**EYECITY.COM INC.**
**Annual Report**
**For the Year Ended: December 31, 2012**

ALL INFORMATION FURNISHED HEREIN HAS BEEN PREPARED FROM THE BOOKS AND RECORDS OF EYECITY.COM, INC. IN ACCORDANCE WITH RULE 15C2-11 PROMULGATED UNDER THE SECURITIES EXCHANGE ACT OF 1934, AS AMENDED.

NO DEALER, SALESMAN OR ANY OTHER PERSON HAS BEEN AUTHORIZED TO GIVE ANY INFORMATION OR TO MAKE ANY REPRESENTATIONS NOT CONTAINED HEREIN IN CONNECTION WITH THE COMPANY.

ANY REPRESENTATIONS NOT CONTAINED HEREIN MUST NOT BE RELIED UPON AS HAVING BEEN MADE OR AUTHORIZED BY THE COMPANY. DELIVERY OF THIS INFORMATION DOES NOT IMPLY THAT THE

INFORMATION CONTAINED HEREIN IS CORRECT AS OF ANY TIME SUBSEQUENT TO THE DATE OF THIS ISSUER INFORMATION AND DISCLOSURE STATEMENT.

**EYECITY.COM, INC.**

**Annual Report**
**For the Year Ended: December 31, 2012**

## PART A General Company Information

### Item 1 The exact name of the issuer and its predecessor (if any).

EyeCity.com, Inc., was originally incorporated under the laws of the State of Delaware on April 11 of 1997 as Ergovision, Inc.

### Item 2 The address of the issuer's principal executive offices.

EyeCity.com, Inc.

30 Skyline Drive, Suite 200

Lake Mary Florida 32746

Email: info@ictygroup.com

Telephone: (407) 257-5004

Contact: Bradley Wilson

### Item 3 The jurisdiction(s) and date of the issuer's incorporation or organization.

The issuer was organized under the laws of the state of Delaware on April 11, 1997 under the name Ergovision, Inc.

## PART B Share Structure

### Item 4 The exact title and class of securities outstanding.

Security Symbol: ICTY

CUSIP Number: 30231H 10 0

Common Stock: $0.0001 par value

Preferred Stock: $0.0001 par value

**Item 5 Par or stated value and description of the security.**

A. *Par or stated value.*
There are ten billion (10,000,000,000) shares of common stock with a par value of $0.0001, authorized by the company's restated articles filed within the state of Delaware on August 20th, 2012. There are five million (5,000,000) Preferred A shares having 1000 for 1 voting rights. There are two million (2,000,000) Preferred B shares having 25 to 1 voting rights and are convertible into common shares at a ratio of 50 for 1.

B. *Common or Preferred Stock.*
Each share of common stock in the company is entitled to voting power, to the fullest extent permitted by the laws of the state of Delaware, as the same now exists or may hereafter be amended or supplemented, the Board of Directors may fix and determine the designations, rights, preferences or other variations of each class or series within each class of capital stock of the Corporation. The Corporation may issue the shares of stock for such consideration as may be fixed by the Board of Directors.

There are no provisions in the Articles of Incorporation that would delay, defer or prevent a change in control of the Company.

**Item 6 The number of shares or total amount of the securities outstanding for each class of securities authorized**

(i) Period end date;
December 31, 2012

(ii) Number of shares authorized;
As of December 31., 2012 (current date) EyeCity.com was authorized by the Articles of Incorporation of the Company to issue ten billion (10,000,000,000) shares of common stock with a par value of $0.0001; Five million (100,000,000) shares of preferred A stock, with 1000 to 1 voting rights; Two Million (2,000,000) shares of preferred B stock with 25 to 1 voting rights and conversion rights of 50 to 1 into common stock.

As of December 31st, 2012 (fiscal year end) EyeCity.com was authorized by the Articles of Incorporation of the Company to issue five billion (5,000,000,000) shares of common stock with a par value of $0.001; Five million (5,000,000) shares of preferred A stock with 100 to 1 voting rights.

As of December 31st, 2011 (fiscal year end) EyeCity.com was authorized by the Articles of Incorporation of the Company to issue five billion (5,000,000,000) shares

of common stock with a par value of $0.001; Five million (5,000,000) shares of preferred A stock with 1000 to 1 voting rights.

As of December 31st, 2010 (fiscal year end) EyeCity.com was authorized by the Articles of Incorporation of the Company to issue five billion (5,000,000,000) shares of common stock with a par value of $0.001; Five million (5,000,000) shares of preferred A stock with 1000 to 1 voting rights.

(iii) Number of shares outstanding;
As of December 31, 2012 (current date) there were two billion eight hundred fifty two million nine hundred sixty five thousand four hundred thirty eight (2,852,965,438) shares of common stock outstanding and two million (2,000,000) shares of preferred A stock outstanding.

As of December 31st, 2011 (fiscal year end) there were two billion two hundred seventy seven million nine hundred sixty five thousand four hundred thirty eight (2,277,965,438) shares of common stock outstanding and two million (2,000,000) shares of preferred A stock outstanding.

As of December 31st, 2010 (fiscal year end) there were two billion two hundred seventy seven million nine hundred sixty five thousand four hundred thirty eight (2,277,965,438) shares of common stock outstanding and two million (2,000,000) shares of preferred A stock outstanding.

