Primary Opinion Limited
(Formerly known as Jumbuck Entertainment Limited)
Appendix 4D
Half-year report

1. Company details

Name of entity:	Primary Opinion Limited
ABN:	69 092 817 171
Reporting period:	For the half-year ended 31 December 2014
Previous period:	For the half-year ended 31 December 2013

2. Results for announcement to the market

				$
Revenues from ordinary activities	down	92.7%	to	66,275
Loss from ordinary activities after tax attributable to the owners of Primary Opinion Limited	up	105.9%	to	(1,927,052)
Loss for the half-year attributable to the owners of Primary Opinion Limited	up	105.9%	to	(1,927,052)

Dividends
There were no dividends paid, recommended or declared during the current financial period.

Comments
The loss for the consolidated entity after providing for income tax amounted to $1,927,052 (31 December 2013: $935,944).

3. Net tangible assets

	Reporting period Cents	Previous period Cents
Net tangible assets per ordinary security	1.33	1.67

4. Control gained over entities

Not applicable.

5. Loss of control over entities

Name of entities (or group of entities)	Jumbuck International Pty Ltd, JMB No 1 Pty Ltd, JMB Communications Pty Ltd, Jumbuck Entertainment Inc, and Jumbuck Entertainment LLC
Date control lost	The 3 Australian entities were de-registered on 1 July 2014, and the two UK entities were de-registered on 19 November 2014.

	$
Contribution of such entities to the reporting entity's profit/(loss) from ordinary activities before income tax during the period (where material)	-
Profit/(loss) from ordinary activities before income tax of the controlled entity (or group of entities) whilst controlled during the whole of the previous period (where material)	-

Primary Opinion Limited
(Formerly known as Jumbuck Entertainment Limited)
Appendix 4D
Half-year report

6. Dividends

Current period
There were no dividends paid, recommended or declared during the current financial period.

Previous period
There were no dividends paid, recommended or declared during the previous financial period.

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7. Dividend reinvestment plans

Not applicable.

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8. Details of associates and joint venture entities

Not applicable.

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9. Foreign entities

Details of origin of accounting standards used in compiling the report:

Not applicable.

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10. Audit qualification or review

Details of audit/review dispute or qualification (if any):

The financial statements were subject to a review by the auditors and the review report is attached as part of the Half-year Report.

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11. Attachments

Details of attachments (if any):

The Half-year Report of Primary Opinion Limited for the half-year ended 31 December 2014 is attached.

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12. Signed

Signed ______________________________ Date: 27 February 2015
The Hon Jeffrey G Kennett AC
Chairman

Primary Opinion Limited

(Formerly known as Jumbuck Entertainment Limited)

ABN 69 092 817 171

Half-year Report - 31 December 2014

Contents

Directors	The Hon Jeffrey G Kennett AC Mr. Tom SP Kiing Mr. Martin Burke
Company secretaries	Ms Melanie Leydin Mr Justin Mouchacca
Registered office	Level 4, 100 Albert Road South Melbourne VIC 3205 Tel: +613 9692 7222 Fax: +613 9077 9233
Principal place of business	Level 4, 100 Albert Road South Melbourne VIC 3205 Tel: +613 9692 7222 Fax: +613 9077 9233
Share register	Computershare Investor Services Pty Limited GPO Box 2975 Melbourne VIC 3001
Auditor	Deloitte Touche Tohmatsu 550 Bourke Street Melbourne Victoria 3000
Stock exchange listing	Primary Opinion Limited shares are listed on the Australian Securities Exchange (ASX code: POP)
Website	www.primaryopinion.com

The directors present their report, together with the financial statements, on the consolidated entity (referred to hereafter as the 'consolidated entity') consisting of Primary Opinion Limited (referred to hereafter as the 'company' or 'parent entity') and the entities it controlled at the end of, or during, the half-year ended 31 December 2014.

Directors
The following persons were directors of Primary Opinion Limited during the whole of the financial half-year and up to the date of this report, unless otherwise stated:

The Hon Jeffrey G Kennett AC (Chairman)
Mr. Tom SP Kiing (Non-Executive Director)
Mr. Martin Burke (Managing Director and Chief Executive Officer)
Mr. Harvey C Parker (resigned 26 November 2014)

Principal activities
During the financial half-year the principal continuing activities of the consolidated entity consisted of:
- the development of the Primary Opinion digital platform;
- the acquisition of legal content from intellectual property law firms

Review of operations
The loss for the consolidated entity after providing for income tax amounted to $1,927,052 (31 December 2013: $935,944).

