
The Why Foundation (Fond)

Gothersgade 55, 1., DK-1123 København K

Annual Report for 1 January - 31 December 2021

CVR No 33 31 83 91

The Annual Report was
presented and adopted at
the Annual General
Meeting of the Company on
7 /3 2022

Randi Bach Poulsen
Chairman of the General
Meeting



Contents

	<u>Page</u>
Management's Statement and Auditor's Report	
Management's Statement	1
Independent Auditor's Report	2
Foundation Information	
Foundation Information	5
Management's Review	6
Financial Statements	
Income Statement 1 January - 31 December	13
Balance Sheet 31 December	14
Statement of Changes in Equity	15
Notes to the Financial Statements	16

Management's Statement

The Executive Board and Board of Directors have today considered and adopted the Annual Report of The Why Foundation (Fond) for the financial year 1 January - 31 December 2021.

The Annual Report is prepared in accordance with the Danish Financial Statements Act.

In our opinion the Financial Statements give a true and fair view of the financial position at 31 December 2021 of the Company and of the results of the Company operations for 2021.

In our opinion, Management's Review includes a true and fair account of the matters addressed in the Review.

København, 7 March 2022

Executive Board

Anne-Mette Hoffmann Meyer
CEO

Board of Directors

Randi Bach Poulsen
Chairman

Francois Jacques Denis
Zimeray

Camilla Nielsson

Anne-Mette Hoffmann Meyer

Klara Sofia Ok Bong Grunning
Harris

Mette Walsted Vestergaard

Nina Møger Bengtsson

Independent Auditor's Report

To the Management of The Why Foundation (Fond)

Opinion

In our opinion, the Financial Statements give a true and fair view of the financial position of the Company at 31 December 2021 and of the results of the Company's operations for the financial year 1 January - 31 December 2021 in accordance with the Danish Financial Statements Act.

We have audited the Financial Statements of The Why Foundation (Fond) for the financial year 1 January - 31 December 2021, which comprise income statement, balance sheet, statement of changes in equity and notes, including a summary of significant accounting policies ("the Financial Statements").

Basis for Opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs) and the additional requirements applicable in Denmark. Our responsibilities under those standards and requirements 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 International Ethics Standards Board for Accountants' International Code of Ethics for Professional Accountants (IESBA Code) and the additional ethical requirements applicable in Denmark, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the IESBA Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Statement on Management's Review

Management is responsible for Management's Review.

Our opinion on the Financial Statements does not cover Management's Review, and we do not express any form of assurance conclusion thereon.

In connection with our audit of the Financial Statements, our responsibility is to read Management's Review and, in doing so, consider whether Management's Review is materially inconsistent with the Financial Statements or our knowledge obtained during the audit, or otherwise appears to be materially misstated.

Moreover, it is our responsibility to consider whether Management's Review provides the information required under the Danish Financials Statements Act.

Based on the work we have performed, in our view, Management's Review is in accordance with the Financial Statements and has been prepared in accordance with the requirements of the Danish Financial Statements Act. We did not identify any material misstatement in Management's Review.

Management's responsibilities for the Financial Statements

Management is responsible for the preparation of financial statements that give a true and fair view in accordance with the Danish Financial Statements Act, and for such internal control as Management determines is necessary to enable the preparation of financial statements that are free from material misstate-

Independent Auditor's Report

ment, whether due to fraud or error.

In preparing the Financial Statements, Management is 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 in preparing the Financial Statements unless Management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

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 and the additional requirements applicable in Denmark 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 conducted in accordance with ISAs and the additional requirements applicable in Denmark, 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 on 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 Management.
- Conclude on the appropriateness of Management's use of the going concern basis of accounting in preparing the Financial Statements 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.

Independent Auditor's Report

- Evaluate the overall presentation, structure and contents of the Financial Statements, including the disclosures, and whether the Financial Statements represent the underlying transactions and events in a manner that gives a true and fair view.

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.

