

Annual REPORT UNDER
FOR THE PERIOD ENDED December 31, 2012

Eastern Asteria, Inc.
Formerly
WINMAX TRADING GROUP, INC.
(Exact name of small business issuer as specified in its charter)

FLORIDA
State or other jurisdiction
of incorporation or organization

65-0702554
I.R.S. Employer Identification No.

Mission Bay Office Plaza Suite 300
20283 State Road 7 Boca Raton Fl., 33498
(Address of principal executive offices)

(954) 727-8509
(Issuer's telephone number, including area code)

As of December 31, 2012, we had 4,708,961,912 shares of our common stock outstanding, no value per share. As of December 31, 2012, we had 950,000 Preferred Stock outstanding, Par value of \$1.00 Per share.

Our revenues for the year ended December 31, 2012 was \$1,739,854

State the aggregate market value of the voting and non-voting common equity held by non-affiliates of the registrant computed by reference to the price at which the common equity was sold, or the average bid and asked price of such common equity, as of a specified date within 60 days prior to the date of filing. The aggregate market value of the voting and non-voting common equity held by non-affiliates as of March 15, 2012 was approximately \$414,675

Indicate the number of shares outstanding of each of the issuer's classes of common equity, as of the latest practicable date: As of the date of this filing, the Company had 4,708,961,912 shares of our no par value common stock outstanding, and 950,000 of our \$1.00 Preferred stock outstanding.

Eastern Asteria, Inc.
Formerly
WINMAX TRADING GROUP, INC.
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Signatures

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FORWARD-LOOKING STATEMENTS

The following discussion and analysis of our operations should be read in conjunction with our financial statement for the period ending December 31, 2012 and December 31 2011 and notes thereto. This report for the period ending December 31, 2012 and December 31, 2011 contains "forward-looking statements", within the meaning of such term in Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that could cause the actual financial or operating results of the Company to be materially different from the historical results or from any future results expressed or implied by such forward-looking statements. Eastern Asteria, Inc., formerly (Winmax Trading Group, Inc.), is referred to herein as "we", "our", "us", "the company" or "Asteria" or (Winmax). The words or phrases "would be", "may allow", "intends to", "may likely", "are expected to", "may continue", "is anticipated", "estimate", "project", or similar expressions are intended to identify "forward-looking statements". Such statements include those concerning our expected financial performance, our corporate strategy and operational plans. Actual results could differ materially from those projected in the forward-looking statements as a result of a number of risks and uncertainties, including: (a) intense competition in the web development design, web casting, Internet solutions, e-commerce, and retail business; (b) whether we are able to manage our planned growth efficiently, including whether our management will be able to identify, hire, train, retrain, motivate, and manage required personnel or that management will be able to manage and exploit existing and potential market opportunities successfully, and (c) whether we are able to generate sufficient revenues or obtain financing to sustain and grow our operations. We are in the early stage of building and expanding the company and have not generated sufficient revenues to maintain day-to-day operations.

Statements made herein are as of the date of the filing of this Year-end December 31,2012, and December 31, 2011. Unless otherwise required by applicable law, we do not undertake, and we specifically disclaim any obligation, to update any forward-looking statements to reflect occurrence, developments, unanticipated events or circumstances after the date of such statement.

ITEM 1. DESCRIPTION OF BUSINESS

HOW WE ARE ORGANIZED

Eastern Asteria Formerly, Winmax Trading Group, Inc., was incorporated in the state of Florida on September 26,1996 to engage in commodities futures trading. From approximately November 1996 until October 2000, we managed a commodities futures investment fund, the Winmax Alpha Fund Limited Partnership, and we were the general partner of that fund. In June of 2001, our sole officer and director, Ralph Pistor, sold 100,000 shares of common stock that he owned and which represented a majority of our then outstanding common stock, to Gerald Sklar. In connection with the purchase of the 100,000 shares of common stock by Gerald Sklar, the following occurred:

- Ralph Pistor resigned as our sole officer and director;
- Gerald Sklar became our President and Director;
- We appointed different management to fill existing vacancies on our Board of Directors; and
- We adopted a new corporate strategy, which is described below.

In March 2002, we effected a one (1) for twenty (20) reverse stock split.

Our wholly owned subsidiaries are:

- Winmax Media, a Florida Corporation, which provides internet and media services to various clients;
- The Gemstore of New York, Inc., a New York corporation,
- The Gemstore.com, Inc., a Florida Corporation, which holds the Universal Resource Locator (URL), www.thegemstore.com ;
- Winmaxis Inc., an Alberta corporation, which provides internet and media services to various clients

BUSINESS ACTIVITIES

Beginning in June 2001, our corporate strategy has been to: (a) establish a web development, design, web casting, Internet solutions and e-commerce business; (b) acquire gemstone raw materials and/or minerals and to arrange for the finishing and marketing of the gemstone material and finished jewelry through our Internet website at www.thegemstore.com, and (c) advance money to prospect and possibly produce gemstone material. In 2001, we acquired an inventory of gemstones and pieces of finished jewelry.

In December 2003 we decided to abandon any interests in or financing of prospecting possible gemstone material as described. In approximately August 2003, we commenced a strategy of opening Retail Merchandising Units to finish and market gemstone material and finished jewelry through our Internet website at www.thegemstore.com. From approximately August 2003 to March 2004, we operated 12 Retail Merchandising Units in the United States and Canada and 1 in-line retail store in Manhattan, New York as test markets; however, in 2004 we re-assessed the viability of these locations, and during 2004 and 2005 we closed all but one Retail Merchandising Unit. In 2007 we found that online sales were exceeding the sales of the in-line store sales. We found that the operational cost to be far less than that of an in-line store and we elected to close the Manhattan Store and concentrate on the growing success of the internet sales. In addition to this corporate strategy we found our expertise created an additional corporate strategy.

Going forward management will further (a) acquire gemstone raw materials and/or minerals and to arrange for the finishing and marketing of the gemstone material and finished jewelry through our Internet website at www.thegemstore.com, (b) to increase thegemstore.com, Inc., sales. (c) and continue to incubate this operation and find synergistic acquisitions to help organically grow thegemstore ,Inc.

Segment Reporting

The Company follows ASC 280, "Disclosures about Segments of an Enterprise and Related Information". ASC 280 requires that a business enterprise report a measure of segment profit or loss and certain specific revenue and expense items. Operating segments are components of an enterprise about which separate

financial information is available that is evaluated regularly by the chief operating decision maker in deciding how to allocate resources and in assessing performance.

OUR REVENUE SEGMENTS

Wholesale sales of gemstones material, and finished jewelry. e-commerce; and Sale of gemstone material and finished jewelry at our Internet website, www.thegemstore.com, .

We will attempt to develop an additional possible revenue segment through Sapphire Media's offering of investor relations services.

OUR PRINCIPAL PRODUCTS/SERVICES/DISTRIBUTION METHODS AND MARKETS

The total Revenue for the year end December 31, 2011 was derived from wholesale sales of gemstones material and finished jewelry and web development.

Web Development, Multimedia and Internet Services

Our Web Development, Multimedia and Internet services are accomplished through our in-house employees or through outside consultants whom we hire on an "as needed" basis. For the year ended December 31, 2011, approximately 5.3% of our revenues were derived from sales in web development, multimedia and Internet solutions. The remaining 94.7% was from gem sales. In October of 2009 the film library branding and copy rights were sold to bNET Communications, Inc., for fifteen Million Shares of bNET Communications, Inc., Valued at \$3,000,000.

Our services in this area include:

Winmax Internet Solutions

Winmax Internet Solutions is our Information Technology subsidiary that manages data center operations including: Internet web hosting of in-house and client domains;

- Monitoring security and technical operations to ensure maximum uptime, custom application development using cold fusion to integrate database's (such as SQL) for dynamic web content;
- Provision of virtual servers for offsite security; and
- Provision of networking and application support to both internal and external clients.

In addition, Winmax Internet Solutions provides business-to-business extranet services. Extranet is a closed system that runs over the Internet that has password protection to prevent data/information from being viewed by the general public. Through this subsidiary, we allow our customers to off-load technical services and maintain worldwide access to their proprietary information so they may focus on their core business.

Winmax Internet Solutions also develops and maintains accounting and inventory programs for each of our subsidiaries and divisions.

Our other gemstone related business operated from August 2002 to present, as follows:

(i) the development of our website located at www.thegemstore.com through which we sell our finished jewelry products as well as retail outlets; and,

(ii) our wholly owned subsidiary, Global Gemstone and Jewelry Inc., obtained gemstone inventory in 2002 and creates our custom-made jewelry in Chang Mai, Thailand. The finished product is made available through our website, private parties.

