

BIG ROCK LABS INC.

MANAGEMENT'S DISCUSSION AND ANALYSIS

For the three months period from October 01, 2014 to December 31, 2014

INTRODUCTION

The following Management's Discussion and Analysis ("MD&A") of Big Rock Labs Inc. (the "Company") has been prepared by management in accordance with the requirements of National Instrument 51-102 as of February 26, 2015. This MD&A should be read in conjunction with the unaudited financial statements as at December 31, 2014 and the related notes contained therein which have been prepared under International Financial Reporting Standards ("IFRS"). The information contained herein is not a substitute for detailed investigation or analysis on any particular issue. The information provided in this document is not intended to be a comprehensive review of all matters and developments concerning the Company.

All financial information in this MD&A has been prepared in accordance with IFRS and all dollar amounts are quoted in Canadian dollars, the reporting and functional currency of the Company, unless specifically noted.

FORWARD-LOOKING STATEMENTS

The following Management's Discussion and Analysis ("MD&A") contains statements which, to the extent that they are not recitations of historical facts, may constitute forward-looking information under applicable Canadian securities legislation. Such forward-looking statements or information include financial and other projections as well as statements regarding the Company's future plans, objectives, performance, revenues, growth, profits, operating expenses or the Company's underlying assumptions. Forward-looking statements and information relating to the Company are based on the beliefs of management as well as assumptions made by and information currently available to us. The words "may", "would", "could", "will", "likely", "expect", "anticipate", "intend", "plan", "forecast", "project", "estimate" and "believe" or other similar words and phrases may identify forward-looking statements or information. Persons reading this MD&A are cautioned that such statements or information are only predictions, and that the Company's actual future results or performance may be materially different. This MD&A contains forward-looking statements relating to, among other things, regulatory compliance, the sufficiency of current working capital, the estimated cost and availability of funding for the continued research and development of our digital products. Such statements reflect the current views of management with respect to future events and are subject to certain risks, uncertainties and assumptions. Factors that could cause actual events or results to differ materially from those suggested by these forward-looking statements include, but are not limited to: the possibility of development or deployment difficulties or delays; the dependence on users' and customers' satisfaction; the timing of entering into significant contracts; the risks involved in developing integrated software solutions and integrating them with third-party products and services; the performance of the global economy; user, customer and industry analyst perception of the Company and its technology vision and future prospects; the success of certain business combinations engaged in by the Company or by its competitors; possible disruptive effects of organizational or personnel changes; technological change, new products and standards; risks related to acquisitions and international expansion; reliance on large customers; dependence upon key personnel and hiring; reliance on a limited number of suppliers; risks related to the Company's competition; the Company not adequately protecting its intellectual property; currency exchange rate risk; and including, but not limited to, other factors described in the Company's reports filed on SEDAR, its listing statement and those referred to under the heading "Risks and Uncertainties". In drawing a conclusion or making a forecast or projection set out in the forward-looking information, the Company takes into account the following material factors and assumptions in addition to the above factors: the Company's ability to execute on its business plan; acceptance of the Company's products and services by its users and customers; timing of execution of outstanding or potential customer contracts by the Company; sales opportunities available to the Company; the Company's subjective assessment of the likelihood of success of a sales lead or opportunity; the Company's historic ability to generate sales leads or opportunities; and that sales will be completed at or above the Company's estimated margins. This list is not exhaustive of the factors that may affect the Company's forward-looking information. These factors should be considered carefully and readers should not place undue reliance on forward-looking information. All forward-looking statements made in this MD&A are qualified by this cautionary statement and there can be no assurance that actual results or developments anticipated by the Company will be realized. The Company disclaims any intention/obligation to update/revise forward-looking information, whether as a result of new information, future events or otherwise, except as required by law.

