

IOU FINANCIAL INC.

Management's Discussion and Analysis of Financial Condition and Results of Operations

INTRODUCTION

The following management's discussion and analysis ("MD&A") of IOU Financial Inc ("IOU Financial" or the "Company"), prepared as of May 23, 2014, should be read in conjunction with, and is qualified in its entirety by reference to, the unaudited condensed consolidated interim financial statements for the three month period ended March 31, 2014 and 2013 and related notes which have been prepared in accordance with International Accounting Standard 34 "Interim Financial reporting" ("IAS 34") as issued by the International Accounting Standards Board ("IASB").

All amounts are expressed in Canadian dollars unless otherwise indicated.

OVERVIEW

IOU Financial is the continuation of Matco Ravary Inc. ("Matco Ravary"), a Company founded in 1977, which specialized for over 40 years in the retailing of home improvement and building materials. On November 1, 2002, Matco Ravary sold its operating assets to a company involved in the same sector, thereby ceasing all operations in the home improvement and building materials retailing sector. On May 14, 2004, substantially all of its issued and paid-up capital was distributed to its shareholders.

On April 29, 2005, Matco Ravary changed its corporate name to MCO Capital Inc. ("MCO"). During the following fiscal years, the main business and objective of MCO was to identify and evaluate businesses and assets with a view to a potential acquisition.

On February 28, 2011, MCO completed a reverse acquisition and acquired all of the issued and outstanding shares of IOU Central Inc. ("IOU Central"), a Canadian corporation incorporated in August 2006. On the same day, MCO also acquired all of the issued and outstanding shares of IOU Central Inc. ("IOU USA"), other than the shares of IOU USA already held by IOU Central. IOU USA was incorporated in Delaware in August 2006. In connection with the completion of the reverse acquisition, MCO effected a share consolidation and changed its name from "MCO Capital Inc." to "IOU Financial Inc."

IOU Financial, via its subsidiary, IOU USA, operates an internet-based lending platform in the United States aimed at owner-operated businesses with daily sales, such as medical and dental practices, grocery and retail stores, restaurants and hotels, franchisees and ecommerce companies. IOU Financial allows these businesses to apply for six or twelve month loans of up to US\$100,000, that are repaid daily over the term of the loan directly out of the business' bank account, and that are personally guaranteed by their owner(s). As of March 31, 2014, IOU Financial's customers had been in business an average 11.4 years (based on their incorporation date) at the time of application. These businesses borrowed on average US\$41,962 for an average term of 11.3 months and generally used the funds to purchase new equipment, invest in an increased workforce, attend to repairs, expand their business, purchase more inventory or increase marketing efforts.

As a lender, IOU Financial earns revenue from fees it charges to its borrowers, interest payments it receives on loans it has funded, gains on the sale of loans it has sold as well as servicing fees it charges third-party purchasers for servicing the loans. A referral fee is earned on loans that are referred to and funded by other third-party lenders.

IOU Financial's common shares trade on the TSX Venture Exchange ("TSX-V") under the symbol "IOU". Since commencing commercial lending operations in December of 2009 until March 31, 2014, the Company has lent approximately US\$84.3 million. IOU Financial had 36 full-time employees as of March 31, 2014.

FORWARD-LOOKING STATEMENTS

Statements made in this MD&A that describe IOU Financial's or management's budgets, estimates, expectations, forecasts, objectives, predictions or projections of the future may be "forward-looking statements", which can be identified by the use of the conditional or forward-looking terminology such as "anticipates", "believes", "estimates", "expects", "may", "plans", "projects", "should", "will", or the negative thereof or other variations thereon. IOU Financial cautions that, by their nature, forward-looking statements involve risks and uncertainties, and that its actual actions and/or results could differ materially from those expressed or implied in such forward-looking statements, or could affect the extent to which a particular projection materializes.

Many factors and assumptions could have an impact on the materialization of IOU Financial's projections, including, but not limited to, risks inherent in growing a new business, dependence on third-party service providers, competition, regulatory risk, dependence on key personnel, risks related to rapid growth of the Company, security and confidentiality risk, risk related to inability to attract borrowers and lenders, technological development risk, IT disruptions, maintenance of client relationships, litigation risk, volatility of stock price, and other factors that are beyond its control. IOU Financial cautions that the foregoing list of factors is not exhaustive. For more information on risks and uncertainties and assumptions that would cause the company's actual results to differ from current expectations, please refer to the section "Risks and Uncertainties" of this MD&A. The forward-looking statements in this MD&A reflect IOU Financial's expectations as at the date of this MD&A. IOU Financial does not undertake any obligation to update publicly or to revise any such forward-looking statements, unless required by applicable legislation or regulation.

OVERALL PERFORMANCE AND SELECTED FINANCIAL INFORMATION

The following table summarizes key financial data for each of the respective periods. The financial information presented below as been presented in Canadian dollars (except where noted) and has been prepared in accordance with International Financial Reporting Standards (IFRS).

Summarized Financial Data (\$)		
	March 31, 2014	March 31, 2013
Loan originations (\$US)	20,399,850	8,715,150
Commercial loans receivable	11,782,017	9,265,502
Financial revenue	1,344,401	476,665
Net loss attributable to common shareholders	414,784	415,807
Net loss per share ⁽¹⁾	0.01	0.01
Total assets	18,879,251	11,180,966
Total current and total liabilities	10,932,341	3,527,109

(1) The net loss per share has been calculated using the weighted average number of shares outstanding during each period. Diluted earnings per share were not presented as the effect would be anti-dilutive.

IOU Financial's innovative lending platform continues to emerge as a viable solution to the challenges small businesses face when trying to obtain financing. For the quarter ended March 31, 2014, IOU Financial continued its trend of strong growth in loan originations. IOU Financial believes that a large opportunity exists to expand its presence in what it believes is a significantly underserved market.

