Management's Discussion and Analysis of Financial Condition and Results of Operations for the Year Ended February 28, 2017

The following Management's Discussion and Analysis ("MD&A") comments on the audited consolidated financial condition and results of operations of Peeks Social Ltd. for the year ended February 28, 2017. All data in this MD&A has been prepared in accordance with International Financial Reporting Standards ("IFRS") as issued by the International Accounting Standards Board ("IASB") and interpretations of the IFRS Interpretations Committee. The information contained herein should be read in conjunction with Peek's annual audited consolidated financial statements for the years ended February 28, 2017, and February 29, 2016 (the "financial statements").

Unless the context otherwise requires, all references to "Peeks", "Corporation", "Company", "our", "us", and "we" refers to Peeks Social Ltd. as consolidated with its subsidiaries. Additional information regarding the Company is available at SEDAR at www.sedar.com.

This MD&A is dated June 27, 2017. All amounts are presented in Canadian dollars, unless otherwise noted.

Advisory Regarding Forward-Looking Statements

This MD&A contains forward-looking statements. When used in this MD&A the words "may", "would", "could", "will", "intend", "plan", "anticipate", "believe", "seek", "propose", "estimate", "expect", and similar expressions, as they relate to the Company, are intended to identify forward-looking statements. In particular, this MD&A contains forward-looking statements with respect to, among others things, our objectives, goals, strategies, intentions, plans, estimates, outlook, expected growth and business opportunities. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, such statements involve risks and uncertainties and undue reliance should not be placed on such statements. Certain material factors or assumptions are applied in making forward-looking statements, including without limitation, factors and assumptions regarding advertising revenues, platform fee revenues, operating costs and tariffs, taxes and fees, changes in market competition, governmental or regulatory developments, changes in tax legislation and general economic conditions. Actual results may differ materially from those expressed or implied in such statements. Important factors that could cause actual results to differ materially from these expectations include, among other things: the Company's ability to attract and retain users and increase the level of engagement of its users; the Company's expectations regarding its user growth rate and the usage of its web and mobile products; the Company's ability to attract advertisers and the revenue derived from these advertisers; the Company's ability to grow user monetization; the sufficiency of The Company's cash and cash generated from operations to meet its working capital and capital expenditure requirements; the ability of the Company to raise sufficient capital to fund operations and meet its financial obligations; and changes in accounting standards.

The Company cautions you that the foregoing list may not contain all of the forward-looking statements made in this document. The Company's actual results, performance or achievements could differ materially from those expressed in, or implied by, these forward-looking statements and, accordingly, no assurances can be given that any of the events anticipated by the forward-looking statements will transpire or occur, or if any of them do, what benefits that the Company will derive therefrom. Readers are cautioned that the foregoing list of factors is not exhaustive. When relying upon our forward-looking statements to make decisions with respect to the Company, investors and others should carefully consider the foregoing factors and other uncertainties and potential events. All subsequent forward-looking statements, whether written or oral, attributable to the Company or persons acting on its behalf are expressly qualified in their entirety by these cautionary statements. Furthermore, the forward-looking statements contained in this document are made as at the date of this document and Peeks Social Ltd. does not undertake any obligation to update publicly or to revise any of the included forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required by applicable securities laws.

GOING CONCERN ASSUMPTION

The financial statements have been prepared in accordance with IFRS on a going concern basis that presumes the realization of assets and discharge of liabilities in the normal course of business, there are material uncertainties related to adverse conditions and events that cast significant doubt on the Company's ability to continue as a going concern.

During the year ended February 28, 2017, the Company incurred a net loss of $4,259,179 (February 29, 2016 - $10,827,059) and, as of that date, the Company had accumulated a deficit of $79,285,748 (February 29, 2016 - $75,026,569) and negative cash flows from operations of $2,748,187 (February 29, 2016 - $3,342,705). Whether and when the Company can attain profitability and positive cash flows from operations is uncertain. These factors create material uncertainties that cast significant doubt upon the Company's ability to continue as a going concern.

The Company has not yet realized profitable operations and has mainly relied on non-operational sources of financing to fund operations. Management has been able to raise sufficient funds to finance its operations in the past through private placements of both equity and debt and will need to continue to do so to fund operations in the future. The financial statements and this MD&A do not include any adjustments to the amounts and classification of assets and liabilities that might be necessary should the Company be unable to continue as a going concern. Such adjustments could be material.

ABOUT PEEKS SOCIAL LTD.

Peeks Social Ltd. (formerly Keek Inc. and formerly Primary Petroleum Corporation) ("Peeks" or the "Company"), was incorporated under the provisions of the Business Corporations Act in the Province of British Columbia on May 20, 2004 and on January 10, 2008, was continued under the laws of the Province of Alberta. The Company is a publicly traded company listed on the TSX Venture Exchange ("TSX-V") under the symbol "PEEK". The Company's principal activity is the offering of social media products and services for use by consumers and businesses, with a focus on mobile (iOS and Android) products. The Company's head office is 184 Front Street East, Suite 701, Toronto, Canada, M5A 4N3.

On March 5, 2014, Primary Petroleum Corporation ("Primary") completed a reverse acquisition (the "Transaction") with Keek Inc., a private company incorporated under the laws of the Province of Ontario ("Keek Ontario"), which was effected pursuant to an amalgamation agreement entered into between Keek Ontario, Primary, and Primary's wholly-owned subsidiary, 2400964 Ontario Limited ("Primary Subco"), formed solely for the purpose of facilitating the amalgamation. Although the Transaction resulted in Keek Ontario becoming a wholly-owned subsidiary of Primary, the Transaction constitutes a reverse acquisition of Primary by Keek Ontario in-as-much as the former shareholders of Keek Ontario received 56.25%, on a non-diluted basis, of the issued and outstanding common shares of the resulting corporation. For accounting purposes, Keek Ontario was considered the acquirer and Primary the acquiree. Accordingly, the consolidated financial statements are a continuation of the financial statements of Keek Ontario and references to the "Company" will mean the consolidated entity subsequent to the date of the Transaction and to Keek Ontario prior to that date.

Following the closing of the Transaction, Primary filed articles of amendment to change its name to Keek Inc. In March 2017, Keek filed additional articles of amendment to change its name to Peeks Social Ltd. following the retirement of the legacy "Keek" branded products and the release of a new product line known as "Peeks Social".
The financial statements include the financial position and results of Peeks, Keek Ontario, and Primary Petroleum Canada Corporation ("PPCC") (a wholly-owned subsidiary of Peeks).

OVERVIEW

Peeks Social Ltd.'s core business is the offering of social media products and services for use by consumers and businesses, with a focus on mobile (iOS and Android) products. The Company focuses on providing social commerce enabled products which allow for a monetizeable user experience to all users, consumers and businesses alike. The Company accomplishes this by offering products which are complete with enterprise grade global ecommerce infrastructure including multi-currency, multi-lingual, turnkey mobile commerce suites for users.

Until 2016 the Company's flagship product and core line of business had been an online social video platform for both web and mobile with an emphasis on mobile which allows users to upload and share personal videos of themselves or events surrounding them, their "self-expression". This product was known as "Keek". The Keek product developed a global video social network, enabled over the Internet and on mobile devices around the world. Its interactive video content network contained videos with up to 36 seconds of video and 111 characters of accompanying text. During its five year life, the Keek product's community had grown to over 75 million registered users across 6 global regions: "North America", "South America", "Europe", "Middle East", "Asia/Oceania", and "Africa".

