



**MANAGEMENT'S DISCUSSION AND ANALYSIS  
OF FINANCIAL CONDITION & RESULTS OF OPERATIONS**

**FOR THE THREE AND NINE MONTHS ENDED SEPTEMBER 30, 2014**

## LED Medical Diagnostics Inc.

Management's Discussion and Analysis

For the three and nine months ended September 30, 2014

(Expressed in U.S. dollars, unless otherwise noted)

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### MANAGEMENT'S DISCUSSION AND ANALYSIS

This Management's Discussion and Analysis ("MD&A") has been prepared by management, in accordance with the requirements of National Instrument 51-102 *Continuous Disclosure Obligations* as of November 28, 2014 and should be read in conjunction with the condensed interim consolidated financial statements and related notes of LED Medical Diagnostics Inc. ("LED" or the "Company") as at and for the three and nine months ended September 30, 2014 (prepared in accordance with International Financial Reporting Standards or "IFRS"). All amounts are presented in United States dollars unless otherwise noted. All referenced materials as well as additional disclosures, including the Company's Annual Information Form ("AIF"), are available on SEDAR at [www.sedar.com](http://www.sedar.com).

### DISCLAIMER FOR FORWARD-LOOKING STATEMENTS

The following Management's Discussion and Analysis contains statements which, to the extent that they are not recitations of historical fact, may constitute forward-looking information under applicable Canadian securities legislation. Such forward-looking statements or information includes financial and other projections as well as statements regarding the Company's future plans, objectives, performance, revenues, growth, profits, operating expenses or the Company's underlying assumptions and the Company's intention to expand its technology beyond dental applications including "costs of production", "capital expenditures", "costs and timing of the development of new products", "hedging practices", "currency exchange rate fluctuations", "requirements for additional capital", "government regulation of medical device operations" and "insurance coverage". Generally, these forward-looking statements can be identified by the use of forward-looking terminology such as "plans", "expects", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates", "believes" or variations of such words and phrases or statements that certain actions, events or results "may", "would", "could", "might" or "will be taken", "occur" or "be achieved" or the negative connotation thereof. Persons reading this Management's Discussion and Analysis are cautioned that such statements or information are only predictions, and that the Company's actual future results or performance may be materially different. Factors that could cause actual events or results to differ materially from those suggested by these forward-looking statements include, but are not limited to: economic conditions; dilution; limited history of profits and operations; operational risk; distributor risks; working capital; potential conflicts of interest; speculative investment; intellectual property risks; disruptions in production; reliance on key personnel; seasonality; management's estimates; development of new customers and products risks; stock price volatility risk; sales and marketing risk; competitors and competition risk; regulatory requirements; reliance on few suppliers; reliance on subcontractors; operating cost and quarterly results fluctuations; fluctuations in exchange rates; product liability and medical malpractice claims; access to credit and additional financing; taxation; market acceptance of the Company's products and services; customer and industry analyst perception of the Company and its technology vision and future prospects; technological change, new products and standards; risks related to acquisitions and international expansion; reliance on large customers; concentration of sales; international operations and sales; management of growth and expansion; dependence upon key personnel and hiring; the Company not adequately protecting its intellectual property; risks related to product defects and product liability; reliance on third party suppliers; future working capital investments in accounts receivable and inventory; credit terms from suppliers; and including, but not limited to, other factors described in the Company's reports filed on SEDAR, including its financial statements and management's discussion and analysis For the three and nine months ended September 30, 2014. In drawing a conclusion or making a forecast or projection set out in the forward-looking information, the Company takes into account the following material factors and assumptions in addition to the above factors: the Company's ability to execute on its business plan; the acceptance of the Company's products and services by its customers; the timing of execution of outstanding or potential customer contracts by the Company; the sales opportunities available to the Company; the Company's subjective assessment of the likelihood of success of a sales lead or opportunity; the Company's historic ability to generate sales leads or opportunities; and that sales will be completed at or above the Company's estimated margins. This list is not exhaustive of the factors that may affect the Company's forward-looking information. These and other factors should be considered carefully and readers should not place undue reliance on such forward-looking information. All forward-looking statements made in this Management's Discussion and Analysis is qualified by this cautionary statement and there can be no assurance that actual results or developments anticipated by the Company will be realized. The Company disclaims any intention or obligation to update or revise forward-looking information, whether as a result of new information, future events or otherwise, except as required by law.

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### OVERVIEW

LED was incorporated under the BCBCA on July 17, 2002 as 651192 B.C. Ltd. and changed its name to LED Medical Diagnostics Inc. on November 6, 2003. LED's head office is located at 235 – 5589 Byrne Road, Burnaby, B.C. V5J 3J1. LED's registered and records office is located at 2500 – 700 West Georgia Street, Vancouver, B.C. V7Y 1B3. The Company is listed on the TSX Venture Exchange (TSX-V) under the trading symbol LMD.

As of the date of this report, LED has three wholly-owned operating subsidiaries, LED Dental (US) Ltd., which was incorporated under the laws of Washington State, LED Dental Inc., which was incorporated under the BCBCA and Essentia Genetics Corp., which was incorporated under the BCBCA on January 14, 2014.

### General Development of the Business

Headquartered in Burnaby, B.C., LED was founded in 2003 by former Chief Science Officer and Director Peter Whitehead. LED's first product, the VELscope®, is a first step towards LED's goal of becoming a global leader in developing advanced, affordable technology targeted to dental and medical healthcare providers for the detection, diagnosis, and treatment of disease.

### Description of the Business

The VELscope® tissue fluorescence visualization technology is backed by over \$50 million in funding by the National Institutes of Health ("NIH") and other US and Canadian government and private organizations. The NIH, part of the U.S. Department of Health and Human Services, is the primary Federal agency for conducting and supporting medical research in the US. The technology for the VELscope® system was developed by LED in partnership with the British Columbia Cancer Agency ("BCCA").

In 2006, VELscope® received U.S. FDA and Health Canada clearances. The clearances were pertinent to the VELscope®'s use of tissue fluorescence visualization technology as a new standard of screening for mucosal abnormalities, potentially malignant tissue and cancerous disease, and for surgical margin delineation. VELscope® is the first device on the market indicated for use in helping discover abnormalities such as cancerous and precancerous lesions that might not be apparent or visible to the naked eye, and for use to help determine appropriate surgical areas when excision is required.

The first-generation VELscope® device was introduced in 2006. Since then, LED has sold over 13,000 devices, which have been used to conduct over 25 million oral soft tissue exams worldwide. Currently, VELscope® fluorescence visualization technology is used to conduct more oral exams than any other adjunctive detection technology in the world.

Since its inception, LED has grown from a research and development, pre-commercial product development company, to its current status as a fast-growing sales and marketing-focused growth-stage company.

LED believes that the success of the VELscope® to date has proven that LED is a strong research and development company. Since the VELscope® was launched in 2006, LED has commercialized the VELscope® Vantage, and, in 2011, the VELscope® Vx. The VELscope® Vx is portable, rechargeable, and significantly more affordable than previous models. Its increased functionality and lower production costs improve LED's prospects as it expands into more countries and other healthcare markets.

The Company also recently launched its digital imaging products that provides dentists and oral health specialists with advanced diagnostic imaging products and software. These products were initially offered by LED in April 2014.

LED markets its products, in conjunction with its distribution partners, directly to dental practitioners. Such direct marketing includes direct mail/e-mail, advertising in industry journals and personal visits. In most cases, direct marketing activities are oriented towards convincing dental practitioners to attend an education seminar or trade show event in which LED is a participant. LED has found that successful marketing of the VELscope® requires marketing efforts geared towards education of dental practitioners, focusing on the advantages of using the device as an adjunctive diagnostic tool in the detection of oral diseases. Prior to 2012, LED arranged to host or actively attend over 125 dental industry trade shows and seminars annually. LED's educational seminars are often hosted by both Company employees and key opinion leaders in the dental industry who are supportive of LED's products.

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### Products and Intellectual Property

The Company's primary product is the VELscope® Vx released in early 2011 and is comprised of fluorescence technology which aids in the early visualization of mucosal diseases and enhances effective oral mucosal examinations. The VELscope® Vx is a handheld device that provides dentists and hygienists with an easy-to-use adjunctive mucosal examination system for the early detection of abnormal tissue. The patented VELscope® technology platform was developed in collaboration with the BCCA and MD Anderson Cancer Center, with funding provided in part by the NIH. It is based on the direct visualization of tissue fluorescence and the changes in fluorescence that occurs when abnormalities are present. The VELscope® Vx hand piece emits a safe blue light into the oral cavity, which excites the tissue from the surface of the epithelium through to the basement membrane (where premalignant changes typically start) and into the stroma beneath, causing it to fluoresce. The clinician is then able to immediately view the fluorescence response to help detect abnormal tissue. The VELscope has peer-reviewed clinical studies that support its use in helping discover occult oral disease.