OUR CUSTOMERS

We market and intend to market gemstones to a wide array of consumers through our website and do not expect to become dependent upon either a single or a few major customers for this aspect of our business.

OUR BILLING PRACTICES

Gemstone Sales

Internet sales are paid in advance by credit card or other pre-payment forms. All other sales will be paid for in advance. Retail sales are paid by cash, debit card, or credit card. Wholesale Sale are made by extending credit to approved purchasers.

Gemstone Services

These services will be offered throughout the world by Internet, through direct contact with buyers.

COMPETITIVE BUSINESS CONDITIONS

The Internet, services and gemstone business are increasingly competitive with hundreds of competitors on the Internet alone. In addition, barriers to market entry are relatively low and new competitors can establish new sites at comparatively low cost and choose from a variety of market-ready software. As a result, we expect competition to become increasingly intensified in the future. Competition is rapidly evolving and very competitive and there are no assurances that we can keep pace with the intense competition in this market. Our competitors have substantially longer operating histories, greater name recognition, larger customer bases, and greater financial and technical resources than us. Accordingly, these companies are able to conduct extensive marketing campaigns that we are financially unable to accomplish. In addition, these companies may offer more attractive pricing and payment terms. There are no assurances we will be able to overcome the competitive advantages of our competitors.

SUPPLIERS

Gemstone Sales/Services

We acquire gemstone raw materials, minerals, jewelry and accessories from third parties

Gemstone Business

We use raw materials purchased from a variety of different suppliers located worldwide, but usually from suppliers located in Africa, Southeast Asia and Eastern Europe. We do not anticipate any shortage of raw materials.

PATENTS, TRADEMARKS AND LICENSES

We have no patents, trademarks or licenses regarding any aspects of our business.

REGULATORY MATTERS

Internet Services

We are not aware of any governmental regulations pertaining to this aspect of our business that will have a material impact; however, due to the increasing popularity and use of the Internet, it is possible that additional laws and regulations may be adopted with respect to the Internet, covering issues such as:

- content
- privacy
- access to adult content by minors
- pricing
- bulk e-mail
- encryption standards
- consumer protection
- electronic commerce
- taxation
- copyright infringement
- other intellectual property issues

Our gemstone business also involves use of the Internet. We cannot predict the impact, if any, that future regulatory changes or developments may have on our business, financial condition, or results of operation. Changes in the regulatory environment relating to the Internet access industry may increase our costs or limit our ability to offer our services.

Gemstone Business

Our gemstone related business activities are governed by a variety of governmental laws and regulations, including import/export and tax laws in Thailand, Sri Lanka, Vietnam, Poland, United States, Canada and Europe. We are not aware of any additional legislation or proposed legislation, which would have a material effect upon our operations.

EMPLOYEES

As of December 31, 2012, we had 10 employees, 2 of which are fulltime and 8 part time. Our full time employees are:

- Gerald E. Sklar, our President, who directs our operations;
- David M. Young, our Vice President, who is responsible for customer relations, Retail Merchandising Unit leases, and insurance;
- 1 Sr. Manager and salesperson who conducts retail sales of our gemstone material and finished gemstone jewelry; and manages the marketing and branding of www.thegemstore.com
- 3 employees who handle our overall web and information technology operations

Our part-time employees consist of:

- 2 computer and web programmers; and
- 2 graphic designers.

We continue to have the same employees as of December 31, 2012.

RESEARCH AND DEVELOPMENT

During 2012 and 2011, no funds were expended on research and development

MATERIAL AGREEMENTS

none

ITEM 2. DESCRIPTION OF PROPERTY

3510 29th Street, NE CALGARY, ALBERTA CANADA T1Y 7E5

As of May 15, 2007 we entered new premises of approximately 15,000 square feet located at Avenue S.E., Alberta, Canada. Our telephone number at this location is (403) 770-6113. Our lease is with an unaffiliated landlord, providing for a monthly lease with a monthly rental payment of \$10,000.00 plus operating expenses. This is a month-to-month lease and has no penalty upon cancellation. The Mission Bay Office Plaza Suite 300 20283 State Road 7 Boca Raton Fl., 33498. Our telephone number at this location is (954) 727-8509. Our lease is with an unaffiliated landlord, providing for a monthly lease with a monthly rental payment of \$800.00 plus operating expenses. This is a month-to-month lease and has no penalty upon cancellation.

The Gemstore operates from 122 West 26th Street, 5 Floor New York, New York 11201 of approximately 7500, square feet. Our telephone number at this location is (917) 267-7972. Our lease is with an unaffiliated landlord, providing for a monthly lease with a monthly rental payment of \$11,800.00 plus operating expenses. This is a month-to-month lease and has no penalty upon cancellation.

Real Property

We do not own any real property nor do we intend to own real property in the near future. We do not intend to renovate, improve or develop real properties. We are not subject to any competitive conditions for real property and currently have no property to insure. We have no policy with respect to investment in real estate or interests in real estate, and no policy with respect to investments in real estate mortgages. Further, we have no policy with respect to investments in securities of, or interests in, persons primarily engaged in real estate activities.

ITEM 3. LEGAL PROCEEDINGS

None of our Officers, Directors, or persons nominated for such positions or promoters or significant employees have been involved in legal proceedings that would be material to an evaluation of our management.

In December 2004, the Financial Accounting Standards Board ("FASB") issued Statement No. 123(R). "Share-Based Payment" ("SFAS 123(R)"), which replaced SFAS No. 123, "Accounting for Stock-Based Compensation," and superseded APB Opinion 25, "Accounting for Stock Issued to Employees." SFAS 123(R) requires that all share-based payments to employees be recognized in the financial statements based on their fair values on

the date of grant. The Company currently uses the intrinsic value method to measure compensation expense for stock-based awards. On April 14, 2005, the SEC amended the compliance dates for SFAS 123(R), which extended the Company's required adoption date of SFAS 123R to its fiscal year ended December 31, 2009. Going forward, the impact of adoption will depend on the number of stock based awards granted in the period.

ITEM 4 EQUITY TRANSACTIONS

(a) Common Stock

During 2009, the Officers and directors Purchase and other employees purchased 1,499,000,000 shares of the Company's common stock. The shares were valued at their fair market value at the date of the purchased.

The holders of Common Stock are entitled to one vote for each share held of record on all matters to be voted on by stockholders. There is no cumulative voting with respect to the election of directors, with the result that the holders of more than 50% of the shares voting for the election of directors can elect all of the directors then up for election. The holders of Common Stock are entitled to receive ratably such dividends when, as and if declared by the Board of Directors out of funds legally available therefore. In the event of liquidation, dissolution or winding up of the Company, the holders of Common Stock are entitled to share ratably in all assets remaining which are available for distribution to them after payment of liabilities and after provision has been made for each class of stock, if any, having preference over the Common Stock. Holders of Common Stock, as such, have no conversion, preemptive or other subscription rights, and there are no redemption provisions applicable to the Common Stock. All of the outstanding shares of Common Stock are, and the shares of Common Stock offered hereby, when issued in exchange for the consideration set forth herein, will be, validly issued, fully paid and non-assessable.

(b) During 2012 the officers and directors did not Purchase and stock from the company.

(c) Preferred Stock

On or about January 17, 2006, the Company amended the Articles of Incorporation to set forth the preferences, limitations, rights and terms of the Company's Series A Redeemable Convertible Preferred Stock ("Series A Preferred").

The Articles of Amendment to the Articles of Incorporation set forth the following preferences, limitations, rights, and terms:

The Board of Directors has the authority to designate one or more series of Preferred Stock. The Preferred Stock has "blank check" provisions, as they give the Board of Directors the flexibility, from time to time, without further stockholder approval, to create Preferred Stock, within the confines of the Incorporating Documents, and to determine the descriptions, with preferences and limitations of each such series, including, but not limited to, (i) the number of shares, (ii) dividend rights, (iii) voting rights, (iv) conversion privileges, (v) redemption provisions, (vi) sinking fund provisions, (vii) rights upon liquidation, dissolution or winding up of the company and (viii) other relative rights, preferences and limitations of such series.

If any series of Preferred Stock authorized by the Board provides for dividends, such dividends, when and as declared by the Board of Directors out of any funds legally available therefore, may be cumulative and may have a preference over the Common Stock as to the payment of such dividends. On the Company's liquidation, dissolution or winding up, the holders of serial preferred stock may be entitled to receive preferential cash distributions fixed by the Board when creating the particular series of preferred stock before the holders of our common stock are entitled to receive anything. Depending upon the consideration paid for Preferred Stock, the liquidation preference of Preferred Stock and other matters, the issuance of Preferred Stock could therefore result in a reduction in the assets available for distribution to the holders of Common Stock in the event of liquidation of the Company. Holders of Common Stock do not have any preemptive rights to acquire Preferred Stock or any other securities of the Company. Preferred stock authorized by the Board could be redeemable or convertible into shares of any other class or series of our capital stock.

