

American Aires Inc.

CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2024 AND 2023 (EXPRESSED IN CANADIAN DOLLARS)

MANAGEMENT'S RESPONSIBILITY FOR FINANCIAL REPORTING

The accompanying unaudited condensed consolidated interim financial statements of American Aires Inc. (the "Company") are the responsibility of management and the Board of Directors.

The unaudited condensed consolidated interim financial statements have been prepared by management, on behalf of the Board of Directors, in accordance with the accounting policies disclosed in the notes to the unaudited condensed consolidated interim financial statements. Where necessary, management has made informed judgments and estimates in accounting for transactions which were not complete at the statement of financial position date. In the opinion of management, the unaudited condensed consolidated interim financial statements have been prepared within acceptable limits of materiality and are in accordance with International Accounting Standard 34 - Interim Financial Reporting using accounting policies consistent with International Financial Reporting Standards appropriate in the circumstances.

Management has established processes, which are in place to provide it with sufficient knowledge to support management representations that it has exercised reasonable diligence in that (i) the unaudited condensed consolidated interim financial statements do not contain any untrue statement of material fact or omit to state a material fact required to be stated or that is necessary to make a statement not misleading in light of the circumstances under which it is made, as of the date of, and for the periods presented by, the unaudited condensed consolidated interim financial statements and (ii) the unaudited condensed consolidated interim financial statements fairly present in all material respects the financial condition, results of operations and cash flows of the Company, as of the date of and for the periods presented by the unaudited condensed consolidated interim financial statements.

The Board of Directors is responsible for reviewing and approving the unaudited condensed consolidated interim financial statements together with other financial information of the Company and for ensuring that management fulfills its financial reporting responsibilities. The Audit Committee assists the Board of Directors in fulfilling this responsibility. The Audit Committee meets with management to review the financial reporting process and the unaudited condensed consolidated interim financial statements together with other financial information of the Company. The Audit Committee reports its findings to the Board of Directors for its consideration in approving the unaudited condensed consolidated interim financial statements together with other financial information of the Company for issuance to the shareholders. Management recognizes its responsibility for conducting the Company's affairs in compliance with established financial standards, and applicable laws and regulations, and for maintaining proper standards of conduct for its activities.

NOTICE TO READER

The accompanying condensed consolidated interim financial statements of the Company have been prepared by and are the responsibility of management. The condensed consolidated interim financial statements have not been reviewed by the Company's auditors.

Condensed Consolidated Interim Statements of Financial Position (Unaudited) (Expressed in Canadian Dollars)

| | | | June 30 | | ecember 31 |
|--|----------------|----|--------------|----|--------------|
| As at | | | 2024 | | 2023 |
| ASSETS | | | | | |
| Current assets | | | | | |
| Cash and cash equivalents | | \$ | 3,758,319 | S | 29,366 |
| Prepaid and receivable | (Note 15) | • | 4,526,103 | • | 53.014 |
| Inventory | (1111 12) | | 1,534,886 | | - |
| | | | 9,819,307 | | 82,380 |
| Non-current assets | | | 0,010,001 | | 52,555 |
| Furniture and equipment | (Note 5) | | 10,601 | | 10,793 |
| Intellectual property | (Note 4) | | 192,214 | | 256,285 |
| | (1111) | | 202,815 | | 267,078 |
| Total assets | | \$ | 10,022,122 | \$ | 349,458 |
| | | | | | |
| LIABILITIES AND EQUITY | | | | | |
| Current liabilities | | | | | |
| Accounts payable and accrued liabilities | (Notes 12, 17) | \$ | 5,124,329 | \$ | 2,097,619 |
| Deferred revenue | , , , | | 124,678 | | - |
| Provision for sales returns | | | 3,740 | | _ |
| Working capital loan payable | (Note 7) | | - | | 156,263 |
| E-commerce platform loan payable | (Note 8) | | 1,255,807 | | - |
| Grid promissory note payable | (| | - | | 131,031 |
| | | | 6,508,554 | | 2,384,913 |
| Non-current liabilities | | | , | | , , |
| Government loan payable | (Note 6) | | 60,230 | | 60,000 |
| Total Liabilities | \ | | 6,568,784 | | 2,444,913 |
| | | | | | |
| Shareholders' equity | | | | | |
| Share capital | (Note 9) | | 24,780,481 | | 19,743,717 |
| Contributed surplus | , , | | 10,803,025 | | 7,526,258 |
| Accumulated other comprehensive loss | | | (244,236) | | (210,047) |
| Deficit | | | (31,885,935) | | (29,155,383) |
| Total shareholders' equity | | | 3,453,337 | | (2,095,455) |
| Total liabilities and shareholders' equity | | \$ | 10,022,122 | \$ | 349,458 |

Nature of Operations and Going Concern (note 1)

Approved on behalf of the Board of Directors:

"Dimitry Serov" Director "Drew Green" Director

The accompanying notes are an integral part of these condensed consolidated interim financial statements