In the half year ended 31 December 2014 Primary Opinion Ltd has achieved the majority of the key performance milestones that had been established as part of our 2015 plan. One of these milestones was the shutdown of the global chat arm of the business, which ceased to trade on 1st August 2014. The main focus over the past six months has been on the completion, launch, and monetization of the company's new Primary Opinion digital platform.

There were some delays in the development of the platform, and the Beta version of the site was launched in September 2014, three months later than originally planned. The company followed an agile development model to ensure the completion of the platform by 31 December 2014. These delays have resulted in the company missing its original objective of generating first revenues by the end of the second quarter FY 2015. The sales pipeline has been steadily building, with the first revenue being achieved during the third quarter FY 2015.

In the six months to 31 December 2014 the company has also focused on the acquisition of content from legal professionals worldwide and now has in excess of 200 intellectual property law firms contributing content onto the site on a regular basis.

The consolidated entity is positioned to rebuild revenue and profitability.

Further information has been included in Note 1 of this financial report on the Company's operations.

Significant changes in the state of affairs
On 11 August 2014 the Company issued 9,800,000 fully paid ordinary shares at $0.055 (5.5 cents per share) raising a total of $539,000 before costs.

On 30 September 2014 the Company issued 40,654,546 fully paid ordinary shares at $0.055 (5.5 cents per share) raising a total of $2,236,000 before costs. The proceeds raised from both placements during the 6 month period have enabled the Company to complete and launch the Intellectual Property Edition of the Primary Opinion platform, as well as allowing for development to expand into other legal sectors with additional editions planned for launch during 2015.

There were no other significant changes in the state of affairs of the consolidated entity during the financial half-year.

Auditor's independence declaration
A copy of the auditor's independence declaration as required under section 307C of the Corporations Act 2001 is set out on the following page.

This report is made in accordance with a resolution of directors, pursuant to section 306(3)(a) of the Corporations Act 2001.

On behalf of the directors

The Hon Jeffrey G Kennett AC
Chairman

27 February 2015

Deloitte.

Deloitte Touche Tohmatsu
ABN 74 490 121 060

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The Board of Directors
Primary Opinion Limited
Level 4
100 Albert Road
South Melbourne Vic 3205

27 February 2015

Dear Board Members

Primary Opinion Limited

In accordance with section 307C of the Corporations Act 2001, I am pleased to provide the following declaration of independence to the directors of Primary Opinion Limited.

As lead audit partner for the review of the financial statements of Primary Opinion Limited for the half-year ended 31 December 2014, I declare that to the best of my knowledge and belief, there have been no contraventions of:

(i) the auditor independence requirements of the Corporations Act 2001 in relation to the review; and

(ii) any applicable code of professional conduct in relation to the review.

Yours sincerely

Deloitte Touche Tohmatsu

DELOITTE TOUCHE TOHMATSU

Gerard Belleville

Gerard Belleville
Partner
Chartered Accountants

Primary Opinion Limited
(Formerly known as Jumbuck Entertainment Limited)
Statement of profit or loss and other comprehensive income
For the half-year ended 31 December 2014

	Note	Consolidated 31 December 2014 $	31 December 2013 $
Revenue		66,275	903,474
Expenses			
Advertising and marketing expenses		(142,728)	(25,091)
Contractor benefits expenses		(414,839)	(43,880)
Employee benefits expense		(909,320)	(821,899)
Partner revenue share		(32,195)	(184,856)
Depreciation and amortisation expense	3	(5,314)	(31,849)
Impairment of assets		-	(54,791)
Other expenses		(460,466)	(569,965)
Employee share based payment		(28,465)	(160,384)
Restructuring costs		-	(29,758)
Loss before income tax benefit	4	(1,927,052)	(1,018,999)
Income tax benefit	4	-	83,055
Loss after income tax benefit for the half-year attributable to the owners of Primary Opinion Limited	9	(1,927,052)	(935,944)
Other comprehensive income			
Items that may be reclassified subsequently to profit or loss			
Foreign currency translation		118,624	27,868
Other comprehensive income for the half-year, net of tax		118,624	27,868
Total comprehensive income for the half-year attributable to the owners of Primary Opinion Limited		(1,808,428)	(908,076)
		Cents	**Cents**
Basic earnings per share		(2.06)	(1.36)
Diluted earnings per share		(2.06)	(1.36)