The issuance of serial preferred stock by our board of directors could adversely affect the rights of holders of our common stock by, among other things, establishing preferential dividends, liquidation rights or voting powers. The preferred stock is not designed to deter or to prevent a change in control; however, under certain circumstances, the Company could use the Preferred Stock to create voting impediments or to frustrate persons seeking to affect a takeover or otherwise gain control of the Company and thereby to protect the continuity of the Company's management. In addition, the issuance of additional Common Shares or Preferred Stock at below market rates would dilute the value of the outstanding securities of the Company. The Company could also privately place such shares with purchasers who might favor the Board of Directors in opposing a hostile takeover bid, although the Company has no present intention to do so.

Retraction and Conversion The Preferred Shares will be retractable at the Company's option at the "value of the Preferred Share" (\$1.00 x (the amount purchased by the buyer) or convertible into common stock of the company for the full value of the dollar amount purchased in Preferred Share" (\$1.00 - x the number of preferred shares purchased. The holder has the right to convert their Preferred Stock into Common Shares of the Company.

There were no options outstanding in 2009, and there no were warrants outstanding as of December 31, 2009.

DIRECTORS, EXECUTIVE OFFICERS, PROMOTERS AND CONTROL PERSONS; COMPLIANCE WITH SECTION 16(a) OF THE EXCHANGE ACT

Our Bylaws provide that we shall have a minimum of one (1) Director on the Board of Directors at any one time. Vacancies are filled by a majority vote of the remaining Directors then in office. The names and ages of the Company's Directors, Executive Officers, and key employees are as follows:

Name	Age	Position	Current Term Expires
Gerald E Sklar	73	Chairman, President, CEO	2014
David Young	67	Vice President, Director	2014

Each of the Company's Directors is elected at the annual meeting of stockholders and serves until the next annual meeting and until his or her successor is elected and qualified, or until his or her earlier death, resignation or removal. No Compensation is currently paid to Directors for their service on the Board, although the non-officer Directors are reimbursed for travel and other direct expenses in attending meetings of the Board.

Set forth below is a summary description of the business experience of each Director and Officer:

Mr. Gerald Sklar has been the Company President, Chief Executive Office, and Chairman of the Board since June 2001. From July 1997 to July 8, 2002, Mr. Sklar was an Officer and Director of American Benefits Group, Inc., a gem resource Mining firm with operations in Madagascar, and head office located in Florida. From 1989 to Present, Mr. Sklar is also self-employed in the field of finance. In 1963, Mr. Sklar received a Bachelors of Arts Degree in Economics from the University of British Columbia located in Vancouver, British Columbia, Canada. In 1964 to 1970 he was an accountant and auditor with a Vancouver British Columbia Canada accounting firm.

Mr. David M. Young, has been the Company's Director and Vice-President since June 2001. From July 1989 to May 2001. From 1989 to 19201, Mr. Young was self-employed in the area of marketing.

Family Relationships

There are no family relationships among our Officers, Directors, or persons nominated for such positions.

We do not currently have a nominating committee or a compensation committee of the Board of Directors, nor any committees performing similar functions.

Our Audit Committee is currently composed of the following members: (a) David Young (b) Gerald Sklar is our Audit Committee Chairperson and our Audit Committee Financial Expert.

Meetings of the Board of Directors

The Company held irregular meetings of our Board of Directors during the fiscal year ended December 31, 2012:

Compliance with Section 16(a) of the Securities Exchange Act of 1934 requires our Directors and Executive Officers and persons who own more than ten percent (10%) of a registered class of our equity securities to file with the SEC initial reports of ownership and reports of changes in ownership of our common stock and

our other equity securities. Officers, Directors and greater than ten percent (10%) shareholders are required by SEC regulations to furnish the Company's Board of Directors with copies of all Section 16(a) forms they file. To our knowledge, none of our Officers, Directors or shareholders were delinquent in any necessary filings under Section 16(a).

In 2004, our Board of Directors adopted a Code of Ethics, which applies to the principal executive officer, principal financial officer, principal accounting officer or controller and persons performing similar functions. The Company will provide a copy of our Code of Ethics without charge to any person who sends a written request addressed to our secretary. A copy of our Code of Ethics was previously filed as an exhibit to our 10K report for the year ended 2004.

Item 5. EXECUTIVE COMPENSATION

The following table sets forth certain information concerning compensation paid to or accrued for the benefit of our Officers and Directors. During March 2002, we effected a one (1) for twenty (20) reverse stock splits. All share and per share amounts below have been adjusted to give effect to this stock split.

Summary Compensation Table

	<u>Annual Compensation</u>				<u>Long-Term Compensation</u>			
	<u>(1)</u>	<u>(2)</u>	<u>(3)</u>	<u>(4)</u>	<u>Awards</u>		<u>Payouts</u>	
<u>Name and Principal Positions Compensation</u>	<u>Year</u>	<u>Salary</u>	<u>Bonus</u> (1)	<u>Other Annual Compensation</u> (1)	<u>Restricted Stock Award(s)</u>	<u>Securities Underlying Options</u>	<u>LTIP Payouts</u>	<u>All Other</u>
Gerald Sklar	2012	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
David Young, Director, Vice President	2012	0	0	0	0	0	0	0

(1) None of our Officers or Directors owned any unexercised options as of December 31, 2012. No options or stock appreciation rights were granted during such year or were outstanding at the end of the year 2012, 2011 and 2010.

Stock Option Grants in Last Fiscal Year and Outstanding:

We granted no options to our executive officers or directors during 2012 nor are there any options outstanding to our executive officers or directors.

Total holding of officers and directors;			
Gerald Sklar President, Director	2,693,200,000	\$0.001	\$26,238
David Young Vice President, Director	<u>1,380,847,420</u>	\$0.001	<u>13,904</u>
Total	<u>3,074,047,420</u>		<u>\$40,142</u>

RELATED PARTY TRANSACTIONS

(a) Principal Stockholder Loan

Loan payable to stockholders consists of working capital loans to the Company from the chief executive officer and majority stockholder. The loan bears no interest and the stockholder has indicated that he will not seek repayment prior to January 1, 2015. As of the December 31, 2012 the amount due to the chief executive officer, and majority stockholder was \$2,337,319.

(b) Other Stockholder Loan

Loan payable to stockholders consists of working capital loans to the Company from the vice-president, and director. The loan bears no interest and the stockholder has indicated that he will not seek repayment prior to January 1, 2014. As of the December 31, 2012 the amount due to the vice-president, and director was \$169,622.

If interest were to be charged on the above loans payable to stockholders it would be approximately \$83,667 calculated at the rate of 3.5%(apr) on the total loans payable balance of \$2,560,111.

Recent Accounting Pronouncements

Below is a listing of the most recent accounting pronouncements issued since through June 17, 2010. The Company has evaluated these pronouncements and their adoption has not had or is not expected to have a material impact on the Company's financial position, or statements.

In January 2010, the FASB issued Accounting Standards Update 2010-02, Consolidation (Topic 810): Accounting and Reporting for Decreases in Ownership of a Subsidiary. This amendment to Topic 810 clarifies, but does not change, the scope of current US GAAP. It clarifies the decrease in ownership provisions of Subtopic 810-10 and removes the potential conflict between guidance in that Subtopic and asset derecognition and gain or loss recognition guidance that may exist in other US GAAP. An entity will be required to follow the amended guidance beginning in the period that it first adopts FAS 160 (now included in Subtopic 810-10). For those entities that have already adopted FAS 160, the amendments are effective at the beginning of the first interim or annual reporting period ending on or after December 15, 2009. The amendments should be applied retrospectively to the first period that an entity adopted FAS 160.

Recent Accounting Pronouncements

In January 2010, the FASB issued Accounting Standards Update 2010-01, Equity (Topic 505): Accounting for Distributions to Shareholders with Components of Stock and Cash (A Consensus of the FASB Emerging Issues Task Force). This amendment to Topic 505 clarifies the stock portion of a distribution to shareholders that allows them to elect to receive cash or stock with a limit on the amount of cash that will be distributed is not a stock dividend for purposes of applying Topics 505 and 260. Effective for interim and annual periods ending on or after December 15, 2009, and would be applied on a retrospective basis.

In December 2009, the FASB issued Accounting Standards Update 2009-17, Consolidations (Topic 810): Improvements to Financial Reporting by Enterprises Involved with Variable Interest Entities. This Accounting Standards Update amends the FASB Accounting Standards Codification for Statement 167.