In August 2015 the Company entered into a technology licensing agreement with Personas.com Corporation ("Personas"), which has given the Company access to a variety of established technologies including livestreaming technology and technology designed to facilitate monetary transactions. Personas is now a related party by nature of it being a subsidiary of Riavera Corp. ("Riavera") (a significant shareholder of the Company and a corporation controlled by Mark Itwaru, Chairman and CEO of Peeks Social Ltd.) Pursuant to the original agreement, Personas was to pay the Company 10% of the gross revenue earned through the use of Company's platforms. Following an amendment of the agreement in October 2016, Personas now pays the Company 30% of the gross revenue earned through the use of the Company's platforms. The technology licensing agreement formed the basis of a product revitalization for the Company, where the social video "Keek" platform was ultimately replaced with an all new livestreaming social commerce platform branded as "Peeks Social".

The Company held an AGM on March 11, 2016 to present the Company's new business plans. The shareholders voted in favor of a number of business matters including a name change. The Company's existing products now bear the "Peeks Social" name and logos. Certain future products are planned to use the "Peeks Social" trademark while others may not. The Company has phased out all use of the former Keek trademarks on a world-wide basis.

In November 2016 the legacy Keek mobile apps were transitioned from a "social media" video platform to a "social commerce" livestreaming service, at which time they were rebranded under the product name "Peeks Social", and are now being jointly developed and operated pursuant to the technology licensing agreement between the Company and Personas. The core web product remains available to former Keek community members and the public as an interactive video content network and is now operating under the product name "Peeks Video".

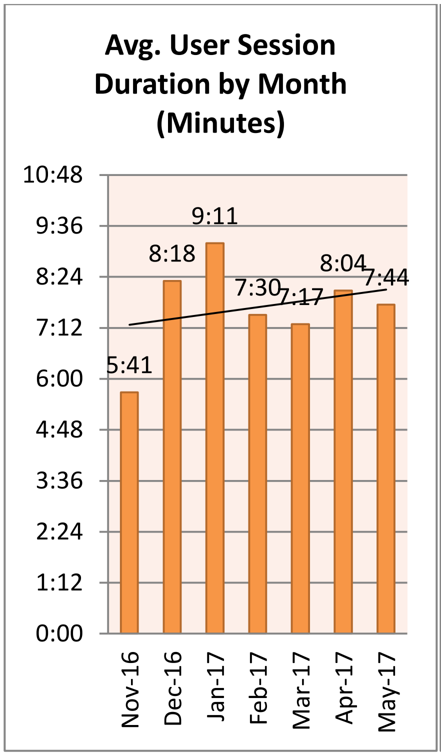
Peeks is described as "an ecommerce enabled livestreaming platform." The Peeks service allows users to livestream themselves on their own personal interactive ecommerce enabled mobile broadcast. By simply tapping their screen, viewers inside Peeks can send "likes", tip broadcasters real money, chat, and interact, all in real-time. Peeks differentiates itself from its competitors in several ways. Peeks provides a real-time, engaging, and monetizeable user experience to all of its members. In addition, Peeks' enterprise grade global ecommerce infrastructure is a multi-currency, multi-lingual, turnkey mobile commerce suite for all of its broadcasters and viewers, complete with an individual e-wallet for every user.

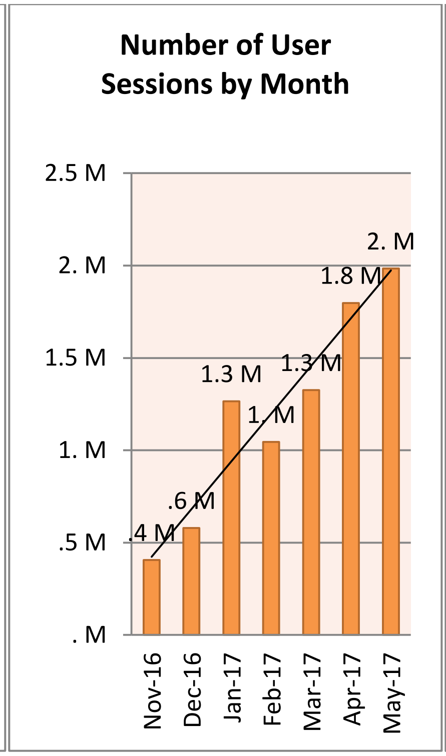
The Company is focusing on innovative monetization strategies, based around "social commerce", for its current and future products. Social commerce is defined as "a subset of electronic commerce that involves social media, online media that supports social interaction, and user contributions to assist online buying and selling of products and services."

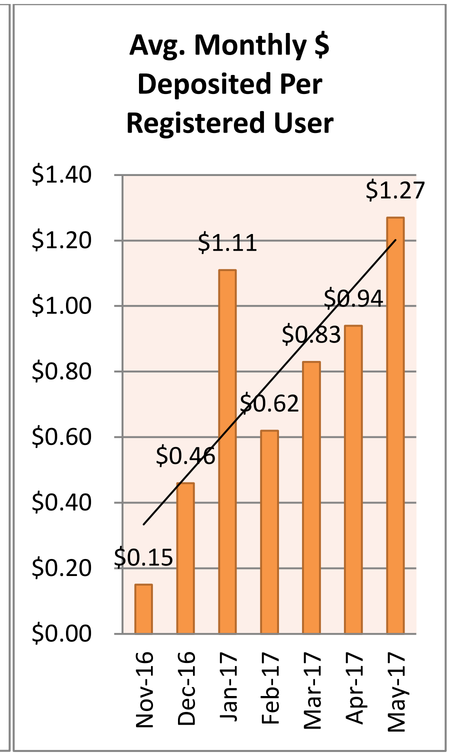
Overview of the Business and Operational Highlights

Product Performance (KPIs)

The Company routinely monitors certain KPIs that it has identified as important in understanding the performance of the Peeks product. The charts and table below provide a summary of select monthly KPIs for the Peeks app since its launch in November 2016. The Company earns licensing revenue based on the gross revenue earned by the Peeks product (see "Overview").







Key Performance Indicator	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017
# of User Sessions [1]	405,800	579,400	1,265,700	1,044,700	1,325,500	1,797,700	1,983,516
Avg. User Session Duration [1]	5min 41sec	8min 18sec	9min 11sec	7min 30sec	7min 17sec	8min 04sec	7min 44sec
Avg. Monthly $ Deposited Per Registered User [2]	$0.15	$0.46	$1.11	$0.62	$0.83	$0.94	$1.27
Avg. Monthly $ Deposited Per Registered User (Annualized) [3]	$1.80	$5.52	$13.32	$7.44	$9.96	$11.28	$15.24

1. These two KPIs represent the number of times the Peeks app was accessed by users and the average duration of use, respectively. Data was provided through Google Analytics. For additional information on Google Analytics' definition of "session" and the methods of calculating "sessions", please refer to https://support.google.com/analytics .
2. This KPI calculates the total dollar amount deposited in the Peeks service by registered users in a calendar month, divided by the number of registered users as at the end of that month. While the "dollars deposited per registered user" is an important KPI for the Peeks product, it is not a direct indicator of the Company's financial performance.
3. This KPI is calculated by multiplying the monthly figure in Note 2 by 12. The industry standard for the presentation of "per user" amounts is on an annualized basis. This figure is presented for comparison purposes only and since it is calculated on a monthly basis, it may not represent a true annualized amount.

Product Development

During the year ended February 28, 2017, the core development team at Peeks was primarily engaged in the integration and launch of the Peeks product. A high-level timeline relating to the Peeks service integration is provided below:

- July 2016 – Peeks service undergoes live testing inside a closed beta environment on both the iOS and Android platforms. The closed beta included teams of testers, content creators, social influencers, and consumers.

- August 2016 – Peeks beta product launched as a stand-alone app for live testing, made available to the public on both iOS and Android platforms.

- November 2016 – Peeks service successfully deployed in replacement of the legacy Keek apps. Keek users who update their apps maintain all of their core Keek history, including their "followers" and who they "follow," their existing videos along with the associated view counts and like counts, their login methods, profile information, etc. Keek users who have not yet updated to Peeks do not appear in the Peeks service, nor do their videos, profile information, follows and followers, etc.

