
Management's Discussion and Analysis of Financial Condition and Results of Operations for the Six Months Ended June 30, 2023.

The following Management's Discussion and Analysis ("MD&A") comments on the consolidated financial condition and results of operations of Personas Social Incorporated for the 6 months ended June 30, 2023. All data in this MD&A has been prepared in accordance with International Financial Reporting Standards ("IFRS") as issued by the International Accounting Standards Board ("IASB") and interpretations of the IFRS Interpretations Committee. The information contained herein should be read in conjunction with Personas' consolidated Financial Statements for the 6 months ended June 30, 2023 (the "financial statements"), the Interim Financial Statements of Personas for the 6 months ended June 30, 2022, the audited Financial Statements of Personas for the year ended December 31, 2022.

Unless the context otherwise requires, all references to "Peeks", "Peeks Social", "Corporation", "Company", "our", "us", and "we" refers to Personas Social Incorporated as consolidated with its subsidiaries. Additional information regarding the Company is available at SEDAR at www.sedar.com.

This MD&A is dated Aug 29, 2023. All amounts are presented in Canadian dollars, unless otherwise noted.

Advisory Regarding Forward-Looking Statements

This MD&A contains forward-looking statements. When used in this MD&A the words "may", "would", "could", "will", "intend", "plan", "anticipate", "believe", "seek", "propose", "estimate", "expect", and similar expressions, as they relate to the Company, are intended to identify forward-looking statements. In particular, this MD&A contains forward-looking statements with respect to, among other things, our objectives, goals, strategies, intentions, plans, estimates, outlook, expected growth and business opportunities. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, such statements involve risks and uncertainties and undue reliance should not be placed on such statements. Certain material factors or assumptions are applied in making forward-looking statements, including without limitation, factors and assumptions regarding advertising revenues, platform fee revenues, operating costs and tariffs, taxes and fees, changes in market competition, governmental or regulatory developments, changes in tax legislation and general economic conditions. Actual results may differ materially from those expressed or implied in such statements. Important factors that could cause actual results to differ materially from these expectations include, among other things: the Company's ability to attract and retain users and increase the level of engagement of its users; the Company's expectations regarding its user growth rate and the usage of its web and mobile products; the Company's ability to attract advertisers and the revenue derived from these advertisers; the Company's ability to grow user monetization; the sufficiency of the Company's cash and cash generated from operations to meet its working capital and capital expenditure requirements; the ability of the Company to raise sufficient capital to fund operations and meet its financial obligations; and changes in accounting standards.

The Company cautions you that the foregoing list may not contain all of the forward-looking statements made in this document. The Company's actual results, performance or achievements could differ materially from those expressed in, or implied by, these forward-looking statements and, accordingly, no assurances can be given that any of the events anticipated by the forward-looking statements will transpire or occur, or if any of them do, what benefits that the Company will derive therefrom. Readers are cautioned that the foregoing list of factors is not exhaustive. When relying upon our forward-looking statements to make decisions with respect to the Company, investors and others should carefully consider the foregoing factors and other uncertainties and potential events. All subsequent forward-looking statements, whether written or oral, attributable to the Company or persons acting on its behalf are expressly qualified in their entirety by these cautionary statements. Furthermore, the forward-looking statements contained in this document are made as at the date of this document and Personas Social Incorporated does not undertake any obligation to update publicly or to revise any of the included forward-

looking statements, whether as a result of new information, future events or otherwise, except as may be required by applicable securities laws.

GOING CONCERN ASSUMPTION

While the consolidated financial statements have been prepared in accordance with International Financial Reporting Standards ("IFRS") on a going concern basis that presumes the Company will continue in operation for the foreseeable future and that the realization of assets and discharge of liabilities and commitments will occur in the normal course of business, there are material uncertainties related to adverse conditions and events that cast significant doubt on the Company's ability to continue as a going concern.

During the six months ended June 30, 2023, the Company recognized a net income of \$72,403 (June 30, 2022 - \$80,710) and as at June 30, 2023, the Company had accumulated a deficit of \$38,840,748 (Dec 31, 2022 - \$38,953,951).

The Company has mainly relied on non-operational sources of financing to fund operations. Management has been able to raise sufficient funds to finance its operations in the past through private placements of both equity and debt and will need to continue to do so to fund operations in the future. The consolidated financial statements do not include any adjustments to the amounts and classification of assets and liabilities that might be necessary should the Company be unable to continue as a going concern. Such adjustments could be material.