The above statement of profit or loss and other comprehensive income should be read in conjunction with the accompanying notes

Primary Opinion Limited
(Formerly known as Jumbuck Entertainment Limited)
Statement of financial position
As at 31 December 2014

	Note	Consolidated 31 December 2014 $	30 June 2014 $
Assets			
Current assets			
Cash and cash equivalents	5	1,632,860	1,596,185
Trade and other receivables	6	98,696	438,281
Other		158,852	160,643
Total current assets		1,890,408	2,195,109
Non-current assets			
Property, plant and equipment		57,029	35,238
Intangibles		1,169,568	711,915
Total non-current assets		1,226,597	747,153
Total assets		3,117,005	2,942,262
Liabilities			
Current liabilities			
Trade and other payables	7	406,527	1,095,348
Income tax		-	11
Provisions		-	39,799
Total current liabilities		406,527	1,135,158
Total liabilities		406,527	1,135,158
Net assets		2,710,478	1,807,104
Equity			
Issued capital	8	15,431,964	12,748,627
Reserves		(931,901)	(838,890)
Accumulated losses	9	(11,789,585)	(10,102,633)
Total equity		2,710,478	1,807,104

The above statement of financial position should be read in conjunction with the accompanying notes

Primary Opinion Limited
(Formerly known as Jumbuck Entertainment Limited)
Statement of changes in equity
For the half-year ended 31 December 2014

Consolidated	Contributed Equity $	Foreign Currency Reserve $	Options Reserves $	Retained Earnings $	Total equity $
Balance at 1 July 2013	9,649,537	(1,500,759)	683,029	(7,758,738)	1,073,069
Loss after income tax benefit for the half-year	-	-	-	(935,944)	(935,944)
Other comprehensive income for the half-year, net of tax	-	27,868	-	-	27,868
Total comprehensive income for the half-year	-	27,868	-	(935,944)	(908,076)
Transactions with owners in their capacity as owners:					
Contributions of equity, net of transaction costs (note 9)	2,756,864	-	-	-	2,756,864
Share-based payments	160,384	-	92	-	160,476
Balance at 31 December 2013	12,566,785	(1,472,891)	683,121	(8,694,682)	3,082,333

Consolidated	Contributed Equity $	Foreign Currency Reserve $	Options Reserves $	Retained profits $	Total equity $
Balance at 1 July 2014	12,748,627	(1,554,558)	715,668	(10,102,633)	1,807,104
Loss after income tax benefit for the half-year	-	-	-	(1,927,052)	(1,927,052)
Other comprehensive income for the half-year, net of tax	-	118,624	-	-	118,624
Total comprehensive income for the half-year	-	118,624	-	(1,927,052)	(1,808,428)
Transactions with owners in their capacity as owners:					
Contributions of equity, net of transaction costs (note 9)	2,683,337	-	-	-	2,683,337
Share-based payments	-	-	28,465	-	28,465
Disposal of subsidiary	-	-	(240,100)	240,100	-
Balance at 31 December 2014	15,431,964	(1,435,934)	504,033	(11,789,585)	2,710,478

The above statement of changes in equity should be read in conjunction with the accompanying notes

Primary Opinion Limited
(Formerly known as Jumbuck Entertainment Limited)
Statement of cash flows
For the half-year ended 31 December 2014

	Note	Consolidated 31 December 2014 $	Consolidated 31 December 2013 $
Cash flows from operating activities			
Receipts from customers (inclusive of GST)		374,689	1,231,416
Payments to suppliers and employees (inclusive of GST)		(2,540,665)	(2,036,939)
		(2,165,976)	(805,523)
Interest received		4,071	8,295
Income taxes refunded		-	425,658
Net cash used in operating activities	15	(2,161,905)	(371,570)
Cash flows from investing activities			
Payments for property, plant and equipment		(27,105)	(6,850)
Payments for intangibles		(457,653)	-
Net cash used in investing activities		(484,758)	(6,850)
Cash flows from financing activities			
Proceeds from issue of shares	8	2,683,338	2,586,864
Net cash from financing activities		2,683,338	2,586,864
Net increase in cash and cash equivalents		36,675	2,208,444
Cash and cash equivalents at the beginning of the financial half-year		1,596,185	1,199,044
Cash and cash equivalents at the end of the financial half-year	5	1,632,860	3,407,488

