



Direct Communication Solutions, Inc.

Management's Discussion and Analysis

For the Three and Nine months ended September 30, 2023

Amounts in United States dollars unless stated otherwise

Direct Communication Solutions, Inc.

Management's Discussion and Analysis

For the Three and Nine Months Ended September 30, 2023 United States dollars unless otherwise stated

MANAGEMENT'S DISCUSSION AND ANALYSIS

This Management's Discussion and Analysis of Direct Communication Solutions, Inc. (the "Company", "DCS", "we" and "our" refer to Direct Communication Solutions, Inc.) provides an analysis of the Company's performance and financial condition for the three and nine months ended September 30, 2023. This management discussion and analysis should be read in conjunction with the Company's audited consolidated financial statements for the year ended December 31, 2022 (the "**Financial Statements**") and the Company's consolidated financial statements for the nine months ended September 30, 2023, which were prepared in accordance with International Financial Reporting Standards ("**IFRS**").

All amounts referred to in this management discussion and analysis are prepared in accordance with IFRS and presented in United States dollars (\$) or US\$, unless otherwise indicated. C\$ refers to Canadian dollars.

The following information is prepared as at November 14, 2023.

Forward-looking Statements

This management discussion and analysis contains "forward-looking information" which may include, but is not limited to, statements with respect to the future financial or operating performances of the Company; revenues; the timing and amount of estimated future operating, capital and development expenditures and requirements for additional capital. Often, but not always, forward-looking information can be identified by the use of words such as "plans", "expects", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates", or "believes", or variations (including negative variations) of such words and phrases, or state that certain actions, events or results "may", "could", "would", "might", or "will" be taken, occur or be achieved. Forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Although the Company has attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors that cause actions, events or results to differ from those anticipated, estimated or intended. Forward-looking statements contained herein are made as of the date of this management discussion and analysis based on the opinions and estimates of management, and the Company disclaims any obligation to update any forward-looking statements, whether as a result of new information, estimates or opinions, future events or results or otherwise. There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, potential investors should not place undue reliance on forward-looking statements.

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Overview

Direct Communication Solutions, Inc. provides Internet of Things (IoT) products, services and solutions. We deliver enhanced one-stop solutions that connect assets to increase visibility, operational efficiency, and profitability. We provide our solutions and services to a variety of industries including, Supply Chain Logistics, Transportation, Health Care, and Food & Beverages. We are a chosen global partner of service providers, value-added collaborators, system integrators, and enterprises due to our commitment to quality and demonstrated experience. We intend to continue expanding our long-standing relationships and work strategically with our partners, to jointly build leading IoT solutions based on integrated hardware, cloud-based software, and other services.

The Company's current SaaS solutions include MiFleet™, which provides fleet and vehicle SaaS telematics, MiSensors™, which provides machine-to-machine device management and service enablement for wireless sensors and MiFailover™, which provides high-speed wireless internet failover to small and medium-sized businesses as a redundancy solution to continue to run their business in the event the internet is not available. In addition, we have recently deployed MiConnectivity to provide wireless data connectivity for global connectivity through our fully integrated SIM management platform and MiServices™ to provide managed services solution that includes all-inclusive device readiness program and engineering support. These services include software development, hardware integration and logistics support from SIM to Shipment, including device preparation, custom labeling, packaging, configuration confirmation, and system-side checks.

Our corporate headquarters is in San Diego, California.

Incorporated in 2006, the Company traditionally has been a distributor of IoT components and a system integrator that assisted clients in installing such components into their installed systems and applications. The Company has focused on providing hardware items and solutions that have aided in data collection, analysis and management.

The global costs and prices of IoT sensors and products continue to drop in price and margin. As a response to this, and an interest to develop more vertically-integrated, comprehensive solutions, we began to develop software applications and databases that can analyze and manage the data that its IoT hardware has traditionally just collected. This provides us the opportunity to increase its gross and net profit margins by providing more services and software – through the cloud and/or via a SaaS/MaaS (Module as a Service) business model. Currently, the company has three primary business focuses on revenue stream and growth generation.

Smart Hardware Provider. The company utilizes smart hardware from an expanding group of suppliers to deploy through our strategic agreements with channel partners including Verizon, AT&T, U.S. Cellular, Ingram Micro, Synnex and Hyperion Partners as the basis to develop our own end-to-end SaaS based intelligent business solutions.

SaaS Software Solutions Provider. Our products and services then enable devices to communicate with each other and with server or cloud-based application infrastructures. These software applications address and solve real-world data collection and monitoring problems to best serve our customers and manage their evolving business requirements.

Industry Technology Innovation. DCS has sold to customers within various smart hardware related vertical markets that are tied to the broad IoT market. These areas have included markets such as fleet management, healthcare, retail point-of-sale, industrial, energy and utilities and safety and security. As the company applies its core competencies it can now address a broadening spectrum of software application markets.

DCS is continuing to evolve from our smart hardware distribution base of mobile broadband hardware to providing End-to-End solutions for mobile internet, M2M, and vertical markets. We serve our clients by simplifying IoT technologies, making them less costly, easier to deploy and overall, more efficient. We intend to continue to leverage our long-standing relationships with strategic partners and jointly build unique IoT solutions based on integrated third-party equipment along with our application software. This mixed hardware and software implementation allows us to build new, more robust, solutions that address multiple customer problems operating on a single company platform.