ABOUT PERSONAS SOCIAL INCORPORATED

Personas Social Incorporated (formerly, Peeks Social Ltd.) ("Personas", "Peeks Social", "Peeks", or the "Company"), was incorporated on May 20, 2004, under the Business Corporations Act (British Columbia) and on January 10, 2008, was continued under the laws of the Province of Alberta. The Company is publicly traded and listed on the TSX Venture Exchange ("TSX V") under the symbol "PRSN".

The Company's core business is to generate revenue through the offering of live streaming social media products and services for use by consumers and businesses on its live streaming social media platform, with a focus on mobile (iOS and Android) products. The Company focuses on providing social commerce enabled products which allow for a monetizable user experience to all users, consumers and businesses alike. The Company accomplishes this by offering web-based products, including mobile applications which are complete with enterprise grade global ecommerce infrastructure including multi-currency, multi-lingual, turnkey mobile commerce suites for users.

On May 2, 2018, Peeks Social completed a reverse acquisition with Personas.com Corporation ("Personas"), a private Ontario company and a related party by nature of it being under the common control of Personas' CEO, Mark Itwaru. The transaction enabled the Company to fully own the live streaming technology platform that it was previously licensing from Personas for the use in its business.

OVERVIEW OF THE BUSINESS AND OPERATIONAL HIGHLIGHTS

Products and Product Development

Until 2016, the Company's flagship product and core line of business was an online social video platform for both web and mobile (with an emphasis on mobile) which allowed users to upload and share personal videos of themselves or events surrounding them, their "self-expression". This product was known as "Keek".

In November 2016, the legacy Keek mobile apps were transitioned from a "social media" video platform to a "social commerce" livestreaming platform, at which time they were rebranded under the product name "Peeks Social". Peeks Social is best described as "a social commerce enabled livestreaming platform." The Company has developed six main social media apps for its platform, namely Peeks Social, Personas and WADSPRO, as well as a number of services which vary within each social media app.

The Peeks Social Platform

The Peeks Social Platform is a robust live streaming, mobile enabled social commerce platform that provides broadcasters and content creators with a wide variety of proprietary content monetization services. Content creators can make money by charging their viewers monthly subscription fees (Subscription Service), by receiving donations from viewers (Tipping Service) and by charging viewers for access to content (Paywall Service). In addition, the Peeks Social Platform provides a proprietary AdShare Service. The AdShare service allows all content creators to make money through advertising by selecting sponsored ads that run on their video content. The AdShare network dynamically matches sponsors with content creators and allows the content creators to select their desired sponsors. The Company shares its cost per impression-based advertising revenues with the content creator; thereby allowing content creators an effortless way to make money. The Company's social media apps and various features are described below.

Peeks Social App

The Peeks Social app allows users to view and interact with content or to livestream or broadcast themselves (a "Broadcaster") on a personal interactive social commerce enabled mobile platform. By simply tapping their screen, users of the Peeks Social app can send "likes", tip Broadcasters real money, chat, and interact with content providers, all in real-time. The Peek Social app differentiates itself from its competitors in several ways – (1) Peeks Social provides a real-time, engaging, and monetizable user experience to all of its users; (2) its enterprise grade global social commerce infrastructure is a multi-currency, multi-lingual, turnkey mobile commerce suite for all of its Broadcasters and viewers, complete with an individual e-wallet for every user.

Product and Services

During the year ended June 30, 2023, the Company continued to promote its Peeks Social app while continuing the research and development of its upcoming Keek Social video sharing app, The Company launched Keek app on June 28, 2023, The Keek Social video sharing app is an AI powered video sharing network that allows to "get famous fast" by the use of Fire Posts™. Fire Posts™ allow a user to exploit the services AI in helping them to find followers. Keeks proprietary AI matches content creators with an interested audience allowing the prior to rapidly assemble and audience of followers.

Marketing

The Company continued to market its Peeks Social platform. The majority of marketing efforts focus on social media marketing on Facebook and Instagram. The Company feeds users to its services from its various social media accounts. Today the Company has over 1.1 million Instagram followers and continues to grow.

