

2013 WEB
GROUP

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THE YEAR IN BRIEF

MILESTONES

- 36 million visitors to myTaste in December, an increase of 125% as compared to December last year.
- myTaste the largest food website in Sweden, Spain and Poland.
- Matklubben.se has reached 1 million members.
- Doubled traffic on Bilweb.se with a new design.
- myTaste gained 2.5 million new members from October to December in conjunction with a new social platform.
- An increase of 245% in number of clicks on Shopello's network January to December.

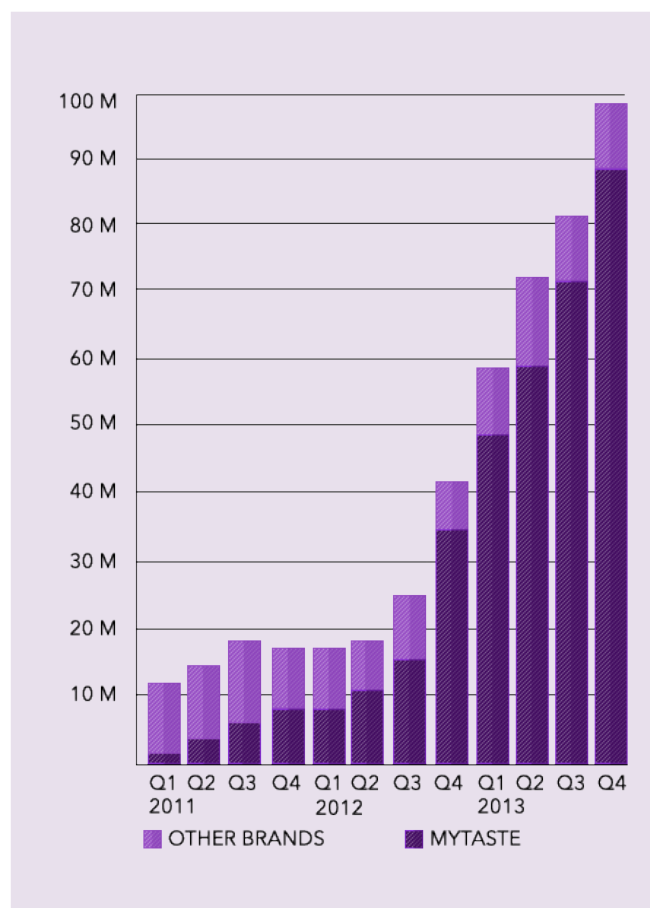
THE GROUP IN NUMBERS

- Net turnover amounted to kSEK 48,237 (31,865).
- Operating profits (EBITDA) amounted to kSEK 3,072 (- 959).
- Earnings after tax amounted to kSEK - 2,909 (- 5,268).
- Earnings per share amounted to SEK - 0.18 (- 0.34).
- Cash flow from operating activities amounted to kSEK 1,270 (37).

SIGNIFICANT EVENTS DURING THE PERIOD

- Issue oversubscribed by 40%, providing the company with MSEK 14.6 prior to issue costs.
- Positive outcome in legal dispute involving Matklubben.se.
- The co-founder of Wrapp, Aage Reerslev elected to the Board.
- A new global trademark as well as a new platform for myTaste.
- Continued intense product development with a focus on traffic membership growth, as well as an improved user experience.

TRAFFIC



SIGNIFICANT EVENTS AFTER THE PERIOD

- Shopello was launched in Norway and Brazil, and the plan is for it to follow a similar establishment model as myTaste.
- myTaste has been launched in 11 new countries, in total the website is available in 48 countries as of the end of March.
- Disposal of shares in Auctions Online Scandinavia to a total sales value of SEK 1,049,400.
- Further investments in Shopello International AB.

MESSAGE FROM THE CEO



2013 has been a very important year for us at 203. Thanks to all our hard work, we have succeeded in refining our business and defining what we should really focus on. Now we are focusing wholeheartedly on our most profitable projects and continue expanding with myTaste and Shopello as our large international investments.

Over the course of year, myTaste has gone from being a relatively stripped-down search engine for recipes to becoming a social network for food enthusiasts worldwide. With 36 million visitors in December, we are already one of the largest global players in the food segment in terms of traffic by far; now we want to create the natural meeting place for everything related to food and cooking online. On page 5 of this annual report, we describe in more detail how we work with myTaste as a service in order eventually to maximise the value of the heavy traffic we drive today. Among other things, we have chosen to remove larger parts of the traditional banner advertisements on the website. We are doing this in order to create a more quality user experience and to make space for custom solutions for advertisers in which their messages are integrated into our own content on the website. This is a very important part of product development for myTaste and it will represent a short-term revenue decline in order to allow for long-term growth.

Following myTaste, our next large international project is Shopello; an online shopping service for both consumers, e-traders and publicists. In Sweden, Shopello has quickly demonstrated strong profitability and has expanded beyond all expectations since its launch in September 2012. The concept is scalable and language-independent, and we will therefore in the future let Shopello follow a similar launch model to myTaste. In early 2014, we launched the service in Norway and Brazil as an initial step out onto the global market. We have also chosen to invest additional capital in the subsidiary in order to accelerate at the pace we want and implement the plans we have for Shopello's future.

With these words I would like to thank all our employees, investors, customers and partners for an eventful 2013!

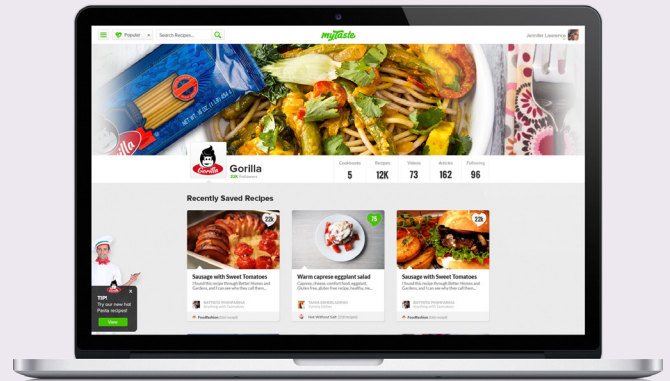
Christoffer Johansson
CEO
203 Web Group AB (public JSC)



MYTASTE

Our concept is to build the world's largest social network with a focus on food and cooking. We want to provide place where people can find, save and share their favourite recipes in a simple and enjoyable way. We would like myTaste to become the natural choice for everyone looking for inspiration in the kitchen, and become a natural meeting place for consumers, trademarks, bloggers, chefs and restaurants worldwide.

The concept of myTaste is scalable, which has led to fast expansion of the website on the markets in which it has been launched. By taking a global approach on a market where competitors only work locally today, myTaste has built up a unique position on the market.



