

ANNUAL REPORT

STICHTING ONDERZOEK MARKTINFORMATIE

2023

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MANAGEMENT REPORT

STICHTING ONDERZOEK MARKTINFORMATIE

2023

Management report ex art. 305a BW paragraph 2 sub d under 44

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 when it was founded and was moved to the latter domain with the purchase of the domain name 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 is 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 has 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 2023 (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 2023

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

January 2023

- a. We have received a message from the Dutch Data Protection Authority (AP) about the progress of the Irish Data Protection Commission (DPC) regarding SOMI's complaint against TikTok, filed in April 2021. In this message, the DPC indicates that it has completed its investigation and that a draft decision is currently being submitted to the relevant supervisory authorities in accordance with Article 60 GDPR.

February 2023

- a. TikTok has filed the Statement of Eligibility of Claimants, Applicable Law, and Designation of Exclusive Representative.

March 2023

- a. SOMI makes it possible for consumers to use the SOMI app to check whether they have been victims of the January 2023 Twitter data breach. This specific breach contains email addresses of 200 million Twitter accounts that were later found on the Dark Web.
- b. On March 10th, 2023, a criminal broke into the systems of Nebu, a market research software supplier. The burglar was after the consumer data of a number of Dutch market research agencies. These agencies used Nebu B.V. software. This burglary (data leak) appears to involve personal data of approximately two million Dutch people.
- c. The date for the next oral hearing has been set for Wednesday, June 28th, 2023 at the Amsterdam District Court.
- d. SOMI app version 2.20.0: Twitter leak.

April 2023

- a. Joris ZorgGroep has reported a data breach. The Joris ZorgGroep has 500 employees, 320 volunteers and 720 clients. The data breach was caused by a data theft by the hacking group Bitlock. They threatened to make the stolen data public if they were not paid. Joris Zorg has indicated that they do not want to negotiate with criminals. The data was then published by the hacking group on the Dark Web. SOMI is handling the case.
- b. SOMI app version 2.20.1: Deezer data.
- c. TikTok Claim questionnaire.

May 2023

- a. WAMCA role decision: submitting data on the number of stakeholders affiliated with each of the claim foundations.
- b. Data breach call Joris Zorg.
- c. Start investigating a possible data breach regarding Nebu/Blauw.

June 2023

- a. Oral hearing of phase 2 of the collective proceedings against TikTok. During the oral hearing it emerged that SOMI has the most participants of all three foundations.

July 2023

- a. SOMI has filed a complaint with Meta.
- b. Role decision regarding collective proceedings against TikTok - The court remains with the previous role decision, which means that two claim foundations must reveal their financing agreements. Given the debate at the hearing, the previous role decision is not a surprise decision. It is unlikely that a financing agreement to which a lawyer is not included contains passages that fall under confidential communication between lawyer and client.

August 2023

- a. SOMI app version 2.25.15: Subscriptions.
- b. SOMI app version 2.26.6: data request with multiple usernames possible with email verification.

September 2023

- a. SOMI app version 2.27.6: search filter for data requests.
- b. Role decision regarding collective proceedings against TikTok has been postponed to October 11th, 2023.
- c. Complaint letter about Meta submitted to the Dutch Data Protection Authority (AP) and the Irish Data Protection Commission (DPC). Two weeks later we received a response stating that AP and DPC would jointly investigate the case.

October 2023

- a. The Amsterdam District Court has ruled that SOMI is admissible in the proceedings against TikTok, in which SOMI defends all underage TikTok users in the Netherlands. The other two foundations, the Take Back Your Privacy Foundation and the Mass Damage & Consumer Foundation, must first put the agreements with their commercial litigation funders in order. The court will then decide whether they are also admissible.
- b. SOMI has publicly announced the Facebook claim.
- c. SOMI has started automating data requests in the SOMI app.

November 2023

- a. A Summons was served to Meta.
- b. Registration of collective action with the Dutch court on the basis of the Mass Damage Settlement in Collective Action Act.
- c. Take Back Your Privacy Foundation and Massaschade & Consument foundation, have sorted out the agreements with their commercial litigation financiers and resubmitted them to the Amsterdam District Court.
- d. SOMI app version 2.27.9: customer can register directly for the Facebook claim via the SOMI app.

December 2023

- a. Decision on collective proceedings against TikTok regarding admissibility has been postponed to January 10th, 2024.

