

Registered number: 555867

JAMPP (IRELAND) LIMITED
DIRECTORS' REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025

JAMPP (IRELAND) LIMITED

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JAMPP (IRELAND) LIMITED

COMPANY INFORMATION

Directors	Kapil Mohan Bhutani Noelia Amoedo (resigned 1 July 2024) Nikhil Gupta Anuj Kumar (appointed 20 April 2023, resigned 1 July 2024)
Company secretary	Wilton Secretarial Limited
Registered number	555867
Registered office	6th Floor 2 Grand Canal Square Dublin 2
Independent auditor	RBK Business Advisers Chartered Accountants and Statutory Audit Firm 3 Arkle Road Sandyford Dublin 18
Bankers	Bank of Ireland Global Markets 2 Burlington Plaza Burlington Road Dublin 4
Solicitors	William Fry 2 Grand Canal Square Dublin 2

JAMPP (IRELAND) LIMITED

DIRECTORS' REPORT FOR THE YEAR ENDED 31 MARCH 2025

The Directors present their annual report and the audited financial statements of Jampp (Ireland) Limited for the year ended 31 March 2025.

The Company was incorporated on 15 January 2015. On March 2016 the company changed its name from Jampp Limited to Jampp (ireland) Limited.

Principal activities and review of the business

The Company is an investment holding company. In relation to the Group, Jampp is the growth platform of choice for on-demand apps worldwide. We unlock programmatic advertising to drive incremental performance. A demand-side platform (DSP) at heart, Jampp leverages unique contextual and behavioral signals to deliver customers and in-app purchases through programmatic user acquisition and retargeting.

We simplify programmatic growth for some of the biggest mobile advertisers.

Results and dividends

The loss for the year, after taxation, amounted to \$65,639 (2024 - loss \$28,859).

During the financial year no dividends have been paid or proposed.

Post balance sheet events

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

Directors, Secretary and their interests.

The Directors who served during the year were:

Kapil Mohan Bhutani
Noelia Amoedo (resigned 1 July 2024)
Nikhil Gupta
Anuj Kumar (resigned 1 July 2024)

Wilton Secretarial Limited held the position of Company Secretary for the duration of the financial year.

The Directors and Secretary had no interest in the shares of the company at the balance sheet date.

There was no changes in shareholdings between 31 March 2025 and the date of signing the financial statements.

Accounting records

The measures taken by the Directors to ensure compliance with the requirements of Sections 281 to 285 of the Companies Act 2014 with regard to the keeping of accounting records, are the employment of appropriately qualified accounting personnel and the maintenance of computerised accounting systems. The company's accounting records are maintained at the company's registered office at 6th Floor, 2 Grand Canal Square, Dublin 2.

JAMPP (IRELAND) LIMITED

**DIRECTORS' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025**

Statement on relevant audit information

Each of the persons who are Directors at the time when this Directors' report is approved has confirmed that:

- so far as the Director is aware, there is no relevant audit information of which the Company's auditor is unaware, and
- the Director has taken all the steps that ought to have been taken as a Director in order to be aware of any relevant audit information and to establish that the Company's auditor is aware of that information.

Independent auditor

The independent auditor, RBK Business Advisers, Chartered Accountant and Statutory Audit Firm, have indicated their willingness to continue in office in accordance with section 383(2) of the Companies Act 2014.

This report was approved by the board and signed on its behalf:

Nikhil Gupta

Kapil Mohan Bhutani

Nikhil Gupta
Director

Kapil Mohan Bhutani
Director

Date: 2025-08-18

JAMPP (IRELAND) LIMITED

**DIRECTORS' RESPONSIBILITIES STATEMENT
FOR THE YEAR ENDED 31 MARCH 2025**

The Directors are responsible for preparing the Directors' report and the financial statements, in accordance with applicable law.

Company law requires the Directors to prepare financial statements for each financial year. Under that law they have elected to prepare the financial statements in accordance with International Financial Reporting Standards (IFRS) as adopted by the EU.

Under company law the Directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Company and of the profit or loss of the Company for that period. In preparing the financial statements, the Directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether they have been prepared in accordance with IFRS as adopted by the EU, subject to any material departures disclosed and explained in the financial statements;
- assess the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern; and
- use the going concern basis of accounting unless they either intend to liquidate the Company or to cease operations, or have no realistic alternative but to do so.