(iv) Freely tradable shares (public float);
As of December 31., 2012 (current date) two billion two hundred fifty million four hundred thirty three thousand eight hundred six (2,250,433,806) shares of the outstanding common stock of Eyecity.com were freely tradable representing the public float.

As of December 31st, 2011 (fiscal year end) one billion six hundred seventy five million four hundred thirty three thousand eight hundred six (1,675,433,806) shares of the outstanding common stock of Eyecity.com were freely tradable representing the public float.

As of December 31st, 2010 (fiscal year end) one billion six hundred seventy five million four hundred thirty three thousand eight hundred six (1,675,433,806) shares of the outstanding common stock of Eyecity.com were freely tradable representing the public float.

(v) Total number of beneficial shareholders; and
As of December 31, 2012 (current date) there were two hundred forty (241) beneficial shareholders.
As of December 31st, 2011 (fiscal year end) there were two hundred forty (240) beneficial shareholders.
As of December 31st, 2010 (fiscal year end) there were two hundred thirty nine (239) beneficial shareholders.

(vi) Total number of shareholders of record.
As of December 31, 2012 (current date) there were four hundred fifty nine (460) active shareholders of record.
As of December 31st, 2011 (fiscal year end) there were four hundred fifty (450) active shareholders of record.
As of December 31st, 2010 (fiscal year end) there were four hundred fifty three (453) active shareholders of record.

**Item 7 The name and address of the transfer agent**

Manhattan Transfer Registrar Company
57 Eastwood Road
Miller Place, NY 11764
(631) 928-7655
(631) 209-8143 Fax
www.mtrco.com

Manhattan transfer Registrar Company is currently registered with the Securities and Exchange Commission and a member of the Stock Transfer Association.

## Part C Business Information

**Item 8 The nature of the issuer's business.**

**A. Business Development.**

1. The form of organization of the issuer;
   *EyeCity.com, Inc. is a Delaware Corporation*
2. The year that the issuer (or any predecessor) was organized;
   *EyeCity.com, Inc., was originally incorporated under the laws of the State of Delaware on December 31st, 1998 under the name Ergovision Inc.*

3. The issuer's fiscal year end date;
   *December 31st*

4. The issuer (or any predecessor) has never been in bankruptcy, receivership or any similar proceeding;
   *No*
5. The Company has not made any material reclassification, merger, consolidation, or purchase or sale of a significant amount of assets;
   *No*
6. Any default of the terms of any note, loan, lease, or other indebtedness or financing arrangement requiring the issuer to make payments;
   *No*
7. Any change in control;
   *No*
8. Any increase of 10% or more of the same class of outstanding equity securities;
   *No*
9. Any past, pending or anticipated stock split, stock dividend, recapitalization, merger, acquisition, spin-off, or reorganization;
   *No*

10. Any delisting of the issuer's securities by any securities exchange or deletion from the OTC Bulletin Board; and

    *On June 10th, 2008 the Company filed Form 15 with the United States Securities and Exchange Commission giving notice of termination of registration under section 12(g) of the Securities Exchange Act of 1934.*

11. There are no current, past, pending or threatened legal proceedings or administrative actions by or against the Company that could have a material effect on the issuer's business, financial condition or operations and any current, past or pending trading suspensions by a securities Regulator.

## *B.* **Business of Issuer.**

*EyeCity is currently a natural resource exploration Company that purchases rights to small scale mining concessions with the intent on developing and assessing the extent of mineralization in the concession areas.*

1. The Issuer's primary and secondary SIC Codes:
   *Primary SIC Code: 1000*
   *Secondary SIC Code: 1040*

2. If the issuer has never conducted operations, is in the development stage, or is currently conducting operations;
   *The Company is currently conducting operations.*

3. Whether the issuer is or has at any time been a "shell company";

   *The Company is not or has not at any time been a "Shell" Company as defined by Securities Act Rule 405.*

4. The names of any parent, subsidiary, or affiliate of the issuer, and its business purpose, its method of operations, its ownership, and whether it is included in the financial statements attached to the disclosure statement;

   *The issuer operates under EyeCity.com Inc. on a consolidated basis.*

5. The effect of existing or probable governmental regulations on the business;
   *None*
6. An estimate of the amount spent during each of the last two fiscal years on research and development activities are borne directly by customers;
   *Nil.*

7. Costs and effects of compliance with environmental laws (federal, state and local);
   *The company has not incurred any costs while remaining in compliance with federal, state or local environmental laws.*

8. The number of total employees and number of full-time employees.
   *One*

**Item 9 The nature of the products or services offered.**

A. Principal products and services, and their markets:

   *EyeCity is natural resource exploration Company that purchases rights to small scale mining concessions with the intent on developing and assessing the extent of mineralization in the concession areas. The licensed concessions are in the area of Ashanti Region and Western Region in Ghana West Africa. The concession area has not been mined at commercial levels, only by random, primitive and infrequent manual prospecting.*

   *Our goal is to become smaller commercial gold producer. We will work to maximize our existing concession's mining potential and continue identifying and evaluating commercial potential through raising funds and putting new concessions into operation. Once operational we will look to joint venture partners to maximize the productivity of the mine to ensure the best interests of the company and its shareholders are met.*