The above overview is a summary of some details, some of which have already been included in our Newsletters. Throughout 2023, SOMI kept the public, media and opinion leaders informed about its activities, especially in the GDPR area, by email, chat and telephone.

Fees

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

Closing

14. In 2023, the Directors had weekly meetings in or from Arnhem and monthly meetings in or from Amstelveen in varying compositions, partly in person and partly via video conferences, 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.

Board of directors

Hans Franke
Jan van den Broek
Cor Wijtvliet

ANNUAL ACCOUNTABILITY IN MAIN LINE ON THE SUPERVISION EXERCISED

STICHTING ONDERZOEK MARKTINFORMATIE

2023

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 when it was founded and was moved to the latter domain with the purchase of the domain name 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 2023 (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 2023

8. Throughout 2023, a large number of proposals to and from external process financiers were assessed for financing the TikTok action. The discussions about this always led to rejection of proposals in 2023 because of:
 - a. Conflict of interests (especially among 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 case 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. On November 14, 2022, Mr. Sergei Purewal took over Mr. Wijtvliet's place on the Supervisory Board. As of 2023, Mr. Purewal is no longer affiliated with the Right to Consumer Justice Foundation and the Emission Claim Foundation.
10. Throughout 2023, 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. Start a claim against Facebook/Meta;
 - c. To further develop the SOMI app for the TikTok and Facebook/Meta campaign. We also searched for breached data on the dark web and added it to the SOMI app;
 - d. Temporarily suspend other GDPR actions or limit their intensity;
 - e. For the time being, no other types of campaigns will be processed until expansion of capacity makes this possible in a responsible manner.

11. SOMI has investigated the JorisZorgGroep and Nebu/Blauw data leak, but due to insufficient public interest, SOMI dropped both cases.

Fees

12. The members of the Supervisory Board receive a management fee for their services to the Foundation.
13. 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.
14. 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

15. In 2023, 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.
16. All in all, the Supervisory Board has a good idea of the policy pursued by the Board in 2023 and has always been well informed about this by the Board. They note 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 most effectively pursue its statutory objectives and promote the interests of the constituents it represents. Finally, the Supervisory Board notes that the Foundation has sufficient financial resources to continue and complete the procedure against TikTok, and to also start a new procedure against Facebook/Meta, partly thanks to the financial and personal contribution of Mr Franke.
17. 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

2023

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

Foundation Research Market Information

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 2023

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 2023 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, January 19, 2024

Client Signature:

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

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

1.2 Results Comparison

Stichting Onderzoek Marktinformatie 2023

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.

	2023		2022	
	€	%	€	%
Net sales	939.657	100,0%	1.549.909	100,0%
■ Revenue	939.657	100,0%	1.549.909	100,0%
Cost of sales	-	0,0%	-	0,0%
■ Cost of Selling	-	0,0%	-	0,0%
Gross margin	939.657	100,0%	1.549.909	100,0%
Personnel costs	8.238	0,9%	-	0,0%
Other personnel costs	-	0,0%	-	0,0%
■ Personnel charges	8.238	0,9%	-	0,0%
Depreciation of intangible fixed assets	78.073	8,3%	101.149	6,5%
Depreciation of tangible fixed assets	369	0,0%	171	0,0%
Housing costs	3.824	0,4%	3.906	0,3%
Car costs	-	0,0%	-	0,0%
Office costs	-	0,0%	-	0,0%
Cost of Sales	290.348	30,9%	116.889	7,5%
Automation costs	1.901	0,2%	3.087	0,2%
Consulting fees	449.432	47,8%	266.691	17,2%
Other general expenses	354	0,0%	937	0,1%
■ Other operating expenses	824.301	87,7%	492.830	31,8%
Operating costs	832.539	88,6%	492.830	31,8%
Operating result	107.118	11,4%	1.057.079	68,2%
Financial revenue and costs	-26.475	-2,8%	-451	0,0%
Interest and bank charges	-250	0,0%	-156	0,0%
■ Financial income and expenses	-26.725	-2,8%	-607	0,0%
Result before taxes	80.393	8,6%	1.056.472	68,2%
Taxes	-	0,0%	-	0,0%
	-	0,0%	-	0,0%
Result after tax	80.393	8,6%	1.056.472	68,2%

1.2 Results Comparison

Stichting Onderzoek Marktinformatie 2023

The post-tax result 2023 decreased by €976,079 compared to 2022. The evolution of the result after 2023 compared to 2022 can be shown as follows.