The above statement of cash flows should be read in conjunction with the accompanying notes

Note 1. General information

The financial statements cover Primary Opinion Limited as a consolidated entity consisting of Primary Opinion Limited and its subsidiaries. The financial statements are presented in Australian dollars, which is Primary Opinion Limited's functional and presentation currency.

Primary Opinion Limited is a listed public company limited by shares, incorporated and domiciled in Australia. Its registered office and principal place of business is:

Level 4, 100 Albert Road
South Melbourne VIC 3205
Tel: +613 9692 7222
Fax: +613 9077 9233

A description of the nature of the consolidated entity's operations and its principal activities are included in the directors' report, which is not part of the financial statements.

The financial statements were authorised for issue, in accordance with a resolution of directors, on 27 February 2015.

Note 2. Significant accounting policies

These general purpose financial statements for the interim half-year reporting period ended 31 December 2014 have been prepared in accordance with Australian Accounting Standard AASB 134 'Interim Financial Reporting' and the Corporations Act 2001, as appropriate for for-profit oriented entities. Compliance with AASB 134 ensures compliance with International Financial Reporting Standard IAS 34 'Interim Financial Reporting'.

These general purpose financial statements do not include all the notes of the type normally included in annual financial statements. Accordingly, these financial statements are to be read in conjunction with the annual report for the year ended 30 June 2014 and any public announcements made by the company during the interim reporting period in accordance with the continuous disclosure requirements of the Corporations Act 2001.

The principal accounting policies adopted are consistent with those of the previous financial year and corresponding interim reporting period, unless otherwise stated.

New, revised or amending Accounting Standards and Interpretations adopted

The consolidated entity has adopted all of the new, revised or amending Accounting Standards and Interpretations issued by the Australian Accounting Standards Board ('AASB') that are mandatory for the current reporting period.

Any new, revised or amending Accounting Standards or Interpretations that are not yet mandatory have not been early adopted.

Any significant impact on the accounting policies of the consolidated entity from the adoption of these Accounting Standards and Interpretations are disclosed below. The adoption of these Accounting Standards and Interpretations did not have any significant impact on the financial performance or position of the consolidated entity.

The following Accounting Standards and Interpretations are most relevant to the consolidated entity:

AASB 2012-3 Amendments to Australian Accounting Standards - Offsetting Financial Assets and Financial Liabilities
The consolidated entity has applied AASB 2012-3 from 1 January 2014. The amendments add application guidance to address inconsistencies in the application of the offsetting criteria in AASB 132 'Financial Instruments: Presentation', by clarifying the meaning of 'currently has a legally enforceable right of set-off'; and clarifies that some gross settlement systems may be considered to be equivalent to net settlement.

AASB 2013-3 Amendments to AASB 136 - Recoverable Amount Disclosures for Non-Financial Assets
The consolidated entity has applied AASB 2013-3 from 1 January 2014. The disclosure requirements of AASB 136 'Impairment of Assets' have been enhanced to require additional information about the fair value measurement when the recoverable amount of impaired assets is based on fair value less costs of disposals. Additionally, if measured using a present value technique, the discount rate is required to be disclosed.

Note 2. Significant accounting policies (continued)

AASB 2013-4 Amendments to Australian Accounting Standards - Novation of Derivatives and Continuation of Hedge Accounting
The consolidated entity has applied AASB 2013-4 from 1 January 2014 and amends AASB 139 'Financial Instruments: Recognition and Measurement' to permit continuation of hedge accounting in circumstances where a derivative (designated as hedging instrument) is novated from one counter party to a central counterparty as a consequence of laws or regulations.

AASB 2013-5 Amendments to Australian Accounting Standards - Investment Entities
The consolidated entity has applied AASB 2013-5 from 1 January 2014. The amendments allow entities that meet the definition of an 'investment entity' to account for their investments at fair value through profit or loss. An investment entity is not required to consolidate investments in entities it controls, or apply AASB 3 'Business Combinations' when it obtains control of another entity, nor is it required to equity account or proportionately consolidate associates and joint ventures if it meets the criteria for exemption in the standard.

