DEPLOY TECHNOLOGIES INC.
MANAGEMENT DISCUSSION AND ANALYSIS OF FINANCIAL POSITION
FOR QUARTER ENDED JANUARY 31, 2012
Filed MARCH 26, 2012

The following Management Discussion and Analysis ("MD&A") of the results of operations and financial condition of Deploy Technologies Inc. (“Deploy”) or ("the Company") for the three and six month periods ended January 31, 2012. The information contained herein takes into account all important events up to this date. This MD&A should be read in conjunction with the Company's financial statements and related notes for the quarter ended January 31, 2012.

INTRODUCTION

The 2012 2nd quarter financial statements of Deploy have been prepared in accordance with International Financial Reporting Standards (“IFRS”) issued by the International Accounting Standards Board (“IASB”) and interpretations of the International Financial Reporting Interpretations Committee (“IFRIC”) and also comply, in all material aspects with United States GAAP (“U.S. GAAP”). Management is responsible for the integrity of the financial statements and operational information.

Deploy is a development stage company and will employ a system of internal controls, consistent with reasonable costs, to provide reasonable assurance that all assets are safeguarded and to facilitate the preparation of relevant, reliable, and timely financial information. These financial statements have been reviewed with management and have been approved by the Board of Directors. The Board of Directors is responsible for overseeing management's responsibility for financial reporting and is ultimately responsible for reviewing and approving the financial statements.

The MD&A provides readers with information essential to understand its current operations, results and financial performance, and to evaluate the future prospects of the Company. The preparation of the financial statements and related disclosures in conformity with IFRS requires management to make estimates that affect the reported amounts of assets, liabilities, revenue, expenses and contingencies.

Management bases its estimates on historical experience and on other assumptions that are believed, at the time, to be reasonable under the circumstances.

FORWARD-LOOKING STATEMENTS

This MD&A contains forward-looking information based on management's best estimates and the current operating environment. These forward-looking statements relate to anticipated financial performance, business prospects and strategies. With the exception of historical data, information and statements in this report, certain information and statements in this report that covers expected results of Deploy should be considered forward-looking.

Such forward-looking statements involve risks, uncertainties and other factors, which may cause actual results, performance or achievements of Deploy to be materially different from future results, performance or achievements expected or implied by such forward-looking statements. Some of the factors contributing to this uncertainty are fluctuations in quarterly and annual results, the ability of Deploy to identify, complete and then efficiently integrate acquisitions and strategic activities over the long term, demand for the products and service offered by Deploy, industry price pressure, as well as market forces, economic cycle, and the strength of regional economies in Canada and elsewhere where Deploy conducts its business. The foregoing list of important factors is not exhausting.

OVERALL PERFORMANCE

Deploy is a venture stage company. It has not earned revenues and has incurred losses to date. The Company's expenses have been limited to routine general and administrative costs and the costs of research and development. The Company incurred a loss of $174,370 for the quarter ended January 31, 2012, and it also incurred a loss of $424,174 for the fiscal year ended July 31, 2011 compared to a loss of $163,716 for the fiscal year ended July 31, 2010.

Deploy's financial condition and ability to pay operating costs and research and development costs is dependent on the private sale of its common shares and acceptance of its common shares in payment of executive compensation in lieu of cash to fund its operations. The level of the Company's operations from period to period depends on the amount of funds available. Its level of expenses and related loss has been increasing from period to period as a result of greater levels of funding available, which it believes is attributable to improvement in obtaining funding based on advances in the research and development of its Fleet Data Management & Weigh System products. Deploy experiences a significant match between financial condition and its level of expenditures. Although it may experience a working capital surplus and cash flow surplus from time to time, typically these surpluses are a result of a mismatch between the period in which funds are received and expected use of the funds in immediately following periods. The Company's financial condition is over time a close match between revenues raised and expenses incurred, with cash inflows and outflows evenly matched over periods.

Deploy maintains current reporting and disclosure through SEDAR and OTC Markets as well as a corporate website for shareholders to keep informed of the Company's progress and status.

On January 31, 2012, the Company released news that it had launched its GPS Tracking service and web portal component of its Fleet Data Management and Weigh System.

On January 27, 2012, the Company announced the appointment of Yan (Nicolette) Wang as its Director of Corporate Communications.

