Imagination Park Entertainment Inc.

Management's Discussion and Analysis
For The Year Ended August 31, 2017

December 27, 2017

The following Management's Discussion and Analysis ("MD&A") should be read in conjunction with the audited consolidated financial statements for the years ended August 31, 2017 and 2016. All monetary amounts, unless otherwise indicated, are expressed in Canadian dollars. Additional regulatory filings for Imagination Park Entertainment Inc. ("Imagination Park" or the "Company") can be found on the SEDAR website at www.sedar.com. The Company's website can be found at www.imaginationpark.com.

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Nature and Continuance of Operations

Imagination Park Entertainment Inc. is listed on the Canadian Securities Exchange using the symbol IP and was incorporated on October 11, 2011 under the laws of the Business Corporation Act (BC, Canada).

The Company is an emerging digital content production company, working with talented filmmakers around the world to bring conventional as well as virtual reality content to life. In April 2015, the Company filed a new listing statement on the CSE website that provides detailed disclosure of the Company's business and related risk factors.

At August 31, 2017, the Company had a net working capital of $284,348 (2016 - deficiency of $74,530). The audited consolidated financial statements for the year ended August 31, 2017, on www.sedar.com, 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 a public equity financing, or generate profitable operations in the future. The Company believes it will be successful in raising 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. These material uncertainties 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. Such adjustments could be material.

Effective on June 9, 2017, the Company commenced trading on the OTCQB Venture Market under stock symbol is "IPNFF". The Company continues to trade on the CSE under its existing "IP" symbol.

Forward-Looking Statements

In making and providing the forward-looking information included in this MD&A the Company's assumptions may include among other things: (i) assumptions about future production and recovery; (ii) that there is no unanticipated fluctuation in foreign exchange rates; and (iii) that there is no material deterioration in general economic conditions. Although management believes that the assumptions made and the expectations represented by such information are reasonable, there can be no assurance that the forward-looking information will prove to be accurate. By its nature, forward-looking information is based on assumptions and involves known and unknown risks, uncertainties and other factors that may cause the Company's actual results, performance or achievements, or results, to be materially different from future results, performance or achievements expressed or implied by such forward-looking information. Such risks, uncertainties and other factors include among other things the following: (i) the risk that the Company will continue to have negative operating cash flow; (ii) the risk that additional financing will not be obtained as and when required; (iii) material increases in operating costs; and (iv) adverse fluctuations in foreign exchange rates.

This MD&A (See "Risks and Uncertainties") contains information on risks, uncertainties and other factors relating to the forward-looking information. Although the Company has attempted to identify factors that would cause actual actions, events or results to differ materially from those disclosed in the forward-looking information, there may be other factors that cause actual results, performances, achievements or events not to be anticipated, estimated or intended. Also, many of the factors are beyond the Company's control. Accordingly, readers should not place undue reliance on forward-looking information. The Company undertakes no obligation to reissue or update forward looking information as a result of new information or events after the date of this MD&A except as may be required by law. All forward-looking information disclosed in this document is qualified by this cautionary statement.

Insane Comics, LLC, Letter of Understanding

During July 2017, the Company entered into a letter of understanding ("LOU") for the joint development of short films and proof of concepts ("POCs") with Insane Comics, LLC ("Insane Comics"), a publisher of creator-owned works of art in the comic book industry. Properties are anticipated to be brought to life on the big screen and to build new cinematic universes.

The LOU provides for the exclusive joint development of certain properties owned or controlled by Insane Comics as short films or POCs by Imagination Park for a fee to be negotiated at the time of development. Along with these development rights, Insane Comics has provided Imagination Park with an exclusive right of first refusal over new and existing materials for potential POCs in the future. In accordance with the terms of the LOU, on all productions pursued by Imagination Park, the POCs or short films will be the exclusive property of Imagination Park. All decisions with respect to technical, business, financial and legal matters in respect of all such productions will be at the sole discretion of Imagination Park. Further, Imagination Park will have the exclusive right to negotiate and enter into agreements with studios, financiers, investors and potential showrunners for the development, production and distribution of all creations. This includes activities such as the exclusive right to shop and pitch POCs to studios, commission scripts and the sole and exclusive right to enter into studio agreements for Insane Comic's chosen properties.

Letter of Intent for exclusive worldwide joint venture with InterKnowlogy

On July 5, 2017, the Company announced the execution of a binding letter of intent ("LOI") with InterKnowlogy, LLC ("InterKnowlogy") in connection with the establishment of a joint venture company ("JVC") where, pursuant to the terms, ownership will be divided on a 50/50 basis between Imagination Park and InterKnowlogy.

The JVC will be formed to exclusively develop and sell InterKnowlogy's Augmented Reality software tools and products, as well as custom client Augmented Reality and Mixed Reality solutions starting in the Fall of 2017.

Later this year, and as a result of this joint venture, Imagination Park and InterKnowlogy will also launch a Mixed Reality Showroom product developed to allow major brand companies and advertisers to integrate 3D holographic images with AR headsets. The Mixed Reality Showroom is established to impact viewers by drawing them deeper into engaging experiences and will additionally support an advertiser's existing 3D content. The solution includes a cloud-based content management system for 3D holographic images automatically downloaded to AR headsets and rendered dynamically.

Under the terms of the LOI, Imagination Park and InterKnowlogy established a newly incorporated JVC. The LOI provides for the following key terms:

a. Imagination Park will contribute US$500,000 (paid US$450,000) in initial seed funds to the JVC over 12- months from the date of formation of the July 19, 2017.

b. InterKnowlogy will contribute substantial technology and intellectual property as identified in the LOI for AR/MR solutions. These include development tools for AR/MR manufactured headsets; toolkits to bi-directionally communicate between disparate devices via Bluetooth; and existing and in-progress R&D in building communication technology including, but not limited to, the utilization of devices off-board from the AR/MR hardware for interactions.

c. The JVC will initially have a board of directors of three individuals, one chosen by Imagination Park, one chosen by InterKnowlogy and one mutually acceptable to both. The initial sole officer of the JVC will be Alen Paul Silverrstieen, CEO of Imagination Park.

d. Imagination Park has granted an aggregate of 240,000 Imagination Park incentive stock options to certain founders of InterKnowlogy, each option exercisable for a period of five years from the date of grant at a price of C$0.26 per option.

On July 19, 2017, the Company announced formal establishment and launch of XENOHolographic Inc. ("XENOHolographic").

XENOHolographic, a worldwide joint venture between Imagination Park and InterKnowlogy, is focused on delivering products, services, and content seamlessly enabling holographic experiences within augmented and mixed reality which began in the Fall of 2017.