Product Features, Monetization and Revenue

Peeks

The Company currently derives its revenue by charging fees (described below) on transactions processed on the Peeks Social Platform. The Peeks Platform is utilized by both content providers and by viewers (users). Users can currently transact inside Peeks by “tipping” a Broadcaster or by paying to access a “paid broadcast”. All users (both Broadcasters and viewers) have a “wallet” inside the app to which they can deposit funds via a number of methods including credit card and in-app purchase (depending on their device), or withdraw funds via a variety of options depending on their geographical location. Users may utilize the funds inside their wallet to send tips to Broadcasters or to purchase access to the paid streams of other users. Wallets may contain USD, CAD, or a digital currency referred to as “coins”. A “coin” has a value which approximates \$0.05USD. Coins may be purchased on both the iOS and Android platforms, or on the web at www.peek.com.

Platform fees

Upon receipt of a tip or payment for a paid stream, the Company charges the Broadcaster a platform fee based on a percentage of the payments received by the Broadcaster. The platform fee varies with the Broadcaster’s rating as determined by the viewers of the Broadcaster’s content. The current platform fees are as follows:

Stars (Broadcaster’s “Rating”)	Platform Fee
0.0 - 0.9	70%
1.0 - 1.9	60%
2.0 - 2.9	50%
3.0 - 4.4	39.9%
4.5 - 5.0	24.9%

For the year ended December 31, 2022, the average platform fee charged by the Company on transactions in the Peeks Social service was approximately 31%.

Tipping

The tipping mechanism is available to viewers of content is only available in the Peeks Social app, and allows a viewer to send tips to a Broadcaster in either real-time or on a previously recorded livestream or uploaded video. Tip amounts currently available on the Android platform are \$0.25, \$0.50, \$1.00, \$5.00, \$10.00. On the iOS platform, tips may be sent in the amounts of 5, 10, 20, 100, or 200 coins. Once sent, the tip(s) are then withdrawn from the viewer’s wallet and deposited to the Broadcaster’s wallet.

Paid Broadcasts

A paid broadcast is a livestream (or previously recorded livestream) where the Broadcaster has selected to charge a fee for access to that content. This is available in the Peeks Social app, the Personas App and the WASDPro app. The amount of the fee is determined by the Broadcaster and currently from \$0.50-\$50.00 (in either USD or CAD) for Android Broadcasters and 10-1,000 coins for iOS Broadcasters. Should a viewer choose to purchase access to the content, the fee is withdrawn from their wallet and deposited to the Broadcaster’s wallet.

Get Popular

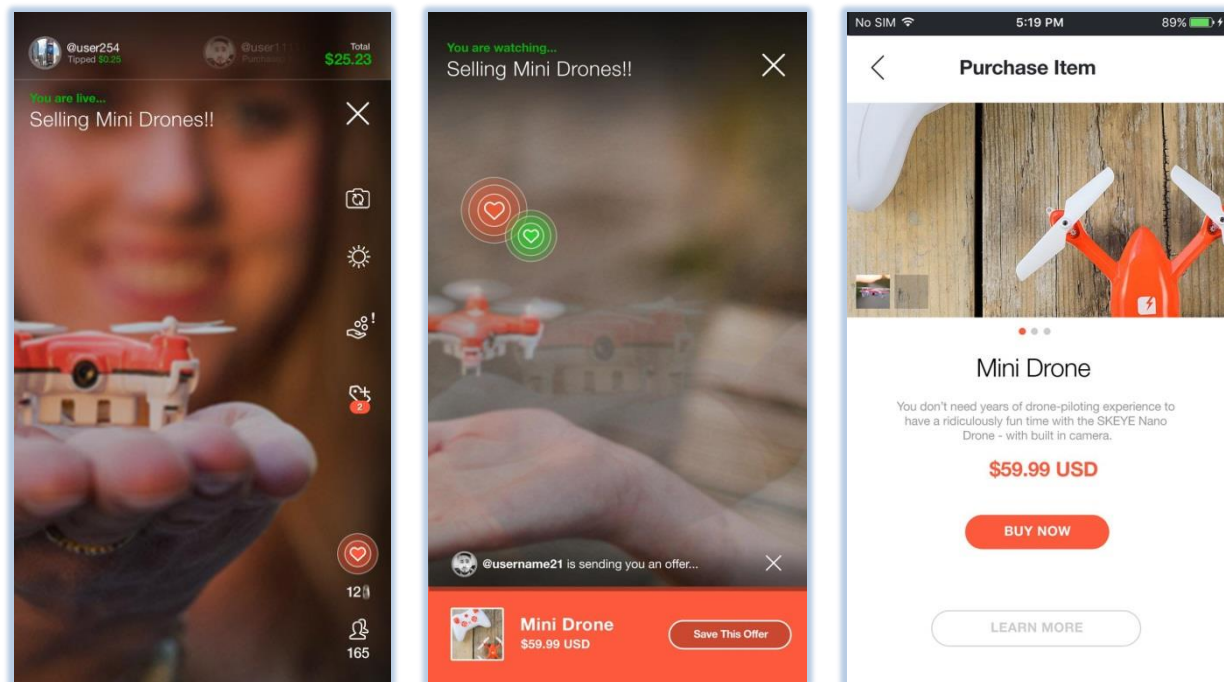
The Get Popular service is a self-promotion tool which will allow Broadcasters to purchase advertising units for themselves or for their content to be featured in certain positions in the Peeks Social app's Popular Channel, Live Channels, and similar pages on all the Company’s applications. This is available in the Peeks Social App, the Personas app, and the WASDPro app. The feature was launched in October 2017 in the Peeks Social App. The current pricing for the Get Popular service is as follows:

