Annual Report

July 2013 - December 2014

Trig Social Media AB (publ)

Org.nr 556788-2807

Trig Social Media AB (publ)

The board and the Managing Director of Trig Social Media AB (publ) hereby submit the following annual report:

Contents

Unless otherwise stated, all amounts are shown in EUR.

Message from the MD

Ambition and Organisation

Ambition and Organisation – two things that are often difficult to agree on, even when you are in the same room with your friends. Over the past year, Trig - which is a rapidly and constantly changing company - could often have been described in the same way. Our organisation has and is adapting with each of the market conditions with which we find ourselves. We have a number of product applications and those applications have to be developed across a range of different devices (phones, tablets, computer) and also within the environment of different forms of operating systems (Android, Apple and Microsoft for example). Trig is a complex company, a company that is forward-looking, a company that when combined with its marketing methods is a future-facing company. We compete with our applications with organisations that are significantly bigger, significantly more well-funded and older in their development cycle. We have developed some unique components to our applications, including a patent-pending Trig Money product and also a unique user-engagement activity with Trig Esports. The marketing of our company's products is via affiliates (small to medium enterprises, ambassadors (high-profile individuals) and super introducers (high-profile organisations and sporting clubs). All of these things, when combined bring a new dimension to the way our business will grow over time.

Revenue Model

In looking at our user-acquisition model we have also developed an interesting revenue model. Whilst to some extent and perhaps more significantly during the early stages of our development, we would earn income from some form of paid advertising, our revenue will over time come from the commissions we receive when our users and members purchasing goods online and in stores so that we receive a commission for directing those user to that store or supplier. This, we believe, will be a more sustainable model on a global basis as the market price for clicks and views and other forms of advertising continues to decline on a unit-sale basis.

2014 In Review

2014 saw us complete a number of milestones in our products and development. Of course, a significant event was our listing on September 18th 2014 on the Frankfurt Stock Exchange. Equally important was the release of Hey Hey, our instant messaging application, Momentik which is a new photo messaging application, the further upgrades and developments of our Trig Money applications and social media platform as well as the initial development of our Trig TV platform. But more important was the development of our Spanish marketing for our primary business, Trig Money. Spain has taken our product to heart and has given us the opportunity to work with many small business enterprises and ambassadors. With this group we are and have been developing the ability to access their many millions of followers. Whilst this has been a slow development, we see the opportunity to grow it more quickly in the current period. In 2015, we have seen this association with Spain lead to an agreement with Paypal as one of our super introducers. And we expect that there will be more to follow.

Events Post December 2014

The company has suffered significantly from various events. Firstly, an announcement made in March by Bafin in respect to them looking into activities around the marketing of the company's shares. Secondly, and connected to the review in Sweden with respect to the allegations made by a journalist in Sweden. The company denies that it has an involvement in any wrong-doing and we have engaged lawyers both in Sweden and Germany to vigorously defend our position. The most significant and hurtful event was the resignation of PWC. This was only six days before the release of our annual accounts. We had to find and go through the formal process of appointing a new auditor and deal with the significant dislocation of manpower to provide him in a shortest time possible the information he required to complete his task. In addition, we had to have him focus on answering the points raised by PWC. In addition, we agreed with our new auditor to adjust certain items in our balance sheet to be compliant with IFRS accounting principles, totalling approx. 7,5 mEUR which then constitutes the major part of the reported loss of approx. 8,3 mEUR.

Our business concept and idea is sound a deliverable. And with the distractions of the last few months substantially behind us we would be in position to return to building our business. Our original plan for 2015 saw us operate at a loss for the period through to the end of August. However, it is likely that that will continue through till the end of the year in light of the significant distractions that were generated by the unfounded actions of others. In particular, I wish to thank our staff for their continuing support during this period and our partners for their understanding and perseverance.

We look forward to a more successful twelve months.

Phillip Cook

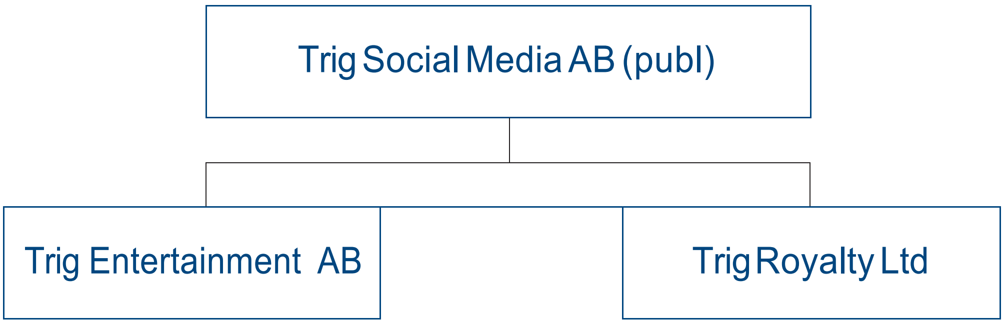
Director's report

General information

Trig Social Media AB (publ) has been listed on the Frankfurt Stock Exchange, General Standard (FSE) in Germany since 18 September 2014. This means that the company comes under the supervision of the Swedish Financial Supervisory Authority. The number of registered ordinary shares amounted to a total of 363 749 998. The closing price on 31 December 2014 was 2.91 Euro per share, which corresponds to a total market value of approx. 1 billion Euros.

Organisation

On 31 December 2014, Trig Social Media AB (publ) has two wholly-owned subsidiaries. Trig Entertainment AB, organisation number 556781-3729, and Trig Royalty Ltd, a company formed in the United Arab Emirates which is currently dormant. After the end of 2014, subsidiaries were formed in Spain and Singapore.

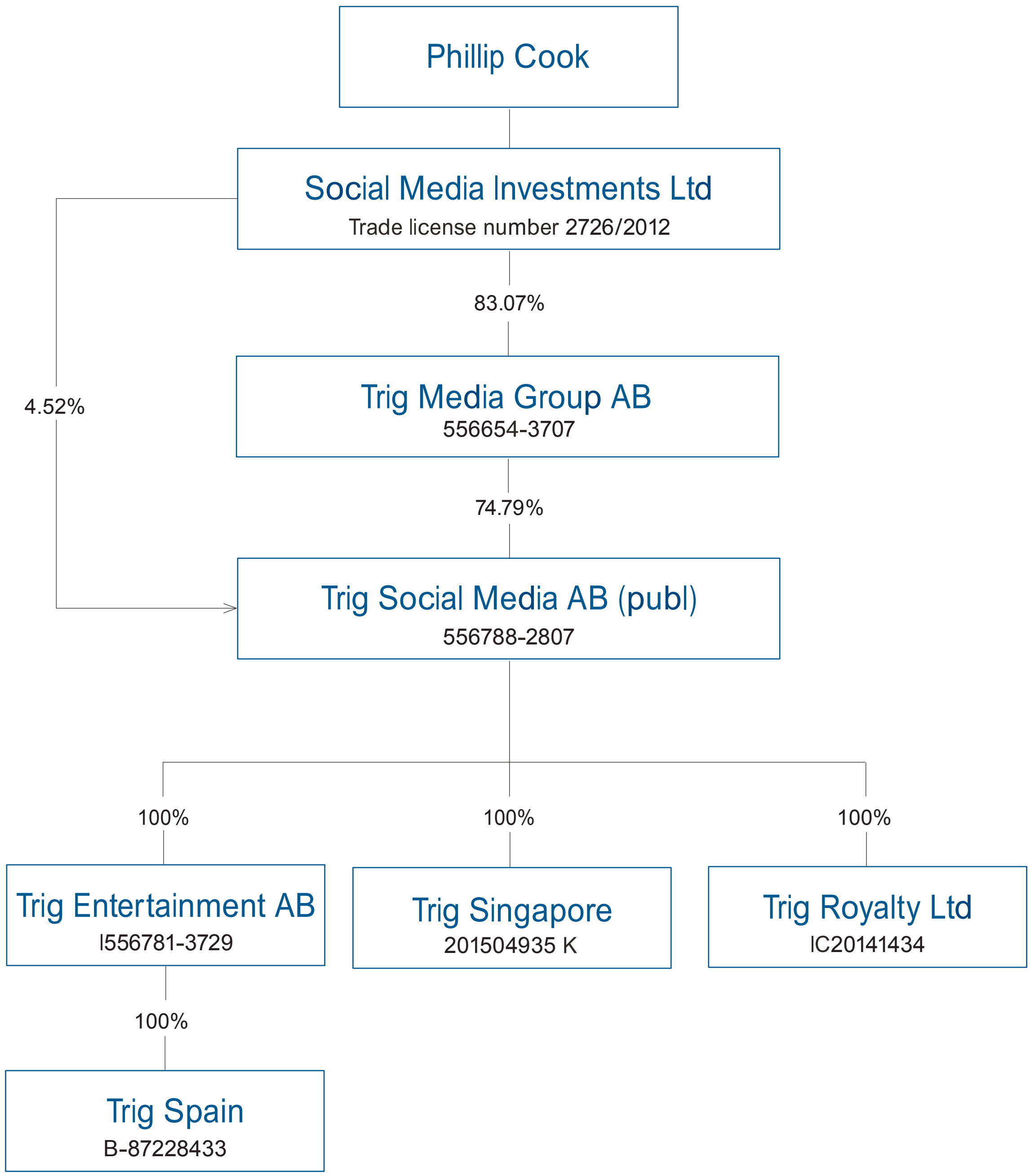


Owners

The largest owners of Trig Social Media AB (Publ) as at 31 December 2014 are:

	Owner	Number of shares	Ownership share	PC
1.	Trig Media Group AB	272 058 086	74.79%	83,07%
2.	Waylander Management Ltd	18 100 000	4.98%	
3.	Nordic Company Ltd	17 500 000	4.81%	
4.	Social Media Investments Ltd	16 449 154	4.52%	100%
5.	Southern Company Ltd	14 214 957	3.91%	
6.	Castleview Support Services	14 900 000	2.01%	4.10 %
7.	Others	10 527 846	2.89%	
		363 749 998	**100.00%**	

The company's MD Phillip Cook's participation rights in each company are shown in the column on the far right.


Phillip Cook
Social Media Investments Ltd
Trade license number 2726/2012
83.07%
4.52%
Trig Media Group AB
556654-3707
74.79%
Trig Social Media AB (publ)
556788-2807
100%
100%
100%
Trig Entertainment AB
I556781-3729
Trig Singapore
201504935 K
Trig Royalty Ltd
IC20141434
100%
Trig Spain
B-87228433

The business

The business is run through Trig Entertainment AB where all personnel are employed except for personnel in Germany, who are employees of Trig Social Media AB (publ). These have almost all been employed since the end of 2014/start of 2015.

