



*ImagineAR Inc.*

***MANAGEMENT'S DISCUSSION AND ANALYSIS***

**March 4, 2025**

**For the three months ended November 30, 2022 and 2021**

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## 1. INTRODUCTION

The Management's Discussion and Analysis ("MD&A") of operating results and financial position for three months ended November 30, 2022 and 2021 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 notes for the financial years ended August 31, 2022. Copies of these documents can be found on the SEDAR+ website at [www.sedarplus.ca](http://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 March 4, 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 September 28, 2021**, the Company was named as a respondent in a Notice of Hearing by the B.C. Securities Commission. The B.C. Securities Commission began administrative proceedings against investor relations company Stock Social Inc. and its principal, West Vancouver's Kyle Alexander Johnston, for multiple disclosure failures in its advertising. The BCSC claimed that Stock Social posted favourable material on-line for several companies, but did not clearly state that the postings were disseminated on behalf of the companies. Mr. Johnston also arranged for several social media "influencers" to promote the stocks, the BCSC claims.

The allegations are contained in a brief notice of hearing that the BCSC released on Tuesday, September 28, 2021. In addition to Mr. Johnston, the BCSC has named five public companies as respondents as well as representatives of those companies, including the Company.

The case centered around investor relations work that Stock Social did for the five companies between August 2016 to March 2018. It prepared advertising that went out through several websites, generally written in the style of a news article, the BCSC says. The material appeared on Stock Social's website and other sites affiliated with it, according to the hearing notice. The event occurred prior to the appointment of the current CEO and Board of Directors.

The problem, as set out by the BCSC, was that the material did not follow the rules for promotional publications. It did not "clearly and conspicuously" state that the companies themselves were behind the advertising (such disclosure is mandatory for stock market advertising in most jurisdictions). Some of the advertising did contain disclaimers, but the print of those disclaimers was in a small font, the BCSC contends.

On July 23, 2023, the BCSC ruled that the Company failed to ensure the information disseminated by Stock Social to meet promotional publication disclosure requirements, and as a result was fined an administrative penalty of \$20,000 (paid).

**On January 20, 2022**, the Company entered into a two-year SDK licensing agreement with Jet Media Network Ltd. to provide its Augmented Reality SDK Platform for their new celebrity and sports legend mobile apps that will be available on the iOS and Android mobile app stores. In relation to this partnership, the Company launched the soccer legend Ronaldinho's new AR experience on August 3, 2022, R10 Lens, which was developed by Jet Media Network and powered by the technology of ImagineAR. The partnership ended after the expiry of the agreement.

**On April 5, 2022**, the Company announced a two-year SDK licensing agreement with Fanmaker to integrate SDK into the Professional Bull Riders' ("PBR") mobile app, PBRewards. PBR would utilize the technology to engage with both fans and partners. Using the PBR Mobile app, fans would have the opportunity take pictures and videos with holograms of riders, appearing as if they are really standing next to these athletes, and instantly share the content in social media. Fanmaker integration did not meet the expectations of both PBR and ImagineAR, and therefore the agreement was terminated in March 2024.

**On April 7, 2022**, the Company announced SDK licensing agreement with ArcTouch to integrate the AR Platform into an immersive app experience for a Fortune 500 consumer products company – McCormick. The agreement expired in October 2022, and the agreement was not renewed.

**On August 18, 2022**, the Company signed a three-year partnership agreement with Hip Hop Hall of Fame Inc. to provide a Custom Mobile App delivering Immersive Metaverse Experiences. In consideration for the licensing agreement, the Company was to receive annual compensation of USD\$95,000. Hip Hop Hall of Fame Inc. was raising funding for their new museum in Harlem, NY. ImagineAR was going to provide the official mobile app and the AR experiences. Unfortunately Hip Hop Hall of Fame Inc. was unable to raise funding and the Company terminated the agreement the same fiscal year. During the year ended August 31, 2023, the

Company recognized the revenue for the first year of USD\$95,000 (\$127,982), of which USD\$87,582 (\$117,989) was written off as bad debt due to uncertainty with collectability.