Impression Package (# of impressions)	Fee (USD)
5,000	79 coins (\$3.95)
10,000	139 coins (\$6.95)
50,000	499 coins (\$24.95)

OfferBox

The OfferBox was the first merchant tool to be added to the Peeks Social app. Using the OfferBox technology, users such as brands, influencers, and consumers, can create actionable incentives which can be distributed to their live audiences. This allows users to create individual live home shopping channels with a global reach. Using the OfferBox technology, a Broadcaster can deliver a call to action to their viewers inside a live stream which can allow for the instant purchase of the product or service being advertised. The offer may include information such as pictures, product or service descriptions, geographical availability, quantity, pricing, and terms of sale.

The function of OfferBox is illustrated by the images below:



From Left to Right:

- A Broadcaster selling “Mini Drones” inside a livestream on the Peeks Social app.
- A viewer receives an offer to purchase a “Mini Drone” for \$59.99 USD while watching a livestream.
- A viewer reviews the details of the offer to purchase a “Mini Drone”.

AdShare Program

The AdShare Program was launched in January 2018 and was purposely built to facilitate the sale of ad units available for sale on broadcast television and on digital platforms. Specifically, the AdShare Program facilitates the sale of product placement ads, Cost per Install (CPI) ads, Cost per Action (CPA) ads, onscreen overlays and affiliate marketing programs. The Adshare program is available in both the Peeks Social app and WASDPro.

The AdShare Program interacts with the OfferBox so that ads can result in direct sales. The AdShare Program allows broadcasters to become advertisers if they so choose. Advertisers have the ability to target advertisements based on a wide variety of viewer demographics including location, age, gender and individual tastes. Upon starting a livestream, broadcasters are able to select brands to promote through the OfferBox on their streams. Broadcasters are then able to earn on a CPA or CPI basis. The CPA or CPI earnings are split between the Broadcaster and the Company.

MARKET TRENDS, PRODUCT DEVELOPMENT, AND BUSINESS OUTLOOK

Peeks Social has deployed a global platform for public self-expression, communication, and monetary transaction in real time. The Company’s apps are free for download. Having demonstrated through its legacy products that a global video-centric social network can attract audiences (the legacy Keek product attracted 75 million registered users over 5 years), the next milestone for the Company is to confirm that this community can sustain itself from a relevance, enhanced value creation and monetization perspective. In order to do so, Management is of the belief

that sustainability and growth must come from a product-first approach, and therefore the Company plans to focus its attention towards the growth of the Peeks Social live-streaming commerce network through its social media apps.

As a social commerce platform, Peeks Social connects content providers, viewers, advertisers, brands and retailers in a seamless organic social commerce ecosystem. The Company's platform allows premium content creators to monetize their popularity by sharing in advertising revenues and by being able to charge viewers for access to content. Additionally, the platform allows content creators to charge their viewers for goods and services and will allow viewers to make instantaneous purchases on their mobile devices through the OfferBox technology. Apart from premium content and enhanced product features and tools, the Peeks Social Platform and community will remain a free service for existing and future users.

Management believes that livestreaming will continue to achieve extremely rapid adoption rates in the social media marketplace. The Company expects the adoption rates of livestreaming video, in a social media context, will easily surpass those previously achieved by pre-recorded video and podcasts. Over its history, the Company has been successful in driving vast amounts of users to its products. Management is planning to replicate similar user growth strategies for Peeks Social. This user driven business strategy can be paired with new customer services and an innovative monetization strategy across different verticals, such as the existing tipping, paid broadcasts, monetization features such as the OfferBox, as well as potential subscription sales as described above (see "*Products and Product Development*" above and "*Outlook*" below).

