

**ANNUAL REPORT**

**STICHTING ONDERZOEK MARKTINFORMATIE**

**2022**

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## MANAGEMENT REPORT

### STICHTING ONDERZOEK MARKTINFORMATIE

2022

#### Management report ex art. 305a BW paragraph 2 sub d under 4

#### Introduction

1. The Stichting Onderzoek Marktinformatie ('SOMI' or the 'Foundation') was established on May 31st, 2016. Since its inception, the Foundation has always included the report of its activities in its newsletters, which have been posted on its website. The Foundation's website was [www.kenniscentrumvastgoedfinanciering.nl](http://www.kenniscentrumvastgoedfinanciering.nl) when it was founded and was moved to the latter domain with the purchase of the domain name [www.somi.nl](http://www.somi.nl). Both websites are hereinafter individually and jointly referred to as the 'Site' of the Foundation.
2. SOMI endorses the best practice provisions of claim codes for organizations that are committed to collective advocacy. At the time the Foundation was founded, this was the Claim Code 2011 and now this was the Claim Code 2019. These claim codes are related - in whole or in part - to the activities of the Foundation from time to time and as they have applied from time to time, it have been changed as referred to as the '**Claimcode**'.
3. SOMI is a non-profit foundation under the Dutch law, established to identify and influence issues of social importance. We focus on the functioning of markets in the areas of privacy, elderly, housing and healthcare. SOMI is open to initiatives from third parties, but is currently particularly committed to protecting the fundamental rights of consumers and minors who use online services.
4. The Foundation acts in the collective interest of the (legal) persons for whom it acts in accordance with its statutory objectives. The statutory objective, the actual activities and the governance of the Foundation show that the Foundation and the directors affiliated with the Foundation do not have a profit motive in the performance of the Foundation activities.
5. The governance of the Foundation is laid down in the articles of association. In fulfilling its duties, the board and its individual members focus on the interests of the Foundation and the persons it represents.

6. On the date of adoption of this annual report of the board, the directors of the Foundation were: Jan van den Broek, Hans Franke and Cor Wijtvliet (hereinafter each individually and all jointly; the '**Directors**'). The composition of the Foundation's board was last changed on November 14th, 2022.
7. Through this report of the board, the Directors provide an annual accountability, insofar as this is not already included in the Foundation's newsletters with regard to the year 2022 (the '**Newsletters**') with all documents or information to which they are referred refer to as links or attachments, which form an integral part thereof and which are subsequently placed on the Site within eight days after adoption by the Directors. This report of the Board, together with the Newsletters, is hereinafter referred to, together with each part and as a whole, as the '**Board Report**'.

## **Events in 2022**

### *With regard to the Board*

8. The current articles of association of the Foundation (the '**Articles of Association**') were most recently amended on May 31st, 2021. According to registration in the register of the Chamber of Commerce, the Foundation, in accordance with its statutory purpose description - in abbreviated form – aims to '*Promoting the interests of natural persons, in particular consumers and minors, who use online services, including with regard to privacy rights and consumer rights, and of home owners and home seekers and with regard to (information about) real estate (financing) and related developments.*'. SOMI has its registered office in the municipality of Haarlemmermeer and is registered there in the Chamber of Commerce under number 66169208. See the Site for all current contact information and registration details.
9. In 2021, Jan Huijnk and Philip Vromen were active for SOMI as members of the Boards of Directors and Supervisory Boards. They left the Foundation in 2022 for personal reasons. SOMI is extremely grateful to both of them for their expertise and sharpness, sense of diplomacy and for their selfless commitment to achieving SOMI's social objectives.
10. On November 14th, 2022, Cor Wijtvliet joined as a Director (he was previously a member of the Supervisory Board). Mr. Wijtvliet is an analytical expert in the financial field. Over the past 36 years, he has mainly been involved in consultancy and research in the financial sector, since 2000 he has been focusing on themes in the social and economic domain. He carried out such research for Van Lanschot Bankiers for 11 years. He currently has his own research agency that provides services to small and medium-sized companies in the financial sector, such as ER Capital Rotterdam and IEX Amsterdam. Mr Wijtvliet has been involved with SOMI since its inception. He regularly publishes about SOMI's affairs in blogs and newsletters.

*Per month*

**11. January 2022**

- a. Zoom Video Communications has complied with SOMI's request to provide copies of personal data belonging to our participants. SOMI has informed these participants individually with the instruction to download the data safely via the my.somi portal or with the SOMI app;
- b. SOMI app version 2.10.6: SOMI participants can safely download their data from Zoom via the SOMI app.

**12. February 2022**

- a. SOMI app version 2.12.1: introduction to app monetization, HT tokens and HT credits;
- b. SOMI has received a response from the Irish Supervisory Authority (DPC). In this message, the DPC indicates that it has started a (formal) investigation into, among other things, the concerns expressed by SOMI in its complaint;
- c. Role decision of the Amsterdam court regarding TikTok claim: establishment of the procedural order and the first phase of the procedure will start on April 6th, 2022.
- d. SOMI has discontinued its collective action against Palantir Technologies. Unfortunately, the number of participants in this action is too small to take further actions collectively;
- e. The NRC covered SOMI's TikTok campaign in an article by Stefan Vermeulen.

**13. March 2022**

- a. SOMI has published a blog about Facebook/Meta violations.

**14. April 2022**

- a. SOMI app version 2.14.1: introducing the account deletion feature and the ability for participants to consult the online library of privacy news articles;
- b. The first phase of the procedure regarding the collective claim against TikTok has started with a hearing on the defendants' statement regarding the jurisdiction of the Dutch court.
- c. Regarding the collective claim procedure against TikTok, the court has decided to give SOMI, Massaschade & Consument, and Take Back Your Privacy the opportunity to respond to the conclusion of the defendants, both with regard to jurisdiction and with regard to the arrest. The case has been referred to the docket for June 1st, 2022.

**15. May 2022**

- a. SOMI will stop processing data requests made before February 16, 2022;
- b. SOMI app version 2.16.0: introduction of free credit reward;
- c. SOMI has published a blog about offering free services at online platforms.

**16. June 2022**

- a. Regarding the procedure regarding the collective claim against TikTok, the date for the oral hearing of phase 1 has been set for October 10, 2022;
- b. SOMI app version 2.17.0: introduction of two-step verification.

**17. July 2022**

- a. Consultation with the SOMI board of directors and supervisory board;
- b. Adoption of SOMI annual accounts 2021 and SOMI reporting 1st quarter 2021.

**18. August 2022**

- a. SOMI app version 2.18.1: participant can now download their own data via the SOMI-app.

**19. September 2022**

- a. SOMI app version 2.19.1: new function in the app in which parents can request personal data on behalf of their children or minors they represent;
- b. Consultation with the SOMI board of directors and supervisory board;
- c. SOMI is investigating the data hack at ROC Mondriaan.

