ImagineAR Inc.

MANAGEMENT'S DISCUSSION AND ANALYSIS

APRIL 29, 2025

For the six months ended February 28, 2025

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1. INTRODUCTION

The Management's Discussion and Analysis ("MD&A") of operating results and financial position for six months ended February 28, 2025 and February 29, 2024 is supplementary to and should be read in conjunction with the condensed interim consolidated financial statements and related notes for the same period as well as the audited consolidated financial statements and related noted as at for the years ended August 31, 2024 and 2023. Copies of these documents can be found on the SEDAR+ website at www.sedarplus.ca. The MD&A is intended to help readers understand the dynamics of our business and the key factors underlying our financial results. The MD&A and the condensed interim consolidated financial statements were approved by the Board of Directors on April 29, 2025.

2. FORWARD-LOOKING INFORMATION

This document contains forward-looking statements which reflect management's current expectations about future events and financial and operating performance of the Company. Words such as "may", "will", "should", "could", "anticipate", "believe," "expect, "intend", "plan", "potential", "continue" and similar expressions have been used to identify these forward-looking statements. Forward-looking statements contained in this document may include estimates, plans, expectations, opinions, forecasts, projections, guidance or other statements that are not statements of fact. These statements reflect management's current views with respect to future events or conditions, including prospective financial performance, financial position, and predictions of future actions, plans or strategies. Certain material factors and assumptions were applied in drawing our conclusions and making these forward-looking statements. These statements reflect management's current views, beliefs and assumptions and are subject to certain inherent risks and uncertainties. Factors that could cause actual performance to differ materially include, but are not limited to:

- *ability to develop or acquire new technology;*
- *competition in the market;*
- *development of new software products;*
- *economic growth and fluctuations;*
- *proper performance of our applications;*
- *the protection and privacy of personal information which we hold;*
- *the risks associated with credit extended;*
- *capital expenditures;*
- *changes in accounting policies and estimates;*
- *exchange rate fluctuation between the US and Canadian dollar;*
- *human resource matters, including recruitment and retention of competent personnel; and*
- *the ability to raise capital.*

The above (and other) factors could cause our actual results, performance or achievements to be materially different from any future results, performance or achievements that may be expressed or implied by these forward-looking statements. See "Risks and Uncertainties" below and the section entitled "Risk Factors". Should one or more of these risks or uncertainties materialize, or should the assumptions underlying our projections or forward-looking statements prove incorrect, our actual results may vary materially from those described in this MD&A as intended, planned, anticipated, believed, estimated or expected. We do not intend and do not assume any obligation to update these forward-looking statements whether as a result of new information, plans, events or otherwise, unless required by law. The Company's forward-looking statements are expressly qualified in their entirety by this cautionary statement.

3. COMPANY OVERVIEW

ImagineAR Inc. (“the Company”) is a public company domiciled in Canada incorporated in British Columbia under the laws of the Business Corporation Act (BC, Canada) on October 11, 2011. On April 17, 2019, the Company was continued under the Canadian Business Corporations Act. The Company's head office is located at #250 – 750 West Pender Street, Vancouver, BC, V6C 2T7.

The Company’s core business is to deliver engaging and interactive digital content to users through a cloud-based enterprise augmented reality (“AR”) platform with a brand name of ImagineAR™. The self-publishing AR cloud platform can integrate into both IOS & Android native mobile apps as a Software Development Kit (“SDK”) or provided as a white-label mobile app.

In calendar year 2023-2024, the Company transitioned to focusing on patent portfolio licensing and vigorous enforcement, delivering immersive AR experiences integrated with proprietary GenAI interactions, location-based entertainment immersive attractions and broadening its focus into new vertical markets that can increase mobile app ROI with the existing ImagineAR SDK platform as well as potential AI/AR Interactive experiences. New targeted markets include college, retail, entertainment, and casino gaming.