B. Distribution methods of the products and services.

*We are currently in the process of raising the necessary capital to procure and deliver additional equipment to the concession site. We have already established several buyers in Europe and Dubai, as well as, we have the ability to sell our gold to the Government of Ghana who regularly buy from small scale miners.*

C. Status of any publicly announced new product or service.
*We currently do not have any new publicly announced products or services that have not been presented to the investing public.*

D. Competitive business conditions, the issuer's competitive position in the industry, and methods of competition.
*We compete with other mining companies to attract and retain key human resources at all levels with the appropriate skills to operate our business. The current global mining activity is constantly increasing and key geologists, engineers, metallurgists and skilled laborers are depleting, we must constantly be on the lookout for key people to move our business forward.*

E. Sources and availability of raw materials and the names of principal suppliers.
*Not applicable*

F. Dependence on one or a few major customers.

*There is a growing interest between demand and supply caused by falling production and new demand from markets such as China, India and the Middle East. This has created high, stable gold prices and a significant business opportunity for new mining operations. We currently have sourced out customers waiting to purchase the gold produced from our concession at competitive prices to the London Metal Exchange.*

G. Patents, trademarks, licenses, franchises, concessions, royalty agreements or labor contracts, including their duration.
*We pay a license or development fee of $15,000 per concession and pay on ongoing royalty fee of 15% of all alluvial god production.*

H. The need for any governmental approval of principal products or services and the status of any requested governmental approvals.
*The Minerals Commission rules and regulations have restricted the licensing of small scale licenses onto Ghanaians. We have signed exclusive development contracts with the Ghanaian license holders in order to legally mine on our property.*

**Item 10 The nature and extent of the issuer's facilities.**

*The Company's principal corporate office is located at 30 Skyline Drive, Suite 200, Lake Mary, Florida where it rents an office on a month to month basis. The monthly rent including all operating expenses is $2000 per month and we believe that the space is adequate for its current operations and does not anticipate any expansion or leasehold improvement*s.

Part D Management Structure and Financial Information

**Item 11 The name of the chief executive officer, members of the board of directors, as well as control persons.**

A. Officers and Directors

CEO/Director/ Secretary/Treasurer

1. Bradley Wilson CEO/Director
2. 30 Skyline Drive, Suite 200
   Lake Mary Florida 32746
3. For the past five years, Mr. Wilson has been working as an investment banker in both foreign and domestic markets. His expertise lies in raising investment capital for both private and public companies along with structuring real estate investments.
4. Mr. Wilson is currently the Chairman of the Board of National Asset Recovery Inc.
5. Mr. Wilson is compensated $10,000 per month and his compensation is subject to bonuses based upon the terms of his contract.
6. Mr. Wilson currently owns 500,000,000 shares of restricted common stock and 2,000,000 shares of Preferred A stock.

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B. Legal/Disciplinary History.

1. A conviction in a criminal proceeding or named as a defendant in a pending criminal proceeding (excluding traffic violations and other minor offenses); *NONE*
2. The entry of an order, judgement, or decree, not subsequently reversed, suspended or vacated, be a court of competent jurisdiction that permanently or temporarily enjoined, barred, suspended or otherwise limited such person's involvement in any type of business, securities, commodities, or banking activities; *NONE*
3. A finding or judgement be a court of competent jurisdiction (in civil action), the Securities and Exchange Commission, the Commodity Futures Trading Commission, or a state securities regulator of a violation of federal or state securities or commodities law, which finding or judgement has not been reversed, suspended, or vacated; *NONE*
4. The entry of an order be a self-regulatory organization that permanently or temporarily barred, suspended or otherwise limited such person's involvement in any type of business or securities activities; *NONE*

*C*. Disclosure of Family Relationships.

*No family relationship exists among and between the Company's directors, officers or owners of more than five percent (5%) of any class of the Company's equity securities.*

D. Disclosure of Related Part Transaction. Describe any transaction during the issuer's last two full fiscal years and the current fiscal year or any currently proposed transaction, involving the issuer, in which (i) the amount involved exceeds the lesser of $120,000 or one percent of the average of the issuer's total assets at year-end for its last three fiscal years and (ii) any related person had or will have a direct or indirect material interest. Disclose the following information regarding the transaction:

1. The name of the related person and the basis on which the person is related to the issuer;
   *None, not applicable*

2. The related person's interest in the transaction*;*
   *None, not applicable*

*3*. The approximate dollar value involved in the transaction (in the case of indebtedness, disclose the largest aggregate amount of principal outstanding during the time period for which disclosure is required, the amount thereof outstanding as of the latest practicable date, the amount of principal and interest paid during the time period for which disclosure is required, and the rate or amount of interest payable on the indebtedness);
   *None, not applicable*

*4*. The approximate dollar value of the related person's interest in the transaction;
   *None, not applicable*

5. Any other information regarding the transaction or the related person in the context of the transaction that is material to investors in light of the circumstances of the particular transaction.

*None, not applicable*

*E.* Conflict of Interest: Describe any Conflicts of Interest. Describe the circumstances, parties involved and mitigating factors for any executive officer or director with competing professional or person interests.