At the end of the financial year, the Group 25 had employees, 21 of whom are stationed in Sweden, one in Germany and three in Spain. The Group also had 11 full-time consultants.

Trig’s activity revolves around a Plug-in or App called Trig Money, a small piece of software which anyone can quite simply download and install free of charge on their computer, smartphone or tablet. Once installed, it registers all purchases made over the Internet with a company that is connected to Trig’s network.

It may be a question of anything from travel to clothes or games over the Net. Trig receives commission from these companies with whom we then share the users who have chosen to install our App.

This leads to a win-win-win situation where we, our users and our affiliated sales outlets and marketplaces all earn from the business.

In order to speed up the spreading of knowledge about Trig to get more users and to get more sales outlets or sales companies to affiliate themselves to us, we have established a number of other activities or services around the core product as follows.

The services that are currently offered, are being developed or are ready for launch in the near future include:

Trig Money

A partly patent pending "income generator" is linked to all of our platforms and services. Trig Money creates cashback as soon as a user makes a purchase in one of the online sales outlets with which Trig has an agreement. Today, 2 128 sales outlets are affiliated in 18 countries and around 150 additional ones have signed agreements and are being entered into the systems.
An important resource is made up of the patent-pending functions in Trig Money which use reliable and powerful conversion and optimisation tools to be able to verify our cooperation partners' increase in profit/loss on sales.
Trig Money is now available as an application for smart phones and can be downloaded for both iPhones and Android mobiles.

Trig Pay

Trig Pay is an e-wallet and credit card-based payment platform. Trig Pay will be integrated into the Trig Money service and give its users a direct payment option.

HeyHey

Trig HeyHey is a messaging application which lets its users communicate by text or voicemail and send images and short videos. HeyHey can be downloaded from Apple App Store and Google play. During the financial year we have seen greater interest in the service, primarily from various Spanish-speaking countries.

Trig Esports

E-sport (electronic sport) is a collective concept for Internet-based games which are played on computers or through console-controlled platforms such as Playstation and Xbox where the gamers play against one another over the Internet. There are an enormous number of players and it is thought that they far exceed those who actually play "proper" sport. Trig's involvement in e-sport aims to achieve cross sales with other services through Trig Money and to give our Web TV platform Trig TV a kickoff.

Trig TV

Trig TV is being launched with a view to e-sports. Income is generated from two different directions, through the viewers being offered advert-free content when downloading Trig Money, and through advertising income. By creating exclusive contents, Trig TV has the potential to use its substantial user base to secure a leading position on the online TV market. Trig TV is also looking at the option of using different international partners to connect our Trig TV platform to Smart TV solutions.

Trig Music

Trig Music is not yet available to the public due to matters relating to intangible rights. When it has been launched, it will benefit from the new generation of smartphones, and applications will be developed to affiliate streamed services.

Momentik by Trig

Momentik by Trig was launched at the end of 2014. After the end of the financial year, applications for smartphones were completed and are now available in Apple's App Store and also for Android telephones. We believe that Momentik by Trig will reinvent the way in which the users experience and share the moments of their lives that are worth remembering.

The activity run by TSM is undergoing constant development. The industry is characterised by rapid changes, and active companies need to be able to adapt themselves rapidly to various changes. It may be a matter of demands from the users of the services provided or if competitors launch new or improve existing services.
A number of different services were launched during the financial year. The management is carefully following the development of the way in which these are received by the users and the way in which these must be improved in order to increase the number of users as quickly as possible. Being able to rapidly develop the number of users of the various services is a precondition for the business to be able to develop towards the targets set up by the Group's management. During the latter part of the financial year, the development did not take place at the expected rate. This meant that the management placed and has continued to place great emphasis on the marketing of the services to create the desired effect. If the user base does not increase by the number on which the management's estimates for the business is based, the services will have to be reviewed and changed in order to make a bigger impact.

Business concept, vision and strategy

Trig Social Media is a global platform for social media designed as a social communications platform for all social needs at trig.com. Our aim is to deliver a service to our users:

- Where the users can communicate seamlessly across the borders in a chosen language;
- Where users with similar interests can exchange ideas and information;
- Where news and information can be provided free of charge and without prejudice;
- Where you can receive entertainment from your home country;
- Where the content is available free of charge, irrespective of where the user is located;
- Where the users can receive cashback free when shopping online with the help of our cashback application Trig Money.

Risks and uncertainty factors

Through its business activity, the Group is exposed to various risks, both financial and operating. The risk phase for a Group that provides services online in the form of social media and other online services includes the service's development phase and the period immediately following the launch of the service. At the end of 2014, the Group had no bank loans or suchlike and the business is financed through equity and interest-free loans from the parent company.
The functional currency and accounting currency used by the Group is the Euro while the operating currency for various project may be other currencies. This usually leads to a currency risk of course.

Legal risk

There are currently no disputes or cases of arbitration in the Group and the management is not aware of any potential disputes other than the following:

- In connection with the fact that some people were dismissed from their posts with Trig Entertainment AB, various claims for compensation have been made over and above the agreed severance pay with reference to the fact that the dismissals were unfounded, which Trig Entertainment AB has disputed.

- The Swedish Tax Agency has recently started an audit of Trig Social Media AB (publ) and Trig Entertainment AB which, according to information from the Swedish Tax Agency, may be completed during October 2015. The management of TSM believes that in these respects there is no risk of companies within the Group facing a greater tax bill.

- The German equivalent of the Swedish Financial Supervisory Authority, BaFin, has begun an investigation into both the occurrence of cold calls about TSM and regarding suspected manipulation of the share price. TSM has engaged legal expertise in the field in Germany, and said expertise has contacted BaFin. It should be noted that TSM has not been contacted by BaFin or the Financial Supervisory Authority (Finansinspektionen). The board is of the opinion that neither TSM nor any other party has undertaken action that could infringe valid rules.

- After the end of the financial year, one supplier submitted a bankruptcy petition vis-à-vis Trig Social Media AB. The board is of the opinion that the application is completely without grounds and has been submitted purely in order to create a negotiation position on the basis of an unfounded claim.

Financial risk

The company is underfinanced, which may be a threat to the Group's existence. We follow the going concern accounting principle, which means that we base our accounting on the fact that the company will continue its activity for the foreseeable future. Details about the financing are dealt with separately later on in this annual report.

Essential events during the financial year

- The company raised a substantial amount of capital and spread its ownership further prior to the company's shares being listed on the Frankfurt Stock Exchange, whereby the company obtained around 440 shareholders.
- The company's shares were listed on the Frankfurt Stock Exchange on 18 September 2014.
- During the 2014/2015 autumn-winter period, the company succeeded in winning a far greater presence on the Spanish market.
- During that period, Trig became more involved in the e-sport sector and is taking an aggressive stance on getting a comprehensive grip on the business with the actual games. Trig has entered into several important agreements and cooperations with player profiles that are recognised throughout the world and which will be of significant value to the rapid development of the business strategy.
- Momentik by Trig was launched for use on computers and hand units. The application is available in both Apple App Store and for Android-based units.
- Trig Money has seen an increase in the number of downloads following the slightly apprehensive launch where we were faced with a few setbacks from a technical perspective.

Essential events after the end of the financial year

- After the end of the year, Trig Esports' business started to be noticed by a rapidly-growing crowd. The first sponsored players, consisting of well-known e-sport profiles, started during Trig's sponsorship and Trig is on the way towards being recognised in the international and global e-sport world. The launch of Trig Esports has meant that the companyhas laid down stable foundations to be able to offer Trig Money the application in all different contexts where Internet payments are made in the e-sports world such as the purchase of games, hardware, contributions to tournament prize money, etc.
- The company has acquired a subsidiary in Spain and Singapore.
- Since 1 March 2015, the company has had its own office in Madrid and now employs just shy of twenty people in Spain, some as employees and some as consultants.
- The company is preparing for a secondary listing of its shares on the Madrid Stock Exchange.
- Agreements have been entered into with YouMore TV regarding the broadcast of Trig TV's contents on its media platform which will lead to advertising income.
- The company has been able to make a serious start on Trig Money after having solved various technical problems associated with the technical platform.
- On 22 April, just 9 days before the date originally communicated for submitting the company's annual report, PWC resigned as the company's auditors of their own volition. The reason given was that PWC felt there were inadequacies in the audit documentation regarding the user database and its potential for growth. PWC also pointed out that there could also be prohibited loans in the group of companies. Trig has informed PWC of the requested details regarding the user database and does not share PWC's opinion that the audit documentation regarding the user database does not live up to that which was reported in the prospectus and other published company information. PWC has acted as the company's adviser to a significant extent all the way from formulating the prospectus and then having continuously had access to information about the company's development and other circumstances and has continuously worked closely with the accountants used by the company.

- At an extraordinary general meeting on 6 May 2015, the company appointed authorised auditor Per-Åke Bergstrand as the company's new auditor.

- Trig has been negotiating for a long time with regard to integrating TrigMoney with Paypal, one of the world's largest international online payment systems. These negotiations were concluded at the start of May 2015 and resulted in Trig, as an initial stage, being integrated into Paypal in Spain. Paypal has more than 165 million active accounts on 193 markets and in 57 different currencies all over the world. The agreement with Paypal is an important part of the growth of the user database and we see it as a clear validation of Trig's business concept.

Net turnover

2014 was a start-up year for the Group and the business in the new format. The Group has not shown any significant sources of income for the period of July 2013 to September 2014. The management anticipated that the earnings would begin to increase during the second six months of 2014 due to the completely new application Trig Money. However, the implementation was affected by development delays which were not solved until just before the end of the year.

Profit/loss

The annual report shows a loss due to significant expenses in connection with the development and use of trig.com, Trig Money, Trig Moments, Trig TV, HeyHey and other services being developed. The losses were in line with the management's expectations. In addition to this has under April and May 2015 the during the accounting year 2013/2014 adopted accounting principles what concerns the treatment of the fixed assets – both financial and intellectual property – been reconsidered. This has led to additional shareholders contributions and a stronger and improved balance sheet. For further information on the subject please see the following notes 18 and 22 and for minor adjustments made the notes 20, 23, 24 and 25.

Cash flow

The cash flow from the operations during the period of October 2014 to December 2014 was negative due to significant expenses for the development and the dissemination of Trig.com, Trig Money and other services. During this period, the business was financed by payment for the claim from the ESOP programme.

The Group has invested 3.8 million Euros in intangible rights and has acquired Trig Entertainment AB for 2.6 million Euros, which was financed by the parent company (TMG). The Group has invested an additional 0.7 million Euros in other fixed assets.