**On November 14, 2022**, the Company partnered with SIDEARM Sports, a digital fan engagement platform and a LEARFIELD company, to deliver immersive college football AR experiences starting in January 2023. The partnership was auto-renewed for a second year per the EVP of Learfield and expired after completion of the College Football Playoff championship in January 2024.

**On February 13, 2023**, the Company announced it was selected by SPORTFIVE Hungary kft to deliver immersive AR experiences fully integrated with the official team mobile app for Ferencvárosi Torna Club in Spring 2023. This opportunity was spearheaded by Hype Sports Innovation in their current GVA3 program. The partnership was abandoned in December 2023 due to incompatibility of the software applications.

**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 1, 2023**, the Company executed a non-binding Memorandum of Understanding with a global digital publishing company to purchase a minimum of 10 and a maximum of 25 three-year SDK mobile app licenses in 2023 for top global icons in sport, music, entertainment and gaming. The Company decided not to move forward with the project as the publishing company was unable to raise sufficient funding by December 2023.

**On May 29, 2023**, the Company launched the "Drop-In" Native SDK (Software Development Kit) integration for IOS and Android mobile apps with the Baltimore Ravens NFL team in the summer of 2023. The initial Drop-in technology was already proven by successfully integrated with previous clients. There was no issue with the SDK integration with Baltimore Ravens NFL, and the integration was successful which added many new features/functions and an enhanced AR Scavenger Hunt.

**On June 25, 2023**, the Company's wholly-owned subsidiary, Fame Days, was selected by 4Front Development ("4Front") to be the Technology Project Lead for the newly planned Immersive Entertainment Center within a Tourist and Residential Complex in a southern state of the United States (the "Project"). Additionally, the Company signed a binding Letter of Intent ("LOI") with 4Front pursuant to which 4Front will acquire a minority share interest in FameDays Inc.

Pursuant to the binding LOI, FameDays will be the exclusive Mixed Reality, Augmented Reality, Virtual Reality, and Immersive Experience vendor and provider for the Project.

Unfortunately, the partnership was terminated in December 2023 upon the receipt of notification that 4Front and the Company lost the property acquisition bid.

**On August 23, 2023**, the Company signed a media service agreement with Sully Entertainment Group LLC ("Sully"), to provide national/international communications services and broadcast services. In consideration for the services provided by Sully, the Company will make an initial cash payment of USD\$20,000, and USD\$6,000 monthly payments for a six-month period. The Company will also issue 1,400,000 restricted common shares of the Company at a deemed price of \$0.05 in two allotments, one for 700,000 common shares (issued) at the end of the first three months on December 1, 2023, and the remaining 700,000 (issued) at the end date of the agreement term being March 1, 2024. The stock restriction period is four months hold upon issuance.

**On November 13, 2023**, the Company announced that its first UK Soccer Team client, the Queens Park Rangers of the EFL Championship League, will integrate AR Fan Engagement Campaigns this season focused in their Fan zone. This revenue-sharing agreement makes the Queens Park Rangers the first UK Professional Soccer

team to integrate the ImagineAR Augmented Reality SDK Platform to deliver fan immersive experiences. The partnership ended at the one year anniversary date.

**On September 22, 2023**, the Company entered into an agreement with Gurdip Panaich, a director of the Company, and another individual to which the Company issued 10,000,000 common shares (fair valued at \$400,000) in consideration for funding committed and services provided for the Company to meet competitive bidding requirements for the Project detailed on June 25, 2023, above. The Company unfortunately lost the bid to a higher bidder and the Project did not proceed.

**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.

#### **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 \$138,646 at November 30, 2022 (August 31, 2022 - \$481,242) and had a working deficit of \$477,052 at November 30, 2022 (August 31, 2022 – working capital of \$56,503).

These conditions result in a material uncertainty that may cast significant doubt upon the Company's ability to continue as a going concern. The 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.