The Directors are responsible for keeping adequate accounting records that are sufficient to show and explain the Company's transactions and disclose with reasonable accuracy at any time the financial position of the Company and enable them to ensure that the financial statements comply with the Companies Act 2014. They are responsible for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error, and have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the Company and to prevent and detect fraud and other irregularities.

On behalf of the board:

Nikhil Gupta

Kapil Mohan Bhutani

Nikhil Gupta
Director

Kapil Mohan Bhutani
Director

Date: 2025-08-18

JAMPP (IRELAND) LIMITED

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF JAMPP (IRELAND) LIMITED

Opinion

We have audited the financial statements of Jampp (Ireland) Limited (the 'Company') for the year ended 31 March 2025 which comprise the Statement of Comprehensive Income, the Balance Sheet, the Statement of Cash Flows, the Statement of Changes in Equity and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is Irish law and International Financial Reporting Standards (IFRSs) as adopted by the European Union as applied in accordance with the provisions of the Companies Act 2014.

In our opinion the financial statements:

- give a true and fair view of the assets, liabilities and financial position of the Company as at 31 March 2025 and of its loss for the year then ended;
- have been properly prepared in accordance with IFRSs as adopted by the European Union; and
- have been properly prepared in accordance with the requirements of the Companies Act 2014.

Basis for opinion

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

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

Conclusions relating to going concern

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

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

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

Other information

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

JAMPP (IRELAND) LIMITED

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF JAMPP (IRELAND) LIMITED (CONTINUED)

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

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2014

Based solely on the work undertaken in the course of the audit, we report that:

- in our opinion, the information given in the Directors' report is consistent with the financial statements; and
- in our opinion, the Directors' report has been prepared in accordance with applicable legal requirements.

We have obtained all the information and explanations which we consider necessary for the purposes of our audit.

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

Matters on which we are required to report by exception

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

The Companies Act 2014 requires us to report to you if, in our opinion, the disclosures of Directors' remuneration and transactions required by sections 305 to 312 of the Act are not made. We have nothing to report in this regard.

Respective responsibilities

Responsibilities of Directors for the financial statements

As explained more fully in the Directors' responsibilities statement, the Directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Directors are responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Directors either intend to liquidate the Company or to cease operations, or have no realistic alternative but to do so.

JAMPP (IRELAND) LIMITED

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF JAMPP (IRELAND) LIMITED (CONTINUED)

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (Ireland), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion of the effectiveness of the Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Directors.
- Conclude on the appropriateness of the Directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

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

JAMPP (IRELAND) LIMITED

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF JAMPP (IRELAND) LIMITED (CONTINUED)

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

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

Brendan Mullally

Brendan Mullally
for and on behalf of
RBK Business Advisers
Chartered Accountants and Statutory Audit Firm
3 Arkle Road
Sandyford
Dublin 18

Date: 18/08/2025

JAMPP (IRELAND) LIMITED

**STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 31 MARCH 2025**

	Note	2025 \$	2024 \$
Administrative expenses		(75,759)	(38,747)
Loss from operations	4	<u>(75,759)</u>	<u>(38,747)</u>
Finance income	5	13,491	13,185
Loss before tax		<u>(62,268)</u>	<u>(25,562)</u>
Tax expense	6	(3,371)	(3,297)
Loss for the year		<u>(65,639)</u>	<u>(28,859)</u>
Other comprehensive income:			
Other comprehensive income		-	-
Total comprehensive loss		<u><u>(65,639)</u></u>	<u><u>(28,859)</u></u>

The notes on pages 15 to 26 form part of these financial statements.

JAMPP (IRELAND) LIMITED

**BALANCE SHEET
AS AT 31 MARCH 2025**

	Note	2025 \$	2024 \$
Assets			
Non-current assets			
Other non-current investments		6,727,394	6,727,394
		<u>6,727,394</u>	<u>6,727,394</u>
Current assets			
Trade and other receivables	9	1,374,546	1,380,753
Cash and cash equivalents	8	62,604	4,308
		<u>1,437,150</u>	<u>1,385,061</u>
Total assets		<u>8,164,544</u>	<u>8,112,455</u>
Liabilities			
Deferred tax liability	6	11,153	7,782
		<u>11,153</u>	<u>7,782</u>
Current liabilities			
Trade and other liabilities	12	148,830	34,474
Total liabilities		<u>159,983</u>	<u>42,256</u>
Net assets		<u>8,004,561</u>	<u>8,070,199</u>
Issued capital and reserves			
Share capital	10	1,476	1,476
Share premium reserve	11	6,999,656	6,999,656
ESOP reserve		-	30,842
Merger reserve	11	1,589,722	1,589,722
Other reserve	11	635,830	604,988
Retained earnings	11	(1,222,123)	(1,156,485)
TOTAL EQUITY		<u>8,004,561</u>	<u>8,070,199</u>