XENOHolographic's premiere product, unveiled for the first time here as XENOSidekick, will enable major manufacturers' headsets to deliver consistent holographic interactions. Currently, few AR/Mixed Reality headsets support interactions and further, those that do, do so uncooperatively. There are no existing standards for these wearable glasses. XENOHolographic plans to sell and license software tools to solve these technical issues for content providers, headset manufacturers as well as advertisers.

On October 25. 2017, the Company announced that XENOHolographic a joint venture with Interknowlogy, LLC, launched its official company website www.xenoholographic.com. The initial three products launching next month - XenoRoom, XenoSidekick and XenoPlayer – are highlighted on the website.

On November 14, 2017, the Company announced the proposed development of Xeno Tokens® by XenoHolographic, a worldwide joint venture between the Company and InterKnowlogy focused on delivering products, services and content while seamlessly enabling holographic experiences within augmented and mixed reality. When launched Xeno Tokens® intends to leverage Blockchain technology to monetize 3D content delivery.

The Company and XenoHolographic are expecting the launch of Xeno Tokens® in the first half of 2018 subject to a suitability review of securities and regulatory matters surrounding our leveraged Blockchain technology.

On November 14, 2017, the Company announced that XenoHolographic's initial two products, XenoRoom and XenoSidekick were launched and released into the global marketplace starting on November 28, 2017. XenoRoom and XenoSidekick will, when launched, reduce the friction for consumers and companies as they deliver interactive holographic experiences to their users. XenoRoom is a location-based holographic experience engine allowing businesses to upload 3D content to the cloud and automatically download and render it. XenoSidekick is a toolkit developed to allow for seamless interaction with holograms irrespective of the augmented reality headset brand.

A Day in the Life of the Champ Project

During the year ended August 31, 2017, the Company entered into an agreement with Michael Bisping, UFC Middleweight Champion of the World, to produce a Virtual Reality series entitled "A Day in the Life of the Champ". Production commenced in Fall 2017 in Michael's hometown of Los Angeles and had exclusive access to his training camp and behind the scenes activities for his upcoming fight.

On November 24, 2017, the Company released Episodes 2 through 5 of the show-stopping virtual reality (VR) series Michael Bisping: The Full Count. This immersive, heart-pumping production follows Bisping, one of the hardest working athletes in UFC history, as he prepares to defend his crown against UFC legend, Georges St-Pierre.

The first episode is available for free on www.themichaelbispingproject.com. Following episodes can be purchased for $0.99 each, or in a complete bundle (includes bonus post-GSP fight episode) for $3.99. Each episode is compatible with all current VR devices, but those without VR devices will experience the episodes by way of stunning, 360-videos.

Producers have revealed that Episodes 2 through 5 feature quite a few people in the MMA/UFC world. These include MMA Journalist Ariel Helwani, actor and UFC enthusiast Chuck Zito, actor Jonathon Tucker from the hit series Kingdom, and retired MMA fighter and legend Urijah "The California Kid" Faber.

Ohmore Media Inc. ("Ohmore")

During the year ended August 31, 2017, the Company entered into a non-exclusive agreement with Ohmore (the "Revenue Sharing Agreement"). Pursuant to the terms of the Revenue Sharing Agreement, Ohmore is obligated to provide the Company with 50% of any advertising revenue derived by Ohmore from five films to be named at a later date "the content". This Revenue Sharing Agreement relates to a Mainland China wide license to broadcast original individually produced content on any of the channels of Hangzhou Ergeng Network Technology Co., Ltd. ("Ergeng") via Ohmore, which has an exclusive partnership with Ergeng, the advertising revenue related thereto to be shared. As of August 31, 2017, no Company content had been broadcast as no decision as to the content to be selected has been made by Ohmore, and, as a result, no revenue was recorded in connection with this arrangement for the year ended August 31, 2017.

Pursuant to an additional agreement, Ohmore has the option to fund up to 12 short films and Virtual Reality ("VR") based films for the Company by March 8, 2018 with Ohmore contributing up to a maximum of $45,000 per film. If Ohmore choses the option to fund a film:

i) Ohmore will share the copyright based on a pro-rated basis of what is financed by Ohmore;
ii) Ohmore will get the exclusive right to premiere the videos worldwide on its sites. The Company will be only able to use the short films as Proof of Concepts to attempt to get financing for features, tv series, web series, or VR based projects. Ohmore will have first right of refusal to finance or partially finance any feature film or TV series from the Proof of Concepts for a period of 2 months after the Proof of Concept or short film is done.

Collectors Project

During April 2017, the Company signed onto Collectors, a sci-fi project featuring Jean Claude Van Damme and Kris Van Damme and produced and directed by Trevor Seeley, Kris Van Damme with Imagination Park.

Collectors is an action sci-fi series set in a gritty, visceral universe where two once peaceful nations are now separated by the stars. It follows the efforts on Earth's elite military squad and their alliance with an old generation of enhanced interstellar soldiers, as they fend off the incoming invasion of genetically modified super soldiers known as The Collectors.

The project is currently in pre-production with plans to go into production in early 2018. Imagination Park will be filming a proof of concept and assisting to create a screenplay with the intention of achieving financing for a potential feature or TV series at a later date.

Traveler Feature Film

On March 15, 2017, the Company entered into a development and production agreement with Emmy nominated Director Simon Brown for his sci-fi opus, Traveler.

As consideration, the Company must pay Simon Brown:
i) US$6,000 (paid);
ii) 1% of the budget of the production, but no less than US$65,000 no later than the commencement of principal photography;
iii) US$15,000 when the Company enters into a deal with a major studio or US$6,000 if the Company enters into a deal with a non-major studio;
iv) 5% of 100% of the Net Profits. Net Profits will be defined by the future distributor of the production; and

v) 75% of 100% of the purchase price for all sequels and prequels and derivative work to be paid on the first day of principal photography, or in another medium when production of any further artwork or material begins.

Currently a short film, Traveler has received interest from certain major studios. The Company will develop the project with Mr. Brown by creating a feature film screenplay, package the project and then shop it to major Hollywood studios and distributors for financing.

Simon Brown is a graduate of the American Film Institute Conservatory Directing Program and an alum of Berlinale Talents (2016). He has worked as a senior vfx artist leading teams on commercials and feature films. His feature film credits include Matrix Revolutions, Star Wars: Revenge of the Sith and Ice Age: The Meltdown.

His latest short film "Traveler" is currently making its festival rounds and is a Best Short Finalist at the Kinsale Shark Awards and his short film Firelight was a finalist for the Student Emmy's, winner for best sci-fi short film at Shockerfest, best horror nomination at Shriekfest and an official selection at LA Shorts Festival. In addition, his spec spot "Lexus LFA-h"" has features in STASH and selected for the A-List Awards.