The post-tax result has been favorably influenced by:

Depreciation of intangible fixed assets	23.076	
Housing costs	82	
Automation costs	1.186	
Other general expenses	583	
	<hr/>	24.927

The post-tax result has been adversely affected by:

Net sales	610.252	
Personnel costs	8.238	
Depreciation of tangible fixed assets	198	
Cost of Sales	173.459	
	<hr/>	792.147
		<u><u>-767.220</u></u>

1.3 Financial position

Stichting Onderzoek Marktinformatie 2023

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 2023		31 December 2022	
	€	%	€	%
Available in the short term:				
Supplies	-		-	
Sales tax	31.937		36.726	
Wage tax and social security contributions	351		-	
Debtors	-		-3	
Other receivables	4.011.202		4.950.860	
Liquid assets	33.876		4.379	
■ Total current assets		4.077.366		4.991.962
Current account	-		-	
Corporation tax	-		-	
Salaries	-		-	
Supplier Credit	110.752		201.235	
Other short-term liabilities	-9		43.283	
■ AF: Short-term debts		110.743		244.518
Working capital		3.966.623		4.747.444
Committed in the long term:				
Intangible fixed assets	310.366		388.440	
Tangible fixed assets	1.921		2.291	
Financial fixed assets	-		-	
		312.287		390.731
Financed with in the long term				
available resources		4.278.910		5.138.175
This funding was provided by:				
Equity		4.278.910		5.138.175
Facilities		-		-
Long-term debts		-		-
		4.278.910		5.138.175

According to this arrangement, working capital decreased by €780,821, compared to last year.

1.4 Key figures

Stichting Onderzoek Marktinformatie 2023

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>2023</u>	<u>2022</u>
■ Current ratio		
Current assets/ Short-term liabilities	36,82	20,42
■ Quick ratio		
Current assets - inventories/ Short-term liabilities	36,82	20,42
■ Net working capital		
Current assets - Short-term debt	3.966.623	4.747.444
■ Debtor Payment Term (in days)		
Debtors/ Net Sales x 365 days	-	-
■ Stock turnover rate		
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>2023</u>	<u>2022</u>
■ Solvency		
Equity/ Total equity ratio	97,5%	95,5%
■ Debt ratio		
Debt/Total equity ratio	2,5%	4,5%