VELscope® Vx provides a more effective oral cancer screening protocol with immediate benefits for the patient, clinician and practice. When used as an adjunctive aid in combination with traditional oral cancer examination procedures, VELscope® Vx facilitates the early discovery and visualization of mucosal abnormalities prior to surface exposure that may be, or may lead to oral cancer. In one or two minutes, with no rinses or stains required, a VELscope® examination helps oral healthcare professionals assure their patients that the standard of care for oral mucosal screening has been utilized. Adding to the VELscope®'s value as an adjunctive device is its ability to aid in the visualization of a wide spectrum of oral trauma and disease. A recent study at the University of Washington demonstrated that the VELscope® system is a powerful tool for the discovery of mucosal abnormalities such as viral, fungal and bacterial infections, inflammation from a variety of causes (including lichen planus and other lichenoid reactions), squamous papillomas and salivary gland tumors. VELscope® Vx combines minimal per-patient costs with more effective oral mucosal examinations.

The technology used in the VELscope® was jointly developed by scientists at the BCCA and LED founder Peter Whitehead. The VELscope® technology integrates four concepts: light, sophisticated filtering, natural tissue fluorophores and human optical and neural physiology. Base patents on the technology were awarded in 2000 and fully acquired by LED in 2003. These patents are expected to be valid until at least 2017. The technology platform is based on the direct visualization of tissue fluorescence and the changes in fluorescence that can result when abnormal tissue is present. This technology helps clinicians visualize abnormal oral tissue that is often not apparent under white light.

LED expects that expanding its proprietary visualization technology beyond dental applications will provide gynecologists, gastroenterologists, ear nose and throat specialists, dermatologists and family practitioners with cost-effective tools to aid in the detection of oral cancer and other oral mucosal abnormalities. LED has sought patent protection for its projects by filing one or more patent applications for each aspect of a device, system or method, that LED believes is both patentable and that justifies the costs of patent protection. LED intends to protect future developments in the same manner. LED maintains certain of its intellectual property as trade secrets. LED also has pursued and intends to pursue trademark, copyright and other intellectual property protection as it believes is warranted.

VELscope®, VELscope® Vantage, and the VELscope® Vx technologies are composed of a light source, light guide, and viewing hand piece. The VELscope® hand piece emits a safe, visible, blue light into the oral cavity, which excites mucosal tissue and causes it to fluoresce. When viewed through the VELscope® hand piece, abnormal tissue typically appears as an irregular, dark area that stands out against the otherwise normal, green fluorescence pattern of surrounding healthy tissue. This difference in appearance allows clinicians to examine the oral cavity in real time and differentiate between healthy mucosa and areas of concern that may require further action. When used in combination with traditional oral mucosal examination procedures, VELscope® facilitates the discovery and enhances the visualization of mucosal abnormalities. LED received FDA 510(k) clearance for these claims in April 2007. FDA 510(k) clearance is a premarket notification required for manufacturers of medical devices.

One of LED's most profound commitments is to help reduce the mortality of oral cancer. The services of LED and its partners are directed toward developing a professional outreach program with key university-based oral pathology, oral surgery, and oral medicine leaders worldwide to assist healthcare providers as the need arises. LED is positioned to facilitate the dissemination of new findings that address early detection based on fluorescence and other technologies. Currently over 50% of US dental colleges own at least one VELscope®.

The Company has developed a specialized digital imaging distribution division that offers digital imaging products for use by various types of health practitioners. A partnership with Ray Co. Ltd., a subsidiary of Samsung, has enabled the Company

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to sell and install RAYSCAN digital imaging technology. The RAYSCAN α - Expert is a multi-function digital extra oral imaging system with 3D cone beam computed tomography (CBCT), panoramic and cephalometric capabilities.

### FORWARD LOOKING COMPANY OBJECTIVES

The Company's objectives are:

- To centralize and build sales, marketing and operations teams in Atlanta, Georgia.
- Make significant investments into sales and marketing resources.
- Optimize current relationships with VELscope® sales channels via non-exclusive distributors in North America.
- Increase investment in research and development.
- Add complimentary imaging products to build out a robust portfolio and diversify revenue streams.

### SIGNIFICANT EVENTS

#### Management Change

- On September 2, 2014, the Company announced that Darryl J. Yea accepted the position of Chair of the Board and Director of the Company. Darryl has been a director with the Company since 2011 and he is currently the President of Investco Capital Management Inc. Keith Smith, the former Chair of the Board, has decided to step down as a Director.
- On September 2, 2014, Dr. David Gane, CEO of LED Medical, and Lamar Roberts, President of the Company's wholly-owned operating division, LED Dental, were appointed to the Board of Directors. In addition, Peter Whitehead, the founder and former CEO of LED Medical, has stepped down as a Director but will continue to serve as a consultant for the Company.
- On September 9 2014, the Company announced that Jody Kelly, CPA, has joined LED as Vice President of Finance. Ms. Kelly will be based out of LED's Atlanta office and assume responsibility for the company's accounting, financial planning and analysis, cash flow management, internal auditing, public company reporting and treasury.
- On October 28, 2014, the Company announced that Randolph Simmons has joined LED as Director of Technical Services. Mr. Simmons will assume the responsibilities to develop and grow LED's team of digital technology specialists, expand the service provider network and act as LED's Radiation Safety Officer.

#### Product Highlights

- On August 13, 2014, the Company announced the availability of its new digital intraoral camera, the LED IC100. Designed with simplicity, functionality and versatility in mind, the LED IC100 intraoral camera captures high-resolution images to provided practitioners with an enhanced patient education tool.
- On August 19 2014, the Company officially introduced the LED IC200. This product is the second intraoral camera in the Company's product portfolio and is elegantly designed to acquire high-resolution intraoral and extra oral images with auto focus and a large depth of field.

#### Business Highlights

- On August 13, 2014, the Company announced the availability of its new digital intraoral camera, the LED IC100. Designed with simplicity, functionality and versatility in mind. The LED IC100 intraoral camera captures high-resolution images to provide practitioners with an enhanced patient education tool.
- On August 19 2014, the Company officially introduced the LED IC200. This product is the second intraoral camera in the Company's product portfolio and is elegantly designed to acquire high-resolution intraoral and extraoral images with auto focus and a large depth of field.
- During September 2014, the Company showcased its new digital Imaging products at the California Dental Association (CDA) Annual Conference entitled "CDA Presents the Art and Science of Dentistry", the American Association of Oral and Maxillofacial Surgeons 94<sup>th</sup> Annual Meeting, and the American Academy of Periodontology 100<sup>th</sup> Annual Meeting and Exhibition. The CDA conference alone was attended by more than 27,000 dental professionals.
- On October 14, 2014, LED Medical announced the renewal of its exclusive international distribution agreement (outside North America) for the VELscope® Vx for a three year term with DenMat Holding LLP. This agreement

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requires minimum annual purchases of the VELscope® Vx product line by DenMat and is subject to another three-year extension at the mutual agreement of both parties.

### Financial Highlights

- Net revenues increased to \$1,628,643 for the three months ended September 30, 2014. This is an increase of 79% from the three months ended September 30, 2013. The increase in revenues is due to a newly established non-exclusive distribution model for the Company's VELscope Vx product line from a formerly exclusive Distribution relationship along with the new dental imaging product line.
- The operating loss for the three months ended September 30, 2014 was \$1,977,051 compared to the operating loss for the three months ended September 30, 2013 of \$260,326. Increased revenues for the three months ended September 30, 2014 were offset by increased investment into both sales and marketing resources with the Company establishing the infrastructure for its new digital imaging product line.
- EBITDA<sup>1</sup> was negative \$1,623,618 for the three months ended September 30, 2014 compared to EBITDA of negative \$139,816 for the three months ended September 30, 2013. The Company incurred an increased negative EBITDA for the three months ended September 30, 2014 primarily due to investments in infrastructure and sales, marketing and support efforts for the digital imaging products.
- Cash used in operations was \$2,970,787 during the three months ended September 30, 2014 compared to \$739,404 during the three months ended September 30, 2013. The increased usage of cash in operations was primarily due to the increased net loss from operations along with increased inventory spending for digital equipment, prepaid tradeshow and inventory deposits.
- The Company had cash of \$815,036 as of September 30, 2014 and Net Working Capital of \$2,357,635 which is primarily attributable to the Company's investment in inventory as of September 30, 2014. This inventory is required to fulfil anticipated sales orders during the fourth quarter of fiscal 2014.

### SELECTED QUARTERLY INFORMATION

The information in the tables below has been derived from the Company's unaudited interim condensed consolidated financial statements. The Company's quarterly operating results have varied substantially in the past and may vary substantially in the future. Accordingly, the information below is not necessarily indicative of results for any future quarter.