### Three months period ended November 30, 2022 and 2021

For the three months period ended November 30, 2022, the Company had a net loss of \$571,835 (with basic and diluted loss per share of \$0.00) compared with a net loss of \$1,064,103 (with basic and diluted loss per share of \$0.01) in the comparative period. During the three months ended November 30, 2022, the Company had:

- revenue of \$3,005 (2021 – loss of \$20,971). Revenue was primarily generated from AR SDK licensing fees, professional services fees and for custom content to provide client augmented reality experiences.
- consulting, director and management fees of \$142,360 (2021 - \$195,159). The decrease is mainly due decreased activities during the current period.
- professional fees of \$99,644 (2021 - \$107,813). The decrease is primarily due to reduced legal services on patents and trademarks during the current period.
- share-based compensation of \$31,789 (2021 - \$71,515). The decrease is due to significantly fewer stock options granted during the current period.
- shareholder communication and promotion of \$13,712 (2021 - \$64,674). The decrease is due to the Company’s cost-saving efforts during the current period.
- travel and accommodation of \$Nil (2021 - \$9,689) as a result of no trips taken during the current period.
- write-off of accounts payable of \$Nil (2021 - \$146,667) as a result of certain outstanding amounts exceeding the statute of limitations during the comparative period.
- software costs of \$188,495 (2021 - \$637,476). Prior year software expenses were capitalized as the software was not yet available for use. Comparative year software costs were expensed as the software was available for use and commercially viable, the expenditures incurred were primarily for salaries paid to consultants for development of the Company’s AR software.

## 7. SUMMARY OF QUARTERLY RESULTS

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

<b>Three Months Ended</b>	<b>Nov. 30, 2022</b>	<b>Aug. 31, 2022</b>	<b>May 31, 2022</b>	<b>Feb. 28, 2022</b>
	\$	\$	\$	\$
Revenue and other income	32,567	22,448	4,493	8,122
Loss and Comprehensive loss	(571,835)	(722,733)	(1,138,222)	(1,142,003)
Loss per Common Share	(0.00)	(0.00)	(0.01)	(0.01)

<b>Three Months Ended</b>	<b>Nov. 30, 2021</b>	<b>Aug. 31, 2021</b>	<b>May 31, 2021</b>	<b>Feb. 28, 2021</b>
	\$	\$	\$	\$
Revenue and other income	26,283	89,537	99,260	89,026
Loss and Comprehensive loss	(1,064,103)	(1,093,439)	(2,286,447)	(880,803)
Loss per Common Share	(0.01)	(0.01)	(0.01)	(0.01)

### Fiscal 2023

During the quarter ended November 30, 2022, the Company’s loss of \$571,835 decreased from a loss of \$722,733 incurred during the three months ended August 31, 2022. The decrease in loss is primarily due to the

decrease of consulting expense, shareholder communication, software, and share-based payments during the three-month period ended November 30, 2022.

## **Fiscal 2022**

During the quarter ended August 31, 2022, the Company's loss of \$722,733 decreased from a loss of \$1,138,222 incurred during the three months ended May 31, 2022. The decrease in loss is primarily due to the decrease of consulting expense, shareholder communication, and share-based payments during the three-month period ended August 31, 2022.

During the quarter ended May 31, 2022, the Company's loss of \$1,138,222 decreased from a loss of \$1,142,003 incurred during the three months ended February 28, 2022. The decrease in loss is primarily due to the decrease of share-based payments expense during the three-month period ended May 31, 2022.

During the quarter ended February 28, 2022, the Company's loss of \$1,142,003 increased from a loss of \$1,064,103 incurred during the three months ended November 30, 2021. The increase in loss is primarily due to the increase of consulting, share-based payments, and write-off of reclamation bond during the three-month period ended February 28, 2022.

During the quarter ended November 30, 2021, the Company's loss of \$1,064,103 decreased from a loss of \$1,093,439 incurred during the three months ended August 31, 2021. The decrease in loss is primarily due to the decrease of consulting, legal services, shareholder communication, and software expenses during the three months period ended November 30, 2021.

## **Fiscal 2021**

During the quarter ended August 31, 2021, the Company's loss of \$1,093,439 decreased from a loss of \$2,286,447 incurred during the three months ended May 31, 2021. The decrease in loss is primarily due to share-based payments recorded in the previous quarter for options granted and the lower charges for shareholder communication.