COMPANY OVERVIEW

Background

Big Rock Labs (“Big Rock” or the “Company”) was incorporated on April 04, 2014 under the Business Corporations Act of British Columbia. The Company owns 100% of Big Rock Technologies Inc. which was incorporated on February 13, 2014 under the Business Corporations Act of British Columbia as well. The head office of the Company is at 386 Yonge Street, Suite 5016; Toronto, Ontario M5B 0A5.

Big Rock Labs became a reporting issuer in British Columbia and Alberta on May 27, 2014, pursuant to the closing of a statutory plan of arrangement with Gorilla Minerals Corp. and Big Rock Labs' wholly-owned subsidiary Big Rock Technologies Inc. In addition to being a reporting issuer in British Columbia and Alberta, Big Rock Labs became a reporting issuer in Ontario upon listing on the Canadian Securities Exchange (“CSE”) on June 02, 2014.

Big Rock Labs is an emerging Canadian technology company that specializes in digital product research and development. The Company is currently developing the Reach iPhone, iPad and Android app to capitalize on the fast-growing sharing economy. Big Rock has a team of expert software engineers who create disruptive products that grow organically, engage and retain users through unique experiences. The Company is led by seasoned entrepreneurs Karl Pawlowicz, Matthew Kaine and Harald Seemann. This is the Company’s product:

- **Reach**, a revolutionary new way of finding local professionals and being found in return. Signing in with LinkedIn or email allows users to browse nearby professionals that are available to connect. Reach leverages technology to make a real handshake.

Reach: Real Connections, In Real Time.

Big Rock launched the Reach app on Google Play for all Android devices as well as an updated version on the Apple App Store for iPhone, iPad, iPad mini and iPod touch. Reach can be downloaded here:

<http://www.thereachapp.com>

Reach is the first professional networking tool that works exclusively to help you browse, get to know and connect with professionals in the world around you. Know who is within reach and use your time more efficiently by networking with the right people.

Reach leverages technology to make a handshake - the future of professional networking and the perfect mobile partner to millions of LinkedIn users worldwide.

Reach is a simple, industry agnostic and powerful tool for salespeople, marketers, HR professionals, freelancers, recruiters, entrepreneurs and those generally interested to network in a way and at a rate that was not possible before. Browse nearby LinkedIn profiles or see who is checked-in at nearby Locations and Reach Out to them. Accepting a Reach request is the same as exchanging business cards - except you choose what contact info to share.

Reach is a proximity-based networking app designed to bring potential connections together face-to-face in real time. By allowing users to choose distance, venue, industry and job title, the app allows individuals to discover and connect with professionals who can best serve their career goals, in an efficient and productive manner. Users can make a connection via phone, email or text, with businesspeople, salespeople, marketers, HR professionals, freelancers, recruiters and entrepreneurs worldwide looking to network whether at conferences, events, cafes or airport lounges.

Industry Trends

Big Rock's apps are designed to appeal to the fast-growing, so-called "sharing economy", which eliminates the middle men and democratizes the global economy. Jeremy Rifkin, author of "The Zero Marginal Cost Society", says the success of businesses such as Airbnb --- the online marketplace where people can book or list a room, house or even a castle --- is about the emergence of a new economic system alongside the traditional capitalist market, potentially leading to what he calls a "paradigm shift in the economy."

Significant Events

Chief Marketing Officer Matt Kaine appointed - October 27, 2014

Launch of Reach App on the Google Play Store - October 27, 2014

CS\$301,000 private placement successfully closed - October 31, 2014

On October 14, 2014 the Company published a news release titled "Big Rock Labs Announces Sponsorship of HackerNest Toronto and Waterloo Tech Socials".

On October 17, 2014 the Company published a news release titled "Big Rock Labs Announces Proposed Private Placement of Units".

On October 23, 2014 the Company published a news release titled "Big Rock Labs Announces Changes to Proposed Private Placement of Units".

On October 27, 2014 the Company published a news release titled "Big Rock Labs Announces Partnership and Keynote at GrowUP StartUP Conference in Warsaw, Poland, Adds New Chief Marketing Officer".

