

FINANCIAL STATEMENTS

FOR THE YEARS ENDED DECEMBER 31, 2017 AND 2016

## **Independent Auditors' Report**

To the Shareholders of Aylen Capital Inc.:

We have audited the statement of financial position of Aylen Capital Inc. as at December 31, 2017 and 2016, and the statements of loss and comprehensive loss, changes in shareholders' equity, and cash flows for the years then ended, and a summary of significant accounting policies and other explanatory notes.

Management's Responsibility for Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with International Financial Reporting Standards, and for such internal control as management determines necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or misstatement. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

We believe that the audit evidence obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, these financial statements present fairly, in all material respects, the financial position of Aylen Capital Inc. as at December 31, 2017 and 2016, and its financial performance and its cash flows for the years then ended in accordance with International Financial Reporting Standards.

April 30, 2018 Toronto, Ontario Chartered Professional Accountants Licensed Public Accountants

MNPLLA



# STATEMENTS OF FINANCIAL POSITION

(Expressed in Canadian Dollars)

AS AT

	<u>Notes</u>	]	December 31, 2017	December 31, 2016
ASSETS				
Cash and cash equivalents	4	\$	91,643	
Marketable securities	5		5,132	125,220
Accounts receivable	6		12,626	27,571
HST recoverable			10,383	9,060
Prepaid expense and sundry assets			-	1,198
			119,784	203,644
Investments	7		2	2
Property and equipment	8		951	150
		\$	120,737	203,796
LIABILITIES				
Accounts payable and accrued liabilities	9	\$	119,417	101,678
Deferred revenue			218,106	249,328
			337,523	351,006
SHAREHOLDERS' EQUITY				
Share capital	10		1,350,570	1,350,570
Contributed surplus			299,821	288,146
Deficit			(1,867,177)	(1,785,926)
			(216,786)	(147,210)
		\$	120,737	203,796

# **COMMITMENT (Note 15)**

Approved	on	<b>Behalf</b>	of t	he B	oard

<u>'John Pennal'</u> Director

William Hale' Director

# STATEMENTS OF LOSS AND COMPREHENSIVE LOSS

(Expressed in Canadian Dollars)

# FOR THE YEARS ENDED

			Years E Decemb		
	<u>Notes</u>	2017		2016	
Revenues					
Sales revenue	\$	778,357	\$	830,365	
Interest and other income	14	4,424		4,693	
Realized gain on sale of marketable securities		20,539		6,796	
Unrealized gain (loss) on fair value of marketable securities		(14,060)		9,479	
		789,260		851,333	
Expenses					
General and administrative	\$	399,948	\$	412,887	
Selling expenses		458,263		473,104	
Amortization	8	625		2,140	
Stock-based payment	10(c)	11,675		380	
Total expenses		870,511		888,511	
Net income (loss) and comprehensive income (loss) for the year	\$	(81,251)	\$	(37,178)	
Net income (loss) per share					
Basic and fully diluted income (loss) per share	\$	(0.005)	\$	(0.002)	
Weighted average number of shares outstanding - Basic and fully diluted		16,856,632		16,856,632	

# STATEMENTS OF CHANGES IN SHAREHOLDERS' EQUITY

(Expressed in Canadian Dollars)

# FOR THE YEARS ENDED DECEMBER 31, 2017 AND 2016

	Share Common shares	capital Amount	Contributed surplus	Deficit	Total
Balance January 1, 2016 Share-based payment Net loss for the year	16,856,632 - -	\$1,350,570 - -	\$ 287,766 380	\$ (1,748,748) - (37,178)	\$ (110,412) 380 (37,178)
Balance, December 31, 2016	16,856,632	\$1,350,570	\$ 288,146	\$ (1,785,926)	\$ (147,210)
Balance January 1, 2017 Share-based payment (Note 10(c)) Net income for the year	16,856,632	\$1,350,570 - -	\$ 288,146 11,675	\$ (1,785,926) - (81,251)	\$ (147,210) 11,675 (81,251)
Balance, December 31, 2017	16,856,632	\$1,350,570	\$ 299,821	\$ (1,867,177)	\$ (216,786)

# STATEMENTS OF CASH FLOWS

(Expressed in Canadian Dollars)

# FOR THE YEARS ENDED

	Years Ended December 31,			
	2017	2016		
OPERATING ACTIVITIES				
Net loss for the year	\$ (81,251)	\$ (37,178)		
Adjustments not effecting cash:				
Realized gain on sale of marketable securities	(20,539)	(6,796)		
Unrealized gain (loss) on fair value of marketable securities	14,060	(9,479)		
Amortization (Note 8)	625	2,140		
Stock-based payment	11,675	380		
Change in any and any drive spring	(75,430)	(50,933)		
Changes in non-cash working capital  Accounts receivable	14.045	2 021		
Prepaid expense and sundry assets	14,945 1,198	3,821 (1,198)		
HST recoverable	(1,324)	(3,724)		
Deferred revenue	(31,222)	(46,468)		
Accounts payable and accrued liabilities	17,739	(18,809)		
Cash used in operating activities	(74,094)	(117,311)		
INVESTING ACTIVITIES				
Property and equipment	(1,426)	(840)		
Proceeds from sale of marketable securities	169,780	68,320		
Purchase of marketable securities	(43,212)	(51,625)		
Cash provided by (used in) investing activities	125,142	15,855		
Net increase (decrease) in cash	51,048	(101,456)		
Cash and cash equivalents, beginning of year	40,595	142,051		
Cash and cash equivalents, end of year	\$ 91,643	\$ 40,595		

#### NOTES TO THE FINANCIAL STATEMENTS

(Expressed in Canadian Dollars)

## FOR THE YEARS ENDED DECEMBER 31, 2017 AND 2016

#### 1. INCORPORATION AND NATURE OF OPERATIONS

Aylen Capital Inc. ("Aylen" or the "Company") was incorporated on October 28, 2010 under the Canada Business Corporations Act. The Company's registered head office is located at Royal Bank Plaza, South Tower, Suite 3800, 200 Bay Street, Toronto, Ontario, M5J 2Z4, Canada.

