Stichting 5 Media Singel 134 1015 AG Amsterdam Annual accounts 2023

Annual accounts 2023 regarding Stichting 5 Media Singel 134 1015 AG Amsterdam

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General

Sichting 5 Media is a foundation as described in Article 285, Title 6, Book 2 of the Dutch Civil Code. The objective of Stichting 5 Media is to inspire and empower our community to live a sustainable life.

The objective

Stichting 5 Media (hereafter "Imagine5" or the "Foundation") is a non-profit environmental media platform. We tell positive stories at the intersection of culture and climate that inspire planet-friendly action. We aim to catalyse attitude and behaviour shifts towards a greener planet and make sustainable behaviour the norm. Our role is to educate people about what makes an impact, inspire them to make changes in their lives and guide them through positive storytelling to all the great initiatives and change-makers already present.

The policy to meet the objective

As a non-profit impact media foundation, Imagine 5 offers

- 1) storytelling about sustainable initiatives that elevate awareness and ignite action on web, social media and in our annual magazine and
- 2) support to scale sustainable initiatives with storytelling and grants.

Imagine 5 will maintain the highest level of integrity and transparency, exist solely for philanthropic purposes, and recycle any and all monetary returns back into the organization for the purpose of creating an evergreen fund over time as it continues to support non-governmental organizations and social businesses. Imagine 5 does not exist to make a profit, and any profits that are made as a result of its stated activities will be reinvested in the foundation.

Financial information

Fundraising

Funding to support Imagine5's activities is provided from the Board's network, which will support the foundation's continued operation for the coming years. The foundation also sells its own Imagine5 magazine directly via its website and in addition the foundation started in 2023 to offer membership to individuals who want to support Imagine5's mission.

Expenditure of funds

In principle, all received funding and donations are directly used to promote and support the objectives of the foundation. However, reservations can be made to support long-term projects, which need financial support over several years as well as reservations to ensure the foundation's long-term sustainability. During the financial year, EUR 1.194.567 was contributed to the Danish entity, 5 Media Fonden, to support its operations and activities. To the newly formed USA entity, 5 Media Inc., EUR 450.000 was donated.

Management of funds

Imagine5 will receive donations on or from a bank account in the name of Stichting 5 Media. Donations can be received from the (network of) of the Board of Directors. The Board is not involved in fund outflows or payments from the designated bank account. In accordance with article la, section d in conjunction with article lb of the Uitvoeringsregeling Algemene Wet Inzake Rijksbelastingen 1994, Imagine5 will not retain more assets than in the opinion of the board is reasonably necessary to guarantee the continuity of Imagine5's work in pursuit of its objective as referred to above. Furthermore, Imagine5 will state in its financial accounts the purpose for which assets are retained, as well as a reason for the amount of capital retained. Returns on the investments of Imagine5 will be used to make future grants to charitable organizations and projects.

Financial policy

The financial statements will be published within six months after the end of the calendar year. This is in accordance with the articles of Stichting 5 Media. In general, the financial statements are prepared in compliance with article 640 of the Decree for annual reporting (de Richtlijn van de Raad voor de Jaarverslaggingeving voor organisaties zonder winststreven). The financial statements will be approved and confirmed by the Board. The Board does not receive any remuneration for their services as members of the Board. Reimbursement of expenses is possible. Staff compensation is in line with industry standards and fully disclosed in these financial statements.

Reference to and additional information about financial statements line items
As 2023 closed, we reviewed a growth in our partnerships both in terms of location and numbers, reflecting our emphasis on our increased presence in the US and deepening our collaboration and impact.

During 2023 our social business partners within the sustainability focus area included:

MADI Apparel:

MADI Apparel uses a buy-on-give-one model to create ethically designed basics and donate underwear to shelters and other areas of high need. From fabric to seamstresses to donation, they seek to create an ethical and positive process.

Stichting One Army:

One Army is a global community that brings together people from around the world to help solve human-created problems. Their projects, which include Precious Plastic and Fixing Fashion, seek to educate, motivate and arm people with the tools needed to make changes.

ART 2030:

ART 2030 works with art as the key to achieving the UN Global Goals by opening people's hearts, minds and imagination - to inspire action for a healthy and sustainable future.