During the quarter ended March 31, 2014, IOU Financial originated (funded) approximately US\$20.4 million in loans (2013: US\$8.7 million), representing an increase of 134% over the same period of 2013. On March 31, 2014, IOU Financial's commercial loans receivable (loan portfolio) amounted to approximately \$11,782,017 (2013: \$9,265,502), representing an increase of 27% over the same period of 2013. This increase is attributable to an increase in the number of loans funded.

Through a series of debt assignment agreements concluded during the period ended March 31, 2014, IOU Financial sold some of its commercial loans receivable to third-party purchasers on a non-recourse basis for total proceeds of \$18.6 million compared to \$2.6 million in the same period of 2013. IOU Financial retained the servicing rights (payment collections) for these loans in exchange for a servicing fee. As of March 31, 2014, the principal balance of IOU Financial's servicing portfolio (loans being serviced on behalf of a third-party) amounted to approximately \$23.3million (March 31, 2013: \$2.6 million), representing an increase of 796%.

Financial revenues, comprised of financing revenue, net gains recognized on loan sales as well as fees and servicing income, totalled \$1,344,401 for the period ended March 31, 2014 (2013: \$476,665), representing an increase of 182% over the previous year.

For the period ended March 31, 2014, IOU Financial had a net loss attributable to common shareholders of \$414,784 or \$0.01 per share (2013: \$415,807 or \$0.01 per share).

Total assets increased by \$7,698,285 from \$11,180,966 at March 31, 2013 to \$18,879,251 at March 31, 2014.

Total current and total liabilities include a credit facility obtained in 2012 in the amount of \$6,521,559 (March 31, 2013: \$2,372,790) to fund the Company's growing loan originations.

RESULTS OF OPERATIONS FOR THE THREE MONTHS ENDED MARCH 31, 2014

The following table presents IOU Financial's condensed consolidated statement of comprehensive loss for the three month period ended March 31, 2014 and 2013. The financial information is presented in Canadian dollars (except where noted) and was prepared in accordance with International Financial Reporting Standards (IFRS).

Condensed Consolidated Statement of Comprehensive Loss		
	For the three month period ended March 31, 2014	For the three month period ended March 31, 2013
	\$	\$
Financial revenue	1,344,401	476,665
Financial expenses	(405,732)	(156,648)
Operating expenses	(1,353,453)	(735,824)
Total net loss	(414,784)	(415,807)
Currency translation differences	256,343	73,832
Total comprehensive loss	(158,441)	(341,975)
Total net loss attributable to common shareholders	(414,784)	(415,807)
Net loss per share	(0.01)	(0.01)

Financial Revenue

IOU Financial's financial revenue consists of financing revenue earned on loans it has funded and servicing fees on loans sold to third party purchasers. Financial revenue also includes net gains recognized on the sale of loans. The following table summarizes financial revenues by category.

Total Financial Revenue by Category		
	For the three month period ended March 31, 2014	For the three month period ended March 31, 2013
	\$	\$
Financial Revenue		
Financing revenue	745,025	416,890
Other fees and servicing income	201,039	31,262
Net gain recognized on sale of loans	398,337	28,513
Total Financial Revenue	1,344,401	476,665

Financial revenue for the quarter ended March 31, 2014 was \$1,344,401 (2013: \$476,665). The increase of \$867,736 is attributable to the following: Financing revenue increased by \$328,135 from \$416,890 earned during the first quarter of the 2013 financial year to \$745,025 in 2014 due to an increase in the number of loans funded, while fee and servicing income increased by \$169,777 from \$31,262 in 2013 to \$201,039 in 2014 mainly due to the increase in the sale of loans and subsequent servicing thereof in the 2014 period. Net gains recognized on loan sales increased by \$369,824 during the 2014 period from \$28,513 to \$398,337. This increase is due to an increase in the number of loans sold during 2014.

Financial Expenses

IOU Financial's financial expenses consist primarily of interest costs incurred in connection with the financing of its lending activities and provisions for loan losses (net of recoveries). The following table summarizes financial expenses by category.

Total Financial Expenses by Category		
	For the three month period ended March 31, 2014	For the three month period ended March 31, 2013
	\$	\$
Financial Expenses		
Interest expense	182,168	82,730
Provision for loan losses – net of recoveries	223,564	73,918
Total Financial Expenses	405,732	156,648

Financial expenses for the period ended March 31, 2014, compared to the same period of 2013, increased by \$249,084, from \$156,648 in 2013 to \$405,732 in 2014. This increase is attributable to an increase of \$99,438 in interest expense, from \$82,730 in 2013 to \$182,168. This increase relates to interest paid on the credit facility which is used to finance lending activities. The provision for loan losses (net of recoveries) increased by \$149,646 in 2014, from \$73,918 in 2013 to \$223,564 in 2013. This increase can be attributed to the increase in the loans receivable balance in 2014 compared to the same period of 2013 as well as a review of the Company's loan portfolio which was conducted by management for the purpose of determining any specific and general allowances for loans receivable. For the period ended March 31, 2014, IOU Financial wrote off (net of recoveries) \$819,766 of commercial loans receivable (March 31, 2013: \$104,246).

Operating Expenses:

IOU Financial's operating expenses consist primarily of compensation costs (excluding capitalized salaries and fees paid to employees and consultants directly involved with IOU Financial's software development efforts) and professional service fees, including consulting services, legal, audit and accounting fees as well as stock based compensation and other operating costs.

Operating expenses increased by \$617,629 during 2014 compared to the same period of 2013, from \$735,824 to \$1,353,453 in 2014. This increase can be attributed to the following: an increase of \$382,866 in wages and salaries as management significantly increased its operating and personnel capacity to support its growth and expand its presence in the market; an increase of \$74,566 in data services, IT costs and other due to the increased level of operating activity; an increase of \$101,260 in legal and accounting fees due to legal fees incurred defending the disclosed litigation as well as an increase in audit fees. The remaining increase can be attributed to an increase of \$51,420 in business fees and licenses due to the recent listing of the Company on the TSX-V.