1.4 Key figures

Stichting Onderzoek Marktinformatie 2023

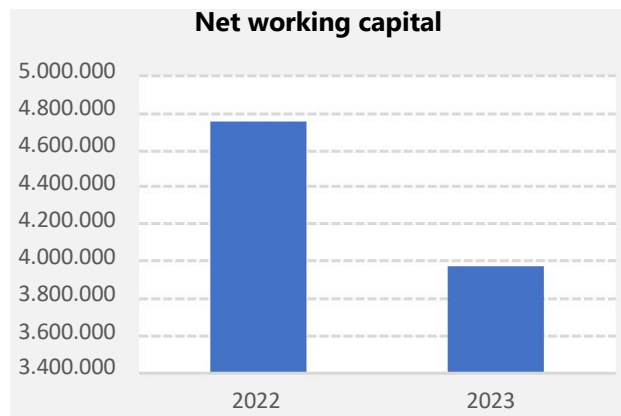
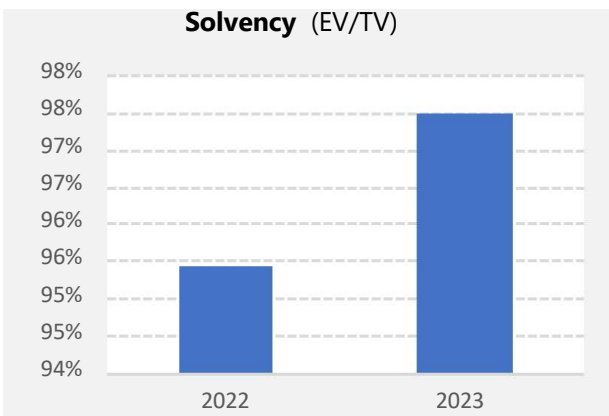
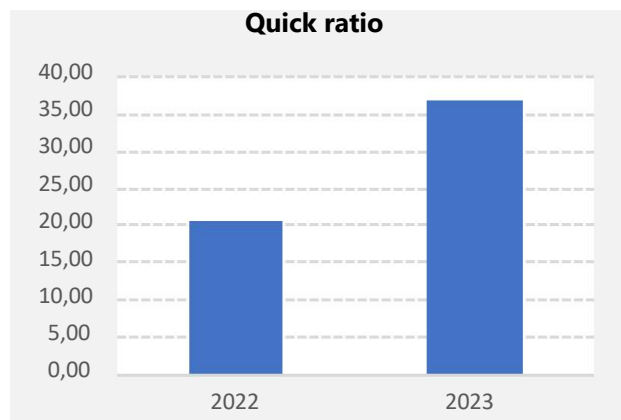
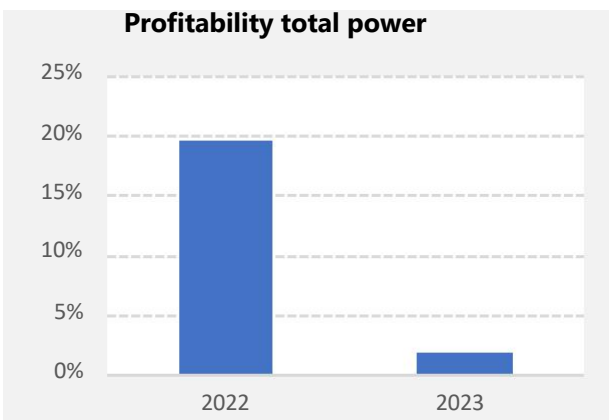
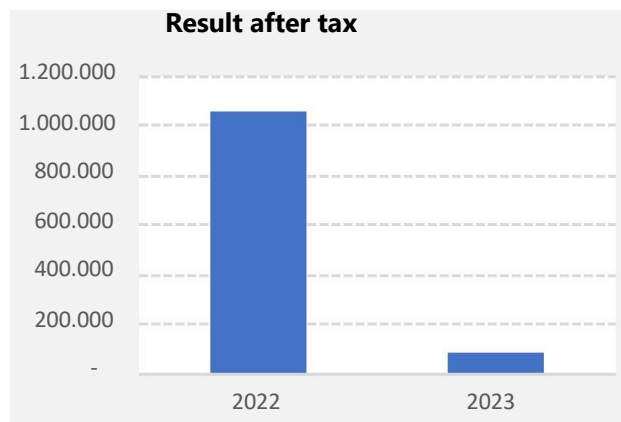
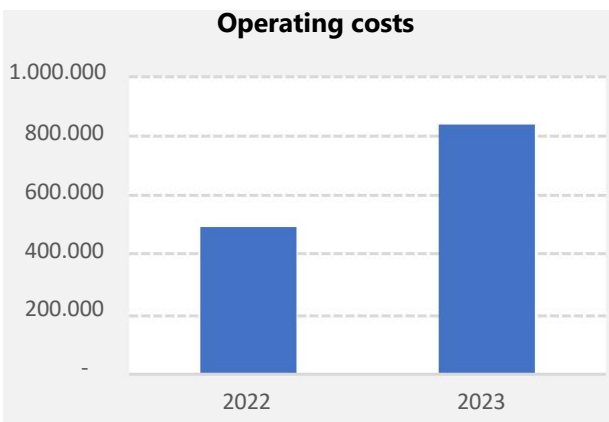
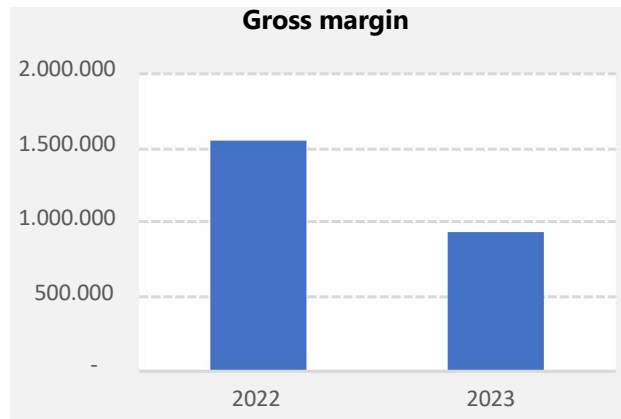
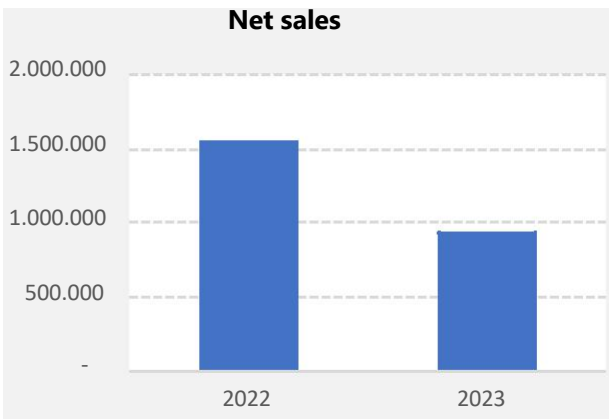
Turnover and profitability