WaterBear:

WaterBear is the first interactive streaming platform dedicated to the future of our planet. Featuring free documentaries, short films and impactful series.

IVN:

IVN Nature Education connects people and nature. By letting people actively experience how fun, educational, healthy and important nature is, IVN wants to achieve a nature-conscious behavioral change. IVN's 170 professionals, 30.000 members and 160 volunteer departments throughout the Netherlands organize projects, campaigns, courses and many nature activities.

Project Drawdown:

A climate change mitigation project initiated by Paul Hawken and climate activist Amanda Joy Ravenhill. The main principles of the project are to: reduce CO2 sources by bringing emissions to zero and stopping pollution, and to support carbon sinks and uplift nature's carbon cycle.

The Redford Center:

An independent nonprofit organization advancing environmental solutions through the power of stories that move. Co-founded in 2005 by James & Robert Redford in San Francisco, CA. Their website is: redfordcenter.org.

Reasons to be Cheerful:

Reasons to be Cheerful is a nonprofit media company founded by artist and musician David Byrne, who believes in the power of approaching the world with curiosity - in art, in music, in collaboration and in life. Under the banner of Byrne's nonprofit organization, Arbutus, Reasons to be Cheerful embodies this sensibility, applying it now to the future of our world. Through stories of hope, rooted in evidence, Reasons to be Cheerful aims to inspire us all to be curious about how the world can be better, and to ask ourselves how we can be part of that change.

Aditi Mayer:

Aditi Mayer is a multi-hyphenated storyteller whose mediums span film, photography, journalism, creative direction, and modeling - creating a body of work that has explored themes of fashion and culture. From features in top fashion magazines, an extensive speaking resume, to being named a National Geographic Digital Storytelling Fellow, Aditi is known for marrying the worlds of art, industry, and education - all with a socially conscious slant.

Max La Manna:

Max La Manna is an American plant-based chef, cookbook author and content creator who advocates for low waste cooking. La Manna has amassed an internet following of over 1 million people and his recipes have been featured in The Guardian, The Sunday Times, Vice, Vogue, and on the BBC.

Pattie Gonia:

Pattie Gonia is a critically acclaimed drag queen, environmentalist and advocate for inclusivity and diversity in the outdoors. Pattie's community is more than 1 million people strong. Pattie is also the co-founder of the Outdoorist Oath - a non-profit that gets BIPOC, LGBTQIA+ and femmes into the outdoors through community and education.

Open Studios:

Open Studios is a social space for meditation, movement, and practice - on and offline. Blending old and new to bring you to the here and now. Their hybrid methodology is designed to strengthen the mind-body connection through meditation, breathwork, music and movement practice. Open classes combine traditions and technologies to explore greater collective presence and awareness.

Positive News:

Positive News is a constructive journalism media brand. It publishes independent journalism online and in print, and aims to help create a more inspiring news medium.

Wonder Media Network:

Wonder Media is a pioneering audio-first media company that uses stories to inspire action, to promote equality and justice, and to introduce empathy into politics, business, and culture.

Oceanic Global:

Oceanic Global inspires us to care deeply for the ocean and provides solutions to protect it. This international non-profit sheds light on humanity's essential relationship to the ocean and empowers individuals, communities and industries to create positive change. Oceanic Global creates educational experiences, consults on sustainable operations and engages local communities to generate measurable impact for our collective wellbeing.

Amsterdam, 29 June 2024

The Board of Directors,

L.O. de Vere C.S.P. van Leeuwen A.D. Hermansen Director Director

ANNUAL ACCOUNTS

A. BALANCE SHEET AS AT 31 DECEMBER 2023

(After appropriation of result)

Assets	_	31 December 2		2023 31 December 2022	
	Note	€	€	€	€
FIXED ASSETS					
Tangible fixed assets	1	17.408		26.111	
Financial fixed assets	2	1.033.876	_	1.033.876	
			1.051.284		1.059.987
CURRENT ASSETS					
Debtors	3	232		0	
Taxes	4	119.228		57.967	
Other receivables	5	3.521		50	
Cash and cash equivalents	6	788.983		575.616	
•	_		911.964		633.633
			1.062.249	-	1 (02 (20
			1.963.248	=	1.693.620

A. BALANCE SHEET AS AT 31 DEC

(After appropriation of result)