Currency Translation Differences:

A currency translation gain of \$256,343 was recognized in 2014 (2013: \$73,832). Currency translation differences arise from the translation of the Company's foreign subsidiary into the reporting currency of the Canadian dollar.

Total Comprehensive Loss:

For the period ended March 31, 2014, IOU Financial had a total comprehensive loss of \$158,441 (2013: \$341,975).

Total Net Loss attributable to common shareholders:

For the period ended March 31, 2014, IOU Financial had a net loss attributable to common shareholders of \$414,784 or \$0.01 per share (2013: \$415,807 or \$0.01 per share).

CONSOLIDATED FINANCIAL POSITION

The following table presents IOU Financial's condensed consolidated statement of financial position as at March 31, 2014 and December 31, 2013. The financial information is presented in Canadian dollars (except where noted) and was prepared in accordance with International Financial Reporting Standards (IFRS).

Condensed Consolidated Statement of Financial Position		
	March 31, 2014	December 31, 2013
Assets		
Commercial loans receivable	11,782,017	12,723,813
Allowance for loan losses	(464,779)	(1,019,545)
Commercial loans receivable - net	11,317,238	11,704,268
Non-portfolio assets	7,562,013	4,216,995
Total assets	\$18,879,251	\$15,921,263
Liabilities		
Credit facility	6,521,559	6,236,531
Other liabilities	4,410,782	2,451,781
Total liabilities	\$10,932,341	\$8,688,312
Shareholders' equity	\$7,946,910	\$7,232,951

Total Assets

Total assets increased by \$2,957,988 in 2014, from \$15,921,263 at December 31, 2013 to \$18,879,251 at March 31, 2014. This increase is primarily attributable to an increase of \$1,271,210 in cash reserves (See "flow of funds" section below for an explanation of this variance. The remaining increase is due to an increase of \$1,701,561 in cash held in trust. The increase in cash held in trust is mainly the result of increased loan sales which has resulted in higher levels of cash being held in trust for third parties.

Total Liabilities

IOU Financial's total liabilities increased by \$2,244,029 in 2014, from \$8,688,312 at December 31, 2013 to \$10,932,341 at March 31, 2014. The increase is primarily due to an increase of \$1,577,159 in cash held and payable to third party lenders as a result of the additional loan sales during 2014; an increase of \$336,369 in loans accepted for funding at period end but for which funds are yet to be disbursed.

LIQUIDITY AND CAPITAL RESOURCES

IOU Financial's primary sources of liquidity and capital resources are cash-on-hand, cash provided by operations and cash provided by financing through the issuance of equity and/or debt securities as well as the sale of loans.

The Condensed Consolidated Interim Financial Statements have been prepared on a going concern basis, which contemplates the realization of assets and the satisfaction of liabilities in the normal course of business. Although IOU Financial has continued to report operating losses and used cash to fund its operations, it also has strengthened its financial position by raising additional equity financing and has successfully increased its revenue stream from the issuance of a growing number of commercial loans.

On February 24, 2014, the Company further renewed and increased its financing facility (used to fund loan demand) from US\$10 million to US\$15 million for an additional one year term. Under this renewal, interest on the facility will be reduced by two percent to a per annum rate of 10 percent above US base rate in any month where the average outstanding balance on the facility is equal to or greater than US\$6.0 million, the interest on the facility will be further reduced by one percent to a per annum rate of 9 percent above US base rate in any month where the average outstanding balance on the facility is equal to or greater than US\$10.0 million. The terms of the renewal will come into effect on June 14, 2014 for a period of one year.

The following table outlines the Company's future aggregate contractual obligations.

Contractual Obligations			
	Total	Less than 1 year	1-2 years
Operating lease ⁽¹⁾	\$124,434	\$87,543	\$36,891
Credit facility ⁽²⁾	\$6,521,559	\$6,521,559	-
Total contractual obligations	\$6,645,993	\$6,609,102	\$36,891

(1) In June 2012, the Company's subsidiary began leasing its US office under a non-cancellable operating lease agreement. The term of the lease is 38 months and may be cancelled only after 26 months upon the payment of a termination fee. The lease agreement is renewable at the end of the lease period for a similar term.

(2) The credit facility has a term of one year and is payable within the next 12 months. On February 24, 2014, the credit facility was renewed for a further one-year term starting on June 14, 2014.

Flow of Funds

The following table presents a summary of cash flows for the three months ended March 31, 2014 and 2013.

Interim condensed Statement of Cash Flows		
	For the three months ended March 31, 2014	For the three months ended March 31, 2013
	\$	\$
Cash used in operating activities	(18,070,627)	(6,505,268)
Cash generated from financing activities	21,054,861	5,919,078
Cash used in investing activities	(1,713,024)	(469,938)
Net increase/(decrease) in cash	1,271,210	(1,056,128)

Cash used in operating activities: The \$11,565,359 increase in cash used for operating activities for the three month period ended March 31, 2014, compared to the same period in 2013, was primarily related to an increase in the cash outflow from net change in working capital items, in particular an increase in cash outflow of \$11,646,881 resulting from an increase in commercial loans receivable (2014: \$17,965,870 compared to 2013: \$6,318,989).

Cash generated from financing activities: The \$15,135,783 increase in cash generated by financing activities for the three months ended March 31, 2014, compared to the same period in 2013, is primarily due to an increase of \$15,972,215 in cash flows from the sale of commercial loans from \$2,606,661 in 2013 to \$18,578,876 in 2014.

Cash used in investing activities: The \$1,243,086 increase in cash generated by investing activities for the three months ended March 31, 2014, compared to the same period in 2013, is due to a \$1,267,570 increase in cash flows relating to cash held in trust.