On December 23, 2011, the Company posted its 2012 First Quarter Financial Report.

RESULTS OF OPERATIONS

Revenue

The Company had no sales revenue during the quarters ended January 31, 2012 and 2011, respectively. Other income of $1,161 (2011 - $Nil) was generated from the provision of services utilizing the Company's tools and equipment.

Operating Expenses

Operating expenses totaled $175,531 for the period ended January 31, 2012, compared with $60,607 for the same period ended January 31, 2011. The change in general and administrative expenses relate to a number of factors, including new expenses that were not incurred during the prior year such as legal fees, and expenditure on tools and equipment. The Company also incurred management and consulting fees in association with corporate development and testing of its core product during the second quarter of 2012, and additional filing fees with the BC and Ontario Securities Commissions. Also, the Company began renting premises in 2011, and as such incurred rent in the second quarter of 2012 that was not incurred in the previous year.

The following table shows the Company's comparative operating expenses for the periods ended January 31 2012, 2011 and 2010:

	Three months ended January 31,			Six months ended January 31,		
	2012	**2011**	**2010**	**2012**	**2011**	**2010**
General and Administrative Expenses						
Accounting and legal fees	32,633	7,481	435	52,552	14,217	868
Automobile expenses	4,551	2,557	612	8,798	4,309	1,909
Bank charges and interest expense	1,396	101	237	2,205	1,068	497
Consulting fees	55,997	37,309	5,797	157,911	37,309	11,380
Depreciation and amortization	7,073	1,669	-	13,184	3,258	-
Dues and subscriptions	13,921	6,673	1,787	17,378	8,568	1,911
Insurance	-	-	5	-	-	245
Filing Fees	1,519	48	-	4,439	1,964	-
Franchise Taxes	-	18	-	-	744	-
Management fees	35,262	3,669	17,393	71,237	7,163	34,141
Meals and entertainment	2,367	709	326	5,617	1,405	504
Office and miscellaneous	2,218	162	4	7,016	339	187
Postage and delivery	471	194	161	471	277	310
Printing and reproduction	-	-	-	-	45	60

Rent	7,836	-	-	13,332	-	-
Telecommunications	378	3	118	705	134	795
Transfer agent fees	2,600	14	1,060	3,700	1,450	1,960
Travel	266	-	-	782	564	-
Tools and materials	7,043	-	796	12,283	-	3,062
Realized foreign exchange loss/(gain)	-	-	-	-	-	5,131
Total Operating Expenses	**175,531**	**60,607**	**28,731**	**371,610**	**82,814**	**62,960**

General and Administrative Expenses for the quarter ended January 31, 2012, include related party management fees of $35,262 (2011 – $3,669) and related party consulting fees of $11,794 (2011 - $37,309). During 2011, the Company recovered management fees due to a former director of $17,540. Management does not consider this amount to be payable. The consulting fees recorded during the second quarter of 2012 relate to consulting activities associated with corporate development and the testing of its core product by the Company. The increase in accounting and legal fees recorded during the second quarter of 2012 is attributable to the Company's successful application for listing on the Canadian National Stock Exchange.

In general, other general and administrative costs remained relatively the same during the quarter ended January 31, 2012 compared to January 31, 2011 except for the new expense type such as depreciation or items discussed above.

Another factor contributing to the change in the general and administrative expenses was the variation in exchange rates. The Company's functional currency is the Canadian dollar and its reporting currency is the United States dollar.

Discontinued Operations

There were no discontinued operations during the quarters ended January 31, 2012 and 2011.

Net Loss after Discontinued Operations

The Company's net loss for the quarter ended January 31, 2012 totaled $174,370, compared with $60,607 for the quarter ended January 31, 2011. Net loss increased due to additional expenses such as management and consulting fees, accounting and legal fees and rent during the second quarter of 2012 compared to that of 2011 as discussed above. Also impacting the net loss after discontinued operations was the fact that there was more activity during the quarter ended January 31, 2012 compared to the previous year.