JAMPP (IRELAND) LIMITED

**BALANCE SHEET (CONTINUED)
AS AT 31 MARCH 2025**

The financial statements on pages 9 to 26 were approved and authorised for issue by the board of Directors and were signed on its behalf by:

Nikhil Gupta

Kapil Mohan Bhutani

Nikhil Gupta
Director

Kapil Mohan Bhutani
Director

Date: **2025-08-18**

The notes on pages 15 to 26 form part of these financial statements.

JAMPP (IRELAND) LIMITED

**STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 31 MARCH 2025**

	Share capital	Share premium	ESOP reserve	Merger reserve	Other reserves	Retained earnings	Total equity
	\$	\$	\$	\$	\$	\$	\$
At 1 April 2024	1,476	6,999,656	30,842	1,589,722	604,988	(1,156,484)	8,070,200
Comprehensive income for the year							
Loss for the year	-	-	-	-	-	(65,639)	(65,639)
Total comprehensive income for the year	-	-	-	-	-	(65,639)	(65,639)
Transfers between other reserves	-	-	(30,842)	-	30,842	-	-
At 31 March 2025	1,476	6,999,656	-	1,589,722	635,830	(1,222,123)	8,004,561

The notes on pages 15 to 26 form part of these financial statements.

JAMPP (IRELAND) LIMITED

**STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 31 MARCH 2024**

	Share capital \$	Share premium \$	ESOP reserve \$	Merger reserve \$	Other reserves \$	Retained earnings \$	Total equity \$
At 1 April 2023	1,476	6,999,656	30,842	1,589,722	604,988	(1,127,626)	8,099,058
Comprehensive income for the year							
Loss for the year	-	-	-	-	-	(28,859)	(28,859)
Total comprehensive income for the year						(28,859)	(28,859)
Contributions by and distributions to owners							
At 31 March 2024	1,476	6,999,656	30,842	1,589,722	604,988	(1,156,485)	8,070,199

The notes on pages 15 to 26 form part of these financial statements.

JAMPP (IRELAND) LIMITED

**STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 MARCH 2025**

	Note	2025 \$	2024 \$
Cash flows from operating activities			
Loss for the year		(65,639)	(28,859)
Adjustments for			
Interest received		(13,491)	(13,185)
Decrease/(Increase) in trade and other receivables		6,208	(262,582)
Increase in trade and other payables		114,356	25,882
Income tax expense	6	3,371	3,297
Net cash generated by/(used in) operating activities		<u>44,805</u>	<u>(275,447)</u>
Cash flows from investing activities			
Interest received		13,491	13,185
Net cash from investing activities		<u>13,491</u>	<u>13,185</u>
Cash flows from financing activities			
Net increase/(decrease) in cash and cash equivalents		<u>58,296</u>	<u>(262,262)</u>
Cash and cash equivalents at the beginning of year	8	4,308	266,570
Cash and cash equivalents at the end of the year	8	<u>62,604</u>	<u>4,308</u>

The notes on pages 15 to 26 form part of these financial statements.

JAMPP (IRELAND) LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

1. General information

Jampp (Ireland) Limited is a company domiciled in the Republic of Ireland. The address of the Company's registered office is 6th Floor, 2 Grand Canal Square, Dublin 2. The financial statements of the Company are prepared for the 12 month period ended 31 March 2025.

2. Accounting policies

2.1 Statement of compliance

These financial statements have been prepared in accordance with International Financial Reporting Standards, International Accounting Standards and Interpretations (collectively IFRSs) issued by the International Accounting Standards Board (IASB) as adopted by the European Union ("adopted IFRSs").

2.2 Basis of preparation

The financial statements are presented in US Dollars ("\$") which represents the functional currency of the Company as it is the currency of the primary economic environment in which the Company operates.

The financial statements are prepared on the historical cost convention, unless otherwise stated.

The preparation of financial statements in conformity with IFRSs requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses. The estimates and associated assumptions are based on historical experience and various other factors that are believed to be reasonable under the circumstances, the results of which form the basis of making the judgements about carrying values of assets and liabilities that are not readily apparent from other sources. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of the revision and future periods if the revision affects both current and future periods.