SUMMARY OF QUARTERLY RESULTS

Quarterly Results				
For the quarters ended	Mar 31/14	Dec 31/13	Sept 30/13	Jun 30/13
	\$	\$	\$	\$
Financial revenue ⁽¹⁾	1,344,401	1,300,399	1,537,853	732,188
Net loss attributable to common shareholders	414,784	422,185	44,949	561,761
Net loss per share ⁽²⁾	0.01	0.01	0.01	0.01
For the quarters ended	Mar 31/13	Dec 31/12	Sept 30/12	Jun 30/12
	\$	\$	\$	\$
Financial revenue ⁽¹⁾	476,665	289,367	277,813	226,592
Net loss attributable to common shareholders	415,807	609,031	383,808	430,231
Net loss per share ⁽²⁾	0.01	0.02	0.02	0.01

(1) Comparative information for the quarterly periods presented prior to the fourth quarter of 2013, has been reclassified to conform to the presentation utilized in the 2013 annual consolidated financial statements.

(2) Net loss per share has been calculated using the weighted average number of shares outstanding during each year. Diluted earnings per share were not presented as the effect would be anti-dilutive

OFF-BALANCE SHEET ARRANGEMENTS

IOU Financial does not engage in any off-balance sheet financing activities. IOU Financial does not have any interest in entities referred to as variable interest entities, which include special purpose entities and other structured finance entities.

PROPOSED TRANSACTIONS

There were no proposed transactions as at the date of the Company's year-end financial statements.

TRANSACTIONS BETWEEN RELATED PARTIES

- a) During 2010 and through a series of debt assignment agreements, the Company sold some of its commercial loans receivable to a related party, at no gain or loss, for total proceeds of \$176,988. The related party transaction was measured at the fair value of the commercial loans receivable at the date of assignment. At the time of the sale, the Company transferred to the purchaser of such loans all rights and risks associated with the loans sold, and the Company determined that the criteria for derecognition contained in IAS 39 Financial Instruments had been met. However, as per the debt assignment agreements, the Company retained the servicing rights (payment collections) to the loans. Included in other receivables is an amount of \$nil (2013 –\$32,769) due from this related party as a result of an overpayment made by the Company with regard to the above sale transaction. This debt was repaid in full in the second quarter of 2013.
- b) In May 2011, the Company began renting its Canadian office space from a company under common control. This lease is renewable every 12 months under similar terms and may be cancelled by IOU Financial Inc. upon a given notice period of 6 months prior to the end of the lease term. The amount expensed as rent for the year relating to this lease amounts to \$20,125 excluding applicable taxes (2013: \$ 14,700). The terms of this operating lease are similar to those that would have been present for an arm's length transaction.
- c) The CEO and director of IOUF is a shareholder in a company that owns a significant stake in Palos Capital Corporation, the parent company of Palos Management Inc ('Palos'). During the three month period ended March 31, 2014, a fund managed by Palos Management Inc purchased \$3,386,309 of commercial loans receivable from the Company for which the Company has retained the servicing rights. Servicing fees amounting to \$48,446 have been earned by the Company on these loans during the three months ended

March 31, 2014 (2013: \$Nil). Palos also received agency fees of \$7,776 (2013: Nil) relating to \$2,584,999 of loans sold to a third party purchaser during the period. During the 2013 period Palos was one of IOUF's co-lead brokers in the private placement that commenced in December 2012. In the first quarter of 2013, Palos received commissions and warrants relating to the \$5 million private placement amounting to \$70,217 and \$175,543 respectively (2014: \$Nil).

- d) At period end, unsecured officer loans owed to the Company amounted to \$52,697 (USD\$ 47,668) and have no fixed terms of repayment.

- e) Key Management Compensation

Key management compensation amounted to \$119,556 for the three months ended March 31, 2014 (March 31, 2013: \$ 85,381)

	2014	2013
	\$	\$
Salaries and other short-term employee benefits	84,563	62,307
Share-based payments	34,993	23,074
	119,556	85,381

COMMERCIAL LOANS RECEIVABLE

IOU Financial's commercial loan receivable portfolio is composed of a large number of loans, and as such, no individual loan comprises a significant portion of the portfolio. As of March 31, 2014, the average loan balance in the portfolio was approximately \$41,962. In addition to limiting its exposure to any single loan, IOU Financial maintains a geographically and industry diversified loan portfolio which reduces the risk of loss arising from adverse regional or industrial economic conditions.

The following tables present the portfolio by geography and industry as at March 31, 2014.

Industry Category	Portfolio %
Casual Dining Restaurant	7%
Hardware and home improvement stores	7%
Physicians and medical clinics	6%
Plumbing, heating and air conditioning contractors	4%
Automotive parts, accessories and tire stores	4%
Automotive garage	4%
Gasoline stations	4%
Dentists	4%
Furniture and appliance stores	4%
Sporting goods stores	3%
Other	56%
Total	100%

State	Portfolio %
California	15%
Florida	13%
Pennsylvania	7%
Georgia	7%
Texas	6%
New York	6%
Illinois	4%
Ohio	4%
North Carolina	3%
Indiana	3%
Other	32%
Total	100%