Juarez 2045 Project

Abrupt Films Inc. completed production of its first full-length feature film 'Juarez 2045' in partnership with Imagination Park. Juarez 2045 is the sixth film under the amended LOI with Triton which Imagination Park has a net profit interest in. In the year 2045, the war on drugs in Mexico has escalated as a ruthless drug cartel uses robots to enforce their operations. A group of marines are sent in to recover a hostage and get more than they bargained for when they come up against the head of the cartel. The film features Danny Trejo (Machete, Machete Kills) and Brad Schmidt (Birth of a Nation). The first official trailer for the film has just been released and is available for viewing on Imagination Park's website.

Imagination Park thereby now holds a 5% net profit carried interest in Juarez 2045 and retains the right to earn up to a 7.5% interest by sourcing and closing a domestic distribution deal for the film as well. At present, the Juarez 2045 project has received several distribution proposals, and both Imagination Park and Abrupt films are now working to close global distribution rights for the film and finalize a release date, subject to the discretion of the project's ultimate distribution partner(s).

Food For Thought Project

During the year ended August 31, 2017, the Company acquired a 10% net profit interest in the full length documentary "Food For Thought" produced by Robinson Media, which is partly owned by Tim Marlowe, Director of Imagination Park. Under the terms of the agreement, the Company issued Robinson 561,000 shares valued at $56,100 in exchange for 10% of the net profits generated by the documentary throughout the world and in perpetuity from the commercial exploitation of the documentary, including but not limited to, royalty payments and licensing payments. In addition, should the documentary not be completed for any reason, Robinson agrees to return the 561,000 common shares issued in the transaction to Imagination Park at the request of the Company, in exchange for Imagination Park waiving its rights to receive a 10% net profits interest in the project. At present, The Food for Thought documentary is fully financed through budgeted completion, and is currently in production with an expected completion in spring of 2018.

Spoken Word Project

Imagination Park's short film 'Spoken Word' was chosen to be screened at the third annual Manchester International Film Festival (MANIFF) in Manchester, England. Spoken Word stars actor Lance Reddick (Fringe, Lost, The Wire) as an African-American judge in a moral conflict. Race, perception and consequence become the centre point of three lives, as Judge Matthews realizes that he can no longer overlook his actions from the bench. Spoken Word was produced by Imagination Park Entertainment and directed by the writer Ilan Srulovicz (I Hate Ned (2011), Grit (2015) and Zero Day (2015) and shot using RED cameras. The first official trailer for the film has just been released and is available for viewing on-line. While this film may not produce revenue it does provide the

Company brand exposure in film festivals.

SPOKEN WORD, has been nominated for The International Filmmaker Festival of World Cinema NICE 2017! Held in the South of France just a few days before the Cannes International Film Festival, the Nice Festival is a platform for filmmakers to meet, network and do business with distributors and industry professionals.

NICE International Film Festival has, as its objective, the promotion of cinematographic art by presenting films of quality and excellence in entertainment.

Prodigy Films

Subsequent to the year ended August 31, 2017, the Company acquired Prodigy Films Inc., a movie production company created and funded by Hollywood producer Jeff Rice. Mr. Rice has produced over 90 movies including 2 GUNS (Denzel Washington) and END OF WATCH with Jake Gyllenhall and Michael Pena. He has worked on some of Hollywood's most successful movies and with stars ranging from Robert De Niro to Russell Crowe.

Prodigy Films Inc. was acquired for 71,428 common shares of Imagination Park, at a deemed value of $0.70 a share, for gross consideration of $50,000. All securities issued carry a four-month resale restriction as required under Canadian securities laws.

KUMITE Project

During the year ended August 31, 2017, the Company entered into an agreement on a project in development called KUMITE, an original, episodic action series, created in immersive virtual reality. This is the next project in Imagination Park Entertainment's collaboration in serialized storytelling for VR. The script for the pilot episode has been completed to date. The Company has decided to seek out equity partners in the series in 2018 rather than financing it. Episodes will be filmed in Vancouver, Los Angeles and Toronto and will be produced by Gabriel Napora, Ben Lu and Yas Taalat.

KUMITE is about a mixed martial arts fighter, who travels to underground fight leagues all over the world to challenge top competitors.

KUMITE will be an ongoing story created for VR enthusiasts who are willing to pay a premium for quality titles. KUMITE will be packaged and submitted to popular VR online content stores. VR titles are currently being sold in a growing group of online stores including Steam, Vive, Milk VR (Samsung) and the Oculus Store (owned by Facebook).

Karma VR - Virtual Reality Project

During the year ended August 31, 2017, the Company launched a fully immersive, 360 degree, 3D virtual reality (with visual effects) production services business in partnership with Karma VR, (collectively, the "Partners"). Together, the Partners now offer full "A to Z" virtual reality production services applicable across a broad and growing spectrum of possible experiences, including live action cinema, health & wellness, medical and therapeutic, travel adventure, music, corporate presentations, virtual tours, and a growing number of other creative uses.

Under the terms of the joint venture agreement:

- Imagination Park will produce and Karma VR will fulfil all post-production virtual reality service needs within projects undertaken between the parties.
- Imagination Park agrees to give Karma first right of refusal to perform virtual reality/augmented reality post-production work on any projects/jobs that Imagination Park secures, creates, or acquires.
- Karma VR agrees to give Imagination Park first right of refusal on any virtual reality/augmented

reality projects it secures, creates, or acquires that require such services.

The current project is VR Zombies Experience; A man watching a zombie movie is stunned to find out the zombie apocalypse is real when some real zombies enter his man cave and begin breaking his toys. The project is completed and is planned for release in 2018.

Other Virtual Reality Projects

The Company has four virtual reality productions that are completed and planned for release in 2018.