Hellerup, 7 March 2022

PricewaterhouseCoopers

Statsautoriseret Revisionspartnerselskab

CVR No 33 77 12 31

Brian Christiansen

statsautoriseret revisor

mne23371

Foundation Information

Foundation

The Why Foundation (Fond)
Gothersgade 55, 1.
DK-1123 København K

CVR No: 33 31 83 91
Financial period: 1 January - 31 December
Municipality of reg. office: København

Board of Directors

Randi Bach Poulsen, Chairman
Francois Jacques Denis Zimeray
Camilla Nielsson
Anne-Mette Hoffmann Meyer
Klara Sofia Ok Bong Grunning Harris
Mette Walsted Vestergaard
Nina Møger Bengtsson

Executive Board

Anne-Mette Hoffmann Meyer

Auditors

PricewaterhouseCoopers
Statsautoriseret Revisionspartnerselskab
Strandvejen 44
DK-2900 Hellerup

Bankers

Danske Bank
Holmens Kanal 2
1092 København K

Management's Review

NATURE OF BUSINESS

The Why Foundation (hereinafter THE WHY) is a non-profit organization originally registered in 2004, under Danish law, as an association, but was registered as a foundation in 2014.

THE WHY supports sustainable development by securing free access to reliable information for all citizens.

THE WHY initiates, produces, distributes and donates public media initiatives globally through broadcast, cross-media platforms and outreach activities.

THE WHY'S PURPOSE

We believe free access to information and education is a human right.

Significant barriers to accessing information contribute to gross inequality and knowledge gaps around the world. The Why exists to help public service providers provide access to free and reliable information, as well as to uphold citizens' right to know.

We make high-quality, independent, fact-based media available to students, communities and citizens at large via various outlets, including local public TV and The Why's YouTube channels.

We believe that informed citizens are better equipped to engage meaningfully with their communities and on a political level. Supporting public media and free press across the world is a social investment in global sustainability.

ECONOMIC SUMMARY

The financial year reflects the year's activities. The 2021 turnover is significantly higher than last year. This is because we completed the WHY PLASTIC? Films and all income and costs accumulated in 2019 and 2021 are moved from the balance of 2020 to the income statement of 2021.

Why Stories acquired 20 completed docs. This purchase was secured by a license agreement with BBC WORLD NEWS and WOLRD SERVICE. This means that other donations secured language versions and distribution of the films primarily to underserved countries.

The Why has also generated growing interest and attracted more commitments from donors as well as multi-year commitments.

PRIMARY ACTIVITIES

Why Plastic?

The 2021 flagship WHY PLASTIC? campaign consisting of three full-length documentaries and eight short films launched in November on BBC, DR and SVT. The other partners will follow up at the beginning of 2022. We have seen a major interest in our plastic films so we expect more license deals to follow in 2022. As the Plastic films were completed in Q4 the real impact of the campaign will be evaluated in 2023.

Management's Review

The films were funded in a collaborative manner by the following public service TV stations: NHK Japan, CBC Canada, BBC and BBC World News, DR Denmark, SVT Sweden, NRK Norway, Swiss TV, EBU, ZDF and WDR Germany as well as DANIDA, a public information grant under the Danish Foreign Ministry.

ASK WHY? Docs

ASK WHY? Docs brings human rights to school students in Denmark. In 2021 we doubled the reach from 1600 children to 3350. This was possible due to increased funding. We are proud that A.P. Møllerske Støttefond and Lauritzen Fonden granted this project multi-year support. It is vital for long term planning, building stronger collaborations with teachers and securing sustainable impact. ASK WHY? Docs was supported by Åben Skole of Copenhagen Municipality, Det Arnstedske Familiefond, Lauritzen Fonden, William Demant Fonden, BUPL, 3Fs Medie-og Kulturfond, Spar Nord Fonden, BHJ Fonden, Fritse og Jens Meyers Donationen, Dansk Tennisfond, Den A.P. Møllerske Støttefond, The Danish Film Institute and Biografklub Danmark.

Why Stories

Our cornerstone activity Why Stories curates 20 documentary films every year and donates them to local broadcasters, NGOs, schools and universities around the world. In 2021 we succeeded in getting more funding for language versions. This allowed us to donate the films to new territories.

Why Stories curate balanced public service content, to provide groundbreaking social justice campaigns and to connect people across nationalities, religions and cultures around common human rights issues.

The Why's YouTube Channels

YouTube is a tool that allows us to reach communities where the internet is available.

In 2021, 2.3 million people watched 514.000 hours of content on The Why's main channel, amounting to 13.5 minutes on average per viewing. We got 13.800 new subscribers, a 13% increase. Three of our films were seen by more than 500,000 people respectively - two of them from the Peabody award-winning WHY POVERTY? Series; 'Park Avenue' and 'Education, Education', and the third a Why Stories film called 'Leaving the Cult'. We have also seen some encouraging growth on our Arabic YouTube channel in 2021, with an 11.3% of views on the channel coming from Saudi Arabia. This significant overall increase in viewership shows the importance of being present online.