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

	<u>2023</u>	<u>2022</u>
■ conversion		
Index number (2022 = 100)	60,6	100,0
■ Gross profit margin		
Gross Margin/ Net Revenue	100,0%	100,0%
■ Operational margin		
Operational Outcome/ Net Revenue	11,4%	68,2%
■ Profitability of total assets		
Net result/ Total power	1,8%	19,6%
■ Profitability of equity		
Net result/ equity	1,9%	20,6%

1.5 Charts

Stichting Onderzoek Marktinformatie 2023



2. ANNUAL ACCOUNTS

2.1 Balance sheet

Stichting Onderzoek Marktinformatie 2023

	31 December 2023		31 December 2022	
	€	€	€	€
Intangible fixed assets	310.366		388.440	
Tangible fixed assets	1.921		2.291	
Financial fixed assets	-		-	
■ Fixed assets		312.287		390.731
Supplies	-		-	
Sales tax	31.937		36.726	
Wage tax and social security contributions	351		-	
Debtors	-		-3	
Other receivables	4.011.202		4.950.860	
Liquid assets	33.876		4.379	
■ Floating assets		4.077.366		4.991.962
Total assets		<u>4.389.653</u>		<u>5.382.693</u>
Capital	-		-	
Reserves	187.315		-869.157	
Destination fund	4.011.202		4.950.860	
Current financial year result	80.393		1.056.472	
■ Equity		4.278.910		5.138.175
Facilities	-		-	
■ Provisions		-		-
Loans o/g	-		-	
■ Long-term debts		-		-
Current account	-		-	
Corporation tax	-		-	
Salaries	-		-	
Supplier Credit	110.752		201.235	
Other short-term liabilities	-9		43.283	
■ Short-term debts		110.743		244.518
Total liabilities		<u>4.389.653</u>		<u>5.382.693</u>

2.2 Profit and Loss Account

Stichting Onderzoek Marktinformatie 2023

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.

	2023		2022	
	€	€	€	€
Net sales	939.657		1.549.909	
■ Revenue		939.657		1.549.909
Cost of sales	-		-	
■ Cost of Selling		-		-
Gross margin		939.657		1.549.909
Personnel costs	8.238		-	
Other personnel costs	-		-	
■ Personnel charges		8.238		-
Depreciation of intangible fixed assets	78.073		101.149	
Depreciation of tangible fixed assets	369		171	
Housing costs	3.824		3.906	
Car costs	-		-	
Office costs	-		-	
Cost of Sales	290.348		116.889	
Automation costs	1.901		3.087	
Consulting fees	449.432		266.691	
Other general expenses	354		937	
■ Other operating expenses		824.301		492.830
Operating costs		832.539		492.830
Operating result		107.118		1.057.079
Financial revenue and costs	-26.475		-451	
Interest and bank charges	-250		-156	
■ Financial income and expenses		-26.725		-607
Result before taxes		80.393		1.056.472
Taxes		-		-
Result after tax		80.393		1.056.472

