

**APTIMYZ RETAIL LIMITED**

**ABRIDGED FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 30 JUNE 2025**

**APTIMYZ RETAIL LIMITED**

**CONTENTS**

|   | Page   |
|---|--------|
| <b>Company information</b>                        | 1      |
| <b>Directors' report</b>                          | 2      |
| <b>Special auditors' report</b>                   | 3 - 6  |
| <b>Abridged balance sheet</b>                     | 7      |
| <b>Notes to the abridged financial statements</b> | 8 - 13 |

## APTIMYZ RETAIL LIMITED

### COMPANY INFORMATION

|                             |   |
|-----------------------------|---|
| <b>Directors</b>            | David Soden<br>Nicola Soden<br>John Sutton (resigned 12 December 2024)<br>Eugene Davy (resigned 12 December 2024) |
| <b>Company secretary</b>    | David Soden   |
| <b>Registered number</b>    | 561769  |
| <b>Registered office</b>    | 12 Herbert Lane<br>Dublin 2   |
| <b>Independent auditors</b> | Noone Casey Chartered Accountants<br>25 Herbert Place<br>Dublin 2<br>Ireland<br>D02 AY86                          |
| <b>Bankers</b>              | Allied Irish Bank<br>1 - 5 Serpentine Avenue<br>Dublin 4<br>Ireland   |

# APTIMYZ RETAIL LIMITED

## DIRECTORS' REPORT FOR THE YEAR ENDED 30 JUNE 2025

The directors present their annual report and the audited financial statements for the year ended 30 June 2025.

### Directors' responsibilities statement

The directors are responsible for preparing the Directors' report and the financial statements in accordance with Irish law and regulations.

Irish company law requires the directors to prepare the financial statements for each financial year. Under the law, the directors have elected to prepare the financial statements in accordance with the Companies Act 2014 and Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' .

Under company law, the directors must not approve the financial statements unless they are satisfied they give a true and fair view of the assets, liabilities and financial position of the Company as at the financial year end date, of the profit or loss for that financial year and otherwise comply with the Companies Act 2014.

In preparing these financial statements, the directors are required to:

- select suitable accounting policies for the Company's financial statements and then apply them consistently;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Company will continue in business.

The directors are responsible for ensuring that the Company keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the Company, enable at any time the assets, liabilities, financial position and profit or loss of the Company to be determined with reasonable accuracy, enable them to ensure that the financial statements and Directors' report comply with the Companies Act 2014 and enable the financial statements to be audited. They are also responsible for safeguarding the assets of the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The directors are responsible for the maintenance and integrity of the corporate and financial information included on the Company's website. Legislation in Republic of Ireland governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

This report was approved by the board on 23 January 2026 and signed on its behalf.

.....  
**David Soden**  
Director

.....  
**Nicola Soden**  
Director

## APTIMYZ RETAIL LIMITED

### INDEPENDENT AUDITORS' SPECIAL REPORT TO THE MEMBERS OF APTIMYZ RETAIL LIMITED PURSUANT TO SECTION 356 OF THE COMPANIES ACT 2014

On 23 January 2026 we reported as auditors of Aptimyz Retail Limited to the directors of the Company on the abridged financial statements for the year ended 30 June 2025 on pages 7 to 13 and our report was as follows:

We have examined:

- (i) the abridged financial statements for the year ended 30 June 2025 on pages 7 to 13 which the directors of Aptimyz Retail Limited propose to annex to the Annual return of the Company; and
- (ii) the financial statements to be laid before the Annual general meeting which form the basis for those abridged financial statements.

#### **Respective responsibilities of Directors and Auditors**

It is your responsibility to prepare the abridged financial statements which comply with the Companies Act 2014. It is our responsibility to form an independent opinion that the directors are entitled under Section 352 of the Companies Act 2014 to annex abridged financial statements to the annual return of the Company and that those abridged financial statements have been properly prepared pursuant to Section 353 of that Act (exemptions available for small companies) and to report our opinion to you.

This report is made solely to the directors in accordance with Section 356 of the Companies Act 2014. Our work was undertaken so that we might state to the directors those matters we are required to state to them in our report under Section 356 of the Companies Act 2014 and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the directors for our work, for this report, or for the opinions we have formed.

#### **Basis of opinion**

We have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the Company is entitled to annex abridged financial statements to the Annual return of the Company and that the abridged financial statements are properly prepared. The scope of our work for the purpose of this report did not include examining or dealing with events after the date of our report on the full financial statements.

#### **Opinion on financial statements**

In our opinion the directors are entitled under Section 352 of the Companies Act 2014 to annex to the Annual return of the Company the abridged financial statements and those abridged financial statements have been properly prepared pursuant to the provisions of Section 353 of that Act (exemptions available for small sized companies).