Financial position and liquidity

Liquidity

On 31 December 2014, the Group had liquid reserves which amounted to around 0.1 million Euros. The board is aware that the company's liquid assets were inadequate at the accounting year-end. However, this can be explained by the fact that the company has to make payments on a weekly basis for TSM's claims for payment of the ESOP shares, so the company's cash holding can vary considerably.

Continued operation

The board believes that the liquid assets received through these ongoing payments, combined with income from sales and other financing sources, constitute sufficient operating capital for at least 12 months into the future.
Should a situation arise whereby TSM would need additional liquidity for its expansion, TSM would solve this through either additional subscription rights or by taking out loans with Social Media Investments Ltd or from third parties such as private investors or banks to balance any short-term liquidity requirements.

After the end of 2014, the management decided to expand the business to other areas in the world where the formation of a subsidiary in Singapore constitutes the first major step of establishing a presence in Asia.
The expansion plans depend on the possibility of being able to finance these.

TSM's parent company, Trig Media Group AB, is preparing for the issue of a bond aimed at "qualified" investors of a maximum of 50 m SEK, which will be contributed to the subsidiary TSM to ensure the long-term financing requirement. 1.5 m SEK of this amount has already been paid in at the time of submitting this annual report.
In addition, TSM is continuously negotiating with various private investors who show an interest in investing in TSM, as well as with different banks regarding a credit limit increase. The company has had advanced negotiations with a major Spanish bank which are in the final stages and are expected to be concluded shortly.
The above financing solutions and options are deemed to secure the immediate need for liquid assets required to implement the planned expansion that has started before 2015.
The management also reckons that the Group will shortly be able to conclude a major advertising agreement for the Group's different services. The management reckons that such an arrangement on a freestanding basis may turn the Group's cash flow into a positive one.
In addition, both of the companies that hold shares in TSM (to be used in the ESOP – Employment Share Option Plan), Northern Company Ltd and Southern Company Ltd, have a debt to TSM of around 12 000 000 Euros which is to be paid to TSM to settle TSM's claim for full payment for the ESOP shares. The claim is calculated as the number of shares that are received by both of the companies multiplied by 0.40 Euro per share, which is the agreed remuneration. The board is of the opinion that the claim will be paid in full by both of the companies within 24 months, provided there is still a functioning and liquid market for the Trig shares.

The board's assessment

The management is aware of the risk which means that the going concern principle may not be fulfilled if the above financing solutions for the company are not successful. However, the board is of the opinion that there is a going concern.

Investments, sales and acquisitions – related transactions with other parties

On 28 March 2014, Trig Social Media AB (publ) acquired Trig Entertainment AB and intangible rights from its parent company. The purchase price was 6.4 million Euros. An additional 0.8 million Euros were invested in other fixed assets during the period.

Employees

On 31 December 2014, the Group had an organisation consisting of 25 employees and 11 consultants. The Group is expected to need to employ additional personnel during the remaining part of the year in line with the expansion, focusing on IT services and programming.
From the end of the year, the number of employees in Trig increased by 22 people, 11 of whom are in Germany, 9 within Esports and 2 as consultants.

The parent company

The main owner of Trig Social Media AB (publ) is Trig Media Group AB (publ), which controlled 74.79 % of the shares at the time of submitting this report. The main owner of Trig Media Group AB (publ) is Social Media Investments Ltd, which holds 83.07 % of the shares in Trig Media Group AB (publ). Social Media Investments Ltd is controlled by Phillip Cook, 61 years old, Australian citizen and financier. Phillip Cook is also the MD of Trig Social Media AB (publ).

The Trig shares

There are currently 363 749 998 issued shares. The management believes that, at the time of submitting this report, TSM has around 700 shareholders. This number is an estimate which is based on the shareholding since the listing.
The group's major shareholders do not have different voting rights. The Group is controlled directly by one shareholder, Trig Media Group AB (publ), which on 31 December 2014 held 74.79 % of the shares, which means that Trig Media Group AB (publ) is the controlling shareholder.
There are currently no arrangements with Trig Media Group AB (publ) to regulate this control.
The shares in Trig Social Media AB (publ) were listed on the Frankfurt Stock Exchange, General Standard, on 18 September 2014. The first shares were sold for 3.00 Euros per share, which gives the company a market value of around 1 billion Euros.
The share price at the accounting year-end, 31 December 2014, was 2.91 Euros. On 20 May 2015, just before the publication of the annual report, the share price was 2.63 Euros.

The parent company

The parent company's main activity consists of providing management resources for the rest of the Group. The earnings amounted to 61 663 Euros and profit/loss before tax amounted to -1 059 296 Euros. The number of employees was 0 (0) and no salaries or related expenses have been paid.

Årsstämma

Årsstämma i Trig Social Media AB (publ.) kommer att äga rum i Nacka den 10 juni 2015, kl 11.00.

Kallelse till årsstämman kommer att offentliggöras inom kort.

Finansiell kalender/Informationspolicy

- Delårsrapporten för perioden januari – mars 2015 kommer att presenteras den 29 maj 2015.
- Delårsrapporten (av revisor granskad) för perioden januari – juni 2015 kommer att presenteras den 31 augusti.
- Delårsrapporten för perioden januari – september 2015 kommer att presenteras den 27 november 2015.
- Bokslutskommuniké för 2015 kommer att presenteras den 26 februari 2016.
- Årsredovisningen (reviderad) för år 2015 kommer att presenteras den 28 april 2016.

Räkenskapsåret 2015 kommer att omfatta perioden 1 januari – 31 december 2015.

Styrelsen och verkställande direktören försäkrar att koncernredovisningen har upprättats i enlighet med internationella redovisningsstandarder IFRS sådana de antagits av EU och ger en rättvisande bild av koncernens ställning och resultat. Årsredovisningen har upprättats i enlighet med god redovisningssed och ger en rättvisande bild av moderbolagets ställning och resultat.

Förvaltningsberättelsen för koncernen och moderbolaget ger en rättvisande översikt över utvecklingen av koncernens och moderbolagets verksamhet, ställning och resultat samt beskriver väsentliga risker och osäkerhetsfaktorer som moderbolaget och de företag som ingår i koncernen står inför.

Denna årsredovisning har reviderats av koncernens revisor.

Vad gäller frågor om bolagsstyrning och därmed sammanhängande frågor redovisas dessa i den Bolagsstyrningsrapport som styrelsen för Trig Social Media AB kommer att avge före årsstämman.

Förslag till disposition av moderbolagets resultat (EUR)

Balanserat resultat	626 675
Årets resultat	-1 059 296
	- 468 621

Styrelsen föreslår att till förfogande stående medel, EUR -468 621 , balanseras i ny räkning.

KEY RATIOS FOR THE GROUP	**2013-07-01 - 2014-12-31** (18 months)	**2013-09-01 - 2013-12-31 (TE)** (4 months)	**2012-09-01 - 2013-08-31 (TE)** (12 months)	**2011-09-01 - 2012-08-31 (TE)** (12 months)
Euro (€)				
Net sales	412 970	18054	0	0
Operating profit/loss	-3 665 987	-213602	-163 793	0
Operational margin	Neg.	Neg.	Neg.	Neg.
Balance total	2 308 831	572 850	389 768	237 227
Solidity	3%	5%	8%	10%
Investment non current assets	4 032 929	0	0	237 227
Number of shares at the end of the period	363 749 998	275 000	275 000	275 000
Earnings per share	-0,0570	-0,7767	-0,5956	0,0000
Dividends per share	N/A	N/A	N/A	N/A
Number of Employees	36	4	0	0

CONSOLIDATED INCOME STATEMENT	**Note**	**2013-07-01 - 2014-12-31** (18 months)	**2013-09-01 - 2013-12-31** (4 months)
Amounts in Euro (€)			
Net sales	9	412 970	18 054
Gross operating income		**412 970**	**18 054**
Operating expenses			
Other external costs	10,11,12	-2 832 613	-128 265
Personell costs	8	-878 243	-80 745
Depreciation of tangible and intangible assets	13	-368 101	-22 646
Sum of operating expenses		*-4 078 957*	*-213 656*
Operating profit/loss		**-3 665 987**	**-213 602**
Financial items, net	14,15	-51 137	-236
Asset write-down	13	-7 356 076	0
Profit/loss before income tax		**-11 073 200**	**-213 838**
Income tax	16	0	0
Profit/loss for the period		**-11 073 200**	**-213 838**
Attributable to parent company shareholders		100%	100%
Average number of shares, before dilution		193 120 907	275 000
Average number of shares, after dilution		193 120 907	275 000
Earnings per share, before and after dilution	17	-0,057	-0,778

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME		**2013-07-01 - 2014-12-31** (18 months)	**2013-09-01 - 2013-12-31** (4 months)
Amounts in Euro (€)			
Profit/loss for the period		**-11 073 200**	**-213 838**
Other comprehensive income:			
-Translation difference subsidiaries		386 325	0
Total comprehensive income		**-10 686 875**	**-213 838**
Attributable to parent company shareholders		100%	100%

CONSOLIDATED BALANCE SHEET	**Note**	**2014-12-31**	**2013-12-31**
Amounts in Euro (€)			
Assets			
Non-current assets			
Intangible assets	18	1 145 218	178 595
Tangible assets	19	34 769	0
Total non-current assets		**1 179 987**	**178 595**
Current assets			
Short term receivables	20,25	1 017 299	394 255
Tax receivables		2 303	
Cash and bank balances	21	109 242	0
Total current Assets		**1 128 844**	**394 255**
Total Assets		**2 308 831**	**572 850**
Equity and liabilities			
Equity			
Equity attributable to owners of the parent company			
Share capital (363 749 998 shares)	22	72 750	32 164
Additional paid in capital		8 842 979	390 249
Retained earnings		1 850 678	-391 642
Profit/loss for the period		-10 686 875	
Total Equity		**79 532**	**30 771**
Long term liabilities			
Total long term liabilities		**0**	**0**
Current liabilities			
Current liabilities	23,25	1 989 182	508 170
Accrued expenses and deferred income	24	240 116	33 909
Total current liabilities		**2 229 298**	**542 079**
Total Equity and liabilities		**2 308 831**	**572 850**