On October 27, 2014, Big Rock announced that Matthew Kaine will join the management team as Chief Marketing Officer (CMO). He will replace Robert Tabios, who will move to an Advisor position. Jens Brandt will replace Matthew Kaine as Director and Advisor of Big Rock Labs. All management and director changes are effective as of October 27, 2014. Mr. Brandt is an innovative global business leader with a solid understanding of all aspects of business development and significant achievements within the manufacturing and service industries.

The Company's key product, the Reach app was launched on Google Play on October 27, 2014 for all Android devices.

On October 31, 2014 the Company published a news release titled "Big Rock Labs Closes Private Placement of Units".

On November 1, 2014 Big Rock Labs entered into a Public Relations Agreement with PMBC Group LLC from Beverly Hills, USA. PMBC will seek maximum press exposure

for the Company's key product, the Reach app, to drive downloads and grow the active user base.

On November 3, 2014 the Company published a news release titled "Big Rock Labs Announces Strategic Partnership with Parkbench.com and Reach App Presentation at Mobile Startup Toronto, Reach now Available on Android".

On November 10, 2014 the Company published a news release titled "Big Rock Labs Announces Technology Partnership with Community Knowledge Exchange for Inaugural CKX Summit in Toronto from November 19 to 21, 2014".

On November 24, 2014 the Company published a news release titled "Big Rock Labs Announces Technology Partnerships with We Are Wearables and Tech in Motion".

On December 15, 2014 the Company published a news release titled "Big Rock Labs Launches Reach App Promo Video, Looks Ahead to 2015".

Financing

Between October 23 and October 31, 2014, the Company raised gross proceeds of C\$301,000 through the issuance of 430,000 units at a price of C\$0.70 per unit. Each unit consists of one common share and one warrant exercisable to purchase one additional common share at a price of C\$1.00 per share for a period of 5 years after the issuance date on October 31, 2014.

Big Rock plans to use the proceeds from the private placement for product development, sales and marketing, acquisitions and general working capital purposes. The shares and any warrant shares issued upon exercise of the warrants are subject to a four months and one day resale restriction following the date of distribution under applicable Canadian provincial securities laws.

There are no compensatory plans or arrangements with respect to the executive officers resulting from the resignation, retirement or any other termination of employment of the officer's employment or from a change of named executive officers' responsibilities following a Change of Control. The Issuer has not granted any termination or change of control benefits. In case of termination of named executive officers, common law and statutory law applies.

Subsequent Events

On January 20, 2015 the Company published a news release titled "Big Rock Labs' Reach App Selected to Launch in Alpha with Gallop Labs, Winner of the Facebook Innovation Award for Mobile App Solutions".

Big Rock Labs is pleased to announce that its proximity-based networking app Reach has been selected to launch in alpha with the assistance of prescriptive mobile marketing technology firm Gallop Labs. Reach was selected as one of six startups from over 100 beta applicants worldwide that bid to work with Toronto-based Gallop Labs in utilizing the developer's growth science technology for apps.

On January 28, 2015 the Company published a news release titled "Big Rock Labs Announces Reach App Technology Partnership with SocialHRCamp, Adds Advisor in

Warsaw, Poland”.

The Company is excited that Reach is the official networking app of the SocialHRCamp in Vancouver this coming Saturday on January 31, 2015 at the Hootsuite offices and to have the opportunity to introduce the Vancouver HR and Recruitment community to the app, as well as the upcoming upgraded product releases.

Grzegorz Albrecht, an independent business catalyst based in Warsaw, Poland, joins Big Rock Labs as an advisor starting February 01, 2015. Grzegorz will support the Company's development by advising on brand and product strategy. Additionally his presence in Europe will facilitate marketing of the Reach app, cooperation with talented startups and potential corporate partners of Big Rock Labs in Europe. A particular focus lies on the promising Polish technology market which is poised for growth.

