

Annual Report

for

Trig Entertainment AB

556781-3729

**The 01/09/2012 to 31/08/2013
financial year**

The board of Trig Entertainment AB hereby submits an annual report for the 01/09/2012 - 31/08/2013 financial year.

Director's report

Information about the business

The company owns intangible rights concerning www.trig.com. The company has developed the website and is part of the Trig Group. The company is a wholly-owned subsidiary of Trig Media Group AB (publ), org. no. 556654-3707.

Important events during and after the end of the financial year

During the period, the profit/loss was negatively affected by 1.3 MSEK regarding intangible rights which were reclassified and which affected the profit/loss for the year. The amount is reported under the heading of other external expenses.

During the financial year, the company changed its financial year to the calendar year.

Since 28 March 2014, the company has been a wholly-owned subsidiary of Social Media AB (publ.), org. no. 556788-2807.

During 2014, an independent valuation took place regarding all of the companies in the Trig Group.

During the period, the company reported a loss of 1.6 MSEK. Even after the end of the financial year, the company is showing a loss because the company has just started up and has high development expenses. The company is dependent upon its owners for financing and continued operation. The losses have been covered by the company's owners by the latter giving the company a shareholders' contribution. The company also received a shareholders' contribution from its owners during 2014. The company's equity is intact even after the balance sheet date. In 2014, the company's owners also have an ongoing new shares issue of 2.5 MEURO and have provided capital cover for the company to guarantee the company's operation and financing for at least 12 months from the submission of this annual report.

Several years' comparison	2012/13	2011/12	2010/11	2009/10
Net turnover	0	0	0	0
Profit/loss after financial income and expenses	-1 605	0	0	0
Equity/assets ratio	8.1	9.1	100.0	100.00

Proposed appropriation of profits

The board proposes to dispose of the profit as follows (SEK):

profit brought forward	1 605 000
loss for the year	- 1 604 702
	298
to carry forward	298

The company's profit/loss and overall position are shown by the following profit/loss account and balance sheet with supplementary information.

Profit/loss account	Note	01/09/2012 - 31/08/2013	01/09/2011 - 31/08/2012
Net turnover		1 1	0 0
Operating expenses			
Other external expenses	2	-1 405 056	0
Personnel expenses		0	0
Depreciation on intangible fixed assets		-199 647	0
		-1 604 703	0
Operating profit/loss		-1 604 702	0
Profit/loss after financial income and expense		-1 604 702	0
Profit/loss before tax		-1 604 702	0
Profit/loss for the year		-1 604 702	0

Trig Entertainment AB

4 (7)

Balance sheet

Note

31/08/2013

31/08/2012

ASSETS

Fixed assets

Intangible fixed assets

Licences, Rights, Trademarks, etc.

2

1 796 820

3 305 272

Current assets

Short-term claims

Claims on Group companies

1 605 000

0

TOTAL ASSETS

3 401 820

3 305 272

Balance sheet	Note	31/08/2013	31/08/2012
EQUITY & DEBT			
Equity	3		
<i>Restricted equity</i>		275 000	275 000
Share capital			
<i>Non-restricted equity</i>			
Profit/loss brought forward		1 605 000	0
Profit/loss for the year		-1 604 702	0
		298	0
Total equity		275 298	275 000
Short-term debts			
Trade creditors		71 250	0
Other debts		3 030 272	3 030 272
Accrued expenses and pre-paid income		25 000	0
Total short-term debt		3 126 522	3 030 272
TOTAL EQUITY AND DEBT		3 401 820	3 305 272
Securities pledged		None	None
Contingent liabilities		None	None

Supplementary Information

Accounting and valuation principles

The annual report has been drawn up in accordance with the Annual Reports Act and the general advice of the Swedish Accounting Board.

The company has chosen not to utilise the option of applying the simplified rules in the Accounting Standards Board (BFNAR) 2008:1 Annual Reports for Smaller Limited Liability Companies (K2).

Claims are included at the amounts that are estimated to be paid in.

Other assets and liabilities are included at the acquisition value unless otherwise stated.

The accounting principles remain unchanged compared with the previous year.

Fixed assets

Intangible and tangible fixed assets are shown at acquisition value minus accumulated depreciation according to plan and any write-downs.

Depreciation takes place on a linear basis over the anticipated period of use with regard to essential residual value. The following depreciation percentage is applied:

Licences, Rights, Trademarks	10 %
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Write-down test

In 2014, the company's owner has had an independent valuation done on all companies that are part of the Trig Group. The valuation does not give any indication of a need for write-downs regarding the company's intangible assets.

Key ratio definitions

Net turnover

The business' main income, invoiced expenses, ancillary income and income corrections.

Profit/loss after financial income and expenses

Profit/loss after financial income and expenses but before extraordinary income and expenses.

Equity/assets ratio (%)

Adjusted equity (equity and untaxed reserves minus deferred tax) as a percentage of the total capital employed.