Other Comprehensive Loss

	Three month period ended January 31,		
	2012	**2011**	**2010**
Foreign Currency Adjustments	48	1,315	2,097
Total Comprehensive income/(loss)	**48**	**1,315**	**2,097**

The Company's functional currency is the Canadian Dollar and its reporting currency is the US dollar. At each balance sheet date, assets and liabilities that are denominated in a currency other than U.S. dollars are adjusted to reflect the current exchange rate which may give rise to a foreign currency translation adjustment accounted for as a separate component of stockholders' equity and included in other comprehensive income/(loss). The Company recorded translation adjustments of $48 and $1,315 for the quarters ended January 31, 2012 and 2011, respectively. The amounts are included in the statement of operations as other comprehensive gains for the respective periods.

Comprehensive Loss

The Company's comprehensive losses were $174,322 and $59,292 for the quarters ended January 31, 2012 and 2011, respectively. The increase in the comprehensive loss in the 2012 compared to that of 2011 was due to the fact that the incurred additional costs such as depreciation, management fees and consulting fees for business development, accounting and legal fees and rent.

Total Assets

The Company's total assets amounted to $158,775 at January 31, 2012, compared with $145,847 at 31 July 2011. The increase is attributed to an increase in amounts receivable of $12,626 and the purchase of property, plant and equipment of $37,663, set off by depreciation of $10,981.

Shareholders' Surplus/Deficiency

Shareholders' surplus amounted to $84,734 at January 31, 2012, compared with a deficiency of $22,808 at July 31, 2011. The change in the shareholders' surplus/deficiency is due to the fact that 2,534,791 Common Shares were issued in the first quarter of 2012, 2,848,149 Common Shares were issued in the second quarter of 2012, and as at January 31, 2012 share subscriptions totaling $14,798 had been received in advance, offset by an increase in net loss for the six month period ended January 31, 2012.

Authorized and Issued Shares:

Authorized Capital:

The authorized capital of the Company is 100,000,000 common shares with a par value of $0.0001.

On September 15, 2010, the Company changed its jurisdiction of incorporation to Nevada from Delaware as a result of a merger with its wholly owned subsidiary, and as a result reduced its authorized capital from 500,000,000 common shares to 100,000,000 common shares.

On September 29, 2011, the Company amended its Articles of Incorporation to authorize the issuance of up to 2,900,000 shares of Class A Preferred Stock, each share having the following voting powers, designations, preferences, limitations, restrictions, and relative rights:

a. Ten votes per share in *pari passu* with shares of common stock on all matters presented to the holders of the Company's equity securities for vote or approval;
b. A right to receive dividends when, as and if declared by the board of directors, in *pari passu* with each share of common stock with the amount of such dividends determined by multiplying the dividend per share of common stock by ten;
c. A right to receive distributions, whether or not in liquidation, in *pari passu* with each share of common stock with the amount of such distribution determined by multiplying the distribution per share of common stock by ten;
d. Conversion into ten shares of common stock at the election of the Company or of the holder any time after two years of the date of issuance.

Issued and Outstanding Shares

21,021,709 Common Shares at January 31, 2012 and 44,638,769 Common Shares at July 31, 2011.

2,900,000 Class A preferred shares at January 31, 2012 (July 31, 2011 – Nil).

During the year ended July 31, 2011, the Company issued 1,370,370 Common Shares for management and consulting services rendered during the year and issued another 2,630,000 Common Shares for cash proceeds of $263,000.

On September 6, 2011, the Company issued 1,400,000 Common Shares for $0.10 per share for cash proceeds of $140,000.

On September 6, 2011, the Company issued 125,000 Common Shares valued at $12,500 for consulting services of $10,000 rendered during the year ended July 31, 2011, and consulting services of $2,500 rendered during the three month period ended October 31, 2011.

On September 6, 2011, the Company issued 100,000 Common Shares valued at $10,000 for legal fees rendered during the three month period ended October 31, 2011.

On September 6, 2011, the Company issued 656,678 Common Shares to a company controlled by the Chief Executive Officer of the Company and Vice President of Operations of the Company, valued at a total of $65,668 related to management and consulting services rendered during the year ended 31 July 2011.

On September 6, 2011, the Company issued 253,113 Common Shares to a company controlled by the Vice President of Corporate Development of the Company valued at $25,311 related to consulting services rendered during the year ended 31 July 2011.

On September 29, 2011, the Company issued 2,700,000 shares of Class A Preferred Stock in exchange for 27,000,000 Common Shares previously owned by Trepped Enterprises Inc., a company controlled by the Chief Executive Officer of the Company and the Vice President of Operations of the Company.