On January 28, 2015 Big Rock Labs terminated the Public Relations Agreement with PMBC Group LLC from Beverly Hills, USA. The contract expires on February 28, 2015.

Big Rock is currently working on Reach 1.5 and 2.0, two major updates with significant improvements to the user interface and user experience of the app. The Company plans to launch Reach 1.5 in the first quarter and Reach 2.0 in the second quarter of 2015.

SELECTED FINANCIAL INFORMATION

	Period ended December 31, 2014
Working capital deficit	\$0
Current assets	\$417,708
Total liabilities	\$0
Share capital and shares subscribed	\$637,000
Deficit	\$60,445

RESULTS OF OPERATIONS

For the period ended December 31, 2014, the Company incurred losses of \$60,445, which resulted from Reach App and Business Development Expenses.

Summary of Quarterly Results

Results are summarized in the table below:

Table - Summary of quarterly results

	December 31, 2014
Net Loss	\$ 60,445
Loss per Share	\$ 0.01
Intangible Assets	\$ 37,242
Total Assets	\$ 454,950
Working Capital Deficit	\$ 0

Liquidity and Capital Resources

As at December 31, 2014, the assets of the Company were represented by \$408,205 cash held on hand as well as the Reach and Hostello Intellectual Properties (“Intangible Assets”) of \$37,242. The Company has to rely upon the sale of equity securities, primarily through private placements for cash, for research and development of software applications and general operating activities. All completed private placement arrangements are described in the **Significant Events** section above. The Company has not pledged any of its assets as security for loans, or otherwise is not subject to any debt covenants. Based on current information, the Company anticipates that its working capital is sufficient to meet its expected ongoing obligations for the coming year.

Transactions with Related Parties

The Company’s financing was subscribed by related party Matt Kaine, who is a co-founder of the issuer.

Outstanding Share Data

On December 31, 2014 the Company had 18,730,000 shares of its common stock issued and outstanding. There were 1,500,000 options and 430,000 warrants to purchase the Company’s common stock outstanding. These stock options have an exercise price of \$0.30 and expire on May 12, 2019. The warrants have an exercise price of \$1.00 and expire on October 30, 2019.

Off-Balance Sheet Arrangements

The Company has no off-balance sheet arrangements.

SIGNIFICANT ACCOUNTING POLICIES

All significant accounting policies adopted by the Company have been described in the notes to the unaudited financial statements for the period ended December 31, 2014.

New accounting standards and interpretations

Certain new accounting standards and interpretations have been published; however, these are not mandatory for the December 31, 2014 reporting period. The management of the Company believes that these standards and interpretations will have no material impact on the financial statements.

RISKS AND UNCERTAINTIES

The Company’s future growth and profitability will depend on the effectiveness and efficiency of advertising and promotional costs, including the Company’s ability to (i) create brand recognition for its products; (ii) determine appropriate advertising strategies, messages and media; and (iii) maintain acceptable operating margins on such costs. There can be no assurance that advertising and promotional costs will result in revenues for the Company’s business in the future, or will generate awareness of the Company’s technologies or services. In addition, no assurance can be given that the Company will be able to manage the Company’s advertising and promotional costs on a cost-effective basis.

Uninsured or Uninsurable Risk

The Company may become subject to liability for risks against which the Company cannot insure or against which the Company may elect not to insure due to the high cost of insurance premiums or other factors. The payment of any such liabilities would reduce the funds available for the Company's usual business activities. Payment of liabilities for which the Company does not carry insurance may have a material adverse effect on the Company's financial position and operations.

