



ANALYZER. KNOW BETTER

Omsætningvækst på 5,6% Positivt resultat

Revenue growth of 5,6%
Positive result

ÅRSREGNSKABSMEDDELELSE 2021
ANNUAL REPORT 2021

Udviklingen i selskabets økonomiske aktiviteter og forhold

Analyzer koncernens omsætning blev på t.DKK 26.017 i 2021 mod t.DKK 24.627 i 2020 (en stigning på 5,6%). EBITDA var i 2021 på t.DKK 4.229 mod t.DKK 5.388 i 2020 (et fald på 21,5%). Årets resultat var på t.DKK 889 mod t.DKK 36 i 2020. Balancen viser en egenkapital på t.DKK 4.981.

Koncernen har ændret afskrivningsperiode for færdiggjorte udviklingsprojekter. Der henvises til omtale af ændring af regnskabsmæssige skøn i note 16 i årsregnskabet.

Omsætningen fordeler sig på salg af software og konsulentydelser. For tiden 01.01.21 - 31.12.21 er fordelingen således:

Software: t.DKK 14.336
Konsulentydelser: t.DKK 11.681

Omsætningen fordeler sig endvidere således på geografiske markeder, hvor det bemærkes, at omsætningen i de udenlandske datterselskaber primært er software:

Danmark: t.DKK 18.708
Norge: t.DKK 2.810
Holland: t.DKK 3.769
Sverige: t.DKK 730

Analyzers hovedprodukt er en survey platform, der leveres som software as a service (SaaS) ved en freemium go-to-market strategi. Per 31.12.2021 havde analyser ca. 135.000 brugere fra hele verden, hvoraf ca. 8% var betalende.

Analyser koncernen har pr. 31.12.21 opgjort Annual Recurring Revenue (ARR) til t.DKK 15.702. ARR er opgjort som koncernens normaliserede årlige software omsætning, som forventes modtaget fra koncernens kunder.

Analyser har i løbet af 2021 bevaret en god konkurrencemæssig position både i de direkte markeder og online, bl.a. baseret på et stærkt produkt, godt brand og attraktiv prissætning. Med dette udgangspunkt agter Analyser i 2022 at fortsætte den opskalering af salgsstyrken, som blev initieret i 2021, der bl.a. løftede omsætningen, men også personale omkostningerne med reduceret EBITDA til følge. I relation hertil bemærkes, at der blev faktureret for ca. 1 mio. DKK mere software end der kunne indtægtsføres i 2021, jf. forøgelsen i periodeafgrænsningsposten.

Analyser consultings hovedaktivitet er gennemførelse af outsourcete spørgeskema undersøgelser på Analyzers platform samt forankring af målkoncepter i denne på vegne af kunder. Som tidligere år er der høj tilfredshed med gennemførte projekter og en stor anbefalingsvillighed. Analyser realiserede i perioden en yderst tilfredsstillende Net Promoter Score (NPS) på 82 og ingen detractors. En NPS score over 50 anses i branchen som fremragende.

På baggrund af ovennævnte anser bestyrelsen årets resultat for tilfredsstillende.

Oplysninger om fortsat drift

Koncernens kortfristede gældsforpligtelser overstiger omsætningsaktiverne. Koncernens likviditetsberedskab vurderes dog at være tilstrækkeligt til finansiering af det kommende års aktiviteter. Særligt bemærkes, at de kortfristede gældsforpligtelser indeholder t.DKK 12.272 periodeafgrænsningsposter, som udgøres af periodiseret fremtidig omsætning, der indtægtsføres over det kommende regnskabsår. Der påhviler ingen tilbagebetalingspligt i forhold til disse indtægter. Reguleret herfor udgør de kortfristede gældsforpligtelser således t.DKK 5.814.

Selskabets forventede udvikling

Analyser koncernen forventer overskudsgivende drift og yderligere vækst i 2022.

Efterfølgende begivenheder

Efter regnskabsårets afslutning er der ikke indtruffet betydningsfulde hændelser.