Grapevine Solutions ("Grapevine"), an unincorporated division of Aylen, operates a web-based survey and data-collection business. Aylen also has an equity interest in a technology-based company, Leonardo Worldwide Corporation and a portfolio of marketable securities.

## 2. BASIS OF PRESENTATION

## Statement of compliance

The financial statements have been prepared in accordance with International Financial Reporting Standards ("IFRS") and its interpretations as issued by the International Accounting Standards Board ("IASB").

The financial statements of the Company for the years ended December 31, 2017 were reviewed by the Audit Committee and approved and authorized for issue by the Board of Directors on April 27, 2018.

## Basis of measurement and functional currency

The financial statements are presented in Canadian dollars and have been prepared on the historical cost basis except for financial instruments measured at fair value through profit or loss. Historical cost is generally based on the fair value of the consideration given in exchange for assets. The Company and its subsidiary's functional currency is the Canadian dollar.

## Critical accounting estimates, judgment and assumptions

The preparation of financial statements in accordance with IFRS requires management to make judgments, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets, liabilities, income and expenses. The estimates and associated assumptions are based on historical experience and other factors that are believed to be reasonable under the circumstances, the results of which form the basis of the valuation of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognized in the period in which the estimates are revised and in any future periods affected.

Significant areas of financial reporting that require management's estimates and judgments are as follows:

#### Valuation of accounts receivable

The valuation of accounts receivables requires assumptions including estimated credit losses based on customer, industry concentrations and the Company's knowledge of the financial conditions of its customers. Uncertainty relates to the actual collectibility of customer balances that can vary from management's estimates and judgment.

## Share-based payments

In calculating the share-based compensation expense, key estimates such as the rate of forfeiture of options granted, the expected life of the option, stock price, the volatility of the Company's stock price and the risk-free interest rate are used.

#### NOTES TO THE FINANCIAL STATEMENTS

(Expressed in Canadian Dollars)

## FOR THE YEARS ENDED DECEMBER 31, 2017 AND 2016

## 2. BASIS OF PRESENTATION (Cont'd)

## Impairment of privately held investments

The impairment of privately held investments is an area of significant judgment. Management will evaluate other sources of information to determine whether there is an objective evidence of possible impairment. In such cases, management will review recent equity transactions, discounted cash flows, or comparative transactions to estimate the fair value.

## Measurement of note payable

The fair value of the note payable was determined using various estimates relating to cash outflow probabilities and an appropriate discount rate.

#### Deferred tax assets

The key estimate used in the valuation of deferred tax assets is the probability that some portion or all of the deferred tax assets will be realized. The ultimate realization of the deferred tax assets is dependent on the generation of future taxable income during the years in which the temporary differences are deductible.

#### Accrued liabilities

The Company uses estimates to record the expenses that have been incurred but payments have not been made.

## Revenue recognition

The Company uses estimates when calculating the unearned component of subscription fees and consulting income collected. Revenues from consulting services are recognized on a stage of completion basis with reference to the hours incurred to date compared to total estimated hours to complete.

#### Functional currency

The determination of the Company's functional currency is a management judgment based on the composition of revenues and costs.

#### 3. SIGNIFICANT ACCOUNTING POLICIES

The accounting policies set out below have been applied consistently to all periods presented in these consolidated financial statements. The policies applied in these consolidated financial statements are based upon IFRS and its interpretations issued and outstanding as of December 31, 2017.

## Revenue recognition

Revenue is recognized to the extent that it is probable that future economic benefits will flow to the Company and the revenue can be reliably measured. Revenues are measured at the fair value of the consideration received or to be received.

The Company generates revenue primarily from subscription fees and consulting income from Grapevine's online surveys and data collection. The Company records revenue and associated unearned revenue based on the contract price. Revenues from subscription fees are recognized on a straight-line basis over the term of the contract. Revenues from consulting services are recognized on a stage of completion basis with reference to the hours incurred to date compared to total estimated hours to complete. The unearned component of subscription fees and consulting income collected are recorded as deferred revenue.

## NOTES TO THE FINANCIAL STATEMENTS

(Expressed in Canadian Dollars)

## FOR THE YEARS ENDED DECEMBER 31, 2017 AND 2016

## 3. SIGNIFICANT ACCOUNTING POLICIES (Cont'd)

## Revenue recognition (cont'd)

Investment and other income include interest earned on invested funds and gains on disposal on marketable securities and available-for-sale financial assets and changes in the fair value of financial assets at fair value through profit and loss. Any such transactions are recorded on the trade date.

Interest income is accrued on a time basis, by reference to the principal outstanding and at the effective interest rate applicable, which is the rate that discounts estimated future cash receipts through the expected life of the financial asset to that asset's net carrying amount on initial recognition.