myTaste

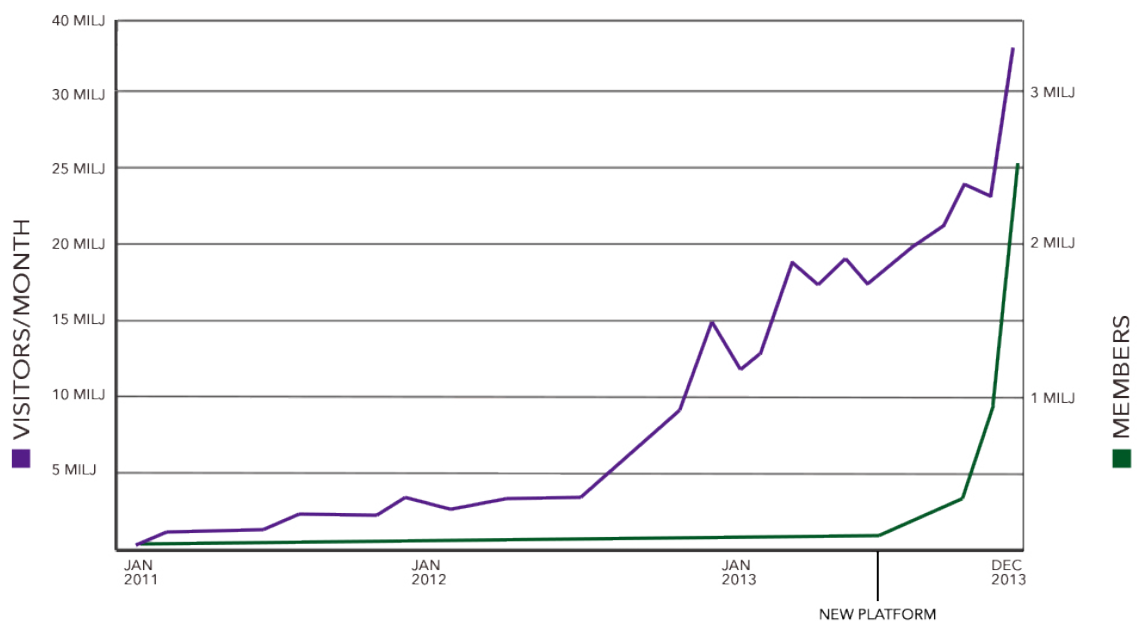
Launched in
48 countries

2.5 million
registered members
in December 2013

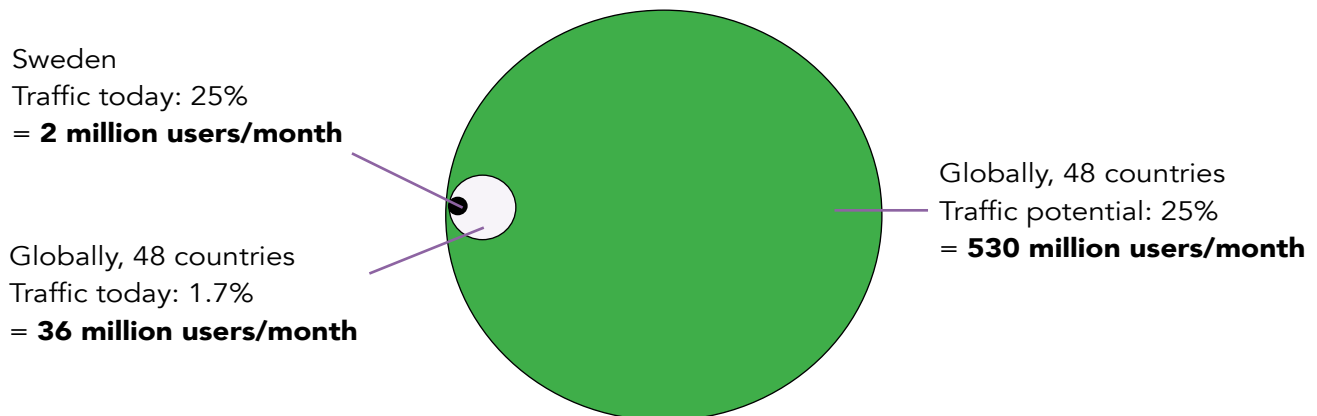
36 million
visitors
in December 2013

125%
increase in traffic
since December 2012

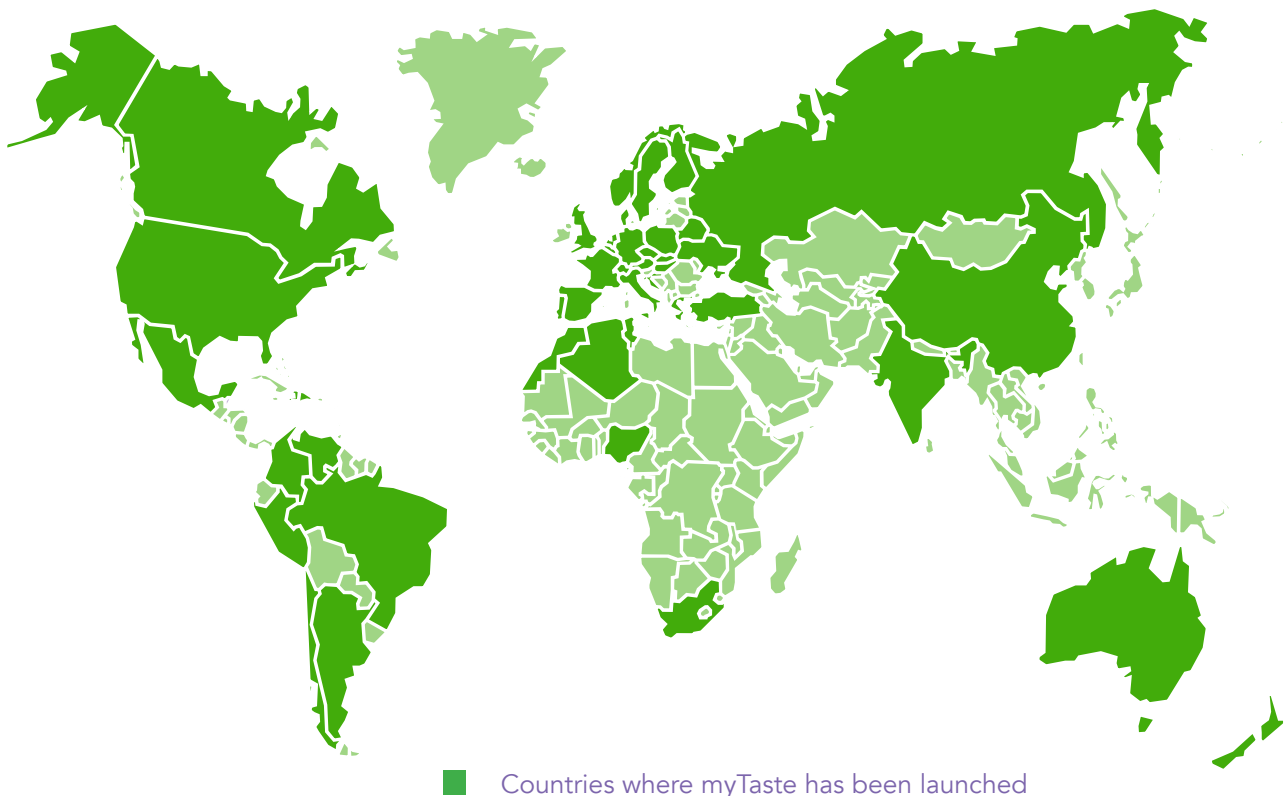
THE DEVELOPMENT OF MYTASTE



MYTASTE TRAFFIC POTENTIAL

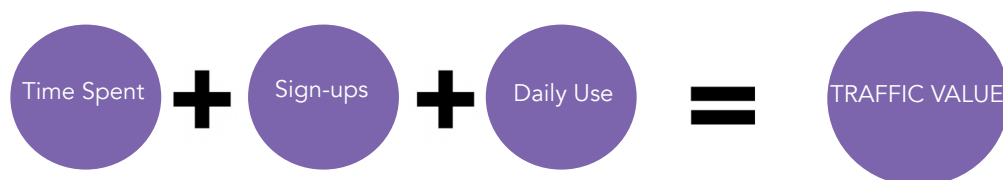


The total Internet population in the 48 markets where myTaste is established comprises approximately 2.1 billion users. 36 million of these users visited the website in December, which is equivalent to 1.7% of the total Internet population. In Sweden, where myTaste been established the longest, the website reaches 25% of the Internet population every month, which represents a little more than 2 million users. Should the same percentage of traffic visit the website on all 48 markets, myTaste would potentially reach 530 million users each month.



MYTASTE TRAFFIC VALUE

myTaste is completely free for the users and is thereby completely financed by advertisements. The website is visited by a large number of users every day and in order to maximise the value of the heavy traffic long term, we are working on the service in various ways. Below are three important concepts with regards to this:



Time Spent

Time Spent is a concept that indicates the average time a user spends on the website for each visit. This measurement is relevant to advertisers wanting to find out how much time they have to reach the users of the website and thus spread their message. By optimising the user experience of myTaste and engaging the users using good features and interesting content, we are working on extending Time Spent and thus making the website more attractive for advertisers. We have also chosen to decrease the number of traditional banners in order to make space for customised solutions that are integrated into our own content. This form of advertising provides both the advertisers and visitor with more value, since the advertisers have the opportunity to communicate their messages in the form of the relevant content on the website that generates user interest.

DEC 2013: 3 min 4 sec per visit

JAN 2013: 2 min 16 sec per visit

EXPANSION 2013: + 35%

Sign-ups

Sign-ups, or members, is a designation for those visitors who sign up to the service in order to use its full potential. For advertisers, the number of sign-ups is an important measure, mainly to reach users in various ways, for example by sending out a text message or email. It also provides the opportunity to collect information about users in order to target advertisements to specific audiences. As the first social features were launched on myTaste in October 2013, there are no comparative figures for sign-ups in January.

DEC 2013: approximately 2.5 million

JAN 2013: N/A

EXPANSION 2013: approximately 27,000 new sign-ups/day on average since the first social features in October 2013

Daily Use

Daily Use is a measurement of how often the average registered member uses the service. The aim is for the user to have such a strong connection to the service that it is preferably used several times a day. For advertisers, this means that they have the opportunity to communicate regularly with users and thus create a closer relationship with them. In order to promote this, we integrate, among other things, social features in the service, which entice the users to return frequently. In addition, the service is being developed in order to become sufficiently extensive so that as few additional services as possible will be needed.

THE LAUNCH PROCESS OF MYTASTE

PHASE 1: ESTABLISHMENT OF TRAFFIC

myTaste is launched through the implementation of the platform in a new market, following preliminary in-depth studies. The website is customised for the language and advertising format on the specific market. Traffic is built up by various means in order to reach a critical level with regards to number of visitors and page views.

Currently, 37 of the 48 countries are at this phase. Illustrated example: Singapore

PHASE 2: ESTABLISHMENT OF SALES

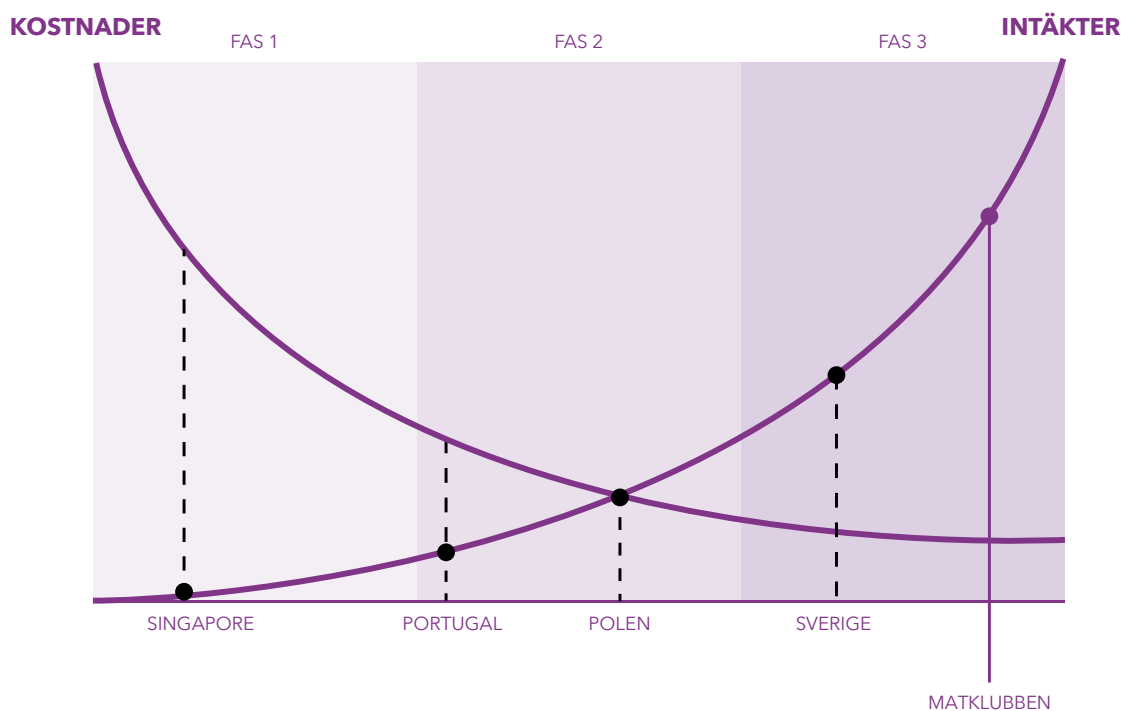
Once traffic reaches a critical level, the work on building a brand name and establishing sales begins. Cooperation with a suitable sales company is initiated on the local market in order to represent the trademark to advertisers.