	September 30,	June 30,	March 31,	December 31,	September 30,	June 30,	March 31,	December 31,
	2014	2014	2014	2013	2013	2013	2013	2012
<i>(in US\$ '000's)</i>								
Cash	\$ 815	\$ 1,838	\$ 3,178	\$ 4,359	\$ 973	\$ 1,718	\$ 607	\$ 970
Working capital	2,358	69	3,438	4,446	741	972	(1,109)	(97)
Total assets	5,733	4,967	5,112	5,824	2,619	3,550	1,996	3,490
Long-term financial liabilities		1	4,971	3,676	3,967	2,289	108	147
Shareholders' (deficiency) equity	2,956	310	(1,430)	855	(3,135)	(1,219)	(1,110)	(128)

<sup>1</sup> EBITDA or Earnings before Interest, Taxes Depreciation and Amortization is a non-IFRS measure that does not have a standardized meaning and may not be comparable to a similar measure disclosed by other issuers. This measure does not have a comparable GAAP measure. EBITDA referenced here relates to net loss and comprehensive loss and excludes interest, income taxes, depreciation, amortization, finder's warrants issuance costs, stock-based compensation, deferred share unit compensation, mark to market adjustments on Canadian dollar denominated warrants, foreign exchange gain or loss and other income. This measure does not have a comparable IFRS measure and is used by the Company to manage and evaluate the cash operating loss of the business.



# LED Medical Diagnostics Inc.

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### Consolidated Statements of Operations and Deficit

	Three months ended	Three months ended	Three months ended	Three months ended	Three months ended	Three months ended	Three months ended	Three months ended
	September 30,	June 30,	March 31	December 31,	September 30,	June 30,	March 31,	December 31,
(in US\$ '000's, except earnings per share)	2014	2014	2014	2013	2013	2013	2013	2012
Revenues	\$ 1,628	\$ 1,590	\$ 1,055	\$ 216	\$ 911	\$ 1,083	\$ 309	\$ 1,390
Cost of goods sold	1,028	724	526	424	331	447	146	748
Gross margin	600	866	529	(208)	580	636	163	642
Expenses:								
Sales and marketing	1,621	1,546	743	435	159	327	332	349
Research and development	215	247	258	121	122	111	90	95
Administration	387	506	533	475	439	302	379	282
EBITDA	(1,623)	(1,433)	(1,005)	(1,239)	(140)	(104)	(638)	(84)
Other expenses (income)	1,070	(1,516)	1,889	214	1,819	2,096	693	91
Income tax expense	-	-	-	8	-	1	3	-
Net (loss) income	\$ (2,693)	\$ 83	\$ (2,894)	\$ (1,461)	\$ (1,959)	\$ (2,201)	\$ (1,334)	\$ (175)
Net (loss) income per share (basic and diluted)	\$ (0.03)	\$ 0.00	\$ (0.04)	\$ (0.02)	\$ (0.03)	\$ (0.05)	\$ (0.03)	\$ (0.01)

See Financial Results section below for further discussion on the selected quarterly income statement information.

### FINANCIAL RESULTS FOR THE THREE MONTHS ENDED SEPTEMBER 30, 2014

The following analysis of the results of operations for the three months ended September 30, 2014 includes comparisons to the three months ended June 30, 2014 and September 30, 2013

#### Revenue

Revenues are derived from the sale of the Company's VELscope® product, related consumable products which are disposal components for singular use of the VELscope® product and digital imaging equipment. Revenue is expressed net of distributor volume rebates and price discounts of \$7, 464, \$8,863 and \$6,635 during the three months ended September 30, 2014, June 30, 2014 and September 30, 2013, respectively.

Three months ended	Three months ended	Three months ended
September 30,	June 30,	September 30,

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	2014	2014	2013
<b>Total net revenues</b>	\$1,628,643	\$ 1,590,289	\$ 911,387

To date, the Company has had a significant portion of its revenues derived from sales to its former exclusive distribution partners. The Company has transitioned to a non-exclusive distribution structure by terminating all previously exclusive distribution partnerships and entering non-exclusive distribution agreements with multiple distribution partners. During this transition period, the Company underwent a general shift in resources to sales and marketing from administration as new distribution agreements were negotiated. During the three month period ended September 30, 2014, the Company experienced its best net revenues quarter since the three month period ended September 30, 2012 as a result of the optimization of sales channels through non-exclusive distribution partnerships throughout North America and the introduction of the digital imaging product line.

In each respective period, revenues from customers which amounted to 10% or more of the Company's revenues accounted for the following percentages of the Company's total revenues:

	Three months ended	Three months ended	Three months ended
	September 30, 2014	June 30, 2014	September 30, 2013
<b>Revenue</b>	<b>\$682,909</b>	<b>\$ 1,066,628</b>	<b>\$ 822,941</b>
<b>Percentage of total revenue</b>	<b>42%</b>	<b>67%</b>	<b>90%</b>

## Gross Margin<sup>2</sup>

The Company experienced the following gross margin for the periods outlined:

	Three months ended		Three months ended		Three months ended	
	September 30, 2014	%	June 30, 2014	%	September 30, 2013	%
Revenue	\$ 1,648,643		\$ 1,590,289		\$ 911,387	
Cost of sales	1,027,842		724,230		331,330	
<b>Gross margin</b>	<b>\$ 600,801</b>	<b>36%</b>	<b>\$ 866,059</b>	<b>54%</b>	<b>\$ 580,057</b>	<b>64%</b>

The Company earned gross margin for the three months ended September 30, 2014 of 36% which is a decrease from the Company's gross margin for the three months ended June 30, 2014. The decrease is primarily due to the change in sales mix and an adjustment recorded in the current period for direct product shipping costs previously recorded as operating expense. The latter of the two resulted in a 4% decrease alone.

<sup>2</sup> Gross margin is a non-IFRS measure that does not have a standard meaning and may not be comparable to a similar measure disclosed by other issuers. Gross margin referenced here relates to revenues less cost of sales. This measure does not have a comparable IFRS measure and is used by the Company to manage and evaluate the operating performance of the Company.



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#### Expenses

	Three months ended September 30, 2014	Three months ended June 30, 2014	Three months ended September 30, 2013
Sales and marketing	\$ 1,621,028	\$ 1,545,537	\$ 158,776
Research and development	215,625	247,342	121,706
Administration	387,766	505,543	439,931
Stock-based compensation	331,695	186,352	45,898
Deferred share unit compensation	-	-	65,149
Mark to market adjustments on Canadian dollar warrants	777,504	(1,778,644)	2,065,653
Other operating expenses	21,738	13,944	9,463
<b>Total expenses</b>	<b>\$ 3,355,356</b>	<b>\$ 720,074</b>	<b>\$ 2,906,036</b>
<b>As a percentage of total net revenue</b>	<b>206%</b>	<b>45%</b>	<b>319%</b>

The increase in expenses for the three months ended September 30, 2014 as compared to the three months ended June 30, 2014 and September 30, 2013 was primarily due to increased investment into both sales and marketing and market to market adjustments on Canadian dollar warrants. The Company has been able to significantly reduce administration costs in this period as compared to the three months ended June 30, 2014 and September 30, 2013

#### Sales and Marketing

	Three months ended September 30, 2014	Three months ended June 30, 2014	Three months ended September 30, 2013
<b>Sales and marketing</b>	<b>\$ 1,621,028</b>	<b>\$ 1,545,537</b>	<b>\$ 158,776</b>
<b>As a percentage of total net revenue</b>	<b>98%</b>	<b>97%</b>	<b>17%</b>

Sales and marketing includes the cost for customer support activities. The increase in sales and marketing expenses over the previous three month periods ended June 30, 2014 and September 30, 2013 was due to the Company's investment in expanding its sales team and creating strong brand and digital product awareness for its newly developed digital imaging line within the dental industry.

The Company has thirty four sales and marketing employees, of which twenty nine are located in the United States and four are located in Canada.

#### Research and Development

	Three months ended September 30, 2014	Three months ended June 30, 2014	Three months ended September 30, 2013
<b>Research and development</b>	<b>215,625</b>	<b>\$ 247,342</b>	<b>\$ 121,706</b>
<b>As a percentage of total net revenue</b>	<b>13%</b>	<b>16%</b>	<b>13%</b>

The Company has a small research and development group located in Canada. Research and development expenses relate primarily to salaries and related benefit costs, as well as a portion of the Company's overall facilities costs. The Company's

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Chief Science Officer is currently focused on developing complimentary products to align with the Company's Velscope technology.

### Administration

	Three months ended September 30, 2014	Three months ended June 30, 2014	Three months ended September 30 2013
Administration	387,766	\$ 505,543	\$ 439,391
As a percentage of total net revenue	24%	32%	48%

Administration expenses include executive and administrative staff salaries, facilities, public company costs, insurance, accounting and legal fees as well as various general administrative costs. The decrease in administration expenses for the three months ended September 30, 2014 compared to the three months ended June 30, 2014 was primarily due to a decrease of professional fees.