Dividends received from public companies are recognized at the ex-dividend date. Dividends declared by a privately-held company are not recognized unless payment of such dividends is received by the Company.

#### **Provision**

A provision is recognized if, as a result of a past event, the Corporation has a present legal or constructive obligation that can be estimated reliably, and it is probable that an outflow of economic benefits will be required to settle the obligation. Provisions are determined by discounting the expected future cash flows at a pre-tax rate that reflects current market assessments of the time value of money and the risk specific to the liability. The unwinding of the discount is recognized as a finance cost.

#### Financial instruments

## (i) Non-derivative financial assets

Loans and receivables are recognized at the date of acquisition. All other financial assets are recognized initially on the date at which the Company becomes a party to the contractual provisions of the instrument.

A financial asset is derecognized when the rights to receive cash flows from the asset have expired or have been transferred and the Company has transferred substantially all the risks and rewards of ownership. Any interest in transferred financial assets that is created or retained by the Company is recognized as a separate asset or liability.

The Company classifies its financial assets in the following categories: financial assets at fair value through profit or loss, available for sale and loans and receivables. The classification depends on the purpose for which the financial assets were acquired. Management determines the classification of its financial assets at initial recognition.

## Financial assets at fair value through profit or loss

A financial asset is classified at fair value through profit or loss ("FVTPL") if it is classified as held for trading or is designated as such upon initial recognition. Financial assets are designated at fair value through profit or loss if the Company manages such investments and makes purchase and sale decisions based on their fair value in accordance with the Company's documented risk management or investment strategy. Attributable transaction costs are recognized in profit or loss when incurred.

Financial assets at fair value through profit or loss are measured at fair value and changes therein are recognized in profit or loss. Financial assets at fair value through profit or loss comprise cash and cash equivalents, marketable securities, and investment in shares of public company.

### NOTES TO THE FINANCIAL STATEMENTS

(Expressed in Canadian Dollars)

## FOR THE YEARS ENDED DECEMBER 31, 2017 AND 2016

## 3. SIGNIFICANT ACCOUNTING POLICIES (Cont'd)

## Available-for-sale

Available-for-sale (AFS) financial assets carried at fair value with unrealized gains and losses are included in other comprehensive income until the financial asset is derecognized and any cumulative gain or loss is then recognized in profit or loss or until an impairment is recognized. AFS investments that have no quoted market price, and for which fair value is not reasonably determinable are measured at cost unless there is objective evidence of impairment.

#### Loans and receivables

Loans and receivables are financial assets with fixed or determinable payments that are not quoted in an active market. Such assets are initially recognized at fair value plus any directly attributable transaction costs. Subsequent to initial recognition loans and receivables are measured at amortized cost using the effective interest method, less any impairment losses. The Company classifies its accounts receivables as loans and receivables.

#### (ii) Non-derivative financial liabilities

Financial liabilities are recognized initially on the date at which the Company becomes a party to the contractual provisions of the instrument.

A financial liability is derecognized when its contractual obligations are discharged, cancelled or expired.

The Company has the following non-derivative financial liabilities: accounts payable and accrued liabilities.

Such financial liabilities are recognized initially at fair value plus any directly attributable transaction costs. Subsequent to initial recognition, these financial liabilities are measured at amortized cost using the effective interest method.

## (iii) Impairment of financial assets

A financial asset not carried at fair value through profit or loss is assessed at each reporting date to determine whether there is objective evidence that it is impaired. A financial asset is impaired if objective evidence indicates that a loss event has occurred after the initial recognition of the asset, and that the loss event had a negative effect on the estimated future cash flows of that asset that can be estimated reliably.

If there is objective evidence of impairment of a financial asset carried at cost, the amount of loss is measured as the difference between the asset's carrying amount and the present value of estimated future cash flows discounted at the current market rate of return for a similar financial asset. Such impairment losses are not reversed.

An impairment loss in respect of a financial asset measured at amortized cost is calculated as the difference between its carrying amount and the present value of the estimated future cash flows discounted at the asset's original effective interest rate. Losses are recognized in profit or loss and reflected in an allowance account against receivables. When a subsequent event causes the amount of impairment loss to decrease, the decrease in impairment loss is reversed through profit or loss, except for impairment losses on equity investments, which are not reversed through profit or loss.

### NOTES TO THE FINANCIAL STATEMENTS

(Expressed in Canadian Dollars)

## FOR THE YEARS ENDED DECEMBER 31, 2017 AND 2016

## 3. SIGNIFICANT ACCOUNTING POLICIES (Cont'd)

#### Cash and cash equivalents

Cash and cash equivalents include cash on hand and held by financial institutions with high credit worthiness with maturities of three months or less.

#### Marketable securities

Marketable securities consist of investments in equity securities which are publicly traded and are classified as fair value through profit and loss. Marketable securities are measured at fair value and recognized on the trade date. The fair value of publicly traded securities is determined using quoted market prices. Realized and unrealized gains and losses are recognized using average cost. Gains and losses in the changes on fair value of marketable securities are recognized in the consolidated statements of income and comprehensive income.

## Property and equipment

Property and equipment are measured at cost less accumulated depreciation and impairment losses.

Depreciation is calculated over the depreciable amount, which is the cost of an asset, less its residual value.