The user driven business strategy will be focused on performance metrics which the Company has identified as being key to the performance of the Peeks Social product and the growth of the business (see *Product Performance (KPIs)*). These metrics are: the percentage of spending users; the average spend per user; and the activity levels of the users. In its early stages, the Peeks Social product has already proven its ability to monetize users in a social network.

Outlook

The Company announced the re-launch of its Keek Social video sharing app. The Keek Social app will be monetized via CPM and CPC advertising and via in-app payments. In -app payments will be made for the use of Fire Posts™. Users will be charged on either a recurring basis or recurring basis (as per user preference) for the purchase of Fire Post™ advertising credits. Advertisements will be inserted into the app via third party advertising services such as Google ad mob.

In 2022 management continued to execute on its strategy to stabilize expenses while increasing revenues. Management plans on accelerating these efforts in 2023 with a renewed focus on user acquisition for both its Peeks and Keek Social services.

SUMMARY OF FINANCIAL AND OPERATING RESULTS

Six Months Ended June 30, 2023 and Six Months Ended June 30, 2022

During the period ended June 30, 2023, the Company reported a total of \$1,165,814 in revenue, of which \$807,946 related to tipping revenue, and \$357,868 related to virtual currency revenue. This is compared to \$1,019,840 reported for the 3 months ended June 30, 2022, of which \$677,671 related to tipping revenue, and \$342,169 related to virtual currency revenue. This increase in revenue is due to increased marketing effort throughout fiscal period.

Selected financial information for the Company for the indicated periods is provided below:

	Periods Ended	
	June 30, 2023	June 30, 2022
	\$	\$
Tipping revenue	1,714,901	\$1,424,576
Virtual currency revenue	635,822	891,470
Total revenue	2,350,724	2,116,046
Cost of Sales	1,280,243	1,147,544
Gross Margin	1,070,481	968,502
Operating expenses	958,150	741,200
Net Income for the period	72,403	80,710
Net income per share – basic	0.00021	0.00025
Net income per share – diluted	0.00018	0.00025

Operating expenses for the period ended June 30, 2023, were \$958,150 as compared to \$741,200 for the 6 months ended June 30, 2022. In general, there was an upward trend in expenses which was mainly due to the increase in consulting expense incurred for the new product development.

The following is the breakdown of operating expenses for the period ended June 30, 2023 and the 6 months ended June 30, 2022. Details of the changes between periods are described in the notes to the table below.

Summary of Operating Expenses

	Period ended June 30, 2023	Period ended June 30, 2022
Wages and benefits	126,255	151,478
General and administrative	143,105	154,509
Advertising and promotion	32,152	38,373
Consulting fees	377,917	147,161
Professional fees	149,352	134,099
Insurance	63,857	72,296
Rent	27,154	31,792
Depreciation	38,358	11,492
	958,150	741,200

Notes:

- (a) Consulting fees increased by \$230,756 as compared to the 6 months ended June 30, 2022 due to an increase in consulting services received related to the new app as well as accruing the CEO salary for the 2nd quarter.
- (b) Professional fees mainly pertained to statutory audit fees as well as legal fees paid to lawyers.
- (c) Rent included expenses decreased by \$4,639 due to change of the Company's office location and change from temporary operating lease in first 6 months 2022 to finance lease in 2023.
- (d) Depreciation included amortization of ROU assets in relation to the company's leases under IFRS 16, has been increased by \$26,866 for the same reason mentioned above.

FINANCIAL CONDITION, LIQUIDITY AND CAPITAL RESOURCES

Cash Flow for the Six Months Ended June 30, 2023 and the Six Months Ended June 30, 2022

Net cash generated from operating activities was negative \$479,723 for the period ended June 30, 2023, as compared to negative \$94,159 for the 3 months ended June 30, 2022. During the period ended June 30, 2023, the Company had a decrease of \$54,448 of accounts receivables, an increase of \$44,297 of other receivables, a decrease of \$31,102 of prepaid expenses, a decrease of \$40,773 in accounts payable and accrued liabilities, a decrease of \$501,033 in related parties' payables and a decrease of \$57,512 of customer deposit liabilities.

For the period ended June 30, 2023, net cash from financing activities was \$1,059,027 as compared to net cash generated from financing activities of \$101,250 for the 6 months ended June 30, 2022.

For the period ended June 30, 2023, the Company has no net cash generated from investing activities.