Currently, 7 of the 48 countries are at this phase. Illustrated examples: Portugal, Poland

PHASE 3: MONETISATION

Once the trademark has taken a strong position on the market and once sales have been established, the website starts becoming interesting to large advertisers and partners. That is when the website can start converting traffic into revenue.

Currently, 4 of the 48 countries are at this phase. Illustrated example: Sweden



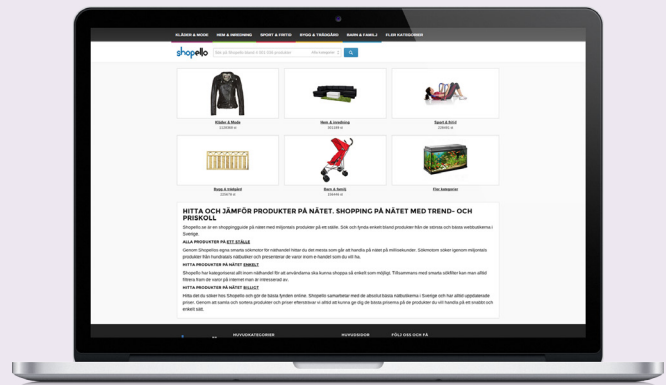
The indications for the example countries in the graph are not exact, but they show the approximate relationship between costs and revenues per user on each market. At the far right in Phase 3, Matklubben.se is indicated in order to illustrate the relationship between revenue and expenditure on one of our most mature and profitable websites.

SHOPELLO

Shopello is an online shopping service that allows visitors quickly and easily to locate products offered by various online retailers. The plan is for Shopello to follow a similar establishment model as myTaste.

Business Concept

In addition to the search engine on its website, Shopello is made up of a network of partners who utilise and distribute Shopello's features in their own environments. Various partners, such as websites and blogs, can utilise Shopello's technology (API) and share in the revenues generated by clicks. Thus, Shopello's revenue model has a distribution far beyond the traffic on its own website.



shopello

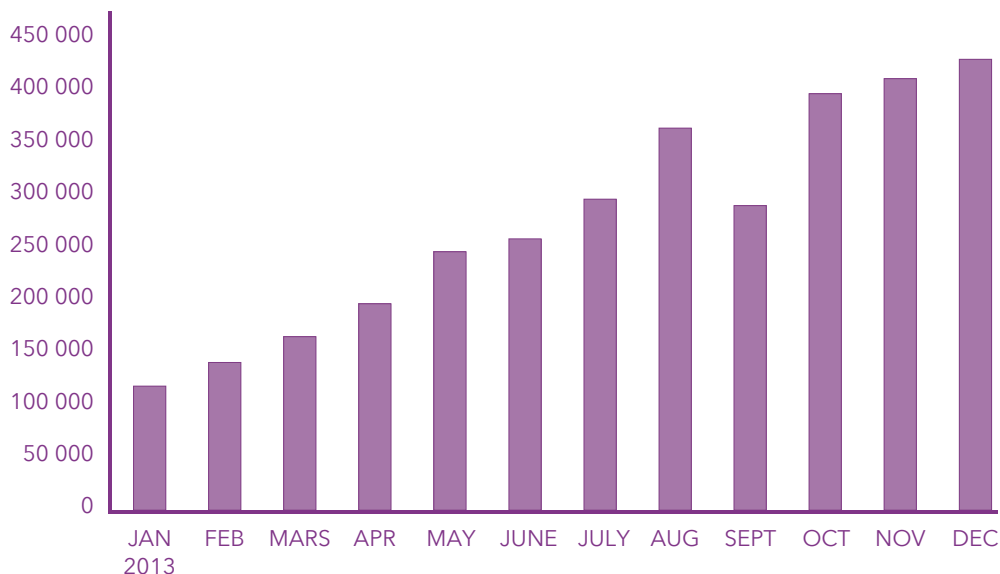
Launched in:
Sweden
Norway
Brazil

320 affiliated
shops

4 million
products

Number of clicks:
+ 245%
Jan - Dec 2013

NUMBER OF CLICKS ON SHOPELLO



OTHER BRANDS



MATKLUBBEN.SE



THE LARGEST FOOD COMMUNITY IN SWEDEN

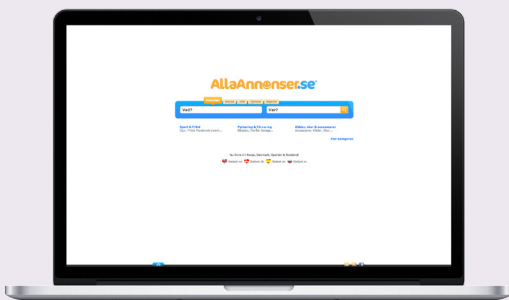
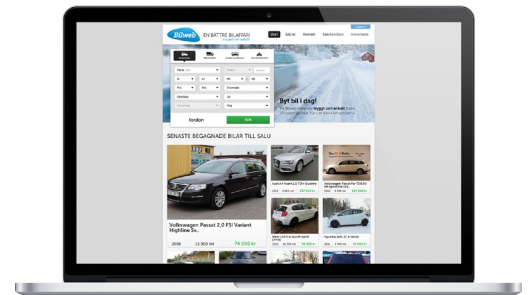
- More than 1.1 million registered members
- More than 95,000 user-created recipes
- 1.2 million visitors in December

BILWEB.SE



A SEARCH ENGINE FOR THE BUYING AND SELLING OF CARS

- 420 affiliated car dealers
- 25,000 items
- 150,000 visitors in December



ALLAANNONSER.SE

SEARCH ENGINE FOR BUYING AND SELLING

- Operates under the name Gadget in 6 other countries
- 1.6 million visitors in December



203CREATIVE.SE

THE GROUP'S WEB AGENCY

- Full service in online strategic communication



GENERAL INFORMATION

NOTICE OF ANNUAL GENERAL MEETING

Shareholders of 203 Web Group AB (public JSC), corporate ID: 556710-8757, are invited to attend the annual general meeting on Tuesday, 27 May 2014 at 2:00 pm at the company's office at Birger Jarlsgatan 6B, Stockholm. Shareholders wishing to attend the meeting must be recorded in the shareholders' register maintained by Euroclear Sverige AB (formerly VPC AB) on 20 May 2014, and notify 203 Web Group of their intention to participate in the meeting no later than 22 May 2014.

Reading instructions

Unless otherwise stated, figures in parentheses refer to figures from 2012. Swedish crowns (SEK) is used throughout and a thousand crowns is abbreviated kSEK. Misprints in relation to the original may occur.

Upcoming Reporting Dates

Annual General Meeting	27 May 2014
Interim report January - March 2014	27 May 2014
Interim Report April - June 2014	29 August 2014
Interim report July - September 2014	28 November 2014
Year-end report 2014	27 February 2015

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ANNUAL REPORT

The Board and the CEO of 203 Web Group AB (public JSC) hereby submit the following annual report.

All amounts are reported in SEK, unless otherwise stated.

DIRECTOR'S REPORT

General remarks on the operation

203 Web Group AB (public JSC) is a digital publisher with core competency in scalable and cost-effective product models. The flagship is the food website myTaste which is one of the largest food websites in the world. At the end of the first quarter of 2014, myTaste was launched in 48 countries and in December, the website was visited by 36 million users. In 2013, myTaste went from being a pure search engine for recipes to becoming a social network for food enthusiasts with new features and a new reach. The Group's other international investment is the Shopello shopping service that has now been launched in three countries and is planned to follow a similar launch model as myTaste.

The Swedish websites Matklubben.se, Allaannonser.se and Bilweb.se, which are among the largest on the market in the respective segments, are also part of the website portfolio. All of the websites are financed through advertisements and are completely free to the users. We cooperate with external sales companies for myTaste abroad, while the sales on all websites on the Swedish market are run by our own sales team. A web agency named 203 Creative is also part of the Group, working with external customers and their strategic online presence.

Sales and Earnings

Consolidated net turnover for the year amounted to kSEK 48,237 (31,865). Operating profits before depreciation was kSEK 3,071 (-959) and earnings after tax kSEK - 2,909 (-5,268).

Capital tied up

The Group's account receivables - trade amounted to kSEK 4,138 (4,781), which is equivalent to 0.09 times (0.15) the annual sales. Capital employed amounted to kSEK 43,764 (32,464) and total asset turnover to 0.91 times (0.83).

Financial Standing

The Group's cash and cash equivalents amounted kSEK 13,008 (2,822). Cash flow from operating activities amounted to kSEK 1,270 (37). At the end of the year, equity amounted to kSEK 40,634 (29,976), which yields an equity ratio of 70.28% (61.6).

Significant events during the period

myTaste has been launched in 9 new countries during the year. At the end of the year, myTaste was present in 37 countries worldwide.

5 agreements with new external sales companies have been made for advertisement sales on myTaste in order to take advantage of the expanding traffic on the markets. At the end of the year, a total of 8 external sales companies were affiliated with myTaste.

In February, the Group replaced its CEO. Christoffer Johansson, who has worked for the company for more than five years and has been responsible for two of the Group's subsidiaries during the past two years, is the new CEO.

In March, a merger of Matklubben i Sverige AB and Allaannonser Sverige AB, which is now part of the 203 Brands AB subsidiary, was completed.

myTaste is now the largest food website in Spain, Poland and Sweden.

The 203 Brands AB subsidiary has since 2009 been in a legal dispute over copyright infringement regarding members uploading and using images on Matklubben.se. In June, 203 Brands won the proceedings on all counts and the Stockholm City Court dismissed the motion that the company should pay compensation for the claim. This has led to positive results during the period, as the claimant became liable for damages. The consolidated net income effect of the result of the legal case was positive: kSEK 251.

Aage Reerslev, the founder of Wrapp, was elected as a member of the Board. The Board now consists of five ordinary members. Aage will among other things bring valuable expertise in international relations, particularly on the US market.

The new name myTaste, as well as the new platform of the website, was launched for all Hittarecept websites worldwide. In connection with this, a whole new approach was adopted

to the trademark which is now transforming from being a pure search engine into becoming a social network for food enthusiasts worldwide.