*No conflicts of interest exist.*

**Item 12** **Financial information for the Issuer's most recent fiscal period.**
*Filed Herewith.*

**Item 13** **Similar financial information for such part of the two preceding fiscal years as the issuer or its predecessor has been in existence.**

*The annual financial statements for the years ending December 31, 2011 and December 31, 2010 may be reviewed on the OTCMarkets website, www.otcmarkets.com , and are hereby incorporated by reference.*

**Item 14** **Beneficial Owners.**

*Mr. Wilson is currently the only Beneficial owner of stock in the issuer, he owns 500,000,000 shares of Restricted common stock and 2,000,000 shares of Preferred A stock. This gives Mr. Wilson an 87% ownership in the company.*

**Item 15** The name, address, telephone number and email address of each of the following outside providers that advise the issuer on matters relating to operations, business development and disclosure:

1. Investment Banker
*Does not apply to the Company*

2. Promoters
*Does not apply to the Company*

3. Accounting
*By Management*

4. Legal
*None at present*

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5. Public Relations Consultant(s)
*Does not apply to this Company*

6. Investor relations Consultant
*Does not apply to this Company*

7. Any other advisor(s) that assisted, advised, prepared or provided information with respect to this disclosure statement – the information shall include the telephone number and email address of each advisor.

*None*

**Item 16 Management's Discussion and Analysis or Plan of Operation.**

Forward Looking Statements

Some of the statements contained in this information statement that are not historical facts are "forward-looking statements" which can be identified by the use of terminology such as "estimates," "projects," "believes," "expects," "anticipates," "intends," or the negative or other variations, or by discussion of strategy that involve risks and uncertainties. We urge you to be cautious of the forward-looking statements, that such statements, which are contained in this Annual Report, reflect our current beliefs with respect to future events and involve known and unknown risks, uncertainties and other factors affecting our operations, market growth, services, products and licenses. No assurances can be given regarding the achievement of future results, as actual results may differ materially as a result of the risks we face, and actual events may differ from the assumptions underlying the statements that have been made regarding anticipated events. Factors that may cause actual results, our performance or achievements, or industry results, to differ materially from those contemplated by such forward-looking statements include without limitation:

- Our ability to attract and retain management, and to integrate and maintain technical information and management information systems:
- Our ability to raise capital when needed and on acceptable terms and conditions;
- The intensity of competition; and
- General economic conditions.

All written and oral forward-looking statements made in connection with this Annual Report that are attributable to us or persons acting on behalf are expressly qualified in their entirety by these cautionary statements. Given the uncertainties that surround such statements, you are cautioned not to place undue reliance on such forward-looking statements.

Results of Operations

*Results of Operations for the Year Ended December 31, 2012.*

During the year ended December 31, 2012, the Company had $1,000 in revenues. During the year ended December 31, 2012, net losses totaled $65,799 For the year ended December 31, 2012 general and administrative expenses totaled $65,799.

*Results of Operations for the Year Ended December 31, 2011*

During the fiscal year ended December 31, 2011, the Company had $83,202.27 in revenues from continuing operations and accrued $525,512.22 in expenses, the company realizes revenue from its marketing and production of media and has shifted its focus and expenses into its mining assets.

Liquidity and Capital Resources

As of December 31, 2012 the Company had total assets of $139,000. At December 31, 2012 the Company had total liabilities of $1,855,610 The Company had a working capital deficit at December 31, 2012 of $1,432,860 and had stockholders equity of $1,432,860.

We are engaged in the exploration and development of gold properties in Africa and in hedging activities connected with the gold production.

Among the factors that could cause actual future results to differ materially are the risks and uncertainties discussed in the quarterly report. While it is not possible to identify all factors, we continue to face many risks and uncertainties including, but not limited to, the following:

- Environmental hazards;
- Metallurgical and other processing problems;
- Unusual or unexpected geological formations;
- Global economic and political conditions;
- Disruptions in credit and financial markets;
- Global productive capacity;
- Changes in product costing; and
- Competitive technology positions and operating interruptions (including, but not limited to, labor disputes, leaks, fires, flooding, landslides, power outages, explosions, unscheduled downtime, transportation interruptions, war and terrorist activities).

  *Mining operations are subject to a variety of existing laws and regulations relating to exploration, permitting procedures, safety precautions, property reclamation, employee health and safety, air and water quality standards, pollution and other environmental protection controls, all of which are subject to change and are becoming more stringent and costly to comply with. Should one or more of these risks materialize (or the consequences of such a development worsen), or should the underlying assumptions prove incorrect, actual results could differ materially from those expected. We disclaim any intention or obligation to update publicly or revise such statements whether a result of new information, future events or otherwise.*

*During the next twelve months, the company plans to finance its growth through investment capital, including potential debt and equity private placements. There can be no assurance that without adequate financing we will be able to expand and grow our business and no assurance that there will be sufficient financing in the future. The failure to obtain future financing or to product levels of revenue to meet our financial needs could result in our inability to operate, grow and expand our business.*

Part E Issuance History

**Item 17 List of securities offerings and shares issued for services in the past two years.**

On March, 3rd, 2010 the company signed a debt Settlement Agreement related to the extinguishing of outstanding debt. Under the terms of the agreement, the company issued 100,000,000 shares of common stock to extinguish $20,000 of the $100,000 in debt owed and due.