#### **Other information**

On 23 January 2026 we reported as auditors of Aptimyz Retail Limited to the members on the Company's financial statements for the year ended 30 June 2025 to be laid before its Annual general meeting and our report was as follows:

"We have audited the financial statements of Aptimyz Retail Limited (the 'Company') for the year ended 30 June 2025, which comprise the Balance sheet and the notes to the financial statements, including a summary of significant accounting policies set out in note 2. The financial reporting framework that has been applied in their preparation is Irish law and Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' issued in the United Kingdom by the Financial Reporting Council.

## APTIMYZ RETAIL LIMITED

### INDEPENDENT AUDITORS' SPECIAL REPORT TO THE MEMBERS OF APTIMYZ RETAIL LIMITED (CONTINUED) PURSUANT TO SECTION 356 OF THE COMPANIES ACT 2014

In our opinion, the financial statements:

- give a true and fair view of the assets, liabilities and financial position of the Company as at 30 June 2025 and of its loss for the year then ended;
- have been properly prepared in accordance with Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'; and
- have been properly prepared in accordance with the requirements of the Companies Act 2014.

#### **Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the Company in accordance with the ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard for Auditors (Ireland) issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### **Conclusions relating to going concern**

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Company's ability to continue as a going concern for a period of at least twelve months from the date when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

#### **Other information**

The directors are responsible for the other information. The other information comprises the information included in the Annual report, other than the financial statements and our Auditors' report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

## APTIMYZ RETAIL LIMITED

### INDEPENDENT AUDITORS' SPECIAL REPORT TO THE MEMBERS OF APTIMYZ RETAIL LIMITED (CONTINUED) PURSUANT TO SECTION 356 OF THE COMPANIES ACT 2014

#### **Opinion on other matters prescribed by the Companies Act 2014**

In our opinion, based on the work undertaken in the course of the audit, we report that:

- the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' Report has been prepared in accordance with applicable legal requirements.

We have obtained all the information and explanations which, to the best of our knowledge and belief, are necessary for the purposes of our audit.

In our opinion the accounting records of the Company were sufficient to permit the financial statements to be readily and properly audited, and the financial statements are in agreement with the accounting records.

#### **Matters on which we are required to report by exception**

Based on the knowledge and understanding of the Company and its environment obtained in the course of the audit, we have not identified any material misstatements in the Directors' Report.

The Companies Act 2014 requires us to report to you if, in our opinion, the requirements of any of sections 305 to 312 of the Act, which relate to disclosures of directors' remuneration and transactions are not complied with by the Company. We have nothing to report in this regard.

#### **Respective responsibilities and restrictions on use**

##### **Responsibilities of directors**

As explained more fully in the Directors' responsibilities statement on page 2, the directors are responsible for the preparation of the financial statements in accordance with the applicable financial reporting framework that give a true and fair view, and for such internal control as the directors determine 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, the directors are responsible for assessing the 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 unless the management either intends to liquidate the Company or to cease operations, or have no realistic alternative but to do so.

##### **Auditors' responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditors' 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 (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the IAASA's website at: <http://www.iaasa.ie>. This description forms part of our Auditors' report."

**APTIMYZ RETAIL LIMITED**

**INDEPENDENT AUDITORS' SPECIAL REPORT TO THE MEMBERS OF APTIMYZ RETAIL LIMITED  
(CONTINUED)  
PURSUANT TO SECTION 356 OF THE COMPANIES ACT 2014**

**The purpose of our audit work and to whom we owe our responsibilities**

This report is made solely to the Company's members, as a body, in accordance with Section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the Company's members those matters we are required to state to them in an Auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Company and the Company's members, as a body, for our audit work, for this report, or for the opinions we have formed.

Roseann Heavey  
for and on behalf of  
**Noone Casey**  
25 Herbert Place  
Dublin 2  
Ireland  
D02 AY86  
23 January 2026

**APTIMYZ RETAIL LIMITED**

**ABRIDGED BALANCE SHEET  
AS AT 30 JUNE 2025**

|  | Note | 2025<br>€   | 2024<br>€   |
|--|------|-------------|-------------|
| <b>Fixed assets</b>                            |      |             |             |
| Tangible assets                                | 5    | 15,226      | 5,022       |
|  |      | 15,226      | 5,022       |
| <b>Current assets</b>                          |      |             |             |
| Debtors: amounts falling due within one year   | 6    | 51,105      | 80,857      |
| Cash at bank and in hand                       |      | 512,526     | 105,079     |
|  |      | 563,631     | 185,936     |
| Creditors: amounts falling due within one year | 7    | (21,309)    | (30,885)    |
|  |      | 542,322     | 155,051     |
| <b>Net current assets</b>                      |      | 542,322     | 155,051     |
| <b>Total assets less current liabilities</b>   |      | 557,548     | 160,073     |
| <b>Net assets</b>                              |      | 557,548     | 160,073     |
| <b>Capital and reserves</b>                    |      |             |             |
| Called up share capital presented as equity    |      | 655         | 595         |
| Share premium account                          |      | 4,149,613   | 2,899,672   |
| Profit and loss account                        |      | (3,592,720) | (2,740,194) |
| <b>Shareholders' funds</b>                     |      | 557,548     | 160,073     |