AASB 2013-9 Amendments to Australian Accounting Standards - Conceptual Framework, Materiality and Financial Instruments (Part B)
The consolidated entity has applied Part B of 2013-9 from 1 January 2014, which amends particular Australian Accounting Standards to delete references to AASB 1031 Materiality as part of the AASB's aim to eventually withdraw AASB 1031.

Interpretation 21 Levies
The consolidated entity has applied Interpretation 21 from 1 January 2014. The Interpretation clarifies the circumstances under which a liability to pay a levy imposed by a government should be recognised, and whether that liability should be recognised in full at a specific date or progressively over a period of time.

AASB 2014-1 Amendments to Australian Accounting Standards (Parts A to C)
The consolidated entity has applied Parts A to C of AASB 2014-1 from 1 July 2014. These amendments affect the following standards: AASB 2 'Share-based Payment': clarifies the definition of 'vesting condition' by separately defining a 'performance condition' and a 'service condition' and amends the definition of 'market condition'; AASB 3 'Business Combinations': clarifies that contingent consideration in a business combination is subsequently measured at fair value with changes in fair value recognised in profit or loss irrespective of whether the contingent consideration is within the scope of AASB 9; AASB 8 'Operating Segments': amended to require disclosures of judgements made in applying the aggregation criteria and clarifies that a reconciliation of the total reportable segment assets to the entity's assets is required only if segment assets are reported regularly to the chief operating decision maker; AASB 13 'Fair Value Measurement': clarifies that the portfolio exemption applies to the valuation of contracts within the scope of AASB 9 and AASB 139; AASB 116 'Property, Plant and Equipment' and AASB 138 'Intangible Assets': clarifies that on revaluation, restatement of accumulated depreciation will not necessarily be in the same proportion to the change in the gross carrying value of the asset; AASB 124 'Related Party Disclosures': extends the definition of 'related party' to include a management entity that provides KMP services to the entity or its parent and requires disclosure of the fees paid to the management entity; AASB 140 'Investment Property': clarifies that the acquisition of an investment property may constitute a business combination.

AASB 1031 'Materiality'
AASB 1031 ‘Materiality’ removes the Australian guidance on materiality that is not available in IFRSs. This change would not change the level of disclosure presently specified by other accounting standards. The adoption of AASB 1031 does not have any material impact on the disclosures or the amounts recognised in the Group's consolidated financial statements.

Note 2. Significant accounting policies (continued)

Going concern

The financial statements have been prepared on the going concern basis, which assumes the continuity of normal business activities, and the realization of assets and the settlement of liabilities in the ordinary course of business.

For the period ended 31 December 2014 the consolidated entity incurred a net loss of $1,808,428 and incurred net cash outflows from operating and investing activities of $2,646,663. As at 31 December 2014 the consolidated entity had accumulated losses of $11,798,585 and cash reserves of $1,632,860.

As outlined in the Australian Securities Exchange Announcement on 25 November 2014 the company has been developing a web based information platform focusing on the legal sector. The company had previously announced that it had exited its prior operations in the Consumer Chat business. This strategy is to position the business as the leading global information and networking community for professional advisors, initially in the legal sector.

The underlying Primary Opinion information platform business is currently in the deployment phase with the information technology launched on the internet and is now seeking clients. When developing the information platform the Company raised approximately $2.7 million (before costs) from the issue of 58 million fully paid ordinary shares in September 2014. This has been used to fund working capital, project development expenditure and commencement of sales and marketing activities.

There were delays in the development of the platform, and the Beta version of the site was launched in September 2014, three months later than originally planned. The company completed development of the platform by 31 December 2014. These delays have resulted in the company missing its original objective of generating first revenues by the end of the second quarter FY 2015.

Based on current cash reserves and forecast sales receipts in place at the date of this report, cash flow forecasts indicate that the consolidated entity will only have sufficient cash resources to continue to pay its debts to May 2015. Having regard to these circumstances the directors have executed a mandate letter with a broking firm to raise additional share capital. The company has the capacity to issue 29,003,155 new shares, an additional 25% of its share capital with the issue price based upon recent share trading activity. At the 27 February 2015 the maximum that could be raised is $1,160,126. The directors would be required to obtain shareholder approval to issue a greater number of shares. The cash flow forecasts also include cash receipts derived from the sale of Primary Opinion services of $2.4m, none of which have yet been secured, for the period from the date of this report until February 2016.

