

**Vogogo Inc.**

**Management Discussion and Analysis**

For The Three and Six Months Ended June 30, 2015

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### **MANAGEMENT'S DISCUSSION & ANALYSIS**

This Management's Discussion & Analysis ("MD&A") is intended to provide readers with the information that management ("Management") of Vogogo Inc. ("Vogogo" or the "Corporation"), formerly Southtech Capital Corporation ("Southtech"), believes is required to gain an understanding of the financial results of the Corporation for the three and six months ended June 30, 2015 compared to the same period in 2014, and to assess the Corporation's future prospects. Accordingly, certain sections of this report contain forward-looking statements and forward-looking information (collectively, "Forward-Looking Information"), as defined under applicable Canadian securities laws, which are based on current plans and expectations. See under the heading "Special Note Regarding Forward Looking Information". Additional information relating to Vogogo is available under Vogogo's profile on [www.sedar.com](http://www.sedar.com).

This MD&A, presented and dated as of August 25, 2015, should be read in conjunction with the unaudited condensed interim consolidated financial statements and related notes for the three and six months ended June 30, 2015 and the audited consolidated financial statements and related notes for the years ended December 31, 2014 and 2013.

The Corporation's unaudited condensed interim consolidated financial statements have been prepared on a "going concern" basis, which presumes that the Corporation will be able to realize its assets and discharge its liabilities in the normal course of business for the foreseeable future.

The operations of the Corporation have been primarily funded through private placements of equity and debt. The continued operations of the Corporation are dependent on the Corporation's ability to generate profitable operations in the future, to receive continued financial support from shareholders, and/or to complete sufficient equity and debt financings.

Management is aware, in making its going concern assessment, of material uncertainties related to events and conditions that may cast significant doubt upon the Corporation's ability to continue as a going concern. The unaudited condensed interim consolidated financial statements do not reflect the adjustments to the carrying values of assets and liabilities and the reported expenses and statement of financial position classifications that would be necessary if the going concern assumption was inappropriate. These adjustments could be material.

All currency amounts in the accompanying financial statements and this MD&A are in Canadian dollars unless otherwise noted.

#### **Special Note Regarding Forward Looking Information**

Certain statements in this MD&A, other than statements of historical fact, may include Forward-Looking Information that involves various risks and uncertainties. These can include, without limitation, statements based on current expectations involving a number of risks and uncertainties related to all aspects of the online payment processing industry as well as those factors set forth under the heading "*Risk Factors*" in the Annual Information Form of the Corporation dated April 30, 2015. These risks and uncertainties may have a material impact on future prospects and may cause actual results to differ from information contained herein. There can be no assurance that such statements will prove to be accurate as actual results and

future events could differ materially from those anticipated in such statements. These forward-looking statements are based on the estimates and opinions of Management on the dates they are made and are expressly qualified in their entirety by this notice. Since actual events and results could differ materially, the reader is cautioned not to place undue reliance on any Forward-Looking Information. The Corporation assumes no obligation to update Forward-Looking Information should circumstances or Management's estimates or opinions change, except as required by law.

## **Core Business and Strategy**

Vogogo is a risk management and electronic payment services business that has spent recent years developing and launching risk management and payment processing technologies ("Vogogo Technology") that enable secure and compliant transaction processing between businesses and their customers, utilizing conventional banking and payment networks. Due to industry trends, Vogogo has increasingly focused on its risk management services, providing fully automated risk management services including fraud mitigation, know your customer ("KYC"), sanctions checks and anti-money laundering - counter terrorist financing ("AML-CTF") processes and procedures, combined with a bundled suite of payment services. This combination gives Vogogo the security, flexibility and scalability to meet the demands of a marketplace driven by technology and seeking reliable, convenient and cost effective risk management services as well as compliant payment processing services.

\*NOTE – Vogogo's risk management services have historically been offered together with payment processing services. However, payment processing and risk management are now being offered by Vogogo as stand-alone services.

## **Servicing the Cryptocurrency Vertical**

Vogogo continues to remain focused on servicing is the emerging cryptocurrency market. Management believes that businesses developing and offering services based on cryptocurrencies or blockchain technologies are poised to disrupt conventional financial services on a global scale. As a consequence, it is expected that there will continue to be growth in the cryptocurrency sector for the foreseeable future.

Management firmly believes that, in order for blockchain technologies (and the businesses offering services based on blockchain technologies) to gain mass adoption and proliferate, they must provide their end users with convenient and efficient methods of getting funds into and out of the cryptocurrency ecosystem(s). In order to do that, it is critical that these businesses gain access to commercial banking and payments and, to date, most of these businesses have not been able to do that. They face a significant challenge in that banks consider them to be high-risk businesses. The banks do not typically have the risk management capabilities, technology, operational experience, or regulatory compliance structures necessary to effectively mitigate the risks involved with businesses offering services based on blockchain technologies. Inversely, the businesses operating in this space also lack these capabilities. To date, management believes, that this has been the single biggest factor in the inability of these technologies to gain mass adoption and proliferate.

Vogogo focuses on solving this problem by providing risk management and compliant payment services to the cryptocurrency market. The Corporation believes it has the operational

experience and knowledge of transaction risk management, regulatory requirements, and technology required to mitigate the risks involved with businesses offering services based on blockchain technologies.

Note\* - Vogogo has been ramping up transactional volume from the cryptocurrency industry in a slower than expected rate throughout the first half of 2015, and into Q3 2015. It is Managements belief that this is due to the following primary reasons:

- 1.) Regulators, Banks and the financial services industry as a whole, have taken significant notice of blockchain technologies. While the sheer amount of attention speaks to the significance of these technologies, they have the potential to be significantly disruptive to one of the most highly regulated industries in existence, (banking and financial services). This has resulted in the need for a very high degree of diligence in the preparation to provide financial services to this industry; higher than management had expected. This has produced longer than expected timeframes for Vogogo, together with its banking and processing partners, to get to the point of actively providing services to the cryptocurrency industry.
- 2.) The uncertainty of timing in the preparation to provide financial services to this industry has created inefficiencies with the integration scheduling with clients. The result is longer than expected timeframes to get clients up and actively using the Vogogo services as well as longer time frames to get clients to add additional Vogogo services.
- 3.) Vogogo, along with its active banking and processing partners prefer to continue to move forward with clients in a highly diligent manner. While servicing conventional industries would have a larger acceptable margin of error, management feels this industry has such a high degree of exposure to regulators, law enforcement and the broader financial services industry that any type of minor error could have a material adverse effect on Vogogo and setback the business. The result is longer than expected timeframes to get clients to increase usage of Vogogo services (ramping up of transaction processing) as well as adding additional Vogogo services.

Management believes that the challenges experienced to date are well within Vogogo's capabilities to deal with, they do not diminish the significance of the opportunity that exists for Vogogo within the cryptocurrency industry, and all of these challenges are barriers to entry for any business choosing to offer services similar to Vogogo's to the cryptocurrency industry.

Management believes that Vogogo continues to have an early mover advantage and has progressed in solidifying its presence as a premier provider of risk management and compliant payment processing services to the cryptocurrency industry. The Corporation has many of the central participants in the industry either under contract or in various stages of negotiations. Several clients in the cryptocurrency space are now using Vogogo's services and Vogogo continues to sell additional services to these clients as well as bringing on new clients.

### **Servicing Financial Service Providers ("FSP's")**

Banks and other financial service providers ("**FSP**") are under ever-increased pressure from government regulators to better manage the inherent risks associated with processing a financial transaction. In particular, governments use the tracking of funds through the banking networks as a primary method of mitigating illicit activity, including terrorist financing, those doing business with sanctioned countries, trafficking of controlled substances, to name but a few. As well, identity theft and payment fraud have become serious issues and regulators are

starting to apply pressure to FSP's to do a better job of mitigating against these issues. Regulators put the responsibility on the FSP's to comprehensively understand who they are providing services to (including the collection, verification and proper storage of supporting documentation), to ensure they are not providing services to anyone acting in an illicit or fraudulent manner, and to also detect and report those that are suspected to be acting in an illegitimate manner. There are comprehensive rules around these processes that must be followed in order for a bank or other types of FSP's to be in compliance with their regulatory responsibilities. Breaches in these rules and responsibilities can result in fines, legal action or a loss of a regulatory license to provide services.

This all results in risks to FSP's that must be considered and weighed prior to providing financial services, such as payment processing, to their clients. An FSP will look at three primary areas of risk when considering offering financial services to a business.

1. Monetary Risk - The risk of taking a financial loss on underwriting a transaction. This risk comes from the potential for an FSP to settle funds to a payee and then have the payor either dispute or reverse the transaction, or not be able to honour the transaction.
2. Compliance Risk - The risk of an FSP not being compliant with its regulatory obligations in its offering of financial services, such as payment processing, to a business. Being out of compliance can result in fines, penalties and even the loss of the FSP's license.
3. Reputation Risk - The risk of loss resulting from damages to an FSP's reputation, in lost revenue, increased operating, capital or regulatory costs; or destruction of shareholder value, consequent to an adverse event involved with offering of financial services to a business.

