



HC VERVA Litvínov, a. s.

REPORT ON REPRESENTATION **EXPENSES**, EXPENDITURE
ON LEGAL, MARKETING, PUBLIC RELATIONS AND
COMMUNICATION SERVICES AND ON MANAGEMENT
CONSULTING SERVICES

FOR THE YEAR ENDED 31 DECEMBER 2023

2023 

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A. INTRODUCTION

The report was drawn up on the basis of the Article 12, section 12.1 of the Company's Articles of Association. The obligation to prepare it results from Article 17.6 of the Act of 16 December 2016 on the principles of management of state property (Journal of Laws of 2016, item 2259, as amended).

This report presents expenditure understood as total costs on an accrual basis in net terms (excluding VAT). All values are given in thousands of CZK.

B. EXPENDITURE FOR MARKETING SERVICES

	Year ended 31 December 2022 [CZK '000]	Year ended 31 December 2023 [CZK '000]	Share in revenue from sales of GK Company
Expenditure for marketing services	4 876	4 597	3,66%

The marketing services activities in 2023 were mainly focused on the production of advertisements and advertising media within business agreements with the club's partners, services related to the marketing department and media promotion in the media.

**INCLUDING
B.1 SPONSORSHIP**

	Year ended 31 December 2022 [CZK '000]	Year ended 31 December 2023 [CZK '000]	Share in revenue from sales of GK Company
Expenditure for marketing services	0	0	0,00%

There are no expenses for sponsorship.

C. EXPENDITURE FOR PUBLIC RELATIONS AND COMMUNICATION SERVICES
Expenditure for public relations services

	Year ended 31 December 2022 [CZK '000]	Year ended 31 December 2023 [CZK '000]	Share in revenue from sales of GK Company
Expenditure for public relations services	0	0	0,00%

There are no expenses for Public Relations and Social Communication services.

D. EXPENDITURE FOR MANAGEMENT CONSULTANCY SERVICES
Expenditure for management-related advisory services

	Year ended 31 December 2022 [CZK '000]	Year ended 31 December 2023 [CZK '000]	Share in revenue from sales of GK Company
Expenditure for management-related advisory services	95	75	0,06%

Management consultancy services mainly included audit activities, accounting consultancy services and other expert analysis.

E. EXPENDITURE FOR LEGAL SERVICES
Expenditure for legal services

	Year ended 31 December 2022 [CZK '000]	Year ended 31 December 2023 [CZK '000]	Share in revenue from sales of GK Company
Expenditure for legal services	33	23	0,02%

Expenditure on legal services includes legal services and advice.

F. REPRESENTATION EXPENSES
Representation expenses

	Year ended 31 December 2022 [CZK '000]	Year ended 31 December 2023 [CZK '000]	Share in revenue from sales of GK Company
Representation expenses	1 432	1 052	0,84%

Representation expenses were mainly focused on the care of the club's partners, including V.I.P., concerned rental space – catering, refreshment, textiles for marketing purposes (hockey jerseys), promotional items and costs related to organization of children's day.

G. CONCLUSIONS

The following table summarises the expenditure presented in the report:

	Year ended 31 December 2022 [CZK '000]	Year ended 31 December 2023 [CZK '000]	Share in revenue from sales of GK Company
Expenditure for marketing services	4 876	4 597	3,66%
Expenditure for sponsorship services	0	0	0,00%
Expenditure for public relations services	0	0	0,00%
Expenditure for management-related advisory services	95	75	0,06%
Expenditure for legal services	33	23	0,02%
Representation expenses	1 432	1 052	0,84%
TOTAL	6 436	5 747	4,58%

Statement by the Management Board

This report has been prepared for the year ended 31 December 2023 and comprises 5 pages.

This report was approved by the Board of Directors of the CG Company on^{15.3} 2024.



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Vladimír Dočekal
Vice Chairman of the Board of
directors



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Lenka Belingerová
Member of the Board of
directors