Equity and liabilities	_	31 December 2023		31 December 2022	
	Note	€	€	€	€
EQUITY					
Other reserve	7		-8.567.034		-4.600.431
LONG-TERM LIABILITIES	8		6.950.000		3.900.000
CURRENT LIABILITIES					
Debts to credit institutions	9	2.355		0	
Creditors	10	68.896		38.130	
Debts to affiliated entities	11	2.559.891		2.219.013	
Taxes	12	0		2.303	
Other current liabilities	13	949.140	_	134.605	
	_	_	3.580.282		2.394.051
			1.963.248		1.693.620

B. PROFIT AND LOSS ACCOUNT 2023

		20	23	202	22
	Note	€	€	€	€
INCOME	14				
Donations and other income	1 /	45.927		1.345.775	
		1.176		808	
Income from magazines					
Other income	-	111.869	150050	0	1 2 4 6 5 0 2
			158.972		1.346.583
COSTS					
Expenses of work contracted and other third parties services	15	930.301		750.670	
Expenses of employee benefits	16	683.758		526.841	
Depreciation of tangible fixed assets	17	8.703		8.703	
Gifts	18	1.854.033		1.147.262	
Other operating expenses	19	467.117		158.686	
Total sum of expenses			3.943.912		2.592.162
Total operating result			-3.784.940		-1.245.579
Interest and similar expenses	20		-181.663		-92.303
Total net result			-3.966.603		-1.337.882

C. PRINCIPLES OF VALUATION OF ASSETS AND LIABILITIES

GENERAL

Stichting 5 Media is a foundation (here after also as "Imagine5" or the "Foundation") as described in Article 285, Title 6, Book 2 of the Dutch Civil Code. The Foundation was founded on 25 November 2019 and has its statutory seat in Amsterdam. Stichting 5 Media is registered at the Chamber of Commerce under number 76499642.

Activities

The objective of the Foundation is to create an engaged community that acts to shape a sustainable future. The actual activities are carried out at Singel 134, 1015 AG Amsterdam.

Board of Directors

The Board of directors comprise:

- Mrs. L.O. de Vere
- Mr. C.S.P. van Leeuwen
- Mrs. A.D. Hermansen

Staff members

From 1 January 2023 the staff of the Foundation has been remunerated through a central payroll entity. As of that same date, the central payroll entity has contractually obtained all the rights and obligations under the employment contract between Stichting 5 Media and its staff. Therefore the Foundation had no employees during the financial year (2022: 2).

Foundation's size

Stichting 5 Media qualifies as a small foundation, pursuant to Article 407.2.a of Book 2 of the Civil Code.

Estimates

The preparation of the annual account in conformity with the relevant rules requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the Foundation's accounting policies. If necessary for the purposes of providing the view required under article 2:362 of the Dutch Civil Code, the nature of these estimates and judgments, including the related assumptions, is disclosed in the notes to the annual account items in question.

Translation of foreign currencies

Transactions in currencies other than the Foundation's reporting currency, are accounted for at the exchange rates prevailing at the date of the transactions. Assets and liabilities denominated in currencies other than the Foundation's reporting currency are translated at year-end exchange rates. Gains and losses resulting from the settlement of such transactions and from the translation of monetary assets and liabilities denominated in other currencies, are recognized in the profit and loss account.

C. PRINCIPLES OF VALUATION OF ASSETS AND LIABILITIES

 Year-end exchange rates equivalent of EUR 1:
 31/12/2023

 USD
 1,105

 Danish Krone (DKK)
 7,4529

 GBP
 0,86905

Source: www.ecb.europa.eu

PRINCIPLES OF VALUATION OF ASSETS AND LIABILITIES

The financial statements have been prepared in accordance with Part 9 of Book 2 of the Dutch Civil Code and in conformity with the Dutch Accounting Standards applicable for small enterprises, as published by the Dutch accounting Standards Board ('Raad voor de Jaarverslaggeving').

The financial statements are prepared under the historical cost convention and presented in euros ("EUR" or " \in "), being the functional currency of the Foundation.

Assets and liabilities are generally valued at historical cost, production cost or at fair value at the time of acquisition. If no specific valuation principle has been stated, valuation is at historical cost.

ASSETS

Tangible fixed assets

The tangible fixed assets are valued at the purchase cost reduced by linear depreciation on the basis of the estimated economic life span.