**20. October 2022**

- a. The oral hearing of phase 1 regarding the procedure regarding the collective claim against TikTok has started. The first phase concerns the defendants' statement regarding the jurisdiction of the Dutch court.

**21. November 2022**

- a. New member Supervisory Board: Sergei Purewal;
- b. New member Board of Directors: Cor Wijtvliet;
- c. Departure Jan Huijnk and Philip Vromen;
- d. On November 9, 2022, the Amsterdam court ruled that judges in the Netherlands have jurisdiction to hear the class action against TikTok and also rejected TikTok's other defenses. Therefore, SOMI must notify the court before the end of this year whether we wish to pursue our class action against TikTok and, if so, submit a financing agreement. The next hearing is expected on February 1, 2023, during which TikTok must respond to the plaintiffs.

**22. December 2022**

- a. Consultation with the SOMI Board of Directors and Supervisory Board;
- b. The donation proposal, as recorded in the donation agreement and shared in advance by email with the members of the Board of Directors and Supervisory Board, has been discussed and accepted by the Board of Directors. Mr. Franke is not part of this decision-making process.
- c. SOMI has submitted the deeds to the court to explain why we should be chosen as exclusive representatives in the TikTok claim;
- d. Start of the marketing campaign for the recruitment of participants.

The abovementioned overview is a summary of some details, some of which have already been included in our Newsletters. Throughout 2022, SOMI kept the public, media and opinion leaders informed about its activities, especially in the area of GDPR, by email, chat and telephone.

### **Fees**

23. The members of the Supervisory Board receive a management fee for their services to the Foundation.
24. For meetings of the Supervisory Board or joint meetings with the Board of Directors and for additional services related to the activities of the Foundation, the members of the Supervisory Board are entitled to a compensation of EUR 75 per hour.
25. The members of the Supervisory Board are also entitled to reimbursement of costs reasonably incurred (for example travel costs) in the performance of their services, provided that these costs are properly substantiated.

### **Closing**

26. In 2022, the Directors had weekly consultations in or from Arnhem and monthly consultations in or from Amstelveen in varying compositions, partly in person and partly via video connections, where necessary in the presence of the Supervisors and assisted by the campaign leaders, lawyers and advisors of the foundation. Where there was a (potential) conflict of interest due to the financing of SOMI by (companies of) Mr. Franke, the deliberation and decision-making about this always took place without Mr. Franke's presence.

The Board of Directors

Hans Franke  
Jan van den Broek  
Cor Wijtvliet

## ANNUAL ACCOUNTABILITY IN MAIN LINE ON THE SUPERVISION EXERCISED

### STICHTING ONDERZOEK MARKTINFORMATIE

2022

#### Supervisory report ex art. 305a BW paragraph 2 sub d under 3

#### Introduction

1. Stichting Onderzoek Marktinformatie ('SOMI' or the 'Foundation') was established on May 31, 2016. Since its inception, the Foundation has always included the report of its activities in its newsletters, which have been posted on its site. The Foundation's site was [www.kenniscentrumvastgoedfinanciering.nl](http://www.kenniscentrumvastgoedfinanciering.nl) when it was founded and was moved to the latter domain with the purchase of the domain name [www.somi.nl](http://www.somi.nl). Both websites are hereinafter individually and jointly referred to as the '**Site**' of the Foundation.
2. SOMI endorses the best practice provisions of claim codes for organizations that are committed to collective advocacy. At the time of the Foundation's establishment, this was the Claim Code 2011, now the Claim Code 2019, hereinafter these claim codes as they have related from time to time - in whole or in part - to the activities of the Foundation, and as they have applied from time to time have been changed, referred to as the '**Claim Code**'.
3. SOMI is a non-profit foundation under Dutch law, established to identify and influence issues of social importance. The Foundation focuses on the functioning of markets in the areas of privacy, the elderly, housing and healthcare. SOMI is open to initiatives from third parties but is currently particularly committed to protecting the fundamental rights of consumers and minors who use online services.
4. The Foundation acts in the collective interest of the (legal) persons for whom it acts in accordance with its statutory objectives. The statutory objective, the actual activities and the governance of the Foundation show that the Foundation and the directors affiliated with the Foundation do not have a profit motive in the performance of the Foundation activities.
5. The governance of the Foundation is laid down in the articles of association. The Supervisory Board has the task of supervising the policy of the board and the general affairs of the Foundation and provides the board with advice. In fulfilling its duties, the Supervisory Board and its individual members focus on the interests of the Foundation and the persons it represents.
6. On the date of adoption of this annual general accountability for the supervision exercised, the members of the Supervisory Board of the Foundation were: Wijnand Prins, Sergei Purewal and Menno Weij (hereinafter each individually and jointly; the '**Supervisors**'). The composition of the Foundation's Supervisory Board was last changed on November 14, 2022.

7. Through this report on general supervision of the supervision exercised, the Supervisors provide an annual accountability, insofar as this is not already included in the Foundation's newsletters with regard to the year 2022 (the '**Newsletters**') with all documents or information to which they refer by means of links or attachments, which form an integral part thereof and which are subsequently placed on the Site within eight days after adoption by the Directors. This supervisory report, together with the Newsletters, is hereinafter referred to, each part thereof and as a whole, as the **Supervisory Report**'.

## Events in 2022

8. Throughout 2022, a large number of proposals to and from external process funders were assessed for financing the TikTok action. The discussions about this in 2021 always led to proposals being rejected due to:
  - a. Conflict of interests (particularly with process financiers in the Netherlands)
  - b. Excessive interference in SOMI's policies (particularly regarding decisions on settlements or continuation of proceedings)
  - c. Unfamiliarity with WAMCA procedures in the Netherlands (many litigation financiers came forward more to be informed than to discuss litigation financing)
  - d. Too high fees (especially in the event of early termination of procedures or a disproportion between the size and scope of the financing offered on the one hand, and the intended seizure of the total (final) payment on the other.
9. The current articles of association of the Foundation (the 'Articles of Association') were most recently amended on May 31, 2021. The Supervisors have expressed their views on the intention to amend the Articles of Association, have noted that they comply with applicable laws and regulations and have given their approval. SOMI is statutory located in the municipality of Haarlemmermeer and is registered there in the register of the Chamber of Commerce under number 66169208. See the Site for all current contact information and registration details.
10. With the aforementioned amendment to the articles of association, changes have been made to the board, in essence, to ensure that the board and the supervisory board consisted exclusively of natural persons with, collectively considered, sufficient expertise and experience to carry out and guarantee the current and intended activities. The Supervisors have assured themselves that the result and the method of establishing and implementing these changes comply with the applicable laws and regulations.