### Other Operating Expenses

	Three months ended September 30, 2014	Three months ended June 30, 2014	Three months ended September 30 2013
Depreciation of property, plant and equipment	\$ 15,287	\$ 7,493	\$ 3,010
Amortization of intellectual property	6,451	6,451	6,453
Finder's warrants issuance costs	-	-	-
<b>Total other operating expenses</b>	<b>\$ 21,738</b>	<b>\$ 13,944</b>	<b>\$ 9,463</b>

During the three months ended September 30, 2014, other operating expenses increased slightly from the three month period ended June 30, 2014 and September 30, 2013 as the Company had purchased additional office and digital imaging demo equipment.

### Operating (Loss)/Gain

	Three months ended September 30, 2014	Three months ended June 30, 2014	Three months ended September 30 2013
Operating (loss)/gain for the period	\$ (1,977,051)	\$ (1,632,659)	\$ (260,326)

During the three months ended September 30, 2014, the Company experienced an operating loss which is attributable to the increased expenditures for the sales and marketing efforts with the digital imaging products infrastructure.

### Other Income (Expenses)

	Three months ended September 30, 2014	Three months ended June 30, 2014	Three months ended September 30 2013
Mark to market adjustments on Canadian dollar denominated warrants	\$ (777,504)	\$ 1,778,644	\$ (2,065,653)
Foreign exchange gain (loss)	60,694	(63,419)	366,435
<b>Total other income (expenses)</b>	<b>\$ (716,810)</b>	<b>\$ 1,715,225</b>	<b>\$ (1,699,218)</b>

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During the three months ended September 30, 2014 and September 30, 2013, the Company experienced other expenses due to the mark to market adjustment on the Canadian dollar denominated warrants. For the three months ended June 30, 2014 the Company experienced Other Income due to the mark to market adjustments on the Canadian dollar denominated warrants. The change in mark to market adjustments on Canadian dollar denominated warrants fluctuates from period to period based on volatility, share price, risk-free interest rates and warrant exercises. The Company applies the Black Scholes valuation model to value the mark to market adjustments on Canadian dollar denominated warrants.

### EBITDA<sup>1</sup>

	Three months ended September 30, 2014	Three months ended June 30, 2014	Three months ended September 30 2013
Net loss before income taxes for the period	\$ (2,693,861)	\$ 82,566	\$ (1,959,544)
Add back:			
Depreciation of equipment	15,287	7,493	3,010
Amortization of intellectual property	6,451	6,451	6,453
Finders warrants issuance costs	-	-	-
Stock-based compensation	331,695	186,352	45,898
Deferred share unit compensation	-	-	65,149
Mark to market adjustments on Canadian dollar denominated warrants	777,504	(1,778,644)	2,065,653
Foreign exchange (gain) loss	(60,694)	63,419	(366,435)
<b>EBITDA</b>	<b>\$ (1,623,618)</b>	<b>\$ (1,432,363)</b>	<b>\$ (139,816)</b>

The Company recently updated its calculation of EBITDA to more accurately evaluate the cash operating loss of the business. The Company incurred negative EBITDA for the three months ended September 30, 2014 primarily due to its investment into sales and marketing as the Company expands its product portfolio and establishes the infrastructure of its sales force for the Imaging division.

### Net Income (Loss) and Comprehensive Income (Loss)

	Three months ended September 30, 2014	Three months ended June 30, 2014	Three months ended September 30 2013
Net income (loss) and comprehensive income (loss) for the period	\$ (2,693,861)	\$ 82,566	\$ (1,959,503)
Income (Loss) per share - basic and diluted	\$ (0.03)	\$ 0.00	\$ (0.03)

Net loss for the three months ended September 30, 2014 increased over the three months ended June 30, 2014 and September 30, 2013 due to the mark to market adjustment on Canadian dollar denominated warrants and expenditures in sales and marketing initiatives. The Company will continue to experience a non-cash expense related to this for the life of the unexercised Canadian dollar denominated warrants.

## LED Medical Diagnostics Inc.

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(Expressed in U.S. dollars, unless otherwise noted)

### RESULTS OF OPERATIONS FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2014 (UNAUDITED)

The following analysis of the results of operations for the nine months ended September 30, 2014 includes comparisons to the nine months ended September 30, 2013.

#### Revenues

Revenues are derived from the sale of the Company's VELscope® product and related consumable products which are disposal components for singular use of the VELscope® product as well as LED's digital imaging products. LED launched the new version of its primary product, the VELscope® Vx, in January of 2011. Revenue is expressed net of distributor volume rebates, price discounts of \$24,941 in the nine months ended September 30, 2014 and \$22,512 in the nine months ended September 30, 2013.

	<b>Nine months ended September 30, 2014</b>	<b>Nine months ended September 30, 2013</b>	<b>Change</b>
<b>Total revenue</b>	<b>\$ 4,273,818</b>	<b>\$ 2,303,860</b>	<b>86%</b>

Revenues increased in the nine months ended September 30, 2014 compared to the nine months ended September 30, 2013 due to the Company's transition to a non-exclusive dealer distribution relationship and the new digital imaging product line sales.

To date, the Company has had a significant portion of its revenue derived from sales to its formerly exclusive distributor in North America. While the Company continues to focus its efforts on expanding to new markets, it is expected that in the near-term, revenue generation will continue to be concentrated among a small number of distributors. In each respective period, revenues from customers which amounted to 10% or more of the Company's revenues accounted for the following percentages of the Company's total revenues and are primarily attributable to its formerly exclusive North American distributor:

	<b>Nine months ended September 30, 2014</b>	<b>Nine months ended September 30, 2013</b>	<b>Change</b>
<b>Revenue</b>	<b>\$ 1,538,574</b>	<b>\$ 1,773,972</b>	<b>-13%</b>
<b>Percentage of total revenue</b>	<b>36%</b>	<b>77%</b>	

## LED Medical Diagnostics Inc.

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The Company earned revenues attributed to the following geographical regions based on the location of the customer:

	Nine months ended September 30, 2014	%	Nine months ended September 30, 2013	%	Change
North America	\$ 4,228,121	99%	\$ 2,303,860	100%	84%
Rest of World	\$ 45,697	1%	-	0%	100%

The Company generated the majority of its revenue from the North American markets which is consistent with the prior periods.

### Gross Margin

The Company experienced gross margin for the following periods:

	Nine months ended September 30, 2014	%	Nine months ended September 30, 2013	%	Change
Revenue	\$ 4,273,818		\$ 2,303,860		86%
Cost of goods sold	2,277,609		924,205		146%
Gross margin	\$ 1,996,209	47%	\$ 1,379,655	60%	45%

LED had a lower percentage margin on sales for the nine months ended September 30, 2014 due to a change in product sales mix from the sale of LED's digital imaging third party products as opposed to sale of LED's own VELscope® Vx product line. Furthermore, direct product shipping costs were reallocated from operating expense to cost of goods sold which resulted in a 2% decrease in margin.

### Expenses

The Company reports its operating expenses as follows:

	Nine months ended September 30, 2014	Nine months ended September 30, 2013	Change
Sales and marketing	\$ 3,910,005	\$ 818,111	378%
Research and development	721,548	322,257	124%
Administration	1,425,999	1,121,264	27%
Stock-based compensation	709,546	597,691	19%
Deferred share unit compensation	-	380,580	-100%
Other operating expenses	45,610	62,846	-27%
Total expenses	\$ 6,812,708	\$ 3,302,749	106%
As a percentage of total net revenue	159%	143%	

## LED Medical Diagnostics Inc.

### Management's Discussion and Analysis

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#### Core Operating Expenses

	Nine months ended September 30, 2014	Nine months ended September 30, 2013	Change
Sales and marketing	\$ 3,910,005	\$ 818,111	378%
Research and development	721,548	322,257	124%
Administration	1,425,999	1,121,264	27%
<b>Total expenses</b>	<b>\$ 6,057,552</b>	<b>\$ 2,261,632</b>	<b>168%</b>
<b>As a percentage of total net revenue</b>	<b>142%</b>	<b>98%</b>	

Total core operating expenses increased by 168% for the nine months ended September 30, 2014 as compared to the nine months ended September 30, 2013. In particular, sales and marketing activities increased by \$3,091,894, research and development costs increased by \$399,291 while administration expenses increased by \$370,429.

#### Sales and Marketing

	Nine months ended September 30, 2014	Nine months ended September 30, 2013	Change
<b>Sales and marketing</b>	<b>\$ 3,910,005</b>	<b>\$ 818,111</b>	<b>378%</b>
<b>As a percentage of total net revenue</b>	<b>91%</b>	<b>36%</b>	

Sales and marketing includes the cost for customer support activities. The increase in sales and marketing expenses in the nine months ended September 30, 2014 over the same period in the prior year was primarily due to sales and marketing initiatives for the launch of LED's digital imaging products.