SUBSEQUENT DEVELOPMENTS

- During the months of April and May of 2014, the Company sold part of its commercial loans receivable, on a non-recourse basis, at no gain or loss, for total proceeds of \$14,576,215. At the time of the sale, the Company transferred to the purchaser of such loans all rights and risks associated with the loans sold and the Company determined that the criteria for derecognition contained in IAS 39 Financial Instruments had been met. However, as per the debt assignment agreements, the Company retained the servicing rights (payment collections) to the loans and the purchaser agreed to be charged a servicing fee over the term of the loans.
- On April 24, 2014 the Company granted options entitling certain officers and employees of the Company to acquire up to an aggregate of 1,539,500 Class B common shares of the Company at an exercise price of \$0.60 per share. These options vest over a three year period, with one third vesting immediately and one-third vesting on each of the first and second anniversaries of the date of the grant. Each option is exercisable for a period of five years from the date of grant, provided that it has vested.
- During the months of April and May of 2014, 430,000 warrants were exercised and an equivalent number of Class B shares were issued to the holder of these warrants.
- On May 23, 2014, the shareholders of the Company approved a special resolution whereby the Company's Articles of Incorporation were amended in order to restate its share capital by creating a new class of shares designated as Common shares with no par value. Each Class B Common Share issued and outstanding immediately prior to this amendment, was changed into one Common Share for every Class B Common Share held. Each class B share reserved for issuance was also changed into one Common Share reserved for issuance for every Class B Common Share reserved for issuance. It was further resolved to cancel the authorized but unissued Class A subordinate shares, Class A preferred shares and class B preferred shares. Each Common Share will entitle the holder thereof to one vote at all meetings of the shareholders of the Company.

OUTSTANDING SHARE DATA

The following table presents IOU Financial's outstanding share data as at May 23, 2014:

Outstanding Share data	
Ordinary shares issued and outstanding:	Number of shares issued
31 December 2013	46,787,997
Shares issued during the period	1,991,526
Shares outstanding at May 23, 2014	48,779,523
Warrants issued and Outstanding:	Number of warrants issued
December 31, 2013	12,753,270
Warrants exercised	(1,741,526)
Warrants outstanding on May 23, 2014	11,011,744
Options issued and outstanding:	Number of Options issued
December 31, 2013	3,034,000
Options issued	1,539,500
Options exercised	(250,000)
Options outstanding on May 23, 2014	4,323,500

BUSINESS OUTLOOK

IOU Financial's focus for 2014 will be to continue to grow its business in a sustainable manner while focusing on maintaining acceptable levels of delinquencies and credit losses. Management will continue to routinely review and monitor its credit and collection policies and makes changes when and if required. IOU Financial expects that its financial and operating expenses will increase through-out the year, due to its significant ramp-up in personnel, debt financing and infrastructure during 2013. Emphasis will continue to be on growing the number of loans that the Company will make.

For the remaining months of 2014, IOU Financial will maintain its core strategy of identifying, recruiting, and partnering with business loan brokers throughout the United States while continuing to focus its efforts on building long-term partnerships with its existing broker base by investing time in offering great service through dedicated account executives. As of March 31, 2014, IOU Financial's broker network consisted of approximately 1,300 independent brokers distributed across the United States. For the remaining months of 2014, IOU Financial also intends to explore a number of opportunities for loan origination growth including geographic expansion, direct marketing, and new loan products that cater to different customer needs.

For the year 2014, after taking into account IOU Financial's economic outlook, planned investments in personal and systems, refinements to the underwriting platform, access to capital, as well as the competitive landscape, IOU Financial is targeting US\$115 million in loan originations. This represents a 130% increase over the prior year's US\$50 million

CRITICAL ACCOUNTING ESTIMATES

The Company makes estimates and assumptions concerning the future. The resulting accounting estimates will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are addressed below.

1. Valuation of commercial loans

Management exercises judgment to determine whether indicators of loan impairment exist based on historical loss experience, and if so, management must estimate the timing and amount of future cash flows from loans receivable. Specifically, management must assess at which point a loan is deemed to be uncollectible in order to write it off. Further details on the estimates used to determine any allowance for impaired loans receivable are provided in the accounting policy "Commercial loans receivable".

2. Useful lives of equipment and intangible assets

The Company considers annually whether the estimate of the useful lives of equipment and intangible assets is still appropriate. The estimated useful lives are determined by reviewing historical information about the useful lives of previous additions to equipment and intangible assets and the estimate is prospectively adjusted if appropriate.

3. Deferred Tax Estimation

Deferred tax assets and liabilities recognition involves making a series of assumptions. For instance, the Company must estimate the timing of the reversal of temporary differences or if it is probable that temporary differences will not reverse in the foreseeable future or the tax rates expected to apply to the period when the asset is realized or the liability is settled.

With respect to deferred tax assets, their realization ultimately depends on taxable profits being available in the future. Deferred tax assets should be recognized when it is probable that taxable profits will be available against which the deferred tax asset can be utilized and it is probable that the entity will earn sufficient taxable profit in future periods to benefit from a reduction in tax payments. This involves the Company making assumptions within its overall tax-planning activities and periodically reassessing them in order to reflect changed circumstances as well as tax regulations. Moreover, the measurement of a deferred tax asset or liability reflects the manner in which the entity expects to recover the asset's carrying value or settle the liability.

4. Derivatives and financial instruments

The fair value of financial liabilities not traded in an active market is determined by using valuation techniques. The Company uses its judgment to select techniques and make assumptions that are mainly based on market conditions existing at the end of each reporting period. The Company has used discounted cash flow analysis to value debt.

5. Stock-based compensation

The Company measures the cost of equity-settled transactions with employees of the Company and share warrants by reference to the fair value of the equity instruments at the date at which they are granted. Estimating fair value for share-based payment transactions requires determining the most appropriate valuation model, which is dependent on the terms and conditions of the grant. This estimate also requires determining the most appropriate inputs to the valuation model including the expected life of the share option or share warrant, volatility and dividend yield and making assumptions about them.

CHANGES IN ACCOUNTING POLICIES INCLUDING INITIAL ADOPTION

The company has adopted the following new and revised standards, along with any consequential amendments, effective January 1, 2014. These changes were made in accordance with the applicable transitional provisions.

Amendments to IAS 32 – Financial Instruments: Presentation was issued by the IASB in December 2011 and address inconsistencies in practice when applying offsetting criteria for financial assets and liabilities. The amendments to IAS 32 are effective for annual periods beginning on or after January 1, 2014. The adoption of the amendments to IAS 32 did not have an impact on the Company's financial information.