About ImagineAR™ Product Suite

ImagineAR™ is the free generic consumer AR mobile app that allows the user to visualize the AR content once it is activated through the ImagineAR™ Client Web Dashboard. The activated content can be in the form of a 2D/3D image, text or video. ImagineAR**™** can also deliver AR rewards, sweepstakes and create AR scavenger hunts. The mobile app is available for free in both the IOS and Android mobile app stores and is used for proof of concept and demonstration purposes.

ImagineAR™ Cloud - Centralized content management system where the content is securely stored and managed. This past year, the Company made significant upgrades and enhancements to the Cloud to provide for true globalization of AR immersive activations.

The ImagineAR product suite bridges the gap between the digital world and real-world experiences. The SDK integrated into mobile apps allow the users to scan real-world objects, enjoy immersive holograms and unlock useful and entertaining content. The self-publishing platform allows users to generate their own AR content using existing content assets. The Company also provides professional content services that can take the form of gaming content (scavenger hunts, score boards, sweepstakes etc.) or custom content (3D modelling, video animation, brand logo imaging etc.) The Company plans to integrate Generative AI with the SDK.

The AR experiences could be self-published to the ImagineAR™ SDK. The Company will charge users a Software as a Service (“SaaS”) recurring monthly licensing fee for the use of the ImagineAR™ mobile app or an annual recurring licensing fee for the SDK and white-label mobile app. Alternatively the Company will enter a revenue sharing agreement with clients depending upon specific agreed upon key performance indications.

The Company has been marketing the ImagineAR™ platform to the sports industry, music, brands live events, and the retail marketplace.

FameDays.com is an e-greeting card platform focusing on virtual celebrations with celebrities, sports stars, entertainers and influencers. Retail Prices range from $5USD - $20USD per each greeting message including Birthday, Anniversary, Thanksgiving, Christmas, Newborn Baby, New Year, SuperFan and many more. Additionally Famedays, will spearhead the Company’s focus in location-based entertainment immersive locations for North America.

Recent client agreements and news include:

On February 17, 2023, the Company signed an annual SDK platform license agreement with Canadian event production agency HUMANCONTACT Inc. to deliver AR experiences in their mobile app. After the initial contract expired on its anniversary date, HUMANCONTACT Inc. renewed their licensing agreement for another year with the same term.

On March 3, 2024, the Company signed a three-year SDK platform license agreement with S3iai, an AI company with a binding LOI partnership with Star Navigation Systems Group, to deliver immersive AR experiences integrated with proprietary GenAI interactions for a client project. The agreement is on hold until S3iai receives funding to commence integration of their AI platform, which is expected to be by the first quarter of 2025. No revenue has been recognized to date.

On January 22, 2025, the Company announced the planned launch of its disruptive AI/AR as-a-Service business model. This new platform will uniquely integrate GenAI technology, developed by S3iai, with Augmented Reality (AR), enabling businesses across vertical industries to create smarter, personalized, and more immersive customer experiences delivering instantaneous voice and text interactions directly on mobile devices thru avatars and AR holograms.

On February 24, 2025, the Company announced the execution of a Design and Project Installation agreement by its wholly-owned subsidiary FameDays to develop a 25,000-squarefoot immersive experience center in Niagara Falls, Ontario. The $10,000,000 agreement, executed with Ontario real estate developer Mr. J Grewal through his holding company on February 21, 2025, will include immersive attractions, AR racing, VR Gaming, Mixed Reality among other attractions. This marks the first implementation of ImagineAR's newly announced AR-AI (Augmented Reality-Artificial Intelligence Integrated Revenue) business model, designed to drive scalable, recurring revenue.

Mr. J Grewal, an Ontario real estate developer and owner of the location for the Immersive Centre at Niagara Falls, paid a non-refundable deposit of $250,000 to the Company upon execution of the sign and Installation contract. Additionally, Mr. Grewal, through his holding company, executed the master Services Agreement pursuant to which the Company will provide on-site support, software development and support as well as 24/7 mobile app guest support. Apart from the initial $10,000,000 contract, the Company will also receive an annual fee and monthly royalties based on the gross sales of the various attractions at the Immersive Centre once it is built.