Therefore to continue as a going concern the consolidated entity must;

1. Raise additional equity before May 2015 in the amount of at least $1,000,000, and
2. Generate sufficient cash flows from the sale of Primary Opinion services to fund working capital requirements, and
3. Manage the company's cost structure within the constraints of available cash resources.

While the directors have undertaken a detailed market analysis and forecasting process, the Primary Opinion business is a new business and therefore is sourcing customers. Accordingly, there is difficulty in accurately forecasting the amount and timing of anticipated revenue streams and operating costs. In the event that the consolidated entity cannot generate sufficient revenue and cash flows from the above activities, the Directors will seek to undertake additional capital raises. Based on the recent history of the consolidated entity the directors believe future capital raises will be successful.

Accordingly, the financial report has been prepared on the going concern basis based on the ability of the consolidated entity to achieve sufficient cash inflows from sales and raise further equity, where necessary, to fund working capital.

In the event that the above initiatives do not eventuate or do not generate sufficient cash flows from operations there is significant uncertainty as to whether the consolidated entity will be able to continue as a going concern. If the consolidated entity is unable to continue as a going concern it may be required to realise its assets and extinguish its liabilities other than in the normal course of business and at amounts different from those stated in the financial statements.

The financial statements do not any include adjustments relating to the recoverability and classification of recorded asset amounts or to the amounts and classification of liabilities that might be necessary should the consolidated entity not continue as a going concern.

Note 3. Operating segments

Identification of reportable operating segments
AASB 8 requires operating segments to be identified on the basis of internal reports about components of the consolidated entity that are regularly reviewed by the Chief Operating Decision Makers in order to allocate resources to the segment and to assess its performance.

Information reported to the Chief Operating Decision Makers for the purpose of resource allocation and assessment of performance is more specifically focused on each group of products. The reportable segments under AASB 8 are therefore as follows:

- Consumer Chat Communities
- Primary Opinion
- Other

The Consumer Chat Communities segment includes Mobile Chat, Fast Flirting and SMS products relating to mobile chat and dating services. A decision was made during the prior year to discontinue operations in this segment. The operations continued until after 30 June 2014 due to contractual and service obligations.

The Primary Opinion segment includes the development of a platform that will enable subscribers to provide professional service content to the market across a broad range of devices.

Included in 'Other' are location; professional services revenues and social media moderation.

Information regarding these segments is presented below. The accounting policies of the reportable segments are the same as the consolidated accounting policies.

The following is an analysis of the consolidated entity's revenue and results by reportable operating segment for the periods under review:

Consolidated - 31 December 2014	Consumer Chat Communities $	Primary Opinion $	Other $	Total $
Revenue				
Sales to external customers	62,204	-	-	62,204
Intersegment sales	-	-	4,071	4,071
Total sales revenue	62,204	-	4,071	66,275
Total revenue	62,204	-	4,071	66,275
EBITDA	(146,271)	(1,564,476)	-	(1,710,747)
Interest revenue	-	-	4,071	4,071
Finance costs	-	-	(19)	(19)
Central administration and directors' salaries	-	-	(191,892)	(191,892)
Employee share based payment	-	-	(28,465)	(28,465)
Loss before income tax expense	(146,271)	(1,564,476)	(216,305)	(1,927,052)
Income tax expense				-
Loss after income tax expense				(1,927,052)

Note 3. Operating segments (continued)

Consolidated - 31 December 2013	Consumer Chat Communities $	Primary Opinion $	Other $	Total $
Revenue				
Sales to external customers	798,149	-	97,000	895,149
Primary Opinion	-	-	8,325	8,325
Total sales revenue	798,149	-	105,325	903,474
Total revenue	798,149	-	105,325	903,474
EBITDA	(349,110)	(29,097)	(73,951)	(452,158)
Impairment of assets	-	-	(54,791)	(54,791)
Interest revenue	-	-	8,325	8,325
Finance costs	-	-	(29)	(29)
Central administration and directors' salaries	-	-	(359,962)	(359,962)
Employee share based payment	-	-	(160,384)	(160,384)
Loss before income tax benefit	(349,110)	(29,097)	(640,792)	(1,018,999)
Income tax benefit				83,055
Loss after income tax benefit				(935,944)
Consolidated - 30 June 2014				
Assets				
Segment assets	465,684	2,476,578	-	2,942,262
Total assets				2,942,262