We, as directors of Aptimyz Retail Limited, state that:

The Company has relied on the specific exemptions contained in section 352 of the Companies Act 2014; the Company has done so on the grounds that it is entitled to the benefit of that exemption as a small Company and the abridged financial statements have been properly prepared in accordance with section 353 of the Companies Act 2014.

The financial statements were approved and authorised for issue by the board on 23 January 2026.

.....  
**David Soden**  
Director

.....  
**Nicola Soden**  
Director

The notes on pages 8 to 13 form part of these financial statements.

## APTIMYZ RETAIL LIMITED

### NOTES TO THE ABRIDGED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2025

#### 1. General information

Aptimyz Retail Limited is a private company limited by shares (registered under Part 2 of Companies Act 2014), incorporated in the Republic of Ireland. The Registered Office is 12 Herbert Place, Dublin 2, which is also the principal place of business of the company. The nature of the company's operations and its principal activities are set out in the Director's Report.

The significant accounting policies adopted by the Company and applied consistently in the preparation of these financial statements are as follows:

#### 2. Accounting policies

##### 2.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with FRS 102 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland' and the requirements of the Companies Act 2014. The disclosure requirements of Section 1A of FRS 102 have been applied other than where additional disclosure is required to show a true and fair view.

##### 2.2 Foreign currency translation

###### Functional and presentation currency

The Company's functional and presentational currency is Euros.

###### Transactions and balances

Foreign currency transactions are translated into the functional currency using the spot exchange rates at the dates of the transactions.

At each period end foreign currency monetary items are translated using the closing rate. Non-monetary items measured at historical cost are translated using the exchange rate at the date of the transaction and non-monetary items measured at fair value are measured using the exchange rate when fair value was determined.

Foreign exchange gains and losses resulting from the settlement of transactions and from the translation at period-end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in profit or loss except when deferred in other comprehensive income as qualifying cash flow hedges.

Foreign exchange gains and losses that relate to borrowings and cash and cash equivalents are presented in the Profit and loss account within 'finance income or costs'. All other foreign exchange gains and losses are presented in profit or loss within 'other operating income'.

NOTES TO THE ABRIDGED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2025

2. Accounting policies (continued)

2.3 Revenue

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before revenue is recognised:

**Rendering of services**

Revenue from a contract to provide services is recognised in the period in which the services are provided in accordance with the stage of completion of the contract when all of the following conditions are satisfied:

- the amount of revenue can be measured reliably;
- it is probable that the Company will receive the consideration due under the contract;
- the stage of completion of the contract at the end of the reporting period can be measured reliably; and
- the costs incurred and the costs to complete the contract can be measured reliably.

2.4 Research and development

In the research phase of an internal project it is not possible to demonstrate that the project will generate future economic benefits and hence all expenditure on research shall be recognised as an expense when it is incurred. Intangible assets are recognised from the development phase of a project if and only if certain specific criteria are met in order to demonstrate the asset will generate probable future economic benefits and that its cost can be reliably measured. The capitalised development costs are subsequently amortised on a straight-line basis over their useful economic lives, which range from 3 to 6 years.

If it is not possible to distinguish between the research phase and the development phase of an internal project, the expenditure is treated as if it were all incurred in the research phase only.

2.5 Government grants

Grants are accounted under the accruals model as permitted by FRS 102. Grants relating to expenditure on tangible fixed assets are credited to profit or loss at the same rate as the depreciation on the assets to which the grant relates. The deferred element of grants is included in creditors as deferred income.

Grants of a revenue nature are recognised in the Profit and loss account in the same period as the related expenditure.

2.6 Intangible assets

Intangible assets are initially recognised at cost. After recognition, under the cost model, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

All intangible assets are considered to have a finite useful life. If a reliable estimate of the useful life cannot be made, the useful life shall not exceed ten years.

## APTIMYZ RETAIL LIMITED

### NOTES TO THE ABRIDGED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2025

#### 2. Accounting policies (continued)

##### 2.7 Tangible fixed assets

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

|                    |   |     |
|--------------------|---|-----|
| Office equipment   | - | 20% |
| Computer Equipment | - | 33% |

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in profit or loss.