The projects include:

a. Destructotron: Feature film actor Peter Shinkoda (Nobu in Daredevil, Fallen Skies) stars in this exciting VR adventure where a giant robot attacks the Earth, leaving Shinkoda to solve the situation. Additional scenes were shot and it is currently in post production, targeting completion for 2018.

b. Invasion: When an alien ship mysteriously devours everything in its path, one woman (played by model Andrea Katic) fights back. Produced by Gabriel Napora, Yas Taalat, Rocky Mudaliar and directed by Chris Le, the director of Juarez 2045, the experience features cutting-edge visual effects. The Company decided to use this project for research and development purposes for VR and advancing our shooting capabilities. This project will not be released to the general public.

c. Singularity: Left for dead after a hit-and-run, a young teacher undergoes an experimental procedure to install an A.I chip in her brain. After recovering, she uses her superhuman powers to stop a hacker from exterminating humanity with our own mobile devices. This project is complete and we are currently in discussion with a major VR Platform for distribution and release for 2018.

d. Muti Planned to be released in 2017: Set in South Africa in the not too distant future, detective Tobi Nala is investigating a series of gruesome murders which are believed to have been linked to witchcraft. Nala is tipped off a suspect is selling human body parts to a traditional healer. She tries to intercept the transaction and chases the subject through a train station leading her to an underground tunnel. The suspect escapes but she is drawn in by sounds of people chanting, as she approaches she witnesses a ritual human sacrifice being offered to an alien being. Muti has completed filming in South Africa and is currently in VFX post production. A feature film screenplay is currently being developed. Muti is also produced by Gabriel Napora and Yas Taalat, directed by Matt Nefdt.

The Company has decided to terminate the Skate Apocalypse project that was previously disclosed to focus on a VR project which features higher quality production and VFX.

Letter of Intent to acquire various interests in up to six feature film projects

On February 9, 2016, the Company announced that it had entered into a binding letter of intent, subsequently amended, with Triton Films Inc. ("Triton") for options to acquire percentages of Triton's interest in up to six feature film projects. The letter of intent proposes to advance and package portfolio projects as well as partner with international financial, production, sales and distribution partners. Triton will retain creative and strategic control over the development and distribution of the films but Triton will consult with the Company on all matters regarding the production, licensing, sale and distribution of the films.

During the year ended August 31, 2017, the Company exercised its initial option to acquire its respective initial interests in these six films granted in the letter of intent, effective as of October 4, 2016, for a fair value of $230,000 by issuing 2,300,000 common shares of the Company. By issuing the shares, the Company has earned the following net revenue interests:

i) 40% of Film 1

ii) 12.5% of Film 2

iii) 25% of Film 3

iv) 17.5% of Film 4

v) 12.5% of Film 5

vi) 50% of Film 6

In addition, Gabriel Napora, owner of Triton and Director of Imagination Park, will receive 10 producer's points in a 6th feature film project.

Imagination Park has also secured a right of first refusal to purchase Triton's remaining interest in any of the 6 feature films should Triton wish to sell its interest at any time to a 3rd party that does not include a partnering film financier, production studio, sales or distribution agent, or similar.

Further, the original letter of intent entered into with Triton on February 9th, 2016, stipulates the Company was required to complete a financing for minimum net proceeds of $250,000 on or before July 15, 2016, or Imagination Park would be required to issue to Triton a penalty payment equal to $25,000 for the delay. The Company acknowledges that this condition was not met in the agreed upon timeframe and has issued to Triton 250,000 common shares at a deemed price of $0.10 to settle the $25,000 fee.

As part of the amendment, the Company has issued a bonus success fee through the issuance of 115,000 common shares at a deemed price of $0.075, which was based on 5% of the value of each of the option which are exercised, to a third party, McMillan Strategies.

Absolution

On May 14, 2015, the Company announced the new Steven Seagal movie "Absolution" as the first of six feature films that the Company is entitled to share in the net revenues of. Produced by Tim Marlowe, "Absolution", and was officially released and distributed by Lions Gate on May 15, 2015 in Theatres and On Demand.

The Company's interest in the revenue of "Absolution" derives from a Production Revenue Participation Agreement (the "Participation Agreement") with Infinity Media Inc. ("Infinity Media") and its principal, Academy Award® winning producer, Timothy Marlowe. In addition to his role with Infinity Media, Mr. Marlowe is a director of the Company. Under the terms of the Participation Agreement, the Company is entitled to receive five percent of the revenue earned by Infinity Media from "Absolution", and from five subsequent feature films from which Infinity Media is entitled to share revenue. The five subsequent films will be determined by Infinity Media pursuant to the terms of the Participation Agreement

There can be no assurance that "Absolution" or any other films which the Company will have an interest in under future Participation Agreements will generate revenues for Infinity Media and the Company.

During September 2015, the Company and Infinity Media agreed to amend the agreement. Infinity Media has come to terms with the Company to return to treasury the previously issued 3,400,000 shares negotiated originally in the two agreements in exchange for net profit interests in 12 upcoming productions collectively. Mr. Marlowe has agreed to retain 500,000 shares for the net profit interest of the movie "Absolution" currently owned by the Company. As of the date of this report, Absolution has not yet become profitable, and consequently the Company has not yet earned any profit share which will be available once the original Absolution investors have recouped their investments. The Company does not anticipate to see any revenue before 2018.

The Company and the two vendors have agreed to negotiate each upcoming production on a case by case basis. During the year ended August 31, 2016, 1,700,000 shares were cancelled and returned to treasury, and 500,000 treasury shares were issued. During the year ended August 31, 2017, the remaining 1,700,000 shares were cancelled and returned to treasury.

Other Movie Related Agreements

During the year ended August 31, 2017, the Company:

i) entered into a feature film production services contract to assist in the completion of a new full length feature film. Under the terms of the agreement, Imagination Park is offering its feature film production services through to completion of the project, in exchange for production services fees payable to the Company. As of this date, the project is fully financed, initial service deposit funds have been received by the Company and work is now underway.

ii) entered into a contract to produce a packaged 'Proof Of Concept' (POC) named Maya Moonlight, which is a complete creative package for a project which includes script development, concept art, and a short film or trailer, for a family-friendly feature film. Upon completion of the POC, Imagination Park will be granted a 3-year exclusive option to shop the POC to studios, broadcasters, and financiers, among others, that could transform the POC into a feature film, TV series or web series. We anticipate divestiture in early 2018. During the year ended August 31, 2017, it brought in $25,000 USD in revenue for the Company.

Music Publishing

During the year ended August 31, 2015, the Company signed a definitive agreement to acquire assets from Greenstock, a Canadian music publisher for 1,000,000 shares (valued at $450,000 based on market prices on the date the agreement was approved by the TSX Venture Exchange). Greenstock owns 50% of the music publishing rights for the band, Franklins Dealers. The Greenstock business model is based on creating and acquiring music catalogs to place into major motion pictures. Greenstock is related as the CEO of Greenstock was also a director of the Company at that time, but is now a former director. The assets purchased during the year ended August 31, 2015 consist of intangible music publishing rights, of which $449,900 has been expensed due to uncertainty regarding the future value. As at August 31, 2016, $100 remains capitalized on the consolidated statement of financial position.

During the year ended August 31, 2017, the Company wrote off intangible assets of $100.

