



Management's Discussion and Analysis of Financial Condition and Results of Operations

June 30, 2024

Management's discussion and analysis (MD&A) is current to August 27, 2024 and is management's assessment of the operations and the financial results together with future prospects of Playground Ventures Inc. ("Playground", "Company", or the "Company"). This MD&A should be read in conjunction with our audited financial statements and related notes for the years ended December 31, 2023 and 2022 and condensed interim consolidated financial statements for the quarter ending June 30, 2024 prepared in accordance with International Financial Reporting Standards ("IFRS"). All figures are in Canadian dollars unless stated otherwise.

Forward Looking Information

This MD&A contains certain forward-looking statements and information relating to the Company that is based on the beliefs of its management as well as assumptions made by and information currently available to the Company. When used in this document, the words "may", "will", "anticipate", "plan", "intend", "estimate", "project", "continue", "believe", "expect" and similar forward-looking terminology, as they relate to the Company or its management, are intended to identify forward-looking statements. This MD&A contains forward-looking statements relating to, among other things, regulatory compliance, the sufficiency of current working capital and the estimated cost and availability of funding for the continued operation of the Company. Such statements reflect the current views of the Company with respect to future events and are subject to certain risks, uncertainties and assumptions. Many factors could cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking statements.

Although management believes that the expectations reflected in such forward-looking statements are reasonable, all forward-looking statements address matters that involve known and unknown risks, uncertainties and other factors and should not be read as guarantees of future performance or results. Accordingly, there are or will be a number of significant factors which could cause our actual results, performance or achievements, or industry results, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Factors that could cause actual future results, performance or achievements to differ materially include, but are not limited to, our limited operating history, our reliance on key personnel, future capital needs, dependence on proprietary technology and limited protection thereof and general economic trends and international risk. The Company is subject to significant risks and any past performance is no guarantee of future performance. The Company cannot predict all of the risk factors, nor can it assess the impact, if any, of such risk factors on the Company's business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those projected in any forward-looking statements. Accordingly, forward-looking statements should not be relied upon as a prediction of actual results. This MD&A offers a brief overview of some of the risk factors to be considered in relation to the Company's business. This list may not be exhaustive and new risk factors may emerge from time to time. Please see the section "Risks and Uncertainties" for further information. We disclaim any intention or obligation to publicly update or revise any forward-looking statements after distribution of this MD&A, whether as a result of new information, future events or other circumstances, except as may be required pursuant to applicable securities laws.

BUSINESS OVERVIEW AND CORPORATE UPDATE

The Company was incorporated under the British Columbia Business Corporations Act (“BCBCA”) on October 30, 2014. Previously known as BlocPlay Entertainment Inc., the Company changed its name to Playground Ventures Inc. on April 30, 2021. The Company’s shares trade on the Canadian Securities Exchange under the symbol “PLAY”.

On May 7, 2021, the Company signed an agreement to invest \$350,000 into TinyRex Games Inc. (“TinyRex”). TinyRex is a Vancouver based mobile games studio. The founders plan to develop and release three idle genre mobile games which will leverage their recent partnership with East Side Games Inc. The investment gives the Company the right to certain shares in the capital of TinyRex. Due to failure of the game launching, for the period ending June 30, 2024, the Company wrote off \$nil (December 31, 2023 - \$nil) owing to TinyRex and recorded an impairment loss of \$nil (December 31, 2023 - \$nil) in the consolidated statements of comprehensive loss. The Company cannot exercise any rights to purchase shares until such time as this amount is paid.

On June 9, 2021, The Company completed a joint venture with Ludare Games Group Inc. (“Ludare Games”) by acquiring a 40% interest in MotionPix. MotionPix is a Vancouver based company that has the exclusive rights to a mobile game project licensed with a major movie franchise. As consideration for the acquisition, the Company issued 1,670,000 common shares in the capital of the Company to Ludare Games and an investment in the amount of \$300,000 into the project. The investment in MotionPix is valued based on the acquisition value of the common shares of \$700,000 and the \$300,000 investment to be made into the project for a total of \$1,000,000. As the shares were being held in escrow and released at certain dates, the shares were discounted and valued at \$690,173. The Company recorded their 40% share of the loss of MotionPix of \$nil (2023 – \$nil).