A diversification issue was implemented during Q4 in order to increase the number of shareholders and increase trade in shares. In total, one million new shares were issued at a rate of SEK 14.60. Thus, the company received MSEK 14.6 prior to issue expenses, which will be used for the further development of myTaste. Share capital increased by MSEK 0.5.

The Kontosmart.se website and associated activities was disposed due to a streamlining of the product portfolio. The business was sold according to a market-oriented valuation of the turnover. The sale was a further step in the streamlining of the product portfolio with a focus on investment in those parts of the business that are most profitable. In connection with the disposal, the company became a fully owned subsidiary and that a name change was made to 203 Dev AB. The net income effect for the Group was positive kSEK 208.

Significant events following the period

Following the end of the period, myTaste has been launched in 11 new countries. Upon signing of the annual report, the website was present in 48 countries in total as of the end of March.

3 million registered members in total on myTaste as of the end of March.

Disposal of shares in Auctions Online Scandinavia AB through the 203 Brands AB subsidiary. In total, the deal encompasses 10,600 shares with a total realisable market value of SEK 1,049,400.

203 Brands AB has invested SEK 1,500,039 in Shopello International AB through a new issue. Thereby the company's shareholdings has increased by 243 shares equivalent to 9.38%. Apart from this, 203 Web Group has agreed to acquire an additional 18.18% of the shares via a non-cash issue of SEK 2,000,000 with shares in 203 Web Group. Following the transactions, the Group will own a total of 79.56% of Shopello. The non-cash issue is conditional on the approval of the annual general meeting. The founders and principal owners of 203 Web Group AB (public JSC) have responded positively to

the arrangement and have committed to vote on the issue. Complete basis for decision ahead of the private share issue is presented in conjunction with the summons to the meeting. The transaction is a related-party transaction, which entails the approval of the general meeting as well as an obtained independent assessment as to the fairness of the transaction.

Risks and Uncertainty Factors

Just as in any other business, the operations of 203 Web Group are associated with financial risks. This section describes the material risks that could affect the income statement and cash flow.

The Refinancing Risk

203 Web Group conducts development-intensive operations in which investments are made in order to generate revenue in the future. Hence cash and cash equivalents are consumed. The refinancing risk is the risk that arises if 203 Web Group cannot meet its commitments to develop the business due to of the difficulty in finding investors or if existing loans are terminated. The liabilities consist of both bank loans and short-term debt financing, such as other loans and overdrafts.

Liquidity risk

Liquidity risk is the risk that the Group runs if we cannot pay foreseen or unforeseen expenditures. The Board constantly works on monitoring cash flow to reduce the liquidity risk and ensure the short-term payment capacity. This is an important instrument when the expansion rate is high.

Currency Risk

Currency changes can come to affect the Group's financial standing. Nowadays, the Group has a relatively high foreign currency exposure, as revenues from the advertising operations come from many different countries and currencies. Revenues and expenses will thus be affected by fluctuations in foreign exchange rates. The Group has not used a currency hedge in 2013, but will regularly evaluate the need for a currency hedge as the business develops.

Technical Development

Conducting business online is a relatively new industry that is highly technology-intensive. New features and technical tools are constantly evolving, both those of 203 Web Group and those of its competitors. Technical innovations can alter the conditions of the market radically and give companies in the

industry an entirely new competitive situation.

Online User Behaviour

203 Web Group's business revolves around people's online behaviour. Should general online behaviour change, the company's affairs would also be affected. One example would be that online advertising for some reason reduces in extent or that a dominant market player controls user behaviour to its own advantage.

Intellectual property rights

203 Web Group is partially exposed to litigation regarding intellectual property rights of various kinds. The user-generated material available on the Group's websites could in some cases come to be the subject of copyright disputes. 203 Web Group may be exposed to both infringement and claims of infringement regarding technical systems. Further, the business entails that 203 Web Group, on behalf of advertisers, extensively manage trademarks and other material protected as intellectual property.

Report on Board Activities

The Board has met on 14 occasions during the year. The Board's work has covered everything from overall strategic issues to ongoing monitoring of profit outcome.

Shares

203 Web Group has a share capital of SEK 8,175,975, divided into 16,351,949 shares. The quota value is SEK 0.5. The shares have been traded since 7 December 2009 at AktieTorget under the ticker symbol 203. A trading unit consists of one (1) share. All shares consist of the same series and are entitled to the same right to vote and to the dividends of the company.

Insiders' shareholdings 31 December 2013

	Holdings number of shares	Equity share	Comment
Jonas Söderqvist	4,241,343	25.94%	Board member
Andreas Friis	3,777,085	23.10%	Board member
Henrik Kvik	4,000,000	24.46%	Chairman of the Board
Aage Reerslev	0	0.00%	Board member
Allan Voreck	200	0.00%	Board member
Christoffer Johansson	11,779	0.00%	CEO
Dieter Kalisch	65,161	0.00%	CEO of subsidiary
Oskar Elvhage	11,700	0.00%	CEO of subsidiary
Marie Nilsson	0	0.00%	Finance manager
Anders Hagenbjörk	0	0.00%	Management team
Martin Lilliestierna	300	0.00%	Management team
Magnus Clarenbring	1,700	0.00%	Employee with insight
Helle Carlstedt	100	0.00%	Employee with insight
Jan Sturzenbecker	13,590	0.00%	Employee with insight

Financial overview of the Group*	2013	2012	2011	2010
Net turnover	48,236,899	31,864,548	18,342,085	15,804,013
Earnings before depreciation	3,071,907	- 959,435	2,353,663	486,319
Net profit/loss for the year	- 2,908,759	- 5,268,022	- 420,941	- 1,615,680
Earnings per share	- 0.18	- 0.34	- 0.04	- 0.17
Equity per share	2.48	1.95	1.92	2.13

* The Group was established in 2010.

Financial overview of the parent company	2013	2012	2011	2010
Net turnover	8,371,465	6,396,226	2,000,633	30,355
Earnings before depreciation	- 239,418	- 714,720	23,498	- 1,576,701
Net profit/loss for the year	227,679	- 2,664,294	590,327	- 1,718,656
Earnings per share	0.01	- 0.17	0.05	-0.18
Equity per share	3.00	2.30	2.16	2.24

Proposed appropriation of profits

The Board recommends that the available standing profits:

Share premium reserve	44,872,233
Accumulated deficit	- 4,201,302
Net profit/loss for the year	227,679
	40,898,610
be appropriated in such a manner that	
the sum of is carried forward	40,898,610
	40,898,610

CONSOLIDATED INCOME STATEMENT

	Note	1 January 2013 -31 December 2013	1 January 2012 -31 December 2012
Net turnover		48,236,899	13,864,548
Work performed by the company for its own use and capitalised		4,352,558	1,752,964
Other operating revenue		1,605,237	693,548
		54,194,694	34,311,060
<i>Operating expenses</i>			
Direct expenses		- 12,853,721	- 7,320,598
Other external expenses	1.2	- 11,009,699	- 7,941,752
Personnel costs	3	- 27,259,367	- 20,008,145
Depreciation and impairment of tangible and intangible non-current assets	4	- 5,879,368	- 5,247,587
		- 57,002,155	- 40,518,082
Operating profits		- 2,807,461	- 6,207,022
<i>Earnings from financial investments</i>			
Interest revenue and similar profit/loss items	7	28,693	31,303
Interest expenses and similar profit/loss items	8	- 257,499	-214,560
		- 228,806	-183,257
Earnings after financial items		- 3,036,267	-6,390,279
Change deferred tax	9	334,438	730,285
Tax on net profit/loss for the year	9	- 102,033	-131,970
Minority share of net profit/loss for the year		- 104,897	523,942
Net profit/loss for the year		- 2,908,759	- 5,268,022

CONSOLIDATED BALANCE SHEET

	Note	31 December 2013	31 December 2012
ASSETS			
Non-current assets			
<i>Intangible non-current assets</i>			
Capitalised development expenditure	10	14,774,938	14,111,657
Goodwill	11	11,387,697	13 179,819
Trademarks and similar rights	12	7,625,997	7,601,077
		33,788,632	34,892,553
<i>Tangible non-current assets</i>			
Cost of improvements to property owned by another party	13	315,257	0
Equipment, tools, fixtures and fittings	14	1,090,958	641,716
		1,406,215	641,716
<i>Financial non-current assets</i>			
Other securities held as non-current assets	17, 18	500,251	1
Other long-term receivables	19	208,018	99,952
		708,269	99,953
Total non-current assets		35,903,116	35,634,222
Current assets			
<i>Inventories etc.</i>			
Work in progress		9,351	0
<i>Current receivables</i>			
Accounts receivable		4 37,946	4,781,244
Tax assets		138,812	87,975
Other receivables	21	321,176	1,814,203
Prepaid expenses and accrued revenues	22	4,300,882	3,535,935
		8,908,167	10,219,357
<i>Cash and bank balances</i>		13,008,095	2,822,411
Total current assets		21,916,262	13,041,768
TOTAL ASSETS		57,819,378	48,675,990

CONSOLIDATED BALANCE SHEET

	Note	31 December 2013	31 December 2012
EQUITY AND LIABILITY			
Equity	23		
Restricted equity			
Equity (16,351,949 shares)		8,175,975	7,675,975
Restricted reserves		22,399	0
Unrestricted capital			
Unrestricted reserves		35,344,668	27,567,773
Net profit/loss for the year		- 2,908,759	- 5,268,022
		40,634,283	29,975,726
Minority shareholding		325,299	1,099,236
Provisions			
Deferred tax liabilities	24	2,601,309	2,974,100
		2,601,309	2,974,100
Non-current liabilities			
Liabilities to credit institutions	26	1,812,503	349,199
		1,812,503	349,199
Current liabilities			
Invoiced income not yet recognised		152,077	21,675
Bank overdrafts	25	0	729,869
Liabilities to credit institutions	26	616,664	309,528
Accounts payable		2,583,438	1,755,062
Current tax liabilities		121,353	260,997
Other liabilities	28	4,504,365	7,500,712
Accrued expenses and prepaid revenues	29	4,468,087	3,699,886
		12,445,984	14,277,729
TOTAL EQUITY AND LIABILITIES		57,819,378	48,675,990
MEMORANDUM ITEMS			
Pledged assets	30	6,920,000	3 050 000
Contingent liabilities	31	100,000	None