Condensed Consolidated Interim Statements of Loss and Comprehensive Loss (Unaudited) (Expressed in Canadian Dollars)

| | | For the Thre Ended Ju | For the Six Months Ended June 30, | | | |
|--|--------------|--------------------------|--------------------------------------|----------------|-------------|--|
| | | 2024 | 2023 | 2024 | 2023 | |
| Revenue | | | | | | |
| Sales | (Note 13) | \$ 2,788,488 \$ | 1,925,640 \$ | 4,825,883 \$ | 3,413,012 | |
| Cost of sales | (Note 16) | (1,089,584) | (790,894) | (1,901,450) | (1,386,679) | |
| Gross margin | , | 1,698,904 | 1,134,746 | 2,924,434 | 2,026,333 | |
| Expenses | | | | | | |
| Advertising and promotion | | 1,370,616 | 824,196 | 2,454,464 | 1,487,920 | |
| Marketing | (Note 12) | 652,452 | 489,651 | 1,218,697 | 926,557 | |
| Consulting fees | (Note 12) | 1,006,567 | 262,246 | 1,373,686 | 451,183 | |
| Interest charges | (Notes 8) | 46,201 | 263,767 | 91,083 | 455,375 | |
| Equity-based finance charge | | - | 923,672 | - | 923,672 | |
| Office and general | | 120,398 | 97,818 | 225,913 | 171,117 | |
| Professional fees | | 41,334 | 96,387 | 62,522 | 188,050 | |
| Rent expense | | 732 | 535 | 1,426 | 4,759 | |
| Salaries and benefits | (Note 12) | 66,538 | 78,540 | 132,063 | 146,229 | |
| Travel expense | | 5,995 | 4,878 | 28,370 | 4,878 | |
| Depreciation | (Notes 4, 5) | 33,428 | 34,489 | 66,762 | 68,979 | |
| · | | 3,344,261 | 3,076,179 | 5,654,985 | 4,828,719 | |
| Net loss for the year | | (1,645,357) | (1,941,433) | (2,730,552) | (2,802,386) | |
| Other comprehensive loss | | | | | | |
| Foreign exchange | | (15,326) | (9,902) | (34,189) | (86,291) | |
| Net loss and comprehensive loss for the year | | \$ (1,660,683) \$ | (1,951,336) \$ | (2,764,740) \$ | (2,888,677) | |
| Basic and diluted net loss per share | (Note 14) | (0.02) | (0.12) | (0.03) | (0.17) | |
| Weighted average number of common | M - 40 | 00.040.70 | 40 000 700 | | 40.000.501 | |
| shares outstanding, basic and diluted | (Note 14) | 89,616,784 | 16,302,708 | 81,219,584 | 16,093,534 | |

Condensed Consolidated Interim Statements of Changes in Shareholders' Equity (Unaudited) (Expressed in Canadian Dollars)

| | | Number of | SI | nare Capital | C | Contributed | D-6-4 | OCI/(L) | T . I |
|--|---------------|------------|----|--------------|----|-------------|--------------------|-----------|----------------|
| 5.15 | | Shares | _ | Amount | _ | Surplus | Deficit | (Note A) | Total |
| Balance, December 31, 2022 | | 15,875,645 | | 16,048,006 | \$ | 6,136,624 | \$ (24,408,865) \$ | (1/4,053) | |
| Private placement, net of costs | | 784,400 | | 369,124 | | - | - | | 369,124 |
| Issuance of warrants | | - | | (289,723) | | 289,723 | - | - | - |
| Issuance of finders warrants | | - | | (16,973) | | 16,973 | - | - | - |
| Issuance of warrants in connection to debt | | - | | - | | 851,849 | - | - | 851,849 |
| Net loss for the period | | - | | - | | - | (2,730,563) | - | (2,730,563) |
| Other comprehensive loss for the period | | - | | - | | - | - | (86,291) | (86,291) |
| Balance, June 30, 2023 | | 16,660,045 | \$ | 16,110,434 | \$ | 7,295,169 | \$ (27,139,428) \$ | (260,344) | \$ (3,994,170) |
| | | | | | | | | | |
| Balance, December 31, 2023 | | 59,357,252 | \$ | 19,743,717 | \$ | 7,526,258 | \$ (29,155,383) \$ | (210,047) | \$ (2,095,455) |
| Private placement, net of costs | (Note 9) | 30,635,574 | | 3,495,200 | | - | - | | 3,495,200 |
| Issuance of warrants | (Notes 9, 10) | - | | - | | 3,574,440 | - | - | 3,574,440 |
| Issuance of finders warrants | (Notes 9, 10) | - | | - | | 150,051 | - | - | 150,051 |
| Issuance of warrants on exercise of finders warrants | (Notes 9, 10) | - | | (60,562) | | 60,562 | - | - | - |
| Exercise of warrants | (Notes 9, 10) | 2,867,805 | | 1,525,784 | | (471,844) | - | - | 1,053,940 |
| Exercise of options | (Notes 9, 11) | 420,000 | | 76,342 | | (36,442) | - | - | 39,900 |
| Net loss for the period | | - | | - | | - | (2,730,552) | - | (2,730,552) |
| Other comprehensive loss for the period | | - | | - | | - | - | (34, 189) | (34,189) |
| Balance, June 30, 2024 | | 93,280,631 | | 24,780,481 | | 10,803,025 | (31,885,935) | (244,236) | 3,453,337 |