The Niagara Falls center is the first immersive AR /AI installations slated for 2025. The partnership serves as a blueprint for scaling ImagineAR's technology across high-traffic global destinations, from theme parks to cultural landmarks.

4. NATURE OF CONTINUANCE OF OPERATIONS AND GOING CONCERN

The condensed interim consolidated financial statements were prepared with the assumption that the Company will continue in operation for the foreseeable future and will be able to realize its assets and discharge its liabilities in the normal course of operations. Continued operations of the Company are dependent on the Company’s ability to receive financial support, complete additional debt or equity financing, or generate profitable operations in the future. The Company believes it will be able to raise the necessary funding to continue operations; however, there is no assurance that these funds will be available on terms acceptable to the Company or at all.

The Company’s cash position was $590,861 at February 28, 2025 (August 31, 2024 - $101,902) and had a working capital deficit of $942,193 at February 28, 2025 (August 31, 2024- $1,501,162).

These conditions result in a material uncertainty that may cast significant doubt upon the Company's ability to continue as a going concern. The condensed interim consolidated financial statements do not include the adjustments that would be necessary should the Company be unable to continue as a going concern.

5. OUTLOOK

The Company will continue to generate awareness for its platform by marketing its technology in various verticals including retail, sports and live entertainment, education, and fundraising. As announced, the Company has established a number of strategic partnerships and alliances and performed numerous demonstrations to chief marketing officers and chief decision makers.

As the Company cycles through the sales funnel, feedback has been encouraging and a robust pipeline of new prospective opportunities is emerging. Over the next twelve months, management expects to convert these potential opportunities into revenue growth and expects to realize revenue in the form of monthly recurring revenues from licensing fees and upfront professional services fees from gaming and custom content.

6. DISCUSSION OF OPERATIONS

The results of operations reflect the overhead costs incurred to provide an administrative infrastructure to manage the business and financing activities of the Company. General and administrative costs can be expected to increase or decrease in relation to the changes in activity of Management and Directors.

Six month period ended February 28, 2025 and February 29, 2024

For the six months ended February 28, 2025, the Company had a net comprehensive loss of $1,714,266 (with basic and diluted loss per share of $0.00) compared with a net comprehensive loss of $1,267,112 (with basic and diluted loss per share of $0.01) in the comparative period. During the six months ended February 28, 2025, the Company had:

- loss of $33,483 (February 29, 2024 – $9,089). Revenue was primarily generated from AR SDK licensing fees. The increase in loss was primarily due to software maintenance costs to facilitate the sales during the current period.

- accretion of convertible debt of $41,224 (February 29, 2024 - $Nil). The increase is mainly due to accretion of interest related to the convertible debentures during current period.

- consulting, director and management fees of $302,683 (February 29, 2024 - $162,576). The increase is mainly due to a voluntary reduction in management fees by the CEO during the comparative period.

- foreign exchange of $59,144 (February 29, 2024 - 12,648). The increase is primarily due to USD exchange fluctuation during the current period.

- Professional fees of $126,434 (February 29, 2024 - $74,130). The increase is due to additional legal services on corporate matters and patent maintenance during the current period.

- share-based compensation of $974,683 (February 29, 2024 - $503,390). The increase is due to stock options granted and vested during the current period.

- shareholder communication and promotion of $34,492 (February 29, 2024 - $324,547). The decrease is due to the Company's efforts to maintain liquidity during the current period.

- loss on debt settlement of $25,828 (February 29, 2024 - $Nil) resulted from issuance of 2,582,857 common shares valued at $206,628 to settle obligation of $180,800 during the current period.

Three month period ended February 28, 2025 and February 29, 2024

For the three months ended February 28, 2025, the Company had a net comprehensive loss of $1,373,062 (with basic and diluted loss per share of $0.00) compared with a net comprehensive loss of $453,210 (with basic and diluted loss per share of $0.00) in the comparative period. During the three months ended February 28, 2025, the Company had:

- loss of $17,480 (February 29, 2024 – $6,434). Revenue was primarily generated from AR SDK licensing fees. The increase in loss was primarily due to software maintenance costs to facilitate the sales during the current period.