On July, 1st, 2010 the company signed a debt Settlement Agreement related to the extinguishing of outstanding debt. Under the terms of the agreement, the company issued 75,000,000 shares of common stock to extinguish $15,000 of the $50,000 in debt owed and due.

On July, 1st, 2010 the company signed a debt Settlement Agreement related to the extinguishing of outstanding debt. Under the terms of the agreement, the company issued 100,000,000 shares of common stock to extinguish $20,000 of the $52,000 in debt owed and due.

On September, 30th, 2010 the company signed a debt Settlement Agreement related to the extinguishing of outstanding debt. Under the terms of the agreement, the company issued 100,000,000 shares of common stock to extinguish $20,000 of the $19,000 in debt owed and due.

On October, 18th, 2010 the company signed a debt Settlement Agreement related to the extinguishing of outstanding debt. Under the terms of the agreement, the company issued 200,000,000 shares of common stock to extinguish $40,000 of the $20,000 in debt owed and due.

On June 21, 2012, the company elected to offer for sale 100,000,000 shares of its common stock as part of a private offering of $15,000 being made without registration of the shares under the Securities Act of 1933, as amended, and was made only to "accredited investors" pursuant to Regulation D, Rule 504 and Sections 73-207(b)(8) of the Delaware Securities Act, and Section 510(a)(1) of Part E ender the rules and regulations pursuant to the Delaware Securities Act.

On July 10, 2012, the company elected to offer for sale 125,000,000 shares of its common stock as part of a private offering of $12,500 being made without registration of the shares under the Securities Act of 1933, as amended, and was made only to "accredited investors" pursuant to Regulation D, Rule 504 and Sections 73-207(b)(8) of the Delaware Securities Act, and Section 510(a)(1) of Part E ender the rules and regulations pursuant to the Delaware Securities Act.

On July 30, 2012, the company elected to offer for sale 190,000,000 shares of its common stock as part of a private offering of $15,000 being made without registration of the shares under the Securities Act of 1933, as amended, and was made only to "accredited investors" pursuant to Regulation D, Rule 504 and Sections 73-207(b)(8) of the Delaware Securities Act, and Section 510(a)(1) of Part E ender the rules and regulations pursuant to the Delaware Securities Act.

On August 17, 2012, the company elected to offer for sale 110,000,000 shares of its common stock as part of a private offering of $15,000 being made without registration of the shares under the Securities Act of 1933, as amended, and was made only to “accredited investors” pursuant to Regulation D, Rule 504 and Sections 73-207(b)(8) of the Delaware Securities Act, and Section 510(a)(1) of Part E ender the rules and regulations pursuant to the Delaware Securities Act.

On August 29, 2012, the company elected to offer for sale 100,000,000 shares of its common stock as part of a private offering of $15,000 being made without registration of the shares under the Securities Act of 1933, as amended, and was made only to “accredited investors” pursuant to Regulation D, Rule 504 and Sections 73-207(b)(8) of the Delaware Securities Act, and Section 510(a)(1) of Part E ender the rules and regulations pursuant to the Delaware Securities Act.

Part F Exhibits

**Item 18 Material Contracts.**

*None*

**Item 19 Articles of Incorporation and Bylaws.**

*Incorporated by reference to our Information and Disclosure Statement filed October 31, 2012.*

**Item 20 Purchase of Equity Securities by the Issuer and Affiliated Purchasers**

There have been no purchases made by or on behalf of the Company or any "Affiliated Purchaser" of shares or other units of any class of the Company's equity securities. For purposes of this Item 20, "Affiliated Purchaser" means a) a person acting, directly or indirectly, in concert with a company for the purpose of acquiring the company's securities; or b) an affiliated who, directly or indirectly, controls the company's purchases of such securities whose purposes are controlled by the company or whose purchases are under common control with those of the company; however, it does not include a broker, dealer or other person solely by reason of such broker, dealer or other person effecting purchases on behalf of the company or for its own account and does not include an officer or director of the company solely by reason of that officer or director's participation in the decision to authorize purchases by or on behalf of the company.

*None*

**Item 21. Issuer's Certifications.**

I, Bradley Wilson, certify that:

1. I have reviewed this Annual Report of EyeCity.com, Inc.;

2. Based on my knowledge, this disclosure statement 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 disclosure statement; and

3. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer as of, and for, the periods presented in this disclosure statement.

Date: **October 6, 2016**

Signature:



Bradley Wilson

# Eyecity.com Inc.

Balance Sheet
As of December 31, 2012

| | | |
|---|---|---|
| **ASSETS** | | |
| **Current:** | | |
| Cash & Cash Equivalents | $ | - |
| Total Cash | | - |
| **Non-Current:** | | |
| Capitalized Film Production Costs | | 139,000 |
| **Total Assets** | $ | 139,000 |
| **LIABILITIES** | | |
| **Accrued Liabilities:** | | |
| Management Services | $ | 816,000 |
| Due to Directors/Shareholder | | 583,925 |
| Rent | | 12,000 |
| Promissory Note Payable | | 139,000 |
| Note Payable | | 15,200 |
| Other Payables | | 5,735 |
| **Total Accrued Liabilities** | $ | 1,571,860 |
| **STOCKHOLDERS' EQUITY** | | |
| Capital Stock Authorized 5,000,000,000 | | |
| Preferred Shares 5,000,000 Issued & Outstanding: 2,852,965,438 | $ | 442,750 |
| Beginning Year Retained Earnings | | (1,789,811) |
| Current year Income | | (65,799) |
| **Total Stockholders' Equity** | | (1,432,860) |
| **TOTAL LIABILITES & STOCKHOLDERS' EQUITY** | $ | 139,000 |