On September 29, 2011, the Company issued 200,000 shares of Class A Preferred Stock in exchange for 2,000,000 Common Shares previously owned by Force Options, Inc., a company controlled by the Chief Executive Officer of the Company.

On November 14 2011, the Company issued 471,837 Common Shares to a company controlled by the Chief Executive Officer of the Company and Vice President of Operations of the Company, valued at a total of $47,184 related to management and consulting services rendered during the three months ended October 31, 2011.

On November 14 2011, the Company issued 245,749 Common Shares to a company controlled by the Vice President of Corporate Development of the Company valued at $24,575 related to consulting services rendered during the three months ended October 31, 2011.

On November 14 2011, the Company issued 65,563 Common Shares for $6,556 to settle short-term loans.

On November 14 2011, the Company issued 2,065,000 Common Shares for $0.10 per share for total cash proceeds of $206,500.

Related Party Transactions

Except as disclosed elsewhere in the Company's financial statements for the quarter ended January 31, 2012, related party transactions are as follows:

a) During the six month period ended January 31, 2012, management fees of $72,022 (2011 - $35,939; 2010 - $34,141) were paid/accrued to the Chief Executive Officer of the Company.

b) During the six month period ended January 31, 2012, consulting fees of $24,007 (2011 - $11,980; 2010 - $11,380) were paid/accrued to the Vice President of Operations of the Company.

c) During the six month period ended January 31, 2012, consulting fees of $25,008 (2011 - $37,309; 2010 - $Nil) were paid/accrued to a company controlled by the Vice President of Corporate Development of the Company.

d) On November 14 2011, the Company issued 471,837 Common Shares to a company controlled by the Chief Executive Officer of the Company and Vice President of Operations of the Company, valued at a total of $47,184 related to management and consulting services rendered during the three month period ended October 31, 2011.

e) On November 14 2011, the Company issued 245,749 Common Shares to a company controlled by the Vice President of Corporate Development of the Company valued at $24,575 related to consulting services rendered during the three month period ended October 31, 2011.

f) On September 29, 2011, the Company approved the exchange of 2,900,000 of its newly authorized Class A Preferred Shares for 29,000,000 of its Common Shares, as follows: 200,000 Class A Preferred Shares for 2,000,000 Common Shares owned by Force Options Inc., a private company owned by the Chief Executive Officer of the Company, and, 2,700,000 Class A Preferred Shares for 27,000,000 Common Shares owned by Trepped Enterprises Inc., a private company owned equally by the Chief Executive Officer of the Company and Vice President of Operations of the Company.

g) On September 6, 2011, the Company issued 656,678 Common Shares to Trepped Enterprises Inc., a company controlled by the Chief Executive Officer of the Company and Vice President of Operations of the Company, for a total of $65,688 related to management and consulting services rendered during the year ended July 31, 2011.

h) On September 6, 2011, the Company issued 253,113 Common Shares to Grewal & Co. Professional Services for a total of $25,311 related to consulting services rendered during the year ended July 31, 2011.

The above transactions, occurring in the normal course of operations, are measured at the exchange amount, which is the amount of consideration established and agreed to by the related parties.

Cash Flow Information

a) Operating Activities

Cash flow used in operating activities totaled $268,959 and $25,130 during the six months ended January 31, 2012 and 2011, respectively. There was an increase of $243,829 in cash flow used in operating activities related to an increase in consulting fees due to the testing of the company's core product, sales and marketing consultation undertaken, corporate development fees, and the application for listing on the Canadian National Stock Exchange.

b) Financing Activities

Cash flow provided by financing activities totaled $280,738 and $29,532 for the six months ended January 31, 2012 and 2011, respectively. The cash provided by financing activities during the period ended January 31, 2012 was from the issuance of Common Shares for cash of $265,940 (2011 - $Nil), and share subscriptions received in advance of $14,798 (2011 - $29,532).

c) Investing Activities

Cash flow used in investing activities totaled $37,663 and $8,461 for the six months ended January 31, 2012 and 2011, respectively. The increase is related to acquisition of property, plant and equipment in the amount of $37,663 (2011 - $Nil) and research and development in the amount of $Nil (2011 - $8,461).

d) Effect of foreign exchange on cash

The foreign exchange effect on cash was $(1,699) and $4,064 for the six months ended January 31, 2012 and 2011, respectively. The variation was due to differences in net assets and exchange rates between January 31, 2011 and January 31, 2012 of the respective comparative periods.