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Significant Highlights

The following highlights and developments for the nine months ended September 30, 2023 and to the date of this management discussion and analysis:

- Entered into strategic agreement with CATrak Technologies, Inc. to offer its Catalytic Converter Theft Prevention Solution
- Successful collaboration between Epson and the Company's MiFleet solution in the fight against cargo theft.
- Signed a five-year agreement with AlSCO Uniforms, the world's largest uniform provider, to offer its AI Video Telematics Solution powered by VisionTrack.
- Partnered with VisionTrack to provide AI Powered Video Telematics and IoT Solutions to the North American Market.
- Partnered with Teltonika to provide IoT Solutions in North America

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COVID-19 Impact on Operations and Financial Position

In March 2020, the World Health Organization declared COVID-19 ("COVID-19" or the "pandemic") to be a public health pandemic of international concern, which has led to adverse impacts on the U.S. and global economies and continues to impact our supply chain and operations. More recently, we have experienced supply shortages as a result of global supply imbalances driven by component shortages, disruptions in accessible labor, other freight and logistical challenges and other related macro-economic factors. These supply imbalances negatively impacted all parts of our business during fiscal 2022 and have continued into fiscal 2023. The supply imbalances have been restored.

Outlook

DCS is an emerging provider that offers Internet of Things ("IoT") and connectivity-related business-critical solutions and services. Our customers include technology distributors, cellular operators fleet service providers and any business that needs to monitor or draw data from their machine-based assets. We serve our clients by simplifying IoT Technologies, making them less costly, easier to deploy and overall, more efficient. Since 2018 we started to transition from a hardware reseller to a SaaS based, recurring revenue, customized solutions provider, offering turnkey IoT solutions for new and existing customers. SaaS and other services revenue accounted for approximately 17% (2022 – 10%) of total corporate revenue for the nine months ended September 30, 2023.

We continue to expand the industries we serve which now include property management, restaurants, healthcare, cold chain management, retail, offices, fleet management, public safety, and construction.

The large cellular providers are moving towards a technology sunset on their legacy 2G networks. This will affect all 2G devices deployed on their networks and force a transition to solutions with 4G technologies. We believe our relationships with the cellular providers along with our product and service offerings, will allow us significant sales opportunities.

Non-IFRS Financial Measures – Adjusted EBITDA

This MD&A references adjusted EBITDA, which is a non-IFRS financial measure. Adjusted EBITDA is not a recognized measure under IFRS, has no standardized meaning prescribed by IFRS and is therefore unlikely to be comparable to adjusted EBITDA presented by other companies. Rather, it is provided as additional information to complement IFRS measures by providing further understanding of the Company's results of operations from management's perspective. Accordingly, adjusted EBITDA should not be considered in isolation nor as a substitute for analysis of our financial information reported under IFRS.

We use non-IFRS financial measures to provide investors with supplemental measures of our operating performance and thus highlight trends in our core business that may not otherwise be apparent when relying solely on IFRS financial measures. We believe that securities analysts, investors, and other interested parties frequently use non-IFRS financial measures in the evaluation of issuers. There are certain limitations related to the use of non-IFRS financial measures versus their nearest IFRS equivalents. Investors are encouraged to review our financial statements and disclosures in their entirety and are cautioned not to put undue reliance on any non-IFRS financial measure and view it in conjunction with the most comparable IFRS financial measures. In evaluating non-IFRS financial measures, you should be aware that in the future we will continue to incur expenses similar to those adjusted in non-IFRS financial measures.

Adjusted EBITDA is a non-IFRS financial measure that we calculate as net income (loss) before tax excluding depreciation and amortization expense, share based expense, unrealized gain on inventory, finance expense, other asset impairments, unrealized loss on fair value of deposits and convertible note, and listing expenses. Adjusted EBITDA is used by management to understand and evaluate the performance and trends of the Company's operations. The following table shows a reconciliation of adjusted EBITDA to net income (loss) before tax, the most comparable IFRS financial measure, for the three and nine months ended September 30, 2023 and 2022:

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	Three months ended September 30, 2023	Restated Three months ended September 30, 2022	Nine months ended September 30, 2023	Restated Nine months ended September 30, 2022
	\$	\$	\$	\$
Loss before tax	(1,125,048)	(1,065,171)	(3,474,219)	(370,246)
Accretion	60,348	8,630	167,625	8,630
Net changes in fair value	(4,877)	240,587	(349,311)	240,587
Amortization of debt issuance costs of credit facility	-	-	-	1,041
Depreciation and amortization	106,252	108,165	320,566	324,153
Finance cost for right of use assets	15,844	19,563	50,432	61,206
Interest expense	46,896	34,355	140,631	85,716
One time cost recovery - Tetlit	(75,000)	-	(75,000)	-
Government assistance	-	-	-	(286,995)
Provision for excess and obsolete inventory	71,485	(45,497)	(86,904)	(67,895)
Stock based compensation	3,847	49,869	39,421	248,516
Tax fees	(1,334)	4,373	2,689	13,783
One-time costs related to up-listing to senior exchange	382,245	256,080	1,466,687	376,435
Adjusted EBITDA	(519,343)	(389,046)	(1,797,382)	634,931

Revenues decreased by 27% (Gross Profit decreased by 9%) on a year-over-year basis from the corresponding third quarter of 2022 and decreased by 39% (Gross Profit decreased by 33%) on a year-over-year basis for the nine months ended September 30, 2023. The decrease in EBITDA for the three months and nine months ended September 30, 2023 compared to the same period in 2022 was primarily attributable to decreased revenue due to Covid 19 impacted supply chain issues. Many customers ordered in advance in 2022 and still have inventory on hand for 2023. Also, during the beginning of 2022, there was a spike in revenue due to customers transiting from 3G to 4G devices. For the nine months ended September 30, 2023, the Company have 18,737 active subscribers for our SaaS Solutions (16,829 active subscribers for the year ended December 2022) representing a growth of 11% in active subscribers.