- accretion of convertible debt of $27,609 (February 29, 2024 - $Nil). The increase is mainly due to accretion of interest related to the convertible debentures during current period.

- consulting, director and management fees of $143,779 (February 29, 2024 - $101,832). The increase is mainly due to a voluntary reduction in management fees by the CEO during the comparative period.

- foreign exchange of $25,626 (February 29, 2024 - $2,211). The increase is primarily due to USD exchange fluctuations during the current period.

- professional fees of $73,828 (February 29, 2024 - $36,423). The increase is due to additional legal services on corporate matters and patent maintenance during the current period.

- share-based compensation of $958,316 (February 29, 2024 - $100,388). The increase is due to more stock options granted and vested during the current period.

- shareholder communication and promotion of $28,844 (February 29, 2024 - $126,231). The decrease is due to the Company's efforts to maintain liquidity during the current period.

- loss on debt settlement of $25,828 (February 29, 2024 - $Nil) resulted from issuance of 2,582,857 common shares valued at $206,628 to settle obligation of $180,800 during the current period.

7. SUMMARY OF QUARTERLY RESULTS

The following table contains selected condensed interim consolidated financial information for the Company, prepared in accordance with IFRS, for the eight most recently completed quarters:

Three Months Ended	**Feb 28, 2025**	**Nov. 30, 2024**	**Aug 31, 2024**	**May 31, 2024**
	$	$	$	$
Revenue and other income	7,500	7,500	7,534	1,723
Loss and Comprehensive loss	(1,373,062)	(341,204)	(928,057)	(361,382)
Loss per Common Share	(0.00)	(0.00)	(0.00)	(0.00)

Three Months Ended	**Feb 29, 2024**	**Nov. 30, 2023**	**Aug 31, 2023**	**May 31, 2023**
	$	$	$	$
Revenue and other income	28,430	17,622	53,828	56,973
Loss and Comprehensive loss	(453,210)	(813,902)*	(901,928)	(201,744)
Loss per Common Share	(0.00)	(0.00)	(0.00)	(0.00)

* restated - please refer to the condensed interim consolidated financial statements for more information

Fiscal 2025

During the quarter ended February 28, 2025, the Company's loss of $1,373,062 decreased from a loss of $341,204 incurred during the three months ended November 30, 2024. The increase in loss is primarily due to higher share-based compensation related to options grant during the three-month period ended February 28, 2025.

During the quarter ended November 30, 2024, the Company's loss of $340,064 decreased from a loss of $428,057 incurred during the three months ended August 31, 2024. The decrease in loss is primarily due to lower professional fees during the three-month period ended November 30, 2024.

Fiscal 2024

During the quarter ended August 31, 2024, the Company's loss of $928,057 increased from a loss of $361,382 incurred during the three months ended May 31, 2024. The increase in loss is primarily due to an increase of consulting fees and professional fees during the three-month period ended August 31, 2024.

During the quarter ended May 31, 2024, the Company's loss of $361,382 decreased from a loss of $453,210 incurred during the three months ended February 29, 2024. The decrease in loss is primarily due to decrease of shareholder communications and fewer options vested during the three-month period ended May 31, 2024.

During the quarter ended February 29, 2024, the Company's loss of $453,210 decreased from a loss of $813,902 incurred during the three months ended November 30, 2023. The decrease in loss is primarily due to higher share-based compensation from the issuance of the facilitation shares in consideration for funding committed and services provided for the Company to meet competitive bidding requirements for an opportunity to potentially acquire a development project during the three-month period ended November 30, 2023.

During the quarter ended November 30, 2023, the Company's loss of $813,902 decreased from a loss of $901,928 incurred during the three months ended August 31, 2023. The decrease in loss is primarily due to lowered share-based compensation from fewer options granted during the three-month period ended November 30, 2023.