11. The Supervisory Board notes that prior to the adoption of this Supervisory Report, a change occurred in the Supervisory Board and in the Board of Directors. Mr. Cor Wijtvliet transferred from the Supervisory Board to the Board of Directors on November 14, 2022. The Supervisory Board sees no problem in this and wishes Mr. Wijtvliet every success in his new role.

On November 14, 2022, Mr. Sergei Purewal took over Mr. Wijtvliet's place on the Supervisory Board. Sergei Purewal is a lawyer with significant national and international experience in the field of complex dispute resolution (ADR) and legal proceedings. He is a Solicitor, member the Law Society of England and Wales. Mr. Purewal has worked for international law firms, including Dentons and Eversheds. He has also worked for globally operating process financiers, including Burford Capital in the United Kingdom, and from that role he has a lot of financial knowledge and experience, as well as experience in managing process risks. Mr. Purewal is currently a financial board member of the Emission Claim Foundation, one of the interest groups that is committed to obtaining compensation for consumers who have purchased or leased diesel vehicles with so-called cheating software. He is also chairman of the supervisory board of the Right to Consumer Justice Foundation, an interest group that litigates against Apple about compensation for Dutch developers of mobile apps who have been injured by competition violations by Apple. In addition, Mr. Purewal is director of the consultancy firm Pure Equitas, which provides support in finding access to the law.

12. Throughout 2022, proposals were being examined to expand SOMI's actions for consumer groups; partly at the instigation of Directors, partly due to requests from outside the Foundation. The extensions related to GDPR issues, but also to various other legal areas, partly financially, partly ideologically motivated. It was decided:
  - a. To give focus and priority to the action against TikTok;
  - b. To further develop the SOMI app for the TikTok campaign;
  - c. Temporarily suspend or limit other GDPR actions in intensity;
  - d. For the time being, no other types of campaigns will be processed until expansion of capacity makes this possible in a responsible manner.

## **Fees**

13. The members of the Supervisory Board receive a management fee for their services to the Foundation.
14. For meetings of the Supervisory Board or joint meetings with the Board of Directors and for additional services related to the activities of the Foundation, the members of the Supervisory Board are entitled to a compensation of EUR 75 per hour.
15. The members of the Supervisory Board are also entitled to reimbursement of costs reasonably incurred (for example travel costs) in the performance of their services, provided that these costs are properly substantiated.

## Closing

1. In 2022, the Supervisors had weekly meetings in or from Arnhem and monthly meetings in Amstelveen in varying compositions, partly in person and partly via video connections, where necessary in the presence of the Directors and assisted by the campaign leaders, lawyers and advisors of the Foundation . Where there was a (potential) conflict of interest due to the financing of SOMI by (companies of) Mr. Franke, the deliberation and decision-making about this always took place without Mr. Franke's presence.
2. All in all, the Supervisory Board has a good idea of the policy pursued by the Board in 2022 and has always been well informed about this by the Board. It is noted that the case against TikTok has been taken up and carried out with great speed and care, while the Board has also conducted a lot of other research and has invested a lot of time in getting the governance of the Foundation in order and keeping it in order and in investigating the possibilities for (external or internal) financing of the Foundation. The Supervisory Board finds this commendable. The Supervisory Board also notes that the Board has done a lot to seek partnerships with various other parties in order to pursue its statutory objectives and promote the interests of the constituents it represents most effectively. Finally, the Supervisory Board notes that the Foundation has sufficient financial resources to continue and complete the proceedings against TikTok, and to continue to carry out its other activities (albeit at a lower level), partly thanks to the financial and personal contribution from Mr. Franke.
3. The Supervisory Board therefore expresses its full confidence in the Board of the Foundation.

The Supervisory Board

Wijnand Prins  
Menno Wei  
Sergei Purewal

STICHTING ONDERZOEK MARKTINFORMATIE

# FINANCIAL STATEMENTS

2022

Mr. G Groen van Prinstererlaan 88A.  
1181 TR Amstelveen

**Stichting Onderzoek Marktinformatie**

Mr. H.J.M.G. Franke

Mr. G Groen van Prinstererlaan 88A.

1181 TR Amstelveen

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## 1. ACCOUNTANT REPORT

## 1.1 Composition statement

Stichting Onderzoek Marktinformatie 2022

To:

**Stichting Onderzoek Marktinformatie**

Mr. H.J.M.G. Franke

Mr. G Groen van Prinstererlaan 88A.

1181 TR Amstelveen

Dear Mr H.J.M.G. Franke,

As a result of your assignment, we have the annual accounts included in this report 2022 of Stichting Onderzoek Marktinformatie in Amstelveen compiled on the basis of the data you provided. Responsibility for the accuracy and completeness of that information rests with the management of the company. It is our responsibility to provide a statement of compilation of the financial statements.

In accordance with generally accepted guidelines in the Netherlands concerning compositional contracts, our work consisted mainly of collecting, processing, classifying and summarizing financial information. The nature and extent of these activities shall prevent them from giving rise to such certainty as to the veracity of the annual accounts as may be obtained from an audit report or an assessment report.

On the basis of the information provided to us, we have compiled the financial statements in accordance with generally accepted accounting policies in the Netherlands.

Amstelveen, December 8, 2023

Client Signature:

.....  
Mabel Lentze  
Reunion Ventures B.V.

.....  
Mr. H.J.M.G. Franke  
Stichting Onderzoek Marktinformatie

## 1.2 Results Comparison

Stichting Onderzoek Marktinformatie 2022

In order to analyze the result of the company, we provide you with the following format, which is based on the profit and loss account.

	2022		2021	
	€	%	€	%
Net sales	1.549.909	100,0%	4.168	100,0%
<b>■ Revenue</b>	<b>1.549.909</b>	<b>100,0%</b>	<b>4.168</b>	<b>100,0%</b>
Cost of sales	-	0,0%	-	0,0%
<b>■ Cost of Selling</b>	<b>-</b>	<b>0,0%</b>	<b>-</b>	<b>0,0%</b>
<b>Gross margin</b>	<b>1.549.909</b>	<b>100,0%</b>	<b>4.168</b>	<b>100,0%</b>
Personnel costs	-	0,0%	-	0,0%
Other personnel costs	-	0,0%	-	0,0%
<b>■ Personnel charges</b>	<b>-</b>	<b>0,0%</b>	<b>-</b>	<b>0,0%</b>
Depreciation of intangible fixed assets	101.149	6,5%	30.899	741,3%
Depreciation of tangible fixed assets	171	0,0%	-	0,0%
Housing costs	3.906	0,3%	895	21,5%
Car costs	-	0,0%	-	0,0%
Office costs	-	0,0%	-	0,0%
Cost of Sales	116.889	7,5%	421.506	10112,9%
Automation costs	3.086	0,2%	3.067	73,6%
Consulting fees	266.692	17,2%	303.041	7270,7%
Other general expenses	937	0,1%	2.712	65,1%
<b>■ Other operating expenses</b>	<b>492.830</b>	<b>31,8%</b>	<b>762.120</b>	<b>18285,0%</b>
<b>Operating costs</b>	<b>492.830</b>	<b>31,8%</b>	<b>762.120</b>	<b>18285,0%</b>
<b>Operating result</b>	<b>1.057.079</b>	<b>68,2%</b>	<b>-757.952</b>	<b>-18185,0%</b>
Financial revenue and costs	-446	0,0%	-98	-2,4%
Interest and bank charges	-161	0,0%	-329	-7,9%
<b>■ Financial income and expenses</b>	<b>-607</b>	<b>0,0%</b>	<b>-427</b>	<b>-10,2%</b>
<b>Result before taxes</b>	<b>1.056.472</b>	<b>68,2%</b>	<b>-758.379</b>	<b>-18195,3%</b>
Taxes	-	0,0%	-	0,0%
	-	0,0%	-	0,0%
<b>Result after tax</b>	<b>1.056.472</b>	<b>68,2%</b>	<b>-758.379</b>	<b>-18195,3%</b>