Selected Annual Information

Financial Information

	2017	2016	2015
	$	$	$
Revenue	40,034	81,954	-
Loss for the year	6,255,214	955,235	2,294,350
Total comprehensive loss	6,255,214	955,235	2,294,350
Working capital (deficiency)	284,348	(74,530)	(356,843)
Total assets	800,095	303,442	154,833
Long-term debt	Nil	Nil	Nil

Results of Operations

The results of operations reflect the overhead costs incurred to provide an administrative infrastructure to manage the media 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 as Management and Directors continue to develop the film and music activities of the Company.

Year Ended August 31, 2017 compared to year ended August 31, 2016

For the year ended August 31, 2017, the Company had a net loss of $6,255,214 compared with a net loss of $955,235 in the prior year. During the year ended August 31, 2017, the Company incurred:

- consulting and management fees of $921,672 (2016 - $574,527). The increase is mainly due to increased director and management involvement and increased outside consultants to facilitate the increase in number of projects during the current year.
- net profits interest of $286,100 (2016 - $Nil) primarily as a result of the acquisition of an interest in projects including Food For Thought ($56,100) and the Letter of Intent to acquire various interests in up to six feature film projects disclosed earlier in this MD&A ($230,000).
- professional fees of $252,775 (2016 - $148,608). The increase is primarily a result of additional legal and services relating to new contracts entered into during the year as well accounting and legal services relating to increased share activity and increased continuous disclosure obligations.
- share-based compensation of $1,348,662 (2016 - $Nil). The increase is due to options being granted during the current year.
- shareholder communications and promotion of $111,184 (2016 - $76,937). The increase was primarily due to an increase in promotion activities during the current year including an increase in news release distribution fees, website updates, German listing fees and renting a venue for a Company event.
- Travel and accommodation of $228,859 (2016 - $43,377). The increase was due to directors travelling frequently for business during the current year including multiple trips to the USA, China and across Canada.
- Loss on settlement of debt of $2,849,789 (2016 - $Nil) related to the issuance of shares for debt. The loss was a result of the difference between the deemed price and the fair value at the date of issuance.

The Company also had $40,034 in production income during the year ended August 31, 2017. This consisted of US$25,000 of revenue from a proof of concept production detailed on the previous page of this document. The remaining revenue was derived from a music video production for DJ duo Dimitri Vegas and Like Mike per the July 7, 2016 news release on www.sedar.com.

Fourth Quarter

During the fourth quarter, the following significant transactions occurred:

i) The Company issued 93,000 common shares to settle indebtedness in the amount of $22,785.

ii) The Company closed a non-brokered private placement financing for aggregate gross proceeds of $261,800. The Company issued 1,047,200 units at a price of $0.25 per unit. Each unit comprised of one common share and one-half of one non-transferable share purchase warrant, with each whole warrant entitling the holder to purchase one additional common share of the Company for a period of up to twenty-four months from the date of issue at a price of $0.35, subject to accelerated expiry in certain circumstances.

In addition, the Company has paid an arm's length finder's fees of a total of $7,560 and issued an aggregate 30,240 finder's warrants with each finders warrant exercisable into a unit under the same terms as above.

Summary of Quarterly Results

The following table sets out selected quarterly information available within the last eight quarters.

Three Months Ended	August 31, 2017	May 31, 2017	February 28, 2017	November 30, 2016
	$	$	$	$
Revenue	-	-	10,034	30,000
Loss and Comprehensive loss	(653,616)	(4,436,481)	(664,326)	(506,791)
Loss per Common Share	(0.01)	(0.08)	(0.03)	(0.03)
Three Months Ended	**August 31, 2016**	**May 31, 2016**	**February 29, 2016**	**November 30, 2015**
	$	$	$	$
Revenue	81,954	-	-	-
Loss and Comprehensive loss	(308,019)	(355,705)	(79,861)	(211,650)
Loss per Common Share	(0.03)	(0.03)	(0.01)	(0.02)

During the quarters ended August 31, 2016, November 30, 2016 and February 28, 2017, the Company increased its activity and increased its costs as a result. The increase in the quarter ended February 28, 2017 is primarily a result of $417,400 of share-based compensation relating to stock-option issuances. The increase in the quarter ended November 28, 2016 was primarily a result of $288,975 of net profit interests acquired.

During the quarter ended May 31, 2017, the Company incurred $2,851,624 in loss relating to shares issued for debt. This was a result of a difference in the deemed price and the trading price on the date of issuance. The Company also incurred $859,161 of stock-based compensation relating to the issuance of stock-options. The Company incurred higher consulting fees of $365,191 (compared to $221,442 during the 3 months ended May 31, 2016) and higher travel costs of $117,950 (May 31, 2016 - $36,988). Detailed descriptions of the increases are noted further in the MD&A.

Liquidity and Capital Resources

The Company's cash position was $528,401 at August 31, 2017 compared to $135,688 at August 31, 2016. The Company had a working capital of $284,348 at August 31, 2017 compared with working capital deficiency of $74,530 at August 31, 2016.

During the year ended August 31, 2017, cash flow activities consisted of:

i) cash flows spent on operating activities of $1,224,893 (2016 - $496,806) consisting of operating expenses during the year.

ii) cash flows received from financing activities of $1,764,638 (2016 - $554,852) consisting primarily of $1,060,145 from the exercise of options and warrants.

iii) cash flows spent on investing activities of $147,032 (2016 - received $75,447).

During the period from September 1, 2016 to December 27, 2017, the Company:

i) issued 378,000 common shares at $0.10 to settle debt in the amount of $37,800;

ii) issued 2,300,000 common shares at $0.10 to Triton Films Inc., a company wholly-owned by Gabriel Napora, a director of Imagination Park, pursuant to the initial exercise of its option under the Letter of Intent, which was amended during the three months ended November 30, 2016, to acquire a net profits interest in six films;

iii) issued 250,000 common shares at $0.10 pursuant to the LOI with Triton Films Inc., to settle the penalty fee due to the delay in completion of the financing;

iv) issued 115,000 common shares at $0.10 as a success fee pursuant to the exercise of the LOI option with Triton Films Inc.;

v) issued 561,000 common shares at $0.10 to Robinson Media Inc., a company owned by Timothy Marlowe, Director of Imagination Park, pursuant to the acquisition of a 10% net profits interest in a full length documentary 'Food for Thought';

vi) cancelled 1,700,000 common shares pursuant to the amended revenue participation agreement (Note 10);

vii) entered into debt settlement agreements with officers, directors and consultants of the Company pursuant to which the Company issued 7,926,157 common shares at a fair value of $0.41 per share to settle debts of $396,308 resulting in a loss on settlement of debt of $2,853,417;

viii) issued 2,462,900 shares for proceeds of $342,645 with respect to stock option exercises;

ix) issued 11,837,032 shares for proceeds of $1,183,703 with respect to warrant exercises;

x) entered in to a debt settlement agreement with Mr. Wiebe pursuant to which the Company has agreed to issue 93,000 common shares at $0.245 per share in order to settle indebtedness in the amount of $22,785;

xi) closed a non-brokered private placement financing for aggregate gross proceeds of $261,800. The Company issued 1,047,200 units at a price of $0.25 per unit. Each unit comprised of one common share and one-half of one non-transferable share purchase warrant, with each whole warrant entitling the holder to purchase one additional common share of the Company for a period of up to twenty-four months from the date of issue at a price of $0.35, subject to accelerated expiry in certain circumstances.