Contingencies and pledged assets

Contingencies	None	None
Pledged assets	None	None

CONSOLIDATED CASH FLOW STATEMENT	2013-07-01 - 2014-12-31 (18 months)	2012-07-01 - 2013-12-31 (4 months)
Amounts in Euro (€)		
Cash flow from operating activities		
Operating profit/loss	-3 665 987	-213 602
Adjustment for non-cash items	368 101	22 646
Interest paid	-55 631	-236
Interest income	4 494	0
Income tax paid	0	0
Cash flow from operating activities before working capital changes	**-3 349 023**	**-191 192**
Cash flow from working capital changes:		
Changes in receivables	-625 347	-394 255
Changes in liabilities	1 671 442	195 198
Cash flow after working capital changes	**-2 302 928**	**-390 249**
Cash flow from investment activities		
Acquisition intangible assets	-3 994 225	0
Acquisition tangible assets	-38 704	0
Acquisition subsidiaries	-2 648 949	0
Cash flow from investment activities	**-6 681 878**	**0**
Cash flow from financing activities		
Shareholders contributions	6 870 603	390 249
New share issue	1 664 978	0
Equity instruments at fair value	573 360	0
Cash flow from financing activities	**9 108 941**	**390 249**
Cash flow of the year	124 135	0
Cash at the beginning of the year	0	0
Translation differences on cash and cash equivalents	-14 893	0
Cash at the end of the year	**109 242**	**0**
Note on the consolidated cash flow statement:		

Cash and cash equivalents

Cash and cash equivalents are defined as:		
Cash and bank balances	109 242	0

CHANGES IN GROUP EQUITY			
Amounts in Euro (€)	**Share capital**	**Retained earnings and other**	**Total equity attributable to parent company shareholders**
Opening balance 1 July 2012	**32 164**	**0**	**32 164**
Total comprehensive income for the period		-509	-509
Closing balance 30 June 2013	**32 164**	**-509**	**31 655**
New share issue 28 April 2014	54 000		54 000
New share issues July-August 2014	7 750	1 582 128	1 589 878
Effect acquisition	-21 164	1 667 965	1 646 801
Total comprehensive income for the period		-10 686 765	-10 686 765
Equity instruments at fair value		573 360	573 360
Shareholders contributions		6 870 603	6 870 603
Closing balance 31 Dec 2014	**72 750**	**6 782**	**79 532**

PARENT COMPANY INCOME STATEMENT	**Note**	**2013-07-01 - 2014-12-31** (18 months)	**2012-07-01 - 2013-06-30** (12 months)
Amounts in Euro (€)			
Net sales	9	61 663	0
Gross operating income		**61 663**	**0**
Operating expenses			
Other external costs	10,11,12	-778 788	0
Personell costs	8	-492	0
Depreciation of tangible and intangible assets	13	-298 161	0
Sum of operating expenses		*-1 077 441*	*0*
Operating profit/loss		**-1 015 778**	**0**
Financial items, net	14,15	-43 518	0
Assets write-down	13	-7 356 076	0
Profit/loss before income tax		**-8 415 372**	**0**
Income tax	16	0	0
Profit/loss for the period		**-8 415 372**	**0**
Average number of shares	17	193 120 907	0

PARENT COMPANY STATEMENT OF COMPREHENSIVE INCOME		2013-07-01 - 2014-12-31 (18 months)	2012-07-01 - 2013-06-30 (12 months)
Amounts in Euro (€)			
Income for the period		**-8 415 372**	**0**
Oher conprehensive income:			
- translation difference subsidiaries		0	0
Total comprehensive income		**-8 415 372**	**0**

PARENT COMPANY BALANCE SHEET	Note	2014-12-31	2013-12-31
Amounts in Euro (€)			
Assets			
Non-current assets			
Intangible assets	18	998 349	0
Tangible assets	19	9 542	0
Financial assets	26	500 196	0
Total non-current assets		**1 508 087**	**0**
Current assets			
Short term receivables	20	130 469	11 000
Receivables from subsidiaries	27	613 907	0
Tax receivables		2 303	
Cash and bank balances	21	105 588	0
Total current Assets		**852 267**	**11 000**
Total assets		**2 360 534**	**11 000**
Equity and liabilities			
Equity			
Restricted equity			
Share capital (363 749 998 shares)	22	72 750	11 000
Unrestricted equity			
Additional paid in capital		7 942 277	0
Retained earnings		950 356	0
Profit/loss for the period		-8 415 372	
Total Equity		**550 011**	**11 000**
Long term liabilities			
Total long term liabilities		**0**	**0**
Current liabilities			
Current liabilities	23	889 363	0
Liabilities to related parties	25	796 040	
Accrued expenses and deferred income	24	124 939	0
Total current liabilities		**1 810 342**	**0**
Total Equity and liabilities		**2 360 534**	**11 000**

Contingencies and pledged assets

Contingencies	None	None
Pledged assets	None	None

PARENT COMPANY CASH FLOW STATEMENT	**2013-07-01 - 2014-12-31** (18 months)	**2012-07-01 - 2013-06-30** (12 months)
Amounts in Euro (€)		
Cash flow from operating activities		
Operating profit/loss	-1 015 778	0
Adjustment for non-cash items	298 161	0
Interest paid	-46 961	0
Interest income	3 443	0
Income tax paid	0	0
Cash flow from operating activities before working capital changes	**-761 135**	**0**
Cash flow from working capital changes:		
Changes in receivables	-746 679	0
Changes in liabilities	1 810 343	0
Cash flow after working capital changes	**302 529**	**0**
Cash flow from investment activities		
Acquisition intangible assets	-3 784 413	0
Acquisition tangible assets	-11 225	0
Acquisition subsidiaries	-2 648 949	0
Cash flow from investment activities	**-6 444 587**	**0**
Cash flow from financing activities		
Shareholders' contributions	6 360 149	0
Shareholder contributions	-2 172 245	0
New share issue	1 666 155	0
Equity instruments at fair value	573 360	0
Cash flow from financing activities	**6 427 419**	**0**
Cash flow of the year	285 361	0
Cash at the beginning of the year	0	0
Translation differences on cash and cash equivalents	-179 773	0
Cash at the end of the year	**105 588**	**0**

Note on the parent company cash flow statement:

Cash and cash equivalents
Cash and cash equivalents are defined as:

Cash and bank balances	**105 588**	**0**

CHANGE IN PARENT COMPANY EQUITY			
Amounts in Euro (€)	**Share capilal**	**Retained earnings and othes**	**Share capital**
Opening balance 1 July 2012	**11 000**	**0**	**11 000**
New share issue 28 April 2014	54 000		54 000
New share issues July-August 2014	7 750	1 593 405	1 601 155
Total comprehensive income for the period		-8 415 372	-8 415 372
Equity instruments at fair value		573 360	573 360
Shareholders contributions		6 725 868	6 725 868
Closing balance 31 Dec 2014	**72 750**	**477 261**	**550 011**

Notes

Note 1 General information

The Group consists of the parent company Trig Social Media AB (TSM) and its subsidiaries, Trig Entertainment AB (TME) and Trig Royalty Ltd. TSM is a public limited liability company that is registered in and has its headquarters in Sweden. The address of the head office is Vikdalsgränd 10B, Box 1268, 131 28 Nacka Strand, Sweden. The Group's activity is developing, managing and running an international social media platform under the brand name trig.com. Linked to the platform is a partly patent pending income generator with the trade name Trig Money. In 2014, the board decided to apply to be listed on the market regulated by the Frankfurt Stock Exchange. It was listed on 18 September 2014. Unless otherwise stated, all figures are stated in Euros, which is the reporting currency. The Group accounts have been drawn up on the basis that the conditions for a going concern are satisfied. Assets and debts are valued at procurement value.

The parent company (TSM) applies the Annual Reports Act and RFR 2, Accounting for legal entities. The application of RFR 2 means that the parent company, as far as it is possible, applies all EU-approved IFRS as a part of the Annual Reports Act and the Companies Act, and with reference to the connection between accounting and tax assessment.

Since Trig Social Media AB (publ.) is drawing up Group accounts for the first time and the selected accounting principle is IFRS, the parent company is changing its accounting principle from the Advice of the Swedish Accounting Board to RFR 2, Accounting for legal entities. The changeover from the accounting principles previously used by the parent company has had no impact on the parent company's accounting. In any case, if the parent company uses accounting principles that are different from the Group's accounting principles, this is stated separately at the end of this note.

1.1 Grounds for preparation and accounting principles

This annual report is Trig Social Media AB's first annual report that has been drawn up in accordance with IFRS (International Financial Reporting Standards).

In April 2014, an Extraordinary General Meeting decided to extend the company's financial year by 6 months, which means that the current financial year is 18 months and covers the period from 1 July 2013 until 31 December 2014. The following financial year, which starts on 1 January - 31 December 2015 (sic), will be one calendar year.

Trig Social Media AB (publ), formerly Grundstenen 126558 AB, was founded in 2009. On 27 March 2014, the shares in Trig Social Media AB (publ) were acquired by Trig Media Group AB (publ) from Svenska Standardbolag AB for 11 000 Euros. On the same day that Trig Media Group AB (publ) had influence and control over Trig Social Media AB (publ), a new shares issue was implemented to the amount of 54 000 Euros in Trig Social Media AB (publ). On 28 March 2014, Trig Social Media AB (publ) acquired the subsidiary Trig Entertainment AB from Trig Media Group AB (publ) for 2 648 949 Euros.

The acquisition is, from an accounting perspective, to be seen as a transaction under common control.

Bearing in mind that IFRS does not deal with this type of transaction, the Group has chosen an accounting principle which prepares Group accounts based on the historically-entered values. The method means that assets and debts are reported on the basis of the reported amounts of the acquired units for the highest level of common control for which the financial reports are drawn up. This also means that the Group decided to include comparison figures and the current financial year's profit/loss as if the company had always been part of the same Group.

The purchase price for Trig Entertainment was 2 648 949 Euros. The net debt which was taken over at the historical

value was 709 713 Euros. The effect of the 3 358 662-Euro acquisition is reported in equity.
The Group accounts for the Group (sic) have been drawn up in accordance with IFRS as adopted by the EU. The most important accounting principles that have been applied when these Group accounts were drawn up are stated below. These principles have been applied consistently to all years presented unless otherwise stated.

Drawing up the financial reports in accordance with IFRS requires the use of some important accounting estimates. It also requires the management to make specific assessments when applying the Group's accounting principles (see note 5 below).

Note 2 Segment reporting
The Group has had income amounting to 412 970 Euros during the period of 1 July 2013 to December 2014. The Group will run its activity in one business area and several geographical areas. The business segment is to develop the platform trig.com and all associated services. The geographical area for the TrigMoney service is currently18 countries, mainly in Europe. However, the incomes thus far are mainly from Sweden. The Segment reporting regarding the geographical areas will be updated later and presented in the forthcoming reports.

Note 3 Changeover to IFRS
This report is the fifth Group report which has been drawn up in accordance with IFRS. The accounting principles described in note 1 have been applied to the drawing up of this report. The changeover to IFRS for the Group and Trig Entertainment AB has had no impact on either the Group or Trig Entertainment AB's accounting, financial position, profit/loss or cash flow.