CONSOLIDATED CASH FLOW ANALYSIS

	Note	1 January 2013 -31 December 2013	1 January 2012 -31 December 2012
Operating Activities			
Earnings after financial items		- 3,036,267	- 6,390,279
Adjustments for non-cash items			
Depreciation and impairment	4	5,879,368	5,247,587
Currency exchange losses		- 14,170	5,220
Capital gains		- 331,386	0
Other		0	148,084
		2,497,545	- 989,388
Paid tax		- 322 451	- 273 495
Cash flow from operating activities before working capital changes		- 2 ,75,094	- 1,262,883
Change in operating capital			
Change in receivables		1,391,604	- 4,849,456
Change in operating liabilities		- 2,296,613	6,149,828
Cash flow from operating activities		1,270,085	37,489
Investing Activities			
Acquisition of subsidiaries	15	- 894,996	- 2,411,878
Disposal of subsidiaries	15	0	3,000
Acquisition of intangible non-current assets	10, 11, 12	- 4,854,735	- 7,910,725
Acquisition of tangible non-current assets	13, 14	- 1,108,106	- 618,716
Acquisition of financial non-current assets	18, 19	- 608,316	- 99,952
Sales of non-current assets		710,365	0
Cash flow from investing activities		- 6,755,788	- 11,038,271
Financing activities			
New share issue	23	13,591,387	12,800,000
Loans raised	26	2,650,000	357,140
Amortisation of liability		- 570,000	- 202,383
Cash flow from financing activities		15,671,387	12,954,757
Annual cash flow		10,185,684	1,953,974
Cash and cash equivalent at the start of the year		2,822,411	868,437
Exchange rate difference in cash and cash equivalents		1,126	0
Cash and cash equivalent at end of the year		13,008,095	2,822,411

PARENT COMPANY INCOME STATEMENT

	Note	1 January 2013 -31 December 2013	1 January 2012 -31 December 2012
Net turnover		8,371,465	6,396,226
Other operating revenue		3,929,287	1,314,951
		12,300,752	7,711,177
Operating expenses			
Direct expenses		- 4,142,190	- 1,585,088
Other external expenses	1, 2, 5	- 3,646,079	- 3,667,703
Personnel expenses	3	- 4,751,901	- 3,173,106
Depreciation and impairment of tangible and intangible non-current assets	4	- 173,438	- 128,835
		- 12,713,608	- 8,554,732
Operating profits		- 412,856	- 843,555
Earnings from financial investments			
Earnings from shares in Group companies	6	0	- 2,200,000
Interest revenue and similar profit/loss items	7	479,011	388,733
Interest expenses and similar profit/loss items	8	- 65,993	- 9,472
		413,018	- 1,820,739
Earnings after financial items		162	- 2,664,294
Year-end adjustments			
Group contributions received		227,517	0
		227,517	0
Earnings after year-end adjustments		227,679	- 2,664,294
Earnings before tax		227,679	- 2,664,294
Net profit/loss for the year		227,679	- 2,664,294

PARENT COMPANY BALANCE SHEET

	Note	31 December 2013	31 December 2012
ASSETS			
Non-current assets			
<i>Intangible non-current assets</i>			
Capitalised development expenditure	10	148,069	266,524
		148,069	266,524
<i>Tangible non-current assets</i>			
Cost of improvements to property owned by another party	13	315,258	0
Equipment, tools, fixtures and fittings	14	151,224	100,543
		466,482	100,543
<i>Financial non-current assets</i>			
Shares in Group companies	15, 16	26,441,996	25,296,999
Other investments held as fixed assets	17, 18	500,250	0
		26,942,246	25,296,999
Total non-current assets		27,556,797	25,664,066
Current assets			
<i>Current receivables</i>			
Accounts receivable - trade		45,000	0
Receivables from Group companies	20	18,066,447	12,862,577
Other receivables	21	9,968	810,097
Prepaid expenses and accrued revenues	22	1,366,112	1,571,919
		19,487,527	15,244,593
<i>Cash and bank balances</i>		8,782,193	384,909
Total current assets		28,269,720	15,629,502
TOTAL ASSETS		55,826,517	41,293,568

PARENT COMPANY BALANCE SHEET

	Note	31 December 2013	31 December 2012
EQUITY AND LIABILITY			
Equity	23		
Restricted equity			
Equity(16,351,949 shares)		8,175,975	7,675,975
		8,175,975	7,675,975
Unrestricted capital			
Accumulated profit/loss		40,670,931	30,243,838
Net profit/loss for the year		227,679	- 2,664,294
		40,898,610	27,579,544
		49,074,585	35,255,519
Current liabilities			
Accounts payable		1,304,224	405,513
Liabilities to Group companies	27	1,714,554	1,775,231
Other liabilities	28	2,962,658	3,087,807
Tax liabilities		10,300	5,032
Accrued expenses and prepaid revenues	29	760,196	764,466
		6,751,932	6,038,049
TOTAL EQUITY AND LIABILITIES		55,826,517	41,293,568
MEMORANDUM ITEMS			
Pledged assets	30	920,000	50 000
Contingent liabilities	31	3,695,833	None

PARENT COMPANY CASH FLOW ANALYSIS

	Note	1 January 2013 -31 December 2013	1 January 2012 -31 December 2012
Operating activities			
Earnings after financial items		162	- 2,664,294
Adjustments for non-cash items			
Depreciation and impairment	4	173,438	128,835
Capital gains		27,414	0
Earnings from shares in subsidiary	6	0	2,200,000
		201,014	- 335,459
Paid tax		- 9,872	0
Cash flow from operating activities before working capital changes		191,142	- 335,459
Change in operating capital			
Change in receivables		- 5,022,283	- 8,515,056
Change in operating liabilities		- 1,730,621	- 2,642,703
Cash flow from operating activities		- 3,100,520	- 11,493,218
<i>Investing Activities</i>			
Acquisition of subsidiaries	15	- 1,144,997	- 899,996
Disposal of subsidiaries	15	0	3,000
Acquisition of tangible non-current assets	13, 14	- 448,336	- 110,923
Acquisition of financial non-current assets	17	- 500,250	0
Cash flow from investing activities		- 2,093,583	- 1,007,919
<i>Financing activities</i>			
New share issue	23	13,591,387	12,800,000
Cash flow from financing activities		13,591,387	12,800,000
Cash flow for the year		8,397,284	298,863
Cash and cash equivalents at the start of the year		384,909	86,046
Cash and cash equivalents at the end of the year		8,782,193	384,909

SUPPLEMENTARY DISCLOSURES

Accounting and valuation principles

General disclosures

The annual report was prepared in accordance the Annual Accounts Act and the application of the general guidelines of the Swedish Accounting Standards Board, except for BFNAR 2008:1 Annual Accounts for smaller companies (K-2 rules).

Assets, appropriations and liabilities are valued at acquisition value unless otherwise stated.

Receivables

Receivables are reported at acquisition value less any impairment losses.

Receivables and liabilities in foreign currency

Receivables and liabilities in foreign currency have been converted at the closing rate.

Reporting of work in progress in service companies

Performed services for fixed price reported in accordance with the main rule of the Swedish Accounting Standards Board That means that services at a fixed price are reported in pace with the services being performed, in accordance with BFNAR 2003:3. In the calculation of accumulated income, the completion rate is calculated as the time spent in relation to the time estimated to complete the assignment.

Reporting of revenue

Operating revenue is reported in accordance with BFNAR 2003:3 Revenue, main rule. Revenues are therefore reported in the period in which the work is performed or where the service is rendered.

The company reports as revenue the fair value of what is received or is to be received. The company hence reports revenue at a nominal value (invoice amount).

Completed services performed at a fixed price are recognised in revenue in accordance with the Swedish Accounting Standards Board main rule in BFNAR 2003:3. This means that services at a fixed price are reported in pace with the work being performed. In the calculation of accumulated income, the completion rate is calculated as the time spent in relation to the time estimated to complete the assignment.

Tax

The Company and the Group apply the recommendations of the Swedish Financial Accounting Board; RR 9 Income Taxes. Total tax comprises current tax and deferred tax.

Taxes are reported in the income statement, except when the underlying transaction is reported directly towards equity, in which case the associated tax effect is reported in equity. Current tax is the tax payable or refundable for the current year. This also includes adjustments of current tax attributable to previous periods.

Deferred tax is calculated using the balance sheet method based on temporary differences between reported and taxable values of assets and liabilities. The amounts are calculated based on how the temporary differences are expected be settled and by using the tax rates and tax laws that are enacted or announced by the closing date. Temporary differences are not considered in consolidated goodwill, nor the differences relating to shares in subsidiary and associated companies that are not expected to become taxed within the foreseeable future. For legal entities, untaxed reserves including deferred tax are reported. In the consolidated accounts, untaxed reserves are divided into deferred tax liability and equity.

Deferred tax assets in deductible temporary differences and carry-forwards are only reported to the extent that these are likely to result in lower tax payments in the future.

Intangible non-current assets

Capitalised development expenditure

Expenditure related to developments in which research findings or other knowledge is applied to produce new or improved products or processes are reported as an asset in the balance sheet, should the product or process be technically and commercially viable and the company have sufficient resources to complete the development and use or sell the intangible asset. The book value includes cost of materials, direct payroll costs and indirect costs that can be attributed to the asset in a reasonable and consistent manner. Other development expenditure is reported in the income statement as expense as they incur. In the balance sheet, reported development expenditure is stated at acquisition value less accumulated depreciation and impairment.

Goodwill

Consolidated goodwill arises when the acquisition value at the acquisition of shares in subsidiaries exceeds the fair value of the acquired company's identifiable net assets. Goodwill is reported at acquisition value less accumulated depreciation and any impairment.

Trademarks and similar rights

Trademarks are reported at acquisition value less accumulated depreciation and any impairment.

Depreciation

Scheduled depreciation is based on original acquisition values less residual value. Depreciation is linear across the estimated life of the asset.

The following depreciation rates have been applied, taking into account the period of ownership for the assets acquired and divested during the year:

Capitalised development expenditure	10-20%
Goodwill	10-20%
Trademarks and similar rights	10-20%

From 1 January 2011, a depreciation period of ten years is applied to capitalised development expenses and goodwill at Group level. According to the Board, the Group has several strong trademarks and domains that will generate revenue for at least 10 years.