High-level activities

We continue to have collaborative screenings followed by debates in the UN, EU, GSO, festivals and human rights NGOs all over the world.

The boards statement on "God fondsledelse" cf. Årsregnskabsloven § 77a is published on THE WHY'S webpage: www.thewhy.dk/about

Management's Review

Statement of the foundation's distribution policy

THE WHY supports sustainable development by securing free access to reliable information for all citizens. THE WHY initiates, produces, distributes and donates public media initiatives globally through broadcast, cross-media platforms and outreach activities.

GOVERNANCE AND LEADERSHIP UPDATE

In 2021 we followed our strategic plans. We continued to build and update our organizational strategy around local partner relationships, sustainability and growth. The development and maintenance of such partnerships are considered important to ensure that The Why can deliver on its mission.

Grants and individual donations:

Donations from individuals to support The Why in 2021 came from people who have subscribed to our newsletter. It amounted to 75.000 and the funding was spent according to our mission.

In relation to the public collection, we hereby confirm that the collection is in compliance with the Danish collection regulations and laws (executive order §9, stk. 1, nr. 4).

Other Grants were spent in accordance with an agreement with individual funders.

List of donation recipients (legatarfortegnelse) - Lov om erhvervsdrivende fonde § 80

In 2021, The Why's documentaries have been donated to the following organizations:

AFRICA

South Africa:

-CCTV (Broadcaster) Cape Town TV is a non-profit, community-based television station aimed at the greater Cape Town metropolitan area. CTV is committed to providing community access to the powerful medium of television as a tool to promote human rights, social justice and community cultural development.

Burundi:

-Centre for Development (CDE) Great Lakes (Outreach) - a public policy research organization dedicated to promoting the principles of individual liberty, free market, and limited government.

Congo:

-Coalition of Anti-Slavery Civil Society Organizations (COSCAE) (Outreach) - COSCAE is a network of eleven Congolese civil society organizations committed to fight against all forms of modern slavery.

Morocco:

-Télé Maroc (Broadcaster) - Télé Maroc is a private satellite television channel. In its editorial line.

Mozambique:

-FUNDASO (Broadcaster) - FUNDASO is a foundation of Mozambican origin that arises from the drams of the shareholders of the SOICO Group to dedicated part of their funds to the socio-economic development of Mozambique.

Management's Review

Nigeria:

-Egwu Care Foundation (Outreach) - The Foundation Centers its operations on anti-human trafficking, smuggling of persons, HIV/AIDS and community development.

Senegal:

-Corner Light International (Former: Join Hands International) (Outreach) - Corner Light International raises awareness against human trafficking in Senegal

Tanzania:

-Clouds TV (Broadcaster) - Carthage TV+ is a private TV station. Clouds TV's mix of locally produced dramas, soaps, and reality shows mixed with hard hitting news and insightful lifestyle productions has made Clouds TV a favourite in Tanzania amongst the youth which makes up 60% of the population.

-Villages Health Support Organisation (VHSO) (Outreach) - VHSO is a local non-profit organization in Tanzania, that provides free medical knowledge and care (diagnosis, treatment, medicine) to the people of remote villages.

-AHIRD (Outreach) is a grassroots young rural women-led non-profit and non-governmental organization founded by seven young women and two young men defenders of women and children's rights and its headquarters are established at Bujora (formerly Ksesa) village in Tanzania, East Africa.

MENA REGION

Egypt:

-BANLASTIC (Outreach) is an Egyptian Non-Profit Organization that campaigns against the use of Plastic across Egypt.

-The Danish Egyptian Dialogue Initiative (DEDI) (Outreach) - The Danish-Egyptian Dialogue Initiative is bringing Danes and Egyptians together, enhancing their knowledge of each other's culture and society and their mutual understanding.

Jordan:

-Roya TV (Broadcaster) - Ro'ya TV is an independent, privately-owned satellite television station based in Jordan. It broadcasts local news and other local programming.

Lebanon:

-Al Jadeed TV (Broadcaster) - Al Jadeed is the most-watched 24-hour Pan-Arabic television station broadcasting from Lebanon, with the number of viewers in Arab countries continuing to rise.