On July 7, 2021, the Company made an investment in GG Hub, an Italian media gaming corporation, pursuant to which the Company shall invest up to an aggregate of €1,000,000 into GG Hub to acquire up to a 60% interest in GG Hub. The Company has made payments of €544,727 (December 31, 2022 - €515,000) to GG Hub and as a result, the Company has acquired a 35% interest in GG Hub as at August 4th 2023. On August 4, 2023, the Company sold its 35% interest in GG Hub for consideration of €1,750 which has been recorded in other income on the consolidated statements of comprehensive loss. The Company recorded an impairment of \$14,685 and recorded its loss of share of income as \$26,614 for the year ended December 31st, 2023.

On October 1, 2021, the Company acquired all issued and outstanding common shares of Countervail through a share purchase agreement dated September 30, 2021 (the “Transaction”). As consideration for the Transaction, the Company issued 16,000,000 common shares in the capital of the Company (the “Consideration Shares”) to the sellers under escrow agreement. Countervail is a mobile game developer with a focus on generating an innovative user experience through a never seen before patent pending technology that integrates live video content with digital game play. For the three months ended June 30, 2024, Countervail contributed \$nil (2023 - \$1,050) to the Company’s consolidated net loss and total comprehensive loss. Due to lack of resources and commercial success, for the three months ended June 30, 2024, an impairment loss of \$nil (\$nil for the year ended December 31, 2023) on intangible assets and \$nil (\$nil for the year ended December 31, 2023) on goodwill was recorded in the consolidated statements of comprehensive loss.

On January 27, 2022, the Company acquired all issued and outstanding common shares of 1281750 B.C. Ltd for the acquisition of the “Campaign” game development project. As consideration for the transaction, the Company issued 5,000,000 common shares in the capital of the Company to the sellers under escrow agreement and paid \$13,128 cash. The consideration shares were valued at \$421,300. Due to lack of resources, for the three months ended June 30, 2024, an impairment loss of \$nil (\$nil for the year ended December 31, 2023) was recorded in the consolidated statements of comprehensive loss.

SELECTED ANNUAL FINANCIAL INFORMATION

The following table reflects the summary of annual results for the periods set out:

	Three months ended		Six months ended	
	June 30, 2024	June 30, 2023	June 30, 2024	June 30, 2023
Total revenue	\$Nil	\$Nil	\$Nil	\$Nil
Net loss	(3,841)	(40,333)	(29,200)	(50,499)
Net loss per share - basic	(0.000)	(0.001)	(0.000)	(0.001)
Net loss per share - diluted	(0.000)	(0.001)	(0.000)	(0.001)
Total assets	44,529	69,020	44,529	69,020
Long-term liabilities	Nil	Nil	Nil	Nil
Dividends per share	Nil	Nil	Nil	Nil

SUMMARY OF QUARTERLY REPORTS

Results for the past eight quarters for selected financial statement amounts are presented below. The Company's quarterly operating results have varied in the past and may vary substantially in the future. Accordingly, the information below is not necessarily indicative of results for any future quarter.

	Q2-2024 \$	Q1-2024 \$	Q4-2023 \$	Q3-2023 \$
Total revenue	-	-	-	-
Net loss	(3,841)	(25,361)	394,135	(50,792)
Basic & diluted loss per share	(0.00)	(0.00)	0.002	(0.001)

	Q2-2023 \$	Q1-2023 \$	Q4-2022 \$	Q3-2022 \$
Total revenue	-	-	-	-
Net loss	(40,333)	(10,166)	(6,559,756)	(300,622)
Basic & diluted loss per share	(0.001)	(0.00)	(0.10)	(0.005)

OVERALL PERFORMANCE

Three Months ended June 30, 2024 and June 30, 2023

The Company incurred a loss of \$3,841 or \$0.000 per share for the three months ended June 30, 2024 compared with a loss of \$40,333 or \$0.001 a share for the comparable period in 2023.

Consulting and management fees were an expense of \$nil during the three months ended June 30, 2024 compared to an expense of \$25,784 in the previous year. Professional fees during the three months ended June 30, 2024 was a recovery of \$5,565 compared to an expense of \$4,487 in the three months ended June 30, 2023. The Company has decreased consulting and professional fees due to a credit note and lowered operating activity in the current year versus prior year.