- January 2017 – Significant improvements to the user interface “UI” successfully deployed to the Peeks Android app. New UI provides users with a variety of new features and improvements including: improved content categorization; easy access to professionally produced content; dedicated specialty channel for livestreaming gamers; streaming community comments on pre-recorded videos; improved navigation; easier access to follow, block and report other users and objectionable content; and content controls to include/exclude specific content categories along with many other improvements.

- February 2017 – Crowdfunding tool successfully deployed to the Peeks service. The crowdfunding tool allows Peeks broadcasters to raise funds from their viewing audience for a number of reasons including: charitable donations, the purchasing of products or services, supporting community projects, or a variety of other causes or initiatives as determined by the broadcaster. Peeks broadcasters create over 400 crowdfunding campaigns in the first week.

- April 2017 – Initial “OfferBox” functionality successfully deployed to the Peeks service. OfferBox allows users to create actionable incentives that can be distributed to viewers of livestreams and archived videos. All users have the ability to connect products or services from their own e-commerce websites or those of their affiliates or sponsoring brands. Digital products are planned to be directly deliverable inside the Peeks app in future versions.

- April 2017 - Direct Messenger feature deployed to the Peeks service. The feature was designed and implemented to heighten daily usage by allowing users to interact outside of the livestream environment. Direct Messenger allows users to message each other to ask questions about products or services being sold, enquire about content, or simply to interact.

During the year ended February 28, 2017, the development team at Peeks also completed a migration of the Company’s core data center to a cloud based service in order to significantly reduce monthly hosting costs and maintenance requirements, and to improve the ability to scale and increase the reliability of the platforms. The data center migration was completed in May 2016 and significant cost savings were being realized by December 2016.

Keek for Messenger → Peeks for Messenger

Keek for Messenger ("KFM") is a Keek proprietary app which operates independently of the Peeks platforms. KFM is a companion app to Facebook's *Messenger* ("FM") app, allowing FM users to send videos directly to their Facebook contacts inside the FM environment. The Company was invited to develop the app by Facebook in Q4 2015, and was featured as part of the FM platform launch at F8, Facebook's annual global developer conference held in San Francisco on March 25, 2015.

KFM has been renamed "Peeks for Messenger" ("PFM") to follow the transition of the core product lines to the "Peeks Social" brand. PFM is currently undergoing a development review and the Company is considering methods of amplifying its sharing and interaction abilities with the core Peeks products, as well as the introduction of certain video filtering and editing tools, to better differentiate it from other video apps available for the FM platform.

Monetization, Sales, and Revenue

The Company generates licensing revenue from Peeks equal to 30% of the gross profit generated from the service. The Peeks service is monetized through the charging of "platform fees" on user transactions inside the service. Users can currently transact in three ways inside Peeks: by "tipping" a broadcaster; by contributing to a broadcasters crowdfunding campaign; and by paying to access a "paid broadcast". Each user has a "wallet" inside the app to which they can deposit funds via a number of methods including credit card and in-app purchase (depending on their device), or withdraw funds via a variety of options depending on their geographical location. Users may utilize the funds inside their wallet to send tips to broadcasters or to purchase access to the paid streams of other users. Wallets may contain USD, CAD, or a digital currency added subsequent to the year ended February 28, 2017, referred to as "coins". A "coin" has a value which approximates $0.05USD. Coins may be purchased on both the iOS and Android platforms.

Tipping

The tipping mechanism is available to viewers inside a stream and allows a viewer to send tips to a broadcaster in either real-time or on a previously recorded livestream or uploaded video. During the year ended February 28, 2017, tips were able to be sent in amounts of $0.05, $0.10, $0.25, $0.50, or $1.00, in either USD or CAD depending on the sender's location. Subsequent to the year ended February 28, 2017, the available tip amounts on the Android platform were changed to $0.25, $0.50, $1.00, $5.00, $10.00. On the iOS platform, tips may now be sent in the amounts of 5, 10, 20, 100, or 200 coins. Once sent, the tip(s) are then withdrawn from the sender's wallet and deposited to the broadcaster's wallet.

Paid Broadcasts

A paid broadcast is a livestream (or previously recorded livestream) where the broadcaster has selected to charge a fee for access to that piece of content. The amount of the fee is determined by the broadcaster and during the year ended February 28, 2017, ranged from $0.50 to $5.00 per viewer in either USD or CAD. Subsequent to the year ended February 28, 2017, the range for paid broadcasts was changed to $0.50-$50.00 (in either USD or CAD) for Android broadcasters and 10-1,000 coins for iOS broadcasters. Should a viewer choose to purchase access to the content, the fee is withdrawn from their wallet and deposited to the broadcaster's wallet.

Crowdfunding

Crowdfunding transactions function similar to tipping. On the Android platform, users may contribute to a crowdfunding campaign in amounts of $0.25, $0.50, $1.00, $5.00, $10.00, in either USD or CAD. On iOS platforms users may contribute to a crowdfunding campaign by inputting an amount ranging from $0.05 - $300, in either USD or CAD.

Platform fees

Upon receipt of a tip (either directly or through crowdfunding) or payment for a paid stream, the broadcaster is charged a platform fee on the received amounts which during the year ended February 28, 2017, equaled either 30%, 40%, or 50%, depending on the status level of the broadcaster. The current platform fees, implemented subsequent to the year ended February 28, 2017, are as follows:

Stars (Broadcaster's "Rating")	Platform Fee
0.0 - 0.9	70%
1.0 - 1.9	60%
2.0 - 2.9	50%
3.0 - 4.4	39.9%
4.5 - 5.0	24.9%

To date, the average platform fee on all transactions on the Peeks service has been approximately 39%, of which the Company receives licensing revenue of 30%. In other words, the Company is generating licensing revenue averaging approximately 11.7% of each user transaction on the Peeks service. There were nearly $500,000 of transactions between users in the first four months alone (being November 2016 through February 2017), the vast majority of which occurred in January and February 2017.

The Peeks service has, since launch, seen significant growth across all aspects of the service including in the percent of transacting users. The service was launched on November 1, 2016. On November 30, 2016, approximately 1.4% of registered Peeks users had a credit card associated with their Peeks account. By December 31, 2016, this number had increased to approximately 3.4%, and by February 28, 2017, had increased to approximately 5.4%. By May 31, 2017, the credit card registration rate had decreased to 4.7%, however this was due to the addition of in-app purchase capabilities which do not require a user to register a credit card within the app, and the overall rate of registered users converting into paying users remains well above 5%.

MARKET TRENDS, PRODUCT DEVELOPMENT, AND BUSINESS STRATEGY

Peeks Social Ltd. has deployed a global platform for public self-expression, communication, and transaction in real time. The Company's platforms and communities are free services. Having demonstrated through its legacy products that a global video-centric social network can attract audiences (the legacy Keek product attracted 75 million registered users over 5 years), the next milestone for the Company is to confirm that this community can sustain itself from a relevance, enhanced value creation and monetization perspective. In order to do so, Management is of the belief that sustainability and growth must come from a product-first approach, and therefore the Company plans to focus its attention towards the growth of the Peeks Social live-streaming commerce network.

As a social commerce platform, Peeks will connect content providers, viewers, advertisers, brands and retailers in a seamless organic social commerce eco-system. The product will allow content creators to monetize their popularity by sharing in advertising revenues and by being able to charge viewers for access to premium content. Additionally the platform will allow content creators to charge their viewers for goods and services and will allow viewers to make instantaneous purchases on their mobile devices through the Offer Box technology. Apart from premium content and enhanced product features and tools, the Peeks platform and community will remain a free service for existing and future users. These efforts are the main focus of the Company and are the main focus of the joint initiatives under the partnership with Personas.