Liquidity

During the period ended June 30, 2023, the Company reported a total of \$2,350,724 in revenue. The Company will need to continue to rely upon capital raising activities, such as private placement debt and equity financings, to fund

its future operations. While there is no written commitment, the principal shareholder and CEO, Mark Itwaru, has historically provided financial support to the Company in times of cash shortages in between funding events. However, there is no guarantee such support will be available in the future. See “Liquidity Risk” below.

Selected financial information about the Company’s financial position as at the indicated dates is provided below:

	June 30, 2023	December 31, 2022
	\$	\$
Cash	611,215	31,911
Total assets	3,699,134	3,137,237
Total liabilities	6,522,743	7,183,249
Share capital, contributed surplus, and warrants reserve	36,017,140	34,907,939
Deficit	(38,840,748)	(38,953,951)
Working deficiency	(2,823,609)	(4,046,012)

During the 6 months ended June 30 2023, the Company recognized a net income of \$72,403 (6 months ended June 30, 2022 - \$80,710 and as of that date, the Company had accumulated a deficit of \$38,840,748 (Dec 31, 2022 - \$38,953,951). Whether and when the Company can attain profitability and positive cash flows from operations is uncertain. These factors create material uncertainties that cast significant doubt upon the Company’s ability to continue as a going concern.

The Company has mainly relied on non-operational sources of financing to fund operations. Management has been able to raise sufficient funds to finance its operations in the past through private placements of both equity and debt and will need to continue to do so to fund operations in the future.

Recent financing efforts have included the following:

Private Placements:

Date	Unit Price	Units Sold	Gross Consideration
March 1, 2022	\$0.05	2,400,000	\$120,000
June 20, 2023	\$0.06	19,166,666	\$1,150,000

Secured Notes:

As at June 30, 2023, the Company had outstanding secured notes in the principal amount of \$250,000. Please refer to Note 9 in the Consolidated Financial Statements for full details of the notes.

Legal Proceedings

The Company, in the course of its normal operations, is subject to claims, lawsuits, and contingencies. Accruals are made in instances where it is probable that liabilities may be incurred and where such liabilities can be reasonably estimated. Although it is possible that liabilities may be incurred in instances for which no accruals have been made, the Company does not believe that the ultimate outcome of these matters would have a significant impact on its consolidated financial position.

- (a) During the year ended February 28, 2017, a claim was initiated against the Company regarding finder's fees for brokering investments and business partnerships. The Plaintiff claimed damages in the amount of \$15,650,000. The Company is defending the lawsuit and believes the claim is completely without merit. Although the outcome of the claim is not determinable, Management strongly believes the financial impact is insignificant. The claim remains outstanding as at June 30, 2023.
- (b) The Company has recorded a provision for expected decommissioning costs for an oil/gas well owned by one of the Company's subsidiaries amounting to \$195,000 as of June 30, 2023, (December 31, 2022: \$195,000)
- (c) A Statement of Claim was filed in the Ontario Superior Court of Justice on September 18, 2021 by the landlord of a leased property (the Company's former office at 181 University Ave, Toronto). In February 2022, the lease arrangement was terminated. The lease expense was approximately \$42,620 per month net of sales tax. The Company is currently in litigation with the landlord regarding the office lease.
 - (i) The plaintiff seeking (among other relief) an order requiring Personas to pay arrears of rent in the amount of approx. \$385,000 as of September 2, 2021 and to pay future monthly lease payments until the expiry of the lease on May 31, 2026 with damages in excess of \$3,600,000.
 - (ii) The plaintiff terminated the lease with Personas on February 14, 2022. In management's view, doing so significantly reduces the total damages which the plaintiff may seek by more than \$2,200,000.
 - (iii) The Company is defending the lawsuit and is currently in very early stage of proceedings. Management has made an estimated provision of \$1,129,456 in these consolidated financial statements for the period ended June 30, 2023.
 - (iv) On August 14, 2023, the company signed a settlement agreement with the Company's former office landlord mentioned in note 14(c) and agreed to pay total of \$250,000 in full satisfaction of this lawsuit, Mark Itwaru the Company's CEO personally guaranteed the payment.

Management of Capital

The Company considers its capital to be its equity attributable to shareholders, which is comprised of share capital, contributed surplus, warrants reserve, and deficit, which as at June 30, 2023, amounted to negative \$2,823,609 (December 31, 2022 - \$4,046,012).

The Company's objectives when managing capital are: to safeguard its ability to continue as a going concern; and, to have sufficient capital to fund the growth and operations of its social media products and technologies for the benefit of its shareholders.