Development in the company's financial activities and conditions

The Analyzer Group's revenue was DKK 26,017k 2021 against DKK 24,627k in 2020 (an increase of 5,6%). EBITDA was DKK 4,229 k in 2021 against DKK 5,388 k in 2020 (a decrease of 21,5%). Profit/loss of DKK 889k against DKK 36k in 2020. The balance sheet shows equity of DKK 4,981k.

The group has changed depreciation period for completed development projects. Reference is made to change in accounting estimates in note 16 in the annual report.

The revenue divides between sale of software and consultancy. For the period 01.01.21 - 31.12.21 it divides as:

Software: DKK 14,336k
Consultancy: DKK 11,681k

The revenue divides further on geographic markets as, where it is noted, that the revenue in the foreign subsidiaries primarily is software:

Denmark: DKK 18,708k
Norway: DKK 2,810k
The Netherlands: DKK 3,769k
Sweden: DKK 730k

Analyzer's main product is a survey platform, that is delivered as software as a service (SaaS) by a freemium go-to-market strategy. As of 31.12.2021, Analyzer had over 135,000 users globally, of which approx. 8% were paying.

The Analyzer Group has as at 31.12.21 calculated Annual Recurring Revenue (ARR) at DKK 15.702k. ARR refers to revenue, normalized on an annual basis, that the Group expects to receive from its customers for providing them with software.

During 2021, Analyzer has maintained a good competitive position both in direct markets and online, based e.g., on a strong product, good brand, and attractive pricing. On this foundation Analyzer intends to continue the expansion of the sales force, that was initiated in 2021, which raised revenue, but also staff costs, with a reduced EBITDA as a consequence. In relation hereto it is noted that approx. 1 million DKK more software sales were invoiced than could be recognized as income in 2021, cf. the increase in prepayments

Analyzer consulting's main activity is completion of outsourced surveys on Analyzer's platform and anchoring survey concepts within it on behalf of customers. As in previous years, there is high satisfaction with completed projects and a great willingness to recommend. Analyzer achieved a Net Promoter Score (NPS) of 82 and no detractors. An NPS score above 50 is considered excellent in the industry.

Based on this, the Board of Directors considers the result for the year to be satisfactory.

Information on going concern

The group's current liabilities exceed current assets. However, the liquidity preparedness of the group is deemed sufficient to finance the activities of the coming year. In particular, it is noted that the current liabilities comprise DKK 12,272k prepayments, which consist of accrued future revenue, which will be recognized over the next financial years. There is no repayment obligation in relation to this income. Adjusted for this the total short-term payables amount to DKK 5,814k.

Outlook

The Analyzer Group expects profitable operations and further growth in 2022.

Subsequent events

No important events have occurred after the end of the financial year.

HOVEDTAL 2021

KEY FIGURES 2021

RESULTAT PROFIT/LOSS

Beløb i t.DKK Figures in DKK '000	2021	2020	Udvikling Development
Nettoomsætning (Revenue)	26.017	24.627	6%
EBITDA*	4.229	5.388	-22%
Afskrivninger (Depreciation/amortization)	-3.224	-5.058	36%
Finansielle poster (Net financials)	119	-282	142%
Resultat før skat (Profit/loss before tax)	1.124	48	2242%
Resultat efter skat (Profit/loss after tax)	889	36	2369%
Earnings/share	0,29	-0,13	
Earnings/share, diluted	0,29	-0,13	

*) Earnings Before Interest, Tax, Depreciation and Amortization

BALANCE BALANCE SHEET

Beløb i t.DKK Figures in DKK '000	2021	2020	Udvikling Development
Likvider (Cash)	3.608	3.424	5%
Debitorer (Trade Receivables)	4.297	4.209	2%
Aktiver i alt (Total assets)	27.054	25.450	6%
Egenkapital (Equity)	4.981	4.401	13%

EGENKAPITALFORKLARING STATEMENT OF CHANGES IN EQUITY

Beløb i t.DKK Figures in DKK '000	2021	2020
Egenkapital 01.01.2021 (Equity as at 01.01.2021)	4.401	4.052
Resultat efter skat (Profit/loss after tax)	889	36
Valutakursreguleringer (Foreign currency translation adjustments)	-309	313
Betalt udbytte (Distributed dividend)	0	0
Egenkapital 31.12.21 (Equity 12.31.21)	4.981	4.401