In addition, the Company has paid an arm's length finder's fees of a total of $7,560 and issued an aggregate 30,240 finder's warrants with each finders warrant exercisable into a unit under the same terms as above.

In the event that the closing price of the Company's common shares is at or above $0.50 per share for ten consecutive days, the Company may provide notice (the "Acceleration Notice") to the holders of the warrants and finder's warrants the expiry date of the warrants and finders warrants has been accelerated and that warrants and finders warrants not exercised within 30 days of the date of the Acceleration Notice will expire 30 days from the date of the Acceleration Notice;

xii) closed a non-brokered private placement financing for gross proceeds of $192,000. The Company issued 800,000 units at a price of $0.24 per unit. Each unit comprised of one common share and one-half of one share purchase warrant, with a whole warrant entitling the holder to purchase one additional common share for a period of up to twenty-four months from the date of issue at a price of $0.32, subject to accelerated expiry in certain circumstances;

In addition, the Company has paid an arm's length finder a fee of $4,800 and issued 60,000 finder's units with each finders unit having the same terms as the units issued in the placement;

xiii) closed a non-brokered private placement financing for aggregate gross proceeds of $60,000. The Company issued 187,500 units at a price of $0.32 per unit. Each unit comprised of one common share and one-half of one non-transferable share purchase warrant, with each whole warrant entitling the holder to purchase one additional common share of the Company for a period of up to twenty-four months form the date of issue at a price of $0.37, subject to accelerated expiry in certain circumstances;

xiv) entered into a loan agreement to accept a short term, no interest, $500,000 bridge loan from a director of the Company convertible into 2,500,000 common share purchase warrants of the Company, each warrant convertible into one common share at a price of $0.32 per share for up to two years from the date of issue;

xv) issued 40,000 common shares pursuant to the exercise of options for gross proceeds of $11,000 and transferred the fair value of the options exercised to capital stock from share-based payments reserve;

xvi) issued 150,000 common shares pursuant to the exercise of options for gross proceeds of $22,500 and transferred the fair value of the options exercised to capital stock from share-based payments reserve;

xvii) issued 85,000 common shares pursuant to the exercise of warrants for gross proceeds of $29,750;

xviii) issued 71,428 common shares at $0.70 to acquire Prodigy Films Inc; and

xix) issued 16,000 common shares pursuant to the exercise of warrants for gross proceeds of $4,000.

As at August 31, 2017, the Company has $5,076 in short-term loans from related parties, which are non-interest bearing and repayable on demand.

Related Party Transactions

Related parties include the Board of Directors, Executive Officers and any companies owned or controlled by them.

During the year ended August 31, 2017, the Company paid or accrued:

i) management and consulting fees of $87,982 (2016 - $Nil), to The Zamnu Inc., a corporation owned by the CEO of the Company, namely Paul Silverrstieen.

ii) consulting fees of $100,627 (2016 - $72,000) to Fast Creative Inc., a corporation owned by a former director of the Company, namely Colin Wiebe.

iii) consulting fees of $137,050 (2016 - $72,000) to Triton Films Inc., a corporation owned by a director and former CEO of the Company, namely Gabriel Napora.

iv) consulting fees of $127,200 (2016 - $72,000) to a director of the Company, namely Tim Marlowe.

v) consulting fees of $150,750 (2016 - $33,000) to a director of the Company, namely Yas Taalat.

vi) consulting fees of $25,000 (2016 - $33,000) to KMC Capital Corp., a corporation owned by the former CFO, namely Kelsey Chin.

vii) consulting fees of $Nil (2016 - $72,000) to Bow Tie Investments Inc., a corporation owned by a former director of the Company, namely Joe Wowk.

viii) consulting fees of $Nil (2016 - $5,000) to a former CEO of the Company, namely Alex Romanov.

ix) management fees of $Nil (2016 - $13,960) for CEO and CFO services to England Communications Ltd. a corporation owned by a former CEO of the Company, namely Mike England.

x) issued shares with a fair value of $230,000 (2016 - $Nil) for a net profit interest in several films to Triton Films Inc., a corporation owned by a director of the Company, namely Gabriel Napora.

xi) issued shares with a fair value of $56,100 (2016 - $Nil) for a net profit interest in Food For Thought Project to a director of the Company, namely Tim Marlowe.

xii) paid or accrued office and rent costs of $3,000 (2016 - $2,500) to KMC Capital Corp., a corporation owned by a former CFO Kelsey Chin.

During the year ended August 31, 2016, the Company paid office and rent costs of $9,920 to England Communications Ltd. a corporation owned by a former CEO of the Company, namely Mike England.
During the year ended August 31, 2017, the Company issued shares to officers and directors to settle certain debts. As a result of the share issuances, the Company recorded a loss on settlement of debt of $2,605,290.

As at August 31, 2017, $47,974 (2016 - $232,000) remained outstanding to related parties and is included under accounts payable.

During the year ended August 31, 2017, the Company issued 2,000,000 stock options to directors resulting in share-based compensation of $312,902, which consisted of:
i) $31,670 to Colin Wiebe, a former director of the Company;
ii) $31,670 to Gabriel Napora, a director of the Company;
iii) $31,670 to Tim Marlowe, a director of the Company;
iv) $31,670 to Yassen Taalat, a director of the Company; and
v) $245,348 to Paul Silverrstieen, the CEO of the Company.

Off Balance Sheet Arrangements

The Company is not a party to any off balance sheet arrangements or transactions.

Changes in Accounting Policies and Future Accounting Changes

Please refer to the consolidated financial statements filed on www.sedar.com for the year ended August 31, 2017 for changes in accounting policies and future accounting changes.

Financial Instruments

The Company is required to disclose information about the fair value of its financial assets and liabilities. Fair value estimates are made at the statement of financial position date, based on relevant market information and information about the financial instrument. These estimates are subjective in nature and involve uncertainties in significant matters of judgment and therefore cannot be determined with precision. Changes in assumptions could significantly affect these estimates.