## 1.2 Results Comparison

Stichting Onderzoek Marktinformatie 2022

The post-tax result 2022 increased by €1,814,851 compared to 2021. The evolution of the result after 2022 compared to 2021 can be shown as follows.

The post-tax result has been favorably influenced by:

Net sales	1.545.741	
Cost of Sales	304.617	
Consulting fees	36.349	
Other general expenses	1.775	
Interest and bank charges	168	
	<hr/>	<b>1.888.650</b>

The post-tax result has been adversely affected by:

Depreciation of intangible fixed assets	70.250	
Depreciation of tangible fixed assets	171	
Automation costs	19	
Financial revenue and costs	348	
	<hr/>	<b>70.788</b>
		<b><u>1.817.862</u></b>



## 1.3 Financial position

Stichting Onderzoek Marktinformatie 2022

To analyze the financial position of the company, we provide you with the following format, which is based on the data from the balance sheet.

	31 December 2022		31 December 2021	
	€	%	€	%
<b>Available in the short term:</b>				
Supplies	-		-	
Current account	-		-	
Corporation tax	-		-	
Sales tax	36.726		246.536	
Wage tax and social security contributions	-		-	
Salaries	-		-	
Debtors	-3		-3	
Other receivables	4.950.860		-	
Liquid assets	4.379		1.154	
<b>■ Total current assets</b>		<b>4.991.962</b>		<b>247.687</b>
Current account	-		1.485.113	
Corporation tax	-		-	
Sales tax	-		-	
Salaries	-		-	
Supplier Credit	201.235		17.162	
Other short-term liabilities	43.283		1.484	
<b>■ AF: Short-term debts</b>		<b>244.518</b>		<b>1.503.759</b>
<b>Working capital</b>		<b>4.747.444</b>		<b>-1.256.072</b>
<b>Committed in the long term:</b>				
Intangible fixed assets	388.440		386.915	
Tangible fixed assets	2.291		-	
Financial fixed assets	-		-	
		<b>390.731</b>		<b>386.915</b>
<b>Financed with in the long term available resources</b>		<b>5.138.175</b>		<b>-869.157</b>
This funding was provided by:				
Equity		5.138.175		-869.157
Facilities		-		-
Long-term debts		-		-
		<b>5.138.175</b>		<b>-869.157</b>

According to this arrangement, working capital increased by €6,003,516 compared to last year.

## 1.4 Key figures

Stichting Onderzoek Marktinformatie 2022

### Liquidity measures

Liquidity indicates the ability of the firm to meet its obligations in the short term. The liquidity position reflects the situation at the end of the financial year. So we are talking about a snapshot.

	<u>2022</u>	<u>2021</u>
<b>■ Current ratio</b>		
Current assets/ Short-term liabilities	20,42	0,16
<b>■ Quick ratio</b>		
Current assets - inventories/ Short-term liabilities	20,42	0,16
<b>■ Net working capital</b>		
Current assets - Short-term debt	4.747.444	-1.256.072
<b>■ Debtor Payment Term (in days)</b>		
Debtors/ Net Sales x 365 days	-	-
<b>■ Stock turnover rate</b>		
Stocks/ Net Revenue x 365 days	-	-

### Solvency ratios

Solvency shall indicate the ability of the undertaking to meet its obligations in the long term. The solvency position shall reflect the situation at the end of the financial year. So we are talking about a snapshot.

	<u>2022</u>	<u>2021</u>
<b>■ Solvency</b>		
Equity/ Total equity ratio	95,5%	-137,0%
<b>■ Debt ratio</b>		
Debt/Total equity ratio	4,5%	237,0%