Note 4 Transactions with related companies
Trig Social Media AB (publ.) has acquired Trig Entertainment AB and specific intangible rights from Trig Media Group AB (publ.) for 6 404 870 Euros. The board is of the opinion that these transactions have taken place on market-related terms.

Note 5 Information on critical estimates and assumptions which have affected the financial reports
The Group has acquired the subsidiary Trig Entertainment AB and specific intangible rights from Trig Media Group AB (publ.). These acquisitions have meant that the board had specific assessments and assumptions to make.

- Regarding the acquisition of the subsidiary Trig Entertainment AB, the Group has chosen the principle of reporting this transaction by using the previous reporting. With this method, the buyer incorporates the previously-reported values. The difference between the remuneration that is given and the total entered value of the acquired assets and debts is reported in retained earnings.

- Regarding acquisitions of intangible rights, these have been acquired on the basis of the last known transaction on the market that the board deems to be the market value. The board will regularly assess any write-down requirement of the value. There is currently no write-down requirement.

- The board has also held assumptions regarding Trig Social Media AB's shares in the subsidiary Trig Entertainment AB (publ.). The board has therefore ordered an independent valuation, which indicates that there is no write-down requirement.

Note 6 Other information
This is the sixth report, of which the first annual report that the Group is drawing up in accordance with IFRS. The companies in the Group's last annual report applied the Annual Reports Act and the General advice of the Swedish Accounting Board. The changeover to IFRS has had no impact on either the Group or Trig Entertainment AB. The Group's financial assets and debts are reported at the accumulated procurement value and are an approximation of the actual value.

Note 7 Definitions
Operating margin: Operating profit/loss as a percentage of the net turnover
Equity/assets ratio: Adjusted equity as a percentage of the balance sheet total
Gain per share: Profit/loss after tax divided by the number of shares
Dividend per share: Dividend divided by the number of shares

Note 8 Personnel expenses and number of employees

Number of personnel at the end of the period	2014	2013
The parent company		
Sweden	0	0
Germany	0	0
Spain	0	0
Total in the parent company	0	0
The subsidiary		
Sweden	21	4
Germany	1	0
Spain	3	0
Total in subsidiary	25	4
The Group total	**25**	4

Average number of employees	2014	2013
The parent company		
Men	0	0
Women	0	0
Total in the parent company	0	0
The subsidiary		
Men	5	2
Women	7	1
Total in subsidiary	12	3
The Group total	12	3

Gender distribution in the company's management	2014	2013
	Share women in %	Share women in %
The Group		
Share of women		
The board	0	0
The company's management	0	0
	0	0
The parent company		
Share of women		
The board	0	0
The company's management	0	0
	0	*0*

Employee benefits and contributions	**2013-07-01 - 2014-12-31**	**2013-09-01 - 2013-12-31**
Group		
Board of directors, CEO and management	67 654	0
Variable compensation	0	0
Others	561 361	64 536
Total	**629 015**	**64 536**
Social security costs	158 486	16 209
Pension costs	0	0
Total	**158 486**	**16 209**

Parent company	**2013-07-01–2014-12-31**	**2012-07-01–2013-06-30**
Board of directors, CEO and management	0	0
Others	0	0
Total	**0**	**0**
Social security costs	0	0
Pension costs	0	0
Total	**0**	**0**

2014

Amounts in Euro (€)	**Benefits/compensation 2013-07-01 - 2014-12-31**	**Other benefits**	**Pension costs**	**Total compensation**
Peter Kusendal, Chairman of the board until 2014-12-23	0	0	0	0
Antony Norman, CEO until 2014-11-28 Lars Hellewig, member of the board	66 166	1 488	0	67 654
Phillip Cook, key management and CEO from 2014-11-28	0	259 006	0	259 006
Tobias Ekelin, member of the board	0	0	0	0
until 2014-06-26	0	0	0	0
Anita Berggren, member of the board until 2014-03-27	0	0	0	0
Nils Björklund, member of the board from 2014-03-27 until 2014-06-24	0	0	0	0
Other key management	**66 166**	**260 494**	**0**	**326 660**

CEO Phillip Cook has invoiced 259 006 EUR.
Member of the board and key manager Lars Hellewig has received salaries and other benefits of 67 654 EUR (614 980 SEK).

2013

	Benefits/compensation 2013-09-01 - 2013-12-31	Other benefits	Pension costs	Total compensation
Antony Norman	0	0	0	0
Phillip Cook	0	0	0	0
Lars Hellewig	0	0	0	0

Benefits for the board of directors and key management

Benefits for the board of directors
No decision was made on the AGM regarding compensation and benefits for the board of directors; thus, there currently is no compensation.

Termination benefits
There are no agreements on termination benefits.

Note 9 Net sales

Amounts in Euro (€)	2013-07-01 - 2014-12-31	2013-09-01 - 2013-12-31
Group		
Commission revenue	3 516	0
Other sales	409 454	18 485
Total	**412 970**	**18 485**

Amounts in Euro (€)	2013-07-01 – 2014-12-31	2012-07-01 – 2013-06-30
Parent company		
Commission revenue	3 516	0
Other sales	58 147	0
Total	**61 663**	**0**

Note 10 Fees paid to the Group's auditors

Belopp i EUR	2013-07-01 - 2014-12-31	2013-09-01 - 2013-12-31
Amounts in Euro (€)		
Group		
PwC		
Audit fees	104 925	4 762
Audit related fees	1 009	0
Tax consultation	2 396	0
Other consultation	4 782	0
Total	**113 112**	**4 762**

Parent company	2013-07-01 - 2014-12-31	2012-07-01 - 2013-06-30
PwC		
Audit fees	81 926	4 762
Audit related fees	1 009	0
Tax consultation	2 396	0
Other consultation	4 782	0
Total	**90 113**	**4 762**

Note 11 Lease obligations

Amounts in Euro (€)	2013-07-01 - 2014-12-31	2013-09-01 - 2013-12-31
Group		
Payments next year	208 994	0
Payments within 2-5 years	77 765	0
Payments after 5 years	0	0
Total	**286 759**	**0**

Leasing costs in 2014 were EUR 84 633 (33 506).

Parent Company	2013-07-01 - 2014-12-31	2012-07-01 - 2013-06-30
Payments next year	0	0
Payments within 2-5 years	0	0
Payments after 5 years	0	0
Total	**0**	**0**

Leasing costs in 2014 were EUR 0 (0).

The lease obligations are related to rental of premises in Sweden and Spain.

Note 12 Extraordinary items

Extraordinary items which are essential due to size and/or are non-recurrable are defined as extraordinary items and reported where most relevant. The extraordinary items that have occurred during the year have been reported as other external costs. A breakdown of the amount defined as extraordinary in this financial report is presented below.

Amounts in Euro (€)	2013-07-01 - 2014-12-31	2013-09-01 - 2013-12-31
Operating items		
– Costs related to listing on the Frankfurt Stock Exchange and issue of shares	510 997	0

Costs of 510 997 EUR are related to listing on the Frankfurt Stock Exchange on September 18, 2014. This sum is reported as Other external costs in the consolidated income statement.

Note 13 Depreciation and amortization on tangible and intangible assets

Amounts in Euro (€)	2013-07-01 - 2014-12-31	2013-09-01 - 2013-12-31
Group		
Amortization on intangible assets, according to plan	363 977	58 632
Depreciation on tangible assets, according to plan	4 124	0
Asset write-down	7 356 076	0
Total depreciation and amortization	**7 724 177**	**58 632**

Parent company	2013-07-01 - 2014-12-31	2012-07-01 - 2013-06-30
Amortization on intangible assets, according to plan	296 400	0
Depreciation on tangible assets, according to plan	1 761	0
Asset write-down	7 356 076	0
Total depreciation and amortization	**7 654 237**	**0**

Note 14 Financial income

Amounts in Euro (€)	2013-07-01 - 2014-12-31	2013-09-01 - 2013-12-31
Group		
Interest income on cash and bank	40	0
Other financial income	0	0
Total financial income	**40**	**0**

Parent company	2013-07-01 - 2014-12-31	2012-07-01 - 2013-06-30
Interest income on cash and bank		
Other financial income	40	0
Total financial income	0	0
Amounts in Euro (€)	**40**	**0**

Note 15 Financial expenses

Amounts in Euro (€)	2013-07-01 - 2014-12-31	2013-09-01 - 2013-12-31
Group		
Interest expenses on debt	-42 835	-236
Exchange losses	-7 708	0
Other financial expenses	-594	**0**
Total financial expenses	**-51 137**	**-236**

Parent company	2013-07-01 - 2014-12-31	2012-07-01 - 2013-06-30
Interest expenses on debt	-41 640	0
Exchange losses	-1 917	0
Other financial expenses	0	**0**
Total financial expenses	**-43 558**	**0**

Note 16 Income taxes

Amounts in Euro (€)	%	2013-07-01 - 2014-12-31	%	2013-09-01 - 2013-12-31
Group				
Profit/loss before income tax		-11 073 200		-213 838
Current tax on losses for the year	22%	2 436 104	22%	47 044
Effect on current tax from:				
Non-deductible expenses		-21 873		-268
Other tax exempt items		1		0
Tax effect on operating profit/loss - unbooked tax assets		-2 414 232		-46 776
Reported current tax	**0%**	**0**	**0%**	**0**

Actual tax rate for the group is 22% in Sweden.

The group and the parent company has decided not to report any tax assets related to operating losses as it is not deemed likely that these can be used within a foreseeable future. Unbooked tax assets as of December 31, 2014 is Euro 10 932 403 in the group, where Euro 8 415 372 are attributable to the parent company.

Amounts in Euro (€)	%	2013-07-01 - 2014-12-31	%	2012-07-01 - 2013-06-30
Parent company				
Profit/loss before income tax		-8 415 372		0
Current tax on losses for the year	22%	1 851 382	26%	0
Effect on current tax from:				
Non-deductible expenses		-289		0
Other tax exempt items		39		0
Tax effect on operating profit/loss - unbooked tax assets		-1 851 132		0
Reported current tax	**0%**	**0**	**0%**	**0**

Unbooked tax assets as of December 31, 2014 is Euro 8 415 372.

Note 17 Earnings per share, before and after dilution

The basic earnings per share is the annual net profit attributable to ordinary shareholders of the parent company divided by the weighted average number of shares outstanding during the year.
The group does not have any current share option programs or other diluting financial instruments, so the diluted earnings per share is the same as basic.