The carrying amounts of cash, receivables, accounts payable and accrued liabilities on the consolidated statement of financial position approximate fair market value because of the limited term of these instruments. The Company carries its marketable securities at fair value.

The Company's risk exposures and the impact on the Company's financial instruments are summarized below:

Credit risk
Credit risk is the risk that one party to a financial instrument will fail to discharge an obligation and cause the other party to incur a financial loss. The Company's credit risk is primarily attributable to cash and receivables. The Company limits its exposure to credit risk by placing its cash with a high credit quality financial institution in Canada. The receivables relate to amounts due from government agencies, subscriptions receivable, and trade receivables, therefore the Company’s maximum exposure to credit risk is the balance of cash held as at August 31, 2017. The Company has no significant concentration of credit risk arising from operations.

Liquidity risk
Liquidity risk is the risk that the Company will encounter difficulty in raising funds to meet commitments associated with financial instrument or future media related transactions. The Company's approach to managing liquidity risk is to ensure it has a planning and budgeting process in place to determine the funds required to support its ongoing operations and capital expenditures. The Company ensures that sufficient funds are raised from private placements

to meet its operating requirements, after taking into account existing cash and expected exercise of share purchase warrants and options. The Company requires additional equity financing to fund its planned media programs and operating expenditures. Management believes that it will be successful in raising the necessary funds however, given the current market conditions, management believes that the raising of the required funds will take longer than is normal and will be at prices that may be less than desirable. There are no assurances that additional funds will be available on terms acceptable to the Company or at all. As August 31, 2017 the Company had $280,839 (2016 - $347,406) of accounts payable and accrued liabilities which are due on standard trade payable terms not exceeding 90 days and loans payable of $5,076 (2016 - $426).

Interest risk
Interest risk consists of two components: to the extent that payments made or received on the Company's monetary assets and liabilities are affected by changes in the prevailing market interest rates, the Company is exposed to interest rate cash flow risk; and to the extent that changes in prevailing market rates differ from the interest rates in the Company's monetary assets and liabilities. The Company has cash balances and no material interest-bearing debt, therefore, interest rate risk is minimal.

Foreign currency risk
Foreign currency risk is the risk that the fair value of future cash flows of a financial instrument will fluctuate due to changes in foreign exchange rates. The Company's functional and presentation currency is the Canadian dollar. Certain expenditures are transacted in foreign currencies. As a result, the Company is exposed to fluctuations in these foreign currencies relative to the Canadian dollar. As at August 31, 2017, the Company has USD $26,492 included in cash and USD $36,255 included in accounts payable. Management does not hedge its foreign exchange risk, and does not believe a change in foreign exchange would materially affect the Company at its current stage.

Contingencies

The Company is unaware of exposure to any contingent liabilities.

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 equity 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 and may lose its interests in its mineral properties.

Disclosure Controls and Procedures

CSE listed companies are not required to provide representations in the annual filings relating to the establishment and maintenance of Disclosure controls and procedures ("DC&P") and Internal controls over financial reporting ("ICFR"), as defined in National Instrument 52-109. In particular, the CEO and CFO certifying officers do not make any representations relating to the establishment and maintenance of (a) controls and other procedures designed to provide reasonable assurance that information required to be disclosed by the issuer in its annual filings, interim filings or other reports filed or submitted under securities legislation is recorded, processed, summarized and reported within the time periods specified in securities legislation, and (b) a process to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with the issuer's IFRS. The issuer's certifying officers are responsible for ensuring that processes are in place to provide them with sufficient knowledge to support the representations they are making in their certificates regarding the absence of misrepresentations and fair disclosure of financial information. Investors should be aware that inherent limitation on the ability of certifying officers of a venture issuer to design and implement on a cost effective basis DC&P and ICFR as defined in National Instrument 52-109 may result in additional risks to the quality, reliability, transparency and timeliness of interim and annual filings and other reports provided under securities legislation.

Other MD&A Requirements

As at December 27, 2017, the Company had 62,999,431 common shares issued and outstanding.

As at December 27, 2017, the following incentive stock options were outstanding:

Expiry Date	Exercise Price	Number of Options Outstanding
April 4, 2019	$0.35	300,000
April 11, 2019	0.31	65,000
October 24, 2019	0.26	100,000
December 22, 2019	0.65	85,400
March 13, 2020	0.30	700,000
March 17, 2020	0.45	225,000
May 15, 2020	0.30	125,000
November 22, 2020	0.46	5,000
September 13, 2021	0.15	700,000
November 16, 2021	0.15	50,000
February 3, 2022	0.05	437,100
April 18, 2022	0.31	750,000
June 22, 2022	0.26	68,888
July 4, 2022	0.26	508,000
August 8, 2022	0.28	150,000
October 30, 2022	0.25	100,000
November 9, 2022	0.28	1,145,000
November 27, 2022	0.60	50,000
December 8, 2022	0.70	250,000
December 12, 2022	0.67	20,000
December 19, 2022	0.65	5,000
		5,839,388

As at December 27, 2017, warrants were outstanding enabling holders to acquire shares as follows:

Expiry Date	Exercise Price	Number of Warrants Outstanding
June 22, 2019	$0.35	438,600
June 22, 2019	0.25	14,240
June 22, 2019	0.35	8,000
September 28, 2019	0.32	430,000
November 14, 2019	0.37	93,750
November 14, 2019	0.32	2,500,000
		3,484,590

Change in Management

In April 2017, the board was pleased to announce Alen Paul Silverrstieen as CEO and President of the Company. Alen Paul is a global entrepreneur with over 20 years' experience managing and growing technology companies. Recently, he founded a software company with offices in NYC and India focused on leveraging Artificial Intelligence and Machine Learning to optimize sourcing and selection of job candidates. Previously, Alen Paul was a senior executive managing a conglomerate of small companies for a boutique equity firm providing recruitment, security, and technology consulting throughout North America. Alen Paul founded and launched GTS in the 1990's, one of the pioneers in prepaid communications, and led it public on the NASDAQ within three years. At GTS, he spearheaded licensing deals with Fortune 500 and leading North American brands.

In June 2017, Colin Wiebe resigned as Chairman and as a Director of the Company in favour of transitioning to our Advisory Board where he will join Tim Huckaby, Lochlyn Munroe, and Mitch Davis as a Technical and Creative Advisor to the Company. Mr. Wiebe is replaced as Chairman by the Company's Chief Creative Officer, Gabriel Napora who, along with Yas Taalat and Tim Marlowe, will lead the Board of Directors. The Board of Directors will continue to be supported by our CEO & President, Alan Paul Silverrstieen, who has also been appointed Interim CFO while he executes an executive search for a full time CFO for the Company.