General and administrative expenses during the three month period ended June 30, 2024 was \$2,996 compared to \$5,216 in the three month period ended June 30, 2023. This current level of expenses are expected to be nominal for the foreseeable future in the normal due course of the business.

During the three month period ended June 30, 2024, the Company recorded a loss of \$nil in share of associate (June 30, 2023 – \$nil).

Six Months ended June 30, 2024 and June 30, 2023

The Company incurred a loss of \$29,200 or \$0.000 per share for the six-months ended June 30, 2024 compared with a loss of \$50,499 or \$0.001 a share for the comparable period in 2023.

The consulting and management fees was an expense of \$9,804 during the six-months ended June 30, 2024 compared to a recovery of \$30,111 in the previous year. Professional fees during the six-months ended June 30, 2024 was \$6,133 compared to \$13,124 in the six-months ended June 30, 2023.

General and administrative expenses during the six-month period ended June 30, 2024 was \$801 compared to \$10,226 in the six-month period ended June 30, 2023. This current level of expenses are expected to be nominal for the foreseeable future in the normal due course of the business.

The Company incurred \$nil expense related to equity issuance in the six-month period ended June 30, 2024 (\$nil in the six months period ended June 30, 2023). This relates to the stock options granted.

During the six month period ended June 30, 2024, the Company recorded an impairment loss of \$nil (June 30, 2023 - \$43,686) in relation to the investments in TinyRex, MotionPix and GG Hub.

During the six-month period ended June 30, 2024, the Company recorded a loss of \$nil in share of associate (June 30, 2022 – \$nil). This is in relation to the Company's share of equity pick up of MotionPix, GG Hub and WeatherGen.

Company Directors and Officers

As at the date of this report, the directors and officers of the Company were:

Chris Irwin	Chief Executive Officer and Director
Jon Gill	Director, Interim Chief Financial Officer
Harrison Reynolds	Director
Emma Fairhurst	Director

LIQUIDITY AND CAPITAL RESOURCES

The Company is in the early stage of operations and requires additional capital to achieve its strategic objectives. The net working capital as of June 30, 2024 is a deficit of \$293,178 (December 31, 2023 – \$389,179). Playground is currently not generating operating cash flows and has significant cash requirements to continue its development of its video games and investments in video game developers. In order to meet future expenditures and development costs, the Company may need to raise additional financing and there can be no assurance that adequate funding will be available in the future, or available under terms favourable to the Company. Any future equity raises would be dilutive to current equity holders. Whether and when the Company can attain profitability and positive cash flows is uncertain at this time. These uncertainties represent significant risks to the Company's ability to continue as a going concern. Management believes there is sufficient working capital to meet its current operating needs. Management is exploring various financing alternatives, which includes equity and debt offerings, to continue to execute its strategy within the digital gaming industry.

	Note	Six Months Ended June 30, 2024	Six Months Ended June 30, 2023
		\$	\$
Operating activities			
Loss for the period		(29,200)	(50,499)
Adjustments to reconcile net loss to cash used in operating activities:			
Equity issuance expense		-	-
Impairment of investments	8	-	43,868
Share of Associate	8	-	-
FX loss		-	-
Interest (income) expense		12,462	13,392
Changes in non-cash working capital:			
HST receivable		10,640	9,963
Prepaid expenses and other assets	7	-	45,245
Trade payables and accrued liabilities		(39,659)	(81,966)
Cash used in operating activities		(45,757)	(19,997)
Investing activities			
Addition to intangible asset - Campaign	9	-	-
Investment in MotionPix		-	-
Investment in GG Hub	8	-	-
Cash used in financing activities		-	-
Financing activities			
Receipts on options exercised	11	-	-
Advances received from directors and related parties	13	48,675	18,000
Cash provided by financing activities		48,675	18,000
Change in cash during the period		2,918	(1,997)
Cash, beginning of period		125	2,774
Cash, end of period		3,043	777

Operating Activities

For the six months ended June 30, 2024, the Company used \$45,757 on operating activities (June 30, 2023 - \$19,997). The Company has incurred reduced consulting and professional fees due to a decrease in investments and operating activity in the current year versus prior year.