Judgements made by management in the application of IFRSs that have significant effect on the financial statements and estimates with a significant risk of material adjustment in the next year are discussed in Note 3.1 and 3.2 below.

2.3 Trade and other receivables

Trade and other receivables are initially recognised at cost less impairment losses. Individual trade and other receivables are written off when management deems them not to be collectible.

2.4 Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and demand deposits, together with other short-term, highly liquid investments maturing within 90 days from the date of acquisition that are readily convertible into known amounts of cash and which are subject to an insignificant risk of changes in value.

JAMPP (IRELAND) LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

2. Accounting policies (continued)

2.5 Provisions

A provision is recognised in the balance sheet when the Company has a present legal or constructive obligation as a result of a past event, and it is probable that an outflow of economic benefits will be required to settle the obligation. If the effect is material, provisions are determined by discounting the expected future cash flows at a pre-tax rate that reflects current market assessments of the time value of money and, where appropriate, the risks specific to the liability.

2.6 Trade and other payables

Trade and other payables are initially recognised at fair value and subsequently carried at amortised cost using the effective interest method. Trade and other payables are not interest bearing and are stated at their settlement amount.

2.7 Foreign currency translation

In preparing the financial statements, transactions in currencies other than the entity's functional currency (foreign currencies) are recognised at the rates of exchange prevailing at the dates of the transactions. At the end of each reporting period, monetary items denominated in foreign currencies are retranslated at the rates prevailing at that date. Non-monetary items carried at fair value that are denominated in foreign currencies are retranslated at the rates prevailing at the date when the fair value was determined. Non-monetary items that are measured in terms of historical cost in a foreign currency are not retranslated.

Exchange differences on monetary items are recognised in profit or loss in the period in which they arise except for:

- exchange differences on foreign currency borrowings relating to assets under construction for future productive use, which are included in the cost of those assets when they are regarded as an adjustment to interest costs on those foreign currency borrowings;
- exchange differences on transactions entered into in order to hedge certain foreign currency risks (see for hedging accounting policies); and
- exchange differences on monetary items receivable from or payable to foreign operation for which settlement is neither planned nor likely to occur (therefore forming part of the net investment in the foreign operation), which are recognised initially in other comprehensive income and reclassified from equity to profit or loss on repayment of the monetary items.

JAMPP (IRELAND) LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

2. Accounting policies (continued)

2.8 Interest expense

Finance costs comprise interest payable on borrowings calculated using the effective interest rate method and is recognised in the income statement.

2.9 Interest income

Interest income is recognised in the income statement as it accrues, using the effective interest method.

2.10 Income tax

Income tax in the income statement for the year comprises current and deferred tax. Income tax is recognised in the income statement except to the extent that it relates to items recognised directly in equity, in which case it is recognised in equity.

Current Tax

Current tax is the expected tax payable on the taxable income for the year, using tax rates enacted or substantially enacted at the balance sheet date, and any adjustment to tax payable in respect of previous years.

Deferred tax

Deferred tax assets and liabilities are recognised where the carrying amount of an asset or liability in the statement of financial position differs from its tax base, except for differences arising on:

- the initial recognition of goodwill;
- the initial recognition of an asset or liability in a transaction which is not a business combination and at the time of the transaction affects neither accounting or taxable profit; and

Recognition of deferred tax assets is restricted to those instances where it is probable that taxable profit will be available against which the difference can be utilised.

The amount of the asset or liability is determined using tax rates that have been enacted or substantively enacted by the reporting date and are expected to apply when the deferred tax liabilities/(assets) are settled/(recovered).

Deferred tax assets and liabilities are offset when the Company has a legally enforceable right to offset current tax assets and liabilities and the deferred tax assets and liabilities relate to taxes levied by the same tax authority.

JAMPP (IRELAND) LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

2. Accounting policies (continued)

2.11 Financial assets

The Company classifies its financial assets into one of the categories discussed below, depending on the purpose for which the asset was acquired. The Company has not classified any of its financial assets as held to maturity.

The Company's accounting policy for each category is as follows:

Fair value through profit or loss

This category comprises only in-the-money derivatives (see "Financial liabilities" section for out-of-the-money derivatives). They are carried in the Balance sheet at fair value with changes in fair value recognised in the statement of comprehensive income in the finance income or expense line. The Company does not have any assets held for trading nor does it voluntarily classify any financial assets as being at fair value through profit or loss.