Key Business Metrics

The following table shows a summary of our key business metrics as of the periods presented:

	<u>As at September 30, 2023</u>
Annual recurring revenue ("ARR")	\$ 2,521,943

ARR

We believe that ARR is a key indicator of the trajectory of our business performance, enables measurement of the progress of our business initiatives, and serves as an indicator of future growth. We define ARR as the annualized value of subscription contracts that have commenced revenue recognition as of the measurement date. ARR highlights trends that may be less visible from the face of our financial statements due to ratable revenue recognition. ARR does not have a standardized meaning and is not necessarily comparable to similarly titled measures presented by other companies. ARR should be viewed independently of revenue and is not intended to be combined with or to replace it. ARR is not a forecast and the active contracts at the date used in calculating ARR may or may not be extended or renewed.

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Results of Operations for the Three Months ended September 30, 2023

Revenues for the three months ended September 30, 2023 were \$3,424,362 compared to \$4,690,736 for the same period last year. Product revenue of \$2,815,266 was down 32% over the same period as last year as customers stocked up in inventory in 2022 due to supply chains issues caused by COVID-19.

Solutions and other services revenue of \$609,096 was up 5% from the same period as last year.

Cost of revenues for the three months ended September 30, 2023 were \$2,400,267 compared to \$3,569,984 for the same period in 2022. The following tables summarize gross profit and gross margin:

	Gross Profit		Gross Margin	
	Q3 2023	Q3 2022	Q3 2023	Q3 2022
	\$	\$	%	%
Products	636,628	705,615	22.6%	17.2%
Solutions and other services	387,467	415,137	63.6%	71.8%
Total	1,024,095	1,120,752	29.9%	23.9%

The Company went through and aggressively reworked the pricing models to achieve healthier margins. The Company also expanded the portfolio of product offerings which permitted higher margin sales.

General and administrative expenses for the three months ended September 30, 2023 were \$1,960,124 compared to \$2,039,483 for the same period in 2022. Professional services increased in 2023 vs same period in last year, due to efforts to increase awareness within the investor community across the globe in preparation of the Company's ongoing IPO process, and advertising and marketing expenses decreased in 2023 as the Company ceased one of its marketing programs in 2023. Compensation and benefits increased in 2023 primarily due to an adjustment of salaries to inflation for employees as a result of the COVID 19 pandemic. Bank fees decreased substantially due to decreased usage of the Company's credit facilities. Included in other expense during the three months ended September 30, 2023 was a recovery of \$75,000 recorded in connection to a recovery expense from Tetlit financing, no such transaction occurred in the comparative period. The Company had reclassified tax credit of \$286,995 recorded in connection to employee retention tax credit from other expense under operating expense to other income - tax credit which caused the significant increase in other expense. Other expenses increased due to inflation which occurred post pandemic and increase business activities.

The Company recognized \$31,828 of bad debt expense compared to a recovery of \$85,907 during the same quarter last year. The increase was due to managements' decision to write off a customer receivable balance due to the likelihood the customer would default on its loan, whereas last year the estimated balance of allowance for doubtful accounts decreased due to successful collections of accounts receivable during the quarter. Bad debt expense and estimated balance of allowance for doubtful accounts are determined by the aging of accounts receivable balance at each quarter end and would move in correlation with the balance of accounts receivable at the point in time.

There were no other significant changes in general and administrative expenses.

Research and development costs for the three months ended September 30, 2023 were \$70,808 compared to \$130,300 for the same period in 2022. The decrease was a result of reduction in testing for new hardware devices.

Interest expense and accretion for the three months ended September 30, 2023 were \$123,088 compared to \$62,548 for the same period in 2022. The increase was primarily due to the interest expense and accretion of the convertible debentures that were issued in September 2022, there were only one month of expense compared to three months of expense for the same period last year.

Net loss for the three months ended September 30, 2023 was \$1,125,048 compared to \$1,065,171 for the same period in 2022. The difference in net loss was primarily the result of increased professional fee during the year of 2023. Results of Operations for the Nine Months ended September 30, 2023

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Revenues for the nine months ended September 30, 2023 were \$11,206,072 compared to \$18,288,251 for the same period last year. Product revenue of \$9,310,100 was down 44% over the same period as last year as customers stocked up in inventory in 2022 due to supply chains issues caused by COVID-19.

Solutions and other services revenue of \$1,895,972 was up 7% from the same period as last year.

Cost of revenues for the nine months ended September 30, 2023 were \$7,615,590 compared to \$12,937,750 for the same period in 2022. The following tables summarize gross profit and gross margin:

	Gross Profit		Gross Margin	
	Q3 2023	Q3 2022	Q3 2023	Q3 2022
	\$	\$	%	%
Products	2,322,808	4,096,245	24.9%	24.8%
Solutions and other services	1,267,674	1,254,256	66.9%	71.1%
Total	3,590,482	5,350,501	32.0%	29.3%

The Company went through and aggressively reworked the pricing models to achieve healthier margins. The Company also expanded the portfolio of product offerings which permitted higher margin sales.

General and administrative expenses for the nine months ended September 30, 2023 were \$6,619,228 compared to \$5,207,538 for the same period in 2022. Professional services increased in 2023 vs same period in last year, due to efforts to increase awareness within the investor community across the globe in preparation of the Company's ongoing IPO process, and advertising and marketing expenses decreased in 2023 as the Company ceased one of its marketing programs 2023. Compensation and benefits increased in 2023 primarily due to an adjustment of salaries to inflation for employees as a result of the COVID 19 pandemic. Bank fees decreased substantially due to decreased usage of the Company's credit facilities. Increase in other represents increase in corporate activities and inflation occurred post pandemic. Included in other expense during the nine months ended September 30, 2023 was a recovery of \$75,000 recorded in connection to a recovery expense from Tetlit financing, there were no such expense last year.