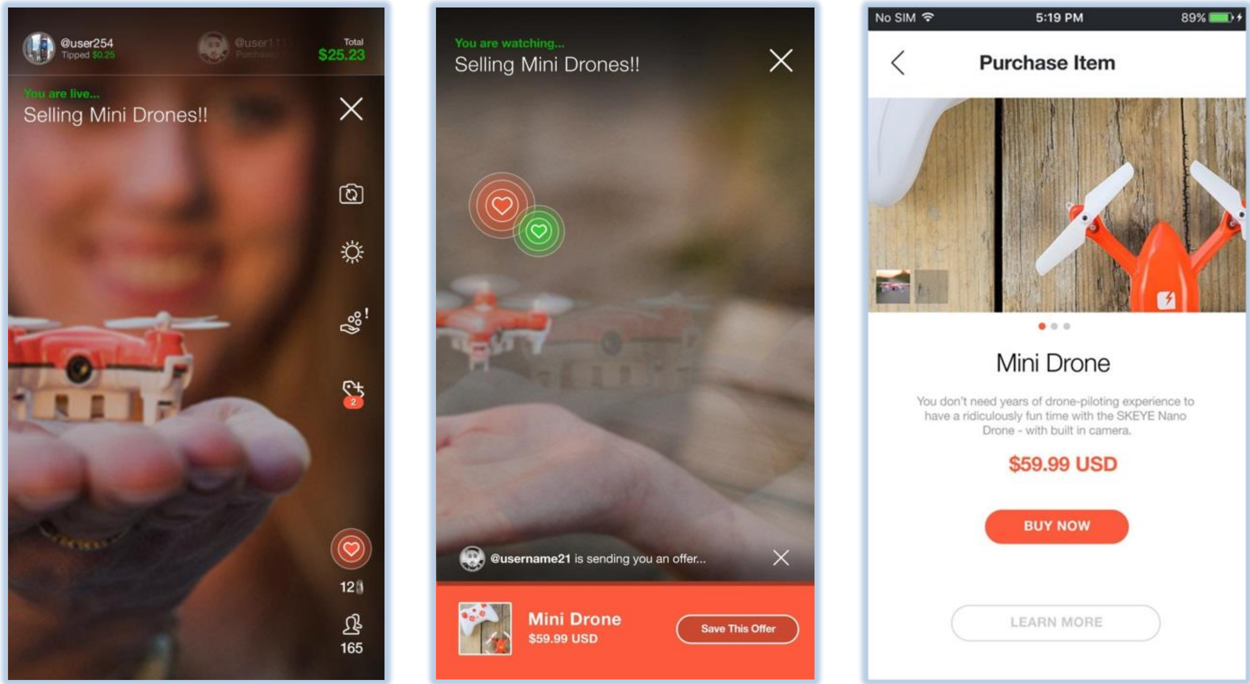
Livestreaming in a social media context is a new phenomenon which has garnered significant market attention, and social video continues to flourish similarly. In March 2015, it was announced that Twitter had acquired Periscope, a live streaming video startup app which was still in the testing stage, for nearly $100 million USD in cash and shares. Snapchat, a video and image messaging mobile application, completed a widely publicized IPO in March of 2017, at a valuation of approximately $24 billion USD. Twitch.tv, a livestreaming network focused on video gaming and broadcasts of eSports, was purchased by Amazon in 2014 for nearly $1 billion USD, and is now rumoured to be worth a multiple of that acquisition valuation. After less than eight months since launch, Peeks Social is already establishing itself as a contender in the lucrative livestreaming and social video space.

Management believes that livestreaming is well poised to achieve extremely rapid adoption rates in the social media marketplace. The Company expects the adoption rates of livestreaming video, in a social media context, will easily surpass those previously achieved by pre-recorded video and podcasts. The livestreaming space remains in its infancy with a small number of first movers in the industry, few of which are ecommerce enabled. The Company previously capitalized on the rapid adoption of social video by being amongst the first video enabled social media platforms. Over its history, the Company has been enormously successful in driving vast amounts of users to its products. Management is planning to replicate very similar user growth strategies for Peeks as were used on the legacy Keek apps. This user driven business strategy can now be paired with a fresh new product and an innovative monetization strategy, such as the existing tipping, paid broadcast, and crowdfunding features, as described above (see *Monetization, Sales, and Revenue*), as well as monetization features such as the Offer Box, described below.

The user driven business strategy will be focused on performance metrics which the Company has identified as being key to the performance of the Peeks product and the growth of the business (see *Product Performance (KPIs)*). These metrics are: the percentage of spending users; the average spend per user; and the activity levels of the users. In its early stages, the Peeks product has already proven its ability to monetize users in a social network. By focusing on these metrics, the Company has been able to increase average user deposits to the Peeks platform from $0.15 per month in November 2016 to $1.27 in May 2017. Development initiatives are focused on maintaining and improving these metrics, and marketing initiatives are focused on driving significant amount of users to the platform.

Offer Box

The Offer Box is the first merchant tool to be added to the Peeks service. Using the Offer Box technology, users such as brands, influencers, and consumers, can create actionable incentives which can be distributed to their live audiences. This allows users to create individual live home shopping channels with a global reach. Using the Offer Box technology, a broadcaster can deliver a call to action to their viewers inside a live stream which can allow for the instant purchase of the product or service being advertised. The offer may include information such as pictures, product or service descriptions, geographical availability, quantity, pricing, and terms of sale. The Offer Box is still in development but the initial versions have been deployed to the Peeks. The function of Offer Box is illustrated in the images below:



From Left to Right:

- A broadcaster selling “Mini Drones” inside a livestream on the Peeks service.
- A viewer receives an offer to purchase a “Mini Drone” for $59.99 USD while watching a livestream.
- A viewer reviews the details of the offer to purchase a “Mini Drone”.

OVERALL PERFORMANCE

Summary of Financial and Operating Results

Year ended February 28, 2017, and February 29, 2016

During the year ended February 28, 2017, the Company reported a total of $95,921 in revenue, of which $52,584 relates to licensing revenue pursuant to the new Peek platform launched in November 2016 and $43,337 relates to advertising revenue on the legacy Keek products. This is compared to $192,357 reported for the year ended February 29, 2016, which related solely to advertising revenue on the legacy Keek products.

For the year ended February 28, 2017, the Company generated interest income in the amount of $6,165 as compared to $4,796 for the year ended February 29, 2016. Interest income is derived from cash on hand which is invested in daily interest bearing accounts.

Selected financial information for the Company for the indicated periods is provided below:

	Year ended	
	February 28, 2017	February 29, 2016
	$	$
Licensing revenue	52,584	Nil
Advertising revenue	43,337	192,357
Total revenue	95,921	192,357
Interest income	6,165	4,796
Operating expenses	5,044,112	10,198,093
Net loss for the year	4,259,179	10,827,059
Net loss per share – basic and diluted	0.10	0.64

Operating expenses for the year ended February 28, 2017, were $5,044,112, as compared to $10,198,093 for the year ended February 29, 2016. The decrease of $5,153,981 was mainly due to a general overall reduction in operating activities in the 2016 fiscal year as the Company shifted towards licensing new technologies for its social media products in lieu of performing its own research and development.

The following is the breakdown of operating expenses for the years ended February 28, 2017, and February 29, 2016. Details of the changes between periods are described in the notes to the table below.

Summary of Operating Expenses

	Year ended February 28, 2017 $	Year ended February 29, 2016 $
Salaries and benefits (a)	3,042,567	3,924,556
Internet and communications (b)	580,512	1,424,010
Consulting fees (c)	473,838	1,495,984
Amortization (d)	155,278	1,576,914
Professional fees (e)	215,956	391,749
Advertising and marketing (f)	175,579	440,357
Occupancy costs (g)	122,205	502,096
Office and general (h)	251,952	454,420
Translation and software licensing (i)	61,428	47,383
Foreign exchange loss (j)	42,291	26,608
Gain on disposal of long-lived assets (d)	(77,494)	(85,984)
	5,044,112	**10,198,093**

Notes:

(a) Salaries and benefits costs decreased by $881,989 as compared to the year ended February 29, 2016. The Company made significant reductions in staffing levels in April 2015, resulting in the Company having 6 employees as of February 28, 2017, as compared to approximately 50 as of March 1, 2015 (the first day of the comparative period). The majority of the current year's salaries and benefits costs are attributable to share-based payments. Included in salaries and benefits is $2,124,626 relating to share-based compensation for the year ended February 28, 2017, (2016 -$1,893,530). Without considering share-based payments, salaries and benefits costs were $917,941 for the year ended February 28, 2017, as compared to $2,031,026 for the year ended February 29, 2016.