SUMMARY OF QUARTERLY RESULTS

The following is a summary of the Company's quarterly results for each of its eight most recently completed quarters.

	Three Months Ended							
	31 January 2012	**31 October 2011**	**31 July 2011**	**30 April 2011**	**31 January 2011**	**31 October 2010**	**31 July 2010**	**30 April 2010**
Total Revenue	-	-	-	-	-	-	-	-
Net Loss	$(174,370)	$(188,921)	$(240,373)	$(100,987)	$(60,607)	$(22,207)	$(43,435)	$(57,321)
Foreign Currency Translation Adjustment	$48	$(1,747)	$(52,874)	$10,268	$1,315	$(676)	$(4,759)	$(10,927)
Comprehensive Loss	$(174,322)	$(190,668)	$(293,247)	$(90,719)	$(59,292)	$(22,883)	$(48,194)	$(68,248)
Basic and Fully Diluted Loss per share	$(0.008)	$(0.005)	$(0.006)	$(0.002)	$(0.001)	$(0.001)	$(0.002)	$(0.001)
Weighted average number of shares outstanding	20,682,236	36,022,463	41,914,420	41,748,782	40,638,499	40,638,499	37,060,853	35,994,479

Significant expenditure increases occurred in 2011 over 2010, and this has continued into 2012. Most notably, the Company's expenditures increased in the areas of regulatory filings, patent applications and sales initiatives. Funds were spent on the following operating activities:

- sales – the Company has completed the development project of its first product, but has not yet generated sales revenues; in August 2011, it began marketing this product with a view to generating revenue;

- general and administration expenditures – this consisted of accounting and legal fees relating to the Company's successful application for listing on the Canadian National Stock Exchange;

- consulting fees for accounting conversion requirements, and sales and marketing efforts;

- depreciation (non-cash expense);

- rent;

- dues and subscriptions; and

- filing fees for regulatory filings and the Company's patent application.

The most significant area of expense in the second quarter was consulting fees. These fees have been incurred in the areas of business and corporate development, sales and marketing and product testing.

The Company generated significant funds during the three month period ended January 31, 2012 through private equity placements in the amount of $125,940 and raised an additional $14,798 during the second quarter for which shares were issued in February 2012. These funds were used to continue the testing of the Company's core product, implement sales and marketing strategies, apply for listing on the Canadian National Stock Exchange, meet the accounting needs of the Company and pay dues and subscriptions, as well as cover other general and administrative expenses.

As has been previously stated, the Company's financial condition and ability to pay operating costs and research and development costs is dependent on the private sale of its Common Shares and acceptance of its Common Shares in payment of executive compensation in lieu of cash to fund its operations. The level of the Company's operations from period to period will continue to depend on the amount of funds available.

LIQUIDITY AND CAPITAL RESOURCES

The Company's working capital surplus was $11,255 as of January 31, 2012 and a deficit of $67,513 as of July 31, 2011. The surplus or deficit includes amounts owing to related party payables of $23,182 as of January 31, 2012 and $92,925 as of July 31, 2011.

The Company has long-term loans amounting to $50,503 at January 31, 2012 compared to $58,497 at July 31, 2011. All loans are unsecured and bear interest at 5% per annum and are repayable by July 31, 2013.

Contractual Obligations	**Total**	Less than 1 Year	1 – 3 Years	4 – 5 Years	After 5 Years
Short-Term Debt	-	-	-	-	-
Long Term Debt	$50,503	-	$50,503	-	-
Capital Lease Obligations	-	-	-	-	-
Operating Leases	-	-	-	-	-
Purchase Obligations	-	-	-	-	-
Other Long Term Obligations	-	-	-	-	-
Total Contractual Obligations	**$50,503**	**-**	**$50,503**	**-**	**-**

CHANGES IN ACCOUNTING POLICIES INCLUDING INITIAL ADOPTION

Adoption of International Financial Reporting Standards ("IFRS")

The Company has adopted IFRS with a transition date of August 1, 2010. Under IFRS 1, "First-time Adoption of International Financial Reporting Standards", the Company elected to take the following IFRS 1 optional exemption:

Functional currency and foreign currency translation - On transition to IFRS, the Company has elected under the option available under the IFRS 1, cumulative translation difference exemption, and deemed the foreign currency translation adjustment at the transition date to be zero.