Tangible non-current assets

Tangible non-current assets are reported as assets in the balance sheet when, based on the available information, it is probable that the future financial benefit associated with the asset will accrue the Group and the cost of the asset can be measured reliably. Tangible non-current assets are reported at acquisition value less accumulated depreciation and any impairment.

Subsequent expenditure

Subsequent expenditure is capitalised to the extent that the asset's performance improves in relation to the level applicable when originally acquired. All other subsequent expenditure is reported as expense in the period it occurs.

Depreciation principles of tangible non-current assets

Scheduled depreciation is based on original acquisition values less residual value. Depreciation is linear across the asset's

estimated period of utilisation. Capitalised improvement expenses for leased premises are depreciated over the lease term.

The following depreciation rates have been applied, taking into account the period of ownership for the assets acquired and divested during the year:

Tangible non-current assets

Cost of improvements to property owned by another party	33%
Equipment, tools, fixtures and fittings	20-33%

Financial assets

Financial non-current assets are reported at acquisition value less any impairment.

Impairment

The book values of the Group's assets are controlled on each closing date to determine whether there is an indication of need of impairment. If any such indication exists, the asset's recoverable value is estimated as the higher value between the value in use and net realisable value. Impairment is done should the recoverable value be lower than the book value. In calculating the value in use, future cash flows are discounted at a pre-tax interest rate that is supposed to reflect the market's assessment of risk-free interest and the risk associated with the specific asset. Because an asset dependent on other assets is not viewed as generating any independent cash flows. Such an asset is instead referred to the smallest cash-generating unit in which the independent cash flows can be established.

An impairment is reversed if there has been a change in the estimates used to determine the recoverable value. A reversal is made only to the extent that the asset's book value does not exceed the book value that would have been reported, with depreciation deductions, if no impairment would have been made.

An impairment of goodwill is reversed only if the impairment was caused by a specific external event of an exceptional nature that is not expected to recur, and the increase in the recoverable value relates clearly to the reversal of the effect of that specific event.

Leasing

Leasing agreements are reported according to the general advice of the Swedish Accounting Standards Board BFNAR 2000:4. All leasing agreements are reported as operating in accordance with these rules.

Operating leases mean that the lease payments are posted to expenses on a linear basis over the lease term based on usage, which may differ from the de facto amount that has been submitted as a leasing fee for the year.

Group contribution and shareholder's contribution

Shareholder contributions are carried directly into the equity of the recipient and are capitalised in the contributor's shares and participations to the extent that no impairment is required.

Group contributions are reported in the income statement together with the related tax effect.

Provisions

Provisions are recognised when the company has an obligation (legal or constructive) due to a past event and it is probable that an outflow of resources associated with economic benefits will be required to fulfil the obligation and the amount can be estimated in a reliable manner. If the company expects to receive reimbursement corresponding to the provision made, for example by an insurance contract, the reimbursement shall be reported as an asset on the balance sheet, but will be made only once the reimbursement is virtually certain. If the effect of the time value for the future payment is considered essential, the value of the provision is determined by estimating the expected future cash flow using the present value method with a discount factor (before tax), which reflects the current market assessment of the time value and any risks associated with the obligation. The gradual increase in the amount of the provision that the present value method brings with it, is reported as an interest expense in the income statement.

Consolidated Accounts

The consolidated accounts have been prepared in accordance with the Swedish Financial Accounting Board's recommendation RR1:00. In the company's consolidated accounts, 203 Web Group's acquisition of the shares in 203 Brands AB is regarded as a reverse acquisition in accordance with RR1:00 Consolidated Accounts 22A.

Subsidiaries are included in the consolidated income statement from the date on which the group relationship began. 203 Web

Group AB (public JSC) is included from, according to the reverse acquisition, acquisition date, 6 September 2010.

203 Dev AB is included from 1 April 2012, Shopello International AB from 15 May 2012, 203 Creative AB from 1 June 2012 and 203 Web Group Spain SLU from 25 July 2012.

Subsidiary

Subsidiaries are companies in which the parent company directly or indirectly holds more than 50% of the voting rights or otherwise has a controlling influence over operational and financial policies. Subsidiaries are normally reported in accordance with the acquisition method. The acquisition method means that the acquisition of a subsidiary is regarded as a transaction in which the parent company indirectly acquires the subsidiary's assets, and the company's assets, and assumes its liabilities. As of the acquisition date, the acquired company's revenues and expenses, identifiable assets and liabilities of any goodwill or negative goodwill shall be included in the consolidated accounts.

Intra-group receivables and liabilities, transactions between Group companies as well as unrealised gains, are eliminated in full. Unrealised losses are also eliminated unless the transaction corresponds to a need for impairment.

(RR1:0, item 13)

Elimination of transactions between Group companies

Intra-group receivables and liabilities, transactions between Group companies and thereby associated unrealised gains, are eliminated in full. Unrealised gains arising from transactions with associated companies are eliminated to the extent of the Group's ownership of shares in company. Unrealised gains arising from transactions with associated companies are eliminated against "Participations in associated companies". Unrealised losses are eliminated in the same manner as unrealised gains, unless there is a need for impairment.

Cash Flow Analysis

Cash flow analysis is prepared according to the indirect method. Cash and cash equivalents refer to cash and bank balances. The reported cash flow includes only transactions that involve cash payments.

Definitions of key figures

Equity ratio

Adjusted equity as a percentage of the balance sheet total

Earnings before depreciation

Earnings before financial costs, tax and depreciation.

Earnings per share

Net profit/loss for the year divided by number of shares

Equity per share

Equity divided by number of shares.

Capital employed

Balance sheet total reduced by non-interest-bearing liabilities, including deferred tax.

Capital turnover ratio

Net turnover divided by average balance sheet total.

NOTES

Note 1 Leasing agreement

For the year, the Group's posted expenditure for leasing amounted to SEK 782,613 (715,220) and for the parent company to SEK 485,167 (485,205).

Note 2 Fees to auditors

	Group		Parent company	
	2013	2012	2013	2012
Ernst & Young AB				
Audit assignments	266,400	268,121	54,300	88,220
Accounting activities other than audit assignments	278,800	102,026	262,300	82,026
Tax consultancy services	0	11,900	0	11,900
Other assignments	0	0	0	0
Total	545,200	382,047	316,600	182,146

Note 3 Employees and personnel expenditure

Average number of employees

	2013		2012	
	Number of employees	Of whom are men	Number of employees	Of whom are men
Parent company				
Sweden	6	50%	4	50%
Total parent company	6	50%	4	50%
Subsidiary				
Spain	15	47%	2	50%
Sweden	36	80%	30	90%
Total subsidiary	51	71%	32	87%
Group total	57	68%	36	83%

Salaries and other compensation

	2013		2012	
	Salaries and other compensation	Social insurance fees (of which pension expenditure)	Salaries and other compensation	Social insurance fees (of which pension expenditure)
Parent company	2,949,629	1,211,775 (124,722)	2,033,965	782,529 (78,368)
Subsidiary	17,266,382	5,426,615 (332,603)	12,490,603	3,936,141 (168,579)
Group total	20,216,011	6,638,390 (457,325)	14,524,568	4,718,670 (246,947)

Of the Group's salaries for 203 Web Group AB's Board and CEO SEK 582,000 (713,853) was designated for the salary of Jonas Söderqvist and SEK 582,000 (713,853) for the salary of Andreas Friis, as well as 718,913 (0) for the CEO.

At the ordinary Annual General Meeting on 30 May 2013, it was decided that the Board fee for the period until the next Annual General Meeting in 2013 shall amount to

SEK 100,000 (100,000) to the Chairman and SEK 50,000(0) to the other (not employed) members. Group employees did not receive any additional compensation for the work. For the CEO, a notice period of six months apply upon termination of employment, from the CEO or the Company. Of the consolidated pension expenditure, 144,572 (78,368) was designated for the Board and management. The company's outstanding pension obligations for these amount to 0 (0).

Salaries and other compensation by country and between Board members and other employees

	2013		2012	
	Board and CEO	Other employees	Board and CEO	Other employees
Parent company				
Sweden	1,882,913	1,066,716	1,427,706	606,259
(of which Board fee)	(0)	(0)	(0)	(0)
Total Parent Company	1,882,913	1,066,716	1,427,706	606,259
Subsidiary in Sweden	693,958	13,572,439	1,645,117	10,386,899
(of which Board fee)	(0)	(0)	(0)	(0)
Subsidiary in Spain	275,742	2,724,243	72,500	386,087
(of which Board fee)	(0)	(0)	(0)	(0)
Group total	2,852,613	17,363,398	3,145,323	11,379,245

The average number of employees in company management

	2013		2012	
	Number of employees	Of whom are men	Number of employees	Of whom are men
Parent company	2	50%	3	67%
Subsidiary	4	100%	6	83%
Total Group	6	83%	9	78%

Salaries and other compensation

	The Group		The parent company	
	2013	2012	2013	2012
Board and CEO	2,852,613	3,145,323	1,882,913	1,427,706
Bonuses to the Board and CEO	0	0	0	0
Other employees	17,363,398	11,379,245	1,066,716	606,259
	20,216,011	14,524,568	2,949,629	2,033,965

Social insurance fees

Pension expenditure for the Board and CEO	87,552	0	50,952	0
Pension expenditure other employees	369,773	246,947	73,770	78,368
Social expenditure	6,181,065	4,471,723	1,087,053	704,161
	6,638,390	4,718,670	1,211,775	782,529

There are no pension obligations.

Sex distribution among senior management

	The Group		The parent company	
	31 Dec 2013	31 Dec 2012	31 Dec 2013	31 Dec 2012
Proportion of women on the Board	0%	0%	0%	0%
Proportion of men on the Board	100%	100%	100%	100%
Proportion of women among other senior executives	50%	67%	50%	100%
Proportion of men among other senior executives	50%	33%	50%	0%

The data refer to the ratio on the closing date.