In December 2009, the FASB issued Accounting Standards Update 2009-16, Transfers and Servicing (Topic 860): Accounting for Transfers of Financial Assets. This Accounting Standards Update amends the FASB Accounting Standards Codification for Statement 166.

In October 2009, the FASB issued Accounting Standards Update 2009-15, Accounting for Own-Share Lending Arrangements in Contemplation of Convertible Debt Issuance or Other Financing. This Accounting Standards Update amends the FASB Accounting Standard Codification for EITF 09-1.

In October 2009, the FASB issued Accounting Standards Update 2009-14, Software (Topic 985): Certain Revenue Arrangements That Include Software Elements. This update changed the accounting model for revenue arrangements that include both tangible products and software elements. Effective prospectively for revenue arrangements entered into or materially modified in fiscal years beginning on or after June 15, 2010. Early adoption is permitted.

In October 2009, the FASB issued Accounting Standards Update 2009-13, Revenue Recognition (Topic 605): Multiple-Deliverable Revenue Arrangements. This update addressed the accounting for multiple-deliverable arrangements to enable vendors to account for products or services (deliverables) separately rather than a combined unit and will be separated in more circumstances than under existing US GAAP. This amendment has eliminated that residual method of allocation. Effective prospectively for revenue arrangements entered into or materially modified in fiscal years beginning on or after June 15, 2010. Early adoption is permitted.

In September 2009, the FASB issued Accounting Standards Update 2009-12, Fair Value Measurements and Disclosures (Topic 820): Investments in Certain Entities That Calculate Net Asset Value per Share (or Its Equivalent). This update provides amendments to Topic 820 for the fair value measurement of investments in certain entities that calculate net asset value per share (or its equivalent). It is effective for interim and annual periods ending after December 15, 2009. Early application is permitted in financial statements for earlier interim and annual periods that have not been issued.

SUBSEQUENT EVENTS

On April 15, 2010 the company change its name to Eastern Asteria, Inc.

SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Recent Accounting Pronouncements

In July 2009, the FASB ratified the consensus reached by EITF (Emerging Issues Task Force) issued EITF No. 09-1, (ASC Topic 470) "Accounting for Own-Share Lending Arrangements in Contemplation of Convertible Debt Issuance" ("EITF 09-1"). The provisions of EITF 09-1, clarifies the accounting treatment and disclosure of share-lending arrangements that are classified as equity in the financial statements of the share lender. An example of a share-lending arrangement is an agreement between the Company (share lender) and an investment bank (share borrower) which allows the investment bank to use the loaned shares to enter into equity derivative contracts with investors.

EITF 09-1 is effective for fiscal years that beginning on or after December 15, 2009 and requires retrospective application for all arrangements outstanding as of the beginning of fiscal years beginning on or after December 15,2009. Share-lending arrangements that have been terminated as a result of counterparty default prior to December 15, 2009, but for which the entity has not reached a final settlement as of December 15, 2009 are within the scope. Effective for share-lending arrangements entered into on or after the beginning of the first reporting period that begins on or after June 15, 2009.

PROPERTY AND EQUIPMENT

Fixed assets are comprised of the following:

	December 31,2012	December 31, 2011
Computers and Office Equipment	\$ 314,036	\$ 314,036
Accumulated Depreciation	(62,591)	(46,883)
Net Equipment	<u>\$ 251,445</u>	<u>\$ 267,153</u>

Depreciation for equipment computed straight line over the estimated life of 5 years.

CONTENT DATABASE

According to ACC Section 10.800 Statement of Position 00-2 Accounting by Producers or Distributors of Films, the costs of producing a film and bringing that film to market consist of film costs, participation costs, exploitation costs, and manufacturing costs and an entity should report these film costs as a separate asset on its balance sheet. The Company accounts for interest costs related to the production of a film in accordance with the provisions in ASC 835-20, Capitalization of Interest Cost.

Production overhead, a component of film costs, includes allocable costs of individuals or departments with exclusive or significant responsibility for the production of films. Production overhead should not

include administrative and general expenses, the costs of certain overall deals or charges for losses on properties sold or abandoned.

In accordance with the definition provided in section .05 the Company has determined that the costs associated with the direct development of the content database should be capitalized as an asset. The standard also states that any cost in producing or bringing the film to market ought to be capitalized. The Company has determined that travel expenses directly related to film locations, cell phones and other communication expenses related to the films, freight costs related to shipping production equipment from site to site, rent of offices and studios used for filming, utilities of the office locations as well as locations where film is being compiled and archived in the database, and payroll of employees (except administrative staff) are capitalized.

All capitalized costs associated with developing the content of the database are reported at cost. Effective October 6, 2009 (date of inception), the Company began realizing revenues from the database. The Company is amortizing the cost of the content over its expected revenue flow. The Company recognized \$137,334 in amortization expense during the year ended December 31, 2009. All maintenance of the database will be expensed as incurred and costs associated with adding specific content with identifiable useful lives will be capitalized under the above noted standards.

CONTENT DATABASE (CONTINUED)

Content Database is comprised of the following:

ITEM 7. DEFAULT UPON SENIOR SECURITIES

None. Not applicable

ITEM 8. SUBMISSION of MATTERS to a VOTE of SECURITY HOLDERS

There were no matters submitted to a vote of our security holders in 2011.

ITEM 9. OTHER INFORMATION

MARKET FOR COMMON EQUITY, RELATED STOCKHOLDER MATTERS AND SMALL BUSINESS ISSUER PURCHASES OF EQUITY SECURITIES

Since May 25, 2006 our common stock has been quoted on the "Pink Sheets" under the symbol "EATR". The high and low information for each quarter of the two most recent fiscal years is presented below. The quotations are inter-dealer prices without adjustment for retail markups, markdowns or commissions and do not necessarily represent actual transactions. These prices may not necessarily be indicative of any reliable market value. On March 30, 2011 the last reported sale price of our Common Stock on the OTC was \$0.0001 per share.

The following table summarizes the low and high prices for our Common Stock for each reporting quarter for the fiscal years ended December 31, 2011 and 2010.

<u>QUARTER</u>	<u>HIGH</u>	<u>LOW</u>
2012 First Quarter	\$0.0001	\$0.0002
2012 Second Quarter	\$0.0001	\$0.00002
2012 Third Quarter	\$0.0001	\$0.0002
2012 Fourth Quarter	\$0.0001	\$0.0002

2011 First Quarter	\$0.0001	\$0.0002
2011 Second Quarter	\$0.0001	\$0.0002
2011 Third Quarter	\$0.0001	\$0.0002
2011 Fourth Quarter	\$0.0001	\$0.0002

PENNY STOCK CONSIDERATIONS

Our shares of common stock are "penny stocks" as that term is generally defined in the Securities Exchange Act of 1934 as equity securities with a price of less than \$5.00. Our shares are subject to rules that

impose sales practice and disclosure requirements on broker-dealers who engage in certain transactions involving a penny stock.

Under the penny stock regulations, a broker-dealer selling a penny stock to anyone other than an established customer or "accredited investor" must make a special suitability determination regarding the purchaser and must receive the purchaser's written consent to the transaction prior to the sale, unless the broker-dealer is otherwise exempt. Generally, an individual with a net worth in excess of \$1,000,000 or annual income exceeding \$200,000 individually or \$300,000 together with his or her spouse is considered an accredited investor.

In addition, under the penny stock regulations the broker-dealer is required to:

Deliver, prior to any transaction involving a penny stock, a disclosure schedule prepared by the Securities and Exchange Commission relating to the penny stock market, unless the broker-dealer or the transaction is otherwise exempt;

Disclose commission payable to the broker-dealer and its registered representatives and current bid and offer quotations for the securities;

Send monthly statements disclosing recent price information pertaining to the penny stock held in a customer's account, the account's value and information regarding the limited market in penny stocks; and

Make a special written determination that the penny stock is a suitable investment for the purchaser and receive the purchaser's written agreement to the transaction, prior to conducting any penny stock transaction in the customer's account.

Because of these regulations, broker-dealers may encounter difficulties in their attempt to sell shares of our common stock, which may affect the ability of shareholders to sell their shares in the secondary market and have the effect of reducing the level of trading activity in the secondary market. These additional sales practice and disclosure requirements could impede the sale of our securities. In addition, the liquidity for our securities may be adversely affected, with a corresponding decrease in

the price of our securities. Our shares are subject to such penny stock rules and our shareholders will, in all likelihood, find it difficult to sell their securities.

HOLDERS

As of December 31, 2012, based upon records obtained from our transfer agent, we had 99 holders of record. The number of shareholders does not include an indeterminate number of shareholders whose shares are held by brokers in "street name." We currently have one class of common stock outstanding.