Note A: OCI/(L) = Other Comprehensive Income/(Loss)

Condensed Consolidated Interim Statements of Cash Flows (Unaudited) (Expressed in Canadian Dollars)

| Six Months Ended June 30 | | 2024 | 2023 |
|--|---|-------------------|-------------|
| Operating activities | | | |
| Net loss and comprehensive loss for the period | | \$ (2,764,740) \$ | (2,888,677) |
| Depreciation | | 66,762 | 68,979 |
| Equity-based finance charges | | | 923,672 |
| Interest expense | | 91,083 | 455,375 |
| Non-cash working capital items: | | | |
| Prepaid and receivable | | (4,473,089) | (155,561) |
| Inventory | | (1,534,886) | 225,727 |
| Deferred revenue | | 124,678 | 8,752 |
| Accounts payable and accrued liabilities | | 3,029,328 | 544,415 |
| Provision for sales returns | | 3,740 | (10,173) |
| | | (5,457,123) | (827,490) |
| Investing activities | | | |
| Acquisition of furniture and equipment | | (2,499) | _ |
| Proceeds on disposition of assets | | (2,100) | _ |
| · · · · · · · · · · · · · · · · · · · | | (2,499) | - |
| Financing activities | | | |
| Proceeds from issuance of shares | (Note 9) | 7,219,691 | 369,124 |
| Proceeds from e-commerce platform loan | (Note 8) | 1,850,000 | 670,000 |
| Proceeds from other loan | (************************************** | - | 150,000 |
| Proceeds from convertible debenture | | | 305,500 |
| Proceeds from exercise of warrants | (Note 10) | 1,053,940 | - |
| Proceeds from exercise of options | (Note 11) | 39,900 | _ |
| Repayments on working capital loan payable | (Note 7) | (156,263) | (161,637) |
| Repayments on e-commerce platform loan | (Note 8) | (727,610) | (280,144) |
| Interest paid | (11010 0) | (91,083) | (119,493) |
| moreot para | | 9,188,575 | 933,349 |
| Net change in cash | | 3,728,953 | 105,859 |
| Cash, beginning of the period | | 29,366 | 196,103 |
| Cash, end of the period | | \$ 3,758,319 \$ | 301,961 |
| cuan, end of the period | | ψ 5,100,015 ψ | 301,301 |

Notes to Condensed Consolidated Interim Financial Statements (Unaudited) Six Months Ended June 30, 2024 and 2023 (Expressed in Canadian Dollars)

1. Nature of Operations and Going Concern

American Aires Inc. (the "Company") was incorporated on May 15, 2012 and organized under the laws of Ontario, Canada. The registered office of the Company is located at 400 Applewood Crescent, unit 100, Vaughan, Ontario, L4K 0C3. The Company is engaged in the business of production, distribution and sales of electromagnetic protection devices.

These condensed consolidated interim financial statements have been prepared on the assumption that the Company will continue as a going concern, meaning it will continue in operation for the foreseeable future and will be able to realize its assets and discharge its liabilities in the ordinary course of operations. The Company has a deficit of \$31,885,935 as of June 30, 2024 (December 31, 2023 - \$29,155,383) and incurred a loss of \$2,730,552 for the six months ended June 30, 2024 (June 30, 2023 - \$2,802,386). The Company had a positive working capital of \$3,310,753 as at June 30, 2024 (December 31, 2023 – working capital deficiency of \$2,302,533).

Management has taken steps to improve the Company's financial position, including the implementation of cost-cutting measures, capital-raising efforts, and the exploration of strategic alternatives.

The Company's ability to continue as a going concern is dependent on its ability to generate sufficient cash flows from operations to meet its obligations, obtain additional financing, and ultimately achieve profitable operations. There can be no assurance that the Company will be successful in these efforts. If the Company is unable to generate sufficient cash flows from operations, obtain additional financing or achieve profitable operations, it may be required to curtail or cease operations, which could have a material adverse effect on the Company's financial position, results of operations, and cash flows.

The above factors indicate the existence of material uncertainties that may cast significant doubt on the ability of the Company to continue as a going concern.

The condensed consolidated interim financial statements do not include any adjustments that might be necessary if the Company is unable to continue as a going concern. If management is unsuccessful in securing financing and or capital, the Company's assets may not be realized or its liabilities get discharged at their carrying amounts and these differences could be material.

2. Basis of Presentation

Statement of Compliance

These unaudited condensed consolidated interim financial statements have been prepared in accordance with International Accounting Standard 34, Interim Financial Reporting. Accordingly, they do not include all of the information required for full annual financial statements required by IFRS as issued by IASB and interpretations issued by IFRIC. These unaudited condensed consolidated interim financial statements should be read in conjunction with the Company's audited consolidated financial statements for the year ended December 31, 2023.