Fiscal 2023

During the quarter ended August 31, 2023, the Company's loss of $901,928 increased from a loss of $201,744 incurred during the three months ended May 31, 2023. The increase in loss is primarily due to share-based compensation, bad debt and deferred contract cost expense during the three-month period ended August 31, 2023.

During the quarter ended May 31, 2023, the Company's loss of $201,744 increased from a loss of $111,494 incurred during the three months ended February 28, 2023. The increase in loss is primarily due to higher cost of goods sold and shareholder communication during the three-month period ended May 31, 2023.

8. LIQUIDITY AND CAPITAL RESOURCES

The Company's cash position was $590,861 at February 28, 2025 compared to $101,902 at August 31, 2024. The Company had a working capital deficit of $942,193 at February 28, 2025 (August 31, 2024 – $1,501,162). During the period ended February 28, 2025, cash flow activities consisted of:

i) cash spent on operating activities of $617,541 (February 29, 2024 - $690,886) consisting of operating expenses during the current period.

ii) cash received from financing activities of $1,106,500 (February 29, 2024 - $734,484) primarily consists of cash received from private placements, warrant exercises and convertible debenture financing.

During the period from September 1, 2024 to the date of the report, the Company closed three tranches of a convertible note financing totaling $1,100,000 (detailed below) to support the Company's major initiatives:

Location-Based Entertainment, AI integration with AR, and Patent Enforcement & Licensing. As of April 29, 2025, the Company has spent $776,000 of the funds, including approximately $205,000 towards direct costs for this initiative, and approximately $571,000 of indirect costs to enable the Company to continue to operate to support the initiative (including costs associated with accounting, auditor, legal, filing fees and other costs). The Company also used $30,000 of the funds for shareholder communications, which the Company believed was necessary to continue to achieve the Company's business objectives.

With the funds received from the debenture financing, the Company has prioritized the utilization of resources for patent enforcement and licensing efforts as intended. The Company remains focused on leveraging its AR platform and SDK technology to provide solutions for the Location-Based Entertainment across North America and is optimistic about growth prospects in 2025.

Use of Proceeds from $1,100,000 Offering To Date	
Operations	$571,000
Location-Based Entertainment, AI integration with AR	$64,000
Patent Enforcement & Licensing	$141,000
Total	$776,000

i) closed the first tranche of the convertible note financing on September 4, 2024 in the principal amount of $125,000, which was received during the year ended August 31, 2024. Each debenture bore interest at a rate of 12% per annum and matured two years from the date of issuance. The debenture notes are convertible into units at a price of $0.05 per unit and each unit consisted of one common share of the Company and one share purchase warrant, with each warrant entitling the holder to purchase an additional common share the Company at a price of $0.07 per share expiring on September 7, 2027.

The Company issued 2,500,000 units pursuant to the conversion of the debentures in settlement of principal amount of $125,000. The Company also issued 74,301 common shares pursuant to the conversion of the accrued interest of $2,029.

ii) closed the second tranche of the convertible note financing on October 22, 2024 in the principal amount of $385,000. Each debenture bore simple interest at a rate of 12% per annum and matured two years from the date of issuance. The debenture notes are convertible into units at a price of $0.05 per unit and each unit consisted of one common share of the Company and one share purchase warrant, with each warrant entitling the holder to purchase an additional common share the Company at a price of $0.07 per share expiring on October 22, 2027. Of the $385,000 principal amount, $105,000 was from a director of the Company and his son.