# Eyecity.com Inc.

Statement of Operations

For Year Ended December 31, 2012

| | | |
|---|---|---|
| **Income:** | $ | 1000 |
| Gross Revenue | | |
| **Total Income** | $ | 1000 |
| | | |
| **Operating Expenses** | | |
| | | |
| Bank Service Charges | | 130 |
| Business Development fees | | 9,888 |
| Consulting Fees | | 31,243 |
| Meals & Entertainment | | 2,817 |
| Miscellaneous | | 1,250 |
| Office Expense | | 555 |
| Parking/Tolls | | 109 |
| Postage | | 119 |
| Professional Fees | | 7,500 |
| Rent | | 6,000 |
| Repairs/Maintenance | | 21 |
| Supplies | | 677 |
| Telephone | | 786 |
| Travel | | 712 |
| Vehicle Expenses | | 654 |
| | | |
| Total Operating Expenses | $ | 66,799 |
| | | |
| **Net Loss for the Period** | $ | (65,799) |
| | | |
| Retained Earnings – Beg | $ | (1,789,811) |
| Retained Earnings - Current | $ | (1,855,610) |
| | | |
| Basic & Fully diluted Net Loss per Common Share | | 0 |
| | | |
| Weighted Average Common Shares Outstanding | | 2,852,965,438 |

# Eyecity.com Inc.

Statement of Shareholder's Equity
For Year Ended
December 31, 2012

| | Issued with Convertible Notes Payable ($) | Conversion of Convertible Notes (Common Stock) | Conversion of Convertible Notes ($) | Common Stock | Additional Paid-In Capital | Retained Earnings | Total Shareholder's Equity |
|---|---|---|---|---|---|---|---|
| Balance, December 31, 2011 | $1,409,925 | 995,000,000 | $ 199,000 | $ 345,250 | | ($1,772,754) | ($1,427,504) |
| Balance, December 31, 2012 | $1,409,925 | 995,000,000 | $ 199,000 | $ 360,250 | | ($1,789,811) | (1,432,860) |
| Share-based compensation | $ 0 | | | | | | |
| Conversion of convertible securities into common stock | | 50,000,000 | $ 10,000 | | | | |
| Common Stock ($) | | | | $ 42,500 | | | |
| Common Stock (in shares) | | | | 425,000,000 | | | |
| Current year income (loss) | | | | | | ($65,799) | |
| **Balance, December 30, 2012** | **$1,399,925** | | | **$ 412,750** | | **($1,855,610)** | **($1,432,860)** |
| **Balance, December 30, 2012 (in Shares)** | | | | **2,852,965,438** | | | |

# Eyecity.com Inc.

(A Multi-Media Company)
Statement of Cash Flows
For Quarter Ended September 30, 2012

| . | Year Ended December 31, 2012 $ | Accumulated From Jan 1, 2008 Ended December 31, 2012 $ |
|---|---|---|
| **Cash Flows From Operating Activities** | | |
| Net loss | (65,799) | (1,855,610) |
| Use of Cash: | | |
| Investment in Intangible Asset | | (139,000) |
| Add: Non- Cash Expenses | | |
| Management Services | - | 1,025,000 |
| Directors/ Shareholders | - | 583,925 |
| Promissory Note Payable | - | 139,000 |
| Rent | 6000 | 12,000 |
| Note Payable | - | 15,200 |
| Other Payables | - | 5,735 |
| Net Cash Used in Operating Activities | (59,799) | (209,411) |
| **Cash Flows From Financing Activities** | | |
| Conversion of debt | 10,000 | 10,000 |
| Issuance of common stock | 42,500 | 203,750 |
| Net Cash Provided By Financing Activities | 52,500 | 213,750 |
| Change in Cash | (7,299) | (4,339) |
| Cash– Beginning | 4,339 | 4,339 |
| Cash– Ending | 0 | 0 |

**EYECITY.COM INC.**
**Notes to the Financial Statements**
**December 31, 2012**

**Note 1. Annual Reporting:**

While the information presented in the accompanying twelve months financial statements is unaudited, it includes all adjustments, which are, in the opinion of management, necessary to present fairly the financial position results of operations and cash flows for the interim period presented in accordance with accounting principles generally accepted in the United States of America.

Operating results for the year ended December 31, 2012 are not necessarily indicative of results that can be expected for the forthcoming year ending December 31, 2013.

**Note 2. Nature and Continuance of Operations:**

The Company was incorporated in the State of Delaware on April 10 1977 and is in the Business of Marketing Companies.

The Company has adopted December 31 as its fiscal year end.