The estimated useful lives for the current and comparative periods are as follows

Equipment 3 years straight-line
Office equipment 3 years straight-line

The net carrying amount of property and equipment are reviewed for impairment either individually or at the cash-generating unit level when events and changes in circumstances indicate that the carrying amount may not be revocable. To the extent that these values exceed their recoverable amounts, the excess is fully provided for in the financial year in which it is determined.

Where an item of property and equipment is disposed of by sale, it is derecognized and the difference between its derecognized and the difference between its carrying value and net proceeds is recognized as gain or loss on the disposal of asset in the statement of income.

Any items of property and equipment that cease to have future economic benefits expected to arise from their continued use are derecognized with the associated loss included as depreciation expense and disclosed separately.

#### Income tax

Income tax expense comprises current and deferred tax. Current tax and deferred tax are recognized in profit or loss except to the extent that it relates to a business combination or to items recognized directly in equity or in other comprehensive income. In this case, the tax is also recognized directly in equity or in other comprehensive income.

Current tax is the expected tax payable or receivable on the taxable income or loss for the year, using tax rates enacted at the reporting date in the countries in which the Company operates, and any adjustment to tax payable in respect of previous years.

### NOTES TO THE FINANCIAL STATEMENTS

(Expressed in Canadian Dollars)

FOR THE YEARS ENDED DECEMBER 31, 2017 AND 2016

## 3. SIGNIFICANT ACCOUNTING POLICIES (Cont'd)

### Income tax (cont'd)

Deferred tax is recognized in respect of temporary differences between the carrying amounts of assets and liabilities for financial reporting purposes and the amounts used for taxation purposes. Deferred tax is not recognized for the following temporary differences: the initial recognition of assets or liabilities in a transaction that is not a business combination and that affects neither accounting nor taxable profit or loss, and differences relating to investments in subsidiaries to the extent that it is probable that they will not reverse in the foreseeable future. In addition, deferred tax is not recognized for taxable temporary differences arising on the initial recognition of goodwill. Deferred tax is measured at the tax rates that are expected to be applied to temporary differences when they reverse, based on the laws that have been enacted or substantively enacted by the reporting date. Deferred tax assets and liabilities are offset if there is a legally enforceable right to offset current tax liabilities and assets, and they relate to income taxes levied by the same tax authority on the same taxable entity, or on different tax entities, but they intend to settle current tax liabilities and assets on a net basis or their tax assets and liabilities will be realized simultaneously.

A deferred tax asset is recognized for unused tax losses, tax credits and deductible temporary differences to the extent that it is probable that future taxable profits will be available against which they can be utilized. Deferred tax assets are reviewed at each reporting date and are reduced to the extent that it is no longer probable that the related tax benefit will be realized.

In the ordinary course of business, there are many transactions for which the ultimate tax outcome is uncertain. The final tax outcome of these matters may be different from the estimates originally made by management in determining income tax provisions. Management periodically evaluates the positions taken in the Company's tax returns with respect to situations in which applicable tax rules are subject to interpretation. A provision is established related to tax uncertainties where appropriate based on management's best estimate of the amount that will ultimately be paid to or received from tax authorities.

#### Comprehensive income (loss)

Comprehensive income (loss) is the change in the Company's shareholders' equity that results from transactions and other events from other than the Company's shareholders and includes items that would not normally be included in net earnings, such as unrealized gains and losses on available-for-sale investments. Certain gains and losses are recorded as part of net earnings to be presented in other "comprehensive income (loss)" until it is considered appropriate to recognize them into net earnings.

## Foreign currency translation

Transactions in foreign currencies are translated to Canadian dollars at exchange rates at the dates of the transactions. Monetary assets and liabilities denominated in foreign currencies at the reporting date are retranslated to the functional currency of which is the Canadian dollar at the exchange rate at that date. Foreign currency differences arising on retranslation are recognized in profit or loss. Non-monetary items that are measured in terms of historical cost in a foreign currency are translated using the exchange rate at the date of the transaction.

#### **Segment Reporting**

An operating segment is a component of the Company that engages in business activities from which it may earn revenues and incur expenses, including revenues and expenses relating to transactions with other components of the entity. Segment results include items directly attributable to a segment as well as those that can be allocated on a reasonable basis

### NOTES TO THE FINANCIAL STATEMENTS

(Expressed in Canadian Dollars)

## FOR THE YEARS ENDED DECEMBER 31, 2017 AND 2016

## 3. SIGNIFICANT ACCOUNTING POLICIES (Cont'd)

#### Share capital

Common shares are classified as equity. Incremental costs directly attributable to the issue of common shares and share options are recognized as a deduction from equity, net of any tax effects.

## Stock-based compensation

The Company issues share-based awards to its officers and directors. The awards are comprised of equity settled stock options. Fair values of stock options are calculated using the Black-Scholes option pricing model at the date of the grant and adjusted for estimated forfeitures. For awards with graded vesting, the fair value of each tranche is calculated separately and recognized over its respective vesting period. Nonmarket vesting conditions are considered in making assumptions about the number of awards that are expected to vest. At each reporting date, the Company will reassess its estimates of the number of awards that are expected to vest and recognize the impact of any revision in the statement of income with a corresponding adjustment to contributed surplus.

Any consideration paid on exercise of stock options or purchase of shares, together with the amount initially recorded in contributed surplus, is credited to share capital.

## Net income per share

Basic income per common share is calculated by dividing net income by the weighted average number of common shares outstanding during the period. Diluted income per share is calculated using a common share balance increased by the number of common shares that could be issued on the exercise of outstanding options of the Company. Diluted income per share for the years presented does not include the effect of stock options as they are anti-dilutive.