These condensed consolidated interim financial statements have been prepared on a historical cost basis. In addition, these condensed consolidated interim financial statements are using the accrual basis of accounting, except for cash flow information. In addition, these condensed interim consolidated financial statements have been prepared in accordance with the same accounting policies and methods of application as the most recent audited consolidated financial statements for the year ended December 31, 2023, except that they do not include all the disclosures required for the annual audited consolidated financial statements.

In the preparation of these condensed consolidated interim financial statements, management is required to make estimates and assumptions that affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities at the date of the condensed consolidated interim financial statements and the reported amounts of expenses during the period. Actual results could differ from these estimates.

These condensed consolidated interim financial statements were approved by the Board of Directors on August 26, 2024.

Notes to Condensed Consolidated Interim Financial Statements (Unaudited) Six Months Ended June 30, 2024 and 2023 (Expressed in Canadian Dollars)

Accounting Standards Issued and Adopted

The following new accounting standards and amendments have been issued effective for annual periods beginning on or after January 1, 2024:

- Non-current Liabilities with Covenants Amendments to IAS 1
- Lease Liability in a Sale and Leaseback Amendments to IFRS 16
- Supplier Finance Arrangements Amendments to IAS 7 and IFRS 7
- IFRS S1 and IFRS S2 (Sustainability-related Disclosures)

The Company has evaluated the potential impact of these new standards and amendments and concluded that they are either not applicable or not expected to have a significant impact on the Company's financial statements.

3. Financial Instruments and Risk Management

Fair Values

The carrying value of all of the Company's financial instruments (assets and liabilities) approximate their fair values due to the short-term maturity of these financial instruments.

The Company's activities expose it to a variety of financial risks: credit risk, liquidity risk, market risk (including interest rate risk). Risk management is carried out by the Company's management team with guidance from the Board of Directors. The Board of Directors also provides regular guidance for overall risk management.

Credit Risk

Credit risk is the risk of loss associated with a counterparty's inability to fulfil its payment obligations. The Company's credit risk is primarily attributable to cash and cash equivalents and prepaid and sundry receivables. The Company has no significant concentration of credit risk arising from operations. Cash and cash equivalents are in accounts at reputable financial institutions, from which the risk of loss is remote. The Company's customer base is well diversified with no reliance on any one client. Sundry receivables consist primarily of advances to the Company's supplier of its electromagnetic protection devices. The Company has a long relationship with the supplier and assesses the risk of loss as low.

Liquidity Risk

Liquidity risk refers to the risk that the Company will not be able to meet its financial obligations as they become due or can only do so at excessive cost. The Company's liquidity and operating results may be adversely affected if the Company's access to capital markets is hindered, whether due to the general state of the economy or conditions specific to the Company. As at June 30, 2024, the Company had cash and cash equivalents of \$3,758,319 (December 31, 2023 - \$29,366) to settle current liabilities of \$6,508,554 (December 31, 2023 - \$2,384,913). The Company regularly evaluates its cash position to ensure preservation and security of capital as well as maintenance of liquidity. As the Company does not yet generate profits, managing liquidity risk is dependent upon the ability to secure additional financing, controlling expenses, and preserving cash. The following table shows the remaining contractual maturities of financial liabilities as at June 30, 2024 and December 31, 2023. It is not expected that the cash flows included in the maturity analysis could occur significantly earlier or at significantly different amounts.

| June 30, 2024 | Carrying amount | Contractual cash flows | Current | Long term |
|--|------------------------------------|------------------------|-----------------|-----------------|
| Accounts payable & accrued liabilities | \$ 5,124,329 | \$ 5,124,329 | \$ 3,976,829 | \$ 1,147,500 |
| Government loan | 60,230 | 64,747 | - | 64,747 |
| Current loans | 1,255,807 | 1,255,807 | 1,255,807 | - |
| | | | | |
| December 31, 2023 | Carrying amount | Contractual cash flows | Current | Long term |
| • | \$ Carrying amount 2,097,619 | 2,097,619 | 2,097,619 | \$ Long term |
| | \$, , | | | \$ |

Notes to Condensed Consolidated Interim Financial Statements (Unaudited) Six Months Ended June 30, 2024 and 2023 (Expressed in Canadian Dollars)

Market Risks

Market risk is the risk of loss that may arise from changes in market factors such as interest rates, foreign exchange rates, and commodity and equity prices.

(i) Interest Rate Risk

The Company's borrowings are at fixed rates of interest. Although it is not exposed to interest rate risk on its current borrowings, because of its heavy reliance on borrowing there is a risk that future costs of borrowing will increase if interest rates rise further.