Loans and receivables

These assets are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market. They arise principally through the provision of goods and services to customers (e.g. trade receivables), but also incorporate other types of contractual monetary asset. They are initially recognised at fair value plus transaction costs that are directly attributable to their acquisition or issue, and are subsequently carried at amortised cost using the effective interest rate method, less provision for impairment.

Impairment provisions are recognised when there is objective evidence (such as significant financial difficulties on the part of the counterparty or default or significant delay in payment) that the Company will be unable to collect all of the amounts due under the terms receivable, the amount of such a provision being the difference between the net carrying amount and the present value of the future expected cash flows associated with the impaired receivable. For trade receivables, which are reported net, such provisions are recorded in a separate allowance account with the loss being recognised within administrative expenses in the consolidated statement of comprehensive income. On confirmation that the trade receivable will not be collectable, the gross carrying value of the asset is written off against the associated provision.

From time to time, the Company elects to renegotiate the terms of trade receivables due from customers with which it has previously had a good trading history. Such renegotiations will lead to changes in the timing of payments rather than changes to the amounts owed and, in consequence, the new expected cash flows are discounted at the original effective interest rate and any resulting difference to the carrying value is recognised in the statement of comprehensive income (operating profit).

The Company's loans and receivables comprise trade and other receivables and cash and cash equivalents in the Balance sheet.

Cash and cash equivalents includes cash in hand, deposits held at call with banks, other short term highly liquid investments with original maturities of three months or less, and – for the purpose of the statement of cash flows - bank overdrafts. Bank overdrafts are shown within loans and borrowings in current liabilities on the Balance sheet.

JAMPP (IRELAND) LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025**

2. Accounting policies (continued)

2.12 Financial Liabilities

The Company classifies its financial liabilities into one of two categories, depending on the purpose for which the liability was acquired.

The Company's accounting policy for each category is as follows:

Fair value through profit or loss

This category comprises only out-of-the-money derivatives (see "Financial assets" for in the money derivatives). They are carried in the Balance sheet at fair value with changes in fair value recognised in the statement of comprehensive income. The Company does not hold or issue derivative instruments for speculative purposes. Other than these derivative financial instruments, the Company does not have any liabilities held for trading nor has it designated any financial liabilities as being at fair value through profit or loss.

Other financial liabilities

Other financial liabilities include the following items:

- Trade payables and other short-term monetary liabilities, which are initially recognised at fair value and subsequently carried at amortised cost using the effective interest method.

3. Critical accounting estimates and judgements

3.1 Deferred tax

Management estimation is required to determine the amount of deferred tax assets that can be recognised, based upon likely timing and level of future taxable profits together with an assessment of the effect of future tax planning strategies.

3.2 Going concern

The Company has net assets of \$8,004,561 (2024 - \$8,070,199) and made a loss of \$65,639 (2024 - \$28,859) during the financial year ended 31 March 2025.

Accordingly, these financial statements do not include any adjustments to the carrying amounts and classification of assets and liabilities that may arise if the company was unable to continue as a going concern.

JAMPP (IRELAND) LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025**

4. Operating profit

This is arrived at after charging:

	2025	2024
	\$	\$
Audit & accounting fees	73,191	29,408

5. Interest receivable

Recognised in profit or loss

	2025	2024
	\$	\$
Finance income		
Intercompany interest income	13,491	13,185
	13,491	13,185

JAMPP (IRELAND) LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025**

6. Tax expense

6.1 Income tax recognised in profit or loss

	2025	2024
	\$	\$
Current tax		
Deferred tax expense		
Origination and reversal of timing differences	3,371	3,297
Total deferred tax	<u>3,371</u>	<u>3,297</u>
	<u>3,371</u>	<u>3,297</u>
Total tax expense		
Tax expense	3,371	3,297
	<u>3,371</u>	<u>3,297</u>

The reasons for the difference between the actual tax charge for the year and the standard rate of corporation tax in the Republic of Ireland applied to losses for the year are as follows:

	2025	2024
	\$	\$
Loss for the year	(65,639)	(28,859)
Income tax expense	3,371	3,297
Loss before income taxes	<u>(62,268)</u>	<u>(25,562)</u>
Non-tax deductible amortisation of goodwill and impairment	3,371	3,297
Total tax expense	<u>3,371</u>	<u>3,297</u>

JAMPP (IRELAND) LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025**

7. Investments

Shares in subsidiaries	6,727,394	6,727,394
	<u>6,727,394</u>	<u>6,727,394</u>

The investments above have been carried at cost. The Directors believe that the value of the above investments held at the year-end is not less than the values listed above.

