IThe history of swedish Trig's weird exchange journey - from 5 millions to 10 millions

The questioned swedish penny stock Trig changed stock exchange and went from a valuation of 5 million to 10 Billion in half a year. This is the story of how one exploits the flaws of the system, fool shareholders and inflates the worth of a company.

They're toasting with champagne and eat canapés. Outside stand luxurious cars, BMW, Mercedes and Audi. Glitz and glamor - everything is done to spread the feeling of a celebrity party in Miami or Los Angeles. Through the buzz of 500 guests - musicians, media people and businessmen - one can hear the girl group Ms Trez.

It is the second of May 2013 in Café Opera in Stockholm and time for Trig.com to get launched. Trig is a swedish site with big ambitions - a social media platform who wants to challenge Facebook.

Despite bombastic launchings Trig Media Group ended their short and turbulent journey on Aktietorget (~The Stock Market) on the 27th of January 2014. It was a journey that went under the radar for most media, with the exception of Realtid.se. Back then the company was worth 5.3 million SEK, or 0.01 SEK per share.

A few days earlier the mother company of the time - Cellpoint Connect - had been thrown out from Aktietorget. For Trig Media Group it was only a matter of time before the company would meet the same fate.

The Australian Phillip Cook had been seen more and more often in connection with Trig Media Group and Aktietorget wanted to know more of his background.

But when Aktietorget requested a so called "due diligence" Phillip Cook obstructed the request. He was assisted by Peter Löhr, a business lawyer previously convicted for embezzlement in the Court of Stockholm.

Today Peter Löhr works at Redwise Advokatbyrå (~Redwise Bureau of Lawyers) in Stockholm - without any lawyer's license. "I help acquaintances, good friends. My clients most often come because of recommendation. It is rare for me to get new clients." he said in an interview with Realtid staged in connection with becoming the legal representative of Berth Milton, Porrkungen (~King of Porn), in spring 2013.

Peter Löhr and Redwise Advokatbyrå would emerge again. The same day as Trig Media Group was removed from Aktietorget a "riktad emission" (I have no idea what that means) to Phillip Cooks company in the UAE, Social Investment, of 3.3 billions shares was performed. Now the total amount of shares in Trig Media Group was 4 billions, which meant a valuation of about 40 million SEK provided that a share was still worth 0.01 SEK.

Phillip Cook became the dominant shareholder in Trig Media Group and the CEO of the company. Only two months later another previous stock company was put forth and the name changed to Trig Social Media, only to list it on the Stock Exchange of Frankfurt. But the plans of moving the company's home to Frankfurt existed earlier than that.

This is how the then CEO of Trig Media Group, Anthony Norman who today is the Chairman of Trig Social Media, explained the change of stock exchange:
"The delisting from Aktietorget was based on the view that the company wouldn't achieve relevant market valuation on the unregulated market place of Aktietorget. The board has come to the conclusion that the Stock Exchange of Frankfurt is the most suitable market place in Europe to obtain understanding for the concept of social media and especially the potential of Trig's business concept."

Assets, among others the shares of Trig Entertainment, that belonged to the concept Trig.com was sold from Trig Media Group to the new company for about 6.3 million euro.
The 18th of September 2014 Trig Social Media, as the second swedish company ever, was listed on the Stock Exhange of Frankfurt's General Standard to a price of 3 euro per share. That meant an astonishing valuation at 1 billion euro, or about 10 billion SEK.

In many documents, for example in the annual report of Trig Entertainment for 2013, the company states that an independent valuation of all companies in the Trig-group was made during 2014. That evaluation cannot be seen anywhere external to the company.

The existence of 3 to 4 million members in Trig is asserted in various documents. In a video where Phillip Cook presents the company he mentions trafficnumbers of 1.1 million unique visitors every month, but when you log onto Trig.com you're met by an empty Facebook-shell lacking all signs of activity. The latest posts, made by the company's so called sportsambassadors, are between three and four months old.

According to Alexa, Trig.com is today on place 178603 in the world in terms of traffic, and on place 2146 in Sweden. We can compare that with VA.se (homepage of the paper). We have on average 150 000 unique visitors every week, or 600 000 visitors every month, i.e. a bit from Trig's reported 1.1 millions, and are ranked on place 46152 in the world and 466 in Sweden.

In a press release from July 2013 the then mother company Cellpoint Connect commented on the traffic figures for Trig.com: "Trig is now ranked as number 332 among swedish webpages according to Alexa.com. The global ranking for Trig.com during the last seven days is now 26712 according to information from Alexa.com, and these numbers have quickly become better, a trend the company believes will continue. The development is extremely strong and an important comparison is to be made with the rankings from March 2013 when the new webpage was launched. The ranking at that time was above 240000."

Provided that the company’s press release is correct Trig.com has gone from a global ranking of 26812 in July 2013 to 178603 today.

The corresponding negative growth can be seen in the newly published financial statements. During the last quarter of last year the turnover shrunk to about 60000 euro from about 390000 during the same period the year before.

But the report, published the 27th of February 2015, had no effect on the “kurs” (dunno how to translate). In reality it has been reinforced even more since then.