#### Research and Development

	Nine months ended September 30, 2014	Nine months ended September 30, 2013	Change
<b>Research and development</b>	<b>\$ 721,548</b>	<b>\$ 322,257</b>	<b>124%</b>
<b>As a percentage of total net revenue</b>	<b>17%</b>	<b>14%</b>	

The increase in research and development costs during the nine months ended September 30, 2014 over the same period in the prior year was attributable to costs incurred to further develop complimentary products for the VELscope® Vx system as well as research new product initiatives.



## LED Medical Diagnostics Inc.

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### Administration

	Nine months ended September 30, 2014	Nine months ended September 30, 2013	Change
Administration	\$ 1,425,999	\$ 1,121,264	27%
As a percentage of total net revenue	33%	49%	

The increase in administration costs during the nine months ended September 30, 2014 over the same period in the prior year was primarily due to an increase to accommodate the Company's business growth.

### Other Operating Expenses

	Nine months ended September 30, 2014	Nine months ended September 30, 2013	Change
Depreciation of property, plant and equipment	\$ 26,256	\$ 9,387	180%
Amortization of intellectual property	19,354	19,354	0%
Warrant issuance costs	-	34,105	-100%
<b>Total other operating expenses</b>	<b>\$ 45,610</b>	<b>\$ 62,846</b>	<b>-27%</b>

### Other (Expenses) Income

	Nine months ended September 30, 2014	Nine months ended September 30, 2013	Change
Mark to market adjustments on Canadian dollar denominated warrants	\$ (693,979)	\$ (3,822,587)	82%
Foreign exchange gain (loss)	5,184	255,364	-98%
Interest income	-	-	0%
Loss on disposal of assets	-	-	0%
Miscellaneous income	-	-	0%
<b>Total other operating (expenses) income</b>	<b>\$ (688,795)</b>	<b>\$ (3,567,223)</b>	<b>-81%</b>

The decrease in total other expenses from the nine months ended September 30, 2014 and the nine months ended September 30, 2013 was the mark to market adjustments on Canadian dollar denominated warrants. This decrease is due to the reduction of outstanding Canadian dollar denominated warrants as warrant exercises have occurred during the nine month period.

## LED Medical Diagnostics Inc.

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### EBITDA<sup>1</sup>

	Nine months ended September 30, 2014	Nine months ended September 30, 2013	Change
Net loss before income taxes for the period	\$ (5,505,294)	\$ (5,490,317)	2%
Add back:			
Depreciation of equipment	26,256	9,387	180%
Amortization of intellectual property	19,354	19,354	0%
Stock-based compensation	709,546	597,691	19%
Deferred share unit compensation	-	380,580	-100%
Mark to market adjustments on Canadian dollar denominated warrants	693,979	3,822,587	-82%
Foreign exchange (gain) loss	(5,184)	(255,364)	-98%
<b>EBITDA</b>	<b>\$ (4,061,343)</b>	<b>\$ (916,082)</b>	<b>-343%</b>

The decrease in EBITDA was primarily due to lower mark to market adjustments on the Canadian denominated warrants and the increase in expenditures for sales and marketing initiatives in the nine months ended September 30, 2014 over the same period in the prior year.

### Net Loss and Comprehensive Loss

	Nine months ended September 30, 2014	Nine months ended September 30, 2013	Change
<b>Net loss</b>	<b>\$ (5,505,294)</b>	<b>\$ (5,494,416)</b>	<b>0%</b>
<b>Loss per share (basic and fully diluted)</b>	<b>\$ (0.07)</b>	<b>\$ (0.12)</b>	

Net loss and comprehensive loss for the nine months ended September 30, 2014 was lower than the nine months ended September 30, 2013 primarily due to the issuance of Canadian dollar denominated warrants which are marked to market at each period end.

### LIQUIDITY AND CAPITAL RESOURCES

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The Company finances its operations and capital expenditures through cash generated from operations and equity financings. As at September 30, 2014, the Company had cash of \$815,036 with working capital<sup>3</sup> of \$2,357,635 as compared to cash of \$973,410 and working capital of \$795,493 as at September 30, 2013.

	Three months ended September 30, 2014	Three months ended June 30, 2014	Three months ended September 30, 2013
<b>Cash (used in) provided by:</b>			
Operating activities	\$ (2,970,787)	\$ (1,971,575)	\$ (739,404)
Investing activities	(98,635)	(153,414)	(1,975)
Financing activities	2,046,058	785,309	(3,646)
<b>(Decrease) increase in cash</b>	<b>\$ (1,023,364)</b>	<b>\$ (1,339,680)</b>	<b>\$ (745,025)</b>

Cash used in operating activities for all comparable periods was attributable to revenues earned offset by operating expenditures primarily consisting of sales and marketing costs and overall corporate administration activities.

The investing activities during the three months ended September 30, 2014 pertain to the purchasing of equipment.

The financing activities during the three months ended September 30, 2014 relate to the proceeds from the exercise of warrants. The financing activities during the three months ended September 30, 2013 relate to proceeds from the Company's June 2013 private placement.

### Nine months ended September 30, 2014

	Nine months ended September 30, 2014	Nine months ended September 30, 2013
<b>Cash provided by (used in):</b>		
Operating activities	\$ (6,253,110)	\$ (2,232,895)
Investing activities	(279,220)	(2,894)
Financing activities	2,988,380	2,239,615
<b>Increase (decrease) in cash</b>	<b>\$ (3,543,950)</b>	<b>\$ 3,826</b>

Cash used in operating activities for comparable periods was attributable to revenues earned offset by operating expenditures primarily consisting of sales and marketing costs to market the Company's VELscope® Vx product and digital imaging products inventory.

The investing activities during the nine months ended September 30, 2014 and 2013 pertain to the Company purchasing equipment offset by restricted cash being freed up.

The financing activities during the nine months ended September 30, 2014 is attributable to the proceeds from the exercise of the Company's outstanding warrants. The financing activities during the nine months ended September 30, 2013 relate to the proceeds of private placement activity.

<sup>3</sup> Working Capital is a non-IFRS measure that does not have a standardized meaning and may not be comparable to a similar measure disclosed by other issuers. This measure does not have a comparable IFRS measure. Working capital is defined as current assets less current liabilities. The Company believes that the inclusion of this non-IFRS measure financial measure provides investors with an alternative presentation useful to investors' understanding of the Company's core operating results and trends.

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### STAFFING LEVELS

The following table summarizes the Company's headcount, by functional group:

	As at September 30, 2014	As at June 30, 2014	As at September 30, 2013
Sales and marketing	34	27	7
Research and development	1	2	1
Administration	5	9	5
<b>Total</b>	<b>40</b>	<b>38</b>	<b>13</b>

### COMMITMENTS

The Company continues to have no bank debt, off-balance sheet financing arrangements or significant capital leases. The Company has leased facilities in Vancouver and Burnaby, BC, Canada and Atlanta, GA, USA. Minimum lease payments as at September 30, 2014 are \$1,168,354.

### INTANGIBLE ASSET IMPAIRMENT

None.

### OFF-BALANCE SHEET ARRANGEMENTS

None.

### TRANSACTIONS WITH RELATED PARTIES

Related parties include key management, the Board of Directors, close family members and enterprises which are controlled by these individuals as well as certain persons performing similar functions.

During the three months ended September 30, 2014 and 2013, the Company paid or accrued the following compensation expenses to key personnel of the Company:

	Three months ended September 30, 2014	Three months ended September 30, 2013	Nine months ended September 30, 2014	Nine months ended September 30, 2013
<b>Cash provided by (used in):</b>				
Short-term compensation*	\$ 243,522	\$ 100,178	\$ 672,289	\$ 254,845
Share-based payments	\$ 175,091	\$ 37,211	\$ 519,851	\$ 111,634

The Company entered into an employment agreement with the former CEO in which the former CEO would earn royalties equal to 2% of all VELscope® sales. Included in short-term compensation are accrued royalties of \$9,882 for the three months ended September 30, 2014.

### PROPOSED TRANSACTIONS

None.

## **LED Medical Diagnostics Inc.**

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### **CRITICAL ACCOUNTING POLICIES AND ESTIMATES**

The Company's management makes judgments in its process of applying the Company's accounting policies in the preparation of its condensed interim consolidated financial statements. In addition, the preparation of the financial data requires that the Company's management make assumptions and estimates of the impacts from uncertain future events on the carrying amounts of the Company's assets and liabilities at the end of the reporting period, and the reported amounts of revenues and expenses during the reporting period. Actual results may differ from those estimates as the estimation process is inherently uncertain. Estimates are reviewed on an ongoing basis based on historical experience and other factors that are considered to be relevant under the circumstances. Revisions to estimates and the resulting impacts on the carrying amounts of the Company's assets and liabilities are accounted for prospectively. The critical judgments and estimates applied in the preparation of the Company's condensed interim consolidated financial statements for the three months ended September 30, 2014 are consistent with those applied and disclosed in note 3 to the Company's audited consolidated financial statements for the year ended December 31, 2013.