Tunisia:

-Doc House (Outreach) - "Doc House" is an independent non-profit organization that works to promote documentaries in Tunisia North Africa.

ASIA

Afghanistan:

-1TV Media (Broadcaster) - Is an Afghan privately owned commercial television channel, launched in February 2010, based in Kabul. 1TV is known for its strong, independent news and current affairs programming, with internationally acclaimed content.

Hong Kong:

-Amnesty International Hong Kong - Amnesty International is a global movement of more than 10 million people who take injustice personally. We are campaigning for a world where human rights are enjoyed by all.

India:

-New Beginnings Charitable Trust (NCT) (Outreach) - NCT is an Indian NGO promoting social, economic and environment rights with an integrated empowerment approach targeting women and children.

Indonesia:

-IN Docs Indonesia - IN DOCS is a non-profit organization based in Indonesia. We are committed to cultivating a culture of openness through documentary films. For the last couple of years we provided a platform for documentary filmmakers to meet and

Management's Review

work together in workshops, conferences, and film labs, such as Docs By The Sea, School of Seeing and many others.

-Indonesian Waste Platform (Outreach) was established in October 2015 as a not-for-profit organisation supporting advancing and accelerating solutions on the global climate & waste crisis within the framework of the Sustainable Development Goals.

Mongolia:

-MNB (Broadcaster) - MNB is the national public service broadcaster in Mongolia. It is the oldest broadcasting organization in Mongolia funded by the state as well as the only public service broadcaster in the country. MNB's mission is to be the leading broadcasting organization that is independent and impartial, and serves public interests only.

South Korea:

-NAUH (Outreach) - NAUH was founded in April 2010 for North and South Koreans as well as international youth to raise awareness and improve North Korean human rights.

EUROPE

Albania:

-RTSH (Broadcaster) - Albanian Radio Television: the public broadcaster of Albania, founded in 1938.

Since the fall of Communism in the region the Broadcaster has been an important voice in the region.

Croatia:

-Dokukino (Outreach) - Dokukino is the only cinema in the region screening only documentaries.

Czech Republic:

-One World (CZ) (Outreach) - One World is the film festival of the People in Need organisation, a Czech NGO. It won a special mention from UNESCO for its contribution to human rights education.

-Current Time TV (Broadcaster) - Current Time TV is a Russian-language television channel with editorial office in Prague- The channel – via RFE/RL

Denmark:

-Charlottenborg Kunsthall (Outreach) - Kunsthall Charlottenborg is one of the largest and most beautiful exhibition spaces for contemporary art in Northern Europe.

-Projektakademiet (Outreach) - The project academy is a project management education for cultural creators.

-Democracy Garage (Outreach) - Democracy Garage is a community house for democracy innovation in North-West, Copenhagen.

England:

-British Film Institute (Outreach) - The British Film Institute organises educational screenings in schools

Germany:

-Kölnischer Kunstverein (Outreach) - Art museum in Cologne, North Rhine-Westphalia state.

Kosovo:

-Dokufest (Outreach) - Dokufest (International Documentary and Short Film Festival in Kosovo) organises educational screenings in schools and communities.

Slovakia:

-SKCH (Outreach) - STOP HUMAN TRAFFICKING - A slovak organisation working against human trafficking

Switzerland:

-What If? Women in Film Festival - Women in Film Festival is all about documentaries made by women about women.

-RTS/RSI/SRF is the national broadcaster of Switzerland

Ukraine:

-Dokudays (Outreach) - Is the biggest documentary event in Ukraine.

-KMDW - Creative International School (Outreach) - CISC is a network of private licensed full-time schools. Today in Ukraine, there are three schools of CISC: two in Kyiv and one in Lviv.

Management's Review

AMERICA

Argentina:

-CONSTRUIR TV (Broadcaster) - Construir TV is a thematic channel that proposes an innovative and positive view of the labor world and of the workers, by presenting high quality international and multi-platform contents in Argentina.

-CANAL ENCUESTRO (Broadcaster) - is an Argentine television channel belonging to the Argentine Ministry of Education.

-COLSECOR (Broadcaster) - is an Internet -based broadcast Television Network providing viewers with a FREE Over-The-Air broadcast television experience on their TV and web-connected TV devices.

-CINEAR (Broadcaster) - is a free TV Channel that shows national content.

-ABRA TV (Broadcaster) - is a platform with audiovisual content in the University Nacional del Centro.