##### 2.8 Debtors

Short-term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

##### 2.9 Cash and cash equivalents

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

##### 2.10 Creditors

Short-term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

##### 2.11 Cash flow statement exemption

The company has availed of the exemption contained in Section 1A of FRS 102 and as a result have elected not to prepare a cash flow statement.

**APTIMYZ RETAIL LIMITED**

**NOTES TO THE ABRIDGED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2025**

**3. Employees**

The average monthly number of employees, including the directors, during the year was as follows:

| <b>2025</b>     | <b>2024</b>     |
|-----------------|-----------------|
| <b>No.</b>      | <b>No.</b>      |
| <b>2</b>        | <b>2</b>        |
| <u><u>2</u></u> | <u><u>2</u></u> |

**4. Directors' remuneration**

|                       | <b>2025</b>           | <b>2024</b>           |
|-----------------------|-----------------------|-----------------------|
|                       | <b>€</b>              | <b>€</b>              |
| Directors' emoluments | <b>126,830</b>        | <b>120,563</b>        |
|                       | <u><u>126,830</u></u> | <u><u>120,563</u></u> |

**5. Tangible fixed assets**

|                                     | <b>Office<br/>equipment</b> | <b>Other fixed<br/>assets</b> | <b>Total</b>         |
|-------------------------------------|-----------------------------|-------------------------------|----------------------|
|                                     | <b>€</b>                    | <b>€</b>                      | <b>€</b>             |
| <b>Cost or valuation</b>            |                             |                               |                      |
| At 1 July 2024                      | <b>1,355</b>                | <b>14,050</b>                 | <b>15,405</b>        |
| Additions                           | <b>-</b>                    | <b>15,525</b>                 | <b>15,525</b>        |
| At 30 June 2025                     | <u><u>1,355</u></u>         | <u><u>29,575</u></u>          | <u><u>30,930</u></u> |
| <b>Depreciation</b>                 |                             |                               |                      |
| At 1 July 2024                      | <b>1,029</b>                | <b>9,353</b>                  | <b>10,382</b>        |
| Charge for the year on owned assets | <b>82</b>                   | <b>5,240</b>                  | <b>5,322</b>         |
| At 30 June 2025                     | <u><u>1,111</u></u>         | <u><u>14,593</u></u>          | <u><u>15,704</u></u> |
| <b>Net book value</b>               |                             |                               |                      |
| At 30 June 2025                     | <u><u>244</u></u>           | <u><u>14,982</u></u>          | <u><u>15,226</u></u> |
| At 30 June 2024                     | <u><u>326</u></u>           | <u><u>4,696</u></u>           | <u><u>5,022</u></u>  |

**APTIMYZ RETAIL LIMITED**

**NOTES TO THE ABRIDGED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2025**

**6. Debtors**

|               | 2025<br>€     | 2024<br>€     |
|---------------|---------------|---------------|
| Trade debtors | -             | 3,289         |
| Other debtors | 48,555        | 69,602        |
| Prepayments   | 2,550         | 7,966         |
|               | <b>51,105</b> | <b>80,857</b> |
|               | <b>51,105</b> | <b>80,857</b> |

**7. Creditors: Amounts falling due within one year**

|                               | 2025<br>€     | 2024<br>€     |
|-------------------------------|---------------|---------------|
| Trade creditors               | 4,252         | -             |
| Taxation and social insurance | 7,057         | 21,885        |
| Accruals                      | 10,000        | 9,000         |
|                               | <b>21,309</b> | <b>30,885</b> |
|                               | <b>21,309</b> | <b>30,885</b> |

**8. Financial instruments**

|  | 2025<br>€      | 2024<br>€      |
|--|----------------|----------------|
| <b>Financial assets</b>  |                |                |
| Financial assets measured at fair value through profit or loss | 512,526        | 105,079        |
|  | <b>512,526</b> | <b>105,079</b> |
|  | <b>512,526</b> | <b>105,079</b> |

Financial assets measured at fair value through profit or loss comprise of cash in bank and in hand.

**9. Reserves**

|  | 2025<br>€          | 2024<br>€          |
|--|--------------------|--------------------|
| Profit and loss account brought forward at the beginning of the year | (2,740,194)        | (1,883,533)        |
| Loss for the financial year  | (852,526)          | (856,661)          |
|  | <b>(3,592,720)</b> | <b>(2,740,194)</b> |
|  | <b>(3,592,720)</b> | <b>(2,740,194)</b> |

**APTIMYZ RETAIL LIMITED**

**NOTES TO THE ABRIDGED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2025**

**10. Post balance sheet events**

There have been no significant events affecting the company since the year end.

**11. Related party transactions**

There was no transactions with related parties in the year.

**12. Approval of financial statements**

The board of directors approved these financial statements for issue on 23 January 2026