There were no changes in the Company's management of its capital during the period ended June 30, 2023. The Company is not subject to any externally imposed capital requirements.

In order to maintain its capital structure, the Company is dependent on equity and/or debt funding and, when necessary, raises capital through the issuance of equity instruments, comprised of common shares, warrants, and incentive stock options, and through the issuance of debt instruments. The Company reviews its capital management methods and requirements on an ongoing basis and makes adjustments accordingly.

Capital Transactions

Six Months Ended June 30, 2023 and Six Months Ended June 30, 2022

On March 1, 2022, the Company completed a non-brokered private placement offering of 2,400,000 units at a price of \$0.05 per unit for aggregate gross proceeds of \$120,000. Each unit consists of one common share of the Company and one-half of one common share purchase warrant (a "Warrant"). The warrants have expired without exercise.

On June 20, 2023, the Company completed a non-brokered private placement offering of 19,166,666 units at a price of \$0.06 per unit for aggregate gross proceeds of \$1,150,000. Each unit consists of one common share of the Company and one-half of one common share purchase warrant (a "Warrant"). Each whole Warrant issued under this financing entitles the holder to acquire one additional common share at a price of \$0.08 until May 19, 2025. All of the common shares and Warrants issued in connection with this financing are subject to a statutory four-month hold period in accordance with applicable securities laws. The proceeds raised under this financing are expected to be used to support the Company's product development, online platforms and for general working capital purposes.

Disclosure of Outstanding Share Data

The Company had the following shares and securities convertible into shares outstanding at the following dates:

	June 30, 2023	December 31, 2022
Common Shares	347,156,025	327,989,359
Warrants, convertible into Common Shares	9,583,333	1,200,000
Stock Options, convertible into Common Shares	39,967,800	39,967,800
Total Outstanding	396,707,158	369,157,159

See "Notes to the Interim Financial Statements for the period ended June 30, 2023 and the year ended June 31, 2022".

RELATED PARTY TRANSACTIONS

Related party transactions are in the normal course of business and are measured at the exchange amount which is the amount of consideration established by and agreed to by the related parties. Related party transactions for the period ended June 30, 2023, are as follows:

Key management compensation

Key management personnel are those persons having authority and responsibility for planning, directing and controlling the activities of the Company, directly or indirectly, including any director (whether executive or otherwise). The compensation paid to key management, which included all directors as well as Chief Executive Officer and Chief Financial Officer for the six months ended June 30, 2023, was \$114,300 (six months ended June 30, 2022: NIL) included in consulting fees and stock-based compensation.

INVESTOR RELATIONS

Investor relations were performed by the Company for period ended June 30, 2023.

SEGMENTED INFORMATION

The Company operates in one operating segment. Management assesses performance and makes decisions about allocating resources based on this one business segment. All of the Company's assets are located in Canada. The following table shows the revenue for period ended June 30, 2023 and the 3 months ended June 30, 2022 based on the geographic location of the customer:

Revenue based on the geographic location of the customer (\$)

	Six Months Ended June 30, 2023	Six Months Ended June 30, 2022
Canada	\$82,363	\$45,431
United States	1,907,459	900,885
Africa, The Middle East, and India	243,486	147,492
Europe	100,006	58,198
Others	17,410	13,808
Total	\$2,350,724	\$1,165,814

FINANCIAL INSTRUMENTS AND RISK MANAGEMENT

Fair Values

The carrying value of cash, accounts receivable, accounts payable and accrued liabilities, customer deposits, short-term loans payable, and due to related parties approximate their fair values due to the short-term maturities of these instruments. Fair value represents the amount that would be exchanged in an arm's length transaction between willing parties and is best evidenced by a quoted market price, if one exists. The fair values of the secured notes approximate their carrying amounts as they bear terms similar to that of comparable instruments.

The Company follows a three-tier categorization for its financial instruments as a framework for disclosing fair value based upon inputs used to value the Company's investments. The hierarchy is summarized as:

- Level 1 – quoted prices (unadjusted) in active markets for identical assets and liabilities
- Level 2 – inputs that are observable for the asset or liability, either directly (prices) or indirectly (derived from prices) from observable market data
- Level 3 – inputs for assets and liabilities not based upon observable market data

As at June, 2023, and June 30, 2022, cash was carried at Level 1 in the fair value hierarchy.