DIVIDENDS

We have not declared any cash dividends on our common stock since our inception. On May 24th, 2010 the company announced that the board of directors of the company has declared a dividend to shareholders of record as of July 30th 2010. The dividend will be paid in the form of shares of bNET Communications, Inc. Eastern Asteria acquired these shares during the sale of assets of bnetTV.com, Inc. As of the date of this filing the number and/or percentage of shares that will be dividend out has not been ratified by the board of directors.

We have not declared any cash dividends on our common stock since our inception. On March 24th, 2011 the company announced that the board of directors of the company has declared a dividend to shareholders of record as of April 15th 2011. The dividend will be paid on April 30, 2011 in the form of shares of bNET Communications, Inc. Eastern Asteria acquired these shares during the sale of assets of bnetTV.com, Inc. As of the date of this filing the number and/or percentage of shares that will be dividend out has been ratified by the board of directors.

PART 2

ITEM 10. MANAGEMENT'S DISCUSSION and ANALYSIS

1 FORWARD-LOOKING STATEMENTS

The following discussion and analysis of our operations should be read in conjunction with our financial statement for the period ending December 31, 2012, and December 31, 2011 and notes thereto. This report for the period ending December 31, 2012 and December 31, 2011 contains "forward-looking statements", within the meaning of such term in Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that could cause the actual financial or operating results of the Company to be materially different from the historical results or from any future results expressed or implied by such forward-looking statements. Eastern Asteria, Inc., formerly (Winmax Trading Group, Inc.), is referred to herein as "we", "our", "us", "the company" or "Asteria" or (Winmax). The words or phrases "would be", "may allow", "intends to", "may likely", "are expected to", "may continue", "is anticipated", "estimate", "project", or similar expressions are intended to identify "forward-looking

statements". Such statements include those concerning our expected financial performance, our corporate strategy and operational plans. Actual results could differ materially from those projected in the forward-looking statements as a result of a number of risks and uncertainties, including: (a) intense competition in the web development design, web casting, Internet solutions, e-commerce, and retail business; (b) whether we are able to manage our planned growth efficiently, including whether our management will be able to identify, hire, train, retrain, motivate, and manage required personnel or that management will be able to manage and exploit existing and potential market opportunities successfully, and (c) whether we are able to generate sufficient revenues or obtain financing to sustain and grow our

operations. We are in the early stage of building and expanding the company and have not generated sufficient revenues to maintain day to day operations.

Statements made herein are as of the date of the filing of this Year-end December 31,2011. Unless otherwise required by applicable law, we do not undertake, and we specifically disclaim any obligation, to update any forward-looking statements to reflect occurrence, developments, unanticipated events or circumstances after the date of such statement.

OVERVIEW of OPERATIONS

This discussion relates to Eastern Asteria, Inc., formerly Winmax Trading Group (Winmax), Inc. and its divisions;. Winmax Media, Inc., Thegemstore, Inc., and theGemstore.com, Inc. The Management Discussion and Analysis (MD&A), period ended December 31, 2012, should be read in conjunction with notes to the financial statements.

Our principal products and services include selling jewelry, and accessories, finished and non finished, as well as gemstone materials. These sales currently are sold to wholesale Dealers and retail over the internet through at www.thegemstore.com.

Other principal products and services (up until September 30, 2009 at which time the aforementioned bnetTV.com, Inc. and BnetTV, Inc., and related assets) include filming of Technology conferences' and the sale of DVD's of these conferences, Live web broadcasting, web development, multimedia and internet services.

Winmax Internet Solutions is our Information Technology subsidiary that manages data center operations including: Internet web hosting of in-house and client domains;

- Monitoring security and technical operations to ensure maximum uptime, custom application development using various development platforms' to integrate database's (such as SQL) for dynamic web content;
- Provision of virtual servers for offsite security; and
- Provision of networking and application support to both internal and external clients.

In addition, Winmax Internet Solutions provides business-to-business extranet services. Extranet is a closed system that runs over the Internet that has password protection to prevent data/information from being viewed by the general public. Through this subsidiary, we allow our customers to off-load

technical services and maintain worldwide access to their proprietary information so they may focus on their core business.

Winmax Internet Solutions also develops and maintains accounting and inventory programs for each of our subsidiaries and divisions.

Thegemstore, Inc. and the TheGemstore.com, Inc.

Since 2003, we have engaged in the Internet marketing and retailing of gemstones, jewelry and accessories.

(i) the development of our website located at www.thegemstore.com through which we sell our finished jewelry products.

(ii) our wholly owned subsidiary, Global Gemstone and Jewelry Inc., obtained gemstone inventory in 2002 and creates our custom-made jewelry in Chang Mai, Thailand. The finished product is made available through our website, private parties, and our distribution center located in New York.

The company's Film Library, copy rights, Branding and related equipment was sold in October of 2009 to bNET Communications Inc., for Fifteen Million Shares bNET Communications Inc at Valued \$3,000,000

We continue our Whosale and retailing of gemstone, jewelry, minerals and accessories through our web store www.thegemstore.com. We expect our retailing of gemstone, jewelry, minerals and accessories through our web store www.thegemstore.com., to continue to represent the significant portion of our revenue.

We have continued to rely on our Chief Executive Officer/major shareholder for capital to finance our operations. We remain heavily dependent upon our ability to receive financing. Our future operations are dependent upon continued financing from our Chief Executive Officer/major shareholder, obtain additional financing, and generate increased revenues. Should we fail to obtain financing through these means, we will be unable to continue our operations.

In 2012, we plan to raise additional funding from debt and equity transactions. Should we receive adequate funding, we intend to further develop and bring to market new and exciting products. We also plan to acquire additional point of sale outlets for TheGemstore.com in our attempt to increase sales. Additionally, assuming adequate funding, we plan to implement certain cost management practices and to increase our focus on business development. Our management has agreed to fund us for an additional two years beginning January 1, 2013.

Item 11 RISKS AND UNCERTAINTIES

During the year ended December 31, 2012 and December 31, 2011, we had net profits (Loss) of (\$350,377) and (\$533,987) respectively. We expect to continue to generate profits and expect our revenues to continually increase. For these same periods, we had total revenues of \$1,739,854, and \$2,567,082, and operating expenses of \$2,090,231 and \$ 3,101,069 respectively. Since the bnetTV divisions have been sold, management feels cost will reduce and the remaining resources can be concentrated on organic growth of thegemstore.com. Further it now allows management to look for other synergistic operations for Thegemstore.com,.Inc., and further incubate these operations. There is no assurance we can increase our revenue sources and it is unlikely that we can lower our expenses in our present mode of operations. There

is no guarantee that all of the above will happen. For the period ended December 31, 2011 we financed portions of our operations from \$1,739,854 in revenue and \$2,567,082 from our Chief Executive Officer and other major shareholder, in the form of a purchase of 1,761,054,143 common stock.

As December 31, 2012, we have only \$18,877 of cash, which is insufficient to meet our operational goals and business plan. We have required, and will continue to require, substantial capital to fund our business operations.

We have no commitments, agreements or understandings regarding additional financing and we may be unable to obtain additional financing either on satisfactory terms or at all. We expect to pursue additional financing through debt or equity financing. If additional funds are raised or acquisitions are made by issuing our equity securities there may be dilution to the equity securities of our existing shareholders. We may also incur debt or assume substantial indebtedness. Accordingly, the inability to obtain such financing could have a material adverse effect on our business, financial condition and results of operations. However, as noted above our management has agreed to provide us with the necessary funding for the next two years of operations. We have investments that currently are listed at \$3,000,000 which is at the time of this filing, If required management has the option of liquidating up to 5% of this investment. This should be sufficient to carry the company.

MATERIAL CHANGES IN RESULTS OF OPERATIONS

The year ended December 31, 2012 compared with the year ended December 31, 2011.

In 2003 we started to implement our business plan to market gemstone, jewelry, minerals and accessories through retail merchandising units (RMUs). In 2004 and 2005, management re-assessed our RMU's and reorganized our locations by closing all (RMUs). From 2006, on we focus on incubating bnetTV.com, Inc., and TheGemstore.com, Inc. This focus was very successful and resulted (October of 2009) in the sale of the bnetTV.com, bnetTV and its branding and other related assets for cash and stock of a Nevada corporation.

REVENUES

Revenues for the year ended December 31, 2012 decreased to \$1,739,854 from \$2,567,082 for the same period in 2011 95% of revenue in 2012 from the wholesale sales and our retail operations accounted for the remaining 5%. Revenue from these division mainly came from many different clients.

COST of SALES

Cost of sales is the direct cost related to sales. Cost of sales decreased to \$584,176 from \$1,250,000, for the same period in 2011. The decrease in cost of sales is attributable to the company's decrease in wholesale sales. and increased competition.