The Company recognized \$131,051 of bad debt expense compared to \$90,126 the same period last year due to three large customers defaulting on their balances. No such event occurred in the current year.

There were no other significant changes in general and administrative expenses.

Research and development costs for the nine months ended September 30, 2023 were \$436,096 compared to \$403,024 for the same period in 2022. The increase was a result of additional testing for new hardware devices in connection with the new agreements signed and partnerships mentioned in the significant highlight section, there were less similar significant events for the same period last year.

During the nine months ended September 30, 2023, the Company received \$Nil in employee retention tax compared to a recovery of \$286,995 recorded in connection to employee retention tax credit during the nine month period ended September 30, 2022.

Interest expense and accretion for the nine months ended September 30, 2023 were \$358,688 compared to \$156,593 for the same period in 2022. The increase was primarily due the interest expense and accretion of the convertible debentures that were issued in September 2022, where only one month of expense had been factored in compared to nine months in the current year.

Net loss for the nine months ended September 30, 2023 was \$3,474,219 compared to \$370,246 for the same period in 2022. The difference in net loss was primarily the result of less sales for the year of 2023.

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Summary of Quarterly Results

The following table is based on the Company's financial statements prepared in accordance with IFRS. Amounts are in US\$ except share numbers.

	Q3 2023	Q2 2023	Q1 2023	Q4 2022
	\$	\$	\$	\$
Revenue				
Products	2,815,266	3,922,122	2,572,712	3,776,934
Solutions & other services	609,096	662,586	624,290	521,121
	<u>3,424,362</u>	<u>4,584,708</u>	<u>3,197,002</u>	<u>4,298,055</u>
Operating Expenses	2,030,931	2,835,343	2,189,049	2,977,094
Net loss	(1,006,837)	(1,102,297)	(1,246,874)	(2,067,306)
Basic income (loss) per share	(0.49)	(0.48)	(0.54)	(0.90)
Fully-diluted income (loss) per share	(0.49)	(0.48)	(0.54)	(0.90)
Weighted average number shares outstanding - basic	2,305,079	2,305,079	2,305,079	2,305,091
Weighted average number shares outstanding – diluted	2,305,079	2,305,079	2,305,079	2,305,091
Total fully diluted shares	2,305,079	2,305,079	2,305,079	2,305,091
	Restated Q3 2022	Restated Q2 2022	Restated Q1 2022	Q4 2021
	\$	\$	\$	\$
Revenue				
Products	4,112,623	5,212,313	7,198,709	5,172,283
Solutions & other services	578,113	585,289	601,204	506,853
	<u>4,690,736</u>	<u>5,797,602</u>	<u>7,799,913</u>	<u>5,679,136</u>
Operating Expenses	2,169,783	1,818,887	1,621,892	2,105,385
Net income (loss)	1,049,031	103,095	732,955	(786,402)
Basic income (loss) per share	(0.46)	0.04	0.32	(0.35)
Fully-diluted income (loss) per share	(0.46)	0.04	0.32	(0.35)
Weighted average number shares outstanding - basic	2,305,049	2,305,049	2,271,126	2,233,532
Weighted average number shares outstanding – diluted	2,305,049	2,305,049	2,271,126	2,233,532
Total fully diluted shares	2,305,049	2,375,049	2,375,091	2,233,532

The Company's business typically undergoes seasonal variation in the fiscal quarter ended March 31 due to disruptions

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in the manufacturing of hardware components in Asia driven primarily by the observance of the lunar new year holidays during that period and in the fiscal quarter ended September 30 due to summer vacations of the industrial buyers representing business or government customers.

Liquidity and Capital Resources

The Company defines capital as consisting of issued share capital, reserves and accumulated deficit. We expect to fund the operating costs of the Company over the next twelve months from expanding sales of our current products and solutions that support the growth of the Company and raising additional capital as necessary. The Company's continuing operations and its financial viability is dependent upon the extent to which it can successfully raise the capital to implement its future plans and ultimately on generating sufficient revenue to attain profitable operations. These factors indicate the existence of an uncertainty that may cast doubt about the Company's ability to continue as a going concern. At September 30, 2023, the Company is not subject to any externally imposed capital requirements or debt covenants.

During the year ended December 31, 2022, the Company received convertible debenture financing for the aggregate amount of \$100,000. Subscribers may convert all or part of the principal amount outstanding under the debentures into shares of common stock of the company. The debentures are convertible into units at the higher of \$8.33 or a price equal to the price of the shares or units of the next financing carried out before the second anniversary of the closing date less a 30-per-cent discount.

The units comprise a share and one-half of one warrant, where a whole warrant shall be exercisable at \$2.80 per common share for a two-year term. The debentures have a maturity date of the second anniversary of the closing date and bear an interest rate of 10 per cent per annum, payable semi-annually.

In September 2022, the Company issued additional convertible promissory debentures totalling \$1,500,000 bearing interest at 10% per annum (accruing annually and payable at maturity), on September 9, 2022 and maturing on September 9, 2024, or a period of 24-months. The Debentures are convertible, at the option of the holder, to common shares of DCS at a price of \$8.33 or a price equal to the price of the shares of the next financing carried out before the second anniversary of the closing date less a 25% discount. Upon issuance of the debentures, the Company also issued 107,142 share purchase warrants. Each warrant entitles the holder to purchase one common share at a price of \$6.02 per share for a period of 24 months from the date of issuance of the debentures.

The Company records the fair value of the conversion features with variable exercise prices as an embedded derivative separate from the host contract. The fair value of the derivative liabilities is revalued on each balance sheet date with corresponding gains and losses recorded in the consolidated statements of operations. The Company uses a derivative valuation technique to fair value the components of the hybrid contract on initial recognition, including the debt component, the embedded derivative, and the warrants.