(b) Internet and communications decreased by $843,498 as compared to the year ended February 29, 2016. The decrease is attributable to the elimination of costs associated with the Company's former international data co-locations. The international data co-locations were closed late in the 2016 fiscal year, as improving global content distribution networks speeds have eliminated the need for a geographical disbursement of servers. In addition, the Company moved to a different provider for its core data center located in Canada, which resulted in a significant decrease in internet and communications costs beginning in December 2016. The decrease is also a result of management sourcing different suppliers and obtaining better pricing with existing suppliers for ongoing technical costs, significantly in relation to content distribution network services.

(c) Consulting fees decreased by $1,022,146 as compared to the year ended February 29, 2016. The decrease is due to the disengagement of certain management, technological, and financial consulting services in the current year which were no longer required following a change in management in March 2016 and after the establishment of the product relationship with Personas.

(d) Amortization decreased by $1,421,636 as compared to the year ended February 29, 2016. The Company uses the straight line method of amortization which expenses the cost of property and equipment evenly over the expected useful life of a long-lived asset. Significantly all remaining items included in property and equipment reached their expected useful life and certain items were disposed of during the fiscal 2016 and 2017 years, which caused a significant reduction in amortization expense. In the year ended February 28, 2017, the Company sold server equipment for proceeds of $77,494, which was no longer in use and fully amortized, resulting in a gain on disposal of long-lived assets of $77,494, as compared to $85,984 for the year ended February 29, 2016.

(e) Professional fees decreased by $175,793 as compared to the year ended February 29, 2016. The decrease is due to Management performing additional services in-house in the current year. In addition, certain non-recurring legal costs relating to a trademark dispute were incurred in the year ended February 29, 2016.

(f) Advertising and marketing decreased by $264,778 as compared to the year ended February 29, 2016. Marketing costs of the current period relate to the engagement of a public relations firm to promote the Company and the Peeks product, as well as certain influencer marketing expenses to advance the user activity and growth of the Peeks product. The prior period included marketing expenses relating product initiatives which are no longer being pursued.

(g) Occupancy costs decreased by $379,891 as compared to the year ended February 29, 2016. The decrease is due to the Company subletting a former operating space in Toronto, Ontario, beginning in May 2016. Rental payments received from subtenants are netted against occupancy costs.

(h) Office and general expenses decreased by $202,468 as compared to the year ended February 29, 2016. The decrease is due to a reduction in operations of the Company in April 2015 which caused a significant decrease in travel, transportation, and meals expense, stopped the need for recruitment services, reduced insurance needs, and resulted in significantly less office and miscellaneous expense. The decrease was amplified due to non-recurring debt restructuring costs incurred in the comparative period. In the year ended February 29, 2016, the Company incurred a loan fee of $75,000 payable to a secured debt holder to extend the maturity dates in order to facilitate a debt restructuring completed by the Company in November 2015.

The breakdown of office and general expenses is as follows:

Summary of office and general expenses

	Year ended February 28, 2017 $	Year ended February 29, 2016 $
Travel, transportation, and meals	9,975	125,153
Insurance	45,767	54,291
Transfer agent and exchange fees	36,739	137,013
Office and miscellaneous	50,741	25,793
Bank charges	4,571	9,594
Shipping and moving	7,106	3,576
Bad debt expense	19,619	Nil
Asset retirement and contingent liability provisions	77,434	Nil
Recruiting	Nil	24,000
Loan fee	Nil	75,000
	251,952	**454,420**

(i) Translation and software expenses increased by $14,045 as compared to the year ended February 29, 2016. The increase relates to software and translation costs associated with the launch of the Peeks product.

(j) Foreign exchange loss increased by $15,683, as compared to the year ended February 29, 2016. The Company has significantly reduced the number of transactions in foreign currencies however still carries a large amount of trade payables which are denominated in USD$. As at February 28, 2017, the Company carried net current liabilities of CDN$876,147 in USD$ (February 29, 2016 - CDN$1,784,288 in USD$). Accordingly, the Company expects continued gains or losses due to foreign exchange fluctuations between the operating currency of the Canadian Dollar and the denominated currency of certain liabilities of the United States Dollar. Please see *Financial Instruments and Risk Management – Foreign Currency Risk*.

Interest and accretion expense was $27,220 for the year ended February 28, 2017, as compared to $826,119 for the year ended February 29, 2016. The elimination of any significant interest and accretion expense relates to the restructuring of $5,315,000 aggregate principal amount of secured notes issued between November 2014 and February 2015. The restructuring was completed in November and December of 2015. In November 2015, $2,305,000 aggregate principal amount of the notes, along with accrued interest of $242,303, was converted into common shares of the Company at a price of $0.47 per share. In December 2015, $3,010,000 aggregate principal amount of the notes were amended to reduce the interest rate from 12% to 7%, amongst other amendments (see *Liquidity* and *Related Party Transactions*). These amended $3,010,000 aggregate principal amount notes plus $449,517 of interest ($382,210 of which was accrued to the time of the amendment) were converted into 13,838,067 common shares of the Company in March 2016 at a price of $0.25 per share (see *Liquidity, Capital Transactions, and Related Party Transactions*). Included in interest and accretion expense is $12,000 in interest and $Nil in accretion related to the secured notes for the year ended February 28, 2017 (2016 - $494,172 and $238,406 respectively).

The net loss per share for the year ended February 28, 2017, was $0.10 as compared to $0.64 for the year ended February 29, 2016. The decrease is attributable to the reduction in net loss as a result of significantly lower operating expenses as well as gains attributable to the settlement of debts. The impact of the lower net loss was amplified by a significantly higher weighted average number of common shares outstanding for the period. The weighted average number of shares outstanding for the year ended February 28, 2017, was 44,627,455, as compared to 16,876,538 for the year ended February 29, 2016.

The Fourth Quarter – Three Months Ended February 28, 2017, and February 29, 2016

During the three months ended February 28, 2017, the Company reported a total of $49,361 in revenue, of which $49,150 relates to licensing revenue pursuant to the new Peek platform launched in November 2016 and $211 relates to advertising revenue on the legacy Keek products. This is compared to $36,944 reported for the three months ended February 29, 2016, which related solely to advertising revenue on the legacy Keek products.

For the three months ended February 28, 2017, the Company generated interest income in the amount of $ as compared to $2,474 for the three months ended February 29, 2016. Interest income is derived from cash on hand which is invested in daily interest bearing accounts.

Selected financial information for the Company for the indicated periods is provided below:

	Three months ended	
	February 28, 2017	February 29, 2016
	$	$
Licensing revenue	49,150	Nil
Advertising revenue	211	36,944
Total revenue	49,361	36,944
Interest income	96	2,474
Operating expenses	1,682,677	1,737,565
Net loss for the period	1,518,035	1,780,096
Net loss per share – basic and diluted	0.03	0.07

Operating expenses for the three months ended February 28, 2017, were $1,682,677, as compared to $1,737,565 for the three months ended February 29, 2016. The decrease of $54,888 was mainly due to a general overall reduction in operating activities in the 2016 fiscal year as the Company shifted towards licensing new technologies for its social media products in lieu of performing its own research and development. The decrease was significantly offset by $903,147 in stock based compensation expense included in salaries and benefits for the three months ended February 28, 2017 (2016 - $106,569), as discussed in note (a) to the table below.