GENERAL AND ADMINISTRATIVE EXPENSES

General and administrative expenses decreased to \$1,506,055 for the year ended December 31, 2012 from \$1,851,069 for the Year ended December 31, 2011. This decrease is primarily attributable to an decrease in Gross Sales

Net Profit (Loss)

For the year ended December 31, 2012 and December 31, 201 net Profit (Loss) from operations was (\$350,377) and (\$533,987) respectively. The decrease in net profit is primarily attributable to the decrease in Internet sales of Gems and Jewelry wholesales revenue

Profit PER SHARE (Loss)

The Profit per share for the Year ended December 31, 2012 was (\$0.74) compared with the profit per share of (\$0.88) for the Year ended December 31, 2011.

One Time Write down

Obsolete Inventory designs wrote off \$5,000,000 and recovered the sover material and gem material to be use in a new line of pet jewelry

LIQUIDITY and CAPITAL RESOURCES AT MARCH 31, 2011

Net cash used in our investing, financing and operating activities for the year ended December 31, 2012 generated Positive cash flows of \$18,887 compared to cash flows of \$1,447 by all activities for the same period in 2012. In 2012, Cash flow used in operations was 403,400), cash flow from financing was \$1,200,000. In 2011 Cash flow used in operations was (\$984,921), cash flow from financing was \$1,163,375. All our sales are paid in U.S. dollars.

Cash at December 31, 2012, was \$18,877 compared to \$1,447 at December 31, 2011.

We have experienced Loss from our operations in years ended December 31, 2012 and 2011. For the year ended December 31, 2012 we incurred a net (Loss)profit of (\$350,377) compared to the net loss of \$533,987 in 2011. In addition, the year ended December 31, 2012 we had an accumulated deficit of \$23,917,218 and stockholders' equity of \$9,325,873 compared to the year ended December 31, 2011 accumulated deficit of \$15,383,231 and stockholders' equity of \$14,556,250. Our ability to continually turn a profit is contingent upon, but not exclusive to, our ability to expand our TheGemstore, Inc. and TheGemstore.com, inc., and subsidiaries and to secure additional financing to fund said expansion. Although we are pursuing financing to expand our operations there are no assurances we will be successful in obtaining such financing. Our failure to secure financing will limit our growth and profit potential as well as our ability to stay in business.

ITEM. QUANTITATIVE and QUALITATIVE DISCLOSURE ABOUT MARKET RISK

The Company's business activities contain elements of risk. The current financial markets are volatile and could limit our organic growth.

ITEM 12. CONTROLS and PROCEDURES

Our management, with the participation of our principal executive and financial officer, evaluated the Company's disclosure controls and procedures as at December 31, 2012. Based upon this evaluation the Company's principal executive and financial officer concluded that the Company's disclosure controls and procedures are effective as of that date to ensure the information required to be disclosed in the reports the Company file or submit under the Securities Exchange Act of 1934 is recorded, processed, summarized and reported within the time periods specified in the SEC's rules and forms.

During the December 31, 2012 period covered by this report, there were no significant changes in the Company's internal controls over financial reporting that materially affected, or are reasonably likely to materially affect, these controls.

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UNAUDITED FINANCIAL REPORT

To the Board of Directors
Eastern Asteria, Inc.
Formerly
Winmax Trading Group, Inc.

I have compiled the unaudited accompanying Condensed Balance Sheet of Eastern Asteria, Inc. Formerly Winmax Trading Group, Inc., as of December 31, 2012, and the related Unaudited Condensed Statements of Operations and Comprehensive Profit, Unaudited Cash Flows and Unaudited Condensed changes in Stockholders' Deficiency, for the Years Ended December 31, 2012 and 2011

Based on our knowledge, the unaudited condensed financial statements, and other unaudited financial information included in this Annual Report, fairly present in all material respects, the Company's financial condition, its results of its operations for the years ended December 31, 2011 and 2010.

The unaudited financial statements, and other unaudited financial information included in this Unaudited Annual Report were prepared according to Generally Accepted Accounting Principles (United States) US GAAP.

The information furnished herein was taken from the books and records of the Company without an audit. However, such information reflects all adjustments which are, in the opinion of management, necessary to properly reflect the results of the Years ended December 31 2011 and 2010.

These Accompany financial statements have been prepared assuming that the company will continue as a going concern.

Gerald E. Sklar

April 3, 2013

ITEM 1. FINANCIAL STATEMENTS

Eastern Asteria, Inc. and Subsidiaries
Formerly
Winmax Trading Group, Inc. and Subsidiaries
Consolidated Balance Sheet
December 31, 2012
(Unaudited)

<u>Assets</u>	December 31 2012 <u>UNAUDITED</u>	December 31 2011 UNAUDITED
<u>Current Assets</u>		
Cash	\$ 18,877	\$ 1,447
Accounts Receivable	400,000	1,009,801
Inventory	<u>8,749,662</u>	<u>13,383,838</u>
Total current assets	<u>9,151,539</u>	<u>14,395,086</u>
<u>Other Assets</u>		
Property and equipment, net	251,445	267,153
Investments	3,000,000	3,000,000
Website	40,000	40,000
Prepaid	48,000	48,000
Total Assets	<u>\$ 12,490,984</u>	<u>\$ 17,750,239</u>
 <u>Liabilities and Stockholders' Equity (Deficiency)</u>		
<u>Current Liabilities</u>		
Accounts payable & accrued expenses	\$ 605,000	\$ 110,878
Bank overdraft	0	0
<u>Long-term Liabilities</u>		
Loans Payable - stockholders	2,560,111	3,083,111
Total Liabilities	<u>3,165,111</u>	<u>3,193,989</u>

<u>Stockholders' Equity (deficiency)</u>		
Preferred Stock; \$1.00 par value; authorized 1,000,000 shares, Issued and outstanding - 950,000.	950,000	950,000
Common stock; no par value; authorized; 5,000,000,000 shares, Issued and outstanding; 4,708,961,912 3,508,961,912, shares	1,501,274	1,501,274
Additional paid-in capital	31,142,194	31,022,194
Accumulated other comprehensive profit(Loss)	(350,377)	(3,533,987)
Accumulated deficit	<u>(23,917,218)</u>	<u>(15,383,231)</u>
Total Stockholders' equity (deficiency)	<u>9,325,873</u>	<u>(14,556,250)</u>
Total Liabilities & Stockholders' Deficiency	<u>12,490,984</u>	<u>\$ 17,750,239</u>

See the accompanying notes to the condensed financial statements

Eastern Asteria, Inc. and Subsidiaries
Formerly
Winmax Trading Group, Inc. and Subsidiaries
Consolidated Statements of Operations and Comprehensive Profit (Loss)
Years Ended December 31, 2012 and 2011
(Unaudited)

	<u>2012</u> <u>(UNAUDITED)</u>	<u>2011</u> <u>(UNAUDITED)</u>
Revenue:		
Sales - Gems and Jewelry	\$ 1,639,176	\$2,482,082
Sales - Web work	100,678	85,000
	-----	-----
	1,739,854	2,567,082
	-----	-----
Operating Costs and Expenses:	584,176	1,250,000
General and administrative	1,506,055	1,851,069
	-----	-----
	2,090,231	3,101,069
	-----	-----
Operating profit (Loss) before other expenses and provision for income taxes	(350,377)	(533,987)
	-----	-----
Profit (Loss) before provision for income taxes	\$ (350,377)	\$ (533,987)
Provision for income taxes	\$ -	-
	-----	-----
Net Profit (Loss)	\$ (350,377)	\$ (533,987)
	-----	-----
Total Comprehensive profit (Loss)	\$ (350,377)	\$ (533,987)
	=====	=====
Weighted-average number of common shares outstanding - basic and diluted	4,708,961,912	3,508,961,912
	=====	=====
Net profit (Loss) per common share-basic & diluted	\$ (0.74.40)	\$ (0.88.30)
	=====	=====

See the accompanying notes to the condensed financial statements

Eastern Asteria, Inc.
Formerly
Winmax Trading Group, Inc. and Subsidiaries
Consolidated Statements of Cash Flows
Years Ended December 31, 2012 and 2011
(Unaudited)