The Company has a credit facility with TAB whereby it advances funds to the Company up to 90% of the Company's domestic receivables less than 90 days from invoice date and not subject to offset up to \$2,000,000. TAB charges monthly interest at a rate greater of (a) 90-Day LIBOR rate plus 4.50% and (b) 6.41%. In addition, there is an administration fee equal to 0.008% per diem of the outstanding daily obligations. The credit facility is secured by a lien on substantially all the assets of the Company.

At September 30, 2023 and December 31, 2022, the outstanding balance on the credit facility was \$1,052,787 and \$Nil, respectively.

Cash flows used in operating activities during the nine months ended September 30, 2023 were \$4,179,607 compared to \$1,565,021 provided during the same period last year.

Cash flows used in investing activities during the nine months ended September 30, 2023 were \$5,214 versus \$4,040 during the same period last year. The difference is primarily the purchase of property and equipment in the current year compared to purchases during the same period last year.

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Cash flows provided in financing activities during the nine months ended September 30, 2023 were \$886,287 compared to used \$112,608 during the same period last year. Net repayments on credit facility were \$1,670,833 during the nine months ended September 30, 2022 compared to borrowing \$1,052,787 this year. During the nine months ended September 30, 2022, the Company received \$300,000 proceeds from note payable and \$1,500,000 from convertible debenture, and there were no such transactions in the current year.

At September 30, 2023, the Company had working capital deficiency of \$4,823,226 (December 31, 2022 - \$1,137,657 working capital surplus).

Capital Resources

As of September 30, 2023, the Company has spent approximately \$600K to complete the development of BrewSee®. The Company has no other sources of financing which have been arranged but are as yet unused.

Share Capital

Effective February 9, 2023, the Company consolidated 7 common shares for 1 common share (the "Stock Consolidation"). The Stock Consolidation was effected in the form of cancelling 6 common shares for each common share owned by shareholders of record at the close of business on February 9, 2023. All share data and stock-based compensation plans presented herein have been retroactively adjusted to give effect to the Stock Consolidation.

The Company has authorized 5,714,286 shares with a par value of \$0.00001 per share.

There were no transactions affecting share capital during the nine months ended September 30, 2023.

At September 30, 2023, the Company had 2,305,079 shares issued and outstanding with a par value of \$0.00001.

In January 2022, 71,428 common shares of common stocks were issued at \$3.05 in exchange for non-arm's length consulting fee for corporate development.

Warrants

In January 2022, 15,183 warrants expired.

In September 2022, upon issuance of the debentures, the company also issued 107,143 share purchase warrants. Each warrant entitles the holder to purchase one common share at a price of \$6.02 per share for a period of 24 months from the date of issuance of the debentures. The Company determined the warrants represent an embedded derivative and has accounted for the warrants in derivative liability.

Stock Options

In October 2017, the Company's board of directors and stockholders approved the 2017 Stock Plan under which 500,000 shares of common stock are reserved for the granting of incentive stock options, non-statutory stock options, stock appreciation rights, restricted stock and performance awards to employees, directors and consultants. Recipients of stock option awards are eligible to purchase shares of the Company's common stock at an exercise price equal to no less than the estimated fair market value of such stock on the date of grant. The maximum term of awards granted under the 2017 Plan is ten years and vesting is determined by the board of directors. Stock awards are generally not exercisable prior to the applicable vesting date, unless otherwise accelerated under the terms of the applicable stock plan agreement. Unvested shares of the Company's common stock issued in connection with an early exercise allowed by the Company may be repurchased by the Company upon termination of the optionee's service with the Company. The vesting terms of each option grant are at the discretion of the Board of Directors.

In June 2019, the Board of Directors and a majority of the stockholders approved the following amendments to the 2017 Stock Plan: (a) increase in the number of authorized shares for issuance to 585,714 and (b) add an annual evergreen provision that will adjust the number of authorized shares reserved for issuance to an amount equal to

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29.99% of the Company's issued common stock. As a result of the evergreen provision, the number of authorized shares for issuance increased to 646,862 effective January 2021.

The following table summarizes stock option transactions under the 2017 Plan as of the date of this report:

	Number of Options	Weighted average exercise price
Outstanding, December 31, 2021	620,270	\$ 5.84
Granted	171,429	5.35
Exercised	-	-
Expired	(47,270)	6.01
Forfeited	(202,143)	10.23
Outstanding, December 31, 2022	542,286	\$ 4.03
Granted	-	-
Exercised	-	-
Expired	-	-
Forfeited	(1,429)	2.87
Outstanding, September 30, 2023	540,857	\$ 4.03

At the date of this report, the Company had outstanding and exercisable stock options as follows:

Date of Expiry	Number of Options Outstanding	Number of Options Exercisable	Exercise Price
October 5, 2027	357,143	357,143	\$ 3.29
June 1, 2031	13,714	13,714	\$ 6.79
February 4, 2032	23,571	14,219	\$ 2.87
February 24, 2032	14,286	10,119	\$ 2.87
March 14, 2032	62,143	37,024	\$ 4.13
May 9, 2027	14,286	14,286	\$ 5.53
May 9, 2027	55,714	55,714	\$ 8.40

During the three months ended September 30, 2023, 1,429 options with an exercise price of \$2.87 were forfeited.

On May 9, 2022, the Company granted 55,714 and 14,286 stock options to directors with an exercise price of \$8.40 and \$5.53 respectively.

On March 14, 2022, the Company granted 62,143 stock options to officers with an exercise price of \$4.13 which was the fair market value of a share of stock on the date of the grant.