Financial Fixed assets

Upon initial recognition, other financial fixed assets are valued at fair value plus directly attributable transaction costs. Changes in fair value are accounted for in the profit and loss

Receivables

Receivables

Other current assets are valued at purchase prices.

Cash and cash equivalents

Cash at banks and in hand represent cash in hand, bank balances and deposits with terms of less than twelve months. Overdrafts at banks are recognised as part of debts to lending institutions under current liabilities. Cash at banks and in hand is valued at nominal value.

C. PRINCIPLES OF VALUATION OF ASSETS AND LIABILITIES

LIABILITIES

Long-term liabilities

Long-term liabilities are stated at face value.

Current liabilities

Current liabilities concern debts with a term of less than one year. Upon initial recognition the current liabilities are recorded at the fair value and subsequently valued at the amortized cost.

C. PRINCIPLES OF DETERMINATION OF RESULT

General

Profit is determined as the difference between income generated by the supply of goods and services, and the costs and other charges for the year. Income from transactions is recognised in the year in which it is realised.

Net turnover and gross profit

Net turnover is determined as income from the supply of goods and services, less discounts and turnover taxes.

Gross profit is the net turnover less cost of sales.

Taxes

As Stichting 5 Media does not conduct a business, Stichting 5 Media is not subject to Dutch Corporate Income Tax.

1 TANGIBLE FIXED ASSETS

		Furniture,
		IT assets
		€
Acquisition value 1 January 2023		43.517
Accumulated depreciation		-17.406
Book value 1 January 2023		26.111
		
Movements during financial year		
Depreciation		-8.703
•		-8.703
Acquisition value 31 December 2023		43.517
Accumulated depreciation		-26.109
Book value 31 December 2023		17.408
Democration vators		
Depreciation rates:	200/	
Office furniture, IT assets	20%	

2 FINANCIAL FIXED ASSETS

Participations

	Place of	Investment
Name	business	amount
Waterbear Network		
Holding B.V.	Amsterdam	1.000.000

	31/12/2023	31/12/2022
	€	€
Value as of 1 January	1.000.000	0
Acquisition of participation	0	1.000.000
Value as of 31 December	1.000.000	1.000.000

The investment in Waterbear Network Holding BV is a warrant investment. Conversion of the warrant takes place either: i) on 31 December 2024 (the "Maturity Date") whereby the Foundation shall be entitled to exercise the Bridge Warrant and subscribe for a number of shares in the capital of the company that will be calculated on the basis of a Post-Money Value or ii) when a new priced round by an independent party occurs, whereby the warrant would convert at a post money valuation of the cap valuation at \$18,5m with a discount of 14% per year.

	Other fixed financial assets		
		31/12/2023	31/12/2022
		€	€
	Rental deposit	33.876	33.876
	Total financial fixed assets	1.033.876	1.033.876
	Total Intelletal Inved assets	1.033.070	1.033.070
	CURRENT ASSETS	31/12/2023	
		€	€
3	Debtors		
	Balance as at 31 December	232	0
		21/12/2022	21/12/2022
1	Taxes	31/12/2023 €	€
7	Value added tax	119.228	57.967
	Taras added an		<u> </u>
		31/12/2023	31/12/2022
		€	€
5	Other receivables		
	Amounts paid in advance	3.521	50
		21/12/2022	21/12/2022
		31/12/2023 €	31/12/2022 €
6	Cash and cash equivalents	C	C
	Banks	788.983	575.616

The cash and cash equivalents are at the free disposal of the Foundation.

The balance of cash and cash equivalents listed in the financial statements matches the balance listed on the bank statement ultimo year.

7 EQUITY

	31/12/2023	31/12/2022
	€	€
Other reserves as at 1 January	-4.600.431	-3.262.549
Result financial year	-3.966.603	-1.337.882
Other reserves as at 31 December	-8.567.034	-4.600.431

Statement of the proposed appropriation of the result

The management of the Foundation proposes to appropriate the result as follows: The loss of the financial year 2023, amounting to € -3.966.603, should be deducted from the Foundation's other reserves.

This proposal has already been incorporated in the financial statements while awaiting the approval of the Board of Directors.