In 2017, Colin Wiebe resigned from the Board of Advisors.

In June 2017, the Company engaged Sally Yeh as VP, Greater China to further the Company's commitment to the Chinese marketplace for its content.

Sally Yeh is an accomplished film producer in China. Having worked at Warner Brothers, Hengdian and China Film Group on 'CC2C,' Bollywood's first production in China and IMAX's 'The Lady and the Panda', Ms. Yeh has lived in Shanghai and Beijing for 14 years and has access to some of the largest production companies and talent in China.

She is both a development and hands-on Producer and started her career as a reader for her instructors at the American Film Institute. After receiving her MFA, Ms. Yeh moved to China and worked with Rita Cahill, David Dozoretz, Philip Lee and Sid Ganis on developing various projects.

Ms. Yeh's role with the Company will be in development, creation of projects for the Chinese and worldwide markets, as well as introducing the Company to top talent in China.

In September 2017, Timothy Marlowe resigned as a director of the Company.

In November 2017, Mr. Ben Lu and Mr. Tristram Coffin were elected as directors of the Company.

Mr. Lu is an award-winning scripted content and television commercial producer, writer and director, with over a dozen national awards for his commercial work and nominations for his creative work. His latest producing credit includes an unprecedented prime time network drama that has English, Mandarin and Cantonese as performing languages, a mini-series titled BLOOD AND WATER. Mr. Lu has produced TV spots for major brands such as Mercedes Benz Canada, The Salvation Army, Toyota Canada and Vancouver Aquarium. Other brands he's worked on also include Nike/Jordan, Air Canada, HSBC, BMW Canada, Audi Canada, ICBC, Vancity Credit Union, BC Hydro, Coast Capital Savings, PGX, Fortis BC and all three levels of governments.

Mr. Coffin, a Montreal businessman entrepreneur, was admitted to the Order of Opticians in 1963. His team spirit and dynamism allowed him to become one of Quebec's most prominent purveyor of quality eyewear and eye care services. He is a director of Metanor Resources and has actively helped the company become a gold producer. He is also a director of Diagnos, an artificial intelligence and healthcare technical services company, and Central America Nickel.

Board of Advisors Appointment

Lochlyn Munro

In October 2015, Lochlyn Munro joined the Board of Advisors. Lochlyn Munro is a well-known face from TV and film and is very popular in the Hollywood and Canadian film communities. Lochlyn is best known for his role in Clint Eastwood's Unforgiven and has created memorable characters in such films as Dead Man on Campus, A Night at the Roxbury, Scary Movie and most recently with George Clooney in Disney's Tomorrowland. Lochlyn's countless appearances on TV include roles on various American projects such as 21 Jump Street and Wiseguy. Lochlyn Munro's Hollywood career continues to excel making him a powerful inspiration to all Canadian talent. As an advisor to GNM, he brings film, TV and music publishing experience, plus his unique cast perspective to the team.

Tim Huckaby

In April 2017, Tim Huckaby joined the Board of Advisors. Mr. Huckaby's expertise encompasses emerging experiences as AR & VR, holographic, touch, gesture, voice recognition, neural, demographic, emotional, & facial recognition and other futuristic interfaces as applied by a number of compelling software technologies on many hardware platforms on a broad spectrum of devices.

Mr. Huckaby is Chairman and Founder of InterKnowlogy, a custom application development firm and think tank specializing in digital surface interaction. His company is currently developing immersive digital experiences for the Microsoft HoloLens. The Hololens is the first fully untethered holographic computer enabling you to interact with high-definition holograms in your world.

Mr. Huckaby has worked with Microsoft for over 25 years and is a Microsoft Global RD, a Microsoft MVP and serves on many councils and boards like the Microsoft Application Development Partner Advisory Counsil.

Mitch Davis

In March 2017, Mitch Davis joined the Board of Advisors. Mr. Davis has an impeccable musical pedigree, second to none, and has focused his career on producing films, documentaries, live musical events, and creating intellectual property.

His father, Clive Davis, is a living music legend who has signed, influenced and driven the careers of some of the most significant artists of our time such as Whitney Houston, Bruce Springsteen, Simon & Garfunkel, Rod Stewart, Air Supply, Alicia Keys, Barry Manilow, Christina Aguilera, Carlos Santana, Kelly Clarkson, Leona Lewis and Jennifer Hudson. Mitch Davis is one of the producers alongside movie industry heavyweight Ridley Scott, on the documentary CLIVE DAVIS: THE SOUNDTRACK OF OUR LIVES (2017), which will open at the Tribeca Film Festival this year at the Radio City Music Hall.

Tom Frisina

In August 2017, Tom Frisina joined the Board of Advisors. Mr. Frisina is currently Executive Chairman of Tiling Point, a private equity funded and leading publisher within the mobile gaming industry. Previously during his 16 years with Electronic Arts, he initiated as its Senior Vice President and General Manager, a division entitled EA Partners, which oversaw the creation of and published global hit franchises from the most talented international independent game developers. During his last 6 years at EA as Vice President of Talent Development and Retention, he became a founding professor at The Center for Digital Media graduate school in Vancouver, B.C. During the same period, he became an Endowed Professor of interactive media at USC's School of Cinematic Arts. Having initiated the establishment of many industry wide global hits over the last 35 years, among which were the franchises Hardball, Test Drive, Medal of Honor, Battlefield, Lord of the Rings and Rock Band, Mr. Frisina is currently an Executive Advisor and past Chairman of thatgamecompany, winner of the 2013 Game of the Year award within the interactive entertainment industry, for its hit title Journey.

Ben Lu

In September 2017, Ben Lu joined the Board of Advisors. Mr. Lu's most recent producer role in the TV drama BLOOD AND WATER (Season 1 & 2) has been nominated for The Best Dramatic Series by the Academy of Canadian Cinema and Television. His commercial work has won over a dozen national awards for campaigns with Mercedes Benz Canada, Salvation Army, Vancouver Aquarium and many others.

Warren Zide

In October 2017, Hollywood Producer, Warren Zide, joined the Company's Board of Advisors. Mr. Zide has produced a number of successful hit films including the "American Pie" and "Final Destination" franchises and the family box-office hit, "Cats and Dogs." His movies have grossed more than $2 billion at the box office worldwide.

Jeffrey Rice

In December 2017, Jeffrey Rice joined the Board of Advisors. Mr. Rice has produced over 90 movies including 2 GUNS (Denzel Washington) and END OF WATCH with Jake Gyllenhall and Michael Pena. He has worked on some of Hollywood's most successful movies and with stars ranging from Robert De Niro to Russell Crowe.