(ii) Foreign Exchange Risk

The Company's functional currency is the United States Dollar and it transacts all its sales and major purchases primarily in that currency. To fund its operations, the Company maintains United States Dollar, Canadian Dollar, British Pound and Euro denominated bank accounts, containing sufficient funds to support monthly forecasted cash outflows. Management does not hedge its foreign exchange risk. As at June 30, 2024, a 5% fluctuation in the foreign exchange rate would have an impact of approximately \$214,708 (December 31, 2023 - \$49,944) in the Company's condensed consolidated interim statements of loss and comprehensive loss.

4. Intellectual Property

| Balance, December 31, 2022 | \$ 384,428 |
|----------------------------|---------------|
| Depreciation | (128, 143) |
| Balance, December 31, 2023 | \$ 256,285 |
| Depreciation | (64,072) |
| Balance, June 30, 2024 | \$ 192,214 |

5. Furniture and Equipment

| Cost | Furniture and Fixtures | Computer Equipment | Total |
|----------------------------|------------------------|--------------------|--------|
| Balance, December 31, 2022 | 1,812 | 33,063 | 34,875 |
| Additions | - | - | - |
| Dispositions | - | - | - |
| Balance, December 31, 2023 | \$ 1,812 \$ | 33,063 \$ | 34,875 |
| Additions | - | 2,499 | 2,499 |
| Dispositions | - | - | |
| Balance, June 30, 2024 | \$ 1,812 \$ | 35,562 \$ | 37,374 |

| Accumulated Depreciation | Furniture | e and Fixtures | Computer Equipment | Total |
|----------------------------|-----------|----------------|--------------------|--------------|
| Balance, December 31, 2022 | | 181 | 14,086 | 14,267 |
| Depreciation | | 326 | 9,489 | 9,815 |
| Dispositions | | - | - | |
| Balance, December 31, 2023 | \$ | 507 | \$ 23,575 | \$ 24,082 |
| Depreciation | | 130 | 2,561 | 9,815 |
| Dispositions | | - | - | |
| Balance, June 30, 2024 | \$ | 637 | \$ 26,136 | \$ 33,897 |

| Carrying Value | Furniture and Fixtures | Computer Equipment | Total |
|----------------------|------------------------|--------------------|--------------|
| At December 31, 2023 | \$ 1,304 | \$ 9,489 | \$ 10,793 |
| At June 30, 2024 | \$ 1,174 | \$ 9,427 | \$ 10,601 |

6. Government Loan

As a response to COVID-19, the Canadian Federal government introduced the CEBA for businesses that met various eligibility requirements. The purpose of the CEBA loan was to support businesses and employers to meet their non-deferrable expenses. The loan was interest free until December 31, 2023 after which the unpaid balance is subject to interest of 5% per annum and the loan is due on December 31, 2025. For the six months ended June 30, 2024, the Company recognized interest expense of \$1,246 in the consolidated statement of loss and comprehensive loss in connection with this loan.

Notes to Condensed Consolidated Interim Financial Statements (Unaudited) Six Months Ended June 30, 2024 and 2023 (Expressed in Canadian Dollars)

7. Working Capital Loan Payable

In previous years (2022 and 2021), the Company entered into a series of working capital loan facility agreements whereby the lender paid select invoices on the Company's behalf, with the ensuing debt repayable after a period of up to 120 days, in 30-day increments with interest at 1% for each 30-day period. Part way through the year 2022, the lender ceased charging interest on the amounts lent. The Company recognized interest expense totaling \$nil in the condensed consolidated interim statements of loss and comprehensive loss for the six months ended June 30, 2024 (six months ended June 30, 2023 - \$nil). The following is a continuity of the working capital loan payable:

| Balance, December 31, 2022 | \$ 480,170 |
|----------------------------|---------------|
| Repayments | (321,770) |
| Foreign Exchange | (2,137) |
| Balance, December 31, 2023 | \$ 156,263 |
| Repayments | (156,263) |
| Balance, June 30, 2024 | \$ - |

8. E-commerce platform loan payable

During the six months ended June 30, 2024, the Company received a working capital advance of \$1,850,000 from its e-commerce service provider. Under the terms of the agreement, the Company shall remit an amount totaling \$2,074,500 as full repayment for principal and implied interest on the advance. Payments are required to be made daily based on 17% of the Company's daily sales until such time that the advances are repaid in full. The financing charge in the amount of \$88,000 related to the paid portion of the loan has been recorded as interest expense in the condensed consolidated interim statements of loss and comprehensive loss for the six months ended June 30, 2024 (2023 - \$91,000). The annualized interest rate on these advances is upwards of 27%. The exact interest amount and therefore rate cannot be determined as there is insufficient information to amortize repayments made between principal and interest. The following is a continuity of the e-commerce platform loan payable:

| Balance, December 31, 2022 | \$ 174,710 |
|----------------------------|-----------------|
| Advances | 1,065,000 |
| Finance charge | 127,573 |
| Repayments | (1,367,283) |
| Balance, December 31, 2023 | \$ - |
| Advances | 1,850,000 |
| Finance charge | 224,500 |
| Repayments | (818,693) |
| Balance, June 30, 2024 | \$ 1,255,807 |

9. Share Capital

(a) Authorized

The Company is authorized to issue an unlimited number of common shares without par value.