#### **New Standards and Interpretations Adopted as of January 1, 2014**

The Company has applied the following new and revised IFRSs in these consolidated financial statements. Other than increased disclosures, there was no impact to the Company's consolidated financial statements resulting from these IFRS standards.

#### **IAS 32 - Financial Instruments: Offsetting Financial Assets and Financial Liabilities**

IAS 32 provides further clarification on the application of the offsetting requirements. The application of the offsetting requirements did not have a material impact on the Company's consolidated financial statements

#### **New Standards and Interpretations Not Yet Effective**

Standards issued but not yet effective up to the date of issuance of the Company's condensed interim consolidated financial statements are listed below. This listing is of standards and interpretations issued, which the Company reasonably expects to be applicable at a future date. The Company is currently assessing the impact of the following standards on the condensed interim consolidated financial statements and intends to adopt these standards when they become effective.

#### **IFRIC 15 – Revenue from Contracts with Customers**

In May 2014, the IASB issued IFRS 15 – Revenue from Contracts with Customers ("IFRS 15") which supersedes IAS 11 – Construction Contracts, IAS 18 – Revenue, IFRIC 13 – Customer Loyalty Programs, IFRIC 15 – Agreements for the Construction of Real Estate, IFRIC 18 – Transfers of Assets from Customers, and SIC 31 – Revenue – Barter Transactions involving Advertising Services. IFRS 15 establishes a single five-step model framework for determining the nature, amount, timing and uncertainty of revenue and cash flows arising from a contract with a customer. The standard is effective for annual periods beginning on or after January 1, 2017, with early adoption permitted. The Company is currently evaluating the impact the final standard is expected to have on its consolidated financial statements.

#### **IFRS 9 – Financial Instruments**

IFRS 9 replaces the current IAS 39 - Financial Instruments Recognition and Measurement. The standard intends to reduce the complexity in the classification and measurement of financial instruments. In February 2014, the IASB tentatively determined that the revised effective date for IFRS 9 would be January 1, 2018. The Company is currently evaluating the impact the final standard is expected to have on its consolidated financial statements.

#### **IFRS 14 – Regulatory Deferral Accounts**

On January 30, 2014 the IASB issued a new interim standard, IFRS 14 – *Regulatory Deferral Accounts* ("IFRS 14"). IFRS 14 is intended to enhance the comparability of financial reporting by entities engaged in rate-regulated activities and is effective for annual periods beginning on or after January 1, 2016. IFRS 14 is not expected to be applicable to the Company.

#### **Annual Improvements**

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In December 2013, the IASB issued the Annual Improvements 2010-2012 and 2011-2013 cycles to make necessary but non-urgent amendments to existing IFRSs. The amendments are effective for annual periods beginning on or after July 1, 2014; however, these amendments are not expected to have a significant impact on the Company's consolidated financial statements

### FINANCIAL INSTRUMENTS AND OTHER INSTRUMENTS

The Company is exposed in varying degrees to a variety of financial instrument related risks. The Board of Directors approves and monitors the risk management processes, inclusive of documented investment policies, counterparty limits, and controlling and reporting structures. The type of risk exposure and the way in which such exposure is managed is provided as follows:

#### Classification of financial instruments

Financial assets included in the statement of financial position are as follows:

	As at September 30, 2014	As at December 31, 2013
<b>Financial Assets</b>		
<i>Cash and cash equivalents</i>		
Cash	\$ 815,036	\$ 4,358,986
<i>Loans and receivables</i>		
Receivables	878,106	503,736
<b>Total</b>	<b>\$ 1,693,142</b>	<b>\$ 4,862,722</b>

Financial liabilities included in the statement of financial position are as follows:

	As at September 30, 2014	As at December 31, 2013
<b>Financial Liabilities</b>		
<i>Non-derivative financial liabilities</i>		
Trades payable	\$ 1,209,922	\$ 511,535
Accrued liabilities	454,007	268,451
Warranty provision	6,673	7,858
State and Provincial sales tax payable	74,930	5,202
Advances from distributor	671,715	495,494
Deferred revenue	1,266	-
Financial lease obligations	4,187	6,880
<i>Derivative financial liabilities</i>		
Warrants	354,000	3,672,958
<b>Total</b>	<b>\$2,776,700</b>	<b>\$ 4,968,378</b>



## LED Medical Diagnostics Inc.

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### Fair value

The fair value of the Company's financial assets and liabilities approximates their carrying amount.

Financial instruments measured at fair value are classified into one of three levels in the fair value hierarchy according to the relative reliability of the inputs used to estimate the fair values. The three levels of the fair value hierarchy are:

- Level 1 – Unadjusted quoted prices in active markets for identical assets or liabilities;
- Level 2 – Inputs other than quoted prices that are observable for the asset or liability either directly or indirectly; and
- Level 3 – Inputs that are not based on observable market data.

Details of the Company's warrants and fair value hierarchy as at September 30, 2014 are as follows:

	Quoted prices in active markets (Level 1)	Significant other observable inputs (Level 2)	Significant unobservable inputs (Level 3)	Fair value at September 30, 2014
Warrants	-	\$ 354,000	-	\$ 354,000
<b>Total</b>	<b>-</b>	<b>\$ 354,000</b>	<b>-</b>	<b>\$ 354,000</b>

### Credit Risk

Credit risk is the risk that one party to a financial instrument will fail to discharge an obligation and cause the other party to incur a financial loss. The Company is exposed to credit risks arising from its cash and restricted cash and receivables. The Company manages credit risk by placing cash with major Canadian financial institutions. With respect to receivables, the Company performs ongoing credit evaluations of its customers' financial condition.

The Company monitors collectability of receivables on an on-going basis to determine credit risk. In order to mitigate credit risk, the Company offers credit terms to established customers. Other customers are required to pay in advance or by credit card, prior to shipping of the product. At September 30, 2014, no accounts receivable are due beyond one year.

As at September 30, 2014 and December 31, 2013, the Company's exposure to credit risk for these financial instruments was as follows:

Credit Risk	As at September 30, 2014	As at December 31, 2013
Cash	\$ 815,036	\$ 4,358,986
Receivables	<b>878,106</b>	503,736
<b>Total</b>	<b>\$1,693,142</b>	\$ 4,862,722

Trade accounts receivable balances of \$829,979 as at September 30, 2014 (December 31, 2013 - \$490,800) were aged as follows in the below table. The below total does not include goods and services tax receivable of \$48,127 as at September 30, 2014 (December 31, 2013 - \$12,936 respectively) and share subscription receivable of \$11,310 at September 30, 2014 (December 31, 2013 - \$Nil).

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	As at September 30, 2014	As at December 31, 2013
<b>Accounts Receivable Aging</b>		
Current	\$ 538,211	\$ 318,333
31 - 60 days	\$ 101,991	75,059
Over 60 days	\$ 189,777	97,408
<b>Total</b>	<b>\$ 829,979</b>	<b>\$ 490,800</b>

### Liquidity risk

Liquidity risk is the risk that the Company will not be able to meet its financial obligations as they fall due. The Company has a planning and budgeting process in place to help determine the funds required to support the Company's normal operating requirements on an ongoing basis. The Company manages its liquidity risk associated with its financial liabilities through the use of cash flow generated from operations, and the issuance of additional equity primarily through private placements, as required to meet the payment requirements of maturing financial liabilities.

The contractual maturities of the Company's trade payables as at September 30, 2014 are listed below.

Trade payables were aged as follows as at September 30, 2014 and December 31, 2013 and does not include accrued liabilities of \$454,007, warranty provision of \$6,673 and state sales tax payable of \$74,930 (as at December 31, 2013 - \$268,451, \$7,858 and \$5,202 respectively) which are all current:

	As at September 30, 2014	As at December 31, 2013
<b>Accounts Payable Aging</b>		
Current	\$ 859,132	\$ 118,547
31 - 60 days	\$ 84,895	109,598
Over 60 days	\$ 265,895	283,390
<b>Total</b>	<b>\$ 1,209,922</b>	<b>\$ 511,535</b>

The following is an analysis of the contractual maturities of the Company's non-derivative accrued liabilities as at September 30, 2014:

<b>Contractual Maturities</b>	<b>Within one year</b>	<b>Between one and five years</b>
Trades payable	\$ 1,209,922	\$ -
Finance lease obligations	4,187	-
<b>Total</b>	<b>\$ 1,214,109</b>	<b>\$ -</b>

The ability of the Company to make the aforementioned payment requirements related to maturing financial liabilities in the near term is dependent on the ability to secure additional financing and the timing of cash flows from operations. The ability to obtain additional financing is dependent on continued access to debt and/or equity markets which may not be available on acceptable terms. In the event that debt or equity capital is not available on acceptable terms, the Company may need to explore other strategic alternatives.