Note 4 Depreciation and impairment of tangible and intangible non-current assets

	The Group		The parent company	
	2013	2012	2013	2012
Capitalised development expenditure	2,863,582	1,898,822	118,455	118,455
Goodwill	1,836,937	2,716,129	0	0
Trademarks and similar rights	879,704	475,767	0	0
Cost of improvements to property owned by another party	16,500	0	16,500	0
Equipment, tools, fixtures and fittings	282,645	156,869	38,483	10,380
	5,879,368	5,247,587	173,438	128,835

Note 5 Buying and selling between Group companies

	Parent company	
	2013	2012
Share of total purchases from other companies within the Group	5%	12%
Share of total sales to other companies within the Group	89%	90%

Note 6 Earnings from shares in Group companies

	Parent company	
	2013	2012
Impairments	0	2,200,000
	0	2,200,000

Note 7 Interest revenue and similar profit/loss items

	The Group		The parent company	
	2013	2012	2013	2012
Interest revenue from subsidiaries	-	-	469,353	366,390
Other interest revenue	28,693	31,303	9,658	22,343
	28,693	31,303	479,011	388,733

Note 8 Interest revenue and similar profit/loss items

	The Group		The parent company	
	2013	2012	2013	2012
Interest on bank overdraft	65,554	15,534	0	0
Interest for liabilities to credit institutions	118,002	61,916	0	0
Interest for liabilities to related parties	0	9,466	0	9,466
Other interest expenditure	73,943	127,644	65,992	5
	257,499	214,560	65,992	9,471

Note 9 Tax on Net profit/loss for the year

	The Group		The parent company	
	2013	2012	2013	2012
Current tax	102,083	131,970	0	0
Deferred tax	- 334,438	- 730,285	0	0
	- 232,405	- 598,315	0	0

Note 10 Capitalised development expenditure

	The Group		The parent company	
	31 Dec 2013	31 Dec 2012	31 Dec 2013	31 Dec 2012
Goodwill on consolidation				
Opening acquisition values	7,566,083	6,966,083	-	-
Acquisitions of the year	0	600,000	-	-
Divestment and disposals	- 600,000	0	-	-
Accumulated goodwill on consolidation	6,966,083	7,566,083	-	-
Capitalised expenditure				
Opening acquisition values	11,484,057	4,335,917	857,964	857,964
Acquired assets	0	296,152	0	0
Capitalised expenditure of the year	4,300,787	6,851,988	0	0
Divestment and disposals	- 500,691	0	0	0
Accumulated capitalised expenditure	15,284,153	11,484,057	857,964	857,964
Closing accumulated acquisition values	22,250,236	19,050,140	857,964	857,964
Depreciation goodwill on consolidation				
Opening depreciation	- 1,588,524	- 846,588	-	-
Depreciation of the year	- 476,936	- 741,936	-	-
Divestments and disposals	75,000	0	-	-
Closing depreciation goodwill on consolidation	- 1,990,460	- 1,588,524	-	-

Depreciation capitalised expenditure

Opening depreciation	- 3,349,959	- 2,193,073	- 591,440	- 472,985
Depreciation of the year	- 2,386,646	- 1,156,886	- 118,455	- 118,455
Divestment and disposals	251,767	0	0	0
Closing depreciation capitalised expenditure	- 5,484,838	- 3,349,959	- 709,895	- 591,440
Closing accumulated depreciation	- 7,475,298	- 4,938,483	- 709,895	- 591,440
Closing book value	14,774,938	14,111,657	148,069	266,524

Note 11 Goodwill

	The Group	
	31 Dec 2013	31 Dec 2012
Opening acquisition values	18,217,379	16 179 313
Annual business acquisitions	44,815	2,038,066
Closing accumulated acquisition values	18,262,194	18,217,379
Opening impairment	- 905,880	0
Year's impairment	0	- 905,880
Closing accumulated impairment	- 905,880	- 905,880
Opening depreciation	- 4,131,680	- 2,321,431
Annual depreciation	- 1,836,937	- 1,810,249
Closing accumulated depreciation	- 5,968,617	- 4,131,680
Closing book value	11,387,697	13,179,819

Note 12 Trademarks and similar rights

	The Group		The parent company	
	31 Dec 2013	31 Dec 2012	31 Dec 2013	31 Dec 2012
Goodwill on consolidation				
Opening acquisition values	7,996,844	0	-	-
Annual company acquisition	875,677	7,996,844	-	-
Divestment and disposals	- 600,000	0	-	-
Accumulated goodwill on consolidation	8,272,521	7,996,844	-	-
Capitalised expenditure				
Opening acquisition values	100,000	100,000	0	0
Capitalised expenditures for the year	553,947	0	0	0
Divestment and disposals	0	0		
Accumulated capitalised costs	653,947	100,000	0	0
Closing accumulated acquisition values	8,926,468	8,096,844	0	0
Depreciation goodwill on consolidation				
Opening depreciation	- 455,767	0	-	-
Depreciation for the year	- 821,970	- 455,767	-	-
Divestments and disposals	75,000	0	-	-
Closing depreciation	- 1,202,737	- 455,767	-	-
Goodwill on consolidation				
Depreciation capitalised expenditure				
Opening depreciation	- 40,000	- 20,000	0	0
Depreciation for the year	- 57,734	- 20 000	0	0
Divestments and disposals	0			
Closing depreciation capitalised expenditure	- 97,734	-40 000	0	0
Closing accumulated depreciation	- 1,300,471	- 495,767	0	0
Closing book value	7,625,997	7,601,077	0	0

Note 13 Cost of improvements to property owned by another party

	The Group		The parent company	
	31 Dec 2013	31 Dec 2012	31 Dec 2013	31 Dec 2012
Opening acquisition values	0	0	0	0
Acquisition for the year	331,757	0	331,757	0
Divestments and disposals	0	0	0	0
Closing accumulated acquisition values	331,757	0	331,757	0
Opening depreciation	0	0	0	0
Depreciation for the year	- 16,500	0	- 16,500	0
Divestment and disposals	0	0	0	0
Closing accumulated depreciation	- 16,500	0	- 16,500	0
Closing book value	315,257	0	315,257	0

Note 14 Equipment, tools, fixtures and fittings

	The Group		The parent company	
	31 Dec 2013	31 Dec 2012	31 Dec 2013	31 Dec 2012
Opening acquisition values	934,061	315,345	110,923	0
Acquisitions for the year	776,349	618,716	116,579	110,923
Divestment and disposals	- 96,354	0	- 41,223	0
Closing accumulated trademarks	1,614,056	934,061	186,279	110,923
Opening depreciation	- 292,345	- 136,072	- 10,380	0
Depreciation for the year	- 281,611	- 156,273	- 38,483	0
Divestments and disposals	50,858	0	13,808	- 10,380
Closing accumulated depreciation	- 523,098	- 292,345	- 35,055	- 10,380
Closing book value	1,090,958	641,716	151,224	100,543

Note 15 Shares in Group companies

	Parent company	
	31 Dec 2013	31 Dec 2012
Opening acquisition values	25,296,999	18,350,003
Acquisition for the year	1,144,997	9,099,996
Reclassification	0	50,000
Sales of the year	0	- 3,000
Year's impairment	0	- 2,200,000
Closing book value	26,441,996	25,296,999

In 2013, the remaining 27% was acquired in Receptindex in Sverige AB according to the original purchase agreement.

Any supplementary purchase price will be settled during 2015.

Payment of SEK 849,996 has been made in cash according to plan.

The company has given a conditional shareholder contribution to the subsidiary 203 Media AB corresponding to SEK 250,000, which has been carried to "Shares in group companies". Furthermore, the company has bought 6% of 203 Media AB for SEK 45,000, and hence a wholly owned subsidiary.

Furthermore, the Company has acquired 48.54% of the shares in Kontosmart Aktiebolag.

The company thus became a wholly owned subsidiary on 1 July 2013. In connection with the acquisition, the operations were sold to former Board members of Kontosmart Aktiebolag and the company changed the Board and its name to 203 Dev AB. The operations were sold at a market value of SEK 530,000.

As of annual closing, the Board has established an impairment test and assesses that there is no need of impairment of the book value of the shares in Group companies.

Note 16 Specification of shares in Group companies

Subsidiary / Corp. ID / Registered office	Capital share	Voting share	Number of shares	Book value
203 Brands AB, 556760-1926, Stockholm	100%	100%	1 000	21 800 000
Bilweb AB, 556928-0471, Stockholm				
Up & Away Sverige AB, 556662-8417, Stockholm				
Shopello International AB, 556820-7426, Stockholm				
203 Web Group Spain SLU, B65851594, Barcelona				
Receptindex in Sverige AB, 556838-9729, Stockholm	100%	100%	100	3,199,995
203 Media AB, 556858-0970, Stockholm	100%	100%	500	342,000
203 Dev AB (former Kontosmart Aktiebolag)				
556800-5804, Stockholm	100%	100%	257,500	1,050,001
203 Creative AB, 556848-8141, Stockholm	100%	100%	500	50,000
Total				26,441,996

	Equity	Earnings
203 Brands AB, 556760-1926, Stockholm	4,373,160	- 994,693
Receptindex i Sverige AB, 556838-9729, Stockholm	357,678	107,274
203 Media AB, 556858-0970, Stockholm	205,197	- 127,740
203 Creative AB, 556848-8141, Stockholm	135,087	0
203 Dev AB (former. Kontosmart Aktiebolag), 556800-5804, Stockholm	1,750,588	78,889

Other securities held as non-current assets 0 0

	The Group		The parent company	
	31 Dec 2013	31 Dec 2012	31 Dec 2013	31 Dec 2012
Opening acquisition values	1	50,001	0	50,000
Acquisitions for the year	500,250	0	500,250	0
Reclassification	0	- 50,000	0	- 50,000
Closing book value	500,251	1	500,250	0

Note 18 Specification of other securities held as non-current assets

	The Group		The parent company	
	Share capital	Book value	Share capital	Book value
Unlisted shares:				
Refunder Scandinavia AB	17.82%	500,250	17.82%	500,250
Auctions Online Scandinavia AB	6.6%	1	-	-
Closing book value		500,251		500,250

Note 19 Other long-term receivables

	The Group		The parent company	
	31 Dec 2013	31 Dec 2012	31 Dec 2013	31 Dec 2012
Opening acquisition values	99,953	0	0	0
Acquisitions for the year	208,018	99,952	0	0
Reimbursements for the year	- 31,138	0	0	0
Reclassification	- 69,195	0	0	0
Exchange rate difference	380	0	0	0
Closing book value	208,018	99,952	0	0