Amounts in Euro (€)	2013-07-01 - 2014-12-31	2013-09-01 - 2013-12-31
Group		
Net profit/loss attributable to the ordinary shareholders of the parent company	-11 073 200	-213 838
Weighted average number of outstanding shares	193 120 907	275 000
Earnings per share, before and after dilution	**-0,057**	**-0,778**

Belopp i EUR	2013-07-01 - 2014-12-31	2012-07-01 - 2013-06-30
Parent company		
Net profit/loss attributable to the ordinary shareholders of the parent company	-8 415 372	0
Weighted average number of outstanding shares	193 120 907	0
Earnings per share, before and after dilution	**-0,044**	**0**

Note 18 Intangible assets

2014-12-31		
Group		
Amounts in Euro (€)		
	Licenses and rights	**Platform and systems**
Accumulated acquisition costs		
At 1 January 2014	237 227	0
Additions	3 502 706	281 707
Impairment for the period	0	0
Translation differences	-25 158	-2 257
As at 31 December 2014	**3 714 775**	**279 450**
Accumulated amortization and impairment		
At 1 January 2014	-58 632	0
Amortization for the period	-283 664	-20 655
Impairment for the period	-2 242 724	0
Translation differences	15 463	1 187
As at 31 December 2014	**-2 569 557**	**-19 468**
Effect of currency against P/L	*-17 651*	*-1 051*
Net book value	**1 145 218**	**259 582**
Parent company		
Amounts in Euro (€)		
	Licenses and rights	**Platform and systems**
Accumulated acquisition costs		
At 1 January 2014	0	0

Additions	3 502 706	281 707
Impairment for the period	0	0
As at 31 December 2014	**3 502 706**	**281 707**
Accumulated amortization and impairment		
At 1 January 2014	0	0
Amortization for the period	-262 703	0
Impairment for the period	-2 241 654	-20 655
As at 31 December 2014	**-2 504 357**	**-20 655**
Effect of currency against note 13	*-12 091*	*-951*
Net book value	**998 349**	**261 052**

2013-12-31

Group

Amounts in Euro (€)

	Licenses and rights	Platform and systems
Accumulated acquisition costs		
At 1 January 2013	237 227	0
Additions	0	0
Impairment for the period	0	0
Translation differences	0	0
As at 31 December 2013	**237 227**	**0**
Accumulated amortization and impairment		
At 1 January 2013	-58 632	0
Amortization for the period	0	0
Impairment for the period	0	0
Translation differences	0	0
As at 31 December 2013	**-58 632**	**0**
Net book value	**178 595**	**0**

Parent company

Amounts in Euro (€)

	Licenses and rights	Platform and systems
Accumulated acquisition costs		
At 1 January 2013	0	0
Additions	0	0
Impairment for the period	0	0
As at 31 December 2013	**0**	**0**
Accumulated amortization and impairment		
At 1 January 2013	0	0
Impairment for the period	0	0
Amortization for the period	0	0
As at 31 December 2013	**0**	**0**
Net book value	**0**	**0**

Note 19 Tangible assets

2014-12-31

Group

Amounts in Euro (€)

	Fixtures and equipment	Computers	Vehicles
Accumulated acquisition costs			
At 1 January 2014	0	0	0
Additions	17 808	9 671	11 225
Impairment for the period	0	0	0
Translation differences	0	0	0
As at 31 December 2014	**17 808**	**9 671**	**11 225**
Accumulated depreciation and impairment			
At 1 January 2014	0	0	0
Amortization for the period	-1 572	-680	-1 684
Impairment for the period	0	0	0
Translation differences	0	0	0
As at 31 December 2014	**-1 572**	**-680**	**-1 684**
Effect of currency against note 13	*-76*	*-35*	*-77*
Net book value	**16 236**	**8 991**	**9 541**

Parent company

Amounts in Euro (€)

	Fixtures and equipment	Computers	Vehicles
Accumulated acquisition costs			
At 1 January 2014	0	0	11 225
Additions	0	0	0
Impairment for the period	0	0	0
As at 31 December 2014	**0**	**0**	**11 225**
Accumulated depreciation and impairment			
At 1 January 2014	0	0	0
Impairment for the period	0	0	0
Amortization for the period	0	0	-1 684
As at 31 December 2014	**0**	**0**	**-1 684**
Effect of currency against note 13	*-76*	*-35*	*-77*
Net book value	**0**	**0**	**9 541**

2013-12-31			
Group			
Amounts in Euro (€)			
	Fixtures and equipment	**Computers**	**Vehicles**
Accumulated acquisition costs			
At 1 January 2013	0	0	0
Additions	0	0	0
Impairment for the period	0	0	0
Translation differences	0	0	0
As at 31 December 2013	**0**	**0**	**0**
Accumulated depreciation and impairment			
At 1 January 2013	0	0	0
Amortization for the period	0	0	0
Impairment for the period	0	0	0
Translation differences	0	0	0
As at 31 December 2013	**0**	**0**	**0**
Net book value	**0**	**0**	**0**

Parent company			
Amounts in Euro (€)			
	Fixtures and equipment	**Computers**	**Vehicles**
Accumulated acquisition costs			
At 1 January 2013	0	0	0
Additions	0	0	0
Impairment for the period	0	0	0
As at 31 December 2013	**0**	**0**	**0**
Accumulated depreciation and impairment			
At 1 January 2013	0	0	0
Impairment for the period	0	0	0
Amortization for the period	0	0	0
As at 31 December 2013	**0**	**0**	**0**
Net book value	**0**	**0**	**0**

Note 20 Trade and other receivables

Amounts in Euro (€)	**2014-12-31**	**2013-12-31**
Group		
Trade receivables	267 913	0
Deposits	83 987	0
VAT receivables	86 686	2 604
Prepaid expenses and accrued income	82 846	17 799
Other receivables	495 867	373 852
Total, December 31	**1 017 299**	**394 255**

Amounts in Euro (€)	**2014-12-31**	**2013-12-31**
Parent company		
Trade receivables	0	0
Deposits	5 255	0
VAT receivables	21 176	0
Prepaid expenses and accrued income	15 099	0
Other receivables	88 939	0
Total, December 31	**130 469**	**0**

The essential part of the group's deposits is related to rental of premises.
The parent company does not have any deposits to other companies in the group.

Aging of trade receivables

Amounts in Euro (€)	**2014-12-31**	**2013-12-31**
Group		
Not fallen due	0	0
1-30 days past due	210 807	0
31-60 days past due	9 650	0
61-90 days past due	642	0
91-120 days past due	11 790	0
Over 120 days past due	35 024	0
Total, December 31	**267 913**	**0**

Amounts in Euro (€)	**2014-12-31**	**2013-12-31**
Parents Company		
Not fallen due	0	0
1-30 days past due	0	0
31-60 days past due	0	0
61-90 days past due	0	0
91-120 days past due	0	0
Over 120 days past due	0	0
Total, December 31	**0**	**0**

All trade receivables are in Swedish Kronor (SEK).
The maximum exposure to credit risk is the carrying amount of the trade receivables.

Not 21 Cash and cash balances

Cash and bank balances as reported in balance sheets and cash flow statements are defined as:

Amounts in Euro (€)	2014-12-31	2013-12-31
Group		
Cash at bank	109 242	0
Book value, December 31	**109 242**	**0**

Amounts in Euro (€)	2014-12-31	2013-12-31
Parent company		
Cash at bank	105 588	0
Book value, December 31	**105 588**	**0**

Note 22 Share capital

The below statement presents the changes in equity for Trig Social Media AB.
Trig Social Media has one class of shares.
All equity is fully paid.

Amounts in Euro (€)	Number of shares	Euro
Share capital, 2012-07-01	275 000	32 164
Reverse acquisition, 2014-03-28	-274 000	-21 164
New share issue, 2014-04-28	324 999 000	54 000
New share issue, 2014-07-25	32 500 000	6 500
New share issue, 2014-08-05	6 168 339	1 234
New share issue, 2014-08-08	81 659	16
Total share capital, 2014-12-31	**363 749 998**	**72 750**

Note 23 Trade and other payables

Amounts in Euro (€)	2014-12-31	2013-12-31
Group		
Trade payables	513 630	82 506
Other debt	1 475 552	425 664
Total, December 31	**1 989 182**	**508 170**

Amounts in Euro (€)	2014-12-31	2013-12-31
Parent company		
Trade payables	247 641	0
Other debt	641 722	0
Total, December 31	**889 363**	**0**

Note 24 Accrued expenses and deferred income

Amounts in Euro (€)	2014-12-31	2013-12-31
Group		
Accrued interest	39 802	0
Consulting fees	24 072	23 744
Audit and bookkeeping fees	67 731	4 518
Accrued expenses related to personell	54 987	0
Other accrued expenses	53 524	5 647
Total, Dec 31	**240 116**	**33 909**

Amounts in Euro (€)	2014-12-31	2013-12-31
Parent company		
Accrued interest	39 802	0
Consulting fees	3 872	0
Bookkeeping and audit fees	54 992	0
Other accrued expenses	26 273	0
Total, Dec 31	**124 939**	**0**

Note 25 Related party transactions

Shareholdings of the board and key management, 31/12.

Includes holding of corporations under controlling power together with a family member.

	2014-12-31			2013-12-31		
	Own holdings	**Holdings of controlled corporations**	**Total**	**Own holdings**	**Holdings of controlled corporations**	**Total**
Phillip Cook	0	16 449 154	16 449 154	0	0	*0*
Antony Norman	7075	0	7 075	0	0	*0*

The shareholdings of the board and key management represent in total 4,52% of the outstanding shares of the company. The company has not, as per 2014-12-31, given pledges or taken on other responsibilities in the names of the directors and the CEO.

Related party transactions:

The below parties are related to Trig Social Media AB (publ).

The following transactions were carried out at fair value with related parties:

Group

Amounts in Euro (€)	2014-12-31		2013-12-31	
	Receivables on related parties, December 31	**Payables to related parties, December 31**	**Receivables on related parties, December 31**	**Payables to related parties, December 31**
Related parties:				

Phillip Cook	0	0	0	0
Trig Media Group AB	776 149	0	72 739	0
Total	**776 149**	**0**	**72 739**	**0**

Amounts in Euro (€)	**2014-12-31**		**2013-12-31**	
	Sales of goods and services	**Purchases of goods and services**	**Sales of goods and services**	**Purchases of goods and services**
Related parties:				
Social Media Investments Ltd (Phillip Cook)	0	259 006	0	0
Trig Media Group AB	0	161 106	0	0
Total	**0**	**420 112**	**0**	**0**

Parent company

Amounts in Euro (€)	**2014-12-31**		**2013-12-31**	
	Receivables on related parties, December 31	**Payables to related parties, December 31**	**Receivables on related parties, December 31**	**Payables to related parties, December 31**
Related parties:				
Phillip Cook	0	0	0	0
Trig Media Group AB	731 704	0	0	0
Total	**731 704**	**0**	**0**	**0**

Amounts in Euro (€)	**2014-12-31**		**2013-12-31**	
	Sales of goods and services	**Purchases of goods and services**	**Sales of goods and services**	**Purchases of goods and services**
Related parties:				
Social Media Investments Ltd (Phillip Cook)	0	0	0	0
Trig Media Group AB	0	161 106	0	0
Totalt	**0**	**161 106**	**0**	**0**

Note 26 Subsidiaries and other participations

Amounts in Euro (€)	2014-12-31	2013-12-31
Parent company		
Accumulated acqusition costs		
Value at the beginning of the year	0	0
Acquisitions for the period	2 648 949	0
Shareholder contributions	2 380 935	0
Impairment for the period	-4 529 688	0
Net book value	**500 196**	**0**

The statement below specifies the parent company's shareholding in group companies as of 2014-12-31.