2.3 Cash flow chart

Stichting Onderzoek Marktinformatie 2023

The cash flow statement is prepared using the indirect method. 2023

	€	€
Cash flow from operational activities		
Operating result		107.118
Adjustments for:		
Depreciation of intangible fixed assets	78.073	
Depreciation of tangible fixed assets	369	
Mutation facilities	-	
	<u> </u>	78.442
Changes in working capital:		
Supplies	-	
Sales tax	4.789	
Wage tax and social security contributions	-351	
Debtors	-3	
Other receivables	939.660	
■ Floating assets	<u> </u>	944.095
Current account	-	
Corporation tax	-	
Salaries	-	
Supplier Credit	-90.483	
Other short-term liabilities	-43.292	
■ Short-term debts	<u> </u>	-133.775
Cash flow from operating operations		<u>995.880</u>
Financial revenue and costs	-26.475	
Interest and bank charges	-250	
	<u> </u>	-26.725
Cash flow from operational activities		<u>969.155</u>
Cash flow from investment activities		
Investments	-	
Divestitures	-	
Cash flow from investment activities	<u> </u>	-
Cash flow from financing activities		
Capital deposits and withdrawals	-1.996.130	
Fiscal reserves	1.056.472	
Long-term debts	-	
	<u> </u>	-939.658
Change of funds		<u>29.497</u>
Explanation of the funds:		
Position as of January 1		4.379
Change of funds		29.497
Position as of December 31		<u>33.876</u>

3. EXPLANATION

3.1 Explanation on balance sheet - Assets

Stichting Onderzoek Marktinformatie 2023

	31 December 2023		31 December 2022	
	€	€	€	€
APP/ Website	520.488		520.488	
Depreciation of intangible fixed assets	-210.122		-132.048	
■ Intangible fixed Assets		310.366		388.440
Hardware & Software (computers, software packages)	2.462		2.462	
Depreciation hardware & software	-541		-171	
■ Tangible fixed assets		1.921		2.291
	-		-	
■ Financial fixed assets		-		-
Fixed assets		312.287		390.731
Tax to be paid high	-5.756		-5.756	
VAT payable Acquisition of goods within the EU	-15.642		-15.522	
VAT to be claimed	515.712		352.476	
Tax Recoverable - Adjustment	-26.487		-	
Sales tax paid	-152.440		-47.842	
Sales Tax Paid Prior Years	-283.450		-246.630	
■ Sales tax		31.937		36.726
Payroll levy to be paid	-7.697		-6.033	
Payroll tax paid	8.048		6.033	
■ Tax and social security contributions		351		-
Debtors	-		-3	
■ Debtors		-		-3
Donations still to be received	4.011.202		4.950.860	
■ Other receivables		4.011.202		4.950.860
Clearance account Mollie	-879		-876	
Triodos NL88 TRIO 0391 2097 36	-		-	
MOLLIE NL30ABNA 0524 5909 58	911		911	
NL79 BUNQ 2066 6319 49	33.844		4.344	
■ Liquid resources		33.876		4.379
Current assets		4.077.366		4.991.962
TOTAL ASSETS		4.389.653		5.382.693

3.2 Explanatory notes on the balance sheet - Liabilities

Stichting Onderzoek Marktinformatie 2023

	31 December 2023		31 December 2022	
	€	€	€	€
Equity/equity	-		-	
■ Capital		-		-
Other reserve	187.315		-869.157	
■ Reserves		187.315	-869.157	
Destination fund donations	4.011.202		4.950.860	
■ Destination fund		4.011.202	4.950.860	
■ Result current financial year		80.393	1.056.472	
Equity		<u>4.278.910</u>	<u>5.138.175</u>	
Facilities	-		-	
■ Provisions		-		-
Loans o/g	-		-	
■ Loans o/g		-		-
Long-term debts		<u>-</u>	<u>-</u>	
R/C Reunion Ventures B.V.	-		-	
R/C Lege Artis Management B.V.	-		-	
■ current account		-		-
Creditors	110.752		201.235	
■ Vendor Credit		110.752	201.235	
Deferred costs	-9		43.283	
■ Other short-term debts		-9	43.283	
Short-term debt		<u>110.743</u>	<u>244.518</u>	
TOTAL LIABILITIES		<u>4.389.653</u>	<u>5.382.693</u>	