## 1.4 Key figures

Stichting Onderzoek Marktinformatie 2022

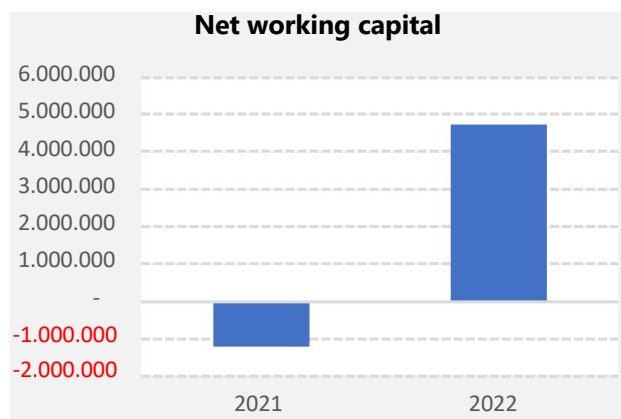
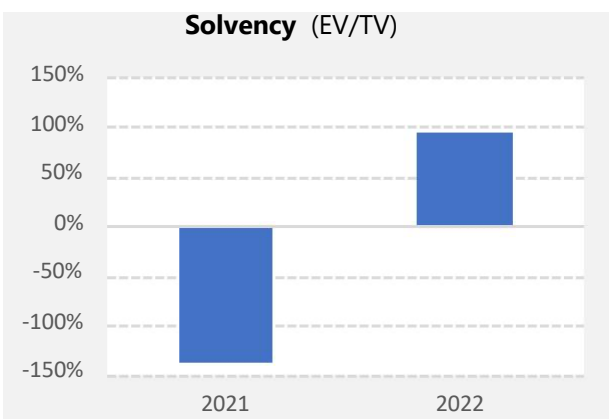
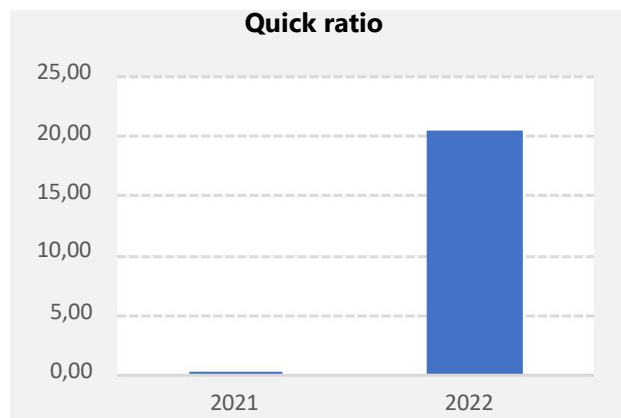
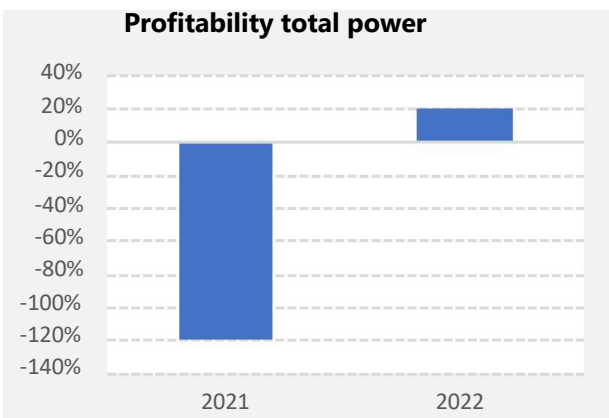
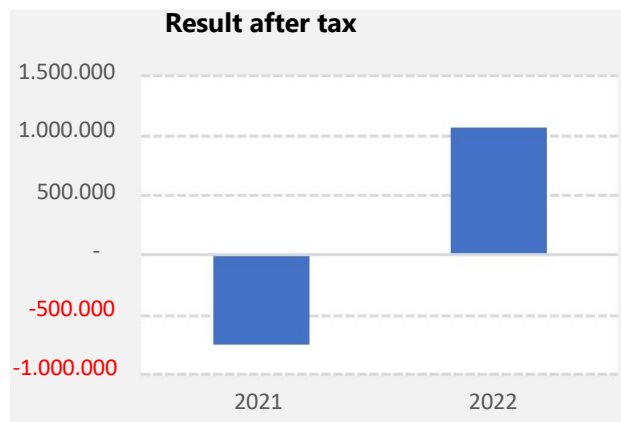
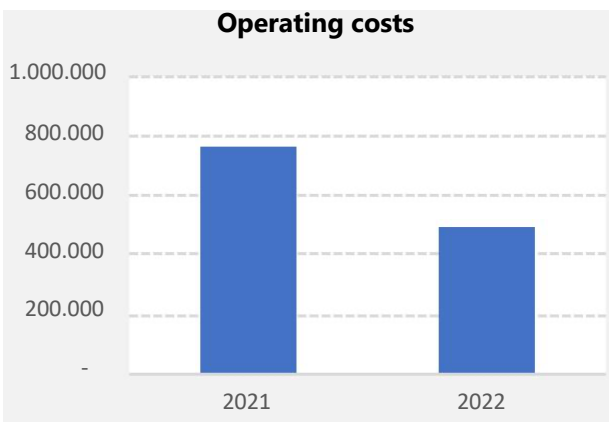
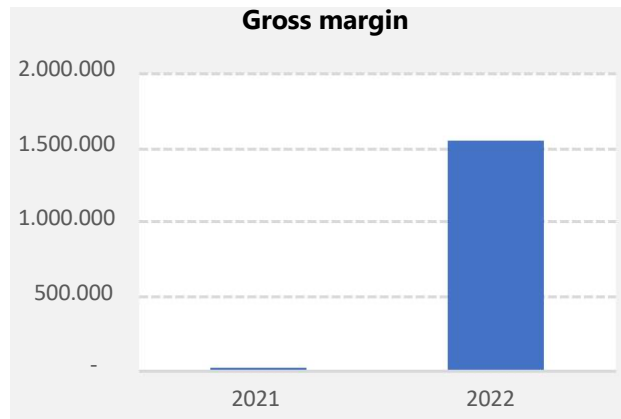
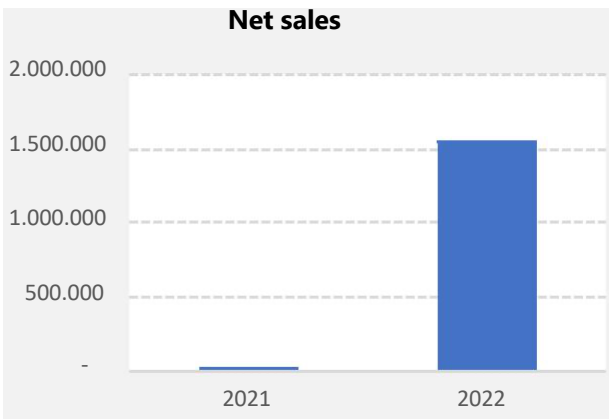
### Turnover and profitability

The profitability indicates the rate of return that the company has achieved during the financial year.

	<u>2022</u>	<u>2021</u>
<b>■ conversion</b>		
Index number (2021 = 100)	37.185,9	100,0
<b>■ Gross profit margin</b>		
Gross Margin/ Net Revenue	100,0%	100,0%
<b>■ Operational margin</b>		
Operational Outcome/ Net Revenue	68,2%	-18185,0%
<b>■ Profitability of total assets</b>		
Net result/ Total power	19,6%	-119,5%
<b>■ Profitability of equity</b>		
Net result/ equity	20,6%	87,3%

## 1.5 Charts

Stichting Onderzoek Marktinformatie 2022



## 2. ANNUAL ACCOUNTS

## 2.1 Balance sheet

Stichting Onderzoek Marktinformatie 2022

	31 December 2022		31 December 2021	
	€	€	€	€
Intangible fixed assets	388.440		386.915	
Tangible fixed assets	2.291		-	
Financial fixed assets	-		-	
<b>■ Fixed assets</b>		<b>390.731</b>		<b>386.915</b>
Supplies	-		-	
Current account	-		-	
Corporation tax	-		-	
Sales tax	36.726		246.536	
Wage tax and social security contributions	-		-	
Salaries	-		-	
Debtors	-3		-3	
Other receivables	4.950.860		-	
Liquid assets	4.379		1.154	
<b>■ Floating assets</b>		<b>4.991.962</b>		<b>247.687</b>
<b>Total assets</b>		<b><u>5.382.693</u></b>		<b><u>634.602</u></b>
Capital	-		-	
Reserves	-869.157		-110.778	
Destination fund	4.950.860		-	
Current financial year result	1.056.472		-758.379	
<b>■ Equity</b>		<b>5.138.175</b>		<b>-869.157</b>
Facilities	-		-	
<b>■ Provisions</b>		-		-
Loans o/g	-		-	
<b>■ Long-term debts</b>		-		-
Current account	-		1.485.113	
Corporation tax	-		-	
Sales tax	-		-	
Salaries	-		-	
Supplier Credit	201.235		17.162	
Other short-term liabilities	43.283		1.484	
<b>■ Short-term debts</b>		<b>244.518</b>		<b>1.503.759</b>
<b>Total liabilities</b>		<b><u>5.382.693</u></b>		<b><u>634.602</u></b>

## 2.2 Profit and Loss Account

Stichting Onderzoek Marktinformatie 2022

In order to analyze the result of the company, we provide you with the following format, which is based on the profit and loss account.