The following is the breakdown of operating expenses for the three months ended February 28, 2017, and February 29, 2016. Details of the changes between periods are described in the notes to the table below.

Summary of Operating Expenses

	Three months ended February 28, 2017 $	Three months ended February 29, 2016 $
Salaries and benefits (a)	1,130,478	471,759
Internet and communications (b)	53,612	373,255
Consulting fees (c)	49,553	225,882
Amortization (d)	3,560	324,652
Professional fees (e)	92,100	(48,268)
Advertising and marketing (f)	72,693	(16,070)
Occupancy costs (g)	23,831	233,084
Office and general (h)	170,965	105,056
Translation and software licensing (i)	15,303	9,001
Foreign exchange (gain) loss (j)	70,582	47,077
Gain on disposal of long-lived assets (d)	Nil	12,137
	1,682,677	**1,737,565**

Notes:

(a) Salaries and benefits costs increased by $658,719 as compared to the three months ended February 29, 2016. The increased was caused by a significant increase in share-based compensation included in salaries and benefits. Included in salaries and benefits is $903,147 relating to share-based compensation for the three months ended February 28, 2017, as compared to a recovery of $11,100 for the three months ended February 29, 2016. Share-based compensation represents the expensing of the fair value of stock options granted pursuant to the Company's Stock Option Plan, which are expensed over the vesting period of the related options. The fair value of stock options is determined using the Black Scholes option pricing model, which considers share price and volatility amongst other variables when measuring fair value. A significant increase in the market price and volatility of the Company's common shares caused the fair value of 2,405,000 options granted during the third quarter 2017, at an exercise price of $2.00, to have a much higher fair value than prior option grants. A significant portion of this fair value was absorbed as salaries and benefits costs during the three months ended February 28, 2017. When excluding share-based compensation, salaries and benefits costs for the three months ended February 28, 2017, were $227,331 (2016 - $482,859), a decrease of $255,528.

(b) Internet and communications decreased by $319,643 as compared to the three months ended February 29, 2016. The decrease is attributable to the elimination of costs associated with the Company's former international data co-locations. The Company's international data co-locations were closed late in the 2016 fiscal year, as improving global content distribution networks speeds have eliminated the need for a geographical disbursement of servers. In addition, the Company moved to a different provider for its core data center located in Canada, which resulted in a significant decrease in internet and communications costs beginning in December 2016. The decrease is also a result of management sourcing different suppliers and obtaining better pricing with existing suppliers for ongoing technical costs, significantly in relation to content distribution network services.

(c) Consulting fees decreased by $176,329 as compared to the three months ended February 29, 2016. The decrease is due to the disengagement of certain management, technological, and financial consulting services in the current year which were no longer required following a change in management in March 2016 and after the establishment of the product relationship with Personas.

(d) Amortization decreased by $321,092 as compared to the three months ended February 29, 2016. The Company uses the straight line method of amortization which expenses the cost of property and equipment evenly over the expected useful life of a long-lived asset. Significantly all remaining items included in property and equipment reached their expected useful life and certain items were disposed of during the fiscal 2016 and 2017 years, which caused a significant reduction in amortization expense. The Company did not sell any server equipment during the three months ended February 28, 2017. In the three months ended February 29, 2016, the Company sold server equipment for proceeds of $12,137, which was no longer in use and fully amortized, resulting in a gain on disposal of long-lived assets of $12,137 during the three months ended February 29, 2016.

(e) Professional fees increased by $140,368 as compared to the three months ended February 29, 2016. Professional fees were only $92,100 for this period. The increase is due to the comparative period including the recovery of certain non-recurring legal costs relating to a trademark dispute. As the comparative period was recognized as a recovery (negative) amount, the increase is shown as being greater than the costs actually incurred during the three months ended February 29, 2016.

(f) Advertising and marketing increased by $88,763 as compared to the three months ended February 29, 2016. Marketing costs of the current period relate to the engagement of a public relations firm to promote the Company and the Peeks product, as well as influencer marketing expenses to advance the user activity and growth of the Peeks product. The prior period included marketing expenses relating to product initiatives which are no longer being pursued, as well as a recovery of share based payments classified as advertising and marketing relating to the expiration of unvested stock options granted as part of the Company's influencer marketing program for the legacy Keek products.

(g) Occupancy costs decreased by $209,253 as compared to the three months ended February 29, 2016. The decrease is due to the Company subletting a former operating space in Toronto, Ontario, beginning in May 2016. Rental payments received from subtenants are netted against occupancy costs. The three months ended February 29, 2016, also includes an accounting recognition of an onerous lease relating to a former operating premises in the amount of $160,000.

(h) Office and general expenses increased by $65,909 as compared to the three months ended February 29, 2016.

The breakdown of office and general expenses is as follows:

Summary of office and general expenses

	Three months ended February 28, 2017 $	**Three months ended February 29, 2016 $**
Travel, transportation, and meals	2,576	8,780
Insurance	13,389	8,400
Transfer agent and exchange fees	4,893	81,927
Office and miscellaneous	5,120	1,579
Bank charges	632	2,912
Shipping and moving	5,839	1,458
Asset retirement and contingent liability provisions	77,434	Nil
Bad debt expense	19,619	Nil
	170,965	**105,056**

(i) Translation and software expenses increased by $6,302 as compared to the three months ended February 29, 2016. The increase relates to software and translation costs associated with the launch of the Peeks product.

(j) Foreign exchange loss increased by $23,505, as compared to the three months ended February 29, 2016. The Company has significantly reduced the number of transactions in foreign currencies however still carries a large amount of trade payables which are denominated in USD$. As at February 28, 2017, the Company carried net current liabilities of CDN$1,143,241 in USD$ (February 29, 2016 - CDN$1,784,288 in USD$). Accordingly, the Company expects continued gains or losses due to foreign exchange fluctuations between the operating currency of the Canadian Dollar and the denominated currency of certain liabilities of the United States Dollar. Please see *Financial Instruments and Risk Management – Foreign Currency Risk*.

Interest and accretion expense was $3,033 for the three months ended February 28, 2017, as compared to $24,187 for the three months ended February 29, 2016. The decrease in interest and accretion expense relates significantly to the restructuring of $5,315,000 aggregate principal amount of secured notes issued between November 2014 and February 2015. The restructuring was completed in November and December of 2015. In November 2015, $2,305,000 aggregate principal amount of the notes, along with accrued interest of $242,303, was converted into common shares of the Company at a price of $0.47 per share. In December 2015, $3,010,000 aggregate principal amount of the notes were amended to reduce the interest rate from 12% to 7%, amongst other amendments (see *Liquidity* and *Related Party Transactions*). These amended $3,010,000 aggregate principal amount notes plus $449,517 of interest ($382,210 of which was accrued to the time of the amendment) were converted into 13,838,067 common shares of the Company in March 2016 at a price of $0.25 per share (see *Liquidity, Capital Transactions, and Related Party Transactions*).

The net loss per share for the three months ended February 28, 2017, was $0.03 as compared to $0.07 for the three months ended February 29, 2016. The decrease is attributable to the reduction in net loss as a result of significantly lower operating expenses as well as gains attributable to the settlement of debts. The impact of the lower net loss was amplified by a significantly higher weighted average number of common shares outstanding for the period.

QUARTERLY RESULTS OF OPERATIONS

The following table highlights selected financial information for the eight consecutive quarters ending February 28, 2017. The Company expects its operating results to vary significantly from quarter to quarter and therefore they should not be relied upon to predict future performance.