During the quarter ended May 31, 2021, the Company's loss of \$2,286,447 increased from a loss of \$880,803 incurred during the three months ended February 28, 2021. The increase in loss is primarily due to share-based payments recorded for option granted during the three-month period ended May 31, 2021, and fees incurred for shareholder communication and software expenses.

During the quarter ended February 28, 2021, the Company's loss of \$880,803 decreased from a loss of \$1,844,361 incurred during the three months ended November 30, 2020. The decrease in loss is primarily due to share-based payments recorded in the previous quarter for options granted and the lower charges to shareholder communication.

## **8. LIQUIDITY AND CAPITAL RESOURCES**

The Company's cash position was \$138,646 at November 30, 2022 compared to \$481,242 at August 31, 2022. The Company had a working deficit of \$477,052 at November 30, 2022 (August 31, 2022 – working capital of \$56,503). During the period ended November 30, 2022, cash flow activities consisted of:

- i) cash spent on operating activities of \$338,932 (2021 - \$1,044,285) consisting of operating expenses during the current period.
- ii) cash received from financing activities of \$Nil (2021 - \$2,000) primarily consists of cash received from convertible debentures and proceeds from options and warrants exercised.
- iii) cash spent on investing activities of \$3,664 (2021 - \$2,198) primarily consists of cash used for lease



obligations and talent acquisitions for the FameDays app during the current period.

During the period ended from November 30, 2022 to date, the Company:

- i) closed a non-brokered private placement financing for aggregate gross proceeds of \$425,875. The Company issued 12,905,315 units at a price of \$0.033 per unit. Each unit comprised of one common share and one non-transferable share purchase warrant, with each warrant entitling the holder to purchase one additional common share of the Company at a price of \$0.05 for a period of up to thirty-six months from the date of issue. Warrants were valued at \$Nil using the residual value method.
- ii) issued 584,936 common shares valued at \$72,320 for consulting services. Fair value of the common shares was determined using the cost of the services provided.
- iii) closed a non-brokered private placement and issued 36,700,000 units at a price of \$0.021 per unit for gross proceeds of \$770,700. Each unit is comprised of one common share and one non-transferable common share purchase warrant, with each warrant entitling the holder to purchase one additional common share at a price of \$0.05 for a period of thirty-six months from the closing of the offering. Warrants were valued at \$Nil using the residual value method.

Intended Use of Proceeds of Offering		Actual Use of Proceeds from Offering		(Over)/under expenditure
Operations and sales marketing of products	\$770,700	operations and sales marketing of products	\$770,700	N/A
Total	\$770,700	Total	\$770,700	\$ -
Explanation of variances and the impact of variances on the ability of the Company to achieve its business objectives and milestones		No significant variance and no impact to the Company's business objectives.		

- iv) A total of \$6,216 cash finder's fees were paid, and 296,000 broker's warrants (valued at \$6,993) were issued in connection with the private placement.
- v) entered into an agreement with a director of the Company, and an arm's length individual to which the Company issued 10,000,000 common shares (valued at \$400,000) in consideration 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).
- vi) issued 1,400,000 common shares valued at fair market value of \$98,000 for promotional services.

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 March 4, 2025, the Company has spent \$275,500 of the funds, including approximately \$119,720 towards direct costs for this initiative, and approximately \$126,000 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	\$156,000
Location-Based Entertainment, AI integration with AR	\$12,500
Patent Enforcement & Licensing	\$107,000
Total	\$275,500

- 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 1,800,000 units pursuant to the conversion of the debentures in settlement of principal amount of \$90,000. The Company also issued 13,449 common shares pursuant to the conversion of the accrued interest of \$148.

- iv) issued 2,630,000 common shares pursuant to exercise of warrants for gross proceeds of \$131,500.
- v) issued 2,582,857 common shares pursuant to an online marketing agreement with an arm's length vendor.