Subsidiary / Company reg no. / Site	Number of shares	% of share capital	Equity, EUR	Net book value, EUR
Trig Entertainment AB 556781-3729, Sweden	275 000	100	29 717	500 000
Trig Royalty Ltd. IC20141434, UAE	1	100	196	196

Note 27 Receivables within the group

Amounts in Euro (€)	2014-12-31	2013-12-31
Parent company		
Trig Entertainment AB	590 179	0
Trig Royalty Ltd.	23 728	0
Impairment	0	0
Total	**613 907**	**0**

Appendix 1 Accounting policies

Consolidation The consolidated financial statements include Trig Social Media AB (publ.) and those companies over which the Parent Company directly or indirectly has a controlling influence (subsidiaries). Subsidiaries are all entities (including structure entities) over which the group has control. The group controls an entity when the group is exposed to, or has rights to, variable returns from its involvement with the entity and has the ability to affect those returns through its power over the entity. Subsidiaries are fully consolidated from the date on which control is transferred to the group. They are deconsolidated from the date that control ceases.

In assessing whether control exists, shareholder agreements and potential voting rights that are currently exercisable or convertible are taken into account. Control exists in the normal case when the parent company directly or indirectly owns shares representing more than 50% of the votes.

Subsidiaries included in the consolidated financial statements from the acquisition date and are excluded from the consolidated financial statements from the date on which control ceases. Accounting policies of subsidiaries have been adjusted where necessary to conform to the Group's accounting policies.

All intercompany transactions, balances and unrealized gains and losses related to intercompany transactions have been eliminated in preparing the consolidated financial statements.

Segment reporting Operating segments are reported in a manner consistent with the internal reporting provided to the chief operating decision maker. The chief operating decision maker is the function responsible for allocating resources and assessing performance of the operating segments. Group Management represents TSM's chief operating decision making body.

Transfer pricing between segments are made on market terms.

The Group presents no segment information because the entire group is defined as a segment.

Revenue Recognition Revenue is measured at the fair value of the consideration received or receivable, and represents amounts receivable for services supplied, stated net of discounts, returns and value added taxes. The group recognizes revenue when the amount of revenue can be reliably measured; when it is probable that future economic benefits will flow to the entity; and when specific criteria have been met for each of the group’s activities, as described below.

Revenue from commission income

The Group has revenue from commission. The revenue from this commission recognizes when the amount of this revenue can be reliably measured, and this normally occurs 60-90 days after the customer has made their purchase in the shops that are connected to trig.com.

Revenue from advertising

The Group will have revenue from advertising. The revenue from this advertising recognizes when the amount of this revenue can be reliably measured, and this normally occurs when the advertisement is published on trig.com.

Interest income Interest income is recognized on a time proportion basis using the effective interest rate method. The effective interest rate is the rate that exactly discounts estimated future receipts and payments during the fixed interest equal to the carrying value of the receivable.

Employee Benefits Employee benefits in the form of salaries, paid vacation, paid sick leave, etc. and pensions are recognized as earned. Pensions and other post-employment benefits are classified as defined contribution or defined benefit plan.

Defined contribution plans For defined contribution plans, the Company pays fixed contributions into a separate independent legal entity and has no obligation to pay further contributions. The Group's income is charged as the benefits are earned, which normally coincides with the time when premiums are paid.

Defined benefit plans The Group currently has recently started the work to introduce defined benefit plans or other pension plans for any its employees. The Group aims to have implemented such before the end of 2014.

Termination benefits Termination benefits are payable when employment is terminated before retirement age or when an employee accepts voluntary redundancy in exchange for a replacement. The Group recognizes termination benefits when it is obliged to terminate the employees according to a detailed formal plan without possibility of withdrawal or when a resignation offer made to encourage voluntary redundancy accepted by the person who received the offer. Benefits falling due more than 12 months after the balance sheet date are discounted to present value if they are significant.

Borrowing Costs Borrowing costs are recognized in income in the period incurred.

Taxes The tax expense represents the sum of current tax and deferred tax.

Current tax Current tax is calculated on the taxable profit for the period. Taxable profit differs from the reported results in the income statement when it is adjusted for non -taxable income and non-deductible expenses as well as income and expenses that are taxable or deductible in other periods. The Group's current tax is calculated using tax rates that have been enacted or substantially enacted by the balance sheet date.

Deferred tax Deferred tax is recognized on temporary differences between the carrying amounts of assets and liabilities in the financial statements and the tax bases used in the computation of taxable profit. Deferred tax is accounted for under the so-called liability method. Deferred tax liabilities are recognized for practically all taxable temporary differences, and deferred tax assets are recognized for all deductible temporary differences to the extent that it is probable that can be realized against future taxable income. Deferred tax liabilities and assets are not recognized if the temporary difference is attributable to goodwill or if it arises from a transaction which constitutes the initial recognition of an asset or liability (other than a business combination), and who, at the time of the transaction affects neither accounting nor taxable profit.

Deferred tax liabilities are recognized for taxable temporary differences arising on investments in subsidiaries, except where the Group can control the reversal of the temporary differences and it is probable that one will not reverse in the foreseeable future. The deferred tax assets relating to deductible temporary differences associated with such investments are only recognized to the extent that it is probable that the amount can be utilized against future taxable income and it is likely that such exploitation will occur in the foreseeable future.

The carrying amount of deferred tax assets is reviewed at each balance sheet date and reduced to the extent that it is no longer probable that sufficient taxable profit will be available to offset, in whole or in part, against the deferred tax asset.

Deferred tax is calculated at the tax rates expected to apply to the period when the asset is recovered or the liability is settled, based on tax rates (and tax laws) that have been enacted or substantially enacted by the balance sheet date.

Deferred tax assets and liabilities are offset when they relate to income taxes levied by the same authority and the Group intends to settle the tax on a net basis.

Current and deferred tax for the period Current and deferred tax are recognized as an expense or income in the income statement , except when the tax relates to items recognized in other comprehensive income or directly in equity . In such cases, the tax is also recognized in other comprehensive income or directly in equity. At current and deferred tax arising in accounting for business combinations, the tax effect is recognized at acquisition cost calculation.

Intangible assets Intangible assets are stated at cost less accumulated depreciation and impairment losses. The cost comprises the purchase price. Subsequent costs are included only in the asset or recognized as a separate asset when it is probable that future economic benefits attributable to the item will flow to the Group and the cost of the same can be measured reliably. Depreciation expense so the asset value, less estimated residual value at end of useful life, are depreciated over their estimated useful life which is estimated at:

- License and intellectual property rights 10 year

- Platform and systems 5 years The estimated useful lives, residual values and depreciation methods are reviewed at least at each financial year, the effect of any changes in estimates accounted for prospectively. The carrying amount of an intangible asset is removed from the statement of financial position at retirement or disposal or when no future economic benefits are expected from its use or disposal / sale of the asset. The gain or loss arising on the disposal or sale of the asset, is the difference between any net income on disposal and its carrying amount, and are recognized in earnings in the period when the asset is removed from the statement of financial position.

Impairment of intangible assets At each balance sheet analyzes the Group reviews the carrying values of intangible assets to determine whether there is any indication that those assets have been impaired. If so, the assets recoverable amount to determine the value of any impairment. Where it is not possible to estimate the recoverable amount of an individual asset, the Group estimates the recoverable amount of the cash generating unit to which the asset belongs.

The recoverable amount is the higher of fair value less costs to sell and value in use. In calculating the fair value of discounted estimated future cash flows to present value using a pre-tax rate that reflects current market assessments of the time value of money and the risks associated with the asset. If the recoverable amount of an asset (or cash-generating unit) is set at a value lower than the carrying amount, the carrying amount of the asset (or cash- generating unit) is reduced to its recoverable amount. An impairment loss is to be expensed in the income statement.

If an impairment loss is subsequently reversed, the asset (cash-generating unit) is increased to the revalued recoverable amount the increased carrying amount may not exceed the carrying amount that would be determined if no impairment of the asset (cash-generating unit) in prior years. A reversal of an impairment loss is recognized immediately in income.

Leases All leases are classified as operating leases, as the Group currently has no financial leases. Lease payments under operating leases are expensed on a straight-line basis over the lease term unless another systematic basis is more representative user's benefit over time.

Financial instruments A financial asset or financial liability is recognized in the balance sheet when the Company becomes party to the contractual terms. A financial asset or part of a financial asset is derecognized when the rights are realized, expire or the company loses control over it. A financial liability or a part of a financial liability is derecognized when the obligation specified in the contract is discharged or otherwise extinguished.

At each reporting date the Company assesses whether there is objective evidence that a financial asset or group of financial assets is impaired because of past events. Examples of such events are significantly deteriorated financial position of the defendant or non-payment of past due amounts. Financial assets and financial liabilities as at the subsequent statements are measured at fair value through profit or loss are recognized at initial recognition at fair value plus or minus transaction costs. Financial assets and financial liabilities as at the subsequent recognition at fair value through profit or loss are recognized at initial recognition at fair value. In the subsequent recognition, financial instruments at amortized cost or fair value depending on the initial classification under IAS 39.

Upon initial recognition, classified a financial asset or a financial liability in one of the following categories:

Financial assets

- Fair value through profit or loss

- Loans and receivables

- Investments held to maturity

- Financial assets available for sale Financial liabilities

- Fair value through profit or loss

- Other financial liabilities at amortized cost

TSM only holds financial assets in the category "loans and receivables" and financial liabilities in the category "Other financial liabilities at amortized cost".

Financial instruments fair value

For all financial assets and liabilities, value is assessed to be a good approximation of fair value unless otherwise indicated in the following notes.

Amortized cost Amortized cost is the amount at which the asset or liability is initially recognized minus principal payments, plus or minus the cumulative amortization using the effective interest method of the initial difference between the received / paid amount and the amount to pay / receive at maturity and less impairment.