The Company issued 4,700,000 units pursuant to the conversion of the debentures in settlement of principal amount of $235,000. The Company also issued 16,154 common shares pursuant to the conversion of the accrued interest of $347. Of the 4,700,000 units and 16,154 common shares issued, a director of the Company and his son received 2,100,000 units and 1,090 common shares.

iii) closed the third and final tranche of the convertible note financing on October 31, 2024 in the principal amount of $590,000. Each debenture bore simple interest at a rate of 12% per annum and matured two years from the date of issuance. The debenture notes are convertible into units at a price of $0.05 per unit and each unit consisted of one common share of the Company and one share purchase warrant, with each warrant entitling the holder to purchase an additional common share the Company at a price of $0.07 per share expiring on October 31, 2027. Of the $590,000 principal amount, $165,000 was from a director of the Company and his son.

The Company issued 5,100,000 units pursuant to the conversion of the debentures in settlement of principal amount of $255,000. The Company also issued 76,375 common shares pursuant to the conversion of the accrued interest of $9,351. Of the 5,100,000 units and 76,375 common shares issued, a director of the Company and his son received 3,300,000 units and 62,926 common shares.

iv) issued 2,630,000 common shares pursuant to exercise of warrants for gross proceeds of $131,500.

9. SHARE CAPITAL

As at the date of this report, the Company had 285,953,437 common shares.

As at the date of this report, stock options were outstanding enabling holders to acquire shares as follows:

Expiry Date	Exercise price ($)	Number of Options Outstanding	Exercisable
June 5, 2025	0.05	200,000	200,000
June 9, 2025	0.065	200,000	200,000
January 17, 2026	0.05	3,000,000	3,000,000
June 5, 2026	0.05	900,000	900,000
June 27, 2026	0.05	5,750,000	5,500,000
February 25, 2027	0.075	500,000	500,000
August 20, 2027	0.050	750,000	750,000
January 16, 2028	0.075	5,000,000	5,000,000
February 28, 2028	0.065	7,650,000	7,650,000
February 28, 2030	0.065	3,000,000	3,000,000
		26,950,000	26,700,000

As at the date of this report, warrants were outstanding enabling holders to acquire shares as follows:

Expiry Date	Exercise price ($)	Number of Warrants Outstanding
May 29, 2026	0.05	12,905,315
October 31, 2026	0.05	34,350,000
October 31, 2026	0.05	16,000
September 9, 2027	0.07	2,500,000
October 22, 2027	0.07	4,700,000
October 31, 2027	0.07	8,000,000
		62,471,315

10. OFF-BALANCE SHEET ARRANGEMENTS

The Company did not have any off-balance sheet arrangements or transactions.

11. RELATED PARTY TRANSACTIONS

Related parties include the Board of Directors, Executive Officers and any companies owned or controlled by them. During the period ended February 28, 2025, the Company:

i. accrued management and consulting fees of $185,275 (February 29, 2024 - $105,742), to the CEO of the Company, namely Alen Paul Silverrstieen, of which the compensation was approved by Compensation Committee of the Board of Director

ii. accrued consulting fees of $12,000 (February 29, 2024 - $12,000) to the CFO of the Company, namely Leon Ho.

During the period ended February 28, 2025, the Company paid the CEO of the Company $69,478 for outstanding payables on account.

During the year ended August 31, 2024, the Company paid the CEO of the Company $96,654 for outstanding payables on account and $32,474 owed to the CEO were written off.

As of February 28, 2025, $312,111 (August 31, 2024 - $189,779) remained outstanding to related parties and is included in accounts payable and accrued liabilities as follows:

	February 28, 2025	*August 31, 2024*
CEO and Director, Alen Paul Silverrstieen	$ 286,911	$ 157,779
CFO, Leon Ho	$ 25,200	$ 32,000
Total	$ 312,111	$ 189,779

During the period ended February 28, 2025, the Company issued 63,989 common share and 5,400,000 units valued at $279,286 to a director of the Company, namely Gurdip Panaich, and his son for the settlement of convertible debentures of $244,486, of which $9,286 was accrued interest, and accordingly, the Company reallocated $34,800 of convertible debenture equity portion to capital stock. Each unit consists of one common share of the Company and one share purchase warrant, with each warrant entitling the holder to purchase an additional common share of the Company at a price of $0.07 for a period of three years from the date of the issuance.