The revenue reported above represents revenue generated from external customers. There were no intersegment sales during the period. Segment profit represents the profit earned by each segment without allocation of central administration costs and directors' salries, investment revenue, finance costs and income tax expense. This is the measure reported to the Chief Operating Decision Makers for the purposes of resource allocation and assessment of segment performance.

Note 4. Revenue

	Consolidated	
	31 December 2014 $	**31 December 2013 $**
Consumer Chat Communities revenue	62,204	798,149
Other revenue		
Interest	4,071	8,325
Other revenue	-	97,000
	4,071	105,325
Revenue	66,275	903,474

Note 5. Expenses

	Consolidated	
	31 December 2014 $	31 December 2013 $
Loss before income tax includes the following specific expenses:		
Depreciation		
Depreciation of non-current assets	5,314	31,849
Employee benefits expense		
Employee options	-	92
Defined contribution plans	-	61,170
Other employee benefits	909,320	760,637
Total employee benefits expense	909,320	821,899
Other expenses		
Accounting and audit	43,886	92,061
Bad and doubtful debts	-	11,295
Commissions	1,760	-
Communications expenses	11,832	67,067
External consultants	-	87,571
Insurance	25,651	33,386
Legal	42,439	18,990
Premises	52,547	67,937
Travel and accomodation	49,633	58,628
Other expenses	232,718	111,620
Total other expenses	460,466	548,555
Share-based payments expense		
Share-based payments expense	28,465	160,384

Note 6. Current assets - trade and other receivables

	Consolidated	
	31 December 2014 $	30 June 2014 $
Trade receivables	-	272,355
Less: Provision for impairment of receivables	-	(109,746)
	-	162,609
Other debtors	20,695	9,123
Accrued Income	-	40,131
GST/VAT receivable	78,001	226,418
	98,696	438,281

Note 7. Non-current assets - intangibles

	Consolidated	
	31 December 2014 $	**30 June 2014 $**
Development - at cost	1,169,568	711,915

Reconciliations
Reconciliations of the written down values at the beginning and end of the current financial half-year are set out below:

Consolidated	Intellectual Property* $	Total $
Balance at 1 July 2014	711,915	711,915
Additions from internal development	457,653	457,653
Balance at 31 December 2014	1,169,568	1,169,568

* Development costs has moved to Intellectual Property as at 31 December 2014 due to the project being completed during the period. Intellectual property has not been amortised during the period as it has been deployed as available for use with effect from 1 January 2015.

Note 8. Current liabilities - trade and other payables

	Consolidated	
	31 December 2014 $	**30 June 2014 $**
Trade payables	265,525	649,040
Other payables	141,002	446,308
	406,527	1,095,348

Note 9. Equity - issued capital

	Consolidated			
	31 December 2014 Shares	**30 June 2014 Shares**	**31 December 2014 $**	**30 June 2014 $**
Ordinary shares - fully paid	116,012,619	65,558,073	15,431,964	12,748,627

Movements in ordinary share capital

Details	**Date**	**Shares**	**Issue price**	**$**
Balance	1 July 2014	65,558,073		12,748,627
Placement	11 August 2014	9,800,000	$0.05	539,000
Placement	30 September 2014	40,654,546	$0.05	2,236,000
Costs of capital raising		-	$0.00	(91,663)
Balance	31 December 2014	116,012,619		15,431,964

Note 9. Equity - issued capital (continued)

Ordinary shares
Ordinary shares entitle the holder to participate in dividends and the proceeds on the winding up of the company in proportion to the number of and amounts paid on the shares held. The fully paid ordinary shares have no par value and the company does not have a limited amount of authorised capital.

On a show of hands every member present at a meeting in person or by proxy shall have one vote and upon a poll each share shall have one vote.

Share buy-back
There is no current on-market share buy-back.

Note 10. Equity - dividends

There were no dividends paid, recommended or declared during the current or previous financial half-year.