-La Nación (Broadcaster) - an Argentinean open television channel which launched in 2017. They are focused on news programming and are owned by the well-read newspaper La Nación.

-Economía Feminista (Outreach) - Economía Feminista, is an Argentinian digital media, focused on disclosure and creation of economics information about the gender gap.

Brazil:

-TV Escola (Broadcaster) - it used to be a Brazilian public broadcasting television network created by the Ministry of Education of Brazil in 1995. First broadcast in 1996 in a nationwide transmission, it airs exclusively educational programs. It was closed at the end of 2019 due to a lack of funding.

-Futura TV (Broadcaster) - is a Brazilian educational television channel. It belongs to the Globosat group of channels, a subsidiary of Organizações Globo, and was founded on December 11, 1999.

Chile:

-ARCATEL (Broadcaster) - Is the most important channel association of Chile, created in 2007.

Colombia:

-SEÑAL COLOMBIA (Broadcaster) - is a Colombian national television channel established and funded by the government.

-TELEPACIFICO (Broadcaster) - is a Colombian regional public television network, created in 1986 as the city of Cali celebrated its 450th anniversary. It started broadcasting in 1988, with 24 weekly programming hours. It was the third regional network in the country, after Teleantioquia, created in 1985, and Telecaribe, created in 1986.

Costa Rica:

-CANAL 13 (Broadcaster) - is a public Costa Rican television channel, owned and operated by Sistema Nacional de Radio y Televisión S.A.

Ecuador:

-Colegio Bilingüe Jefferson (Jefferson Highschool) – a bilingual high school in Ecuador with more than 40 year's experience in teaching English as a second language for a globalized world.

Latin America:

-TAL TV - (Broadcaster) TAL is the Union of public and cultural channels of Latin America.

Mexico:

-CANAL 22 (Broadcaster) - is an international TV Channel.

-CANAL 26 (Broadcaster) - Is a television station in Aguascalientes City, Mexico. It was established in 1976 with the support of the Instituto Cultural de Aguascalientes.

-TVUNAM (Broadcaster) - is an educational television network owned and operated by the National Autonomous University of Mexico (UNAM) in Mexico City.

-MEJIQUENSE TV (Broadcaster) - This is the public network of Mexico. There news media content is produced in the house and it shows three times every day. The channel also shows a daily sports show. But MEJIQUENSE TV also shows films, cartoons, etc. Besides the tv station, they also own six radio stations.

Management's Review

Panama:

-Ser TV (Broadcaster) - SER TV is the public broadcaster of Panama. It has existed since 1967 where it started as a television station on the university campus. SER's main focus is news, interviews and TV shows all produced locally.

Peru:

-TV Peru (Broadcaster) - Public National Institute of Radio and Television of Peru. The Channel works to aim and promote the national identity and well-being of all Peruvians through all its platforms.

Republica Dominicana:

-SUPER CANAL/FUNGLODE (Broadcaster) - The channel started in 1999 and it shows Entertainment, news, fashion, music.

Uruguay:

-TV CIUDAD DE MONTEVIDEO (Broadcaster) - Since 1996, the station has been dedicated to the production of television content that expresses quality, inclusion, diversity and contributes to the construction of citizenship. It is a generalist channel. Its programming includes culture, information, entertainment, and sports. It has been a pioneering channel in the establishment of human rights agendas and has put on screen the main actors of the social, cultural, political and artistic life of the country; in a contributory role for the development of Montevideo and national culture.

USA

-Cornell University (Outreach) - Cornell University is a private, statutory, land-grant research university. Its colleges and schools encompass more than 100 fields of study, with locations in Ithaca, New York, New York City and Doha, Qatar.

INTERNATIONAL

Break Free From Plastic:

-The #breakfreefromplastic movement (Outreach) is a global movement envisioning a future free from plastic pollution. Since its launch in 2016, more than 11,000 organizations and individual supporters from across the world have joined the movement to demand massive reductions in single-use plastics and to push for lasting solutions to the plastic pollution crisis.

Greenpeace:

-Greenpeace (Outreach) is a global network of independent campaigning organizations that use peaceful protest and creative communication to expose global environmental problems and promote solutions that are essential to a green and peaceful future.