## **Future Accounting Pronouncements**

Standard issued but not yet effective up to the date of issuance of these financial statements is listed below. The Company intends to adopt this standard when it becomes effective.

IFRS 9, Financial Instruments, ("IFRS 9") was issued by the IASB in July 2014 in final form and will replace IAS 39, Financial Instruments: Recognition and Measurement ("IAS 39"). IFRS 9 uses a single approach to determine whether a financial asset is measured at amortized cost or fair value, replacing the multiple rules in IAS 39. The approach in IFRS 9 is based on how an entity manages its financial instruments in the context of its business model and the contractual cash flow characteristics of the financial assets. Most of the requirements in IAS 39 for classification and measurement of financial liabilities were carried forward unchanged to IFRS 9. The new standard also requires a single impairment method to be used, replacing the multiple impairment methods in IAS 39. IFRS 9 is effective for annual periods beginning on or after January 1, 2018. The Company does not expect the adoption of this standard will have a material impact on the financial statements.

IFRS 15 – Revenue from Contracts with Customers: The IASB issued IFRS 15 in May 2014. The new standard provides a comprehensive framework for recognition, measurement and disclosure of revenue from contracts with customers, excluding contracts within the scope of the standards on leases, insurance contracts and financial instruments. IFRS 15 is effective for annual periods beginning on or after January 1, 2018 and is to be applied retrospectively with early adoption permitted. Management is currently evaluating the impact the final standard is expected to have on the Company's consolidated financial statements. The extent of the impact of adoption of this standard has not yet been determined.

## NOTES TO THE FINANCIAL STATEMENTS

(Expressed in Canadian Dollars)

## FOR THE YEARS ENDED DECEMBER 31, 2017 AND 2016

## 3. SIGNIFICANT ACCOUNTING POLICIES (Cont'd)

#### Future Accounting Pronouncements (Cont'd)

IFRS 16, "Leases". The new standard is effective for annual periods beginning on or after January 1, 2019. Earlier application is permitted for entities that apply IFRS 15, "Revenue from contracts with customers" at or before the date of initial adoption of IFRS 16. IFRS 16 will replace IAS 17, "Leases". This standard introduces a single lessee accounting model and requires a lessee to recognize assets and liabilities for all leases with a term of more than 12 months, unless the underlying asset is of low value. A lessee is required to recognize a right-of-use asset representing its right to use the underlying asset and a lease liability representing its obligation to make lease payments. This standard substantially carries forward the lessor accounting requirements of IAS 17, while requiring enhanced disclosures to be provided by lessors Other areas of the lease accounting model have been impacted, including the definition of a lease. Transitional provisions have been provided. The extent of the impact of adoption of this standard has not yet been determined.

## 4. CASH AND CASH EQUIVALENTS

The Company's cash and cash equivalents consist of the following:

Cash held in banks Cash held by broker

Dec	cember 31,	December 31,			
	2017	2016			
\$	40,408	\$	37,220		
	51,235		3,375		
\$	91,643	\$	40,595		

There are no restrictions on the cash held by broker.

#### 5. MARKETABLE SECURITIES

The Company has the following marketable securities:

		December 31,			
	2017	2016			
Cost	Fair value	Cost	Fair value		
Investment in equities \$ 12,9	<b>916</b> \$ 5,132 \$	118,944	\$ 125,220		

Investment in equities are publicly-traded investments on a recognized securities exchange and for which no sales restrictions apply. The fair value of these securities is based on quoted closing prices at the period end date or the closing price on the last day the security traded if there were no trades at the period end date. If the closing price is outside of the bid-ask spread, management determines appropriate price for the security within the bid-ask spread. The fair value of mutual funds is determined using the net asset value per unit of each fund. The change in the value of marketable securities was recognized with \$43,212 being purchased, \$169,780 being sold with a gain of \$20,539 in the statement comprehensive of loss.

#### 6. ACCOUNTS RECEIVABLE

Details of the Company's trade and other receivables are as follows:

	Dec	ember 31,	De	ecember 31,
		2017		2016
Canadian and U.S. customers	\$	12,626	\$	27,571

Accounts receivable are amounts due from subscriptions that remain uncollected at the financial statements date. These amounts are classified as current because collection is expected in one year or less. Accounts receivable are recognized initially at the amount expected to be received less any discount to reduce the recoverable amount to fair value. Subsequently, accounts receivable are measured at amortized cost using the effective interest method less a provision for impairment with no allowance taken on Accounts receivable.

## NOTES TO THE FINANCIAL STATEMENTS

(Expressed in Canadian Dollars)

## FOR THE YEARS ENDED DECEMBER 31, 2017 AND 2016

#### 7. INVESTMENTS

Privately held investments:

Leonardo Worldwide Corporation Common shares Class A preferred shares

December	31,	2017
----------	-----	------

December 31, 2016

Number of			Number of	
shares	Amount		shares	Amount
15,075,359	\$ 1	1	15,075,359	\$ 1
2,436,685	1	l	2,436,685	1
	\$ 2	2		\$ 2

As at December 31, 2017, the Company owns an equity interest of 12.6% (December 31, 2016 - 12.6%) in Leonardo Worldwide Corporation ("Leonardo") representing approximately 12.0% (December 31, 2016 - 12.0%) on a fully-diluted basis, should all options and warrants be exercised.