Note 11. Events after the reporting period

No matter or circumstance has arisen since 31 December 2014 that has significantly affected, or may significantly affect the consolidated entity's operations, the results of those operations, or the consolidated entity's state of affairs in future financial years.

Primary Opinion Limited
(Formerly known as Jumbuck Entertainment Limited)
Directors' declaration
31 December 2014

In the directors' opinion:

- the attached financial statements and notes thereto comply with the Corporations Act 2001, Australian Accounting Standard AASB 134 'Interim Financial Reporting', the Corporations Regulations 2001 and other mandatory professional reporting requirements;

- the attached financial statements and notes thereto give a true and fair view of the consolidated entity's financial position as at 31 December 2014 and of its performance for the financial half-year ended on that date; and

- there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

Signed in accordance with a resolution of directors made pursuant to section 303(5)(a) of the Corporations Act 2001.

On behalf of the directors

The Hon Jeffrey G Kennett AC
Chairman

27 February 2015

Deloitte.

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Independent Auditor's Review Report to the Members of Primary Opinion Limited

We have reviewed the accompanying half-year financial report of Primary Opinion Limited, which comprises the condensed consolidated statement of financial position as at 31 December 2014, and the condensed consolidated statement of profit or loss and other comprehensive income, the condensed consolidated statement of cash flows and the condensed consolidated statement of changes in equity for the half-year ended on that date, selected explanatory notes and, the directors' declaration of the consolidated entity comprising the company and the entities it controlled at the end of the half-year or from time to time during the half-year as set out on pages 6 to 18.

Directors' Responsibility for the Half-Year Financial Report

The directors of the company are responsible for the preparation of the half-year financial report that gives a true and fair view in accordance with Australian Accounting Standards and the *Corporations Act 2001* and for such internal control as the directors determine is necessary to enable the preparation of the half-year financial report that is free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express a conclusion on the half-year financial report based on our review. We conducted our review in accordance with Auditing Standard on Review Engagements ASRE 2410 *Review of a Financial Report Performed by the Independent Auditor of the Entity*, in order to state whether, on the basis of the procedures described, we have become aware of any matter that makes us believe that the half-year financial report is not in accordance with the *Corporations Act 2001* including: giving a true and fair view of the consolidated entity's financial position as at 31 December 2014 and its performance for the half-year ended on that date; and complying with Accounting Standard AASB 134 *Interim Financial Reporting* and the *Corporations Regulations 2001*. As the auditor of Primary Opinion Limited, ASRE 2410 requires that we comply with the ethical requirements relevant to the audit of the annual financial report.

A review of a half-year financial report consists of making enquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Australian Auditing Standards and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

Auditor's Independence Declaration

In conducting our review, we have complied with the independence requirements of the *Corporations Act 2001*. We confirm that the independence declaration required by the *Corporations Act 2001,* which has been given to the directors of Primary Opinion Limited, would be in the same terms if given to the directors as at the time of this auditor's review report.

Deloitte.

Conclusion

Based on our review, which is not an audit, we have not become aware of any matter that makes us believe that the half-year financial report of Primary Opinion Limited is not in accordance with the *Corporations Act 2001*, including:

(a) giving a true and fair view of the consolidated entity's financial position as at 31 December 2014 and of its performance for the half-year ended on that date; and

(b) complying with Accounting Standard AASB 134 *Interim Financial Reporting* and the *Corporations Regulations 2001.*

Material Uncertainty Regarding Continuance as a Going Concern

Without modifying our opinion, we draw attention to Note 2 in the financial report which states that the consolidated entity incurred a net loss of $1,808,428 and incurred negative cash flows from operating and investing activities of $2,646,663 during the period ended 31 December 2014. As at 31 December 2014 the consolidated entity had accumulated losses of $11,789,585. These conditions, along with other matters as set forth in Note 2, indicate the existence of a material uncertainty that may cast significant doubt about the consolidated entity's ability to continue as a going concern and therefore, the consolidated entity may be unable to realise its assets and extinguish its liabilities in the normal course of business and at the amounts stated in the financial report.

Deloitte Touche Tohmatsu

DELOITTE TOUCHE TOHMATSU

Gerard Belleville

Gerard Belleville
Partner
Chartered Accountants
Melbourne, 27 February 2015