(b) Issued and outstanding - Common Shares

| | Common Shares | Amount |
|--|---------------|------------------|
| Balance, December 31, 2022 | 15,875,645 | \$ 16,048,006 |
| Private placement, net of costs | 784,400 | 369,124 |
| Issuance of warrants | - | (289,723) |
| Issuance of finders warrants | - | (16,973) |
| Balance, June 30, 2023 | 16,660,045 | \$ 16,110,434 |
| | | |
| Balance, December 31, 2023 | 59,357,252 | \$ 19,743,717 |
| Private placement, net of costs | 30,635,574 | 3,495,200 |
| Issuance of warrants on exercise of finders warrants | - | (60,562) |
| Exercise of warrants | 2,867,805 | 1,525,784 |
| Exercise of options | 420,000 | 76,342 |
| Balance, June 30, 2024 | 93,280,631 | \$ 24,780,481 |
| | | |

Notes to Condensed Consolidated Interim Financial Statements (Unaudited) Six Months Ended June 30, 2024 and 2023 (Expressed in Canadian Dollars)

On February 16, 2024, the Company closed on a private placement and issued an aggregate of 26,666,663 units at a price of \$0.15 per unit for gross proceeds of \$3,999,999. Each unit consists of one common share and one common share purchase warrant. Cash costs of this private placement amounted to \$90,095 in aggregate. Refer to Note 10 for further discussion on the fair value assigned to the warrants.

On May 16, 2024, the Company closed on a private placement and issued an aggregate of 3,968,911 units at a price of \$0.95 per unit for gross proceeds of \$3,770,465. Each unit consists of one common share and one common share purchase warrant. Cash costs of this private placement amounted to \$460,679 in aggregate. Refer to Note 10 for further discussion on the fair value assigned to the warrants.

During the six months ended June 30, 2024, the Company issued 2,867,805 common shares on exercise of warrants and 420,000 common shares on exercise of stock options. The fair values of those warrants and stock options, originally recognized in the contributed surplus, have been reversed into the share capital. Refer to Note 10 and Note 11 for further details on those exercised warrants and stock options.

10. Warrants

The following table reflects the continuity of warrants for the six months ended June 30, 2024 and 2023:

| | Warrants | WAEP (Note A) |
|--|-------------|---------------|
| Balance, December 31, 2022 | 2,250,181 | \$1.70 |
| Issuance of warrants on private placement - May 12, 2023 | 784,400 | \$0.50 |
| Issuance of finders warrants on private placement - May 12, 2023 | 45,952 | \$0.50 |
| Issuance of warrants on convertible debenture - June 9 and 15, 2023 | 3,236,000 | \$0.50 |
| Expired warrants with May 28, 2023 maturity | (31,500) | \$3.00 |
| Balance, June 30, 2023 | 6,285,033 | \$0.90 |
| | | |
| Balance, December 31, 2023 | 7,635,333 | \$0.84 |
| Issuance of warrants on private placements - Feb 16 and May 16, 2024 | 30,635,574 | \$0.38 |
| Issuance of finders warrants on private placements - Feb 16 and May 16, 20 | 613,924 | \$0.57 |
| Issuance of warrants on exercise of finders warrants | 169,052 | \$0.50 |
| Exercise of warrants | (2,867,805) | \$0.37 |
| Expired warrants with May 28, 2024 maturity | (603,333) | \$3.00 |
| Balance, June 30, 2024 | 35,582,745 | \$0.43 |

Note A: WAEP = Weighted Average Exercise Price

The 26,666,663 warrants issued on February 16, 2024 have an exercise price of \$0.25 and a two-year term. A fair value of \$15,382,950 was assigned to these warrants, estimated using the Black-Scholes valuation model with the following assumptions: dividend yield 0%, share price of \$0.65, expected volatility of 181%, a risk-free rate of return of 4.29% and an expected life of 2 years. In addition, the Company issued 289,100 finders warrants exercisable for \$0.15 per warrant with identical terms as the private placement warrants above. A fair value of \$172,496 was assigned to these warrants, estimated using the same assumptions as above.

The 3,968,911 warrants issued on May 16, 2024 have an exercise price of \$1.20 and a five-year term. A fair value of \$3,384,324 was assigned to these warrants, estimated using the Black-Scholes valuation model with the following assumptions: dividend yield 0%, share price of \$0.97, expected volatility of 139%, a risk-free rate of return of 3.64% and an expected life of 5 years. In addition, the Company issued 324,824 finders warrants exercisable for \$0.95 per warrant with an expiry term of 2 years. A fair value of \$256,420 was assigned to these warrants, estimated using the Black-Scholes valuation model with the following assumptions: dividend yield 0%, share price of \$0.97, expected volatility of 183%, a risk-free rate of return of between 4.19% and an expected life of 2 years.