The effective interest rate is the rate at discounting all expected future cash flows over the expected term results in the initial carrying value of the financial asset or financial liability. **Cash and cash equivalents** Cash and cash equivalents include cash and bank deposits and other short-term highly liquid investments that are readily convertible to cash and are subject to an insignificant risk of changes in value. To be classified as liquid assets, the duration does not exceed three months from the date of acquisition. Cash assets and cash equivalents are classified as "Loans and receivables", which are measured at amortized cost. Because the bank balances are payable on demand the amortized cost of a nominal amount. Short-term investments are classified as "Held for trading " and are measured at fair value with changes in value recognized in the income statement.

Accounts receivable Accounts receivable are classified as "Loans and receivables", which are measured at amortized cost. Trade accounts receivable expected duration is short, though, why accounting is done at nominal amount without discounting. Deductions are made for receivables assessed as impaired. Impairment of trade receivables are recorded in operating expenses.

Accounts payable Accounts payable are classified as "Other financial liabilities" which are measured at amortized cost. Accounts payable expected term is short, though, so liabilities are recognized at nominal amount without discounting.

Liabilities to credit institutions and other borrowings Interest-bearing bank loans, overdrafts and other loans are categorized as "Other financial liabilities" and are measured at amortized cost. Any differences between the received loan proceeds (net of transaction costs) and the loan repayment amount is accrued over the life of the loan using the effective interest method and recognized in the income statement as interest expense.

Foreign currency Items included in the financial statements of the entities in the Group is recognized in the currency of the primary economic environment in which the entity primarily operates (its functional currency). In the consolidated financial statements, all amounts are translated to Euro, which is the Company's accounting currency.

Foreign currency transactions are translated into the respective entity to the entity's functional currency at the exchange rates prevailing on the transaction date. At each balance sheet date, monetary items denominated in foreign currencies are translated at the closing rate. Non-monetary items that are measured at fair value in a foreign currency are translated using the exchange rates at the date when the fair value was determined. Non-monetary items that are measured at historical cost in a foreign currency are not about.

Exchange differences are recognized in the income statement in the period in which they arise, except for transactions as hedges that qualify for hedge accounting of cash flow or net investment, where gains and losses are recognized in other comprehensive income.

The results and financial position of group entities that have a functional currency different from the presentation currency are translated into the presentation currency as follow

a) Assets and liabilities for each balance sheet presented are translated at the closing rate at the date of that balance sheet;

b) Income and expenses for each income statement are translated at average exchange rates; and

c) All resulting exchange differences are recognized in other comprehensive income

Goodwill and fair value adjustments arising on the acquisition of a foreign entity are treated as assets and liabilities of the foreign entity and translated at the closing rate. Exchange differences arising are recognized in other comprehensive income.

Provisions Provision is recognized when the Group has a present obligation (legal or constructive) as a result of a past event, it is probable that an outflow of resources will be required to settle the obligation and a reliable estimate can be made.

The amount allocated represents the best estimate of the expenditure required to settle the present obligation at the balance sheet date, taking into account the risks and uncertainties associated with the obligation. When a provision is calculated by estimating the expenditures expected to be required to settle the obligation, the carrying value equal to the present value of those payments.

Warranties The Group has no guaranteed obligations

Accounting Principles for the Parent Company The parent company applies the Swedish Annual Accounts Act and the Financial Reporting Board's recommendation RFR 2 “Accounting for Legal Entities”. Application of RFR 2, means that the parent company, as far as possible, applies IFRS as adopted by EU but with limitations and additions stated in the Annual Accounts Act and with considerations to the relationship between accounting and taxation. The differences between the Parent Company and the Group are described below:

Classification and presentation

The parent company's income statement and balance sheet are presented according to the requirements in the Annual Accounts Act. Difference between the consolidated accounts presented according to IAS 1 “Presentation of financial statements” and the parent company accounts are mainly terminology differences relating to financial income and expenses & equity.

Subsidiaries Investments in subsidiaries are accounted for at cost in the parent company's financial statements. Acquisition-related costs for the subsidiaries, which are expensed in the consolidated financial statements, included as part of the cost of investments in subsidiaries. Dividends are recognized as revenue to the extent they relate to profits generated after the acquisition. Dividends in excess of such profits are seen as a recovery of investment and thus reduce the carrying value of investments in subsidiaries.

IFRS 15,'Revenue from Contracts with Customers'

Revenue is recognized when a customer obtains control of a good or service. A customer obtains control when it has the ability to direct the use of and obtain the benefits from the good or service. The core principle of IFRS 15 is that an entity recognizes revenue to depict the transfer of promised goods or services to customers in an amount that reflects the consideration to which the entity expects to be entitled in exchange for those goods or services. This standard is effective as from January 1, 2017. The EU has not yet endorsed IFRS 15, "Revenue from Contracts with Customers." The Company has not yet finalized the evaluation of any impact on financial result or position.

Nacka 29 May 2015

The Board of Directors of
Trig Social Media AB (publ)

Phillip Cook Managing director	Anthony Norman Chairman of the board	
Juan Carlos Castro	Ruben Amaryan	Peter Kristoffersson

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AUDITOR'S REPORT

To the annual meeting of the shareholders of Trig Social Media AB, corporate identity number 556788-2807

Report on the annual accounts and consolidated accounts

Following my election as auditor on May 6th 2015, I have audited the annual accounts and consolidated accounts of Trig Social Media AB and its subsidiaries for the period of July 1 2013 through December 31 2014.

Responsibilities of the Board of Directors and the Managing Director for the annual accounts and consolidated accounts

The Board of Directors and the Managing Director are responsible for the preparation and fair presentation of these annual accounts and consolidated accounts in accordance with International Financial Reporting Standards, as adopted by the EU, and the Annual Accounts Act, in accordance with the Annual Accounts Act, and for such internal control as the Board of Directors and the Managing Director determine is necessary to enable the preparation of annual accounts and consolidated accounts that are free from material misstatement, whether due to fraud or error.

Auditor's responsibility

My responsibility is to express an opinion on these annual accounts and consolidated accounts based on my audit. I conducted the audit in accordance with International Standards on Auditing and generally accepted auditing standards in Sweden. Those standards require that I comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the annual accounts and consolidated accounts are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the annual accounts and consolidated accounts. The procedures selected depend on the auditor´s judgement, including the assessment of the risks of material misstatement of the annual accounts and consolidated accounts, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the company´s preparation and fair presentation of the annual accounts and consolidated accounts 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. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the Board of Directors and the Managing Director, as well as evaluating the overall presentation of the annual accounts and consolidated accounts.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

Opinions

In the company group there is a balance sheet item relating to immaterial rights. These have been accrued during the past annum by costs relating to general administration rather than technical administrating and maintenance. For the group this, as outlined in page 19, amounts to a total of KEUR 3 648. Following a write-off this to KEUR 1 000 and applying the cost to the profit and loss accounts, I have approved the item.

In note 10 and in the group's profit and loss accounts, the remuneration of 50 KEUR to Per-Åke Bergstrands Revisionsbyrå AB is missing. This amount is however in the context too insignificant to result in any differing opinion.

The parent company's balance sheet reflects a holding of shares in the subsidiary Trig Entertainment AB of a total value of 5 030 KEUR. This value is in light of the subsidiary's current losses, approx. 20 MEUR, hard to justify. As the company has written off the value of those shares to 500 KEUR I have approved this item.

In my opinion, the annual accounts have been prepared in accordance with the Annual Accounts Act and present fairly, in all material respects, the financial position of the parent company as of 31 December 2014 and of its financial performance and its cash flows for the year then ended in accordance with the Annual Accounts Act, and the consolidated accounts have been prepared in accordance with the Annual Accounts Act and present fairly, in all material respects, the financial position of the group as of 31 December 2014 and of their financial performance and cash flows in accordance with International Financial Reporting Standards, as adopted by the EU, and the Annual Accounts Act. The statutory administration report is consistent with the other parts of the annual accounts and consolidated accounts.

I therefore recommend that the annual meeting of shareholders adopt the income statement and balance sheet for the parent company and the group.

Report on other legal and regulatory requirements

In addition to my audit of the annual accounts and consolidated accounts I have examined the proposed appropriations of the company's profit or loss and the administration of the Board of Directors and the Managing Director of Trig Social Media AB for the period of July 1 2013 through December 31 2014.

Responsibilities of the Board of Directors and the Managing Director

The Board of Directors is responsible for the proposal for appropriations of the company´s profit or loss, and the Board of Directors and the Managing Director are responsible for administration under the Companies Act.

Auditor's Responsibility

My responsibility is to express an opinion with reasonable assurance on the proposed appropriations of the company's profit or loss and on the administration based on my audit. I conducted the audit in accordance with generally accepted auditing standards in Sweden.

As a basis for my opinion on the Board of Directors' proposed appropriations of the company's profit or loss, I examined whether the proposal is in accordance with the Companies Act.

As a basis for my opinion concerning discharge from liability, in addition to my audit of the annual accounts and consolidated accounts, I examined significant decisions, actions taken and circumstances of the company in order to determine whether any member of the Board of Directors or the Managing Director is liable to the company. I also examined whether any member of the Board of Directors or the Managing Director has, in any other way, acted in contravention of the Companies Act, the Annual Accounts Act or the Articles of Association.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

Basis for deviating opinions

As outlined in previous paragraphs, I have after lately applied write offs approved the profit and loss statements as well as the balance sheet. In light on this, I can endorse the Board of Directors' proposed appropriations of the company's losses. I have however expressed to the Board of Directors the risk attached to the company's strained cash flow and how this is applied to the subject of going concern and future valuations of various items in its balance sheet and profit and loss accounts.

In my opinion this does not affect the responsibility of the Board of Directors. On this subject I however whish to comment another aspect of this responsibility: there has recently been given some public attention to an opinion that there should have been instances of, as defined in the Swedish Companies Act 21:1, so called "forbidden loans". I do not share this opinion. While there have been instances where the shareholder in question has had a negative balance in the accounts, directly or through close related parties, to the TSM AB group, but as I have examined the underlying transactions this has shown that these sums have occurred due to structural changes in the group and not, according to my examinations, on any occasion been a matter of cash loans, per the legal definition.

Opinion

I recommend to the annual meeting of shareholders that the loss are appropriated in accordance with the proposal in the statutory administration report and that the members of the Board of Directors and the Managing Director be discharged from liability for the financial year.

Nacka May 29 2015

Per-Åke Bergstrands Revisionsbyrå AB

Per-Åke Bergstrand

Authorized Public Accountant

Attached documentation to the auditor's report above:

- Appendix 1: Copy of the former auditor's report
- Appendix 2: Previous annual report (per June 30 2013)