Canadian GAAP to IFRS Differences

IFRS employs a conceptual framework that is similar to Canadian GAAP. However, significant differences exist in certain matters of recognition, measurement and disclosure. In order to allow users to better understand these changes, the Company has provided the reconciliation between Canadian GAAP and IFRS in Note 14 to its condensed interim financial statements for the three and six months ended January 31, 2012.

Functional currency and foreign currency translation - Under Canadian GAAP, the basis of measurement for foreign operations is dependent upon whether an operation is classified as integrated or self-sustaining. The measurement currency of a self-sustaining foreign operation is the foreign currency.

Under IAS 21, the concepts of integrated and self-sustaining are not included. Instead the functional currency of each individual entity must be considered. All assets and liabilities are translated at the exchange rate in effect at the date of the statement of financial position. Revenues and expenses are translated at rates of exchange in effect during the period. Gains and losses on translation are included in equity as a separate component of other comprehensive income or loss. On transition to IFRS, the Company has elected under the option available under the IFRS 1, cumulative translation difference exemption, and deemed the foreign currency translation adjustment at the transition date to be zero. The impact of this change was to reclassify the $9,179 cumulative translation loss from accumulated other comprehensive loss to deficit at August 1, 2010.

FINANCIAL INSTRUMENTS AND OTHER INSTRUMENTS

The Company classifies all financial instruments as either financial assets or liabilities at fair value through profit or loss ("FVTPL"), held to maturity, loans and receivables, available-for-sale and other financial liabilities. Loans and receivables and other financial liabilities are measured at amortized cost. Available-for-sale instruments are measured at fair value with unrealized gains and losses recognized in accumulated other comprehensive income. FVTPL instruments are measured at fair value with unrealized gains and losses recognized on the statement of loss and comprehensive loss.

The Company has designated cash as FVTPL, which is measured at fair value. Amounts receivable are classified as loans and receivables, which are measured at amortized cost. Accounts payable and loans payable are classified as other financial liabilities which are measured at amortized cost. The Company has classified investment in another private company as available-for-sale and therefore it carries such investment at fair market value, with the unrealized gain or loss recorded in shareholders' equity as a component of accumulated other comprehensive income. These amounts will be reclassified from shareholders' equity to net income when the investment is sold or when the investment is impaired and the impairment is considered less than temporary.

CONTROLS AND PROCEDURES

The Company's management is responsible for establishing and maintaining a system of controls and procedures over our public disclosure of financial and non-financial information. Management is also responsible for the design and maintenance of effective internal control over financial reporting to provide reasonable assurance regarding the integrity and reliability of the Company's financial information and the preparation of its financial statements in accordance with Canadian generally accepted accounting principles. Management maintains appropriate information systems, procedures and controls to ensure integrity of the financial statements and maintains appropriate information systems, procedures and controls to ensure that information used internally and disclosed externally is complete and reliable.

SIGNIFICANT PROJECTS

The Company develops fleet data management and hydraulic weigh systems designed to allow its target market to weigh loads prior to loading cargo into their trucks and to manage the recorded and live fleet and vehicle data at any location globally. The importance knowing weight of cargo includes reducing the risks of fines due to overweight trucks, reducing risks to drivers of overhead hazards, reducing the amount of fuel consumption by reducing the amount of trips to unload the cargo, and increasing LEED environmental certification status which could lead to grants and tax credits for the Company's clients.

Deploy's technology consists of the use of hydraulic sensors and onboard computers as customized control and administrative software. This combination allows for the gathering and analyzing of data in order to save money and allow for specific weight billing for its clients.

The software will allow the Company's clients to export data directly to their accounting software as well as use the data for more efficient truck deployment.

On November 10, 2008, the Company acquired fleet management technologies from Trepped Enterprises Inc., a company controlled by the President of the Company and Vice President of Operations of the Company, in exchange for the issuance of 30,000,000 Common Shares valued at $30,000. The technology will allow organizations that use it to become more efficient, productive and profitable through the use of their fleet assets.

Although all technology development is ongoing, the Company has filed a provisional patent application in order to protect its intellectual property prior to selling the product.