Note 20 Receivables from Group companies

	Parent company	
	31 Dec 2013	31 Dec 2012
203 Media AB	170,315	53,347
Receptindex i Sverige AB	1,800	568,758
Matklubben i Sverige AB	0	129,138
Up & Away Sverige AB	5,000	5,366
Shopello International AB	55,609	175,000
AllaAnnonser Sverige AB	0	215,700
203 Creative AB	1,764,727	2,427,755
Bilweb AB	89,250	0
203 Brands AB	15,979,746	9,287,513
Closing book value	18,066,447	12,862,577

Note 21 Other receivables

	The Group		The parent company	
	31 Dec 2013	31 Dec 2012	31 Dec 2013	31 Dec 2012
VAT receivable	87,005	495,067	0	0
Tax account	25,850	126,462	0	27
Cash deposits	69,195	810,000	0	810,000
Other items	139,126	382,674	9,968	70
	321,176	1,814,203	9,968	810,097

Note 22 Accrued expenses and prepaid revenues

	The Group		The parent company	
	31 Dec 2013	31 Dec 2012	31 Dec 2013	31 Dec 2012
Prepaid rental expenditure	826,921	1,018,870	826,921	1,018,870
Prepaid insurance expenditure	83,191	161,483	78,489	69,577
Prepaid leasing fees	450,762	496,741	229,079	386,976
Other prepaid expenditure	381,434	308,379	231,623	96,496
Accrued income	2,558,574	1,550,462	0	0
	4,300,882	3,535,935	1,366,112	1,571,919

Note 23 Change in equity

The Group for the year	Share Capital	Restricted reserves	Unrestricted reserves	Net profit/loss
Amount as of 1 January 2013	7,675,975	0	27,567,773	- 5,268,022
New share issue	500,000		13,091,386	
Redistribution of previous year's earnings			- 5,268,022	5,268,022
Translation difference for the year			- 24,070	
Offset between unrestricted capital and equity		22,399	- 22,399	
Net profit/loss for the year				- 2,908,759
Amount as of 31 December 2013	8,175,975	22,399	35,344,668	- 2,908,759

Parent company	Share capital	Unrestricted equity	Net profit/loss for the year
Amount as of 1 January 2013	7,675,975	30,243,839	- 2,664,294
New share issue	500,000	13,091,386	
Redistribution of previous year's earnings		- 2,664,294	2,664,294
Net profit/loss for the year			227,679
Amount as of 31 December 2013	8,175,975	40,670,931	227,679

Of unrestricted equity, SEK 44,872,233 (31,780,846) represents the share premium reserve.

Note 24 Provision for deferred tax

	The Group		The parent company	
	31 Dec 2013	31 Dec 2012	31 Dec 2013	31 Dec 2012
Deferred tax liabilities	2,601,309	2,974,100	0	0
	2,601,309	2,974,100	0	0

SEK 2,601,309 (2,974,100) of the deferred tax liability is attributable to acquisition of subsidiaries.

Note 25 Bank overdraft

	The Group		The parent company	
	31 Dec 2013	31 Dec 2012	31 Dec 2013	31 Dec 2012
Granted bank overdraft amounts to	3,000,000	1 500 000	0	0
Utilised credit amounts to	0	729,869	0	0

Note 26 Liabilities to credit institutions

	The Group		The parent company	
	31 Dec 2013	31 Dec 2012	31 Dec 2013	31 Dec 2012
Maturity date:				
within one year from the closing date	616,664	309,528	0	0
1-5 years from the closing date	1,812,503	349,199	0	0
later than 5 years following the closing date	0	0	0	0
	2,429,167	658,727	0	0

Note 27 Liabilities to Group companies

	Parent company	
	31 Dec 2013	31 Dec 2012
203 Dev AB (formerly Kontosmart Aktiebolag)	1,714,554	1,775,231
Closing book value	1,714,554	1,775,231

Note 28 Other liabilities

	The Group		The parent company	
	31 Dec 2013	31 Dec 2012	31 Dec 2013	31 Dec 2012
VAT liabilities	585,408	732,350	101,501	157,739
Taxes and social insurance contributions	1,295,287	952,688	239,254	149,968
Liabilities to related party	0	202,515	0	0
Liabilities related to acquisition of subsidiaries	2,109,750	2,780,100	2,109,750	2,780,100
Liabilities related to business acquisitions	0	2,800,00	0	0
Other items	513,920	33,059	512,153	0
	4,504,365	7,500,712	2,962,658	3,087,807

Note 29 Accrued expenses and prepaid revenues

	The Group		The parent company	
	31 Dec 2013	31 Dec 2012	31 Dec 2013	31 Dec 2012
Accrued expenses and prepaid revenues	1,800,718	846,956	402,538	15,000
Accrued salaries	141,837	134,539	0	0
Accrued holiday payments	1,815,925	1,534,285	242,412	56,537
Calculated accrued statutory social insurance contributions	709 607	524 082	115 246	32 906
Prepaid rental income	0	660,024	0	660,023
	4,468,087	3,699,886	760,196	764,466

Note 30 Pledged assets

	The Group		The parent company	
	31 Dec 2013	31 Dec 2012	31 Dec 2013	31 Dec 2012
Pledged assets for liabilities to credit institutions:				
Floating charges	6,000,000	3,000 000	0	0
	6,000,000	3,000 000	0	0
Pledged assets for other:				
Blocked bank funds	920,000	50 000	920 000	50,000
	920,000	50 000	920,000	50 000
Total pledged assets	6,920,000	3 050 000	920,000	50 000

Note 31 Contingent liabilities

	The Group		The parent company	
	31 Dec 2013	31 Dec 2012	31 Dec 2013	31 Dec 2012
Guarantee commitments to the benefit of other Group companies	-	-	3,595,833	0
Guarantee commitments for liabilities of other parties	100,000	0	100,000	0
	100,000	0	3,695,833	0

Note 32 Transactions with related parties

No related-party transactions not being made at market price occurred in 2013.

Stockholm 23 April 2014

Henrik Kvik
The Chairman of the Board

Andereas Friis
Board member

Aage Reerslev
Board member

Allan Voreck
Board member

Jonas Söderqvist
Board member

Christoffer Johansson
CEO

Our auditor's report was submitted 25 April 2014

Ernst & Young AB

Andreas Nyberg
Chartered Accountant

Carlos Esterling
Chartered Accountant

AUDITOR'S REPORT

For the Annual General Meeting of 203 Web Group AB (public JSC), Corp. ID 556710-8757

Report on annual accounts and consolidated accounts

For the Annual General Meeting of 203 Web Group AB (public JSC), Corp. ID 556710-8757

Report on annual accounts and consolidated accounts

We have conducted an audit of the annual accounts and consolidated accounts for 203 Web Group AB (public JSC) for the fiscal year of 1 January 2013 - 31 December 2013. The Company's annual accounts and consolidated accounts are included in the printed version of this document on pages 11-41.

The Board and CEO's responsibility for the annual accounts and consolidated accounts

The Board and the CEO are responsible for drawing up annual accounts and consolidated accounts that represent a true and fair reflection in accordance with the Annual Accounts Act, and internal control the Board and the CEO deem necessary for the drawing-up of annual accounts and consolidated accounts that do not contain material misstatement, whether due to fraud or error.

The auditor's responsibility

Our responsibility is to express an opinion on the annual accounts and consolidated accounts based on our audit. We have conducted our audit in accordance with International Standards on Auditing and Generally Accepted Accounting Principles in Sweden. These standards require that we comply with ethical requirements and plan and perform the audit in order to obtain reasonable assurance that the annual accounts and consolidated accounts are free of material misstatements.

An audit involves using various procedures to obtain audit evidence about the amounts and disclosures in the annual accounts and consolidated accounts. The auditor chooses which actions to take, including assessing the risks of material misstatements in the annual accounts and consolidated accounts, whether due to fraud or error. In this risk assessment, the auditor considers internal control relevant to how the company draws up annual and consolidated accounts in order to give a true and fair representation for the purpose of developing 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 the accounting policies used and the reasonableness of the accounting estimates of the Board and CEO, as well as evaluating the overall presentation of the annual and consolidated accounts.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Statements

In our opinion, the annual and consolidated accounts have been drawn up in accordance with the Annual Accounts Act and provides in all essential respects a true and fair reflection of the parent company's and Group's financial position as of 31 December 2013 and of its financial performance and cash flows for the year, in accordance with the Annual Accounts Act. The management report is consistent with the annual accounts and consolidated accounts.

We therefore recommend that the Annual General Meeting adopt the income statements and balance sheets of the Parent Company and the Group.

Report on other requirements according to laws and regulations.

In addition to our audit of the annual and consolidated accounts, we have also performed an audit of the proposal for appropriation of company profit or loss and the Board of Directors and the CEO's administration for 203 Web Group AB (public JSC) for 1 January 2013 - 31 December 2013.

The Board and the CEO's responsibility

The Board is responsible for the proposed appropriation of profit or loss, and the board of directors and the CEO are responsible for administration in accordance with the Swedish Companies Act.

The auditor's responsibility

Our responsibility is to express a reasonable opinion on the proposal for appropriation of the profit or loss and on the administration based on our audit. We have conducted our audit in accordance with Generally Accepted Accounting Principles in Sweden.

As a basis for our opinion on the Board's proposal for appropriation of profit or loss, we examined whether the proposal complies with the Swedish Companies Act.

As a basis for our opinion as regards freedom from liability, we have in addition to our audit of annual and consolidated accounts, also examined significant decisions, actions and circumstances of the company in order to determine whether any Board member or the CEO is liable in damages to the company. We have also examined whether any Board member or the CEO has acted in breach of the Swedish Companies Act, the Annual Accounts Act or the Articles of Association.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Statements

We recommend that the Annual General Meeting disposes the profit as proposed in the director's report and grant the members of the Board and the CEO discharge from liability for the fiscal year.

Stockholm 25 April 2014

Ernst & Young AB

Andreas Nyberg
Chartered Accountant

Carlos Esterling
Chartered Accountant