	<u>December 31</u> <u>2012</u> <u>UNAUDITED</u>	<u>December 31</u> <u>2011</u> <u>(UNAUDITED)</u>
Cash flows from operating activities:		
Net Profit (Loss)	\$ (350,377)	\$ 3,533,987
Adjustments to reconcile net profit to net cash used by operating activities:		
Depreciation and Amortizations	62,591	46,883
 Changes in assets and liabilities:		
Increase in accounts receivable	(400,000)	2,265,176
Decrease in inventory	466,948	215,845
Increase in prepaid expense	(24,962)	(23,038)
Increase in accounts payable	49,200	44,200
 Gain on sale of database content	0	0
Gain on sale of equipment	0	0
Net cash (used in) operating activities'	403,400	(984,921)
Cash flows from investing activities:		
Purchase of property and equipment	0	0
Increase in other assets	0	(40,000)
Loss on Cancellation of lease	0	0
Net cash (used in) investing activities	0	(40,000)
 Cash flows from financing activities:		
Proceeds from loans payable - stockholders	506,000	(156,166)

Proceeds from the sale of preferred and Common stock	120,000	1,163,375
	-----	-----
Net cash provided by financing activities	386,000)	1,007,209
	-----	-----
	17,400	(17,712)
	-----	-----
Net Increase (Decrease) in cash	17,400	17,712)
Cash at beginning of year	1,477	16,265
Cash at end of year	\$ 18,877	\$ 1,447

See the accompanying notes to the consolidated financial statement

Eastern Asteria, Inc., and Subsidiaries

Consolidated Statements of Shareholders' Equity

December 31, 2012

UNAUDITED

	<u>Preferred</u>	<u>Common</u>	<u>Stock</u>	<u>Additional</u>	<u>Other</u>	<u>Gain</u>	<u>Accumulated</u>	<u>Total</u>
	<u>Shares</u>	<u>Shares</u>	<u>Amount</u>	<u>Paid-in</u>	<u>Capital</u>	<u>Comprehensive</u>	<u>(Loss)</u>	<u>(Deficit)</u>
			\$ 1,161,054					
stock								
Converted to								
Preferred								
stock								
Common								
Stock								
Common								
Stock Issued		1,291,665,000	\$ 340,220					
(Loss)for								
Year ended								
December 31,								
2011						(3,533,987)		
Balance	\$950,000	3,508,961,912	\$ 1,501,274	\$ 31,022,194		\$ (3,533,987)	\$ (15,383,231)	\$14,556,250
							(3,533,987)	
Common								
Stock								
Common								
Stock Issued		1,200,000,000		120,000				120,000
Loss on Inventory							(5,000,000)	5,000,000
Year ended								
December 31,								
2012						\$(350,377)		350,377
Balance	\$950,000	4,708,961,912	\$ 1,501,274	\$ 31,142,194		\$ (350,377)	\$ (23,917,218)	\$ 9,325,873

See the accompanying notes to the condensed financial statements

Eastern Asteria, Inc.
Formerly
Winmax Trading Group, Inc. and Subsidiaries
NOTES TO CONSOLIDATED FINANCIAL STATEMENTS
December 31, 2012
(UNAUDITED)

Organization and Summary of Significant Accounting Policies

Item 13. NOTES TO THE FINANCIAL STATEMENTS

The consolidated balance sheet of Eastern Asteria, Inc. Formerly, Winmax Trading Group, Inc. ("Winmax", or the "Company", "our", "us", or "we") as of December 31, 2012, and the related consolidated statements of operations and cash flows for the period ended December 31, 2012 and 2011 have been prepared by the Company, without audit, pursuant to the rules and regulations of the as stated by the "OTCMARKET". Certain information and footnote disclosures normally included in financial statements prepared in accordance with accounting principles generally accepted in the United States have been consolidated pursuant to such rules and regulations. In the opinion of the Board of Directors and management of the Company ("Management" or "Board of Directors"), the accompanying consolidated financial statements include all adjustments (consisting of normal, recurring adjustments) necessary to summarize fairly the Company's financial position and results of operations. These financial statements should be read in conjunction and notes thereto included in the Company's Annual Report.

The accounting policies of the segments are the same as those described in the summary of significant accounting policies. The Company evaluates performance based on operating earnings of the respective units, segregated into video and web development, design, internet solutions and e-business, sale of gemstone material and finished jewelry.

	<u>Jewelry</u>
Sales	<u>\$ 1,739,854</u>
Operating Costs and Expenses:	
Cost of Sales	584,176
General and Administration	<u>1,506,055</u>
Operating profit before other expenses and provision for income taxes	(350,377)
Loss before provision of income taxes	(350,377)
Provision for income taxes	<u>0</u>
Net Loss	<u><u>\$ 350,377)</u></u>

GOING CONCERN

The accompanying consolidated financial statements have been prepared assuming that the Company will continue as a going concern. As reflected in the 2012 and 2011 financial statements, the Company has incurred Losses from continuing operations, has not sustained substantial cash outflows from operating activities, and does not have significant working capital and stockholders' deficiencies at December 31, 2012 and December 31, 2011. The same circumstances continued to March 31, 2013. The above factors show the Company's does not have ability to continue as a going concern. The Company's continued existence depends on its ability to obtain additional equity and/or debt financing to fund its operations and ultimately to continue to achieve profitable operations.

During 2013, the Company plans to raise additional funding from debt and equity transactions. Should it receive adequate funding, the Company intends to further develop and bring to market a new Lines of Jewelry and increase its marketing strategy. The Company also plans to acquire additional point of sale outlets for the TheGemstore's in an attempt to increase sales. Additionally, pending adequate funding, the Company plans to implement certain cost management practices and to increase the Company's focus on business development. The Company's management has agreed to provide the necessary funding for an additional two years.

Accounting Basis

The basis is accounting principles generally accepted in the United States of America. The Company has adopted a December 31 fiscal year end. Prior to realizing its first sales during the year ended December 31, 2012 the Company was classified as a development stage. Since the Company has begun implementation of its business plan and recognized revenue from its principle operations, it is no longer classified as a development stage company.

NEW ACCOUNTING STANDARDS

SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Accounts Receivable

The Company's accounts receivable are recorded net of the allowance for doubtful accounts of \$400,000 as of December 31, 2012.

BASIS OF CONSOLIDATION

The consolidated financial statements include the accounts of Eastern Asteria, Inc. and all wholly owned subsidiaries as listed above under Organization (collectively referred to as the "Company"). All significant inter-company transactions have been eliminated in consolidation.

INCOME TAXES

The Company provides for income taxes under ASC 740, Accounting for Income Taxes. ASC 740 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.

December 31,	2012	2001
-----	-----	-----
Tax at federal statutory rate	(34%)	(34%)
Increase in valuation allowance	34	34
-----	-----	-----
	-0-%	-0-%
-----	-----	-----

Deferred income taxes have been provided for differences between financial statement and income tax reporting purposes, consisting primarily of a net operating loss carry forwards which expires through 2025. This deferred tax benefit has been reduced in full by a valuation allowance due to uncertainty regarding its ultimate utilization.

EARNINGS (LOSS) PER SHARE

Basic earnings (loss) per share is computed by dividing income (loss) available to common stockholders by the weighted average number of common shares outstanding for the applicable period. Diluted earnings per share reflect, in periods in which they have a dilutive effect, the effect of common shares issuable upon the exercise of stock options and warrants. The difference between reported basic and diluted weighted average common shares results from the assumption that all dilutive stock options outstanding were exercised. For the periods presented, the effect of stock options and warrants has been excluded from the diluted calculation since their inclusion would be anti-dilutive.

USE OF ESTIMATES

The preparation of financial statements in conformity with U.S. generally accepted accounting principles requires Management to make extensive use of estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements and reported amounts of revenue and expenses during the reporting period. Actual results could differ from those estimates.

VALUATION of CREDIT RISK

Financial instruments which potentially subject the Company to concentrations of credit risk consist principally of cash and accounts receivable. The Company places its cash with high quality financial institutions and limits the amount of credit exposure to any single financial institution or instrument. The funds are insured up to \$250,000. As to accounts receivable, the Company performs credit evaluations of customers before services are rendered and generally requires no collateral.

Cash and Cash Equivalents

For purposes of the Statement of Cash Flows, the Company considers all highly liquid instruments purchased with a maturity of three months or less to be cash equivalents to the extent the funds are not being held for investment purposes.

VALUATION of INVENTORY

Inventory is stated at the lower of cost, determined by the specific-identification method, or market. Inventory consists principally of purchased gemstones and manufactured jewelry, and stock of manufacturing materials.

VALUATION of PROPERTY, EQUIPMENT and DEPRECIATION

Property and equipment is recorded at cost. Depreciation is provided over the estimated useful lives of the respective assets on a straight-line basis.

VALUATION of FAIR VALUE OF FINANCIAL INSTRUMENTS

The fair value of financial instruments, specifically loans payable - stockholders, cannot be estimated due to the nature and terms of this payable.