The Company is currently engaged with customer sales prospects who intend to purchase various components of its Fleet Data Management & Weigh System as they see them working. The Company is currently customizing the software components for these various applications in preparation for sales.

GOING CONCERN

The Company's financial statements have been prepared in accordance with Canadian generally accepted accounting principles and are stated in U.S. dollars. Because a precise determination of many assets and liabilities is dependent upon future events, the preparation of financial statements for the period necessarily involves the use of estimates, which have been made using careful judgment. Actual results may vary from these estimates.

The Company has cash and cash equivalents of $10,901 at January 31, 2012. Management cannot provide assurance that the Company will ultimately achieve profitable operations or become cash flow positive, or raise additional debt and/or equity capital. However, based on its demonstrated ability to raise capital during and subsequent to the period ended January 31, 2012, management believes that the Company’s capital resources should be adequate to continue operating and maintain its business strategy during fiscal 2012. However, if the Company is unable to raise additional capital in the future, management expects that the Company will need to curtail operations, liquidate assets, seek additional capital on less favorable terms and/or pursue other remedial measures.

Realizable values may be substantially different from carrying values as shown in the financial statements should the Company be unable to continue as a going concern. The financial statements do not include any adjustments to the recoverability and classification of recorded asset amounts and classification of liabilities that might be necessary should the Company be unable to continue as a going concern. The Company's financial statements have been properly prepared within the framework of the significant accounting policies as noted in "NOTE 1 – NATURE AND CONTINUANCE OF OPERATIONS AND SIGNIFICANT ACCOUNTING POLICIES" to the financial statements to satisfy U.S. OTC reporting requirements; however, the financial statements must be prepared in accordance with Canadian GAAP reporting requirements.

OUTLOOK

During the three month period ended January 31, 2012, the Company raised sufficient capital to fulfill its reporting and disclosure obligations as well as technology development. This achievement has made an enormous amount of time available to the management team to develop the product and sales channels.

The current environment remains favorable for logistics and transportation services in Canada. The refuse industry, as a required service, is going to continue to present strong opportunities for growth for the Company. With population growth comes infrastructure growth requirements and the large fleet-invested service providers such as refuse, law enforcement and military, are primary contractors to governments, municipalities, corporations and civilians alike.

A primary consideration in the decision to move the Company into offering products and services to fleet-invested corporations is the simple fact that a small margin for such large firms could present exceptional opportunities for growth for companies such as Deploy. The Company's product has been developed to open market opportunities for Deploy in areas outside of refuse collection and includes almost all heavy equipment that use hydraulics to lift and most mobile data management applications.

With management's achievement of bringing the Company to current reporting status with both U.S. and Canadian regulatory bodies, a foundation has been paved to help management focus on the most important stage of generating sales. Although being a publicly trading company allows for opportunities to raise required capital, it may also present investors with liquidity and potential for profitability from the progress management has and will continue to drive towards.

Deploy has a responsible and dedicated management team, each patiently focused on long term personal success coupled with corporate accountability to achieve short, medium and long term goals. This outlook is ideal for a young, high risk development stage company and is mandatory in order to create true shareholder value through the generation of revenue.

Even though the plan of management is to provide products and services that don't require a high level of staffing to achieve sales, post-development plans will be to spend extremely conservatively in order to guard the Company's cash and increase shareholder value. This means that Deploy will not hire further salaried staff through the use of financing but wait until sales revenues require additional staffing to maintain sales growth.

Throughout the 2011 year, management has achieved many milestones and has now completed the hardware development of the version 2 prototype of the Company's Fleet Data Management and Weigh System.

While each vehicle type requires independent testing and software to support its mechanical and required user interface differences, Deploy knows that not having a full solution to demonstrate as a selling tool is a limitation in its sales approach. The Company plans to continue to drive its sales efforts and build relationships with prospective clients in order to prepare for broad sales initiatives.

The development of Deploy's core product has two components: the first of these is the Fleet Data Management & Weigh System hardware with software designed to run it, and the second is the software used to analyze and manage the data that is collected from the use of the hardware. It is intended that the hardware will be comprised of various components which the client can select from and the software will be based on charging clients an annual fee, which will allow the Company to continue to generate revenues after the sale of the hardware.

Deploy is proud of what it has achieved to date and is proud of the people who supported its efforts and goals. It will continue to attract people who are excited and determined to make the Company a success.

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