With this understanding, it's easy to comprehend that the more inherent risks associated with a particular business vertical the harder it is for a business, offering services in that vertical to secure banking, payment processing or other related financial services. In addition, the harder it is for an FSP to offer, or continue to provide, financial services to that vertical. With regulators increased enforcement of the rules in recent years, resulting in significant fines and penalties being handed out, virtually every business vertical now has more risk associated to it and the more "risk adverse" and "risk aware" FSP's are now becoming.

FSP's are now commonly forced to either turn away the business of providing services to verticals that are deemed to have too much risk or they must look for ways to effectively mitigate the risks associated with those verticals. Many banks and other FSP's do not have the risk management capabilities, regulatory knowledge, technology, or operational experience, to effectively mitigate the risks associated with servicing high-risk verticals. Similarly, businesses operating in high-risk verticals typically do not have the risk management capabilities, regulatory knowledge, technology, or operational experience, to effectively mitigate the risks associated with their business, resulting in their inability to access commercial banking and payment services.

Vogogo's transactional risk management service offerings are designed to effectively address and mitigate the risks associated with the offering of, or use of, financial services. Vogogo's services can be effectively sold to FSP's offering financial services or to businesses looking to secure financial services from FSP's (or both). (\*Note - Vogogo also operates as an FSP itself as it offers compliant payment processing services in addition to its transactional risk management services.)

In preparation for servicing the cryptocurrency industry, Vogogo significantly updated and expanded its transaction risk management capabilities. As a result, the Corporation is attracting

interest from businesses that are seeking to more effectively manage transactional risk, particularly FSP's. A growing number of existing and potential clients are contacting Vogogo with strong interest in risk management services.

As a result of this increased interest, and in part to mitigate against the uncertainty around the rate at which services for the cryptocurrency industry can be ramped up, Management has adjusted its business development efforts to include the selling of risk management services to FSP's such as banks, payment processors, etc.

This adjustment requires no material change in the Vogogo technology or operational processes and procedures. The company took its first FSP client active for risk management services in Q2 of 2015 and now has several more clients integrating to use Vogogo's risk management services. Vogogo will work to sell additional services to existing clients as well as add new clients throughout the remainder of 2015.

### **Servicing High Risk Verticals**

Vogogo offers risk management and payment processing services and has recently been focused on selling these services to the cryptocurrency industry. While Vogogo continues to make progress in the cryptocurrency industry, to in part mitigate against the uncertainty around the rate at which services for the cryptocurrency industry can be ramped up, Management has adjusted its business development efforts to include the selling of services to conventional business verticals, particularly higher-risk verticals in need of effective risk management services. Management expects to have services active with clients in these verticals in 2015.

It is common for businesses operating in high-risk verticals to encounter difficulties in securing access to commercial banking and payments. As an example, similar challenges are faced by online gaming operators, a business vertical that is considered to be high risk from a banking perspective. Effective access to commercial banking and payments are critical components for online gaming operators to be successful and gain mass adoption. The success of the online gaming industry requires sophisticated approaches to transaction risk management, compliance and financial crime prevention. The Corporation developed its initial transaction risk management and payment processing expertise while working closely with two of the world's largest online poker operators. This experience is viewed by Management, key investors and other interested parties as a credible endorsement of Vogogo's capability to offer risk management and electronic payment services to high-risk verticals, including the cryptocurrency market.

\*Note - Vogogo is not currently focused on selling to the online gaming industry. This is simply an explanation as to why Vogogo is capable of servicing high-risk verticals for both payment processing and risk management services.

### **Key Milestones**

To effectively execute on its business plan, Vogogo is working on achieving the following milestones:

- 1) ***Financial Conduct Authority ("FCA") – Electronic Money Issuer ("EMI") License*** – Vogogo is becoming a direct provider of compliant risk management, payment processing, and stored value services in the United Kingdom and the broader European

Economic Area (“**EEA**”). This includes meeting the application requirements in order to secure an EMI license issued by the FCA, including a security deposit estimated at approximately \$500,000. An EMI license will require that Vogogo maintain comprehensive operational policies and procedures in order to maintain compliance and good standing with the FCA. Vogogo has now completed the application process and Management expects to obtain an EMI license in the third quarter of 2015.

Vogogo is currently working in partnership with other EMIs and Payment Institutions (“**PIs**”) in Europe, so securing an EMI license is not required for Vogogo to service the European market. Securing an EMI license will, however, help solidify Vogogo’s European offering with direct European banking relationships and improved operating margins.

- 2) **Payment Card Industry Data Security Standard (“PCI-DSS”) Testing and Audit** - As a payment processor, Vogogo is subject to an independent annual audit and testing to demonstrate compliance with PCI-DSS as a condition of PCI certification. The current-year PCI-DSS testing and audit process is now finalized and confirmed that Vogogo properly handles sensitive payment-card-related data. Management is confident in being able to successfully complete future annual audits and testing processes.
- 3) **Asian Processing** - Vogogo recently secured a partnership enabling the company to offer payment processing in certain countries in Asia, namely China and Japan. The agreement requires Vogogo to complete technical integration and testing prior to offering the services to clients. The integration and testing process is now near completion and management expects to start payment processing in Asia in Q4 2015.
- 4) **US Regulatory Oversight & Processing** – It is Management’s belief that working as a service provider in direct partnership with a U.S. bank(s) (the “**Banks**”) is the most viable option for providing compliant payment processing services to the U.S. based cryptocurrency industry. In order to act as a service provider direct to US banking partners, Vogogo and the Banks need to be satisfied that the activities conducted by Vogogo’s customer(s) do not expose the Banks or Vogogo to compliance risks arising from servicing those customers. The Banks have a regulatory obligation to understand the risks posed and to oversee all compliance measures to ensure that the services provided by Vogogo are conducted in a safe, sound and compliant manner.

Management has determined that educating and gaining appropriate oversight from relevant US banking regulators on Vogogo’s service offering are important steps in ensuring that the services are well understood, compliant and remain confidently reliable in the long term. It is Management’s belief that Vogogo has now put sufficient time and energy into exploring and understanding the regulatory environment and requirements necessary to successfully provide payment processing services to the U.S. based cryptocurrency industry. Vogogo is now working to finalize U.S. banking partnerships in support of Vogogo’s U.S. offering. It is expected that the Corporation will be able to start offering services in the US in 2015.

Management continues to monitor the cryptocurrency regulations introduced in New York State in July 2014 as well as in various other US states. The New York State cryptocurrency regulations are now in effect and Vogogo is working with key clients in enabling them to comply with these regulations. While these regulations are in a very early stage, Management believes that these regulations provide further opportunity for

Vogogo to establish itself as the dominant provider of risk management and compliant payment services for the cryptocurrency industry.

While there remains potential for cryptocurrency regulations in other states, to date there has been no additional resulting effect on the industry and minimal impact on Vogogo's service offering in the US.

- 5) ***American Institute of Chartered Professional Accountants ("AICPA) Service Organization Control ("SOC") Accounting Standards Control*** – With the goal of being a direct service provider to U.S. banking partners, Vogogo has determined that securing and maintaining SOC 1 & 2 accounting standards via a third party independent audit will significantly improve the Corporation's credibility and confidence with US banks and regulators. SOC requires that Vogogo implement and maintain comprehensive operational controls, policies and procedures, and regularly report on the effectiveness of the controls in place. SOC implementation is expected to be complete in 2015 and the corresponding third party audit is expected to be completed in 2016.

## **About Vogogo**

Vogogo Inc., formerly Southtech Capital Corporation, is a risk management and electronic payment services business. Vogogo Canada Inc. was incorporated under the Business Corporations Act (Alberta) on July 26, 2010 and is a wholly owned subsidiary of the Corporation. In addition, on August 13, 2012 the Corporation incorporated Vogogo USA Inc., a wholly owned subsidiary and Delaware company, and on October 1, 2014 the Corporation incorporated Vogogo EU Ltd., a wholly owned subsidiary registered under the laws of the United Kingdom. The Corporation develops software that currently processes multiple types of electronic payments including card payments, pre-authorized debit, direct deposit, peer-to-peer transfers and online banking payments for both the US and Canadian markets.

The head office is located at 400, 320 – 23rd Avenue SW, Calgary, Alberta, Canada, T2S 0J2. The registered office is located at Torys LLP, 4600, 525 – 8th Avenue SW, Calgary, Alberta, Canada, T2P 1G1.

Southtech was incorporated pursuant to the provisions of the Business Corporations Act (Alberta) on April 21, 2011 and was classified as a Capital Pool Company ("CPC") as defined in Policy 2.4 of the TSX Venture Exchange ("TSX Venture") Corporate Finance Manual. The principle business of Southtech was to identify and evaluate potential acquisitions or businesses and, once identified and evaluated, to negotiate an acquisition or participation subject to receipt of regulatory and, if required, shareholder approval ("Qualifying Transaction").