The list of subsidiaries was as follows:

Subsidiaries	Country of operation	Holding %	Holding through subsidiary	Activity
Affle (UK) Limited	UK	99.973%	0.027%	Managing application promotions using technology
Devego S.A.	Argentina	-	100%	Managing application promotions using technology
Atommica LLC	USA	100%	-	Managing application promotions using technology
Jampp Inc.*	USA	-	100%	Managing application promotions using technology
Affle Brazil Ltda	Brazil	-	100%	Managing application promotions using technology
Jampp EMEA GmbH	Germany	100%		Managing application promotions using technology
Jampp APAC Ltd	Singapore	100%		Managing application promotions using technology

The primary business of the above partnerships is to manage application promotions using technology.

*In May 2024 Jampp Inc has merged with Affle Inc.

JAMPP (IRELAND) LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
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8. Notes supporting statement of cash flows

Cash and cash equivalents for purposes of the statement of cash flows comprises:

	2025	2024
	\$	\$
Cash at bank available on demand	62,604	4,308

9. Trade and other receivables

	2025	2024
	\$	\$
Receivables from related parties	1,374,362	1,380,573
Other receivables	184	180
Total trade and other receivables	1,374,546	1,380,753

10. Share capital

Authorised

	2025	2025	2024	2024
	Number	\$	<i>Number</i>	\$
Shares treated as equity				
Ordinary shares shares of \$0.010781 each	136,909	1,476	136,909	1,476
	136,909	1,476	136,909	1,476

JAMPP (IRELAND) LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
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11. Reserves

Share premium

The share premium account represents the premium on issue of the ordinary shares.

Merger Reserve

The merger reserve account represents the reserve arising on group reconstruction.

Retained earnings

The retained earnings represents cumulative gains and losses recognised in the profit and loss account, net of transfers to/from other reserves and dividends paid.

Other Reserves

The Other Reserves represents share warrants / options exercised by the employees of the Company and /or its subsidiaries.

12. Trade and other payables

	2025	2024
	\$	\$
Trade payables	17,265	14,895
Payables to related parties	100,129	-
Accruals	31,436	19,579
	<u>148,830</u>	<u>34,474</u>

JAMPP (IRELAND) LIMITED

NOTES TO THE FINANCIAL STATEMENTS
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13. Financial instruments

The Company is exposed through its operations to the following financial risks:

- Credit risk
- Fair value or cash flow interest rate risk
- Foreign exchange risk
- Other market price risk
- Liquidity risk

In common with all other businesses, the Company is exposed to risks that arise from its use of financial instruments. This note describes the Company's objectives, policies and processes for managing those risks and the methods used to measure them. Further quantitative information in respect of these risks is presented throughout these financial statements.

There have been no substantive changes in the Company's exposure to financial instrument risks, its objectives, policies and processes for managing those risks or the methods used to measure them from previous periods unless otherwise stated in this note.

The Company does not hold any collateral in respect of financial and non-financial assets which would require disclosure within these financial statements.

Principal financial instruments

The principal financial instruments used by the Company, from which financial instrument risk arises, are as follows:

- Cash and cash equivalents
- Trade and other payables

A summary of the financial instruments held by category is provided below:

Financial assets	Loans and Receivables (\$) 2025	Loans and Receivables (\$) 2024
<i>Cash and cash equivalents</i>	62,604	4,308
Total financial assets	62,604	4,308

	Financial liabilities (\$) at amortised cost 2025	Financial liabilities (\$) at amortised cost 2024
<i>Trade and other payables</i>	148,830	34,474
Total financial liabilities	148,830	34,474

JAMPP (IRELAND) LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025**

14. Contingent liabilities

There were no contingent liabilities at 31 March 2025.

15. Related party transactions

The company is availing of the exemption available in FRS 102 which allows it to refrain from disclosing transactions with entities within a 100% owned group.

16. Commitments

There are no charges registered in the name of Jampp (Ireland) Limited, during the financial year.

17. Capital management

The primary objective of the company's capital management is to ensure that it maintains a strong credit rating and healthy capital ratios in order to support its business and maximise shareholder value.

The company manages its capital structure and makes adjustment to it, in light of changes in economic conditions. To maintain it or adjust the capital structure, the company may adjust the dividend payment to shareholders.

No changes were made in the objectives, policies or processes during the year ended 31 March 2025 and 31 March 2024.

18. Post balance sheet events

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

19. Approval of financial statements

The Board of Directors approved these financial statements for issue on 18/08/2025