C 58683

ANNUAL REPORT AND CONSOLIDATED FINANCIAL STATMENTS

FOR THE YEAR ENDED 31 MARCH 2015

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DIRECTORS' REPORT

FOR THE YEAR ENDED 31 MARCH 2015

The directors present their report and the consolidated audited financial statements of Global Digital Services PLC for the year ending 31 March 2015.

Principal activities

The group's principal activity is to acquire companies and type of assets of active online companies operating within the digital space, including e-commerce and social networking companies.

Performance review

During the period under review the Group incurred an operating loss of €1,150,278 (€375,105 : Jan-Mar 2014). The directors believe that the level of business as well as the group's financial position is satisfactory.

Results and dividends

The results for the year ending 31 March 2015 are shown in the consolidated statement of comprehensive income on page 4.

Future developments

The directors expect that this level of activity will be improved in the foreseeable future.

Directors

The directors of the company during the year were:

David Hong Chaun Goh (Resigned on 9th November 2014)
Stewart Edward Irvine (Resigned on 9th September 2014)
Frank Robert Ricketts
Eugene King Valaitis (Resigned on 9th November 2014)
Dennis Jim Gitonga Karenga (Appointed on 9th November 2014)
Per Jan –Eric Nyman (Appointed on 9th November 2014)

The directors have served on the board throughout the period and shall continue in office in accordance with the company's Memorandum and Articles of Association.

Auditor

The auditor, Silvio Muscat has expressed his willingness to continue in office and a resolution proposing his reappointment will be put before the members at the next annual general meeting.

These financial statements were approved by the directors:

Ticketto

Frank Robert Ricketts

Dennis Jim Gitonga Karenga

26 June 2015

STATEMENT OF THE DIRECTORS' RESPONSIBILITIES FOR THE YEAR ENDED 31 MARCH 2015

The directors are required by the Companies Act, 1995 to prepare financial statements which give a true and fair view of the state of affairs of the company and the group at the end of each financial period and of the profit and loss for the period. In preparing the financial statements, the directors are required to:-

- select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- ensure that International Financial Reporting Standards as adopted by the European Union have been followed:
- prepare the financial statements on a going concern basis unless it is inappropriate that the company will
 continue in business.

The directors are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and the group and to enable them to ensure that the financial statements comply with the Companies Act, 1995. They are also responsible for ensuring that an appropriate system of internal control is in operation to provide them with reasonable assurance that the assets of the company and the group are properly safeguarded and that fraud and other irregularities will be prevented or detected.

INDEPENDENT AUDITOR'S REPORT

Report on the Financial Statements

I have audited the accompanying financial statements of Global Digital Services PLC (Company) and its subsidiary (Group) set out on pages 4 to 16, which comprise the statement of financial position as at 31 March 2015, and the statements of comprehensive income, statements of changes in equity and statements of cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Directors' Responsibilities

The Directors are responsible for the preparation of financial statements that give a true and fair view in accordance with International Financial Reporting Standards as adopted by the European Union and for such internal control as the Directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

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

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements 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 entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors as well as evaluating the overall presentation of the financial statements.

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

Opinion

In my opinion, the financial statements give a true and fair view of the financial position of Global Digital Services PLC (Company) and its subsidiaries (Group) as at 31 March 2015, and of its financial performance and its cash flow for the year then ended in accordance with International Financial Reporting Standards as adopted by the European Union.

Report on Other Legal and Regulatory Requirements

In our opinion, the financial statements have been properly prepared in accordance with the Companies Act, Cap. 386 of the Laws of Malta, which permits compliance with International Financial Reporting Standards as adopted by the European Union.

Certified Public Accountant Flat 1, 63c B'Kara Road

St Julians Malta

26 June 2015

STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 31 MARCH 2015

	Note	Group 31/03/2015 €	Group 01/01/2014 to 31/03/2014 €	Company 31/03/2015 €	Company 01/01/2014 to 31/03/2014 €
Revenue	4	79,802	4,662	-	11,000
Cost of sales		(5,261)	(164,386)		
Gross profit/(loss)		74,541	(159,724)	8	11,000
Administrative expenses	17	(1,224,819)	(150,700)	(31,670)	(3,859)
Loss on liquidating the investment	7		(62,556)	= ====	172
(Loss)/Profit before income tax Income tax expense	5	(1,150,278)	(372,980) (2,125)	(31,670)	7,141 (2,125)
(Loss)/profit for the year/ period		(1,150,278)	(375,105)	(31,670)	5,016

STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 31 MARCH 2015

Group			
	Share Capital	Retained Earnings	Total
	€	€	€
Balance at 1 January 2014	15,250,000	8	15,250,000
Issue of Shares	387	8	-
Loss for the Period	90	(3,654,756)	(3,654,756)
Balance at 31 March 2014	15,250,000	(3,654,756)	11,595,244
Loss for the Year	=	(1,150,278)	(1,150,278)
Post Balance Sheet Event		2,125	2,125
Balance at 31 March 2015	15,250,000	(4,802,909)	10,447,091
Company	Share Capital	Retained Earnings	Total
Balanca et 1 January 2014	€ 45.350.000	€ (4.640)	€
Balance at 1 January 2014 Issue of Share	15,250,000	(1,610)	15,248,390
Profit for the Period	= = = = = = = = = = = = = = = = = = =	5,017	5,017
Balance at 31 March 2014	15,250,000	3,407	15,253,407
Loss for the Year	±1	(31,670)	(31,670)
Post Balance Sheet Event		2,125	2,125
Balance at 31 March 2015	15,250,000	(26,138)	15,223,862

STATEMENT OF FINANCIAL POSITION FOR THE YEAR ENDED 31 MARCH 2015

		Group 31/03/2015	Group 01/01/2014 to 31/03/2014	Company 31/03/2015	Company 01/01/2014 to 31/13/2014
	Note	€	€	€	€
Assets					
Non-current Assets Property, plant and equipmen Financial assets	t 6 7_	1,405,580	1,963,112	15,000,000	15,000,000
	_	1,405,580	1,963,112	15,000,000	15,000,000
Current Assets Trade and other receivables Cash at bank and in hand	8	16,043,985 8,974	16,043,985 6,439	224,003 1,059	251,788 6,439
		16,052,959	16,050,424	225,062	258,227
Total Assets	_	17,458,539	18,013,536	15,225,062	15,258,227
Equity and Liabilities					
Equity Share capital Retained earnings	9	15,250,000 (4,802,909)	15,250,000 (3,654,756)	15,250,000 (26,138)	15,250,000 3,407
	_	10,447,091	11,595,244_	15,223,862	15,253,407
Non-Current Liabilities	1	20,000		ē.	33
Current Liabilities	1	6,991,448	6,418,292	1,200	4,820
	-	7,011,448	6,418,292	1,200	4,820
Total Equity and Liabilities		17,458,539	18,013,536	15,225,062	15,258,227

The financial statements on pages 4 to 15 were approved by the directors on 26 June 2015 and were signed by:

Frank Robert Ricketts Director

Dennis Jim Gitonga Karenga Director

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 MARCH 2015

		Group 31/03/2015	Group 01/01/2014 to 31/03/2014	Company 31/03/2015	Company 01/01/2014 to 31/03/2014
No	ite	€	€	€	€
Cash flows from operating activities					
(loss)/profit for the Year/period		(1,150,278)	(372,980)	(31,670)	7,141
Post Balance Sheet Event		2,125		320	1.0
Depreciation of property, plant and equipment	_	590,949	101,736		
Operating (Loss)/ Profit before working capital changes		(557,204)	(271,244)	(31,670)	7,141
Movement in Working Capital					
Trade and Other Receivables			100,155	27,785	(11,000)
Trade and Other Payables		573,156	(47,849)	(1,495)	1,295
Net Cash Generated from/(used in) operating activities		15,952	(218,938)	(5,380)	(2,564)
Cash flows from investing activities					
Purchase of property, plant and equipment					
Purchase/Disposal of financial assets		(22.417)	216 272	-	
r di citase/ Disposai di filialiciai assets		(33,417)	216,373		341
Net cash (used in)/generated from investing activities		(33,417)	216,373	-	-
Cash flows from financing activities					
Proceeds from Related Parties Loan			_	_	_
		20,000			
Net cash used in financing activities		20,000	<u> </u>	<u> </u>	7
Net increase/(decrease) in cash and cash equivalents		2,535	(2,565)	(5,380)	(2,565)
Cash and cash equivalents at beginning of year		6,439	9,004	6,439	9,003
		0,433	3,004	0,433	3,003
Cash and cash equivalents at end of year	13	8,974	6,439	1,059	6,439

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2015

1 General Information

Global Digital Services PLC is a public company and is incorporated in Malta. The principal activities of the company are those relating to investment holding. The group is controlled by MLDS INC and Singlewin Commercial Limited who hold an equal share of 98% of the issued share capital of Global Digital Services PLC.