Investing Activities

The Company further invested in GG Hub of \$nil for the six months ended June 30, 2024 (June 30, 2023 - \$nil) and in MotionPix for \$nil (June 30, 2023 - \$nil).

Financing Activities

During the six months ended, the Company received \$48,675 (June 30, 2023 - \$18,000) from directors or companies whose director is also a director of the Company.

ADDITIONAL DISCLOSURE FOR VENTURE ISSUERS WITHOUT SIGNIFICANT REVENUE

As the Company has not had significant revenue from operations, the table below provides a breakdown of material components of expensed research and development costs, in accordance with Section 5.3 of National Instrument 51-102 – Continuous Disclosure Obligations:

	June 30, 2024	June 30, 2023
Operating expenses	\$ (2,569)	\$ (6,761)
Loss on foreign exchange	-	-
Interest income (expense)	(12,462)	(13,392)
Impairment of investments	-	(43,868)
Share of associate	-	-
Total assets	44,529	69,020
Total liabilities	293,178	348,672

	June 30, 2024	June 30, 2023
Operating expenses		
Consulting fees	\$ -	\$ (30,111)
General and administrative expenses	2,996	10,226
Sales and marketing	-	-
Professional fees	(5,565)	13,124
Equity issuance expense	-	-

FINANCIAL RISK MANAGEMENT OBJECTIVE AND POLICIES

(a) Capital Management:

The Company's objective when managing capital is to maintain its ability to continue as a going concern in order to provide returns for shareholders and benefits for other stakeholders.

The Company includes equity, comprised of issued Common Shares, in the definition of capital. The Company's primary objective with respect to its capital management is to ensure that it has sufficient cash resources to fund the identification and evaluation of potential acquisitions. To secure the additional capital necessary to pursue these plans, the Company may attempt to raise additional funds through the issuance of equity or by securing strategic partners.

(b) Risk Disclosures and Fair Values:

The Company's financial instruments, consisting of cash. It is management's opinion that the Company is not exposed to significant interest, currency or credit risks arising from these financial instruments.

SHARE CAPITAL

As at the date of this report, the Company has the following issued and outstanding:

Common shares— issued and outstanding	84,441,889
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TRANSACTIONS WITH RELATED PARTIES

The transactions are in the normal course of business and have been valued at the exchange amount which is the amount of consideration established and agreed to by the related parties.

Key management includes the Company's directors, officers and any employees with authority and responsibility for planning, directing and controlling the activities of an entity, directly or indirectly. Compensation awarded to key management includes the following:

Six Months Ended June 30	2024	2023
	\$	\$
Short-term employee benefits (recovery) expense	nil	(80,560)
Total compensation to key management	nil	(80,560)

Included in accounts payable and accrued liabilities as at June 30, 2024 are amounts of \$18,871 (December 31, 2023 - \$78,119) due to directors, officers and former directors of the Company and companies with common directors. The amounts are unsecured, non-interest bearing and have no fixed terms of repayment.

Per an agreement, the Company has an amount of \$nil (December 31, 2023 - \$nil) in prepaid expenses to a company whose director is also a director of the Company. In addition, under this agreement, the Company is committed to a monthly consulting fee of \$15,000 per month until December 1, 2023. In addition, the Company has a \$2,500 monthly administrative fee until December 1, 2023 and had a \$2,500 monthly social media that ended on March 31, 2022 with this Company.

Per an agreement, the Company is committed to a monthly consulting fee of \$15,000 per month until December 1, 2023 to a company whose director is also a director of the Company.

On February 23, 2022, March 30, 2022, April 4, 2022, November 11, 2022, January 27, 2023, and February 16, 2023, the Company entered into loan agreements with a company whose director is also a director of the Company for \$145,000, \$140,000, \$3,000, \$21,043, 22,368 and 15,000 respectively at 5% interest per annum, with a maturity date of May 31, 2023. This debt and accrued interest were settled on February 16, 2023 for the issuance of 7,203,500 common shares at a price of \$0.05 per common share.