The Company also owns Class A Preferred Shares representing approximately 2.6% of all outstanding Class A and Class B preference shares. Class A Preferred Shares Series 1 were entitled to a cumulative dividend of 8% per annum and are convertible into common shares at a conversion price of \$0.2811 per share.

Leonardo is a provider of interactive content solutions to the lodging and travel industry. Leonardo uses the latest technology, some proprietary, to produce, host, manage, distribute and track rich media advertising platform and distribution network on many different travel websites. Leonardo is a producer and distributor of online visual content for the hotel and travel industry. Investments in Leonardo are recorded at cost, there being no active market in its privately-held shares and there being no reliable estimate/measurement of fair value. Management of the Company reviewed the indicators of impairment and concluded that there was objective evidence of impairment on the Leonardo common shares as at December 31, 2015 and recorded an impairment loss of \$1,037,666 in the statement of comprehensive loss for the year ended December 31, 2015.

Management intends to maintain the investment in the long-term to receive benefits from the operational activities of the investee company unless there is a liquidity event that generates significant value to shareholders.

#### 8. PROPERTY AND EQUIPMENT

	Equipment Office equipment		Total		
Cost					
Balance at December 31, 2015	\$	7,581	\$	7,530	\$ 15,111
Additions	\$		\$	840	\$ 840
Balance at December 31, 2016	\$	7,581	\$	8,370	\$ 15,951
Additions	\$	-	\$	1,426	\$ 1,426
Balance at December 31, 2017	\$	7,581	\$	9,796	\$ 17,377
Accumulated Amortization					
Balance at December 31, 2015	\$	7,581	\$	6,080	\$ 13,661
Amortization for the period		-		2,140	2,140
Balance at December 31, 2016	\$	7,581	\$	8,220	\$ 15,801
Amortization for the period		-		625	625
Balance at December 31, 2017	\$	7,581	\$	8,845	\$ 16,426
	Eq	uipment	Office	e equipment	Total
Net Book Values					
As at December 31, 2016	\$	_	\$	150	\$ 150
As at December 31, 2017	\$	-	\$	951	\$ 951

### NOTES TO THE FINANCIAL STATEMENTS

(Expressed in Canadian Dollars)

## FOR THE YEARS ENDED DECEMBER 31, 2017 AND 2016

## 9. ACCOUNTS PAYABLE AND ACCRUED LIABILITIES

	Decembe	r <b>oi</b> , L	ecember 51,
	2017		2016
Trade payables	\$ 21,	920 \$	37,739
Accrued expenses	87,	308	52,299
Credit cards	10	189	11,640
	\$ 119	417 \$	101,678

D . . . . . 1. . . . 21

Dogganahar 21

#### 10. SHARE CAPITAL

#### (a) Authorized:

An unlimited number of common shares, an unlimited number of Class A common shares and unlimited number of preferred shares issuable in series.

#### (b) Total outstanding shares:

Issued:

16,856,632 Common shares

### (c) Stock options

The Company has an incentive stock option plan for the officers and directors enabling them to purchase common shares. Each option granted under the plan is for a maximum term of 10 years. The exercise price is determined by the Company's board of directors at the time the option is granted, subject to regulatory approval, and may not be less than the most recent closing price of the common shares at the date of grant. Vesting provisions are also determined at the time of grant by the Company's board of directors.

The Company used a zero forfeiture rate in valuing the stock options as all stock options were vested immediately on the date of the grant.

The stock options activity is as follows:

	December 31, 2017			December 31, 2016					
	Weighted			8					eighted
	Number of Options	Average Exercise Price		Number of Options	Average Exercise Price				
Outstanding, beginning of the year	150,000	\$ 0	.04	1,285,663	\$	0.05			
Granted	1,185,663	0	.01	100,000		0.02			
Cancelled during the year	-		-	(1,185,663)		0.05			
Expired during the year	(50,000)	0	.10	(50,000)		0.10			
Outstanding, end of the year	1,285,663	\$ 0	.01	150,000	\$	0.04			

In the year ended December 31, 2016, the Company granted 100,000 options which vested immediately at an exercise price of \$0.02 per share and with a term of 5 years from the date of grant and the Company cancelled 1,185,663 unexercised option with an exercise price of \$0.05 per share. The share- based payment expense related to the options for the year ended December 31, 2016 of \$380 has been estimated using the Black-Scholes pricing model and disclosed as a separate component of shareholders' equity.

## NOTES TO THE FINANCIAL STATEMENTS

(Expressed in Canadian Dollars)

## FOR THE YEARS ENDED DECEMBER 31, 2017 AND 2016

## 10. SHARE CAPITAL (Cont'd)

## (c) Stock options (Cont'd)

On January 16, 2017, the Company granted 1,185,663 options which vested immediately at an exercise price of \$0.01 per share and with a term of 5 years from the date of grant.