Notes**Note 1 Employees and personnel expenses**

The company has had no employees and no salaries have been paid out.

Note 2 Licences, Rights, Trademarks

	31/08/2013	31/08/2013
Acquisition values brought forward	3 305 272	
Purchases		3 305 272
Reclassifications	-1 308 806	
Accumulated acquisition values carried forward	1 996 466	3 305 272
Depreciation for the year	-199 647	0
Closing accumulated depreciation	-199 647	0
Entered value carried forward	1 796 819	3 305 272

Note 3 Change to equity

Number of shares: 275 000

	Share capital	Profit/loss brought or carried forward	Profit/loss for the year
Amount at the start of the year	275 000		
Shareholders' contributions received		1 605 000	
Profit/loss for the year			-1 604 702
Amount at the end of the year	275 000	1 605 000	-1 604 702

Stockholm, 19/6/2014

[signed]
Phillip Cook

My audit report deviates from the standard formulation and was submitted on 19/6/2014.

[signed]
Mattias Celind
Authorised Auditor

PWC

Audit report

To the annual general meeting of Trig Entertainment AB Org. no. 556781-3729

Report on the annual report

I have audited the annual report for Trig Entertainment AB for the 01/09/2012 to 31/08/2013 financial year.

The board's responsibility for the annual report

The board is responsible for drawing up an annual report that gives a true and fair picture in accordance with the Annual Reports Act and for the internal auditing that the board considers to be necessary to draw up an annual report that does not contain essentially erroneous information, irrespective of whether this is down to fraud or error.

The auditor's responsibility

I am responsible for expressing an opinion regarding the annual report on the basis of my audit. I have carried out the audit in accordance with International Standards on Auditing and good auditing practice in Sweden. These standards require me to comply with professional ethical requirements and to plan and execute the audit to achieve a reasonable degree of assurance that the annual report does not contain essential errors.

An audit involves undertaking various measures to obtain audit evidence for the amounts and information stated in the annual report. The auditor selects the measures that are to be implemented, partly by assessing the risk of the annual report containing essential errors, irrespective of whether these are down to fraud or error. When assessing this risk, the auditor considers the sections of the internal auditing that are relevant to the way in which the company draws up the annual report so that it gives a true and fair picture for the purpose of formulating investigation measures that are appropriate to the circumstances but not for the purpose of making a statement regarding the effectiveness of the company's internal auditing. An audit also includes assessing whether the accounting principles used are appropriate and whether the board's estimates are reasonable, and assessing the overall presentation of the annual report.

I am of the opinion that the audit evidence that I have obtained is adequate and appropriate as a basis for my statements.

Statements

In my opinion, the annual report has been drawn up in accordance with the Annual Reports Act and gives a true and fair picture in all respects of Trig Entertainment AB's financial position on 31 August 2013 and of its financial results for the year in accordance with the Annual Reports Act. The Director's Report is compatible with the other sections of the Annual Report.

I confirm that the Annual General Meeting is establishing the profit/loss account and the balance sheet.

Report on other requirements in accordance with laws and other statutes

As well as my audit of the annual report, I have also audited the proposal for the utilisation of the company's profit or loss and the board's management of Trig Entertainment AB for the 01/09/2012 to 31/08/2013 financial year.

The board's responsibility

The board is responsible for proposing the utilisation of the company's profit or loss and the board is responsible for the management in accordance with the Companies Act.

The auditor's responsibility

I am responsible for expressing an opinion with reasonable certainty regarding the proposed utilisation of the company's profit or loss and on the management on the basis of my audit. I have executed my audit in accordance with good auditing practice in Sweden.

As a basis for my statement regarding the board's proposed utilisation of the company's profit or loss, I have examined whether the proposal is compatible with the Companies Act.

As a basis for my statement regarding discharge from liability, as well as my audit of the annual report, I have examined important decisions, measures and company conditions to be able to assess whether any board member is liable vis-à-vis the company. I have also examined whether any board member has contravened the Companies Act, the Annual Reports Act or the Articles of Association in any way.

I am of the opinion that the audit evidence that I have obtained is adequate and appropriate as a basis for my statements.

Statements

I confirm that the annual general meeting is utilising the profit as proposed in the director's report and discharge the board members from liability for the financial year.

Note

Without it affecting my above statements, I would like to observe that the company did not submit the annual report in time for it to be possible to hold the annual general meeting within the prescribed period.

Uddevalla, 19/6/2014

[signed]

Mattias Celind
Authorised Auditor

for
Trig Entertainment AB
556781-3729
The 01/09/2012 to 31/08/2013
financial year

Certificate of adoption

The undersigned board member hereby certifies that this copy of the annual report tallies with the original and that the profit/loss report and the balance sheet were adopted at the annual general meeting on 19/6/14. The meeting also decided to approve the board's proposed profit/loss utilisation.

Stockholm, 19/6/2014

[signed]

Phillip Cook