On April 11, 2024, the Company issued a secured promissory grid note (the "Bridge Notes") to certain lenders (the "Lenders") of the Company for available proceeds to the Company of up to \$100,000. The Bridge Notes mature on April 30, 2024 (the "Term"), and are secured against all of the assets of the Company. The Company may draw on the available proceeds of the Bridge Notes from time to time during the Term, and the amounts outstanding under the Bridge Notes bear interest of 8% per annum payable with any outstanding principal at the end of the Term, and the interest increases to 15% per annum upon an event of default.

For the six months ended June 30, 2024, a company whose director is also a director of the Company issued a credit note for \$24,255 (2023 - \$140,560) for director services that was recorded in the consolidated statements of comprehensive loss.

On April 15, 2024, the Company settled an aggregate of \$210,205.24 of indebtedness to certain creditors of the Company through the issuance of 4,204,104 common shares in the capital of the Company (the "Common Shares") at a price of \$0.05 per Common Share (the "Debt Settlement"). Of this total aggregate indebtedness, \$160,205 was settled with related parties through the issuance of 3,204,104 common shares. The Common Shares issued pursuant to the debt settlement are subject to a four-month hold period.

On February 16, 2023, the Company settled an aggregate of \$715,028 of indebtedness to companies whose directors are also directors of the Company through the issuance of 17,477,199 common shares in the capital of the Company at a price of \$0.05 per common share.

On February 16, 2023, the Company issued a secured promissory grid note (the "Bridge Notes") to certain lenders (the "Lenders") of the Company for available proceeds to the Company of up to \$100,000. The Bridge Notes mature on April 17, 2023 (the "Term"), and are secured against all of the assets of the Company. The Company may draw on the available proceeds of the Bridge Notes from time to time during the Term, and the amounts outstanding under the Bridge Notes bear interest of 8% per annum payable with any outstanding principal at the end of the Term, and the interest increases to 15% per annum upon an event of default.

OFF-BALANCE SHEET ARRANGEMENTS

The Company has no off-balance sheet arrangements.

RISKS AND UNCERTAINTIES

Given the speculative nature of the business of the Company, an investment in the Common Shares should only be considered by those persons who can afford a total loss of their investment. The risks presented below should not be considered exhaustive and may not represent all of the risks that the Company may face. It is believed that these are the factors that could cause actual results to be different from expected and historical results. Additional risks and uncertainties not presently known to the Company or that the Company currently deems immaterial may also impair the Company's business operations. If any of the risks described below occur, the Company's business, financial condition, liquidity and results of operations could be materially harmed.

Limited Operating History and Sales

The Company has a limited operating history on which to base an evaluation of its business, financial performance and prospects. As such, the Company's business and prospects must be considered in light of the risks, expenses and difficulties frequently encountered by companies in the early stage of development. As the Company is in an early stage and is introducing new products, the Company's revenues may be materially affected by the decisions, including timing decisions, of a relatively consolidated customer base. In addition, it is also difficult to evaluate the viability of the Company's video games because the Company has had limited experience to address the risks, expenses and difficulties frequently encountered by companies in their early stage of development, particularly companies in new and rapidly evolving markets such as the Company's target markets. There can be no assurance that the Company will be successful in addressing these risks, and the failure to do so in any one area could have a material adverse effect on the Company's business, prospects, financial condition and results of operations.

No Assurance of Profitability

The Company cannot give assurances that it will not incur net losses in the future. The limited operating history makes it difficult to predict future operating results. The Company is subject to the risks inherent in the operation of a new business enterprise in an emerging business sector, and there can be no assurance that the Company will be able to successfully address these risks.

Future Capital Needs; Uncertainty of Additional Funding

The Company may not be able to fully implement and execute its business strategy without additional financing. There can be no assurance that such additional financing will be available, and if available, there can be no assurance that the cost of obtaining such financing will be on favourable or reasonable commercial terms or that financing will not result in substantial dilution to the Company's shareholders.

Dependence on Key Personnel

The Company's future success depends on its ability to retain key employees and attract, train, retain and successfully integrate new talent into its management team. The Company's success is highly dependent on its continuing ability to identify, hire, train, motivate and retain appropriate personnel. Competition for these

personnel can be intense, and the Company cannot provide assurance that it will be able to attract or retain them. To do so, it may be necessary for the Company to materially increase the compensation it pays.