During the six months ended June 30, 2024, the Company issued 169,052 new warrants as a result of certain finders warrants getting exercised. A fair value of \$60,562 was assigned to these warrants, estimated using the Black-Scholes valuation model with the following assumptions: dividend yield 0%, share price of between \$0.81 to \$0.92, expected volatility of between 186% to 203%, a risk-free rate of return of between 4.10% to 4.70% and an expected life of between 0.87 to 1.65 years.

Notes to Condensed Consolidated Interim Financial Statements (Unaudited) Six Months Ended June 30, 2024 and 2023 (Expressed in Canadian Dollars)

During the six months ended June 30, 2024, the Company had 2,867,805 warrants getting exercised. Those warrants had exercise prices ranging from \$0.15 to \$1.50 for which the Company received cash proceeds of \$1,053,940.

The following table reflects warrants outstanding as at June 30, 2024:

| Expiry Date | Exercise Price | Life Remaining | Warrants | Value |
|--------------------|----------------|----------------|------------|-----------------|
| August 31, 2024 | \$ 1.50 | 0.17 | 197,500 | \$ 83,938 |
| September 20, 2024 | \$ 1.50 | 0.22 | 178,750 | \$ 64,350 |
| October 28, 2024 | \$ 1.50 | 0.33 | 64,998 | \$ 13,765 |
| December 17, 2024 | \$ 1.50 | 0.46 | 246,000 | \$ 30,940 |
| February 7, 2025 | \$ 1.00 | 0.60 | 500,000 | \$ 353,000 |
| March 15, 2025 | \$ 1.00 | 0.71 | 75,000 | \$ 53,000 |
| March 15, 2025 | \$ 1.00 | 0.71 | 6,000 | \$ 4,000 |
| March 24, 2025 | \$ 1.00 | 0.73 | 86,225 | \$ 49,271 |
| March 24, 2025 | \$ 1.00 | 0.73 | 6,400 | \$ 3,657 |
| April 5, 2025 | \$ 1.00 | 0.76 | 27,464 | \$ 13,482 |
| May 12, 2025 | \$ 0.50 | 0.87 | 510,000 | \$ 188,371 |
| May 12, 2025 | \$ 0.50 | 0.87 | 24,000 | \$ 8,865 |
| May 12, 2025 | \$ 0.50 | 0.87 | 2,242 | \$ 919 |
| June 30, 2025 | \$ 0.50 | 1.00 | 2,186,000 | \$ 557,121 |
| June 30, 2025 | \$ 0.50 | 1.00 | 550,000 | \$ 163,126 |
| June 30, 2025 | \$ 0.50 | 1.00 | 984,000 | \$ 75,100 |
| June 30, 2025 | \$ 0.50 | 1.00 | 360,000 | \$ 19,626 |
| February 16, 2026 | \$ 0.25 | 1.63 | 24,995,331 | \$ 1,753,647 |
| February 16, 2026 | \$ 0.15 | 1.63 | 289,100 | \$ 20,979 |
| May 16, 2029 | \$ 1.20 | 4.88 | 3,968,911 | \$ 1,703,535 |
| May 16, 2026 | \$ 0.95 | 1.88 | 324,824 | 129,072 |
| | \$ 0.43 | 1.30 | 35,582,745 | \$ 3,457,157 |

11. Stock Options

The following table reflects the continuity of stock options for the six months ended June 30, 2024 and 2023:

| Stock Options | WAEP (Note A) |
|---------------|--|
| 1,065,000 | \$1.90 |
| (240,000) | \$2.50 |
| 825,000 | \$1.70 |
| | |
| 600,000 | \$0.58 |
| (420,000) | \$0.10 |
| 180,000 | \$1.72 |
| | (240,000) 825,000 600,000 (420,000) |

Note A: WAEP = Weighted Average Exercise Price

The following table reflects stock options outstanding as at June 30, 2024:

| Expiry Date | Exercise Price | Life Remaining | Stock Options |
|-------------------|----------------|----------------|---------------|
| December 10, 2024 | \$ 5.00 | 0.44 | 50,000 |
| January 13, 2025 | \$ 1.00 | 0.54 | 50,000 |
| July 6, 2026 | \$ 0.095 | 2.02 | 70,000 |
| July 6, 2026 | \$ 0.210 | 2.02 | 10,000 |
| | \$ 1.72 | 1.17 | 180,000 |

During the six months ended June 30, 2024, the Company had 420,000 stock options getting exercised. Those stock options had an exercise price of \$0.095 for which the Company received cash proceeds of \$39,900.