On February 28, 2022, the Company cancelled 140,000 stock options. of which 14,286 were exercisable at \$5.53, 69,286 were exercisable at \$10.71, 53,571 were exercisable at \$11.13, and 2,857 were exercisable at \$11.76.

On February 24, 2022, the Company granted 14,286 stock options to officers with an exercise price of \$2.87 which was the fair market value of a share of stock on the date of the grant.

On February 9, 2022, the Company cancelled 62,143 stock options. of which 12,143 were exercisable at \$5.53, 7,143 exercisable at \$10.71, and 42,857 exercisable at \$11.13.

On February 4, 2022, the Company granted 25,000 options with an exercise price of \$2.87 which was the fair market value of a share of stock on the date of the grant.

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Related Party Transactions

Key management personnel include those persons having authority and responsibility for planning, directing, and controlling the activities of the Company as a whole. The Company has determined that key management personnel consist of executive and non-executive members of the Company's Board of Directors and corporate officers.

Rich Gomberg, the Company's former CFO is a former employee of CFO Connect. Ed O'Sullivan, a former member of the Company's Board of Directors, is managing partner of CFO Connect. The relationship with the Company was terminated during the year ended December 31, 2022. The Company recorded professional fees on the consolidated interim statement of operations associated with CFO Connect's services for \$Nil (September 30, 2022 - \$83,850) for the nine months ended September 30, 2023. As of September 30, 2023 and December 31, 2022, the Company owed \$Nil and \$Nil, respectively to CFO Connect.

John Hubler, a member of the Company's Board of Directors, is a partner of BH IoT Group. On July 28, 2022, John Hubler resigned as a director, and rejoined the Company as a director in April 2023. In November 2020, the Company entered into an agreement with BH IoT Group to assist in building complete IoT bundled solutions. The Company entered into an initial Phase 1 project expected to last 3 months. At the end of Phase 1, both parties agreed to continue the relationship on a month-to-month basis. For the nine months ended September 30, 2023, John Hubler was considered as a related party starting April 2023 for the fiscal year 2023. The Company recorded \$120,000 (2022 - \$121,000) of related party professional fees on the consolidated condensed interim statement of operations for the nine months ended September 30, 2023.

Mike Zhou, a member of the Company's Board of Directors, is the owner of MYZ Corporate Relations, Ltd. In May 2021, the Company entered into an agreement with MYZ Corporate Relations, Ltd. to provide consulting services on strategic matters related to business development opportunities, product development and marketing strategies for a monthly fee of \$4,000. The agreement is effective for one year and will automatically renew annually unless terminated by either party. Since fiscal year end 2022, the Company incurred additional professional fees in connection to its plans for NYSE up-listing, and MYZ Corporate Relations also contributed additionally to the event. The Company recorded \$82,800 of professional fees on the consolidated condensed interim statement of operations for the nine months ended September 30, 2023 (September 30, 2022 - \$67,722). As at September 30, 2023, the Company owed \$Nil to MYZ Corporate Relations, Ltd.

Mr. Lichtenwald, a member of the Company's Board of Directors, is a principal at Zeus Capital Ltd. In April 2022, Mr. Lichtenwald was appointed the new CFO of the Company, and on June 30, 2022, Mr. Lichtenwald resigned as a director. In November 2021, the Company entered into an agreement with Zeus Capital Ltd. to assist the company with corporate finance and strategic initiatives for a monthly fee of \$15,000. The agreement is effective for one year and will automatically renew annually unless terminated by either party. The Company recorded \$135,000 of professional fees on the consolidated condensed interim statement of operations for the nine months ended September 30, 2023 (September 30, 2022 - \$353,158). Of the \$353,158 professional fees on the consolidated condensed interim statement of operations for the nine months ended September 30, 2022, \$218,158 was paid by issuing 71,428 in shares to Zeus Capital Ltd. for corporate development.

Also, Mr. Lichtenwald is a principal of Lichtenwald Professional Corp ("LPC"). The Company entered into an agreement with LPC to provide CFO service fees of \$12,500 monthly, effective April 2022. The Company recorded \$112,500 of professional fees on the consolidated condensed interim statement of operations for the nine months ended September 30, 2023 (September 30, 2022 - \$101,500).

In July 2022, the Company appointed David Diamond as a new director and Chair of the Audit Committee. Mr. Diamond provides services and is compensated via director fees of \$2,500 monthly. Since April 2023, Mr. Diamond provided additional service to the Company in connection to its plans for NYSE up-listing. The Company recorded \$37,500 of related party professional fees on the consolidated condensed interim statement of operations for the nine months ended September 30, 2023 (September 30, 2022 - \$Nil).

In July 2022, the Company appointed Julie Hajduk as a new director. Ms. Hajduk provides services and is compensated via director fees of \$2,500 monthly. Since May 2023, Ms. Hajduk provided additional service to the Company in

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connection to its plans for NYSE up-listing, The Company recorded \$4,500 of related party marketing fees and \$5,000 of related party professional fees on the consolidated condensed interim statement of operations for the nine months ended September 30, 2023 (September 30, 2022 - \$Nil).

Remuneration attributed to key management personnel can be summarized as follows:

	Nine months ended September 30,	
	2023	2022 (restated)
	\$	\$
Salary	792,405	505,931
Consulting fees	497,300	618,151
Share-based compensation	8,093	279,918
Total	1,297,798	1,404,000

As at September 30, 2023, \$6,000 (2022 – \$Nil) was included in accounts payable for fees and expenses owed to related parties.