- vi) issued 74,301 common shares and 2,500,000 units valued at \$127,945 pursuant to the conversion of the debentures in settlement of liabilities of \$111,834, of which \$2,945 was accrued interest, and accordingly, the Company reallocated \$16,111 of convertible debenture equity portion to capital stock. 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.
- vii) issued 16,154 common shares and 4,700,000 units valued at \$235,504 pursuant to the conversion of the debentures in settlement of liabilities of \$205,215, of which \$504 was accrued interest, and accordingly, the Company reallocated \$30,289 of convertible debenture equity portion to capital stock. 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.
- viii) issued 13,449 common shares and 1,800,000 units valued at \$90,215 pursuant to the conversion of the debentures in settlement of liabilities of \$78,615, of which \$215 was accrued interest, and accordingly, the Company reallocated \$11,600 of convertible debenture equity portion to capital stock. 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.
- ix) issued 3,929,260 common shares in error and will be returned to treasury.

## 9. SHARE CAPITAL

As at the date of this report, the Company had 283,482,054 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
April 25, 2025	0.050	250,000	250,000
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	2,000,000
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 17, 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
		27,200,000	27,200,000

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	Exercisable
May 29, 2026	0.05	12,905,315	12,905,315
October 31, 2026	0.05	34,350,000	34,350,000
October 31, 2026	0.05	16,000	16,000
September 9, 2027	0.07	2,500,000	2,500,000
October 22, 2027	0.07	4,700,000	4,700,000
October 31, 2027	0.07	5,100,000	5,100,000
		59,571,315	59,571,315

#### 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 November 30, 2022, the Company:

- i) management and consulting fees of \$88,934 (2021 - \$82,918), 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) consulting fees of \$6,000 (2021 - \$6,000) to the CFO of the Company, namely Leon Ho.

As of November 30, 2022, \$19,041 (August 31, 2022 - \$16,356) remained outstanding to related parties and is included in accounts payable and accrued liabilities as follows:

	November 30, 2022	August 31, 2022
CEO and Director, Alen Paul Silverrstieen	\$ 16,941	\$ 16,356
CFO, Leon Ho	\$ 2,100	\$ -
Total	\$ 19,041	\$ 16,356

During the year ended August 31, 2022, the Company wrote-off payables of \$146,667 owed to former directors due to the statute of limitations on the outstanding amounts have lapsed.

During the year ended August 31, 2022, the Company issued 750,000 stock options to an officer and directors of the Company, resulting in share-based payments of \$53,007. The details of the share-based payments are as follows:

For the year ended August 31, 2022	Number of Stock Option	Amount
CEO and Director, Alen Paul Silverrstieen	250,000	\$ 17,669
Director, Tristram Coffin	250,000	17,669
Director, Mike Tunnicliffe	250,000	17,669
Total		\$ 53,007

**12. NEW ACCOUNTING STANDARDS, INTERPRETATIONS AND FUTURE ACCOUNTING CHANGES**

Please refer to the condensed interim consolidated financial statements on [www.sedarplus.ca](http://www.sedarplus.ca).

**13. FINANCIAL INSTRUMENTS**

Please refer to the condensed interim consolidated financial statements on [www.sedarplus.ca](http://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.

## **17. CHANGE IN MANAGEMENT**

On September 19, 2022, the Company announced Bill Priakos has joined the Company as an advisor to the CEO for the purposes of launching Immersive AR engagements in the global sports and retail marketplace.

On February 23, 2023, the Company announced Steve Ziff, former chief marketing and sales executive for multiple NFL, MLB and NHL Clubs and John Torris, current Head of Sales & Vertical Partnerships at Bold Commerce and former NFL and NBA executive, have joined the Company as Advisors to the CEO for the purposes of launching Immersive AR partnerships in the North American sports, entertainment and retail marketplace.

## **18. CORRECTION OF ERRORS**

The Company identified an error in the accounting treatment for the revenue recognized in the fiscal 2022 period. The Company identified that revenue from certain contracts did not sufficiently meet the revenue recognition criteria in accordance with the IFRS Framework, which resulted in an overstatement of revenue. Condensed interim consolidated financial statement for the period November 30, 2022, February 28, 2023 and May 31, 2023 are amended with respect to the corrections of errors. The corrections of errors are discussed in detail in the amended condensed interim consolidated financial statements on [www.sedarplus.ca](http://www.sedarplus.ca).