8 LONG-TERM LIABILITIES

	31/12/2023	31/12/2022
	€	€
Other loans		
Balance as at 1 January	3.900.000	1.600.000
Movements	3.050.000	2.300.000
Total long-term liabilities	6.950.000	3.900.000

This loan was obtained through the network of the Board of the Directors of the Foundation. It bears an annual interest of 1,5% and matures on 31 December 2025. No collateral has been furnished for this loan.

	CURRENT LIABILITIES	31/12/2023	31/12/2022
9	Debt to credit institutions	€	€
	Credit cards	2.355	0
			31/12/2022
10	Creditors	€	€
	Due as at 31 December	68.896	38.130

11		31/12/2023 €	31/12/2022 €
11	Debts to affiliated entities Debts to affiliated entities	2.559.891	2.219.013
		31/12/2023	31/12/2022
12	Taxes	€	€
	Wage tax	0	2.303
		31/12/2023	31/12/2022
13	Other current liabilities	€	€
	Accrued expenses	755.674	77.370
	Payable interest on debts	193.466	57.235
		949.140	134.605

OFF-BALANCE SHEETS RIGHTS AND OBLIGATIONS

Rental obligation

The Foundation has been renting an office building since 16 January 2023. The rental obligation for the 2024 financial year amounts to EUR 201.696 excluding 21% VAT.

Commitments to social business partners

As at 31 December 2023, the Foundation had off-balance sheet payables with respect to contractual commitments to its social business partners that amounted to EUR 50.000.

E. NOTES TO THE PROFIT AND LOSS ACCOUNT

		2023	2022
	INCOME	€	€
14	Donations and other income		
	Donations income	45.927	1.345.775
	Income from magazines	1.176	808
	Other income	111.869	0
		158.972	1.346.583
		2023	2022
	EXPENSES	€	€
15	Expenses of work contracted and other third parties services		
	Freelance cost	145.782	162.902
	Impact Partner	356.732	317.363
	Events	88.058	68.235
	Marketing & advertisements	339.729	202.170
		930.301	750.670
		2023	2022
16	Expenses of employee and employee benefits	€	€
	*Wages and salaries	361.976	133.830
	Social security charges	98.414	18.036
	Travel expenses staff	53.842	37.605
	Recruitment costs employees	20.861	5.978
	**Consultancy personnel	123.314	293.420
	Various reimbursed charges personnel	25.351	21.271
	Other employee expenses	0	16.701
		683.758	526.841

^{*} During the financial year the Foundation had no personnel of its own. The presented personnel expenses were recharged by the central payroll entity. The average number of employees based on FTE's during this financial year therefore amounts to 0 (2022: 2).

^{**} Consultancy personnel refers to self-employed personnel and employees hired through a payroll agency.

	2023	2022
	€	€
17 Depreciation of tangible fixed assets		
Office furniture, IT assets	8.703	8.703

E. NOTES TO THE PROFIT AND LOSS ACCOUNT

		2023	2022
		€	€
18	Gifts		
	Grants	208.966	399.341
	Contributions to 5 Media Fonden	1.194.567	737.921
	Contributions to 5 Media Inc. USA	450.000	0
	Other gifts	500	10.000
		1.854.033	1.147.262
			_
		2023	2022
19	Other operating expenses	€	€
	Housing expenses	204.190	3.407
	Office expenses	14.604	31.457
	General IT expenses	20.388	22.087
	Subscription and contributions	80.706	19.919
	General expenses	147.229	78.452
	Other operating expenses	0	3.364
		467.117	158.686
		2023	2022
20		€	€
	Costs	101.226	50 51 0
	Interest on loans and similar liabilities	181.336	72.710
	Bank interest & expenses	2.653	4.677
	Foreign exchange results	<u>-2.326</u>	14.916
		181.663	92.303

Subsequent events

No events have occurred since balance sheet date, which would change the financial position of the Foundation and which would require adjustments of or disclosure in the annual accounts as presented.

OTHER INFORMATION

G. OTHER INFORMATION

Audit

The annual accounts have not been audited as the Foundation is exempt from this obligation pursuant to Article 396.7 of the Civil Code. Consequently, no auditor's report is included.

Proposed profit appropriation

Following the proposed profit appropriation of the Board of Directors and pursuant to the Articles of Association, the loss of the year 2023 is deducted from the Foundation's capital.