On September 11, 2014, Southtech completed its Qualifying Transaction, which was effected pursuant to an agreement between Southtech and Redfall. Pursuant to the agreement, Southtech and Redfall completed a business combination by way of an amalgamation. The former shareholders of Redfall received one fully paid common share in the new amalgamated company for every one class A common share held in Redfall and the former shareholders of Southtech received one fully paid common share in the new amalgamated company for every five common shares held in Southtech. The new amalgamated company changed its name to Vogogo Inc.

Upon closing of the Qualifying Transaction, the shareholders of Redfall owned 95.62% of the common shares of Vogogo and, as a result, the transaction is a reverse acquisition of Southtech



by Redfall. For accounting purposes, Redfall is considered the acquirer and Southtech the acquiree. Accordingly, the consolidated financial statements are in the name of Vogogo Inc. (formerly Southtech) and are a continuation of the financial statements of Redfall. Additional information on the transaction is disclosed in Note 6(i).

## **BASIS OF PRESENTATION**

This review of the results of operations should be read in conjunction with the unaudited condensed interim consolidated financial statements for the three and six months ended June 30, 2015 and the audited consolidated financial statements for the year ended December 31, 2014.

The unaudited condensed interim consolidated financial statements have been prepared in accordance with International Financial Reporting Standards ("IFRS") as issued by the International Accounting Standards Board ("IASB").

The unaudited condensed interim consolidated financial statements were approved and authorized for issue by the Board of Directors on August 25, 2015.

Certain supplementary measures in this MD&A do not have any standardized meaning as prescribed under IFRS and, therefore, may not be comparable with calculation of similar measures for other entities and should be considered non-IFRS measures. These measures are described and presented in order to provide information regarding the Corporation's financial results, liquidity and ability to generate funds to finance its operations. These measures are identified and presented, where appropriate, together with reconciliations to the equivalent IFRS measures. However, they should not be used as an alternative to IFRS measures because they may not be consistent with calculations of other companies. These non-IFRS measures, and certain operational definitions used by the Corporation, are further explained below.

### ***EBITDA and Adjusted EBITDA***

EBITDA refers to net income before finance costs, taxes, depreciation and amortization. Adjusted EBITDA is calculated as EBITDA before costs associated with non-recurring business acquisition costs and share-based compensation. These measures do not have a standardized definition prescribed by IFRS and, therefore, may not be comparable to similar captioned terms presented by other users.

Management believes that EBITDA and adjusted EBITDA are key indicators for the results generated by the Corporation's core business activities because they eliminate non-recurring items and the impact of finance and tax structure variables that exist between entities.

### ***Cash Flow From Operations***

Cash flow from operations is defined as the cash generated or used in operating activities including working capital related to operating activities. It is calculated by adding non-cash items to the comprehensive income and then adding or deducting working capital sources or uses related to operating activities.

## SUMMARY OF FINANCIAL AND OPERATIONAL RESULTS

The following tables set forth unaudited condensed interim consolidated financial data prepared in accordance with IFRS for the three and six months ended June 30, 2015 and 2014, respectively.

### *Financial Snapshot*

(\$)	Three Months Ended		Six Months Ended	
	June 30, 2015	June 30, 2014	June 30, 2015	June 30, 2014
Revenue	23,638	68,767	48,644	188,896
Net loss and comprehensive loss	(2,882,088)	(2,060,333)	(6,641,217)	(4,437,848)
			As at June 30, 2015	As at December 31, 2014
Working capital (current assets less current liabilities)			11,451,878	5,984,455
Total assets			18,525,387	7,459,303
Total liabilities			4,271,793	1,315,286

### *Summary Results of Operations*

(\$)	Three Months Ended		Six Months Ended	
	June 30, 2015	June 30, 2014	June 30, 2015	June 30, 2014
Loss from operating activities	(2,873,616)	(2,047,157)	(6,623,264)	(4,128,080)
General and administrative	1,077,048	517,311	2,161,345	1,019,956
Sales and marketing	339,590	318,745	673,186	409,375
Research and operations	849,611	423,510	1,659,685	576,845
Transaction costs	-	370,154	-	370,154
Net cash used in operating activities	(2,193,191)	(866,930)	(4,298,542)	(1,734,931)
<i>Non-cash operating items:</i>				
Amortization and depreciation	216,269	2,422	217,543	4,844
Accretion	-	-	-	282,169
Share-based compensation	395,263	483,782	1,994,506	1,935,802
EBITDA	(2,657,347)	(2,044,735)	(6,405,721)	(4,123,236)
Adjusted EBITDA (EBITDA less Share-based compensation)	(2,262,084)	(1,560,953)	(4,411,215)	(2,187,434)

## Selected Annual Information

(\$)	For the years ended December 31,		
	2014 (audited)	2013 (audited)	2012 (audited)
Total revenues	254,064	159,527	31,748
General and administrative	2,620,823	695,902	425,109
Sales and marketing	1,056,021	202,295	548,552
Research and development	1,331,780	239,447	893,732
Net loss and total comprehensive loss	(8,980,661)	(1,047,980)	(1,778,822)
Basic and diluted loss per share	(0.33)	(0.07)	(0.13)
Total assets	7,459,303	1,616,279	358,307
Total liabilities	1,315,286	2,242,237	427,010
Net working capital	5,984,455	(795,209)	(257,423)

## Summary of Quarterly Results

The following table presents unaudited condensed interim selected financial data for each of the last eight quarters up to June 30, 2015.

(\$)	June 30, 2015	Mar 31, 2015	Dec 31, 2014	Sep 30, 2014	Jun 30, 2014	Mar 31, 2014	Dec 31, 2013	Sep 30, 2013
Total assets	18,525,387	5,432,724	7,459,303	9,187,195	9,458,084	3,504,394	1,616,279	228,185
Net working capital	11,451,878	3,749,580	5,984,455	7,526,431	1,299,384	1,742,505	(795,209)	(732,446)
Total liabilities	4,271,793	1,982,002	1,315,286	1,497,427	7,992,940	1,595,060	2,242,237	786,513
Revenue	23,638	25,006	41,530	23,638	68,767	120,129	112,481	23,495
Net loss and comprehensive loss	(2,882,088)	(3,759,129)	(2,033,915)	(2,508,898)	(2,060,333)	(2,377,515)	(124,130)	(234,730)
Basic and diluted loss per Loss/share	(0.06)	(0.10)	(0.07)	(0.08)	(0.06)	(0.16)	(0.01)	(0.02)

Comprehensive loss for the three months ended June 30, 2015 increased to \$2.9 million compared to \$2.1 million for the same period in 2014. On a year-to-date basis, comprehensive loss increased to \$6.4 million from \$4.4 million for the same period in 2014. The higher loss in both cases was the result of lower revenues combined with higher general and administrative, sales and marketing, development and operations, and stock-based compensation expenses realized in 2015 as compared to the same period in 2014. Each of these items is discussed in more detail under the Results of Operations section.

## RESULTS OF OPERATIONS

### Revenue

	Three Months Ended		Six Months Ended	
(\$)	June 30, 2015	June 30, 2014	June 30, 2015	June 30, 2014
Revenue	<b>23,638</b>	68,767	<b>48,644</b>	188,896

Vogogo's Q2 2015 revenue of \$23,638 was comprised of fees earned through processing payments (primarily for non-cryptocurrency merchants), risk services and interest income. This compares to the \$68,767 booked in Q2 2014 mostly as a result of processing payment transactions for two cryptocurrency merchants. Similarly, for the six months ended June 30, 2015, revenue of \$48,644 was lower compared to \$188,896 for the same period last year. The decline in revenues is the result of the following:

- 1) Revenues were negatively impacted as a result of adverse developments involving the two active cryptocurrency customers of Vogogo. The developments, in both cases, were completely outside of Vogogo's control. One of the cryptocurrency merchants lost its commercial banking for reasons that Vogogo is not aware of. It is Vogogo's understanding that the second cryptocurrency merchant may have encountered financial difficulties, specifically around cash flows, and, as a result, had to restrict operations until it sourced additional capital. As a result, volumes processed by this second merchant also significantly declined.
- 2) With the knowledge gained from servicing the two active customers in the cryptocurrency space, Management made the decision in the third quarter of 2013 to stop adding customers in order to adjust the Vogogo Technology. It was felt that the adjustments were necessary to more effectively handle risk management and to better scale to the specific requirements of the broader cryptocurrency industry. Vogogo completed the core adjustments to its software and started bringing on new customers in the cryptocurrency space in the fourth quarter of 2014. The software has since been undergoing quality assurance testing combined with relatively low volume processing (average of \$75,000 per day) with customers in Canada. In parallel with quality assurance testing, the Corporation has prepared for commercial service levels (in excess of \$1 million in processing per day) in the key markets of Canada, the US and Europe. These preparations are further discussed in the Outlook section of this document.