## LED Medical Diagnostics Inc.

Management's Discussion and Analysis

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### Interest rate risk

Interest rate risk is the risk that the fair value of future cash flows of a financial instrument will fluctuate because of changes in market interest rates. Interest rate risk is limited to the portion of the Company's cash held in bank accounts that earn interest.

Due to the limited and short term nature of these financial instruments, fluctuations in the interest rates will not have a significant impact on their fair value. As at September 30, 2014, the Company had not entered into any derivative contracts to manage this risk.

### Currency risk

The Company is exposed to the financial risk related to the fluctuation of foreign exchange rates. The Company operates in Canada and the United States. The Company's functional currency is the U.S. dollar. The Company has not hedged its exposure to currency fluctuations.

Assuming that all other variables remain constant, a 10% change in the value of the Canadian dollar against the U.S. dollar would not materially affect the loss from operations.

### **DISCLOSURE OF OUTSTANDING SHARE DATA**

The Company is authorized to issue an unlimited number of common shares, without par value and an unlimited number preference shares without par value. As of November 26, 2014, the Company has 88,608,352 common shares outstanding and no preference shares outstanding.

The Company has instituted a rolling incentive stock option plan whereby shares reserved for issuance under the plan shall reflect 10% of the issued and outstanding common shares of the Company from time to time. As of November 26, 2014, the Company is entitled to grant incentive stock options for 7,413,182 common shares under the Company's stock option plan with a total of 6,947,000 options being issued and outstanding and has issued 950,000 deferred share units under the Company's Deferred Share Unit Plan. The Company also has 3,393,667 warrants outstanding.

### **SUBSEQUENT EVENTS**

On October 1, 2014, the company has renewed its exclusive international distribution agreement (outside North America) for three years with DenMat Holdings LLP for its VELscope® Vx product line. This agreement requires minimum annual purchases of the VELscope® Vx product line.

### **RISKS AND UNCERTAINTIES**

An investment in the securities of the Company may be regarded as speculative due to the Company's stage of development. Risk factors relating to the Company could materially affect the Company's future results and could cause them to differ materially from those described in forward-looking statements relating to the Company. Prospective investors should carefully consider these risks.

The following are some of the risks that are associated with the Company's business and operations and should be carefully considered by any potential investor in the Company's shares:

## LED Medical Diagnostics Inc.

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### History of Losses

The Company has a history of losses, and there can be no assurance that the Company's losses will not continue in the future. As at September 30, 2014, the Company had an accumulated deficit of \$38 million. The Company's prospects must be considered in the context of its stage of development, the risks and uncertainties it faces, and the inability of the Company to accurately predict its operating results in the results of product development and sales and marketing initiatives. There can be no assurances that implementation of the Company's strategies will result in the Company becoming profitable. The Company uses cash raised in equity markets to partially fund working capital. If adequate funds are not available when required or on acceptable terms, the Company may be required to delay, scale back or terminate its product development activities and sales and marketing efforts, and may be unable to continue operations. There can be no assurance that the Company will be able to obtain the additional financial resources required to compete in its markets on favorable commercial terms or at all. Any equity offering may result in dilution to the ownership interests of shareholders and may result in dilution of the value of such interests. The availability, or lack thereof, of bank credit, additional supplier credit, or additional equity investment could adversely affect the Company's ability to meet its business objectives. Recent market events and conditions, including disruptions in the Canadian and international credit markets and other financial systems and the deterioration of the Canadian and global economic conditions, could, among other things, impede access to capital or increase the cost of capital, which would have an adverse effect on the Company's ability to fund its working capital and other capital requirements. The Company's access to additional capital may not be available on terms acceptable to the Company or at all.

### Operational Risk

In the normal course of business, LED's operations continue to be influenced by a number of internal and external factors and are exposed to risks and uncertainties that can affect its business, financial condition and operating results. LED's activities are subject to ongoing operational risks, including the performance of key suppliers, product performance, government and other industry regulations, all of which may affect its ability to meet its obligations. While management believes its innovation and technology make it a leader in the industry, revenue and results may be affected if products are not accepted in the marketplace, are not approved by regulatory authorities, or if products are not brought to market in a timely manner. LED is reliant on a small number of key employees, the loss of any one of whom could materially affect operating results and the ability to design and manufacture new products.

### Distributor Risks

LED distributes its VELscope® product line in the North American market through non-exclusive distribution partnerships with multiple distributors. However, more than 50% of VELscope® revenue generated is derived from one distributor. LED's reliance on a single distributor or if the distributors are unable or unwilling to promote and deliver the product to end customers, the Company's financial condition and operating results could be materially impacted. There can be no assurance the Company will be successful in managing the nuances of their markets to ensure the success of the Company's products in those markets.

### Disruptions in Production

Factors that affect the production and sale of LED's products which could result in decreases in profitability include: (a) Acts of God; (b) the expiration or termination of leases, contracts, permits or licenses; (c) sales price redeterminations; (d) future litigation; (e) work stoppages or other labor difficulties; (f) disputes with suppliers, distributors and subcontractors; (g) political risk with offshore suppliers; (h) reliance on suppliers with highly technical and not easily replaceable expertise; and (i) changes in the market and general economic conditions. Weather conditions, equipment replacement or repair and fires can have a significant impact on operating results.

### Seasonality

Sales may have seasonal components which may result in significant variances in quarterly operating results and may also significantly increase working capital requirements on a quarterly basis.

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### **Working Capital Requirements**

The Company may not obtain favorable credit terms or debt financing to finance the investment into working capital for the business.

### **Management's Estimates**

Management's estimates may prove to be inaccurate due to unexpected changes in business or market conditions.

### **Regulatory Requirements**

Regulatory requirements in international markets may require clinical or other studies that may restrict the ability or timing of LED to sell in these markets.

### **Reliance on Suppliers**

The Company has a limited number of suppliers for the raw materials required for its products. A dispute with one of these suppliers, or adverse changes in the business of the suppliers may have a negative impact on the business, operating results and financial condition of the Company if it is unable to source comparable raw materials from alternate sources at competitive rates. Reliance on key distribution partners whose products the Company resells/distributes as part of its new imaging produce offering. The Company has agreements with its manufacturer distribution partners that have termination for convenience provisions of various time frames. In the event a termination notice is received from a key supplier and the Company is not able to reach an agreement with an alternative supplier in a timely manner. This could result in a material adverse effect on the Company's product offering and recognized revenue.

### **Reliance on Subcontractors**

LED utilizes a primary supplier for the production and supply of its products with the corresponding dependence on subcontractors who are responsible for their respective manufacturing requirements. If the primary supplier experiences business interruption issues or ceases operations or in the event that the Company's respective subcontractors manufacturing a material amount of products cease operations or are unable to come to terms on suitable arrangements with LED, LED's business and profitability may be adversely affected.

### **The Company May Not Realize the Benefits Currently Anticipated**

As part of its strategy, the Company intends to continue its efforts to expand its existing customer base and products. A number of risks and uncertainties are associated with the development of new customers and products, including political, regulatory, design, sourcing, labour, operating, technical, technological risks and limited accessibility to distribution and or non-economic distribution channels. There are also uncertainties relating to capital and other costs, and financing risks in developing new products. The failure to develop one or more of these initiatives successfully could have an adverse effect on the Company's financial position and results of operations.

### **Operating Cost Fluctuations**

Although the Company believes it has prudent adopted conservative assumptions in its business planning and related cost estimations, no assurances can be given that such assumptions will prove to be accurate, and, therefore, the operating costs of the Company may prove to be higher or lower than those estimated. These estimates are influenced by the availability and pricing of third party raw materials and components required in the Company's products.

### **Fluctuations in Exchange Rates**

The Company is exposed to the financial risk related to the fluctuation of foreign exchange rates. The Company operates in Canada and the United States. The Company's functional currency is the U.S. dollar. The Company has not hedged its exposure to currency fluctuations.

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Assuming that all other variables remain constant, a 10% change in the value of the Canadian dollar against the US dollar would not materially affect the loss from operations.

### **Taxation**

Canadian taxation authorities may challenge expense or tax credits claimed by LED including research and development expenses and related tax credits. If Canadian tax authorities successfully challenge such expenses or the correctness of tax credit claims, LED's operating results could be adversely affected. If Canadian taxation authorities reduce the tax credit either by reducing the rate of the grant or the eligibility of some research and development expenses in the future, the Company's operating results will be adversely affected.

### **Worsened General Economic Conditions**

The decline in the global economic environment in recent years and the continuing economic instability in certain parts of the world resulted in increasing uncertainty regarding future revenue and customer commitments, both in terms of timing and magnitude for such future sales. If the global economic climate does not recover, the Company may not generate the sales activity required to support its operations resulting in requirement for additional restructurings and erosion of its existing capital resources which may hinder the future viability of the Company.