Amendments to IAS 36, Impairment of assets, on the recoverable amount disclosures for non-financial assets. This amendment removed certain disclosures of the recoverable amount of the CGUs which had been included in IAS 36 by the issue of IFRS 13. The amendments to IAS 36 are effective for annual periods beginning on or after January 1, 2014. The adoption of this amendment to IAS 36 did not have an impact on the Company's financial information.

New standards and interpretations not yet adopted

IFRS 9 - Financial Instruments ("IFRS 9") was issued by the IASB on November 12, 2009 (and amended in November 2013) and will replace IAS 39 Financial Instruments: Recognition and Measurement ("IAS 39"). IFRS 9 uses a single approach to determine whether a financial asset is measured at amortized cost or fair value, replacing the multiple rules in IAS 39. The approach in IFRS 9 is based on how an entity manages its financial instruments in the context of its business model and the contractual cash flow characteristics of the financial assets. The new standard also requires a single impairment method to be used, replacing the multiple impairment methods in IAS 39. The effective date for IFRS 9 (as amended) is yet to be determined. The Company is currently evaluating the impact of IFRS 9 on its consolidated financial statements.

FINANCIAL INSTRUMENTS AND OTHER INSTRUMENTS

Under IFRS 7 "Financial instruments: Disclosures" Financial assets must be classified into one of four categories: financial assets at fair value through profit or loss, held to maturity investments, loans and receivables and available for sale. Financial liabilities must be classified into one of two categories: at fair value through profit or loss or amortized cost. Cash, cash held in trust, commercial loans receivable, certain other assets and sales tax receivable have been classified as loans and receivables. Loans and receivables are accounted for at amortized cost using the effective interest rate method. Accounts payable and accrued liabilities, funds held in trust for third party lender and financing credit facility are classified as financial liabilities and are accounted for at amortized cost using the effective interest rate method.

The carrying values of cash, accounts receivable, loans receivable, credit facility and accounts payable approximate their fair values due to the relatively short period to maturity of these items.

Loan investment receivables are due from customers in the United States. The maximum credit risk associated with the company's financial assets is the carrying value of those assets.

Foreign exchange risk

The Company operates internationally and is exposed to foreign exchange risk arising from currency exposure with respect to the US dollar. Foreign exchange risk arises from future commercial transactions, recognized assets and liabilities.

The Company does not use derivative financial instruments to reduce its foreign exchange exposure. Fluctuations in foreign exchange rates could cause unanticipated fluctuations in the Company's operating results.

Listed below are the relevant instruments and the amount of foreign currencies included in their balances (in US dollars) as at March 31, 2014:

Cash \$ 1,858,275

Cash held in trust \$3,356,434

Certain other assets \$1,054,791

Loan investment receivable \$10,237,213

Accounts payable and accrued liabilities \$ (247,428)

Credit facility \$ (5,899,194)

Funds held in trust for third party lender \$ (2,774,115)

The exchange rate applied as at March 31, 2014 was 1.1055 (December 31, 2013: 1.0636).

Based on the Company's foreign currency exposure noted above, varying the above foreign exchange rates to reflect a one (1) percent strengthening of the Canadian dollar would have increased the net loss by approximately \$64,167 (March 31, 2013: \$74,073), assuming that all other variables remained constant. An assumed one (1) percent weakening of the Canadian dollar would have had an equal but opposite effect on the above currencies to the amounts shown above, on the basis that all other variables remain constant.

Liquidity risk

Liquidity risk is the risk that the Company will not be able to meet its financial obligations as they become due. The Company's approach in managing liquidity is to ensure, as far as possible, that it will have sufficient liquidity to meet its liabilities when due, under both normal and stressed conditions, without incurring unacceptable losses or risking damage to the Company's reputation.

The Company manages liquidity risk through the management of its capital structure.

As at March 31, 2014 \$3,066,784 of commercial loans where in transit (December 31, 2013: \$1,489,625).

Credit risk

Credit risk is managed on a Company basis and results from the possibility that a loss may occur from the failure of another party to perform according to the terms of the contract. The Company regularly monitors the credit risk exposure and takes steps to mitigate the likelihood of these exposures from resulting in actual loss. Even though there has been substantial growth in financial instruments, particularly commercial loans receivable, there has been no change in credit risk in 2014 as there has been no significant change in average loan sizes and credit policies for approval of loan applications from the prior year. There have been no changes in the management of risks arising from financial instruments during the current period.

The Company, in the normal course of business, monitors the financial condition of its customers and reviews the credit risk history of each customer. These policies cover the approval of credit applications, attribution of risk ratings, management of impaired loans, establishment of provisions and risk-based pricing. The Company does not believe it is exposed to an unusual level of customer credit risk. The Company's maximum credit risk is the carrying value of the cash, cash held in trust and commercial loans receivable. The company has had a history of few bad debts and the allowance for loan losses is maintained at a level considered sufficient to cover all potential losses.

In addition, financial instruments that potentially subject the Company to significant concentrations of credit risk consist of deposits in the form of cash and cash held in trust. The Company invests with major North American financial institutions. The Company has investment policies that are designed to provide for the safety and preservation of principal, the Company's liquidity needs and appropriate yields. The Company has no exposure to any asset-backed securities.

Interest rate risk

The Company is subject to interest rate risk on its cash and cash held in trust. Sensitivity to a 1% change in interest rates would not have a material effect on the Company's results.

None of the Company's current commercial lending is based on variable interest rates. The Company is also exposed to changes in the value of a loan when that loan's interest rate is at a rate other than current market rate. The Company mitigates this risk by lending for short terms, with terms at the inception of the loan generally varying from six months to one year.

The Company is exposed to cash flow interest rate risk on its credit facility issued at a variable rate. During 2013 and the first three months of 2014, the borrowings at a variable rate were denominated in USD. The Company mitigates this risk by borrowing for a 12-month term and therefore the Company does not believe that its exposure to interest rate risk is significant.