12. Related Party Balances and Transactions

Remuneration of key management personnel of the Company was as follows:

| | Three Months Ended June 30 | | | | 9 | Six Months Ended June 30 | | | |
|-------------------------------------|----------------------------|---------|----|---------|----|--------------------------|----|---------|--|
| | | 2024 | | 2023 | | 2024 | | 2023 | |
| Remuneration paid to key management | \$ | 237,400 | \$ | 213,219 | \$ | 472,197 | \$ | 403,249 | |
| Stock-based compensation | \$ | - | \$ | - | \$ | - | \$ | - | |

Notes to Condensed Consolidated Interim Financial Statements (Unaudited) Six Months Ended June 30, 2024 and 2023 (Expressed in Canadian Dollars)

The Company defines key management as the Company's directors and officers of the Company. As at June 30, 2024, amounts due to key management for remuneration totaled \$37,455 (December 31, 2023 - \$234,830).

During the six months ended June 30, 2024, the Company expensed \$652,133 (2023 - \$457,361) for digital marketing services provided by a firm controlled by an officer of the Company. As at June 30, 2024, \$nil (December 31, 2023 - \$nil) was included in accounts payable and accrued liabilities in connection with these services.

On February 7, 2022, the Company obtained a \$500,000 loan from a lender whose CEO is also an officer of the Company. Interest of \$24,822 for the six months ended June 30, 2023 was expensed. This loan was fully converted into a convertible debenture and subsequently converted into 6,652,366 common shares of the Company during the year ended December 31, 2023. On January 24, 2023, the Company entered into a loan agreement with a related party whereby the lender agreed to advance \$150,000 to the Company. The CEO of the lending party is also an officer of the Company. Interest of \$6,263 for the six months ended June 30, 2023 was expensed. This loan was fully converted into a convertible debenture and subsequently converted into 1,795,448 common shares of the Company during the year ended December 31, 2023.

On January 1, 2024, the Company unwound the partnership agreement with HUCK Project LLC ("HUCK"). Under the terms of the agreement, HUCK became the Company's non-exclusive global retail-only distribution partner for the period from August 29, 2023 to December 31, 2023. HUCK is a US-based digital marketing firm that is owned by a director and officer of the Company and is therefore a related party. The total amount payable to HUCK as part of this agreement on December 31, 2023 was \$215,305 and upon unwinding of the agreement, the final balance as of June 30, 2024 is a receivable of \$41,100.

The above noted transactions are in the normal course of business and are measured at the exchange amount, as agreed to by the parties, and approved by the Board of Directors in strict adherence to conflict of interest laws and regulations.

13. Segmented Information

The Company's operations consist of a single operating segment, located in Canada. During the six months ended June 30, 2024, 81% (2023 - 81%) of sales were to US customers and 6% (2023 - 6%) being sold to customers in Canada. The Company's remaining customers are distributed widely throughout the world.

14. Net Loss Per Share

The calculation of basic and diluted loss per share for the six months ended June 30, 2024 was based on the loss attributable to common shareholders of \$2,730,552 (2022 - \$2,802,386) and the weighted average number of common shares outstanding of 81,219,584 (2023 – 16,093,534). The impact of conversion of options and warrants have been excluded from the weighted average number of common shares calculation as it would be antidilutive.

15. Prepaid and receivable

| | June 30, 2024 | December 31, 2023 |
|------------------------|--------------------|-------------------|
| Sales receivable | 69,690 | - |
| Prepaid expenses | 4,433,566 | 30,167 |
| Manufacturing deposits | 22,847 | 22,847 |
| | \$ 4,526,103 \$ | 53,014 |

16. Cost of Goods Sold

Cost of goods sold is comprised of the following:

| | Three Months Ended June 30 | | | Six Mor | iths | Ended June 30 | |
|-----------------------------|----------------------------|----|---------|---------|-----------|---------------|-----------|
| Three Months Ended March 31 | 2024 | | 2023 | | 2024 | | 2023 |
| Manufactured product cost | \$ 773,529 | \$ | 551,477 | \$ | 1,338,888 | \$ | 891,592 |
| Shipping expenses | 27,198 | | 33,135 | | 50,200 | | 100,254 |
| Fulfillment services | 158,427 | | 115,463 | | 279,736 | | 219,535 |
| E-commerce fees | 130,431 | | 90,819 | | 232,626 | | 175,297 |
| | \$ 1,089,584 | \$ | 790,894 | \$ | 1,901,450 | \$ | 1,386,678 |

Notes to Condensed Consolidated Interim Financial Statements (Unaudited) Six Months Ended June 30, 2024 and 2023 (Expressed in Canadian Dollars)

All of the Company's products are manufactured by a sole supplier located overseas. Since inception the Company has dealt with the same supplier and enjoys a good relationship. Management believes that should the relationship cease abruptly, it may cause a temporary disruption in supply, but alternate sources could be developed to manufacture the product.

17. Accounts Payable and Accrued Liabilities

| | June 30, 2024 | December 31, 2023 |
|--|--------------------|-------------------|
| Accounts payable and accrued liabilities | \$ 4,133,972 \$ | 1,275,938 |
| Due (from) to HUCK | (41,101) | 215,305 |
| Insurance Ioan payable | 99,892 | 24,516 |
| Other | 931,566 | 581,859 |
| | \$ 5,124,329 \$ | 2,097,618 |

Other accounts payable represents provisions for sales taxes payable.