During the year ended August 31, 2024, a director of the Company, namely Gurdip Panaich, received 5,000,000 shares (fair valued at $200,000) in consideration for funding committed and services provided for the Company to meet competitive bidding requirements for an opportunity to potentially acquire a development project (See June 25, 2023 and September 22, 2023 in the “Recent client agreements and news” section above).

During the period ended February 28, 2025, the Company issued 7,250,000 stock options to an officer and directors of the Company, resulting in share-based compensation of $446,564.

For the period ended February 28, 2025	*Number of Stock Options*	*Fair Value of Stock Options*
Director, Gurdip Panaich	2,750,000	$ 169,386
Director, Mike Tunnifcliffe	1,750,000	$ 107,792
CEO and Director, Alen Paul Silverrstieen	2,750,000	$ 169,386
Total	7,250,000	$ 446,564

During the year ended August 31, 2024, the Company issued 3,100,000 stock options to a director and the CFO of the Company, resulting in share-based compensation of $187,306, of which the vested portion of $163,834 was recorded in profit and loss. The details of the share-based payments are as follows:

For the year ended August 31, 2024	*Number of Stock Options*	*Fair Value of Stock Options*
Director, Gurdip Panaich	3,000,000	$ 185,408
CFO, Leon Ho	100,000	$ 1,898
Total	3,100,000	$ 187,306

12. NEW ACCOUNTING STANDARDS, INTERPRETATIONS AND FUTURE ACCOUNTING CHANGES

Please refer to the condensed interim consolidated financial statements on www.sedarplus.ca.

13. FINANCIAL INSTRUMENTS

Please refer to the condensed interim consolidated financial statements on www.sedarplus.ca.

14. CAPITAL MANAGEMENT

The Company manages its capital structure and makes adjustments to it, based on the funds available to the Company. The Board of Directors does not establish quantitative return on capital criteria for management, but rather relies on the expertise of the Company's management to sustain future development of the business. Management considers the Company's capital structure to consist of the components of shareholders' equity.

The Company is dependent on external financing to fund its activities. In order to carry out future transactions and pay for administrative costs, the Company will spend its existing working capital and raise additional amounts as needed. The Company will continue to assess additions to its media business if it feels there is sufficient economic potential and if it has adequate financial resources to do so.

Management reviews its capital management approach on an ongoing basis and believes that this approach, given the relative size of the Company, is reasonable.

There were no changes in the Company's approach to capital management during the period presented. The Company and its subsidiaries are not subject to externally imposed capital requirements.

15. CONTINGENCIES

The Company is unaware of exposure to any contingent liabilities.

16. RISKS AND UNCERTAINTIES

The Company's financial condition, results of operations and business are subject to risks. The following are identified as the main risk factors:

Financing

The Company is reliant upon financing in order to continue its operations because it does not derive any income from its assets. There is no guarantee that future sources of funding will be available to the Company. If the Company is not able to raise additional funding in the future, it will be unable to carry out its operations.

Key Personnel

The future of the Company is dependent on the management of the Company. The departure of any of operations or management personnel or their inability to continue being functional could have an adverse impact on the Company's growth, business, financial position, and operating results.

Competition

The Company will compete with many larger companies and newcomers to the industry that will have greater financial and technical resources than the Company for the development of its applications as well as the recruitment and retention of qualified consultants and employees.

Volatility in the trading price of our publicly traded securities

The trading price of our common shares is subject to volatility due to market conditions and other factors and cannot be predicted. Investment in these securities is inherently risky and the holders of these securities may not be able to sell their securities at or above the price at which they purchased such securities due to trading price fluctuations in the capital markets. Trading price could fluctuate significantly in response to factors that are both related and unrelated to our operating performance and/or future prospects, and past performance is not indicative of future performance.

Industry Volatility

The Company operates in a volatile space given augmented reality is still very advanced and requires the Company to be flexible and aggressive in its agreement to build client references and revenue streams, which ultimately might not materialize due to unforeseeable factors.