Management of Growth

The Company may experience a period of significant growth in the number of personnel that will place a strain upon its management systems and resources. Its future will depend in part on the ability of its officers and other key employees to implement and improve financial and management controls, reporting systems and procedures on a timely basis and to expand, train, motivate and manage the workforce. The Company's current and planned personnel, systems, procedures and controls may be inadequate to support its future operations.

Competition

Competition in the gaming industry as it relates to video games is increasing. While the Company is targeting smaller niche sites with higher expected revenues per subscriber, there can be no assurances that competitors will not adopt a similar strategy and attempt to enter the markets that the Company has targeted.

Dependence on Proprietary Technology and Limited Protection Thereof

The Company will be relying on a combination of trademark, copyright, patent and trade secret law, as well as confidentiality restrictions contained in certain confidentiality agreements, to establish and protect the Company's proprietary rights in its intellectual property. As a result, the Company may not be able to adequately prevent a competitor, business partner or customer from creating or obtaining an illegal copy of its software or otherwise using it for inappropriate purposes such as reverse-engineering.

General Economic Trends

The worldwide economic slowdown and tightening of credit in the financial markets may impact the business of the Company's customers, which could have an adverse effect on the Company's business, financial condition, or results of operations. Adverse changes in general economic or political conditions in any of the major countries in which the Company does business could also adversely affect the Company's operating results.

Asset Location and Legal Proceedings

Substantially all of the Company's assets are located in Canada where intellectual property is generally enforced. Video gaming is global in nature, and the Company expects to have subscribers and assets located outside of Canada. Accordingly, the Company may be subject to legal proceedings and judgments in foreign jurisdictions.

Risk Associated with Foreign Operations in Developing Countries

The Company's primary revenues are expected to be achieved initially in North America. However, the Company may expand to markets outside of North America, and become subject to risks normally associated with conducting business in a developing country. The Company cannot predict government positions on such things as foreign investment, intellectual property rights or taxation. A change in government positions on these issues could adversely affect the Company's business.

Market Acceptance

The Company's ability to gain and increase market acceptance of its games depends upon its ability to establish and maintain its brand name and reputation. In order to do so, substantial expenditures on market research, product development, product testing, strategic relationships and marketing initiatives may be required.

Rapid Technological Change

The video gaming industry is characterized by rapid technological change, changes in user and customer requirements and preferences, frequent new product and service introductions embodying new technologies and emergence of new industry standards and practices that could render the Company's existing products and systems obsolete and can exert price pressures on existing products. It is critical to the Company's success that it be able to anticipate and react quickly to changes in technology or in industry standards and successfully develop and introduce new, enhanced and competitive products on a timely basis. The Company

cannot give assurance that it will successfully develop new products or enhance and improve its existing products, that new products and enhanced and improved existing products will achieve market acceptance or that the introduction of new products or enhanced existing products by others will not render the Company's products obsolete. The process of developing new technology is complex and uncertain, and, if the Company fails to accurately predict customers' changing needs and emerging technological trends, its business could be harmed. The Company must commit significant resources to developing new products before knowing whether its investments will result in products the market will accept. To remain competitive, the Company may be required to invest significantly greater resources than currently anticipated in research and development and product enhancement efforts, and result in increased operating expenses.

Product Defects and Reputation

The Company will continue developing source code for its platform. Such source code and related products may contain errors or hidden defects that may significantly impact the user experience. The Company may not be able to correct the defects in a timely manner, and may lead to a loss of or a delay in market acceptance. In addition, such errors or hidden defects could cause adverse damage to its reputation and impair its ability to acquire new users. In addition, the Company may need to make significant expenditures to eliminate defects from its products. As well, errors and defects could lead to claims for liability or other claims involving costly litigation.

Risks Associated with Acquisitions

As part of the Company's overall business strategy, the Company may pursue select strategic acquisitions that would provide additional product or service offerings, additional industry expertise, and a stronger industry presence in both existing and new jurisdictions. Future acquisitions may expose it to potential risks, including risks associated with: (a) the integration of new operations, services and personnel; (b) unforeseen or hidden liabilities; (c) the diversion of resources from the Company's existing business and technology; (d) potential inability to generate sufficient revenue to offset new costs; (e) the expenses of acquisitions; or (f) the potential loss of or harm to relationships with both employees and existing users resulting from its integration of new businesses. In addition, any proposed acquisitions may be subject to regulatory approval.