Income Statement 1 January - 31 December

	Note	2021 DKK	2020 DKK
Income total	1	12,997,608	2,898,957
Production costs	1	-9,294,013	-738,568
Administration cost	1	-762,607	-555,904
Gross profit/loss		2,940,988	1,604,485
Editorial and outreach cost	1, 2	-2,571,565	-1,873,893
Profit/loss before financial income and expenses		369,423	-269,408
Financial income	3	199,272	26,744
Financial expenses	4	-74,038	-196,603
Profit/loss before tax		494,657	-439,267
Tax on profit/loss for the year		0	0
Net profit/loss for the year		494,657	-439,267

Distribution of profit

Proposed distribution of profit

Retained earnings		494,657	-439,267
		494,657	-439,267

Balance Sheet 31 December

	Note	2021 DKK	2020 DKK
Assets			
Other fixtures and fittings, tools and equipment		0	0
Property, plant and equipment		0	0
Receivables		1,155,531	489,744
Contract work in progress	5	0	414,215
Other receivables		934,544	498,069
Prepayments		12,073	19,715
Receivables		2,102,148	1,421,743
Cash at bank and in hand		2,288,087	4,059,063
Currents assets		4,390,235	5,480,806
Assets		4,390,235	5,480,806
Liabilities and equity			
Foundation capital		300,592	300,592
Retained earnings		3,013,648	2,518,990
Equity		3,314,240	2,819,582
Trade payables		481,254	67,525
Other payables		323,741	423,362
Deferred income		271,000	2,170,337
Short-term debt		1,075,995	2,661,224
Debt		1,075,995	2,661,224
Liabilities and equity		4,390,235	5,480,806
Accounting Policies	6		

Statement of Changes in Equity

	Foundation capital	Retained earnings	Total
	DKK	DKK	DKK
Equity at 1 January	300,592	2,518,991	2,819,583
Net profit/loss for the year	0	494,657	494,657
Equity at 31 December	300,592	3,013,648	3,314,240

Notes to the Financial Statements

1 Projects

	<u>Ask Why?</u>	<u>Why Stories</u>	<u>Why Plastic?</u>	<u>Previous project</u>	<u>Other Activities</u>	<u>Total</u>
Grant income	872,664	483,555	1,388,622	0	614,033	3,358,874
Broadcasters	70,000	1,732,747	4,791,774	212,179	2,832,033	9,638,733
Total income	942,664	2,216,302	6,180,397	212,179	3,446,066	12,997,608
Production cost	-434,917	-1,503,821	-6,812,623	0	-542,652	-9,294,013
Administration costs	-96,921	-4,880	-18,127	0	-642,679	-762,606
Editorial and producers cost	-227,182	-704,765	-343,514	0	-1,296,104	-2,571,565
Total costs	-759,020	-2,213,465	-7,174,264	0	-2,481,435	-12,628,185
EBITDA	183,644	2,837	-993,868	212,179	964,631	369,423

Income and related costs are allocated to the individual projects to understand our financial spending. This to show how we manage specific donations according to the grants we receive.

In the preparations direct income and costs are assigned directly to the related projects, whereas indirect costs are assigned to the related projects based on management estimates and staff time allocation. Certain donations require financial reporting based on own requirements and accounting principles which may differ from the accounting principles consistently applied by THE WHY foundation. Why Slavery? activities are reflected in the 2021 results placed under “ Previous Projects”.

	<u>2021</u>	<u>2020</u>
	<u>DKK</u>	<u>DKK</u>
2 Staff costs		
Wages and salaries	2,443,800	1,790,979
Pensions	16,074	6,840
Other social security expenses	58,926	40,048
Other staff expenses	52,765	36,026
	2,571,565	1,873,893
Average number of employees	7	7

Board members do not receive remuneration for their work as board members. However direct costs related to their work for the Why Foundation including travel costs are being refunded at cost.

CEO Anne-Mette Hoffmann Meyer has not received remuneration in 2020 and 2021.

Notes to the Financial Statements

	2021 DKK	2020 DKK
3 Financial income		
Exchange gains	199,272	26,744
	199,272	26,744
4 Financial expenses		
Other financial expenses	25,994	24,136
Exchange loss	48,044	172,467
	74,038	196,603
5 Contract work in progress		
WHY PLASTIC?	0	414,215
	0	414,215

Notes to the Financial Statements

6 Accounting Policies

The Annual Report of The Why Foundation (Fond) for 2021 has been prepared in accordance with the provisions of the Danish Financial Statements Act applying to enterprises of reporting class B.

The accounting policies applied remain unchanged from last year.