	2022		2021	
	€	€	€	€
Net sales	1.549.909		4.168	
<b>■ Revenue</b>		<b>1.549.909</b>		<b>4.168</b>
Cost of sales	-		-	
<b>■ Cost of Selling</b>		-		-
<b>Gross margin</b>		<b>1.549.909</b>		<b>4.168</b>
Personnel costs	-		-	
Other personnel costs	-		-	
<b>■ Personnel charges</b>		-		-
Depreciation of intangible fixed assets	101.149		30.899	
Depreciation of tangible fixed assets	171		-	
Housing costs	3.906		895	
Car costs	-		-	
Office costs	-		-	
Cost of Sales	116.889		421.506	
Automation costs	3.086		3.067	
Consulting fees	266.692		303.041	
Other general expenses	937		2.712	
<b>■ Other operating expenses</b>		<b>492.830</b>		<b>762.120</b>
<b>Operating costs</b>		<b>492.830</b>		<b>762.120</b>
<b>Operating result</b>		<b>1.057.079</b>		<b>-757.952</b>
Financial revenue and costs	-446		-98	
Interest and bank charges	-161		-329	
<b>■ Financial income and expenses</b>		<b>-607</b>		<b>-427</b>
<b>Result before taxes</b>		<b>1.056.472</b>		<b>-758.379</b>
Taxes		-		-
<b>Result after tax</b>		<b>1.056.472</b>		<b>-758.379</b>

## 2.3 Cash flow chart

Stichting Onderzoek Marktinformatie 2022

The cash flow statement is prepared using the indirect method.

	2022	
	€	€
<b>Cash flow from operational activities</b>		
Operating result		1.057.079
Adjustments for:		
Depreciation of intangible fixed assets	101.149	
Depreciation of tangible fixed assets	171	
Mutation facilities	-	
		101.320
Changes in working capital:		
Supplies	-	
Current account	-	
Corporation tax	-	
Sales tax	209.810	
Wage tax and social security contributions	-	
Salaries	-	
Debtors	-	
Other receivables	-4.950.860	
■ Floating assets		-4.741.050
Current account	-1.485.113	
Corporation tax	-	
Sales tax	-	
Salaries	-	
Supplier Credit	184.073	
Other short-term liabilities	41.799	
■ Short-term debts		-1.259.241
Cash flow from operating operations		-4.841.892
Financial revenue and costs	-446	
Interest and bank charges	-161	
		-607
<b>Cash flow from operational activities</b>		<b>-4.842.499</b>
<b>Cash flow from investment activities</b>		
Investments	-105.136	
Divestitures	-	
Cash flow from investment activities		<b>-105.136</b>
<b>Cash flow from financing activities</b>		
Capital deposits and withdrawals	5.709.239	
Fiscal reserves	-758.379	
Long-term debts	-	
		<b>4.950.860</b>
<b>Change of funds</b>		<b>3.225</b>

**Explanation of the funds:**



## 2.3 Cash flow chart

Stichting Onderzoek Marktinformatie 2022

Position as of January 1	1.154
Change of funds	<u>3.225</u>
Position as of December 31	<u><u>4.379</u></u>

### 3. EXPLANATION

### 3.1 Explanation on balance sheet - Assets

Stichting Onderzoek Marktinformatie 2022

	31 December 2022		31 December 2021	
	€	€	€	€
APP/ Website	520.488		417.814	
Depreciation of intangible fixed assets	-132.048		-30.899	
<b>■ Intangible fixed Assets</b>		<b>388.440</b>		<b>386.915</b>
Hardware & Software (computers, software packages)	2.462		-	
Depreciation hardware & software	-171		-	
<b>■ Tangible fixed assets</b>		<b>2.291</b>		<b>-</b>
	-		-	
<b>■ Financial fixed assets</b>		<b>-</b>		<b>-</b>
<b>Fixed assets</b>		<b>390.731</b>		<b>386.915</b>
Tax to be paid high	-5.756		-1.070	
VAT payable Acquisition of goods within the EU	-15.522		-11.829	
VAT to be claimed	352.476		259.435	
Sales tax paid	-47.842		-	
Sales Tax Paid Prior Years	-246.630		-	
<b>■ Sales tax</b>		<b>36.726</b>		<b>246.536</b>
Debtors	-3		-3	
<b>■ Debtors</b>		<b>-3</b>		<b>-3</b>
Donations still to be received	4.950.860		-	
<b>■ Other receivables</b>		<b>4.950.860</b>		<b>-</b>
Clearance account Mollie	-876		-	
Triodos NL88 TRIO 0391 2097 36	-		1.154	
MOLLIE NL30ABNA 0524 5909 58	911		-	
NL79 BUNQ 2066 6319 49	4.344		-	
<b>■ Liquide resources</b>		<b>4.379</b>		<b>1.154</b>
<b>Current assets</b>		<b>4.991.962</b>		<b>247.687</b>
<b>TOTAL ASSETS</b>		<b>5.382.693</b>		<b>634.602</b>

## 3.2 Explanatory notes on the balance sheet - Liabilities

Stichting Onderzoek Marktinformatie 2022

	31 December 2022		31 December 2021	
	€	€	€	€
Equity/equity	-		-	
■ <b>Capital</b>		-		-
Other reserve	-869.157		-110.778	
■ <b>Reserves</b>		-869.157		-110.778
Destination fund donations	4.950.860		-	
■ <b>Destination fund</b>		4.950.860		-
■ <b>Result current financial year</b>		1.056.472		-758.379
<b>Equity</b>		<u>5.138.175</u>		<u>-869.157</u>
Facilities	-		-	
■ <b>Provisions</b>		-		-
Loans o/g	-		-	
■ <b>Loans o/g</b>		-		-
<b>Long-term debts</b>		<u>-</u>		<u>-</u>
R/C Reunion Ventures B.V.	-		717.025	
R/C Empty Artis Management B. V.	-		768.088	
■ <b>current account</b>		-		1.485.113
Payroll levy to be paid	6.033		6.033	
Payroll tax paid	-6.033		-6.033	
■ <b>Tax and social security contributions</b>		-		-
Creditors	201.235		17.162	
■ <b>Vendor Credit</b>		201.235		17.162
Deferred costs	43.283		1.484	
■ <b>Other short-term debts</b>		43.283		1.484
<b>Short-term debt</b>		<u>244.518</u>		<u>1.503.759</u>
<b>TOTAL LIABILITIES</b>		<u>5.382.693</u>		<u>634.602</u>