	Q4 2017	Q3 2017	Q2 2017	Q1 2017	Q4 2016	Q3 2016	Q2 2016	Q1 2016
	$	$	$	$	$	$	$	$
Revenue	49,361	6,810	13,850	25,901	36,944	12,228	41,336	101,849
Interest income	96	11	4,125	1,933	2,474	1,683	293	346
Operating expenses	1,682,677	1,520,160	818,558	1,022,717	1,737,565	2,038,971	2,567,979	3,853,576
Net loss for the period	(1,518,035)	(975,241)	(792,522)	(973,380)	(1,780,096)	(2,268,797)	(2,776,022)	(4,002,144)
Loss per share - basic	(0.03)	(0.02)	(0.02)	(0.02)	(0.07)	(0.12)	(0.22)	(0.35)
- diluted	(0.03)	(0.02)	(0.02)	(0.02)	(0.07)	(0.12)	(0.22)	(0.35)

FINANCIAL CONDITION, LIQUIDITY AND CAPITAL RESOURCES

Cash Flow for the Years ended February 28, 2017, and February 29, 2016

Net cash used in operating activities was $2,748,187 for the year months ended February 28, 2017 as compared to $3,342,705 for the year ended February 29, 2016. During this period the Company had an increase of $33,486 of accounts receivables, had an increase of $36,254 of other receivables, applied $30,130 of prepaid expenses, and had an increase in accounts payable and accrued liabilities of $11,627 (excluding non-cash gains on settlement of debts of $710,067 and certain accrued interest items which were converted or amended during the year – see *Liquidity* and *Capital Transactions*). Combined, these items slightly increased the use of cash in operating activities following the net loss for the period which was $2,720,204 after considering items not affecting cash (February 29, 2016 - $6,771,226 after considering items not affecting cash).

For the year ended February 28, 2017, net cash generated from financing activities was $3,511,257 as compared $1,470,219 for the year ended February 29, 2016. Financing activities for the year ended February 28, 2017, included the issuance of common shares and warrants, resulting in gross proceeds of $1,500,000 (net proceeds of $1,361,157 after considering transaction costs and netted liabilities) (2016 – $1,400,000 with no transaction costs incurred). Financing activities also included proceeds from options exercised of $750,700 and proceeds from warrants exercised of $1,309,400. Financing activities for the year ended February 28, 2017, also included a short term $200,000 loan provided to Personas to facilitate a joint product initiative, which was repaid to the Company in the same period, and the receipt of advances under a short term loan agreement with Riavera of $190,000, which were also settled during the year (see *Related Party Transactions*).

For the year ended February 28, 2017, net cash generated from investing activities was $77,494 as compared to $220,307 for the year ended February 29, 2016. In the year ended February 28, 2017, the Company received proceeds of $77,494 from the disposal of unused server equipment (2016 - $245,069). The Company did not purchase any property and equipment during the year ended February 28, 2017 (2016 – purchases of $24,762 of property and equipment).

For the year ended February 28, 2017, the Company had a net increase in cash of $840,564 as compared to a net decrease of $1,652,179 for the year ended February 29, 2016. As a result, as at February 28, 2017, and February 29, 2016, the Company had cash balances of $943,223 and $102,659 respectively.

Liquidity

During the year ended February 28, 2017, the Company reported a total of $95,921 in revenue, as compared to $192,357 for the year ended February 29, 2016. The Company may need to continue to rely upon capital raising activities, such as private placement debt and equity financings, to fund its future operations.

Selected financial information about the Company's financial position as at the indicated dates is provided below:

	February 28, 2017	February 29, 2016
	$	$
Cash	943,223	102,659
Total assets	1,236,297	511,400
Long term liabilities	-	3,392,210
Total liabilities	2,966,660	7,143,584
Share capital, contributed surplus, and warrants reserve	77,555,385	68,394,385
Deficit	(79,285,748)	(75,026,569)
Working capital (deficiency)	(1,801,030)	(3,465,918)

During the year ended February 28, 2017, the Company incurred a net loss of $4,259,179 (February 29, 2016 - $10,827,059) and, as of that date, the Company had accumulated a deficit of $79,285,748 (February 29, 2016 - $75,026,569) and negative cash flows from operations of $2,748,187 (February 29, 2016 - $3,342,705).

These factors create material uncertainties that cast significant doubt upon the Company's ability to continue as a going concern. The Company has not yet realized profitable operations and has relied on non-operational sources of financing to fund operations. Management has been able to raise sufficient funds to finance its operations in the past and may need to continue to do so to fund operations in the future.

As at February 28, 2017, total liabilities decreased to $2,966,660 as compared to $7,143,584 as at February 29, 2016, a decrease of $4,176,924. During the year ended February 28, 2017, the Company converted $3,392,210 aggregate principal amount convertible debentures and accrued interest of $67,307 into 13,838,067 common shares of the company (see *Capital Transactions*). The Company also successfully negotiated certain trade payables, resulting in gains on settlement of debts of $710,067. When excluding these gains, there was an increase in accounts payable and accrued liabilities of $11,627 (also excluding certain interest accruals and accrued interest of $67,307 converted into shares – see *Capital Transactions*). The Company is not currently paying most of its past payables relating to the now retired Keek products, but is paying its ongoing monthly operational costs. The Company continues to negotiate its past payables.

During the year ended February 28, 2017, the Company was able to raise funds through equity financings of $1.4 million, and received additional funds of approximately $2 million through the exercising of options and warrants. The funds are being used to address liabilities, to fund the Peeks product initiative, and to maintain operations.

In March 2016 the Company settled approximately $3.5 million additional convertible debentures and accrued interest, the majority of which were held by Riavera (the secured notes were amended to become convertible debentures in December 2015) for 13.8 million common shares (see *Capital Transactions*). The outstanding secured notes as at February 28, 2017, has been reduced to $100,000 principal amount secured notes, down from $5,415,000 principal amount secured notes as of February 28, 2015. In addition, the Company settled $862,773 in trade payable by the issuance of 72,928 common shares at a weighted average price per share of $0.28 (see *Capital Transactions*) and cash payments of $176,278 during the year ended February 28, 2017.

On March 25, 2016, the Company completed the final tranche of a non-brokered private placement originally announced January 21, 2016. The Company issued an aggregate of 6,000,000 units at a price of $0.25 per unit, including 1,034,000 units issued to insiders of the Company, for total gross consideration from the private placement of $1,500,000 (see *Capital Transactions*). The Company paid finder's fees of $23,475 to eligible arm's-length parties in connection to the private placement.

In April 2017 the Company completed a non-brokered private placement, pursuant to which it issued 7,200,000 units at a price of $0.90 per unit, including 555,000 units issued to Mark Itwaru, the CEO of the Company, for total gross proceeds of $6,480,000 (see *Subsequent Events*). The Company paid aggregate finder's fees of $58,320 to eligible arm's length parties in connection with the private placement.

Following receipt of shareholder approval for the creation of a new control person on March 11, 2016, as a result of the conversion of the note held by Riavera and following the private placements of March 2016 and April 2017, and option grants in April 2016 and November 2016, Mark Itwaru, Chairman and Chief Executive Officer, has control and direction over an aggregate of 18,115,888 common shares (representing 29.2% of the Company's outstanding common shares on an undiluted basis), 3,555,555 warrants to acquire common shares and 1,205,000 options to acquire common shares, representing in aggregate 34.3% of the outstanding common shares of the Company on a partially diluted basis.

Recent financing efforts have included:

Private Placements:

Date	Unit Price	Units Sold	Gross Consideration
July 9, 2015	$0.25	1,000,000	$250,000
August 14, 2015	$0.20	4,084,000	$816,800
September 3, 2015	$0.20	1,666,000	$333,200
March 18, 2016	$0.25	3,000,000	$750,000
March 25, 2016	$0.25	3,000,000	$750,000
April 12, 2017	$0.90	3,338,498	$3,004,650
April 28, 2017	$0.90	3,861,502	$3,475,350

For further details on these transactions please see "*Capital Transactions*" and *"Subsequent Events".*

Shares for Debt:

Date	Amount Settled	Price per Share	Shares Issued
August 14, 2015	$60,000	$0.20	300,000
November 16, 2015	$12,282	$0.70	17,546
November 27, 2015	$60,000	$0.47	127,659
November 27, 2015	$2,547,303	$0.47	5,419,795
February 9, 2016	$42,515	$0.25	170,060
March 4, 2016	$8,232	$0.25	32,928
March 25, 2016	$3,459,517	$0.25	13,838,067
September 9, 2016	$12,000	$0.30	40,000

For further details on these transactions please see "*Capital Transactions*".

