

**AXIA GROUP INC.**

**December 31, 2011**

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These financial statements and notes thereto present fairly, in all material respects, the financial position of the company and the results of its operations and cash flows for the period presented, in conformity with accounting principles generally accepted in the United States, consistently applied.

**AXIA GROUP INC.**  
**CONSOLIDATED BALANCE SHEET**  
**As at December 31, 2011**  
(Unaudited)

<b>BALANCE SHEET</b>	
<b><u>ASSETS</u></b>	
<b>CURRENT ASSETS</b>	
Cash	\$ 5,629
Accounts Receivable	39,981
Other Receivable	-
Inventory	32,700
Prepaid Accounts	5,610
	83,920
LONG-TERM EQUITY INVESTMENT	-
FIXED ASSETS - NBV	54,844
INTANGIBLE ASSETS - NBV	-
	<b>\$ 138,764</b>
<b><u>LIABILITIES AND SHAREHOLDERS' EQUITY</u></b>	
<b>CURRENT LIABILITIES</b>	
Accounts Payable and Accrued Liabilities	\$ 28,101
Bank LOC	36,795
Taxes Payable	-
	64,896
LONG TERM LIABILITIES -	-
	64,896
<b>SHAREHOLDERS' EQUITY</b>	
<b>CAPITAL STOCK</b>	
Common Stock, authorized shares 1,500,000,000	
Issued and outstanding - 925,972,018 @ PV \$.00001	9,260
Preferred Stock authorized - 500,000,000	
Issued and outstanding - 12,000,000 @ PV \$.00001	120
Paid In Capital	25,619,835
Deficit	- <b>25,555,347</b>
	73,868
	<b>\$ 138,764</b>

The accompanying notes are an integral part of these  
financial statements

**AXIA GROUP INC.**  
**CONSOLIDATED STATEMENTS OF EARNINGS AND RETAINED EARNINGS**  
**FOR THE YEAR ENDED December 31, 2011**  
(Unaudited)

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<b>EARNINGS</b>	
<b>REVENUE</b>	
Sales	\$ 266,400
	-
<b>TOTAL SALES</b>	<u>266,400</u>
 <b>COST OF SALES</b>	
Cost of Sales	60,932
<b>TOTAL COST OF SALES</b>	<u>60,932</u>
<b>GROSS PROFIT</b>	<u>205,468</u>
 <b>OPERATING EXPENSES</b>	
Administrative Expense	241,377
Selling Expense	51,658
	<u>293,035</u>
 <b>OTHER INCOME &amp; EXPENSES</b>	-
<b>PROFIT (LOSS)</b>	<u>-87,567</u>
<b>NET PROFIT (LOSS)</b>	<u>-87,567</u>
Deficit - Beginning of period	<u><u>-\$ 25,467,780</u></u>
Deficit - End of period	<u><u>-\$ 25,555,347</u></u>

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**AXIA GROUP INC.**  
**CONSOLIDATED STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED December 31, 2011**  
(Unaudited)

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**CASH FLOWS**

**Cash flows from operating activities**

Profit/Loss from operations	-\$ 87,567
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**Adjustments to cash flows from operating activities:**

Amortization of goodwill	
Depreciation of fixed assets	-

Cash flows <b>from</b> operating activities	-\$ 87,567
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**Cash flows from investing activities:**

Capital expenditures	54,844
Investment in inventory	1,705
Increase in accounts receivable	21,284
Increase in prepaid expenses	4,110

Cash <b>used in</b> investing activities	\$ 81,943
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**Cash flows from financing activities:**

Increase in accounts payable and accrued liabilities	- 81,221
Decrease in paid in capital	539,348
Increase in loans payable	- 31,800
Issuance of capital stock	- 258,805

Cash <b>used for</b> financing activities	\$ 167,522
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<b>Net increase (decrease) in cash</b>	<b>-\$ 1,988</b>
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<b>Cash at beginning of period</b>	<b>7,617</b>
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<b>Cash at end of period</b>	<b>\$ 5,629</b>
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financial statements

**AXIA GROUP INC.**  
**CONSOLIDATED STATEMENT OF SHAREHOLDERS' EQUITY**  
**AS AT December 31, 2011**  
(Unaudited)

	Preferred Shares	Stock Amount	Common Shares	Stock&PUC Amount	R/E	Total
<b>Opening Bal</b>	12,000,000	\$120	286,064,762	\$ 25,347,472	-\$ 25,467,780	-\$120,188
Issuance of stk			639,907,256	281,623	-	281,623
Capital Paid In						0
Net Profit/Loss					- 87,567	- 87,567
<b>Bal Dec 2011</b>	12,000,000	\$120	925,972,018	\$ 25,629,095	-\$ 25,555,347	\$73,868

The accompanying notes are an integral part of these  
financial statements

**AXIA GROUP INC.**  
**NOTES TO CONSOLIDATED FINANCIAL STATEMENTS**  
**FOR THE YEAR December 31, 2011**  
(Unaudited)

**NOTE 1. GENERAL ORGANIZATION AND BUSINESS ISSUES**

On June 24, 2010, the company announced the sale of their majority shareholder to a European based holding company.