### 3.3 Explanation on the profit and loss account

Stichting Onderzoek Marktinformatie 2022

Filter      Acco  
unt#

	2022		2021		
	€	€	€	€	
Revenue TikTok Campaign high rate	769		4.168		8002
Domestic sales zero rate	1.549.140		-		8020
<b>■ Net turnover</b>		<b>1.549.909</b>		<b>4.168</b>	
<b>Revenue</b>		<b>1.549.909</b>		<b>4.168</b>	
<b>■ Cost of sales</b>		-		-	
<b>Cost price sales</b>		-		-	
<b>■ Staff charges</b>		-		-	
<b>■ Other personnel costs</b>		-		-	
<b>Personnel charges</b>		-		-	
Depreciation cost intangible fixed assets	101.149		30.899		5000
<b>■ Depreciation of intangible fixed assets</b>		<b>101.149</b>		<b>30.899</b>	
Depreciation costs hardware & software	171		-		5140
<b>■ Depreciation of tangible fixed assets</b>		<b>171</b>		-	
<b>Depreciation</b>		<b>101.320</b>		<b>30.899</b>	
Housing costs	3.906		895		5500
<b>■ Housing expenses</b>		<b>3.906</b>		<b>895</b>	
<b>■ Car fees</b>		-		-	
<b>■ Office expenses</b>		-		-	
Marketing Costs (Online Marketing)	100.486		376.038		5540
Public Relations & Communication	-		9.955		5541
Marketing and advertising costs	13.393		-		5542
Advertising costs	3.010		35.513		5580
<b>■ Cost of sale</b>		<b>116.889</b>		<b>421.506</b>	
Automation costs	2.259		2.990		5551
Software (including Apple, Zapier)	710		-		55511
ERecognition (star permission via provider)	25		-		55541
Domain enrollment (temporarily excluding usage records)	92		76		55542
<b>■ Automation costs</b>		<b>3.086</b>		<b>3.066</b>	
General costs	-		8		5550
Advice and mediation costs	1.939		-		5556
Lawyer and notary fees	111.223		161.544		5557
License fee	-		65		55571

### 3.3 Explanation on the profit and loss account

Stichting Onderzoek Marktinformatie 2022

Filter      Acco  
                  unt#

Compliance	21.543	-	55572
Management fee	110.976	134.224	5570
Remuneration Board of Advice	21.010	7.200	5571
<b>■ Consulting fees</b>	<b>266.691</b>	<b>303.041</b>	
Translation costs	937	2.712	5558
<b>■ Other general expenses</b>	<b>937</b>	<b>2.712</b>	
<b>Other operating costs</b>	<b>492.829</b>	<b>762.119</b>	
<b>Operating costs</b>	<b>492.829</b>	<b>762.119</b>	
<b>Operating result</b>	<b>1.057.080</b>	<b>-757.951</b>	
Price differences	-	-	7200
License fee	-188	-	90220
Investigation, investigation and documentation costs	-314	-	90221
Indemnity, Procedure Reimbursement	-	-98	9160
Calculation differences	-	-	9200
Purchase Discounts	50	-	9410
<b>■ Financial income and expenses</b>	<b>-452</b>	<b>-98</b>	
Interest income	5	-	9130
Bank package charges, internet banking	-220	-206	9150
Charge cards (debit card, credit card)	-	-20	9151
Transaction costs, payment provider collection costs (Mollie)	1	-104	9152
Costs of Payment Service Provider (Mollie, Adyen)	58	-	9153
<b>■ Interest and bank charges</b>	<b>-156</b>	<b>-330</b>	
<b>Financial income and expenses</b>	<b>-608</b>	<b>-428</b>	
<b>Result before taxes</b>	<b>1.056.472</b>	<b>-758.379</b>	
Taxes	-	-	
<b>Taxes</b>	<b>-</b>	<b>-</b>	
<b>Result after tax</b>	<b>1.056.472</b>	<b>-758.379</b>	

### 3.4 Explanation of fixed assets

Stichting Onderzoek Marktinformatie 2022

	BW 01/01	Investments	Desinvest.	Depreciation	BW 31/12
	€	€	€	€	€
APP/ Website	417.814	102.674	-	-132.048	388.440
<b>■ Intangible fixed Assets</b>	<b>417.814</b>	<b>102.674</b>	-	<b>-132.048</b>	<b>388.440</b>
Hardware & software (computers, software)	-	2.462	-	-171	2.291
<b>■ Tangible fixed assets</b>	<b>-</b>	<b>2.462</b>	-	<b>-171</b>	<b>2.291</b>
	-	-	-	-	-
<b>■ Financial fixed assets</b>	<b>-</b>	<b>-</b>	-	-	-
<b>Fixed assets</b>	<b>417.814</b>	<b>105.136</b>	-	<b>-132.219</b>	<b>390.731</b>

### 3.5 Explanation on sales tax

Stichting Onderzoek Marktinformatie 2022

		2022	
		€	VAT €
Sales high	1a.	769	161
Sales low	1b.	-	-
Revenue free	1c.	-	-
<b>■ Domestic turnover</b>		<b>769</b>	<b>161</b>
<b>■ Private use</b>	1d.		-
Sales tax has been transferred to you	2a.	21.543	4.524
<b>■ Domestic turnover</b>		<b>21.543</b>	<b>4.524</b>
Sales outside EU	3a.	-	
Sales in EU	3b.	-	
<b>■ Turnover abroad</b>		-	
Procurement outside EU	4a.		-
Procurement within EU	4b.		3.693
<b>■ Purchase from abroad</b>			<b>3.693</b>
<b>Sales Tax Payable</b>			<b>8.378</b>
<b>■ Preliminary tax</b>	5b.		<b>93.041</b>
<b>Sales Tax Receivable</b>	5c.		<b>-84.663</b>
<b>■ Payments Sales Tax</b>			<b>-47.937</b>
<b>Sales tax still to be received</b>			<b>-36.726</b>
Sales Tax Last Period			-26.139
<b>Make-up sales tax</b>			<b>-10.682</b>



## 3.6 Explanation in general

Stichting Onderzoek Marktinformatie 2022

### GENERAL

The financial statements are prepared in accordance with the provisions of Title 9 Book 2 BW in accordance with the Accounting Guidelines for the Small Legal Entity.