2 Adoption of new and revised International Financial Reporting Standards (IFRSs)

The group has applied the standards and interpretations that have been issued and are effective for periods starting on or after 1 January 2012 unless these had no material effect on amounts reported in these financial statements.

New and revised IFRSs in issue but not yet effective

The group has elected not to apply new and revised IFRSs that have been issued but not yet effective.

3 Significant accounting policies

Basis of preparation

The consolidated financial statements have been prepared in accordance with the requirements of the international Financial Reporting Standards as adopted by the European Union. The consolidated financial statements are prepared in accordance with the historical cost convention, except for investment property and available-for—sale investments which are measured at fair values as explained in accounting policies below.

Basis of consolidation

The consolidated financial statements incorporate the financial statements of Global Digital Services PLC (Company) and its subsidiaries. Subsidiaries are entities controlled by the Company. Control is achieved where the Company has an interest of more than one half of the voting rights or otherwise has the power to govern the financial and operating policies of an entity so as to obtain benefits from its activities.

The results of subsidiaries are included in the consolidation from the date on which effective control is acquired and are no longer consolidated from the date of disposal.

Where necessary, adjustments are made to the financial statements of subsidiaries to bring their accounting policies in line with those used by other members of the Group. All intra-group transactions, balances, income and expenses are eliminated in full on consolidation.

The purchase method of accounting is used to account for the acquisition of subsidiaries by the Group. The cost of acquisition is measured as the fair value of the assets given, equity instruments issued and liabilities incurred or assumed at the date of exchange. The excess of cost of acquisition over the fair value of the Group's share of the identifiable net assets acquired is recorded as goodwill.

Functional and presentation currency

The financial statements are presented in euro, which is the company's functional and presentation currency.

The principal accounting policies are set out below

Revenue recognition

Sales are recognised upon delivery of products or performance of services, net of sales taxes and trade discounts. Interest income is recognised on a time proportional basis. Dividend income is recognised on the date the income is received.

NOTES TO THE FINANCIAL STATEMENTS (CONT...) FOR THE YEAR ENDED 31 MARCH 2015

Property, plant and machinery

Items of property, plant and equipment are stated at cost less accumulated depreciation. Cost includes expenditure that is directly attributable to the acquisition of the asset. Gains and losses on disposal of an item of property, plant and equipment are determined by comparing the proceeds from disposal with the carrying amount of the property, plant and equipment, and are recognised net within "Administrative expenses" in statement of comprehensive income. On disposal of a revalued asset, amounts in the revaluation reserve relating to that asset are transferred to retained earnings.

Depreciation is calculated to write off the cost or valuation, of the assets on the straight line method or reducing balance basis over the expected useful lives of the assets concerned. The principal annual rates for this purpose are:

Research and Development	20%
Computer Equipment	20%
Software Development	20%

When the carrying amount of an asset is greater than its estimated recoverable amount, it is written down immediately to its recoverable amount.

Investment property

Any properties which are held for long term rental or for long-term capital appreciation are classified as investment property, and are stated at fair value. Fair values are based on active market prices and are reviewed annually by the director. In line with IAS 40 — Investment property, changes in fair values are recorded in the statement of comprehensive income.

Financial assets

Long term investments are classified as financial assets. In the company's financial statements, subsidiaries are accounted for by the cost method of accounting. The results of subsidiary undertakings in the company's financial statements are reflected in these financial statements only to the extent of dividend receivable.

Other long term investments are classified as available-for-sale investments. Available-for-sale investments are investments intended to be held for an indefinite period of time, and which may be sold in response to needs for liquidity or changes in interest rates. Management determines the appropriate classification of its investments at the time of the purchase.

Available-for-sale investments are initially recognised at cost including all transaction costs. These are subsequently carried at fair value. Unrealised gains and losses arising from the changes in fair value of available-for-sale investments are taken to equity in the period in which they arise. The fair value of publicly traded available-for-sale securities is based on the quoted market prices at balance sheet date. On disposal, the related accumulated fair value adjustment is included in the statement of comprehensive income.