Conflicts of Interest Risk

Certain of the Company's directors and officers are, and may continue to be, involved in other business ventures in the technology industry through their direct and indirect participation in corporations, partnerships, joint ventures, etc. that may become potential competitors of the products the Company intends to provide. Situations may arise in connection with potential acquisitions or opportunities where the other interests of these directors and officers conflict with or diverge from the Company's interests. In accordance with the Business Corporations Act of British Columbia, directors who have a material interest in any person who is a party to a material contract or where a proposed material contract is required, subject to certain exceptions, have to disclose that interest and generally abstain from voting on any resolution to approve the contract. In addition, the directors and the officers are required to act honestly and in good faith with a view to the Company's best interests. However, in conflict of interest situations, the Company's directors and officers may owe the same duty to another company and will need to balance their competing interests with their duties to the Company. Circumstances (including with respect to future corporate opportunities) may arise that may be resolved in a manner that is unfavorable to us.

Key Personnel Risk

The Company's success will depend on its directors and officers to develop the Company's business and manage its operations, and on the Company's ability to attract and retain key technical, sales and marketing staff or consultants once operations begin. The loss of any key person or the inability to find and retain new key persons could have a material adverse effect on the Company's business. Competition for qualified technical, sales and marketing staff, as well as officers and directors can be intense and no assurance can be provided that the Company will be able to attract or retain key personnel in the future, which may adversely impact the Company's operations.

Speculative Nature of Investment Risk

An investment in the Company's common shares carries a high degree of risk and should be considered as a speculative investment by purchasers. The Company has not paid dividends, and is unlikely to pay dividends in the immediate or near future. The Company is in the development and planning phases of its business and has not started commercialization of the Company's products and services. The Company's operations are not yet sufficiently established such it can mitigate the risks associated with its planned activities.

No Established Market for Shares Risk

There is currently no established trading market through which common shares in the Company's authorized capital may be sold. Even if a trading market develops, there can be no assurance that such market will continue in the future. As a result, investors in the Company may lose their entire investment.

Liquidity and Future Financing Risk

The Company may require additional financing to fund future operations and expansion plans. The Company plans to raise up to \$500,000 further funds to carry out its business plan, but it does not yet have a commitment from anyone to invest the funds. The Company's ability to secure any required financing to sustain its operations will depend in part upon prevailing capital market conditions, as well as the Company's business success. There can be no assurance that the Company will be successful in the Company's efforts to secure any additional financing or additional financing on terms satisfactory to the Company's management. If additional financing is raised by issuing common shares in the Company's authorized capital, control of the Company may change and shareholders may suffer additional dilution. If adequate funds are not available, or are not available on acceptable terms, the Company may be required to scale back its business plan or cease operating.

Going-Concern Risk

The Company's financial statements have been prepared on a going concern basis under which an entity is considered to be able to realize its assets and satisfy its liabilities in the ordinary course of business. The Company's future operations are dependent upon the identification and successful completion of equity or debt financing and the achievement of profitable operations at an indeterminate time in the future. There can be no assurances that the Company will be successful in completing equity or debt financing or in achieving profitability. The financial statements do not give effect to any adjustments relating to the carrying values and classification of assets and liabilities that would be necessary should the Company be unable to continue as a going concern.

Global Economy Risk

The ongoing economic slowdown and downturn of global capital markets has generally made the raising of capital by equity or debt financing more difficult. The Company will be dependent upon the capital markets to raise additional financing in the future, while the Company establishes a user base for its products. Access to financing has been negatively impacted by the ongoing global economic downturn. As such, the Company is subject to liquidity risks in meeting the Company's development and future operating cost requirements in instances where cash positions are unable to be maintained or appropriate financing is unavailable. These factors may impact the Company's ability to raise equity or obtain loans and other credit facilities in the future and on terms favourable to the Company and its management. If uncertain market conditions persist, the Company's ability to raise capital could be jeopardized, which could have an adverse impact on the Company's operations and the trading price of the Company's common shares on the Canadian Securities Exchange (the "Exchange").

Dividend Risk

The Company has not paid dividends in the past and does not anticipate paying dividends in the near future. The Company expects to retain the Company's earnings to finance further growth and, when appropriate, retire debt.