#### Activities

The activities of Stichting Onderzoek Marktinformatie, whose registered office is in Amstelveen, consist mainly of:

- To represent the interests of natural persons, in particular consumers and minors, who use online services, including with regard to privacy and consumer law, and of residents and residents with regard to (information on) real estate (financing) and related developments.

The actual activities will be carried out at Mr G Groen van Prinsterlaan 88A in Amstelveen.

#### Staff members

During the year 2022, the following employees were employed on a full-time basis.

	2022	2021
Broken down by:		
-	-	-
-	-	-
-	-	-
Total	-	-

#### Currency

The annual accounts shall be drawn up in euro. Foreign currency claims, liabilities and liabilities shall be converted at the balance sheet date rate. Foreign currency transactions during the reporting period shall be accounted for in the financial statements at the rate of settlement. Any foreign exchange differences shall be recognized in the profit and loss account.

### BASIS FOR THE BALANCY VALUATION

#### General

The valuation of assets and liabilities shall be based on historical costs. Unless otherwise stated in the relevant basis for the specific balance sheet item, the assets and liabilities shall be recognized at nominal value.

#### Intangible fixed assets

Intangible fixed assets shall be valued at the amount of expenses spent, less cumulative depreciation and, where applicable, impairment. The annual depreciation shall be a fixed percentage of the costs spent, taking into account any residual value.

Depreciation rates:

App/website 10%

#### Tangible fixed assets

Tangible fixed assets shall be valued at acquisition price or production costs, reduced

## 3.6 Explanation in general

Stichting Onderzoek Marktinformatie 2022

with the cumulative depreciation and, where applicable, with impairment. Depreciation shall be based on the estimated economic lifetime and shall be calculated on the basis of a fixed percentage of the acquisition price or manufacturing costs, taking into account any residual value. Depreciation will start at the time of commissioning. There is no depreciation on land.

The tangible fixed assets of which the undertaking has economic ownership under a financial leasing agreement are activated. The liability arising from the financial lease agreement shall be recognized as debt. The interest included in the future lease term shall be charged to the result during its term.

Depreciation rates:

Commercial buildings and premises	2,50%
Machinery and installations	10%
Inventory	20%
Computers	20%
Means of transport	20%

### **Financial fixed assets**

Claims on equity and loans and other claims shall be recognized at fair value on initial treatment and subsequently measured at amortized cost, equal to nominal value, less provisions deemed necessary.

### **Supplies**

*Raw materials and consumables*

Stocks of raw materials and consumables shall be valued at acquisition price or lower net yield where this lower net yield value shall be determined by individual stock assessment.

*Work in progress*

The evaluation of work in progress shall be made on the part of the agreed remuneration for the work in progress, which is attributable to that work in progress. Revenues and expenses are recorded in the profit and loss account based on the progress of the work assumed.

*Claims, cash, debts and accruals*

The claims, cash, debts and accruals shall be recognized at nominal value; valuation of claims shall be made less a provision for irrecoverability, based on an individual assessment of claims.

### **Facilities**

*Pension provision*

A provision shall be made for pension entitlements accrued on the balance sheet date by the managing director-general shareholder and held in his own management. This provision is calculated actuarially. Future salary increases shall be taken into account in the calculation. Future open indices are implicitly taken into account by using a low discount rate in the calculation of the pension obligation.

*Other facilities*

## 3.6 Explanation in general

Stichting Onderzoek Marktinformatie 2022

The provision for the equal distribution of charges for major building maintenance shall be determined on the basis of the expected costs over a series of years. The feature is constructed linearly. The maintenance carried out shall be charged to this facility.

The warranty provision is determined on the basis of the expected costs for products sold that fail or are defective within the warranty period.

### **Long-term debts**

The long-term debt relates to loans with a maturity of more than one year. The part of the loans repaid in the following financial year is included in the short-term debt.

### **Short-term debt**

Short-term debt refers to debt with a maturity of less than one year. These are recognized at fair value on initial treatment and then measured at amortized cost, which is equal to nominal value.

### **Rights and obligations not included in the balance sheet**

The off-balance sheet rights and liabilities are, unless otherwise stated, valued at nominal value.

## **PRINCIPLES FOR INCOME RECOGNITION**

### **General**

The result shall be determined on the basis of historical costs. Income and expenses are allocated to the year to which they relate. Gains shall be recognized only to the extent that they have been realized on balance sheet date. Liabilities and potential losses originating before the end of the reporting year shall be respected if they have become known before the publication of the annual accounts.

### **Result**

The result shall be determined as the difference between the net turnover and all related costs and other charges attributable to the reporting year. The costs and charges shall be determined in accordance with the valuation principles set out above. Profits shall be accounted for in the year in which the services are provided. Losses originating in the accounting year shall be taken into account as soon as they are foreseeable.

### **Net sales**

Net turnover shall mean the proceeds of the goods and services supplied in the year under review, net of rebates and the taxes levied on turnover. Proceeds from the sale of goods shall be accounted for at the time when all major rights to economic benefits as well as all major risks have passed to the buyer. The cost of these goods shall be allocated to the same period.

Revenue from services shall be recognized in proportion to the extent to which the services have been provided. The cost of these services shall be allocated to the same period.

## 3.6 Explanation in general

Stichting Onderzoek Marktinformatie 2022

### **Cost price sales**

The purchase value of the turnover shall mean the costs directly attributable to the goods and services supplied. This includes a change in the write-down due to the incurancy of stocks.

### **Operating costs**

The costs shall be allocated to the reporting year to which they relate.

### **Depreciation**

Depreciation is calculated using fixed percentages of the acquisition value, based on the expected economic life. Book gains and losses on sale of fixed assets are included in depreciation. Book profits, however, only to the extent that they have not been deducted from investments.

The financial income and expense shall relate to the interest income and costs of loans and balances issued and received, which relate to the reporting period.

### **Taxes**

The corporation tax shall be calculated at the rate in force on the profit or loss for the financial year, taking into account permanent differences between the profit or loss calculation according to the annual accounts and the tax profit calculation, with active tax latencies being valued only if and to the extent likely to be realized.

### **Special income and expenses**

The special income and expenses shall relate to profits which do not derive from the normal course of business and which are incidental in nature.

## **PRINCIPLES FOR THE PREPARATION OF THE CASH FLOW STATEMENT**

The cash flow statement shall be drawn up using the indirect method.

The cash in the cash flow statement shall consist of cash.

Cash flows in foreign currency shall be converted at an estimated average rate.

Taxes, interest income and similar income, as well as interest expense and similar costs, shall be included in the cash flow from operational activities.

Transactions that do not involve an exchange of funds, including financial leasing, shall not be included in the cash flow statement. The payment of the lease terms under the financial lease contract shall be considered as expenditure arising from financing activities for the part relating to repayment and, for the part relating to interest, as expenditure arising from operational activities.