Trade and other receivables

Trade and other receivables are carried forward at the anticipated realisable value. An estimate is made for doubtful receivables based on a review of all outstanding amounts at year-end. Bad debts are written off during the year in which they are identified.

Trade and other payables

Trade payables are stated at their nominal value.

NOTES TO THE FINANCIAL STATEMENTS (CONT...) FOR THE YEAR ENDED 31 MARCH 2015

Cash and cash equivalents

For the purpose of the cash flow statement, cash and cash equivalents comprise of cash in hand net of bank overdraft.

Borrowing costs

General and specific borrowing costs directly attributable to the acquisition, construction or production of qualifying assets, which are assets that necessarily take a substantial period of time to get ready for their intended use or sale, are added to the cost of those assets, until such time as the assets are substantially ready for their intended use or sale.

All other borrowing costs are recognised in profit or loss in the period in which they are incurred.

Provisions

Provisions are recognised when the company has a present legal or constructive obligation as a result of past events, it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation, and a reliable estimate of the amount of the obligation can be made.

Impairment

At each statement of financial position date the company reviews the carrying amount of its tangible and intangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss and the carrying amount of the asset is reduced to its recoverable amount, as calculated. Where an impairment loss subsequently reverses, the carrying amount of the asset is increased to the revised estimate of its recoverable amount, but so that the increased carrying amount does not exceed the carrying amount that would have been determined had no impairment loss been recognised in the statement of comprehensive income immediately, unless the relevant asset is carried at a revalued amount in which case the impairment loss/reversal is treated as a revaluation movement.

Current and Deferred Tax

The tax currently payable is based on taxable profit for the period. Taxable profit differs from profit as reported in the statement of comprehensive income because it excludes items of income or expense that are taxable or deductible in other years and it further excludes items that are never taxable or deductible.

Deferred income tax is provided using the liability method for all temporary differences arising between the tax bases of assets and liabilities and their carrying values for financial reporting purposes. Deferred tax assets are recognised only to the extent that future taxable profits will be available such that the realisation of the related tax benefit is probable.

Current and deferred tax are recognised as an expense or income in the statement of comprehensive income, except when they relate to items credited or debited directly to equity, in which case the tax is also recognised directly in equity.

Foreign Currencies

Transactions in foreign currencies during the year have been converted at the rates of exchange ruling on the date of the transaction. Assets and Liabilities denominated in foreign currencies have been translated at the rates of exchange ruling on the balance sheet date. Any gains or losses arising from these conversions are included in the statement of comprehensive income.

NOTES TO THE FINANCIAL STATEMENTS (CONT...) FOR THE YEAR ENDED 31 MARCH 2015

4 Revenue

Revenue represents the invoiced value of services during the year, net of any discounts allowed.

5 Operating (loss)/profit

	Group 31/03/2015	Group 01/01/2014 to 31/03/2014	Company 31/03/2015	Company 01/01/2014 to 31/03/2014
	€	€	€	€
The operating (loss)/profit is stated after charging/(crediting):-				
Audit Fee	2,400	2,170	1,200	1,295
Depreciation and Amortisation	590,949	101,736	-	-

6 Property, Plant and Equipment

Group

	Research & Development	Software Development	Computer & Electronic Equipment	Total
	€	€	€	€
At 1 April 2014				
Cost	2,893,691	12	71,428	2,965,119
Depreciation	(936,107)	-	(65,900)	(1,002,007)
	1,957,584		5,528	1,963,112
At 1 April 2014				
Opening Net Book Amount	1,957,584	===	5,528	1,963,112
Additions	-	33,417	蜀	33,417
Depreciation	(578,738)	(6,683)	(5,528)	(590,949)
Net Book Value At 31 March 2015	1,378,846	26,734	-	1,405,580

NOTES TO THE FINANCIAL STATEMENTS (CONT...) FOR THE YEAR ENDED 31 MARCH 2015

7 Financial Assets

Group

At 31 March 2015 the Group had investments in the following companies:

	€
Sitetalk Community PTE Inc	- 2
Sitetalk PTE Ltd	

The method used to account for these investments is the cost method. Both companies had been struck off from the Register of Companies on 16 April 2014.