Share Price Volatility Risk

It is anticipated that the Company's common shares will be listed for trading on the Exchange. As such, external factors outside of the Company's control such as announcements of quarterly variations in operating results, revenues and costs, and sentiments toward technology sector stocks may have a significant impact on the market price of the Company's common shares. Global stock

markets, including the Exchange, have from time to time experienced extreme price and volume fluctuations that have often been unrelated to the operations of particular companies. The same applies to companies in the technology sector. There can be no assurance that an active or liquid market will develop or be sustained for the Company's common shares.

Increased Costs of Being a Publicly Traded Company

As a company with publicly-traded securities, the Company will incur significant legal, audit and filing fees not presently incurred. Securities legislation and the rules and policies of the Exchange require listed companies to, among other things, adopt corporate governance and related practices, and to continuously prepare and disclose material information, all of which will significantly increase the Company's legal and financial compliance costs.

Financial Instruments

Fair value

Financial instruments measured at fair value are classified into one of three levels in the fair value hierarchy according to the relative reliability of the inputs used to estimate the fair values. The three levels of the fair value hierarchy are:

Level 1 – Unadjusted quoted prices in active markets for identical assets or liabilities;

Level 2 – Inputs other than quoted prices that are observable for the asset or liability, either directly or indirectly; and

Level 3 – Inputs that are not based on observable market data.

The fair value of cash is measured based on level 1 inputs of the fair value hierarchy. The estimated fair value of financial liabilities is equal to their carrying values due to the short-term nature of these instruments.

Capital Management

The Company defines its capital as shareholders' equity. The Company's objectives when managing capital are to safeguard the Company's ability to continue as a going concern in order to pursue the development of its technologies and to maintain a flexible capital structure for its projects for the benefit of its stakeholders. As the Company is in the development stage, its principal source of funds is from the issuance of common shares.

The Company manages the capital structure and makes adjustments to it in light of changes in economic conditions and the risk characteristics of the underlying assets. To maintain or adjust the capital structure, the Company may attempt to issue new shares, acquire or dispose of assets or adjust the amount of cash.

The Company expects its capital resources, which include a share offering, will be sufficient to carry its research and development plans and operations through its current operating period. The Company is not subject to externally imposed capital requirements.

The Company is exposed to varying degrees to a variety of financial instrument related risks:

1) Fair value

The carrying value of cash amounts, and accrued liabilities approximated their fair value because of the relatively short-term nature of these instruments.

2) Credit risk

The Company's cash is largely held in large Canadian financial institutions. The Company maintains cash deposits with Schedule A financial institutions, which from time to time may exceed federally insured limits. The Company has not experienced any significant credit losses and believes it is not exposed to any significant credit risk.

3) Interest rate risk

Interest rate risk is the risk the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates. Financial assets and liabilities with variable interest rates expose the Company to cash flow interest rate risk. The Company does not hold any financial liabilities with variable interest rates. The Company does maintain bank accounts which earn interest at variable rates but it does not believe it is currently subject to any significant interest rate risk.

4) Liquidity risk

The Company's ability to continue as a going concern is dependent on management's ability to raise additional funding through future equity issuances and through short-term borrowing. The Company manages its liquidity risk by forecasting cash flows from operations and anticipating any investing and financing activities. Management and the Board of Directors are actively involved in the review, planning and approval of significant expenditures and commitments.

CONTINGENCIES

There are no contingent liabilities.

DIRECTORS AND OFFICERS

As of the date of this report, February 26, 2015, the Company's directors and officers are the following:

Directors:

Karl Pawlowicz

Harald Seemann

Jens Brandt

Stephane Bigue

Officers:

Karl Pawlowicz – Chief Executive Officer

Harald Seemann – Chief Financial Officer

Matthew Kaine – Chief Marketing Officer

Approved and authorized by the Board of Directors on February 26, 2015:

On behalf of the Board:

/s/ "Harald Seemann"

**Harald Seemann
Director**

/s/ "Karl Pawlowicz"

**Karl Pawlowicz
Director**