The Financial Statements for 2021 are presented in DKK.

Recognition and measurement

The Financial Statements have been prepared under the historical cost method.

Revenues are recognised in the income statement as earned. Furthermore, value adjustments of financial assets and liabilities measured at fair value or amortised cost are recognised. Moreover, all expenses incurred to achieve the earnings for the year are recognised in the income statement, including depreciation, amortisation, impairment losses and provisions as well as reversals due to changed accounting estimates of amounts that have previously been recognised in the income statement.

Assets are recognised in the balance sheet when it is probable that future economic benefits attributable to the asset will flow to the Company, and the value of the asset can be measured reliably.

Liabilities are recognised in the balance sheet when it is probable that future economic benefits will flow out of the Company, and the value of the liability can be measured reliably.

Assets and liabilities are initially measured at cost. Subsequently, assets and liabilities are measured as described for each item below.

Certain financial assets and liabilities are measured at amortised cost, which involves the recognition of a constant effective interest rate over the maturity period. Amortised cost is calculated as original cost less any repayments and with addition/deduction of the cumulative amortisation of any difference between cost and the nominal amount. In this way, capital losses and gains are allocated over the maturity period.

Recognition and measurement take into account predictable losses and risks occurring before the presentation of the Annual Report which confirm or invalidate affairs and conditions existing at the balance sheet date.

Translation policies

Danish kroner is used as the presentation currency. All other currencies are regarded as foreign currencies.

Transactions in foreign currencies are translated at the exchange rates at the dates of transaction. Gains

Notes to the Financial Statements

6 Accounting Policies (continued)

and losses arising due to differences between the transaction date rates and the rates at the dates of payment are recognised in financial income and expenses in the income statement.

Income Statement

Income total

Grant income consists of the utilisation of donor grants during the year based upon a proportional percentage of the project completion (the percentage of completion method based on milestones completed).

Broadcasters comprises of invoiced licence fees to Broadcasters concerning own produced films.

Activity expenses

Activity expenses are held in compliance with the Foundation's main purpose and comprises "Production costs" and "Editorial and producers costs".

Expenses regarding activities comprise expenses for projects, production, consultants, outreach, related travel expenses, information dissemination, publications, web, evaluations and similar related expenditure.

Administration costs

Administration expenses comprise expenses for the central overhead costs that are not directly related to individual project activities.

Staff costs

Staff costs include salaries and wages including holiday allowances, pensions and other costs for social security etc. for staff members. Staff costs are less public reimbursements.

Staff costs are included in Editorial and producers costs.

Financial income and expenses

Financial income and expenses are recognised in the income statement at the amounts relating to the financial year.

Notes to the Financial Statements

6 Accounting Policies (continued)

Tax on profit/loss for the year

Tax for the year consists of current tax for the year and changes in deferred tax for the year. The tax attributable to the profit for the year is recognised in the income statement, whereas the tax attributable to equity transactions is recognised directly in equity.

Balance Sheet

Receivables

Receivables are measured in the balance sheet at the lower of amortised cost and net realisable value, which corresponds to nominal value less provisions for bad debts.

Contract work in progress

Contract work in progress is measured at selling price of the work performed calculated on the basis of the stage of completion. The stage of completion is measured by the proportion that the contract expenses incurred to date bear to the estimated total contract expenses. Where it is probable that total contract expenses will exceed total revenues from a contract, the expected loss is recognised as an expense in the income statement.

Prepayments

Prepayments comprises not invoiced income relating to project activities for the financial year.

Debts

Debts are measured at amortised cost, substantially corresponding to nominal value.

Deferred income

Income received but designated for future project activity is allocated to deferred project income.

Notes to the Financial Statements

6 Accounting Policies (continued)

Distributions

Donations/grant distributions for the year

Donations/grant distributions are recognised at fair value. To the extent that the individual distribution cannot be calculated at fair value, it is measured at DKK 0 and is thus not recognised in the Income Statement or in the Distribution of profit.

Allocation for donations/grant distributions

On the date for approving of the Annual Report the board adopt an amount for allocation for donations/grant distributions which is expected to be distributed until next approval of Annual Report. This amount is transferred from the reserves to the Allocation for donations/grant distributions. When distributed these amounts will be transferred to Donations/grant distributions for the year.

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Klara Sofia Ok Bong Nilsson-Grunning

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Brian Christiansen

Statsautoriseret revisor

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Dirigent

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