The assumptions used for the valuation of stock options are as follows:

	December 31, 2017	December 31, 2016
Risk-free interest rate	1.01%	0.90%
Time to maturity	5 years	5 years
Estimated volatility in the market price of the common		
shares	217.58%	200.99%
Grant date fair value per share of options granted during		
the year	\$0.01	\$0.02
Dividend yield	Nil	Nil
Forfeiture rate	Nil	Nil

The following table summarizes the stock options outstanding as at December 31, 2017:

Number of options			Number of options
outstanding	Exercise price	Expiry date	exercisable
100,000	\$ 0.02	November 25, 2021	100,000
1,185,663	\$ 0.01	January 16, 2022	1,185,663
1,285,663			1,285,663

#### 11. RELATED PARTY TRANSACTIONS

The following related party transactions occurred and were reflected in the financial statements during the years ended December 31, 2017 and 2016 as follows:

	December 31,				
	2017			2016	
Legal fees paid to a firm of which the CEO is counsel	\$	1,799	\$	3,704	
REMUNERATION OF KEY PERSONNEL					
	December 31,				
	<b>2017</b> 2016			2016	
Salaries	\$	252,500	\$	290,000	
Directors' fees		22,500		22,500	
Consulting fees		30,000		69,100	
Stock options (Note 10(c))		11,675		380	
Total	\$	316,675	\$	381,980	

## NOTES TO THE FINANCIAL STATEMENTS

(Expressed in Canadian Dollars)

## FOR THE YEARS ENDED DECEMBER 31, 2017 AND 2016

## 11. RELATED PARTY TRANSACTIONS (Cont'd)

Key management personnel are those individuals having authority and responsibility for planning, directing and controlling the activities of the Company and its subsidiary including the Company's Board of Directors. The Company considers key management to be the members of the Board of Directors and the Chief Executive Officer.

Included in accounts payable and accrued liabilities are management fees of \$12,500, directors' fees of \$30,000 and consulting fees of \$2,825 (December 31, 2016 - \$7,500 and \$2,825) and legal fees of \$149 (December 31, 2016 - \$2,337) due to a firm of which the CEO is counsel.

## 12. INCOME TAXES

### (a) Income tax expense

The reconciliation of income taxes attributable to operations computed at the combined statutory income tax rate of 26.50% (2016 - 26.50%) to income tax recovery is as follows:

		December 31, 2017		ecember 31, 2016
Loss before income taxes	\$	(81,251)	\$	(37,178)
Expected income tax expense (recovery) at statutory rates Increase (decrease) resulting from:		(21,531)		(9,852)
Non-deductible expenses		-		-
Non-taxable portion of realized and unrealized capital(gains) losses				
77		- 520		-
Tax rate changes and other adjustments		538		(630)
Permanent Difference		1,442		150
Foregiveness of debt		-		-
Change in unrecognized deferred tax assets		19,551		10,332
Income tax expense (recovery)	\$	-	\$	-

#### (b) Deferred taxes

Deferred taxes are provided as a result of temporary differences that arise due to the differences between the income tax values and the carrying amount of assets and liabilities. Deferred tax assets have not been recognized in respect of the following deductible temporary differences:

	December 31,		December 31,		
		2017		2016	
Property and equipment	\$	463,480	\$	397,450	
Cumulative eligible capital		12,920		65,550	
Non-capital losses		113,690		39,210	
Investments		1,855,890		1,855,890	

Deferred taxes are provided as a result of temporary differences that arise due to the differences between the income tax values and the carrying amount of assets and liabilities. Deferred tax assets have not been recognized in repect of these items because it is not probable that future taxable profit will be available against which the Company and its subsidiary can utilize the benefits therefrom. The remaining deductible temporary differences may be carried forward indefinitely.

#### NOTES TO THE FINANCIAL STATEMENTS

(Expressed in Canadian Dollars)

## FOR THE YEARS ENDED DECEMBER 31, 2017 AND 2016

## 13. MANAGEMENT OF CAPITAL

The Company's objective is to develop a strong capital base to sustain future development and growth of the business. The Company manages its capital by maintaining a flexible capital structure which optimizes the cost of capital at an acceptable level of risk and makes adjustments on it in the light of changes in economic conditions and the risk characteristics of its underlying assets. The Company's capital base is currently represented by shareholders' equity. The Board of Directors reviews the Company's business plans as part of its strategic initiatives in conjunction with its financial forecast. The Board of Directors does not establish a quantitative return on capital criteria for management but rather relies on the expertise of the Company's management to sustain future development of the business.

The Company regularly monitors and reviews the amount of capital in proportion to risk and future development. The Company manages the capital structure and makes adjustments to it in the light of changes in economic conditions and the risk characteristics of the underlying assets.

#### 14. FINANCIAL INSTRUMENTS AND RISK MANAGEMENT

The Company's significant financial instruments comprise of cash and cash equivalents, marketable securities, accounts receivables, investments in shares of private and public companies, notes payable and accounts payable and accrued liabilities.

#### Measurement and Fair Value

The fair value of the Company's accounts receivable and accounts payable/accrued liabilities approximate their respective carrying value as at the statement of financial position date because of the short term maturity of these instruments. The Company currently does not use hedges or other derivative financial instruments in its operations.

Financial instruments recorded at fair value on the balance sheet date are classified using a fair value hierarchy that reflects the significance of the inputs used in making the measurements. The fair value hierarchy has the following levels:

- Level 1- valuation based on quoted prices (unadjusted) observed in active markets for identical assets or liabilities.
- Level 2 valuation techniques based on inputs other than quoted prices included in Level 1 that are observable for the asset or liability either directly or indirectly.
- Level 3 valuation techniques based on inputs for the asset or liability that are not based on observable market data.

The fair value of cash and cash equivalents, marketable securities and investments in publicly traded entities are measured based on Level 1 inputs referred to in the three levels of the hierarchy noted above. There were no Level 2 financial instruments.