These financial statements have been prepared in accordance with generally accepted accounting principles applicable to a going concern, which assumes that the Company will be able to meet its obligations and continue its operations for its next fiscal year. At December 31, 2012 the Company had not yet achieved profitable operations, has accumulated losses of $ 1,855,600 since its inception. The Company expects to incur further losses in the development of its business, all of which casts substantial doubt about the Company's ability to continue as a going concern. The Company's ability to continue as a going concern is dependent upon its ability to generate future profitable operations and/or to obtain the necessary financing to meet its obligations and repay its liabilities arising from normal business operations when they come due. Management anticipates that additional funding will be in the form of equity financing from the sale of common stock. Management may also seek to obtain short-term loans from the directors of the Company. There are no current arrangements in place for equity funding or short -term loans.

**Note 3. Convertible Debt Notes**

All convertible debt notes are required to be vested for one full year before eligible for conversion into common shares. On December 31, 2010, the company amended all convertible debt notes for the periods of 2008, 2009 and 2010 to have a conversion rate of $0.0001. On December 31, 2011, the company amended all convertible debt notes for the period of 2011 To have a conversion rate of $0.0001. The debt notes have only been partially converted
as of December 31, 2012.

On December 20, 2008, the Company entered into a $60,000 Convertible debt Note for Independent Contractor Services. The Holders shall have the right to convert all or any part of the compensation due hereunder into shares of voting common stock to the extent of all or any portion of the total amount due hereunder. The conversion price shall be $.0002 per share. The Holders may exercise this conversion at any time; however, no conversion shall result in the issuance of common stock such that the total number of shares of common stock in the hands of the Holders exceeds 9.99% of the then current number of outstanding shares of common stock of the company.

On December 20, 2008, the Company entered into a $50,000 Convertible debt Note for Independent Contractor Services. The Holders shall have the right to convert all or any part of the compensation due hereunder into shares of voting common stock to the extent of all or any portion of the total amount due hereunder. The conversion price shall be $.0002 per share. The Holders may exercise this conversion at any time; however, no conversion shall result in the issuance of common stock such that the total number of shares of common stock in the hands of the Holders exceeds 9.99% of the then current number of outstanding shares of common stock of the company.

On December 20, 2008, the Company entered into a $52,000 Convertible debt Note for Independent Contractor Services. The Holders shall have the right to convert all or any part of the compensation due hereunder into shares of voting common stock to the extent of all or any portion of the total amount due hereunder. The conversion price shall be $.0002 per share. The Holders may exercise this conversion at any time; however, no conversion shall result in the issuance of common stock such that the total number of shares of common stock in the hands of the Holders exceeds 9.99% of the then current number of outstanding shares of common stock of the company.

On December 20, 2008, the Company entered into a $100,000 Convertible debt Note for Independent Contractor Services. The Holders shall have the right to convert all or any partof the compensation due hereunder into shares of voting common stock to the extent of all or any portion of the total amount due hereunder. The conversion price shall be $.0002 per share. The Holders may exercise this conversion at any time; however, no conversion shall result in the issuance of common stock such that the total number of shares of common stock in the hands of the Holders exceeds 9.99% of the then current number of outstanding shares of common stock of the company.

On December 20, 2008, the Company entered into a $39,000 Convertible debt Note for Independent Contractor Services. The Holders shall have the right to convert all or any part of the compensation due hereunder into shares of voting common stock to the extent of all or any portion of the total amount due hereunder. The conversion price shall be $.0002 per share. The Holders may exercise this conversion at any time; however, no conversion shall result in the issuance of common stock such that the total number of shares of common stock in the hands of the Holders exceeds 9.99% of the then current number of outstanding shares of common stock of the company.

On December 20, 2008, the Company entered into a $32,000 Convertible debt Note for Independent Contractor Services. The Holders shall have the right to convert all or any part of the compensation due hereunder into shares of voting common stock to the extent of all or any portion of the total amount due hereunder. The conversion price shall be $.0002 per share. The Holders may exercise this conversion at any time; however, no conversion shall result in the issuance of common stock such that the total number of shares of common stock in the hands of the Holders exceeds 9.99% of the then current number of outstanding shares of common stock of the company.

On December 20, 2008, the Company entered into a $52,000 Convertible debt Note for Independent Contractor Services. The Holders shall have the right to convert all or any part of the compensation due hereunder into shares of voting common stock to the extent of all or any portion of the total amount due hereunder. The conversion price shall be $.0002 per share. The Holders may exercise this conversion at any time; however, no conversion shall result in the issuance of common stock such that the total number of shares of common stock in the hands of the Holders exceeds 9.99% of the then current number of outstanding shares of common stock of the company.

On December 20, 2008, the Company entered into a $141,925 Convertible debt Note for Independent Contractor Services. The Holders shall have the right to convert all or any part of the compensation due hereunder into shares of voting common stock to the extent of all or any portion of the total amount due hereunder. The conversion price shall be $.0002 per share. The Holders may exercise this conversion at any time; however, no conversion shall result in the issuance of common stock such that the total number of shares of common stock in the hands of the Holders exceeds 9.99% of the then current number of outstanding shares of common stock of the company.

On December 20, 2008, the Company entered into a $22,000 Convertible debt Note for Independent Contractor Services. The Holders shall have the right to convert all or any part of the compensation due hereunder into shares of voting common stock to the extent of all or any portion of the total amount due hereunder. The conversion price shall be $.0002 per share. The Holders may exercise this conversion at any time; however, no conversion shall result in the issuance of common stock such that the total number of shares of common stock in the hands of the Holders exceeds 9.99% of the then current number of outstanding shares of common stock of the company.