Interest income presented in the consolidated statement of comprehensive loss represents interest income on financial assets that are classified as loans and receivables.

RISKS AND UNCERTAINTIES

In addition to the risks mentioned above, IOU Financial is subject to a number of risks and uncertainties in carrying out its activities.

IOU Financial is Subject to the Risks Inherent in Growing a New Business.

IOU Financial's operations are subject to the general risks inherent in growing a new business, including, among others, hiring and retaining experienced and qualified employees. If IOU Financial cannot hire or retain qualified employees, or cannot effectively implement its business planned strategy, it will be hampered in its ability to grow its current market and to develop new markets, which would in turn have an adverse effect on its financial performance. Even if IOU Financial successfully implements its planned strategy, it may not achieve the favourable impact on its operations that it anticipates.

Dependence on Third Party Service Providers

IOU Financial's service to its clients depends, in part, on its ability to attract and retain the services that are provided to it, by third party service providers. If some or all of IOU Financial's current third party service providers were to interrupt or cancel their current services to IOU Financial, the company might be forced to curtail or cease its operations.

Competition

IOU Financial operates in an increasingly competitive environment. Both large and small competitors compete with IOU Financial. Some of these competitors may have longer operating histories, greater name recognition and greater financial and marketing resources than IOU Financial. IOU Financial believes that its ability to compete effectively is dependent upon the quality of its product and client service. There can be no assurance that IOU Financial will be able to compete effectively and retain its existing clients or attract and retain new clients. IOU Financial's current and potential competitors may develop and market new products or services that render IOU Financial's existing and future products and services less marketable or competitive.

Regulatory Risk

IOU Financial is subject to strict regulatory and licensing compliance standards, non-conformity with which may expose IOU Financial to adverse consequences. IOU Financial's business is dependent to a large extent on its ability to remain in good standing with all regulators. Some of these regulators impose minimum working capital or net equity requirements, amongst other, which in certain cases and under certain circumstances, IOU Financial may not be able to satisfy. Under such cases, the company may not be able to operate its regular business until all such financial or regulatory requirements have been satisfied.

Dependence on Key Personnel

IOU Financial's future depends, in part, on its ability to attract and retain key personnel. IOU Financial's future also depends on the continued contributions of its executive officers and other key technical personnel, each of whom would be difficult to replace. The loss of the services of executive officers or key personnel, and the process to replace any of its key personnel could involve significant time and expense and may significantly delay or prevent the achievement of its business objectives.

IOU Financial's growth could strain its personnel resources and infrastructure, and if it is unable to implement appropriate controls and procedures to manage its growth, it may not be able to successfully implement its business plan.

IOU Financial's expected growth in headcount and operations may place a significant strain on its management and its administrative, operational and financial reporting infrastructure. Accordingly, IOU Financial's success will depend, in part, on the ability of its senior management to manage the growth it achieves effectively. To do so, it must continue to hire, train and manage new employees as needed. If its new hires perform poorly, or if it is unsuccessful in hiring, training, managing and integrating these new employees, or if it is not successful in retaining its existing employees, IOU Financial's business may be harmed. To manage the expected growth of IOU Financial's operations and personnel, it will need to continue to improve its operational and financial controls and update its reporting procedures and systems. The addition of new employees and the system development that it anticipates will be necessary to manage its growth

will increase its cost base, which will make it more difficult for it to offset any future revenue shortfalls by reducing expenses in the short term. If it fails to successfully manage its growth, it will be unable to execute its business plan.

Security and Confidentiality Risk

IOU Financial stores users' bank information and other personally-identifiable sensitive data. Any accidental or willful security breaches or other unauthorized access could cause users' secure information to be stolen and used for criminal purposes. Security breaches or unauthorized access to secure information could also expose IOU Financial to liability related to the loss of the information, time-consuming and expensive litigation, and negative publicity. If security measures are breached because of third-party action, employee error, malfeasance or otherwise, or if design flaws in its software is exposed and exploited, and, as a result, a third party or disaffected employee obtains unauthorized access to any of its users' data, IOU Financial's relationships with its users will be severely damaged and it could incur significant liability. Because techniques used to obtain unauthorized access or to sabotage systems change frequently and generally are not recognized until they are launched against a target, IOU Financial and its third-party hosting facilities may be unable to anticipate these techniques or to implement adequate preventative measures. In addition, many states have enacted laws requiring companies to notify individuals of data security breaches involving their personal data. These mandatory disclosures regarding a security breach are costly to implement and often lead to widespread negative publicity, which may cause IOU Financial's users to lose confidence in the effectiveness of its data security measures. Any security breach, whether actual or perceived, could harm IOU Financial's reputation and could result in the loss of users and future business.

If IOU Financial is unable to increase transaction volumes, its business and results of operations will be affected adversely.

To succeed, IOU Financial must increase transaction volumes on its lending platform by raising additional capital and attracting a large number of qualified borrowers in a cost-effective manner. The general tightening and other developments in the broader credit markets may impact IOU Financial's ability to attract capital to lend which, in turn, could limit its ability to increase transaction volumes. If IOU Financial is not able to attract qualified borrowers, IOU Financial will not be able to increase its transaction volumes. In addition, IOU Financial will rely on a variety of methods to drive traffic to its website and lending platform. If IOU Financial is unable to use any of its planned marketing initiatives or the cost of these initiatives was to significantly increase, IOU Financial may not be able to attract new qualified borrowers in a cost-effective manner. As a result, its revenue and results of operations could be affected adversely and could impair its ability to maintain its lending platform.

As an online company constantly involved in the development of its online lending platform, IOU Financial faces increased risks, uncertainties, expenses and difficulties.