Interest Rate Risk

Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate due to changes in market interest rates. The Company's interest rate risk is primarily related to the Company's interest-bearing debts on its consolidated statements of financial position. The secured notes bear interest at fixed rates of 15%, thereby minimizing the Company's exposure to cash flow interest rate risk. The company considers interest rate risk to be immaterial.

Foreign Currency Risk

The Company is subject to foreign exchange rate risk as it enters into transactions denominated in currencies other than the Company's functional currency, which is the Canadian dollar. The maximum exposure to foreign currency risk is equal to amounts held in foreign currencies at the Statement of Financial Position date. As at the reporting date only trade receivables of the Company had exposure to currency risk being represented in USD.

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 manages liquidity risk through the management of its capital structure as outlined in Note 16 (g) to the consolidated interim financial statements. The Company has revenue from operations however continues to rely on equity funding, debt funding and funding from related companies to support its growth and corporate activities. Should the need for further equity or debt funding arise, there is a risk that the Company may not be able to sell new common shares at an acceptable price or debt instruments at an acceptable interest rate level.

The Company has sustained losses over the last number of periods and has financed these losses mainly through a combination of equity and debt offerings. Management has been able to raise sufficient funds to finance its operations in the past through private placements of both equity and debt and believes that it has the ability to raise sufficient cash to meet all of its contractual debt that is coming due in the next year and to fund any operating losses that may occur in the upcoming periods.

Credit Risk

Credit risk is the risk that one party to a financial instrument will cause a financial loss for the other party by failing to discharge their obligations. Financial instruments that potentially expose the Company to this risk consist of cash, trade receivables, and finance lease receivables. The Company's cash is on deposit with Canadian Tier 1 chartered banks therefore the associated credit risk is low. Trade receivable, and finance lease receivables are in the normal course of business. The Company's maximum exposure to credit loss is the carrying amount of financial assets at the reporting date, as summarised below:

	June 30, 2023	December 31, 2022
	\$	\$
Cash	611,215	\$48,705
Trade receivables	68,795	42,844
Total	680,010	\$91,549

The Company reviews the banks and financial institutions it deals with to ensure that standards of credit worthiness are maintained. Trade receivables are with large credit card processing companies with stable financial conditions thereby mitigating company's credit risk. Historically, the company has not suffered any material losses related to credit risk. The Company believes it is not exposed to significant credit risk.

Other Risks and Uncertainty

- ❖ If the Company is unable to advance its product and technology, specifically in the transition to the live-streaming space, its technology may become obsolete with significant impact to its ability to raise additional capital.
- ❖ If the Company is unable to compete effectively for users and advertiser spend, its business and operating results will be harmed.
- ❖ The Company has incurred significant operating losses in the past, and it may not be able to achieve or subsequently maintain profitability.
- ❖ The Company has a limited operating history in a new and unproven market for its platform, which makes it difficult to evaluate its future prospects and may increase the risk that it will not be successful.
- ❖ If the Company fails to grow its user base, or if user engagement or ad engagement on its platform declines, its revenue, business and operating results may be harmed.
- ❖ The Company's products and services may contain undetected software errors, which could harm its business and operating results.
- ❖ Regulatory investigations and settlements could cause the Company to incur additional expenses or change its business practices in a manner materially adverse to its business.
- ❖ Privacy concerns relating to the Company's products and services could damage its reputation and deter current and potential users and advertisers from using the products and services.
- ❖ The Company may face lawsuits or incur liability as a result of content published or made available through its products and services.
- ❖ The Company's intellectual property rights are valuable, and any inability to protect them could reduce the value of its products, services and brand.
- ❖ The Company requires additional capital to support its operations and the growth of its business, and it cannot be certain that this capital will be available on reasonable terms.

Investors should carefully consider the risks and uncertainties described above and in the financial statements. The risks and uncertainties described in the Company's financial statements and MD&A are not the only ones it faces. Additional risks and uncertainties, including those that the Company does not know about now or that it currently deems immaterial, may also adversely affect its business. For a more complete discussion of the risks and uncertainties which apply to the Company's business and its operating results, please see the Company's Management Information Circulars and other filings with Canadian securities regulatory authorities on SEDAR at www.sedar.com.

ADDITIONAL INFORMATION:

Additional information relating to the Company including the interim financial statements for the 6 months ended June 30, 2023 and the audited consolidated annual financial statements of Personas Social Incorporated for the year ended December 31, 2022, Management Information Circulars, and press releases issued by the Company, are available under the Company's profile on SEDAR at www.sedar.com.