

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**

November 18, 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 Alex Macdonald as Chief Financial Officer, replacing interim CFO Warren Goldberg.

**Item 5 Full Description of Material Change**

Keek, a leading global mobile video social media network with more than 71 million members featuring a unique 36 second video format, today named Alex Macdonald, CPA, CA, its Chief Financial Officer, replacing interim CFO Warren Goldberg CPA, CA.

Macdonald served as Keek's Controller since January 2014. Prior to Keek, he was a Senior Auditor at a Canadian public accounting firm, providing auditing and consulting services to publicly traded companies. At Keek, he is part of the global advertising model development team which is the foundation of the company's initial monetization strategy. He also played a crucial role in Keek's expansion into the U.S. In his new position, Macdonald will continue to provide senior leadership in the New York and Toronto offices and lead the firm in its capital expansion. He is a Chartered Accountant and a Primary Reservist, Infantry Section Commander in the Canadian Armed Forces.

"We are delighted to appoint Alex to Chief Financial Officer," said Alexandra Cameron, CEO of Keek. "He has been instrumental in our transition from a privately-held to publicly-traded company and the development of a robust business model to measure and articulate impressions, revenue potential and scalability. He will be a key player in our growth as we focus on content enhancement, marketing, user experience, user engagement and enhanced value creation and monetization model assets. We also thank Warren Goldberg for his leadership and contributions and look forward to working with him in a consulting role."

Keek also added to its direct sales organization by naming Kevin Blaine, Director Western Region Sales. Blaine will be responsible for working primarily with the entertainment industry including TV and film studios, video game companies, and talent agencies. He will also work with Keek management responding to RFPs and proactively developing advertising concepts and partnerships for Keek.

"We're thrilled to bring Kevin Blaine onboard as part of our growing sales team," said Bill Blummer, SVP Monetization and Sales Solutions at Keek. "As a seasoned digital video veteran and long-time L.A. media executive, Kevin brings a depth of contacts and knowledge

of the entertainment and technology sectors that will be extremely valuable to the continued growth of Keek."

Blaine brings a wealth of digital video and emerging media experience serving most recently as director of enterprise sales at Tremor Video, a programmatic video advertising technology company. He also worked with AOL Video, Exponential Networks and ChaCha in senior sales positions over the past decade.

"I'm certainly excited to be joining a highly talented team at such an exciting time in mobile advertising. Like many advertisers on the West Coast, I'm impressed with Keek's innovative social video format and looking forward to contributing to the growth of Keek," said Blaine.

According to Blummer, direct sales is part of Keek's initial strategy to monetize. Keek will take advantage of its rich offering from product and message integration, sponsorships, and Keekisodes. Now with the ad serving technology in place and advertising model built, phase one of the build out of Keek's sales organization is underway with the expectation of the direct sales effort to start delivering revenue in Q1 of calendar 2015. Sales talent on boarding will continue in key markets.

Keek plans to expand its global direct sales force in markets including Dubai and London to service Europe, the Middle East and Oceania. The company has active advertising campaigns appearing on its network around the world.

**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**

November 18, 2014