

Form 51-102F3

MATERIAL CHANGE REPORT

Item 1 Name and Address of Company

Keek Inc. (formerly Primary Petroleum Corporation)
("Keek" or the "Corporation")
1 Eglinton Avenue East, Suite 300
Toronto, ON M4P 3A1

Item 2 Date of Material Change

October 16, 2014

Item 3 News Release

The Corporation's news release was disseminated by Marketwire.

Item 4 Summary of Material Change

Keek announced the appointment of David Birnbaum as Board Director.

Item 5 Full Description of Material Change

Keek announced that it has appointed prominent venture investor and digital entertainment executive David Birnbaum to its Board of Directors. Birnbaum is the President of Broadway Video Ventures, the corporate strategy, investment and acquisition arm of Broadway Video Entertainment, one of the country's most active media production and distribution companies (Saturday Night Live, 30 Rock, The Tonight Show Starring Jimmy Fallon). Birnbaum is also an advisor to many digital start-ups and has served in Board capacities for portfolio companies of Goldman Sachs Investment Partners and other leading media companies. Birnbaum will bring decades of expertise and an extensive personal network to help shape Keek's corporate development and investment strategy.

At BVV, he helped create Above Average, the leading online comedy network that has grown to over seven million YouTube subscribers. Birnbaum also played a key role in structuring the landmark Yahoo/SNL clip licensing deal in 2013.

Prior to BVV, he was CEO and Founder of TAKKLE, Inc., one of the largest high school sports media properties that was acquired by Alloy Media & Marketing. Prior to TAKKLE, Birnbaum was an investment professional at Apex Partners (formerly Patricof & Co. Ventures), a global private equity firm with over \$40 billion under management. He also spent several years as an investment banker on Wall Street and helped create the telecommunications group at Furman Selz, LLC. He received a BA from Columbia University and an MBA from the Wharton School of Business where he was a Weiss Tech House Fellow.

"David is one of the most well respected and forward thinking executives in digital media," said Keek CEO Alex Cameron. "His finance and operational expertise coupled with his extensive contacts in both the entertainment and venture investment community makes him a highly valued advisor to Keek. His strategic thinking and deal making abilities will be critical as Keek enters into an accelerated growth mode and scales our platform globally."

“Keek sits in the intersection of video, mobile and social, the fastest growth sectors in digital. It has quickly established itself as one of the leading mobile platforms for creating and sharing short form video content,” adds David Birnbaum, “I’m excited to be working with such a world class executive team at Keek to pursue new growth opportunities and take Keek to the next level.”

This appointment follows last week’s announcement that Michael Rotenberg, partner of 3 Arts Entertainment, was also named as a Director. This is the third new Director appointed since Cameron was named CEO in April. In July, Matt Scheckner was also added to the board. Scheckner is President and CEO of Stillwell Partners, a boutique consultancy that is responsible for Advertising Week in New York.

This appointment is subject to approval by the TSX Venture exchange.

Item 6 Reliance on subsection 7.1(2) or (3) of National Instrument 51-102

Not applicable.

Item 7 Omitted Information

Not applicable.

Item 8 Executive Officer

Alexandra Cameron, President and Chief Executive Officer at (416) 639-5335.

Item 9 Date of Report

October 16, 2014