### General and Administrative

	Three Months Ended		Six Months Ended	
(\$)	June 30, 2015	June 30, 2014	June 30, 2015	June 30, 2014
General and administrative	<b>1,077,048</b>	517,311	<b>2,161,345</b>	1,019,956

General and administrative (“G&A”) expenses consist primarily of personnel costs, processing costs and overhead expenses relating to the Corporation’s human resource, finance, legal, regulatory and administrative functions. For the three months ended June 30 2015, G&A expenses increased to \$1,077,048, an increase of \$559,737 when compared to the same period in 2014. For the six months ended June 30, 2015, G&A expenses increased to \$2,161,345, an increase of \$1,141,389 from the same period in 2014.

The increases in G&A expenses are the result of higher salary, consulting and legal expenses incurred in support of the Corporation’s pursuit of several strategic and regulatory options to enhance its future growth opportunities.

For the six months ended June 30, 2015, 91% of G&A expenses related to personnel, consulting, professional fees and rent. For the same period in 2014, 90% of G&A expenses related to personnel, consulting, professional fees and rent.

### Sales and Marketing

(\$)	Three Months Ended		Six Months Ended	
	June 30, 2015	June 30, 2014	June 30, 2015	June 30, 2014
Sales and marketing	<b>339,590</b>	318,745	<b>673,186</b>	409,375

Sales and marketing expenses consist principally of salaries, commissions, travel and other costs associated with the Corporation’s sales force, marketing and commercialization activities including advertising, collateral development and printing, sales training, trade shows and pre- and post-sales technical support. Sales and marketing expenses for the three months ended June 30, 2015 were higher by \$20,845 as compared to the same period in 2014 and were higher by \$263,811 for the six months ended June 30, 2015, as a result of the Corporation being sufficiently financed and able to implement and execute on its business plan.

Sales and marketing expenses are expected to increase over the next several quarters as Vogogo continues to expand its brand awareness, value proposition and market presence in domestic and international markets.

### Development and Operations

(\$)	Three Months Ended		Six Months Ended	
	June 30, 2015	June 30, 2014	June 30, 2015	June 30, 2014
Development and operations	<b>849,611</b>	423,510	<b>1,659,685</b>	576,845

Development and Operations (“D&O”) expenses include personnel and related equipment costs to develop and support the Corporation’s products. Development costs are only capitalized if they meet the criteria set out by IFRS. While Vogogo believes that investment in development is required to remain competitive and will result in creating a valuable asset, Vogogo has not capitalized any development costs during 2014 or 2015. Expenditures for most of 2014 and to date in 2015 are based on further developing the risk management and payment processing

technology to service businesses operating in the new and emerging cryptocurrency market, in the key regional markets of Canada, the US and Europe. The goal is to continue to differentiate from competitors in terms of relevant and superior technology.

D&O expenses for the three months ended June 30, 2015 were higher by \$426,101 or 101% compared to the same period in 2014 and for the six months ended June 30, 2015 were higher by \$1,082,840 or 188% as a result of Management's decision to adjust the Vogogo Technology to more effectively handle risk management and to better scale to the specific requirements of the opportunity offered by servicing new and emerging verticals that are underserved by the existing banking infrastructures.

To maintain relevant and industry leading technology requires continual development, enhancement, upgrading and migration to new and more effective base technologies. As such, D&O expenses are expected to continue at these levels or higher over the next several quarters.

For the six months ended June 30, 2015 and 2014, 100% of the D&O expenses related to personnel, consulting and IT expenses.

#### Transaction Costs

	Three Months Ended		Six Months Ended	
(\$)	June 30, 2015	June 30, 2014	June 30, 2015	June 30, 2014
Transaction costs	-	370,154	-	370,154

The transaction costs incurred during the second quarter of 2014 related to the reverse takeover of Southtech Capital Corporation (see "About Vogogo" for more details). No such expenses were incurred in 2015.

#### Amortization

	Three Months Ended		Six Months Ended	
(\$)	June 30, 2015	June 30, 2014	June 30, 2015	June 30, 2014
Amortization	216,269	2,422	217,543	4,844

Amortization expense relates to the property and equipment and intangible assets owned by the Corporation. Specifically, the Corporation owns computer equipment, furniture and fixtures, leasehold improvements and intangible assets related to the Corporation's payment platform. These assets are depreciated over their useful life and impairment, if any, is assessed at every reporting period. Expenses incurred for the three and six months ended June 30, 2015 and 2014 are primarily the result of depreciating office equipment, furniture and fixtures and intangible assets. The expenses in 2015 reflect the Corporation's acquisition of significant intangible assets during the second quarter of 2015, partially offset by the fact that some of the equipment had been fully depreciated in 2014.

## Foreign Exchange Gain/Loss

	Three Months Ended		Six Months Ended	
(\$)	June 30, 2015	June 30, 2014	June 30, 2015	June 30, 2014
Foreign exchange gain / (loss)	19,473	-	(34,357)	-

As at June 30, 2015, the Corporation's foreign exchange exposure was the result of holding cash and cash equivalents denominated in US dollars, trade and other receivables denominated in US dollars, and trade and other payables denominated in US dollars. See Currency Risk section for further details. No such exposure existed in the same periods of 2014.

## Stock-Based Compensation

	Three Months Ended		Six Months Ended	
(\$)	June 30, 2015	June 30, 2014	June 30, 2015	June 30, 2014
Stock-based compensation	395,263	483,782	1,994,506	1,935,802

On January 1, 2015, the Corporation acquired all of the issued and outstanding shares of Vanado Inc. ("Vanado"), a specialized consulting and payment services company based in Denver, Colorado, by the issuance of 227,273 common shares in the capital of the Corporation pursuant to a share purchase agreement ("Agreement") and the fair value of contingent consideration comprised of certain post-closing payments of up to \$1,000,000, which would be payable in common shares of the Corporation subject to the Corporation achieving certain performance thresholds set out in the Agreement. The fair value of the shares issued was \$545,455 and the fair value of the contingent consideration was estimated at \$738,584, for a total of \$1,284,039. The acquisition did not meet the definition of a business combination under IFRS 3 and, accordingly, the entire \$1,284,039 was allocated to stock-based compensation.

The remaining \$710,467 of stock-based compensation for the six months ended June 30, 2015 resulted from the vesting of previously issued stock options as well as valuing the following option grants using the Black Scholes option pricing model:

- On February 17, 2015, the Corporation granted 100,000 options to acquire common shares for a period of five years at a price of \$2.83 per common share, expiring five years from the date of grant.
- On March 12, 2015, the Corporation granted an aggregate of 380,000 options to acquire common shares for a period of five years at a price of \$2.65 per common share, expiring five years from the date of grant.

The majority of the stock-based compensation booked in the first quarter of 2014 related to the Corporation issuing 3,333,334 stock options to certain officers and directors of the Corporation at an exercise price of \$0.09. These stock options vested immediately and expired in one year on March 17, 2015. These were all exercised in Q2 2014.

Prior to Q4 2014, the Corporation's shares did not have sufficient public trading data and, therefore, the Corporation used the historical volatilities of certain members of its peer group for input into the Black-Scholes Option Pricing Model. From Q4 2014, the Corporation used its own trading data for the Black-Scholes Option Pricing Model.

### Net Loss and Comprehensive Loss

(\$)	Three Months Ended		Six Months Ended	
	June 30, 2015	June 30, 2014	June 30, 2015	June 30, 2014
Net loss and comprehensive loss	<b>2,882,088</b>	2,060,333	<b>6,641,217</b>	4,437,848

Included in net loss and comprehensive loss for the three months ended June 30, 2015 and 2014 is a significant non-cash charge relating to stock-based compensation of \$395,263 and \$483,782 respectively. Similarly, for the six months ended June 30, 2015 and 2014 significant non-cash charges of \$1,994,506 and \$1,935,802 respectively were recorded through stock-based compensation. Net loss and comprehensive loss for the three months ended June 30, 2015 without this non-cash item amounts to \$2,486,825, which is higher by \$914,274 compared to the same quarter of 2014 and for the six months ended June 30, 2015 is \$4,646,741 which is higher by \$2,144,665. The higher loss excepting non-cash items is the result of lower revenues combined with higher G&A, D&O and S&M expenses as the Corporation's operations were significantly increased post financing.

### Liquidity and Capital Resources

The Corporation's cash and cash equivalents at June 30, 2015 totaled \$14,065,714 (December 31, 2014 - \$6,519,384) and positive net working capital was \$11,451,878 (December 31, 2014 - \$5,984,455). The Corporation has an accumulated deficit of \$17,746,648 (December 31, 2014 - \$11,105,431). The Corporation has not yet generated the transaction volumes required to sustain future operations. Whether and when the Corporation can generate sufficient operating cash flows or raise sufficient equity or debt financing in order to pay for its expenditures and settle its obligations as they fall due subsequent to June 30, 2015 is uncertain.