Remuneration to key management personnel for the nine months ended September 30, 2023 was \$1,297,798 compared to \$1,404,000 for the same period in 2022. Salaries increased due to adjustment to inflation resulted from COVID 19 pandemic. Consulting fees decreased compared to the same period in 2022 primarily due to the fees paid to the former CFO whose relationship terminated as of March 31, 2022. Share-based compensation decreased in the current year compared to same period in the prior year because there were no options granted in the current year whereas there were 84,285 options granted to officers in the prior year.

Critical Accounting Estimates

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. Information about critical estimates in applying accounting policies that have the most significant effect on the amounts recognized in the consolidated financial statements are, but not limited to the following:

- Allowance for doubtful accounts receivable - The Company makes allowances for doubtful accounts based on its best estimate of the amount of probable credit losses in existing accounts receivable. These are determined based on analyzing known uncollectible accounts, aged receivables, economic conditions, historical losses, and changes in customer payment cycles and the customers' credit-worthiness.
- Provision for excess and obsolete inventory - Inventory is valued at the lower of cost and net realizable value. Net realizable value for inventories is the estimated selling price in the ordinary course of business less the estimated costs of completion and the estimated costs necessary to make the sale. All of these estimates involve uncertainty relating to future pricing, demand and market conditions. Provisions are made in profit or loss of the current period on any difference between book value and net realizable value.
- Fair value of stock options and warrants, and derivative liability - Determining the fair value of warrants and stock options requires judgements related to the choice of a pricing model, the estimation of stock price volatility, the expected forfeiture rate and the expected term of the underlying instruments. Any changes in the estimates or inputs utilized to determine fair value could have a significant impact on the Company's future operating results or on other components of shareholders' equity (deficiency).
- Income taxes - Tax provisions are based on enacted or substantively enacted laws. Changes in those laws could affect amounts recognized in profit or loss both in the period of change, which would include any impact on cumulative provisions, and future periods. Deferred tax assets, if any, are recognized to the extent

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it is considered probable that those assets will be recoverable. This involves an assessment of when those deferred tax assets are likely to reverse.

- Estimated product returns - Revenue from product sales is recognized net of estimated sales discounts, credits, returns, rebates and allowances. The return allowance is determined based on an analysis of the historical rate of returns, industry return data, and current market conditions, which is applied directly against sales. The Company recognizes product returns when incurred due to the infrequent occurrence of returns.
- Employee retention tax credits – Under the provisions of the CARES Act, the Company is eligible for refundable employee retention credits subject to certain criteria. In connection with the CARES Act, the Company adopted a policy to recognize the employee retention credit when received given the uncertainty of when the credit will be received. The Company recorded \$Nil (2022 - \$286,995) employee retention tax credit during the nine months ending September 30, 2023, which is included in other income in the consolidated statements of operating loss.

Critical Accounting Judgements

Information about critical judgements in applying accounting policies that have the most significant effect on the amounts recognized in the consolidated financial statements are, but are not limited to, the following:

- Deferred income taxes – judgements are made by management to determine the likelihood of whether deferred income tax assets at the end of the reporting period will be realized from future taxable earnings. To the extent that assumptions regarding future profitability change, there can be an increase or decrease in the amounts recognized in respect of deferred tax assets as well as the amounts recognized in profit or loss in the period in which the change occurs.
- Going concern – As disclosed in Note 1 to the condensed consolidated interim financial statements.

Financial Instruments

The Company's financial assets include cash and amounts receivable. The carrying value of cash and amounts receivable approximates their fair value due to their short term to maturity.

The Company's financial liabilities include accounts payables, the Second Loan, derivative liability, credit facility, and customer deposits. The carrying value of these items approximates their fair value due to their immediate or short term to maturity.

Financial Risk Factors

Credit risk

Credit risk is the risk of an unexpected loss if a customer or third party to a financial instrument fails to meet its contractual obligations. The Company places its cash with institutions of high credit worthiness. Management has assessed there to be a low level of credit risk associated with its cash balances.

The Company's exposure to credit risk is influenced mainly by the individual characteristics of each customer. However, management also considers the demographics of the Company's customer base, including the default risk of the industry and country in which customers operate, as these factors may have an influence on credit risk. During the nine months ended September 30, 2023, approximately 39% of the Company's accounts receivables balance (December 31, 2022 - 38%) is attributable to one customer.

The Company has established a credit policy under which each major new customer is analyzed individually for creditworthiness before the Company's standard payment and delivery terms and conditions are offered. The Company's review includes external ratings, when available, and in some cases bank references. Purchase limits and terms are established for each customer and reviewed periodically. Customers that fail to meet the Company's

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benchmark creditworthiness may transact with the Company only on a prepayment basis.

In monitoring customer credit risk, customers are grouped according to their credit characteristics, including whether they are an individual or legal entity, whether they are a wholesale, retail or end-user customer, geographic location, industry, aging profile, maturity and existence of previous financial difficulties. Trade and other receivables relate mainly to the Company's wholesale and retail customers.

Trade and other receivables consist of:

	September 30, 2023	December 31, 2022
Accounts receivables	\$ 3,356,921	\$ 3,642,594
Other receivables	53,526	46,343
Allowance for doubtful accounts	(261,114)	(315,199)
Total	\$ 3,149,333	\$ 3,373,738

During the nine months ended September 30, 2023, \$131,051 (2022 - \$90,126) of bad debt expense had been recognized in the consolidated interim statement of operating loss and comprehensive loss.