### **Additional Financing**

The Company has a history of operating losses and uses cash raised in equity markets to partially fund working capital. If adequate funds are not available when required or on acceptable terms, the Company may be required to delay, scale back or terminate its product development activities and sales and marketing efforts, and may be unable to continue operations. There can be no assurance that the Company will be able to obtain the additional financial resources required to compete in its markets on favorable commercial terms or at all. Any equity offering may result in dilution to the ownership interests of shareholders and may result in dilution of the value of such interests. The availability, or lack thereof, of bank credit, additional supplier credit, or additional equity investment could adversely affect the Company's ability to meet its business objectives. Recent market events and conditions, including disruptions in the Canadian and international credit markets and other financial systems and the deterioration of the Canadian and global economic conditions, could, among other things, impede access to capital or increase the cost of capital, which would have an adverse effect on the Company's ability to fund its working capital and other capital requirements. The Company's access to additional capital may not be available on terms acceptable to the Company or at all.

### **Research and Development**

If the Company fails to develop new products, incurs delays in developing new products, or if the product the Company develops are not successful, the Company's business could be harmed. Even if the Company does develop new products which are accepted by its target markets, the Company cannot assure that the revenues from these products will be sufficient to justify the Company's investment in research and development.

### **Stock Price Volatility**

The market price for the common shares of the Company fluctuates significantly, and these fluctuations tend to be exaggerated if the trading volume is low. The market price of the common shares may rise or fall in response to announcements of technological or competitive developments, acquisitions or strategic alliances by the Company or its competitors, the gain or loss by the Company of significant orders or broad market fluctuations. The Company has expanded to the OTC stock exchange in the United States and Frankfurt Stock Exchange in Germany which may not increase future trading volume of the Company's common shares.

### **Product Development and Technological Change**

The market for the Company's products is characterized by rapidly changing technology, evolving industry standards and frequent new product introductions. To be successful, the Company will need to enhance existing products and to introduce new products and features in response to changing standards, customer requirements, and technological innovations by others. There can be no assurance that the Company will be successful in doing this in a timely manner or at all. There can be no assurance that products or technologies developed by others will not render the Company's products obsolete or non-competitive. There is no assurance that the Company will be able to successfully develop next generation operational



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products. Failure to do so may have an adverse effect on the business, operating results and financial condition of the Company.

### Sales and Marketing and Strategic Alliances

The Company has focused its distribution sales and marketing initiatives with a primary distributor in North America resulting in significant dependency for sales of its products on this primary distributor. If the Company is to become successful, it must continue to expand its sales and distribution channels and its marketing and technology alliances. There is no assurance the Company will be able to reach agreements with additional alliance or distribution partners on a timely basis or at all, or that these partners will devote sufficient resources to advancing the Company's interests. The Company's business, results of operation, financial condition and stock price may be materially adversely affected if any strategic partner discontinues its relationship with the Company for any reason. Additionally, the Company at times relies on the voluntary efforts of its strategic partners rather than compliance with contractual obligations, and there are at times no minimum performance requirements. Therefore, the Company cannot be certain that these relationships will be successful.

### Dependence on a Small Number of Customers

The Company markets and sells its products primarily through its primary distributor relationships in North America resulting in economic dependence upon such distributors for the sales of its products. During the three months ended September 30, 2014, 29%, 12% and 1%, respectively, of the Company's consolidated revenue was attributable to its three largest customers. Management believes that revenue derived from current and future large customers will continue to represent a significant portion of total revenue. The inability to continue to secure and maintain a sufficient number of large contracts would have a material adverse effect on the business, financial condition, operating results and cash flows of the Company. Moreover, the success of the Company will depend in part upon its ability to obtain orders from new customers, as well as the financial condition and success of its customers and general economic conditions.

### Intellectual Property Protection

The Company's ability to compete may be affected by its ability to protect its intellectual property. It relies primarily on a combination of copyright, trademark, patent and trade secret laws, confidentiality procedures and contractual provisions to protect its intellectual property. While the Company believes that its products and technologies are adequately protected against infringement, there can be no assurance of effective protection. Monitoring and identifying unauthorized use of the Company's technology is difficult, and the prohibitive cost of litigation may impair the Company's ability to prosecute any infringement. The commercial success of the Company will also depend upon its products not infringing any intellectual property rights of others and upon no claims for infringement being made against the Company. The Company believes that it is not infringing any intellectual property rights of third parties, but there can be no assurance that such infringement will not occur. An infringement claim against the Company by a third party, even if it is invalid, could have a material adverse effect on the Company because of the costs of defending against such a claim. LED may fail to protect or obtain protection of intellectual property. In addition, LED may be exposed to infringement, misappropriation or other claims by third parties which, if determined adversely, could result in LED paying significant damage awards. LED currently uses patents, trademarks and contractual arrangements with employees to protect its intellectual property rights. LED's existing and future patents could be challenged, invalidated, circumvented or rendered unenforceable. LED's pending patent applications may not result in issued patents, or if patents are issued, such patents may not provide meaningful protection against competitors or against competitive technology. Patents afford only limited protection, and the actions that LED takes to protect intellectual property rights may not be adequate. In addition, the process of seeking patent and trademark protection can be time consuming and expensive and there can be no assurance that any future patent or trademark applications will be granted in respect of LED's technology or business.

### Competition

Because of intense market competition, the Company may not succeed. Some of the Company's current and potential competitors have longer operating histories, stronger brand names and greater financial, technical, marketing and other resources than the Company. Current and potential competitors may also have existing relationships with many of the Company's prospective customers, and prospective OEM customers may be developing products for their own use that are comparable to the Company's products. In addition, the Company expects competition to persist and intensify in the future, which could adversely affect the Company's ability to increase sales. Competitors have and may in the future align

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themselves with one or more of several large distributors of dental products which may include exclusive marketing arrangements making a significant portion of the market unavailable to LED.

### **Potential Fluctuations in Quarterly Results**

The Company's quarterly operating results may vary significantly depending on factors such as the timing of new product introductions and changes in pricing policies by the Company and its competitors, market acceptance of new and enhanced versions of the Company's products and the timing of significant orders. Because the Company's operating expenses are based on anticipated revenues and a high percentage of the Company's expenses are relatively fixed in the short term, variations in the timing of recognition of revenues can cause significant fluctuations in operating results from quarter to quarter and may result in unanticipated quarterly earnings shortfalls or losses. The market price of the Company's common shares may be highly volatile in response to such quarterly fluctuations.

### **Dependence on Key Personnel**

The Company's future success depends largely on its ability to attract and retain talented employees. The Company's future results of operations will depend in part on the ability of its officers, management and other key employees to implement and expand operational, customer support and financial control systems and to expand, train and manage its employee base. The Company's future performance will also depend to a significant extent on its ability to identify, attract, train and retain highly skilled sales, technical, marketing and management personnel. If the Company were to lose the services of any key personnel, the Company may encounter difficulties finding qualified replacement personnel. LED's success is largely attributable to the leadership, contacts and efforts of LED's chief executive officer and senior management. If LED's Chief Executive Officer or one or more of the members of the senior management cease working with the Company, and the Company is unable to engage suitable replacements on a timely and commercially viable basis, the business, operating results and financial condition of the Company may be adversely affected.

### **Acquisitions**

The Company in the future may, acquire businesses, products or technologies that it believes complement or expand its existing business. Acquisitions of this type involve a number of risks, including the possibility that the operations of the acquired business will not be profitable or that the attention of the Company's management will be diverted from the day-to-day operation of its business. An unsuccessful acquisition could reduce the Company's margins or otherwise harm its financial condition. Any acquisition could result in a dilutive issuance of equity securities, the incurrence of debt and the loss of key employees. The Company cannot ensure that any acquisitions will be successfully completed or that, if one or more acquisitions are completed, the acquired businesses, products or technologies will generate sufficient revenues to offset the associated costs of the acquisitions or other adverse effects.

### **Product Liability and Medical Malpractice Claims**

LED will be exposed to risks associated with product liability claims if the use of LED's products results in injury or property damage. Users and their patients of the VELscope® may be injured as a result of malfunctions, defects or other causes. In addition, medical malpractice claims may be brought against LED. Because of LED's limited operating history, it is difficult to predict if product liability or medical malpractice claims will be brought in the future. LED carries what it believes to be adequate product liability insurance, but LED may not have adequate resources to satisfy a judgment if a successful claim is brought. The assertion of product liability or medical malpractice claims may also significantly damage LED's reputation.

### **Future Share Sales**

If the Company's shareholders sell substantial amounts of the Company's common shares, the market price of the Company's common shares could decrease.

### **Management of Growth**

The Company's future results of operations will depend in part on the ability of its officers and other key employees to implement and expand operational, customer support and financial control systems and to expand, train and manage its

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employee base. The Company's future performance will also depend to a significant extent on its ability to identify, attract, train and retain highly skilled sales, technical, marketing and management personnel.