#### *Royalty Financing Liability*

In 2013, the Corporation entered into a \$1 million investment agreement with AVAC Ltd. to help fund the development and commercialization of the Corporation's web-based payment service provider technology. The proceeds were available to the Corporation if and when certain pre-determined milestones were achieved. Any amount drawn pursuant to the investment agreement was repayable in the form of a 3.5% royalty based on quarterly gross revenues, beginning with the quarter ending December 31, 2014 and extending until twice the gross amount received was remitted or until the Corporation had repaid all advances received plus 20% interest compounded annually from the date each advance was received, less royalties paid. During the year ended December 31, 2013, the Corporation received \$200,000 as part of this arrangement. At March 31, 2014, the liability was comprised of the \$200,000 principal plus \$29,699 in accrued interest. This liability was fully re-paid on April 24, 2014.



## *Convertible Debentures*

On January 25, 2013 the Corporation issued an unsecured convertible debenture with a principal amount of \$100,000. The principal bore interest at a rate of 10% per annum and was convertible into common shares at \$0.52 per share, at any time, at the option of the holder. Unless earlier repaid, at the option of the Corporation, or demanded in the event of default, the principal was due and payable in full on January 25, 2014. Interest was due and payable quarterly on each of April 25, 2013, July 25, 2013, October 25, 2013 and January 25, 2014. The debenture was repaid in full along with interest on January 25, 2014.

On March 6, 2013 the Corporation issued a second unsecured convertible debenture with a principal amount of \$100,000. The principal bore interest at a rate of 10% per annum and was convertible into common shares at \$0.52 per common share, at any time, at the option of the holder. Unless earlier repaid, at the option of the Corporation, or demanded in the event of default, the principal was due and payable in full on March 6, 2014. Interest was due and payable quarterly on each of June 6, 2013, September 6, 2013, December 6, 2013 and March 6, 2014. This debenture was converted into common shares on March 5, 2014 and a total of 192,307 common shares were issued from Treasury.

On February 11, 2014, the Corporation issued a \$2,000,000 secured convertible debenture. On March 17, 2014, the Corporation increased the amount of the convertible debenture issued to \$3,164,345. The debenture was secured by a first charge against all of the Corporation's present and after-acquired property and was scheduled to mature August 11, 2014. The principal bore interest at a rate of 10% per annum. The debenture along with the accrued interest was convertible into Class A common shares of the Corporation at \$0.33 per share at the option of the holder. On March 26, 2014, the Corporation issued 9,588,924 Class A common shares upon conversion of the full \$3,164,345 convertible debenture.

## **Capital Management**

Management closely monitors cash flow requirements and has sufficient cash to meet all of its current operational and financial obligations if demanded to do so. The Corporation is actively pursuing sales and commercialization efforts, including targeting currently underserved markets and expanding its offering with a focus on cryptocurrency exchange transactions.

The Corporation's objectives when managing capital are to safeguard its ability to continue as a going concern in order to pursue the development and sales of its payment services and to maintain a flexible capital structure that optimizes the costs of capital at an acceptable risk. However, it should be noted that the Corporation is at an early stage of its redefined commercialization program and will continue to be dependent on its ability to manage cash on hand, increase its revenues and raise additional debt or equity to meet its obligations and repay its liabilities arising from normal business operations when they become due.

The management of capital includes the components of shareholders' equity, comprised of share capital and retained earnings (deficit). The Corporation strives to maximize the value associated with shareholders' equity. In order to maintain or adjust its capital structure, the Corporation may from time to time issue shares, issue new debt, dispose of assets or adjust its spending, taking into account changes in economic conditions and the risk characteristics of the underlying assets.

The Corporation manages its working capital through timely collection of receivables, controlling exposure to future commitments and securing favorable terms from suppliers.

In order to preserve cash, the Corporation does not currently pay dividends.

The Corporation is not subject to externally imposed capital requirements and the Corporation’s overall strategy with respect to managing its capital structure is:

- To safeguard the Corporation’s ability to continue as a going concern
- To maintain appropriate cash reserves on hand to meet ongoing development and operating costs
- To invest cash on hand in highly liquid and highly rated financial instruments

The Corporation estimates the following major expenditures over the next eighteen months. These do not include general operating expenses and commitments (see Commitments note for details of commitments).

- \$2,100,000 for software development and testing;
- \$2,000,000 for one or more strategic acquisitions to accelerate growth; and
- \$1,500,000 for security deposits and PCI-DSS testing and audits.

The Corporation plans to fund these expenditures through current cash available and various financing options including equity and/or debt financing.

**Acquisition of assets of Mevia**

On April 30, 2015, the Corporation acquired certain assets from an arm’s length, third party, private, risk management and consulting services company, Mevia, pursuant to an asset purchase agreement (“APA”).

The purchase was satisfied by the issuance of 600,000 common shares of the Corporation with a fair value of \$2.75 per share for total consideration of \$1,650,000. Additional consideration included certain post-closing payments of up to \$3 million payable on or before April 30, 2017 (“Performance Period”). These post-closing payments shall be payable in common shares of the Corporation upon the Corporation achieving certain performance thresholds set out in the APA. The post-closing payments represent a contingent liability and were measured at a fair value of \$2,219,893.

The Corporation acquired only intangible assets consisting of risk management software and no other assets or liabilities were acquired. Management concluded that this acquisition meets the definition of business combination under IFRS and has determined that the acquisition fair value equates to the fair value of the assets acquired, and has therefore recorded this acquisition value as the intangible asset addition on the statement of financial position.

These intangible assets are being amortized on a straight-line basis over the estimated useful lives of three years.

The Intangible Assets recognized upon acquisition consisted of:

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	\$
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Shares issued (600,000 common shares at \$2.75 each)	1,650,000
Contingent consideration payable based on milestones	2,219,893
<b>Intangible Assets</b>	<b>3,869,893</b>

Management reviewed the probability of meeting the performance conditions and discounted future expected cash flows to record a fair value estimate of contingent consideration. This liability is reviewed each reporting period and any adjustments to this liability value is adjusted to Intangible Asset on the statement of financial position. There was no adjustment required for the three or six months ended June 30, 2015.

Estimated contingent consideration payable on milestones as at June 30, 2015:

	Vanado Inc.	Mevia Assets	Total
	\$	\$	\$
Current portion	396,143	1,552,138	1,948,281
Long-term portion	342,441	667,755	1,010,196
	<b>738,584</b>	<b>2,219,893</b>	<b>2,958,477</b>

## RELATED PARTY TRANSACTIONS

- (a) The Corporation considers its key management personnel to be its Chief Executive Officer, Chief Operating Officer, Chief Relationship Officer, Chief Financial Officer, Chief Technology Officer and directors. Key management compensation is composed of payroll, stock-based compensation and consulting fees paid to key management and companies controlled by key management. During the three and six months ended June 30, 2015, key management compensation amounted to \$314,603 and \$610,073, respectively (2014 - \$205,500 and \$319,750), split between general and administrative, sales and marketing, stock-based compensation and development and operations expenses, based on expense type and work performed.

Total personnel expenses for employees, consultants, directors and management included in expenses in the consolidated statement of loss and comprehensive loss for the three and six months ended June 30, 2015 were \$2,205,023 and \$3,664,610 respectively (2014 - \$560,132 and \$1,073,359), split between general and administrative, sales and marketing, stock-based compensation and development and operations expenses, based on expense type and work performed.

- (b) On April 28, 2014, the Corporation provided loans to two companies controlled by two key management personnel for \$75,000 each for a total of \$150,000. These companies provided promissory notes to the Corporation. These two loans bear interest at 3 percent per annum and are payable on maturity on April 28, 2016. Interest expense of

\$5,250 has been accrued as at June 30, 2015 and included in the notes receivable balance.

### **Commitments**

The Corporation is committed under a lease on its office space, expiring July 31, 2017, with future minimum rental payments exclusive of occupancy costs as follows:

2015	\$ 41,184
2016	82,368
2017	48,048
	<hr/>
	<b>\$ 171,600</b>

### **Contingencies**

In December 2014, a statement of claim was filed in the Alberta Court of Queen's Bench by a company controlled by the previous Chief Technology Officer of the Corporation. The claim alleges a breach of certain provisions of the Business Corporations Act (Alberta) by the Corporation in connection with a February 2014 repurchase of certain Common shares of the Corporation previously held by the company. The claim seeks damages in an amount in excess of \$15,000,000.

In August, 2015, a letter was received claiming that the Corporation owes a company which previously transacted with the Corporation \$325,000 relating to fees incurred by the company in connection with transactions involving the Corporation, as well as a non-completion fee under the contract that the company had with the Corporation.

The Corporation believes the suit and the claim are both without merit and litigation counsel has been authorized and instructed to vigorously defend against these claims and, accordingly, the Corporation has not accrued a provision relating to the claims. As at the date of these consolidated financial statements, these claims are still pending.

### **Off-Balance Sheet Arrangements**

At the date of this report, the Corporation had no off-balance sheet arrangements.