Company

The group undertakings at 31 March 2015 are shown below:

	Proportion of
Name and country of incorporation	Ownership
Sitetalk Community Inc – Cayman Island	100%

The method used to account for these investments is the cost method

8	Trade and Other Receivables				
		Group 31/03/2015	Group 01/01/2014 to 31/03/2014	Company 31/03/2015	Company 01/01/2014 to 31/03/2014
		€	€	€	€
	Non-trade				
	Immediate Holding Company	-	13	12,689	12,689
	Subsidiary	9	-	16,184	43,969
	Others	16,043,985	16,043,985	195,130	195,130
		16,043,985	16,043,985	224,003	251,788

9 Share Capital

	Group 31/03/2015	Group 01/01/2014 to 31/03/2014	Company 31/03/2015	Company 01/01/2014 to 31/03/2014
	€	€	€	€
Authorised 1,525,000,000 Ordinary Shares of €0.01 each	15,250,000	15,250,000	15,250,000	15,250,000
Issued and Fully Paid Up 1,525,000,000 Ordinary Shares of €0.01 each	15,250,000	15,250,000	15,250,000	15,250,000

NOTES TO THE FINANCIAL STATEMENTS (CONT...) FOR THE YEAR ENDED31 MARCH 2015

10 Non - Current Liabilities

	Group 31/03/2015	Group 01/01/2014 to 31/03/2014	Company 31/03/2015	Company 01/01/2014 to 31/03/2014
	€	€	€	€
Related Party Loan	20,000	-	2	~
	20,000	Θ.	\$	-

Group

The amount due to related parties is unsecured, interest free and has no fixed date of repayment.

11 Current Liabilities

	Group 31/03/2015	Group 01/01/2014 to 31/03/2014	Company 31/03/2015	Company 01/01/2014 to 31/03/2014
	€	€	€	€
Amounts due to related parties	6,989,048	6,410,393	-	3
Accruais	2,400	5,774	1,200	2,695
Direct Tax		2,125		2,125
	6,991,448	6,418,292	1,200	4,820

Company

The amount due to group undertaking is unsecured, interest free and no date has been set for its repayment.

Group

The amount due to related parties is unsecured, interest free and has no fixed date of repayment.

12 Related Party Transactions

Amounts due to/from related parties are disclosed separately with trade and other receivables (note 8) and non-current liabilities (note10) and trade and other payables (note 11) including notes on related commitments.

There are transactions and arrangements between the reporting entity and related parties and the effects of these on the basis determined between the parties are reflected in these financial statements. The current related party balances are unsecured, without fixed repayment terms and interest free unless stated otherwise.

13 Cash and Cash Equivalents

For the purpose of the cash flow statement the period end cash and cash equivalents comprise the following:

	Group 31/03/2015	Group 01/01/2014 to 31/03/2014	Company 31/03/2015	Company 01/01/2014 to 31/03/2014
	€	€	€	€
Cash at Bank and in Hand	8,974	6,439	1,059	6,439
	8,974	6,439	1,059	6,439

NOTES TO THE FINANCIAL STATEMENTS (CONT...) FOR THE YEAR ENDED 31 MARCH 2015

14 Contingent Liabilities

The group had no contingent liabilities at 31 March 2015 (Nil; 2014).

15 Capital Commitment

The group had no capital commitments at 31 March 2015 (Nil; 2014).

16 Financial Risk Management

Risk Identification

Group management is responsible together with each Company's management, for the identification and evaluation of key risks applicable to their areas of business. These risks are assessed on a continual basis and may be associated with a variety of internal or external sources including control breakdowns, disruption in information system, competition and regulatory requirements.

Financial risk factors

The main risks that arise from the group's financial instruments are credit risk and liquidity risk. The policies for managing each of these risks are summarised below:

Credit Risk

Credit risk is the risk of loss that may arise on outstanding financial instruments should a party default on its obligations.

Exposure to Credit Risk

The Group does not have exposure to credit risk arising from trade and other receivables. For other financial assets (including cash and cash equivalents), the company minimises credit risk by dealing exclusively with high credit rating parties.

At the end of the reporting year, the group's maximum exposure to credit risk represented by the carrying amount of each financial asset recognized in the statement of financial position.

The group's objective is to seek continual revenue growth while minimizing losses incurred due to increased credit risk exposure. The company trades only with recognized and creditworthy third parties. It is the group's policy that all customers who wish to trade on credit terms are subject to credit verification procedures. In addition, receivable balances are monitored on an ongoing basis with the result that the company's exposure to bad debts is not significant.

The company does not have any significant concentration of credit risk.