## Risk management

The Company's risk management policies are established to identify and analyse the risks faced by the Company, to set appropriate risk limits and controls, and to monitor risks and adherence to limits. Risk management policies and systems are reviewed regularly to reflect changes in market conditions and the Company's activities.

#### NOTES TO THE FINANCIAL STATEMENTS

(Expressed in Canadian Dollars)

## FOR THE YEARS ENDED DECEMBER 31, 2017 AND 2016

## 14. FINANCIAL INSTRUMENTS AND RISK MANAGEMENT (Cont'd)

The Company has exposure to the following risks from its use of financial instruments:

## (a) Market risk

Market risk is the risk that the fair value of, or future cash flows from, the Company's financial instruments will significantly fluctuate due to changes in market prices. The value of the financial instruments can be affected by changes in interest rates, foreign exchange rates, and equity prices. The Company is exposed to market risk in trading its investments, and unfavourable market conditions could result in dispositions of investments at less than favourable prices.

The Company's investments in marketable securities FVTPL are valued at fair value as determined by price quotations by the stock exchanges on which these investments are listed. The Company's investments in non-publicly-traded investments available-for-sale are measured at cost and are written down when there is an objective evidence of impairment. During periods of significant broader market volatility or volatility experienced by the commodity markets, the value of the Company's investment portfolio can be quite vulnerable to market fluctuations.

## (b) Interest risk

Interest rate risk is the risk that future cash flows will fluctuate as a result of changes in market interest rates. The Company does not have any floating interest rate instruments and therefore it is not exposed to interest rate fluctuations.

#### (c) Credit risk

Credit risk is the risk of financial loss to the Company if a customer or counterparty to a financial instrument fails to meet its contractual obligations, and arises principally from the Company's cash and accounts receivable. The carrying amount of financial assets represents the maximum credit exposure to the Company.

The Company has established credit approval and monitoring practices to mitigate this risk, including reviewing the creditworthiness of new customers to establish credit limits, monitoring customers' payments and, where considered appropriate, reviewing the financial condition of the existing customers. The Company has no experience of significant write-offs of accounts receivable.

The following table outlines the details of aging of the Company's receivables:

	2017		December 31, 2016	
Current	\$	6,879	\$	27,571
Past due:				
31-60 days		3,254		-
Greater than 60 days		519		=
Total receivable, net	\$	10,652	\$	27,571

Accounts receivable are considered for impairment on a case-by-case basis when they are past due or when objective evidence is received that a customer will default. Majority of the accounts were subsequently collected after year end. The management believed that allowance for doubtful account is not necessary. As the amounts involved are not significant, this credit risk is considered small.

### (d) Liquidity risk

Liquidity risk is the risk that the Company is not able to meet its financial obligations as they become due. The Company's activities are financed through a combination of the cash flows from operations and proceeds from the disposition of its short-term investments. The Company manages liquidity risks by monitoring the actual and forecasted cash flows taking into account the current and planned operations. All of the Company's accounts payable are due within the next year.

### NOTES TO THE FINANCIAL STATEMENTS

(Expressed in Canadian Dollars)

## FOR THE YEARS ENDED DECEMBER 31, 2017 AND 2016

## 14. FINANCIAL INSTRUMENTS AND RISK MANAGEMENT (Cont'd)

### (e) Foreign exchange risk

Foreign currency exchange risk is the risk that the fair value of, or future cash flows from, the Company's financial instruments will fluctuate as a result of changes in foreign exchange rates. The Company's operations are exposed to foreign exchange fluctuations in that the majority of sales by the Grapevine division are denominated in US currency, while the majority of costs are denominated in Canadian currency. The Company believes it is not significantly exposed to foreign exchange rate risk; the risk is considered to be acceptable as a normal risk of that class of business.

The following assets were denominated in foreign currencies presented in Canadian dollars as of:

	Decen	December 31, 2016		
	J	US dollars	US dollars	
Cash and cash equivalents	\$	13,214	\$	19,000
Marketable securities		2,818		52,195
Accounts receivable		6,783		7,700
	\$	22,815	\$	78,895

A fluctuation of  $\pm$ 10% provided as an indicative range in currency movement, on financial instruments that are denominated in foreign currencies other than Canadian dollars, with, all other things being equal, have an effect on the after-tax net income and other comprehensive income of approximately  $\pm$ 2,282 (2016 - \$7,889).

A fluctuation of  $\pm$ 10% provided as an indicative range in marketable securities movement, with, all other things being equal, have an effect on the after-tax net income and other comprehensive income of approximately  $\pm$ 1-\$513 (2016 - \$9,395).

## 15. COMMITMENTS

The Company has contracted with 2232021 Ontario Inc. to provide operations and sales management services to the Grapevine division for an annual base fee of \$103,600, plus applicable taxes, and additional sales based incentives.

#### 16. SEGMENTED INFORMATION

For management purposes, the Company is organized into one business segment as web-based survey and data collection, which primarily operates in one geographical location, North America. Management assesses performance and makes decisions based on the results of operations of this business segment.

## 17. SUBSEQUENT EVENT

On April 14, 2018 the Company obtained a line of credit (LOC) of \$50,000 expiring December 31, 2019 from the President and CEO of the Company. Advances under the LOC will be repayable on demand, bear interest at the rate of 5% per annum, will be secured against all the assets of the Company and, at the option of the lender, may be convertible into common shares of the Company at the rate of \$0.02 per share.

There has been a \$20,000 drawdown of the LOC since year end.