Electronic Communication Security Risks

A significant potential vulnerability of electronic communications is the security of transmission of confidential information over public networks. Anyone who is able to circumvent the Company's security measures could misappropriate proprietary information or cause interruptions in its operations. The Company may be required to expend capital and other resources to protect against such security breaches or to alleviate problems caused by such breaches.

Insurance Coverage

The Company will require insurance coverage for a number of risks, including business interruption, environmental matters and contamination, personal injury and property damage. Although the Company believes that the events and amounts of liability covered by its insurance policies will be reasonable, taking into account the risks relevant to its business, and the fact that agreements with users contain limitations of liability, there can be no assurance that such coverage will be available or sufficient to cover claims to which the Company may become subject. If insurance coverage is unavailable or insufficient to cover any such claims, the Company's financial resources, results of operations and prospects could be adversely affected.

Tax Risk

The Company will be considered to have been carrying on business in Canada for purposes of the *Income Tax Act* (the "**Tax Act**"). However, the Company will be operating in the video gaming space, a new and developing industry that has had historically low regulations and tax compliance. There is risk that foreign governments may look to increase their tax revenues or levy additional taxes to level the playing field for perceived disadvantages to the traditional brick and mortar business. While the Company does not foresee any adverse tax affects, there is no guarantee that governments will not impose such additional adverse taxes in the future.

Risks in Foreign Jurisdictions

Video gaming is a global phenomenon, and the Company anticipates that a significant user base will be located outside Canada. International business activities entail additional risks such as uncertainty as to the protection and use of intellectual property, partnership risks, political risks, legal and regulatory risks, the risk of increase in taxes (including value added taxes) and trade barriers. Furthermore, as profits of foreign subsidiaries are taxable under foreign income tax legislation, revenues from foreign operations could be adversely impacted.

Currency Fluctuations

Due to the Company's present operations, and its intention to in the future operate in jurisdictions outside Canada, the Company is expected to be exposed to significant currency fluctuations in the future. Recent events in the global financial markets have been coupled with increased volatility in the currency markets. A substantial portion of the Company's revenue could be earned in US dollars, but a substantial portion of its operating expenses are incurred in Canadian dollars. Fluctuations in the exchange rate between the US dollar and other currencies, such as the Canadian dollar, may have a material adverse effect on the Company's business, financial condition and operating results. The Company intends to continue to expand operations globally so it may be subject to additional gains and losses against additional currencies. The Company does not currently have a foreign exchange hedging program in place. However, in the future, it may establish a program to hedge a portion of its foreign currency exposure with the objective of minimizing the impact of adverse foreign currency exchange movements. However, even if the Company develops a hedging program, it may not hedge its entire exposure to any one foreign currency and it may not hedge its exposure at all with respect to certain foreign currencies.

Fluctuations in Quarterly Results

The Company's quarterly operating results may fluctuate significantly in the future depending on factors such as the popularity of video games, the ability to attract users, progress on implementation of projects and upgrades, the number, timing and significance of new product announcements by the Company and its competitors, the ability to license and develop new software, introduce and market new and enhanced versions of products on a timely basis, changes in operating expenses, and general economic factors, among others. A significant portion of the Company's expenses are based on expectations of future revenue and, therefore, is relatively fixed in the short-term. Accordingly, if revenue levels are below expectations, operating results are likely to be adversely affected. As quarterly revenue is dependent upon building a significant user base, and the ability to monetize that user base, the inability to build and monetize the user base could cause the Company to plan or budget inaccurately, and those variations could adversely affect its financial results.

Officer and Director Conflicts

The Company's officers and directors may have certain interests and arrangements that are different from, or in addition to the Company's shareholders. Executive officers and directors may have rights to indemnification including directors' and officers' liability insurance that will survive consummation of their agreements.

SUBSEQUENT EVENTS

On July 18, announces a strategic investment of 10% into Asimov Nexus Inc., a company pursuing developments in ethical AI technology advancement and announced a best effort private placement of up to \$250,000 at a price of 0.05 per share.