### **Outstanding share capital**

Vogogo is authorized to issue an unlimited number of preferred shares without nominal or par value and an unlimited number of common shares. As at the date of this MD&A, the Corporation had 47,606,044 common shares, 3,341,750 stock options, 2,155,285 warrants convertible into common shares, and no preferred shares outstanding.

As at June 30, 2015, a total of 6,544,231 common shares (December 31, 2014 – 9,816,347) were held in escrow in compliance with TSX Venture requirements. The remaining shares will be released from escrow every 6 months in installments of 3,272,116 on each of September 12, 2015 and March 11, 2016.

## **SIGNIFICANT ACCOUNTING JUDGMENTS, ESTIMATES AND ASSUMPTIONS**

The preparation of the condensed interim consolidated financial statements in conformity with IFRS requires management to make judgments in applying its accounting policies and estimates and assumptions about the future. These judgments, estimates, and assumptions affect the reported amounts of assets, liabilities at the reporting date and reported amounts of revenues and expenses during the reporting period. Estimates and judgments are continuously evaluated and are based on management's experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. Actual results may differ from these estimates under different assumptions or conditions. The following discusses the most significant accounting judgments, estimates and assumptions that the Corporation has made in the preparation of its condensed interim consolidated financial statements.

### **(a) Areas of judgment**

#### **(i) Long-term investment valuation**

Investments in equity instruments classified as available-for-sale are measured at cost when there is no quoted price in an active market and fair value cannot be reliably measured. Judgment is required to assess whether the fair value of the equity instruments can be measured reliably. This involves an assessment of whether the variability in the range of reasonable fair value estimates is significant for the instrument or whether the probabilities of the various estimates within the range can be reasonably assessed and used in estimating fair value.

#### **(ii) Impairment tests**

Management exercises judgment to determine whether there are factors that would indicate that an asset or a CGU is impaired. The determination of CGUs is also based on management's judgment and is an assessment of the smallest group of assets that generate cash inflows independently of other assets. Factors considered include whether an active market exists for the output produced by the asset or group of assets as well as how management monitors and makes decisions about the Corporation's operations.

#### **(iii) Going concern**

Determining if the Corporation has the ability to continue as a going concern is dependent on its ability raise additional financing and to achieve profitable operations. Certain judgments are made when determining if the Corporation will be able to continue as a going concern. Further disclosure is included in note 2(c) of the condensed interim financial statements.

### **(b) Assumptions and critical estimates**

#### **(i) Compound financial instruments**

Certain financial instruments are comprised of a liability and an equity component. The determination of the amount allocated to the liability and equity components requires management to estimate various components and characteristics of present value calculations used in determining the fair value of the instrument, including the market interest rates of non-convertible debentures.

(ii) Stock-based compensation and warrants

The amounts recognized to the fair value of stock options and warrants are based on estimates of future volatility in the Corporation's share price, the expected lives of options and warrants, the risk-free interest rate, and other relevant assumptions. Volatility is estimated based on the average price volatility of common shares of a comparative group of companies over the preceding period equaling the expected lives of the Corporation's options and warrants.

(iii) Impairment of property and equipment

Impairment exists when the carrying value of an asset or CGU exceeds its recoverable amount, which is the higher of its fair value less disposal costs and its value in use. The fair value less disposal costs estimate is based on available data from binding sales transactions in an arm's length transaction of similar assets or observable market prices less incremental costs for disposing of the asset. The value in use estimate is based on a discounted cash flow model. The cash flows are derived from the projection for the next five years and do not include restructuring activities that the Corporation is not yet committed to or significant future investments that will enhance the performance of the asset or CGU being tested. The recoverable amount is most sensitive to the discount rate used for the discounted cash flow model as well as the expected future cash inflows and the growth rate used for extrapolation purposes.

(iv) Contingent consideration

The valuation of the contingent consideration issued on the acquisition of Vanado Inc. ("Vanado") and the acquisition of assets from Mevia Inc. ("Mevia") (note 5 of the financial statements) has been recorded at the fair value and has been based on management's assessment of the likelihood of the performance targets being met.

(v) Tax assets and liabilities

Provisions for income taxes are made using the best estimate of the amount expected to be paid or recovered based on a qualitative assessment of all relevant factors. The Corporation reviews the adequacy of these provisions at the end of each reporting period. However, it is possible that at some future date an additional liability could result from audits by tax authorities. Where the final outcome of these tax-related matters is different from the amounts that were initially recorded, such differences will affect the tax provisions in the period in which such determination is made.

Deferred tax assets and liabilities contain estimates about the nature and timing of future permanent and temporary differences as well as the future tax rates that will apply to those differences. Changes in tax laws and rates as well as changes to the expected timing of reversals may have a significant impact on the amounts recorded for deferred tax assets and liabilities. Management closely monitors current and potential changes to tax law and bases its estimates on the best available information at each reporting date.

## **SIGNIFICANT ACCOUNTING POLICIES**

The accounting policies adopted in the preparation of the condensed interim consolidated financial statements are consistent with those followed in the preparation of the

Corporation's annual consolidated financial statements for the year ended December 31, 2014. Because the disclosures provided in these condensed interim consolidated financial statements do not conform in all respects with IFRS for annual consolidated financial statements, these condensed interim consolidated financial statements should be read in conjunction with the annual consolidated financial statements for the year ended December 31, 2014.

#### Intangible assets

Intangible assets purchased or acquired as part of a business combination are recorded at fair value at the acquisition date provided that they meet the criteria for recognition as explained for development costs in note 3(c) to the December 31, 2014 financial statements.

Amortization methods, useful lives and residential values are reviewed at each fiscal year end and adjusted if appropriate.

There were no new accounting standards, interpretations or amendments to existing standards adopted during the six months ended June 30, 2015 that would be expected to have a significant impact on the Corporation's condensed interim consolidated financial statements. There were no new accounting standards, interpretations or amendments issued during the six months ended June 30, 2015 that are applicable to the Corporation in future periods. Further, the Corporation has not early adopted any other standard, interpretation or amendment that has been issued but is not yet effective.

#### **Financial Instruments and Risk Management**

The Corporation's risk management policies are established to identify, analyze and manage the risks faced by the Corporation and to implement appropriate procedures to monitor risks and adherence to established controls. Risk management policies and systems are reviewed periodically in response to the Corporation's activities and to ensure applicability.

In the normal course of business, the main risks arising from the Corporation's use of financial instruments include credit risk, liquidity risk, market risk and currency risk. These risks, and the actions taken to manage them, include:

- Fair value

Due to the short-term nature of cash and cash equivalents, cash held in trust, notes receivable, trade and other payables and trust liabilities, the Corporation determined that the carrying amounts of these financial instruments approximate their fair values. Long-term investment consists of common shares held in a private corporation. The Corporation has determined that the fair value of these common shares cannot be reliably determined and as such the long-term investment is carried at cost.

- Credit risk

Credit risk is the risk of financial loss to the Corporation if a customer or counterparty to a financial instrument fails to meet its contractual obligations. Credit risk arises from cash held with banks and financial institutions and notes receivable. The maximum exposure to credit risk

is equal to the carrying value of the Corporation's cash and cash equivalents, cash held in trust and notes receivable.

The Corporation minimizes credit risk associated with its cash balance substantially by dealing with major financial institutions in Canada and the United States. The notes receivable are due from key management personnel and the Corporation minimizes the associated credit risk by monitoring the amounts receivable and the financial position of the debtors.

Approximately 35% of the Corporation's revenue during the six months ended June 30, 2015 (2014 - 94%) was generated from 2 (2014 - 2) customers.

- Liquidity risk

Liquidity risk is the risk that the Corporation will incur difficulties meeting its financial obligations as they come due. As at June 30, 2015, the Corporation has cash and cash equivalents of \$14,065,714 (December 31, 2014 - \$6,519,384) and has a positive net working capital position of \$11,451,878 (December 31, 2014 - \$5,984,455) in order to manage liquidity risk.

- Currency risk

Currency risk is the risk that the value of financial assets and liabilities denominated in currencies, other than the functional currency of the Corporation, will fluctuate due to changes in foreign currency exchange rates. As at June 30, 2015, the Corporation's exposure to currency risk is limited to cash and cash equivalents denominated in US dollars in the amount of US \$501,700 (December 31, 2014 - US \$583,064) trade and other receivables denominated in US dollars in the amount of US \$2,072 (December 31, 2014 - \$Nil) and trade and other payables denominated in US dollars in the amount of US \$344,181 (December 31, 2014 - US \$36,268); GBP 2,125 (December 31, 2014 - Nil). A 1% change in the exchange rate between the Canadian and US dollar and Canadian and GBP would have a \$1,500 (December 31, 2014 - \$5,500) impact on the net income and cash flows of the Corporation.