If IOU Financial is successful, the volume of loans originated through its lending platform may increase beyond its current capacity, which will require IOU Financial to increase its facilities, personnel and infrastructure in order to accommodate the greater servicing requirements and demands of its lending platform. IOU Financial's lending platform is dependent upon its website.

IOU Financial will likely be required to constantly add new hardware and update its software and website, expand its customer support services and add new employees to maintain the operation of its lending platform, as well as satisfy its servicing requirements. If IOU Financial is unable to increase the capacity of its lending platform and maintain the necessary infrastructure, it might then suffer from a negatively impact on its revenue stream.

Any significant disruption in service on IOU Financial's website or in its computer systems could reduce the attractiveness of its lending platform and result in a loss of users.

If a catastrophic event resulted in a lending platform outage and physical data loss, IOU Financial's ability to service its loans would be materially and adversely affected. The satisfactory performance, reliability and availability of its technology and its underlying network infrastructure are critical to its operations, level of customer service, reputation and ability to attract and retain users. IOU Financial's system hardware is hosted in multiple hosting facilities. All of the data is stored in multiple geographic locations to ensure data availability in the event a particular data center fails. IOU Financial's service provider does not guarantee that access to IOU Financial's website will be uninterrupted, error-free or secure. IOU Financial's operations depend on its supplier's ability to protect their and its systems in their facilities against damage or interruption from natural disasters, power or telecommunications failures, air quality, temperature, humidity and other environmental concerns, computer viruses or other attempts to harm its systems, criminal acts and similar events. If its arrangement with this supplier is terminated, or there is a lapse of service or damage to the supplier's facilities, IOU Financial could experience interruptions in its service, as well as delays and additional expense in arranging new facilities. Any interruptions or delays in its service, whether as a result of its supplier or other third-party

error, its own error, natural disasters or security breaches, whether accidental or willful, could harm its relationships with its users and its reputation. In addition, in the event of damage or interruption, IOU Financial's insurance policies may not adequately compensate it for any losses that it may incur. IOU Financial's disaster recovery plan has not been tested under actual disaster conditions, and it may not have sufficient capacity to recover all data and services in the event of an outage at a supplier facility. These factors could prevent it from processing or posting payments on the loans, damage its brand and reputation, divert its employees' attention, reduce its revenue, subject it to liability and cause users to abandon its lending platform, any of which could adversely affect its business, financial condition and results of operations.

IOU Financial's ability to service loans or maintain accurate accounts may be adversely affected by computer viruses, physical or electronic break-ins and similar disruptions.

The highly-automated nature of IOU Financial's lending platform may make it an attractive target and potentially vulnerable to computer viruses, physical or electronic break-ins and similar disruptions. If a computer "hacker" were able to infiltrate IOU Financial's lending platform, users would be subject to an increased risk of fraud or identity theft, and IOU Financial may not receive the principal or interest payments that it expects to receive on any loans that it was fraudulently induced to make. Hackers might also disrupt the accurate processing and posting of payments to IOU Financial's accounts on its lending platform, or cause the destruction of data and thereby undermine IOU Financial's rights to repayment of the loans it has made. While IOU Financial has taken steps to prevent hackers from accessing its lending platform, if it is unable to prevent hacker access, its ability to receive the principal and interest payments that it expects to receive on loans it made and its ability to service its loans and to maintain its lending platform could be adversely affected.

Maintenance of Client Relationships

The ability of IOU Financial to attract and maintain clients requires that it provide a competitive offering of products and services that meet the needs and expectations of its clients. IOU Financial's ability to satisfy the needs or demands of its clients may be adversely affected by factors such as the inability or failure to identify changing client needs or expectations or the inability to adapt in a timely and cost-effective manner to innovative products and services offered by competitors.

Litigation Risk

IOU Financial's business may become susceptible from time to time to various legal claims, including class action claims, in the course of its operations or with respect to the interpretation of existing agreements. Any future claims or litigation could have a material adverse effect on IOU Financial's business and its profitability.

On December 2, 2013, GBR Funding, Inc., a merchant cash advance company based in Atlanta, Georgia filed a lawsuit against IOU Financial, Inc., IOU Central, Inc., and four individual defendants – two current IOU Central employees, one former broker for IOU Central, and one current broker for IOU Central – in the Superior Court of Cherokee County, Georgia seeking up to 10 million US Dollars in damages. IOU Central was served with a copy of GBR Funding's complaint and related papers, through its registered agent, on December 16; IOU Financial was not served.

At the February 4, 2014 hearing on GBR Funding's emergency petition for temporary restraining order and preliminary injunction, GBR Funding agreed to (i) dismiss all claims against IOU Financial and one of the IOU Central employee defendants; (ii) withdraw its temporary restraining order/preliminary injunction request; and (iii) consent to the transfer of the remaining claims to the Superior Court for Cobb County, Georgia. In exchange, IOU Central agreed (i) to withdraw its motion to dismiss; (ii) to not accept loan applications from the former broker; and (iii) that the two IOU Central employee defendants would not solicit GBR Funding customers or brokers. The parties' agreement was read into the court record at the hearing and a stipulated order was entered by the court on February 24. The case has been transferred to the Superior Court for Cobb County, Georgia and the parties will move forward in that court. IOU Central will continue to actively defend against the remaining claims in this lawsuit.

In management's opinion, the lawsuit is without merit and the outcome of the lawsuit and the amount, if any, which the Company may be required to pay, is not determinable at this time. Consequently, no provision is accounted for in the financial statements.

Possible Volatility of Stock Price

The market price of the common Shares could be subject to wide fluctuations in response to factors such as actual or anticipated variations in IOU Financial's results of operations, changes in financial estimates by securities analysts or by

management, general market conditions and other factors. Market fluctuations, as well as general economic, political and market conditions such as recessions, interest rate changes or international currency fluctuations may adversely affect the market price of the common shares.

GENERAL

The Company also discloses information related to its activities on SEDAR at www.sedar.com and on its website www.ioucentral.com