On December 20, 2009, the Company entered into a $35,000 Convertible debt note ("The Note") for Independent Contractor Services. The Note bears interest at the rate 3% per annum. The Company and Holder intended at the time of the Convertible Notes to limit the Holder upon shares of common stock of the Company any conversion to holding in excess 9.99% of the total issued and outstanding. At any time or times on or after the Issuance Date, the Holder, or its assignees, shall be entitled to convert any or all or a portion of the outstanding and unpaid principal amount plus the accrued and unpaid interest hereon, into fully paid and non-assessable shares of Company's Common Stock based on a conversion price of $0.0002.

On December 20, 2009, the Company entered into a $55,000 Convertible debt note ("The Note") for Independent Contractor Services. The Note bears interest at the rate of 3% per annum. The Company and Holder intended at the time of the Convertible Notes to limit the Holder upon shares of common stock of the Company any conversion to holding in excess 9.99% of the total issued and outstanding. At any time or times on or after the Issuance Date, the Holder, or its assignees, shall be entitled to convert any or all or a portion of the outstanding and unpaid principal amount plus the accrued and unpaid interest hereon, into fully paid and non-assessable shares of Company's Common Stock based on a conversion price of $0.0002

On December 20, 2009, the Company entered into a $40,000 Convertible debt note ("The Note") for Independent Contractor Services. The Note bears interest at the rate 3% per annum. The Company and Holder intended at the time of the Convertible Notes to limit the Holder upon shares of common stock of the Company any conversion to holding in excess 9.99% of the total issued and outstanding. At any time or times on or after the Issuance Date, the Holder, or its assignees, shall be entitled to convert any or all or a portion of the outstanding and unpaid principal amount plus the accrued and unpaid interest hereon, into fully paid and non-assessable shares of Company's Common Stock based on a conversion price of $0.0002

On December 20, 2009, the Company entered into a $30,000 Convertible debt note ("The Note") for Independent Contractor Services. The Note bears interest at the rate 3% per annum. The Company and Holder intended at the time of the Convertible Notes to limit the Holder upon shares of common stock of the Company any conversion to holding in excess 9.99% of the total issued and outstanding. At any time or times on or after the Issuance Date, the Holder, or its assignees, shall be entitled to convert any or all or a portion of the outstanding and unpaid principal amount plus the accrued and unpaid interest hereon, into fully paid and non-assessable shares of Company's Common Stock based on a conversion price of $0.0002.

On December 20, 2009, the Company entered into a $100,000 Convertible debt note ("The Note") for Independent Contractor Services. The Note bears interest at the rate of 3% per annum. The Company and Holder intended at the time of the Convertible Notes to limit the Holder upon shares of common stock of the Company any conversion to holding in excess 9.99% of the total issued and outstanding. At any time or times on or after the Issuance Date, the Holder, or its assignees, shall be entitled to convert any or all or a portion of the outstanding and unpaid principal amount plus the accrued and unpaid interest hereon, into fully paid and non-assessable shares of Company's Common Stock based on a conversion price of $0.0002.

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On December 20, 2010, the Company entered into a $25,000 Convertible debt note ("The Note") for Independent Contractor Services. The Note bears interest at the rate of 3% per annum. the Company and Holder intended at the time of the Convertible Notes to limit the Holder upon shares of common stock of the Company any conversion to holding in excess 9.99% of the total issued and outstanding. At any time or times on or after the Issuance Date, the Holder, or its assignees, shall be entitled to convert any or all or a portion of the outstanding and unpaid principal amount plus the accrued and unpaid interest hereon, into fully paid and non-assessable shares of Company's Common Stock based on a conversion price of $0.0002.

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**Note 4. Summary of Significant Accounting Policies.**

**Financial Instruments**

The carrying values of cash and cash equivalents, accounts payable and accrued liabilities and due to/from related parties approximate fair value because of the short-term nature of these instruments. Management is of the opinion that the Company is not exposed to significant interest, currency or credit risks arising from these financial instruments.

**Basic and Diluted Net Income ( Loss ) Per Share**

The Company computes net loss per share in accordance with SFAS No. 128 "Earnings Per Share" SFAS 128 requires presentation of both basic and diluted earnings per share ("EPS")on the face of the income statement. Basic loss per share is computed by dividing net loss available to common shareholders by the weighted average number of common shares outstanding during the year. Diluted EPS gives effect to all dilutive potential common shares outstanding during the year including stock options, using the treasury stock method, and convertible preferred stock, using the if-converted method. In computing diluted EPS , the average stock price for the year is used in determining the number of shares assumed to be purchased from the exercise of stock options or warrants. Diluted EPS excludes all dilutive potential common shares if their effect is anti-dilutive.

**Cash and Currency Risks**

The Company incurs expenditures in Canadian and U.S. Dollars. Consequently some assets and liabilities are exposed to Canadian dollar foreign currency fluctuations. As at December 31, 2012 there were no amounts denominated in Canadian dollars included in the financial statements. Balances in U.S. Dollars at Canadian institutions are not protected by insurance and are therefore subject to deposit risk. As at December 31, 2012 all cash and equivalents represented cash at US financial institutions