Aged trade receivable listing:

Days outstanding	September 30, 2023	December 31, 2022
Current	\$ 2,208,191	\$ 1,779,778
1 - 30	720,941	1,062,174
31 - 60	86,170	235,638
61 - 90	79,111	201,673
> 90	262,508	363,331
Total	\$ 3,356,921	\$ 3,642,594

Liquidity risk

Liquidity risk is the risk that the Company will encounter difficulty in meeting the obligations associated with its financial liabilities that are settled by delivering cash or another financial asset. The Company's approach to managing liquidity is to ensure, as far as possible, that it will always have sufficient liquidity to meet its liabilities when due, under both normal and stressed conditions, without incurring unacceptable losses or risking damage to the Company's reputation.

The Company examines current forecasts of its liquidity requirements so as to make certain that there is sufficient cash for its operating needs. These forecasts take into consideration matters such as the Company's plan to use debt for financing its activity, compliance with any required financial covenants and liquidity ratios, and compliance with external requirements such as laws or regulation.

The Company is exposed to liquidity risk due to low working capital as of September 30, 2023. Future liquidity may depend upon the Company's ability to arrange debt or additional equity financings.

Market risk

a) Currency Risk

The Company is located in the United States and virtually all transactions including the company's sales and debt are negotiated in US dollars.

b) Interest Rate Risk

The Company's debt has fixed interest rates and are not exposed to interest rate risk until maturity. The

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Company's credit facility is variable based on the 90 day LIBOR rate. A 1% increase in the 90 day LIBOR rate would not have a significant impact on profit and loss.

c) Price Risk

Price risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices other than those arising from interest rate risk, financial market risk or currency risk. The Company is not exposed to significant price risk.

Concentration risk

The Company derived revenue from one customer totaling 39% and 38% of the Company's total revenue for the nine months ended September 30, 2023 and 2022, respectively. At September 30, 2023 and December 31, 2022, one customer accounted for a total of 48% and 20% of total accounts receivable, respectively.

To manage the concentration of customer risk, the Company continuously looks for opportunities to diversify revenue streams and expand client base via marketing. All contracts with customers are signed for a term, and the Company ensures the customer needs are being met by building customer service relationships.

The Company has concentrations in the purchases with its suppliers. For the nine months ended September 30, 2023 and 2022, the two largest suppliers accounted for a total of 87% and 87% of total purchases, respectively.

To mitigate the concentration of vendor risk, the Company continuously looks for opportunities to build a supply chain in different geographic locations (Eastern Europe and Asia), and all vendors are selected after extensive due diligence and testing by the Company's QA team.

Off-Balance Sheet Arrangements

The Company has not entered into any off-balance sheet arrangements.

Correction of Error in prior year

During the year ended December 31, 2022, management identified that an error was made in the accounting of inventory and accounts payable as at December 31, 2021, which resulted in an understatement of \$222,800 in cost of revenue, \$152,047 inventory, and \$752,831 in accounts payable in the financial report for the year ended December 31, 2021. The error also impacted the classification between current and long term payables as at December 31, 2021. The error has been corrected in the December 31, 2022 financial report by adjusting the balance of related accounts. The impact of the adjustment has also impacted September 30, 2022 statement of changes in shareholder's deficiency.

Summary impact on the equity position as at September 30, 2022:

	Originally reported December 31, 2021	Adjustment Increase (decrease)	Restated December 31, 2021
Accumulated deficit	7,029,401	600,784	7,630,185
Total Equity (deficiency)	(227,356)	(600,784)	(828,140)

During the year ended December 31, 2022, management identified an error in connection with the restatement of the 2022 year end financials in the valuation of inventory and accounts payable as at September 30, 2022, which resulted in an understatement of \$323,934 in cost of revenue and \$96,327 in inventory, and \$420,261 in accounts payable. Management also identified an error relating to the available for use date of the intangible, an error in calculating share-based compensation, and an error relating to the incorrect classification of compensation and benefits as research and development, which resulted in an understatement of \$157,539 in depreciation and amortization, \$340,954 in compensation and benefits, and an overstatement in research and development expense of \$619,190 respectively.

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Summary impact on statement of operating loss and comprehensive loss for the nine months ended September 30, 2022:

Profit and Loss	Originally reported September 30, 2022	Adjustment Increase (decrease)	Restated September 30, 2022
Cost of revenues – Products	12,103,466	323,934	12,427,400
Gross Profit	5,674,435	(323,934)	5,350,501
Research and development	1,022,214	(619,190)	403,024
Compensation and benefits	2,028,058	340,954	2,369,012
Depreciation and amortization	166,614	157,539	324,153
Bad debt expense – other expense	(90,126)	90,126	-
Bad debt expense – operating expense	-	90,126	90,126
Loss from Operations	33,302	293,363	260,061
Net Loss	(167,009)	(203,237)	(370,246)

Summary impact on statement of Cash flow for the nine months ended September 30, 2022:

Cash Flow	Originally reported September 30, 2022	Adjustment Increase (decrease)	Restated September 30, 2022
Net Loss	(167,009)	(203,237)	(370,246)
Depreciation	166,614	157,539	324,153
Stock-based compensation	526,752	(278,236)	248,516
Inventory	1,634,635	(96,327)	1,538,308
Accounts Payable	157,166	420,261	577,427

Summary impact on the equity position for the nine months ended September 30, 2022:

	Originally reported September 30, 2022	Adjustment Increase (decrease)	Restated September 30, 2022
Stock-based compensation expense	526,752	(278,236)	248,516
Net loss for the period	(167,009)	(203,237)	(370,246)
Reserves	7,762,561	(493,903)	7,268,658
Equity portion of convertible debt	215,667	(215,667)	-
Accumulated deficit	(7,196,410)	(804,021)	(8,000,431)
Total Equity (deficiency)	566,212	(1,297,924)	(731,712)
Basic Earnings per share	\$(0.07)	\$(0.09)	\$(0.16)
Diluted Earnings Loss per share	\$(0.07)	\$(0.09)	\$(0.16)