- Interest rate risk

Interest rate risk is the risk that the fair value and cash flows associated with the Corporation's interest bearing financial assets and liabilities will fluctuate due to changes in market interest rates. As at June 30, 2015, the Corporation's exposure to interest rate risk is limited to cash and cash equivalents that earns interest of 1.02% per annum. A 1% change in the interest rate would have a \$140,600 (December 31, 2014 - \$70,600) impact on the net income and cash flows of the Corporation.

### **Subsequent Events**

Subsequent to June 30, 2015, 15,000 stock options and 606,666 Finders Warrants were exercised for total proceeds of \$4,950 and \$200,120, respectively, resulting in the issuance of 621,666 common shares.

### **Risks and Uncertainties**

Due to the nature of the business, the legal and economic climate in which the Corporation is operating and the present stage of development of its operations, the Corporation is subject to



risks. The Corporation's future development and actual operating results may be different from those expected as at the date of this MD&A. There can be no certainty that the Corporation will be able to successfully implement its corporate strategy. No representation is or can be made as to the future performance of the Corporation and there can be no assurance that the Corporation will achieve its objectives. Accordingly, readers should carefully consider the following discussion of risks that pertain to the Corporation (the text below summarizes some of these risks and is not intended to be complete or exhaustive).

#### *Additional Capital Requirements*

The Corporation intends to continue to make investments to support its business growth and will require additional funds to implement its business strategy, including expansion of sales and marketing activities; development of new software, products and features; enhancement of its current operating infrastructure; and acquisition of complementary businesses and technologies. The Corporation's cash reserves may not be sufficient to fund its ongoing activities at all times. Accordingly, the Corporation may need to engage in equity or debt financings to secure additional funds. If the Corporation raises additional funds through further issuances of equity or convertible debt securities, shareholders of the Corporation could suffer significant dilution, and any new equity securities the Corporation issues could have rights, preferences and privileges superior to those of current shareholders. Any debt financing secured by the Corporation in the future could involve restrictive covenants relating to its capital raising activities and other financial and operational matters, which might make it more difficult for the Corporation to obtain additional capital and to pursue business opportunities. The Corporation can provide no assurance that sufficient debt or equity financing will be available for necessary or desirable infrastructure expenditures or acquisitions or to cover losses, and accordingly, the Corporation's ability to continue to support its business growth and to respond to business challenges could be significantly limited.

#### *Banking & Processing*

The Corporation's success depends on its ability to secure and develop banking and/or third party processing relationships that can effectively support the Vogogo service offering in target markets. The Corporation's service offering is focused on new and emerging markets that are considered high risk from a banking perspective and consequently requires sophisticated approaches to transactional risk management, compliance and financial crime prevention. Due to the high-risk nature of its target markets, the Corporation may be unable to successfully secure and retain banking partners. Failure to do so could materially reduce the Corporation's revenue potential.

#### *Regulatory Risk*

Vogogo's anticipated global operations may require it to be compliant with laws in many jurisdictions on matters such as anticorruption, trade restrictions, taxation, securities regulation, banking regulations and data privacy, amongst others. Complying with these diverse requirements in multiple jurisdictions may be a challenge and could require significant resources. Some of these laws may impose conflicting requirements; there may be restrictions on the movement of cash and other assets; or restrictions on the import and export of certain technologies; or restrictions on the repatriation of earnings, all of which may expose the Corporation to penalties for non-compliance and harm its reputation. Vogogo's relationship with

its banking partners requires that it comply with complex laws and regulations relating to the banking and payment processing industry.

#### *New Technology*

The Corporation's success will depend in part on its ability to develop software and products that keep pace with continuing changes in technology, evolving industry standards and changing client preferences and requirements. The Corporation's software and products embody complex technology that may not meet those standards, changes and preferences. The Corporation may be unable to successfully address these developments on a timely basis or at all. Failure to respond quickly and cost-effectively to new developments through the development of software and new products or enhancements to existing software and products could reduce the Corporation's revenue.

#### *Dependence on Key Personnel and Consultants*

The success of the Corporation will be largely dependent upon the performance of its Management and key employees. Failure by the Corporation to attract and retain key employees with necessary skills could have a materially adverse impact upon the Corporation's growth and profitability. The Corporation currently does not have key person insurance for its Management or other key employees. These individuals, and the contributions they will make, are important to the future operations and success of the Corporation. The unexpected loss or departure of any of the key officers, employees or consultants of the Corporation could be detrimental to the Corporation's future operations. The competition for skilled technical, management, sales and other employees is high in the Corporation's industry. There can be no assurance that the Corporation will be able to engage the services of such personnel or retain the Corporation's current personnel.

#### *Foreign Currency, Payment Processing and Fiscal Matters*

The Corporation's operations are subject to inherent market and industry risks resulting from unpredictable fluctuations in foreign currency exchange rates, failed or fraudulent financial transactions and similar credit risks. These occurrences could have a material adverse impact on the Corporation's results of operations.

#### *Competition*

The Corporation operates in a competitive industry that is constantly evolving and changing. The Corporation expects this competition to increase as new competitors enter the market. The Corporation's competitors may have greater financial, technical, sales, production and marketing resources. The Corporation may not be able to compete on the same scale as these companies. Such competition may result in reduced sales, reduced margins and / or increased operating expenses.

#### *Customer Base and Market Acceptance*

While Management believes it can grow its client base, the inability to grow such a client base could have a material adverse effect on the Corporation. Although the Corporation believes that its products offer advantages over competitive companies and products, no assurance can be given that the Corporation's products will attain a degree of market acceptance on a sustained

basis or that it will generate revenues sufficient for sustained profitable operations. Since the Corporation's current revenue source is highly dependent on electronic currency exchanges (specifically, BitCoin exchanges), the regulatory and acceptance risks of such electronic currencies could have a material impact on the Corporation's business.

#### *Consumer Privacy, Data Use and Security*

The Corporation is subject to regulations related to privacy and data protection and information security in the jurisdictions in which it does business, and could be negatively impacted by these regulations. Recently, these topics have received heightened legislative and regulatory focus in jurisdictions around the world. Regulation of privacy and data protection and information security may raise concerns about and scrutiny of the Corporation's practices in regard to the collection, use, disclosure or security of personal and sensitive information. Failure to comply with the privacy and data protection and security laws and regulations to which we are subject could result in fines, sanctions or other penalties, which could materially and adversely affect the Corporation's results of operations and overall business, as well as have an impact on the Corporation's reputation. Any addition or change to regulations in these areas (as well as the manner in which such laws could be interpreted or applied) may also increase the Corporation's costs to comply with such regulations. Changes to these laws could also impact the Corporation's business operations by requiring changes to the Corporation's data practices and could impact aspects of the Corporation's business such as fraud monitoring. Any of these changes could materially and adversely affect the Corporation's overall business and results of operations.

#### *Future Acquisitions*

The Corporation may seek to expand its business and capabilities through the acquisition of compatible technology, products or businesses. There can be no assurance that suitable acquisition candidates can be identified and acquired on favorable terms, or that the acquired operations can be profitably operated or integrated in the Corporation's operations. To the extent Management is successful in identifying suitable companies or products for acquisition, the Corporation may deem it necessary or advisable to finance such acquisitions through the issuance of shares, securities convertible into shares, debt financing, or a combination thereof. In such cases, the issuance of shares or convertible securities could result in dilution to the shareholders of the Corporation at the time of such issuance or conversion. The issuance of debt to finance acquisitions may result in, among other things, the encumbrance of certain of the Corporation's assets, impeding the Corporation's ability to obtain bank financing, decreasing the Corporation's liquidity, and adversely affecting its ability to declare and pay dividends to shareholders of the Corporation.

#### *Continued Losses from Operations*

As at June 30, 2015, the Corporation's cash and cash equivalents of \$14,065,714 (December 31, 2014 - \$6,519,384) and a positive net working capital position was \$11,451,878 (December 31, 2014 - \$5,984,455). However, the Corporation has an accumulated deficit of \$17,746,698 (December 31, 2014 - \$11,105,431). The Corporation has not yet been able to generate the transaction volumes required to create positive cash flows from operations. Whether and when the Corporation can generate sufficient operating cash flows or raise sufficient equity or debt

financing in order to pay for its expenditures and settle its obligations as they fall due subsequent to June 30, 2015 is uncertain.

#### *Stage of Development*

The Corporation may be subject to growth-related risks, capacity constraints and pressure on its internal systems and controls, particularly given the early stage of the Corporation's development. The ability of the Corporation to manage growth effectively will require it to continue to expand its operational and financial systems and to train and manage its employee base. The inability of the Corporation to deal with this growth could have a material adverse impact on its business, operations and prospects.

#### *Transaction Processing Systems*

The Corporation's payment processing systems and other key service offerings may experience interruptions as a result of a disaster including, but not limited to, technology malfunctions, fire, weather events, power outages, telecommunications disruptions, terrorism, workplace violence, accidents or other catastrophic events. A disaster that occurs at, or in the vicinity of, our primary and/or back-up facilities in any location could interrupt our services. Although the Corporation continually monitors and assesses risks and potential impacts, and develops effective response strategies, the Corporation cannot ensure that its business would be immune to these risks.