The company and its newly announced management plan to work diligently toward identifying viable merger candidates with high growth potential.

In August 2010, the company announced the purchase of new subsidiary Collagenna Skin Care Products from Hard to Treat Diseases, Inc.

**NOTE 2. SUMMARY OF SIGNIFICANT ACCOUNTING PRACTICES**

Accounting policies and procedures are listed below. The company has adopted a December 31 year end.

**Accounting Basis**

We have prepared the consolidated financial statements according to generally accepted accounting Principles (GAAP).

**Cash and Cash Equivalents**

The Company considers all highly liquid investments with original maturities of three months or less as cash equivalents. As of December 31, 2010 the company had no cash or cash equivalent balances in excess of the federally insured amounts. The Company's policy is to invest excess funds in only well capitalized financial institutions.

**Earnings per Share**

The Company adopted the provisions of SFAS No. 128, "Earnings per Share." SFAS No. 128 requires the presentation of basic and diluted earnings per share ("EPS"). Basic EPS is computed by dividing income available to common stockholders by the weighted-average number of common shares outstanding for the period. Diluted EPS includes the potential dilution that could occur if options or other contracts to issue common stock were exercised or converted

## **Earnings per Share**

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The Company has not issued any options or warrants or similar securities since inception.

## **Stock Based Compensation**

As permitted by Statement of Financial Accounting Standards ("SFAS") No. 148, "Accounting for Stock-Based Compensation--Transition and Disclosure", which amended SFAS 123 ("SFAS 123"), "Accounting for Stock-Based Compensation", the Company has elected to continue to follow the intrinsic value method

in accounting for its stock-based employee compensation arrangements as defined by Accounting Principles Board Opinion ("APB") No. 25, "Accounting for Stock Issued to Employees", and related Interpretations including "Financial Accounting Standards Board Interpretations No. 44, Accounting for Certain Transactions Involving Stock Compensation", and interpretation of APB No. 25. At December 31, 2010 the Company has not formed a Stock Option Plan and has not issued any options.

## **Dividends**

The Company has adopted a policy regarding the payment of dividends. Dividends may be paid to shareholders once all divisions are fully operational and profitable. The Board may also pay dividends to counter any short selling or undermining of the entity. See Note 1.

## **Fixed Assets**

Fixed assets are carried at cost. Depreciation is computed using the straight-line method of depreciation over the assets' estimated useful lives. Maintenance and repairs are charged to expense as incurred; major renewals and improvements are capitalized. When items of fixed assets are sold or retired, the related cost and accumulated depreciation is removed from the accounts and any gain or loss is included in income.

## **Income Taxes**

Fixed assets are carried at cost. Depreciation is computed using the straight-line method of depreciation over the assets' estimated useful lives. Maintenance and repairs are charged to expense as incurred; major renewals and improvements are capitalized. When items of fixed assets are sold or retired, the related cost and accumulated depreciation is removed from the accounts and any gain or loss is included in income.

### **Income Taxes**

The provision for income taxes is the total of the current taxes payable and the net of the change in the deferred income taxes. Provision is made for the deferred income taxes where differences exist between the period in which transactions affect current taxable income and the period in which they enter into the determination of net income in the financial statements.

### **Advertising**

Advertising is expensed when incurred.

### **Use of Estimates**

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. Actual results could differ from those estimates.

### **Goodwill**

Goodwill is created when we acquire a business. It is calculated by deducting the fair value of the net assets acquired from the consideration given and represents the value of factors that contribute to greater earning power, such as a good reputation, customer loyalty. We assess goodwill of individual subsidiaries for impairment in the fourth quarter of every year, and when circumstances indicate that goodwill might be impaired.

### **NOTE 3. GOING CONCERN**

The accompanying financial statements have been prepared assuming that the Company will continue as a going concern. The Company had a net loss for the year through to December 31, 2011 of \$ 87,567. The Company's continuation as a going concern is dependent on its ability to meet its obligations, to obtain additional financing as may be required and ultimately to attain profitability. These financial statements do not include any adjustments that might result from the outcome of this uncertainty.

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**NOTE 4. RECENTLY ISSUED ACCOUNTING STANDARDS**

Management does not believe that any recently issued but not yet adopted accounting standards will have a material effect on the Company's results of operations or on the reported amounts of its assets and liabilities upon adoption.

**NOTE 5. SHAREHOLDERS' EQUITY**

Common Stock:

As of December 31, 2011 the company has 925,972,018 shares of common stock issued and outstanding.

**NOTE 6. PROVISION FOR INCOME TAXES**

The Company provides for income taxes under Statement of Financial Accounting Standards NO. 109, Accounting for Income Taxes. SFAS No. 109 requires the use of an asset and liability approach in accounting for income taxes. Deferred tax assets and liabilities are recorded based on the differences between the financial statement and tax bases of assets and liabilities and the tax rates in effect when these differences are expected to reverse.

SFAS No. 109 requires the reduction of deferred tax assets by a valuation allowance if, based on the weight of available evidence, it is more likely than not that some or all of the deferred tax assets will not be realized. The provision for income taxes is comprised of the net changes in deferred taxes less the valuation account plus the current taxes payable.