Impairment of Long-Lived Assets

The Company continually monitors events and changes in circumstances that could indicate carrying amounts of long-lived assets may not be recoverable. When such events or changes in circumstances are present, the Company assesses the recoverability of long-lived assets by determining whether the carrying value of such assets will be recovered through undiscounted expected future cash flows. If the total of the future cash flows is less than the carrying amount of those assets, the Company recognizes an impairment loss based on the excess of the carrying amount over the fair value of the assets. Assets to be disposed of are reported at the lower of the carrying amount or the fair value less costs to sell. The Company has determined that no impairment of any long term assets is required as of December 31, 2010 and 2009

Revenue Recognition

The Company recognizes revenue in accordance with ASC 605. ASC 605 states that revenue is appropriately recognized when goods or services are delivered and accepted and collection is reasonably assured.

VALUATION of EARNINGS (LOSS) PER SHARE

The Company follows Statements of Financial Accounting Standards ("SFAS") No. 128, *Earnings per Share*. Basic (loss) per common share calculations are determined by dividing net income (loss) by the weighted-average number of shares of common stock outstanding during the time period. The effect of stock warrants has been excluded from the dilutive calculation, as the impact of the stock warrants would be anti-dilutive.

VALUATION of COMPREHENSIVE LOSS

The Company adopted the provisions of SFAS No. 130, *Reporting Comprehensive Income*, which establishes standards for reporting and display of comprehensive income and its components in the financial statements.

The local currency (Canadian dollar) is the financial currency for two of the Company's consolidated subsidiaries. Assets and liabilities are translated using the exchange rate in effect at the balance sheet date. Income and expenses are translated at the average exchange rate for the year. Translation

adjustments are reported as a separate component of stockholders' deficiency called *Accumulated Other Comprehensive Loss*.

VALUATION of STOCK-BASED COMPENSATION

The Company accounts for stock-based compensation in accordance with SFAS No. 123, *Accounting for Stock-Based Compensation*. The provisions of SFAS No. 123 allow companies to either expense the estimated fair value of stock options or to continue to follow the intrinsic value method set forth in Accounting Principles Board ("APB") Option No. 25, *Accounting for Stock Issued to Employees*, but disclose the pro

forma effects on net income (loss) had the fair value of the options been expensed. The Company has elected to apply APB No. 25 in accounting for its stock option incentive plan for the year ended December 31, 2009.

The Company accounts for stock-based compensation in accordance with SFAS No. 123(R), *Accounting for Stock-Based Compensation*. The provisions of SFAS No. 123(R) require the Company to measure the cost of all employee stock-based compensation rewards that are expected to be exercised and which are granted based on the grant date fair value of these awards and to record that cost as compensation expense over the period during which the employee is required to perform service in exchange for the award (generally over the vesting period of the award).

VALUATION of INCOME TAXES

The Company applies the provisions of SFAS No. 109, *Accounting for Income Taxes*, for recording the provision for income taxes. Deferred tax assets and liabilities are computed based upon the difference between the financial statements and income tax basis of assets and liabilities using the enacted tax rate applicable when the related asset or liability is expected to be realized or settled. Deferred income tax expenses or benefits are based on the changes in the asset or liability in each period. If available evidence suggests that it is more likely than not that some portion or all of the deferred tax assets will not be realized, a valuation allowance is recorded to reduce the deferred tax assets to the amount, if any, that is more likely than not to be realized. Future changes in such valuation allowance are included in the provision for deferred income taxes in the period of change. Deferred income taxes may rise from temporary differences resulting from income and expense items reported for financial accounting and tax purposes in different periods. Deferred taxes are classified as current or noncurrent depending on the classification of assets and liabilities to which they relate. Deferred taxes arising from temporary differences that are not related to an asset or liability are classified as current or noncurrent depending on the periods in which the temporary differences are expected to reverse.

VALUATION of CONTINGENCIES

The Company is subject to legal proceedings in the course of its daily operations from enforcement of its rights in disputes pursuant to the terms of various contractual arrangements. In this connection, the Company assesses the likelihood of any adverse judgment or outcome to these matters as well as a potential range of probable losses. A determination of the amount of reserve recorded, if any, for these contingencies is made after careful analysis of each individual issue. The required reserves may change in the future due to new developments in each matter or changes in approach, such as a change in settlement strategy in dealing with these matters.

VALUATION of REVENUE

The Company recognizes revenue in accordance with the Securities and Exchange Commission's Staff Accounting Bulletin No. 104 "Revenue Recognition" ("SAB 104"). Revenue related to merchandise sales is recognized at the time of sale reduced by a provision for returns. The provision for returns is based on historical evidence of the Company's return rate. To date this evidence of returns is negligible so no current provision has been made for returns. Revenue related to Web site sales is recognized on completion of the site and acceptance by the customer.

VALUATION of ACCOUNTS RECEIVABLE

Accounts receivable are reported as amounts expected to be collected, net of allowance for non-collection due to the financial position of customers. It is the Company's policy to regularly review the accounts receivable aging for specific accounts past due and set up an allowance when collection is uncertain.

- 3.1.1 Articles of Incorporation of Winmax Trading Group, Inc., dated September 26, 1996*
- 3.1.2 Amendment to the Articles of Incorporation of Winmax Trading Group, Inc. dated January 27, 1997*
- 3.1.3 Amendment to the Articles of Incorporation of Winmax Trading Group, Inc. dated October 6, 1999*
- 3.1(i) Amendment to the Articles of Incorporation of Winmax Trading Group, Inc. dated October 18, 2002**
- 3.1(ii) Amendment to the Articles of Incorporation of Winmax Trading Group, Inc. dated January 17, 2006***
- 3.1(iii) Amendment to the Articles of Incorporation of Winmax Trading Group, Inc. dated April 23, 2007
- 3.1(iv) Amendment to the Articles of Incorporation of Winmax Trading Group, Inc. dated May 07, 2007

- 3.1(v) Amendment to the Articles of Incorporation of Winmax Trading Group, Inc. dated April 15, 2010
- 3.1(vi) Amendment to the Articles of Incorporation of Eastern Asteria, Inc. Inc. dated October 06,2010
- 3.2 Bylaws of Winmax Trading Group, Inc., and Amendment*
- 10.1 Limited Partnership Agreement Between Winmax Trading Group, Inc. as

General Partner and the Limited Partners in the Winmax Alpha Fund
Limited Partnership*

EXHIBIT No. 31.1

- * Denotes previously filed exhibits and incorporated herein by reference.
- ** Filed as an exhibit to Form 8-K on October 28, 2002 and incorporated herein by reference.
- *** Filed as an exhibit to Form 8-K on June 14, 2004 and incorporated herein by reference.
- **** Filed as an exhibit to Form 8-K on March 31, 2006 and incorporated herein by reference.

In accordance with the requirements, this report has been signed below by the following persons on behalf of the Registrant and in the capacities and on the dates indicated.

By: /s/ Gerald E. Sklar

Gerald E. Sklar, President,
Chief Executive Officer,
Date: April 3, 2013

By: /s/ David Young

David Young, Vice President, Director
Date: April 3, 2013

CERTIFICATION ACCOMPANYING PERIODIC REPORT

I, Gerald E. Sklar, Chief Executive Officer, and Chief Financial Officer certify that:

1. I have reviewed this annual report of Eastern Asteria, Inc. Formerly , WINMAX TRADING GROUP, Inc.;
2. Based on my knowledge, this report does not contain any untrue statement

- of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;
3. Based on my knowledge, the financial statements, and other financial information included in this annual report, fairly present in all material respects the financial condition, results of operations and cash flows of the Registrant as of, and for, the periods presented in this report;
 4. The Registrant's other certifying officer and I are responsible for establishing and maintaining disclosure controls and procedures and internal control over financial reporting for the Registrant and have:
 - (a) Designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the Registrant, including its consolidated subsidiaries, is made known to me by others within those entities, particularly during the period in which this annual report is being prepared;
 - (b) Design such internal control over financial reporting or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles.
 - (c) Evaluated the effectiveness of the Registrant's disclosure controls and procedures and presented in this report my conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and
 - (d) Disclosed in this report any change in the Registrant's internal control over financial reporting that occurred during the Registrant's most recent fiscal year (the Registrant's fourth fiscal quarter the case of an annual report) that has materially affected, or is reasonable likely to materially affect, the Registrant's internal control over financial reporting; and
 5. The Registrant's other certifying officer(s) and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the audit committee of the Registrant's board of directors (or persons performing the equivalent function):

(a) All significant deficiencies and material weakness in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the Registrant's ability to record, process, summarize and report financial information; and

(b) Any fraud, whether or not material, that involves management or

other employees who have a significant role in the Registrant's internal control over financial reporting.

By: /s/ Gerald E. Sklar

Gerald E. Sklar, President,
Chief Executive Officer, and Chief Financial Officer

Date: April 3, 2013