Liquidity Risk

Liquidity risk is the risk that the group will not be able to meet its financial obligations as and when they fall due. The group's exposure to liquidity risk arises primarily from mismatches of the maturities of financial assets and liabilities.

The group reviews its working capital requirements to assess the adequacy of cash and cash equivalents to finance the operations.

Analysis of Financial Instruments by Remaining Contractual Maturities

The table below summaries the maturity profile of the Group's financial assets and liabilities at the end on the reporting period based on contractual undiscounted repayment obligations

Group

	31/03/2015	01/01/2014 to	31/03/2015	01/01/2014 to 31/03/2014
	1 year or less	31/03/2014	Total Contractual Cash	Total Contractual Cash Flow
		1 year or less	Flow	
	€	€	€	€
Financial Assets Trade and other Receivables	16,043,985	16,043,985	16,043,985	16,043,985
Cash and Cash Equivalents	8,974	6,439	8,974	6,439
	16,052,959	16,050,424	16,052,959	16,050,424
Financial Liabilities Trade and other Payables	(6,991,447)	(6,418,292)	(6,991,447)	(6,418,292)
Total net undiscounted financial liabilities	9,061,512	9,632,132	9,061,512	9,632,132
Company	31/03/2015	01/01/2014	31/03/2015	01/01/2014
	31/03/2013	to	31/03/2013	to
	1 year or less	31/03/2014 1 year or	Total Contractual	31/03/2014
	1635	less	Cash Flow	Total Contractual Cash Flow
	€	€	€	€
Financial Assets Trade and other Receivables Cash and Cash Equivalents	224,003 1,059	251,788 6,439	2 24,003 1,059	251,788 6,439
	225,062	258,227	225,062	258,227
Financial Liabilities Trade and other Payables Total net undiscounted fin	(1,200)	(4,820)_	(1,200)	(4,820)
liabilities	223,862	253,407	223,862	253,407

NOTES TO THE FINANCIAL STATEMENTS (CONT...) FOR THE YEAR ENDED31 MARCH 2015

16 Financial Risk Management (Cont...)

Capital Risk Management

Capital is managed at group level by reference to the level of group equity and borrowings or debt. The group's objective when managing capital at subsidiary level are to safeguard the respective company's ability to continue as going concern in order to provide returns for shareholders and benefits for other stakeholders, and to maintain an optimal capital structure to reduce the cost of capital. In order to maintain or adjust the capital structure the company may issue new shares or adjust the amount of dividends paid to shareholders.

The company's equity as disclosed in the statement of financial position constitutes its capital. The company maintains the level of capital by reference to its financial obligations and commitments arising from operational requirements. In view of the nature of the company's activity and the extent of borrowings or debts the capital level as the end of the reporting period is deemed adequate by the directors.

Fair Values of Financial Instruments

At 31 March 2015, the carrying amounts of cash at bank, receivables, payables, accrued expenses and short term borrowings reflected in the financial statements are reasonable estimates of fair value in view of the nature of these instruments or the relatively short period of time between the origination of the instruments and their expected realization. The fair values of the non-current liabilities are not materially different from their carrying amounts.

Critical Accounting Estimates

Estimates and judgments are continually evaluated and based on historical experience and other factors including expectations of future events that are believed to be reasonable under the circumstances.

In the opinion of the directors, the accounting estimates and judgments made in the course of preparing these financial statements are not difficult, subjective or complex to a degree which would warrant their description as critical in terms of the requirements of IAS 1.

17 Administrative Expenses

	Group 31/03/2015	Group 01/01/2014 to 31/03/2014	Company 31/03/2015	Company 01/01/2014 to 31/03/2014
		€	€	€
Accountancy Fees	11,967	100	11,967	≘
Server Maintenance	46,960	A-2	- 2	-
Audit Fee	2,400	2,170	1,200	1,295
Professional Fees	374,596	46,423	2,500	2,539
Advertising and Promotion Expenses	178,046	Ve:	-	-
Depreciation charge	12,211	3,968	(2)	5
Amortisation charge	578,738	97,768		5.
General Expenses	1,050	22	13	
Bank Charges	2,997	25	149	25
Commission	9,454		9,454	-
Company Registration Fee	1,400	(*)	1,400	
Administration Wages (Incl NI CONT)	5,000	F-1	5,000	<u>~</u>
Realised Gains/Losses on Exchange Rate		324	9	*
nate	1,224,819	150,700	31,670	3,859