3.3 Explanation on the profit and loss account

Stichting Onderzoek Marktinformatie 2023

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	2023		2022		
	€	€	€	€	
Revenue TikTok Campaign high rate	-		769		8002
Revenue donations	939.658		1.549.140		8003
■ Net turnover		939.658		1.549.909	
Revenue		939.658		1.549.909	
■ Cost of sales		-		-	
Cost price sales		-		-	
Gross wage	6.253		-		4000
Holiday money reservation	500		-		4006
Employer's social security costs	1.485		-		4030
■ Staff charges		8.238		-	
■ Other personnel costs		-		-	
Personnel charges		8.238		-	
Depreciation cost intangible fixed assets	78.073		101.149		5000
■ Depreciation of intangible fixed assets		78.073		101.149	
Depreciation costs hardware & software	369		171		5140
■ Depreciation of tangible fixed assets		369		171	
Depreciation		78.442		101.320	
Housing costs	3.824		3.906		5500
■ Housing expenses		3.824		3.906	
■ Car fees		-		-	
■ Office expenses		-		-	
Marketing Costs (Online Marketing)	286.232		100.486		5540
Marketing and advertising costs	4.116		13.393		5542
Advertising costs	-		3.010		5580
■ Cost of sale		290.348		116.889	
Automation costs	727		2.259		5551
Software (including Apple, Zapier)	1.122		710		55511
eRecognition (star permission via provider)	-		25		55541
Domain enrollment (temporarily excluding usage records)	52		92		55542
■ Automation costs		1.901		3.086	
Advice and mediation costs	600		1.939		5556
Lawyer and notary fees	285.313		111.223		5557
Compliance	19.463		21.543		55572

3.3 Explanation on the profit and loss account

Stichting Onderzoek Marktinformatie 2023

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Management fee	129.543	110.976	5570
Remuneration Board of Advice	14.513	21.010	5571
■ Consulting fees	449.432	266.691	
Translation costs	473	937	5558
Traffic fines	-119	-	5573
■ Other general expenses	354	937	
Other operating costs	824.301	492.829	
Operating costs	832.539	492.829	
Operating result	107.119	1.057.080	
Default fine Tax Department	-97	-1	9020
Rounding differences Taxes (income tax, VAT)	18	-	9022
License fee	-	-188	90220
Investigation, research and documentation costs	-	-314	90221
Corrections Tax Reporting Result	-26.487	-	9023
Purchase Discounts	90	51	9410
■ Financial income and expenses	-26.476	-452	
Interest income	-	5	9130
Bank package charges, internet banking	-150	-220	9150
Charge cards (debit card, credit card)	-80	-	9151
Transaction costs, payment provider collection costs (Mollie)	-20	1	9152
Costs Payment Service Provider (Mollie, Adyen)	-	58	9153
■ Interest and bank charges	-250	-156	
Financial income and expenses	-26.726	-608	
Result before taxes	80.393	1.056.472	
Taxes	-	-	
Taxes	-	-	
Result after tax	80.393	1.056.472	

3.4 Explanation of fixed assets

Stichting Onderzoek Marktinformatie 2023

	BW 01/01	Investments	Divestment	Depreciation	BW 31/12
	€	€	€	€	€
APP/ Website	520.488	-	-	-210.122	310.366
■ Intangible fixed Assets	520.488	-	-	-210.122	310.366
Hardware & software (computers, software Pa	2.462	-	-	-541	1.921
■ Tangible fixed assets	2.462	-	-	-541	1.921
	-	-	-	-	-
■ Financial fixed assets	-	-	-	-	-
Fixed assets	522.950	-	-	-210.663	312.287

3.5 Explanation on sales tax

Stichting Onderzoek Marktinformatie 2023

		2023	
		€	VAT €
Sales high	1a.	-	-
Sales low	1b.	-	-
Revenue free	1c.	-	-
■ Domestic turnover		-	-
■ Private use	1d.		-
Sales tax has been transferred to you	2a.	-	-
■ Domestic turnover		-	-
Sales outside EU	3a.	-	
Sales in EU	3b.	-	
■ Turnover abroad		-	
Procurement outside EU	4a.		-
Procurement within EU	4b.		120
■ Purchase from abroad			120
Sales Tax Payable			120
■ Preliminary tax	5b.		163.236
Sales Tax Receivable	5c.		-163.116
■ Payments Sales Tax			-131.179
Sales tax still to be received			-31.937
Sales Tax Last Period			-6.356
Make-up sales tax			-25.581

3.6 Explanation in general

Stichting Onderzoek Marktinformatie 2023

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 2023, the following employees were employed on a full-time basis.

	2023	2022
Broken down by:		
- FTE	5,20	-
-	-	-
-	-	-
Total	5,20	-

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 2023

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 2023

The provision for the equal distribution of charges for major building maintenance shall be determined on 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 2023

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 incouranity 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.