PENGESTRØMSOPGØRELSE CASH FLOW STATEMENT

Beløb i t.DKK Figures in DKK '000	2021	2020
Resultat før skat (Profit/loss before tax)	1.124	48
Reguleringer hertil (Adjustment hereof)	3.794	5.966
Driftens likviditetsvirkning (Cash flow from operating activities)	4.918	6.014
Investeringernes likviditetsvirkning (Cash flow from investing activities)	-4.748	-4.613
Finansieringens likviditetsvirkning (Cash flow from financing activities)	14	3.364
Ændring i likvider (Change in cash)	184	4.765
Likvider og bankgæld, primo (Cash and bank debt, beginning of period)	3.424	-1.341
Likvider og bankgæld, ultimo	3.608	3.424

Hovedtallene er konsoliderede koncerntal for selskaberne Analyzer A/S, Analyzer Software A/S, Analyzer Consulting A/S, Analyzer AB, Analyzer Software Netherlands B.W. og Analyzer Software Norge AS

The above figures are concern consolidated from the companies Analyzer A/S, Analyzer Software A/S, Analyzer Consulting A/S, Analyzer AB, Analyzer Software Netherlands B.W. and Analyzer Software Norge AS

KAPITALFORHOLD

CAPITAL

Analyzer havde pr. 31/12/2021 udstedt 3,8m aktier fordelt på ca. 545 aktionærer.

Ingen egenkapitalændringer indtraf i 2021.

Selskabet ejer per 31/12/2021 ingen egne aktier.

Certified advisor eller dennes relevante medarbejdere ejer per 31/12/2021 ingen aktier i Selskabet.

Nedenfor er angivet bestyrelsens, direktionens samt de ledende medarbejders direkte eller indirekte aktiebesiddelser i Selskabet.

Analyzer had as of 12/31/2021 issued 3.8m shares divided among approximately 545 shareholders.

No changes in equity occurred in 2021.

The company owns as of 12/31/2021 none of its own shares.

The Certified advisor or its key employees own as of 12/31/2021 no shares in The Company.

The direct or indirect shareholding of the board of directors, the executive board, and the key employees are stated below.

NAVN NAME	STILLING TITLE	ANTAL AKTIER NUMBER OF STOCKS
		31.12.21
Erik Nyborg	Bestyrelsesformand Chairman	10.348
Søren Fink-Jensen	Bestyrelsesmedlem Board member	11.800
Ole Ødegaard	Stifter & Co-CEO/bestyrelsesmedlem Founder & Co-CEO/Board member	500.363
Jakob Roed Jakobsen	Stifter & Co-CEO/bestyrelsesmedlem Founder & Co-CEO/Board member	648.852
Steen Ødegaard	Stifter & CTO/bestyrelsesmedlem Founder & CTO/Board member	671.707

INFORMATION

INFORMATION

Om Analyzer

Analyzers hovedprodukt er en SaaS (Software as a Service) Insight platform, der anvendes til alle former for spørgeskemaundersøgelser og rapportering blandt private- og offentlige virksomheder mm. Platformen anvendes globalt og kan administreres på de fleste hovedsprog, ligesom respondentinterfacet er versioneret til mere end 40 forskellige sprog.

Analyzer sælges online samt direkte via datterselskaber i Danmark, Norge, Sverige og Holland. Per 31/12.2021 havde Analyzer over 135.000 brugere fra hele verden, hvoraf ca. 8% var betalende.

I tilknytning til Analyzers SaaS forretning er Analyzer Consulting, som leverer licens service og projektsalg.

About Analyzer

Analyzer's main product is a SaaS (Software as a Service) Insight platform, that is used for all kinds of surveys and reporting among private and public companies, etc. The platform is used globally and can be managed in most main languages, just as the respondent interface is versioned into more than 40 different languages.

Analyzer is sold online as well as directly through subsidiaries in Denmark, Norway, Sweden and the Netherlands. As of 12/31/2021, Analyzer had over 135,000 users from all over the world, of whom approximately 8% were paying.

In connection with Analyzer's SaaS business is Analyzer Consulting, which provides license service and project sales.

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