.

Financial ratios

The financial ratios stated under "Financial highlights" have been calculated as follows:

Gross margin	$\frac{\text{Gross profit/loss x 100}}{\text{Revenue}}$
EBITDA-margin	$\frac{\text{Earnings before interest, taxes and amortisations (EBITDA) x 100}}{\text{Revenue}}$
Equity ratio	$\frac{\text{Equity, year-end x 100}}{\text{Total equity and liabilities, year-end}}$
Return on equity	$\frac{\text{Profit/loss after tax x 100}}{\text{Average equity}}$
Book value per share	$\frac{\text{Total equity}}{\text{Number of shares}}$
Earnings per share	$\frac{\text{Profit/loss after tax}}{\text{Average number of shares}}$

Notes to the financial statements

		Group		Parent company	
	DKK	2025/26	2024/25	2025/26	2024/25
2	Staff costs				
	Wages/salaries	1,403,336	2,348,003	250,000	557,900
		1,403,336	2,348,003	250,000	557,900

	Group		Parent company	
	2025/26	2024/25	2025/26	2024/25
Average number of full-time employees	12	12	1	1

3	Financial income				
	Interest receivable, group entities	0	0	95,148	32,263
	Other financial income	76,842	309,339	250,861	244,620
		76,842	309,339	346,009	276,883
4	Tax for the year				
	Estimated tax charge for the year	59,439	664,913	59,438	664,913
		59,439	664,913	59,438	664,913

Notes to the financial statements

5 Intangible assets

DKK	Group			
	Completed development projects	Goodwill	Acquired concessions, patents, licenses trademarks and similar rights	Total
Cost at 1 July 2025	3,465,715	1,080,863	19,834,797	24,381,375
Additions	1,181,875	0	0	1,181,875
Cost at 30 June 2026	4,647,590	1,080,863	19,834,797	25,563,250
Impairment losses and amortisation at 1 July 2025	647,160	558,444	10,245,498	11,451,102
Amortisation for the year	406,584	108,086	1,983,480	2,498,150
Impairment losses and amortisation at 30 June 2026	1,053,744	666,530	12,228,978	13,949,252
Carrying amount at 30 June 2026	3,593,846	414,333	7,605,819	11,613,998

Completed development projects

In alignment with the company focus, Mdundo has developed several billing integrations for payment for premium subscriptions including development of customer journey for check out.

The company has developed new customer facing interfaces including Mdundo Hausa, Mdundo Kalenjin and a native streaming app located at play.mdundo.com.

Management has based on the current activity level made an assessment that there are no indications of impairment.

DKK	Parent company		
	Completed development projects	Acquired concessions, patents, licenses trademarks and similar rights	Total
Cost at 1 July 2025	3,465,715	19,834,797	23,300,512
Additions	1,181,875	0	1,181,875
Cost at 30 June 2026	4,647,590	19,834,797	24,482,387
Impairment losses and amortisation at 1 July 2025	647,160	10,245,498	10,892,658
Amortisation for the year	406,584	1,983,480	2,390,064
Impairment losses and amortisation at 30 June 2026	1,053,744	12,228,978	13,282,722
Carrying amount at 30 June 2026	3,593,846	7,605,819	11,199,665

Notes to the financial statements

6 Property, plant and equipment

DKK	Group Fixtures and fittings, other plant and equipment
Cost at 1 July 2025	40,575
Cost at 30 June 2026	40,575
Impairment losses and depreciation at 1 July 2025	26,562
Depreciation	6,442
Impairment losses and depreciation at 30 June 2026	33,004
Carrying amount at 30 June 2026	7,571

7 Investments

DKK	Parent company Investments in group entities
Cost at 1 July 2025	12,594,799
Additions	513,477
Cost at 30 June 2026	13,108,276
Value adjustments at 1 July 2025	-12,594,799
Foreign exchange adjustments	-6,041
Profit/loss for the year	-1,587,624
Goodwill depreciations and offset to receivables	1,080,188
Value adjustments at 30 June 2026	-13,108,276
Carrying amount at 30 June 2026	0

Parent company

Name	Legal form	Domicile	Interest	Equity DKK	Profit/loss DKK
Mdundo	Limited	Kenya	100%	-1,436,059	-1,587,624

8 Share capital

During the year, the parent Company completed a rights issue, increasing the share capital from DKK 1,019,667 to DKK 1,928,827. Gross proceeds amounted to DKK 9.1 million before transaction costs.

Notes to the financial statements

9 Contractual obligations and contingencies, etc.

Group

The Group has, as part of its normal course of business, entered into customary executory contracts.

Parent company

The Group is part of a claim from an artist against a Record Label. The case has not been at pre-trial yet. Management do not see any relationship between the Group and the claim, and therefore management does not expect the claim to effect the financial position of the company. Furthermore, the Company has entered into customary mutually binding agreements in the ordinary course of business.

The Company has, as part of its normal course of business, entered into customary executory contracts.

10 Security and collateral

Group

The group has not provided any security or other collateral in assets at 30 June 2026.

Parent company

With the intention of maintaining and protecting the investments in Mdundo Limited, a statement of support valid for the affiliated company has been submitted for 12 months from the signing of this annual report.

11 Adjustments		
Amortisation/depreciation and impairment losses	2,499,354	2,356,515
Financial income	-76,842	-309,339
Financial expenses	3,368	434,098
	2,425,880	2,481,274

12 Changes in working capital		
Change in receivables	-13,291	1,156,234
Change in trade and other payables	-164,774	666,404
Other changes in working capital	-1,264,251	-536,694
	-1,442,316	1,285,944

13 Cash and cash equivalents at year-end		
Cash according to the balance sheet	8,849,234	4,670,045
	8,849,234	4,670,045