Additionally, the Corporation relies on third-party service providers for the timely transmission of information across its global data network. Inadequate infrastructure in lesser-developed markets could also result in service disruptions, which could impact the Corporation's ability to do business in those markets. If, as a result of natural disaster, one of our service providers fails to provide the communications capacity or services the Corporation requires, the failure could interrupt the Corporation's services. Because of the intrinsic importance of the Corporation's processing systems to its business, any interruption or degradation could adversely affect the perception of the reliability of products carrying the Corporation's brand and materially reduce the Corporation's results of operations.

#### *Legal Risks*

The Corporation is subject to legal risks related to operations, contracts, relationships and otherwise, which could result in the Corporation being served with legal claims. Whether or not the claims are legally valid, such claims may result in legal fees, damages, settlement and other costs as well as significant time and distraction of Management and employees.

#### *Money Laundering and Terrorism*

The Corporation is subject to regulations that affect the payments industry. In particular, many of the Corporation's customers are subject to regulations applicable to banks and other financial institutions and, consequently, the Corporation is at times affected by such regulations. Regulation of the payments industry, including regulations applicable to the Corporation and its customers, has increased significantly in the last several years. The Corporation is subject to Anti-Money Laundering and Anti-Terrorism regulations with respect to the activities of its internet payment gateway. Money laundering or terrorist financing involving the Corporation's

payment gateway could result in an enforcement action and/or damage the Corporation's reputation, which could result in a material adverse impact on the Corporation's business.

#### *Operating Results and Financial Condition May Fluctuate on a Quarterly and Annual Basis*

Operating results and financial condition may fluctuate from quarter to quarter and year to year, and are likely to continue to vary due to a number of factors, some of which are outside of the Corporation's control. These events could, in turn, cause the market price of the Corporation's shares to fluctuate. If operating results do not meet the expectations of securities analysts or investors, who may derive their expectations by extrapolating data from recent historical operating results, the market price of the Corporation's shares would likely decline.

Due to all of the foregoing factors and risks discussed in this "Risk and Uncertainties" section, individuals should not rely on quarter-to-quarter or year-to-year comparisons of the Corporation's operating results as an indicator of future performance.

#### **Forward Looking Statements May Prove Inaccurate**

Prospective purchasers are cautioned not to place undue reliance on forward-looking information. By its nature, forward looking information involves numerous assumptions, known and unknown risks, and uncertainties, of both a general and specific nature, that could cause actual results to differ materially from those suggested by the forward looking information or contribute to the possibility that predictions, forecasts or projections will prove to be materially inaccurate. See under the heading "*Special Note Regarding Forward-Looking Information*".

#### **Conflicts of Interest**

Certain directors of the Corporation may engage in businesses similar to the Corporation and situations may arise where the directors may be in direct competition with the Corporation's business. Conflicts of interest, if any, that arise will be subject to and governed by the procedures prescribed by the Act, which require a director or officer of a corporation who is a party to, or is a director or an officer of, or has a material interest in any person who is a party to, a material contract or proposed material contract with the Corporation to disclose his/her interest and, in the case of directors, to refrain from voting on any matter in respect of such contract unless otherwise permitted under the Act.

#### **Absence of Cash Dividends**

The Corporation has not paid any cash dividends to date on the common shares and there are no plans for such dividend payments in the foreseeable future.

#### **Outlook**

Vogogo's risk management services have historically been offered together with payment processing services. However, payment processing and risk management are now being offered by Vogogo as stand-alone services.

## **Servicing the Cryptocurrency Vertical**

Vogogo continues to remain focused on servicing is the emerging cryptocurrency market. Management believes that businesses developing and offering services based on cryptocurrencies or blockchain technologies are poised to disrupt conventional financial services on a global scale. As a consequence, it is expected that there will continue to be growth in the cryptocurrency sector for the foreseeable future.

Note\* - Vogogo has been ramping up transactional volume from the cryptocurrency industry in a slower than expected rate throughout the first half of 2015, and into Q3 2015. It is Management's belief that this is due to the following primary reasons:

- 1.) Regulators, Banks and the financial services industry as a whole, have taken significant notice of blockchain technologies. While the sheer amount of attention speaks to the significance of these technologies, they have the potential to be significantly disruptive to one of the most highly regulated industries in existence, (banking and financial services). This has resulted in the need for a very high degree of diligence in the preparation to provide financial services to this industry; higher than Management had expected. This has produced longer than expected timeframes for Vogogo, together with its banking and processing partners, to get to the point of actively providing services to the cryptocurrency industry.
- 2.) The uncertainty of timing in the preparation to provide financial services to this industry has created inefficiencies with the integration scheduling with clients. The result is longer than expected timeframes to get clients up and actively using the Vogogo services as well as longer time frames to get clients to add additional Vogogo services.
- 3.) Vogogo, along with its active banking and processing partners prefer to continue to move forward with clients in a highly diligent manner. While servicing conventional industries would have a larger acceptable margin of error, Management feels this industry has such a high degree of exposure to regulators, law enforcement and the broader financial services industry that any type of minor error could have a materially adverse effect on Vogogo and significantly setback the business. The result is longer than expected timeframes to get clients to increase usage of Vogogo services (ramping up of transaction processing) as well as adding additional Vogogo services.

Management believes that the challenges experienced to date are well within Vogogo's capabilities to deal with, they do not diminish the significance of the opportunity that exists for Vogogo within the cryptocurrency industry, and all of these challenges are barriers to entry for any business choosing to offer services similar to Vogogo's to the cryptocurrency industry.

Management believes that Vogogo continues to have an early mover advantage and has progressed in solidifying its presence as a premier provider of risk management and compliant payment processing services to the cryptocurrency industry. The Corporation has many of the central participants in the industry either under contract or in various stages of negotiations. Several clients in the cryptocurrency space are now using Vogogo's services and Vogogo continues to sell additional services to these clients as well as bringing on new clients.

## **Servicing Financial Service Providers ("FSP's")**

In preparation for servicing the cryptocurrency industry, Vogogo significantly updated and expanded its transaction risk management capabilities. As a result, the Corporation is attracting

interest from businesses that are seeking to more effectively manage transactional risk, particularly FSP's. A growing number of existing and potential clients are contacting Vogogo with strong interest in risk management services.

As a result of this increased interest and to in part mitigate against the uncertainty around the rate at which services for the cryptocurrency industry can be ramped up, management has adjusted its business development efforts to include the selling of risk management services to FSP's such as banks, and payment processors, etc.

This adjustment requires no material change in the Vogogo technology or operational processes and procedures. The company took its first FSP client active for risk management services in Q2 of 2015 and now has several more clients integrating to use Vogogo's risk management services. Vogogo will work to sell additional services to existing FSP clients as well as add new clients throughout the remainder of 2015.

### **Servicing High Risk Verticals**

Vogogo offers risk management and payment processing services and has recently been focused on selling these services to the cryptocurrency industry. While Vogogo continues to make progress in the cryptocurrency industry, to in part mitigate against the uncertainty around the rate at which services for the cryptocurrency industry can be ramped up, Management has adjusted its business development efforts to include the selling of services to conventional business verticals, particularly higher-risk verticals in need of effective risk management services. Management expects to have services active with clients in these verticals in 2015.

#### ***Canada***

In the second quarter of 2015, the Corporation continued to focus on selected large international clients that are more capable of driving business than smaller Canadian clients. Several of Vogogo's large International clients are now offering services in Canada and Vogogo is supporting all of their Canadian risk management and payment processing needs. As a result, the Corporation is now generating revenues from these clients in Canada, noting that services for these clients started at the end of Q2 2015 and have been ramping slowly during Q3 2015. While the long-term market potentials for Vogogo in the US and Europe are much larger than in Canada, the Corporation is well positioned to assist clients in expanding their business in Canada.

#### ***Europe***

Vogogo is now capable of offering European payment processing options including a world wide card payments solution. In the second quarter of 2015, the Corporation focused on working with a beta client to thoroughly test Vogogo's European offering. The beta client has been live for most of Q2 2015 and is successfully offering services in Europe supported by Vogogo's risk management and payment processing services. Vogogo is now focused on adding selected large international clients, capable of driving business, to the Corporation's European service offering.

#### ***US***

The Corporation expects to commence its service offering in the US in 2015. As discussed more fully in the "Core Business and Strategy" section, completion of current work to establish US

Regulatory Oversight and to implement SOC 1 and 2 accounting standards is expected to enhance credibility and differentiation to accelerate revenue growth in the US.

***Asia***

Vogogo is working on the integration and testing of its Asian payment processing solution. In Q2 2015, the Corporation focused on finalizing a strategic partnership with an Asia-based payment processor. The partnership requires Vogogo to complete a technical integration and testing prior to offering services to clients. The integration and testing process is now near completion and management expects to start payment processing in Asia in 2015. Vogogo will focus on integrating selected large international clients to the Asian service offering,.