In addition to the above financing efforts, during the year ended February 28, 2017, the Company settled trade payables with a fair value of $862,773 through the issuance of 72,928 common shares at a weighted average price of $0.28 per share (see *Capital Transactions*), and cash payments of $176,278, resulting in a gain on settlement of trade payables of $666,263. In addition, the Company recognized a gain on the extinguishment of previously accrued interest of $43,804, resulting in a total gain on settlement of debt of $710,067. Subsequent to February 28, 2017, the Company settled additional trade payables with a fair value of $449,472 for cash payments totaling $161,112, resulting in additional gains on settlement of debt of $288,360.

The Company's ability to access the debt and equity markets when required will depend upon factors beyond its control, such as economic and political conditions that may affect the capital markets generally. Although the Company has been successful in raising funds to date, there can be no assurance that adequate funding will be available in the future. Should Management be unable to raise sufficient capital to fund its operations and growth there may be a material adverse effect on the Company's business, financial condition, results of operations, and its ability to continue as a going concern.

Commitments

As at February 28, 2017, the Company had material commitments for cash resources of approximately $7,511,744 which are detailed below. The Company does not currently have sufficient working capital to meet these significant commitments and will be reliant on proceeds from revenues, financing activities, and subleasing revenue to fund these commitments.

A breakdown of the Company's liabilities and obligations as at February 28, 2017, is as follows:

	Payments due by period $				
Liabilities and obligations	Total	Less than 1 year	1 to 3 years	4 to 5 years	After 5 years
Accounts payable and accrued liabilities	2,866,660	2,866,660	-	-	-
Secured notes (principal amount)	100,000	100,000	-	-	-
Lease commitments (operating premises)	4,595,084	833,094	1,298,765	1,313,720	1,149,505
	7,561,744	3,769,754	1,298,765	1,313,720	1,149,505

On December 1, 2014, the Company subleased its premises at 1 Eglinton Avenue East, Suite 300, in Toronto, Ontario. The sublease has a term of forty-four months ending on July 30, 2018, with an option to extend the sublease until November 30, 2023, at the option of the subtenant. This sublease reduces the monthly lease obligations of the Company (shown in the table above) by approximately $50,000 per month. This reduction is not reflected in the table above.

On September 1, 2016, the Company subleased its premises at 1 Eglinton Avenue East, Suites 401 and 416, in Toronto, Ontario. The sublease ends on December 30, 2017. These subleases reduce the monthly lease obligations of the Company (shown in the table above) by approximately $20,000 per month in addition to the sublease of December 1, 2014. This reduction is not reflected in the table above.

Legal Proceedings

In June 2015, Kik Interactive Inc. ("Kik") served the Company with a trademark infringement lawsuit in the United States District Court for the Southern District of New York. Pursuant to a confidential settlement agreement entered into with Kik, the Company has agreed to phase out all use of the Keek trademarks on a worldwide basis. All outstanding litigation and trademark oppositions relating to the Kik claim have been brought to an end.

During the year ended February 28, 2017, a claim was initiated against the Company regarding finder's fees for brokering investments and business partnerships. The Plaintiff claimed damages in the amount of $15,650,000. The Company is defending the lawsuit and believes the claim is completely without merit. Although the outcome of the claim is not determinable, management strongly believes the financial impact is insignificant and has accrued the estimated financial effect.

During the year ended February 28, 2017, the Company was named as a co-defendant in a claim regarding the use of the certain intellectual property in the European Union. The Company and the codefendants are jointly defending the claim and are seeking co-existence arrangements with the claimants. The Company is provided with indemnities relating to the use of certain intellectual property rights relating to the claim. Although the outcome of the claim is not determinable, management believes the financial impact to the Company is insignificant.

Subsequent to the year ended February 28, 2017, a claim was initiated which names the Company as a co-defendant and alternate remedy for unspecified damages. The claim is in relation to a dispute over the ownership of shares and warrants of the Company between two arm’s length parties. Although the outcome of the claim is not determinable, management believes the financial impact to the Company is insignificant.

The Company, in the course of its normal operations, is subject to claims, lawsuits, and contingencies. Accruals are made in instances where it is probable that liabilities may be incurred and where such liabilities can be reasonably estimated. Although it is possible that liabilities may be incurred in instances for which no accruals have been made, the Company has no reason to believe that the ultimate outcome of these matters would have a significant impact on its consolidated financial position.

Management of Capital

The Company considers its capital to be its equity attributable to shareholders, which is comprised of share capital, contributed surplus, warrants reserve, and deficit, which as at February 28, 2017, amounted to a capital deficiency of $1,730,363 (February 29, 2016 - capital deficiency of $6,632,184).

The Company's objectives when managing capital are: to safeguard its ability to continue as a going concern; and, to have sufficient capital to fund the research and development of its social media products for the benefit of its shareholders.

The Company is not subject to any externally imposed capital requirements.

In order to maintain its capital structure, the Company is dependent on equity and/or debt funding and, when necessary, raises capital through the issuance of equity instruments, comprised of common shares, warrants, incentive stock options, and the issuance of debt instruments. The Company reviews its capital management methods and requirements on an ongoing basis and makes adjustments accordingly.

The payment of cash dividends does not form part of the Company’s current capital management program and, to date, the Company has not declared any cash dividends on the Company’s common shares.

Capital Transactions

The Company filed articles of amendment effective January 15, 2015 consolidating the common shares of Peeks Social Ltd., on the basis of one (1) common share for every thirty (30) common shares. The share consolidation has been applied retrospectively for all periods presented.

Fiscal year ended February 28, 2017:

On March 4, 2016, the Company issued 32,928 common shares to settle trade payables of $8,232 at a price of $0.25 per share.

On March 4, 2016, the Company issued 80,000 common shares to a director as compensation for director fees of $20,000 at a price of $0.25 per share.

On March 18, 2016, the Company completed a non-brokered private placement of 3,000,000 units at a price of $0.25 per unit, including 520,000 units issued to Riavera Corp., a significant shareholder of the Company, ("Riavera"), for gross consideration of $750,000. Each unit is comprised of one common share and one common share purchase warrant. Each common share purchase warrant entitles the holder to purchase one additional common share at a price of $0.30 per share for a period of 12 months from the closing date. The common share purchase warrants have an ascribed value of $321,808. The Company paid $8,475 in finder's fees to arm's length parties in relation to this private placement.

On March 25, 2016, the Company completed a non-brokered private placement of 3,000,000 units at a price of $0.25 per unit, including 514,000 units issued to the Company's CEO, for gross proceeds of $750,000. Each unit is comprised of one common share and one common share purchase warrant. Each common share purchase warrant entitles the holder to purchase one additional common share at a price of $0.30 per share for a period of 12 months from the closing date. The common share purchase warrants have an ascribed value of $310,468. The Company paid $15,000 in finder's fees to arm's length parties in relation to this private placement.

On March 25, 2016, as a result of the above aggregate financings and pursuant to an automatic conversion feature, $3,392,210 principal amount of 7% secured convertible debentures due March 1, 2017, ($3,381,000 of which were held by Riavera), as well as all accrued interest, automatically converted according to its terms, into common shares of the Company at a price of $0.25 per share. Principal and interest accrued on the notes to March 24, 2016, equaled $3,459,517 and resulted in the issuance of 13,838,067 common shares (of which, 13,792,333 were issued to Riavera).

On September 9, 2016, the Company issued 40,000 common shares to settle trade payables of $12,000 at a price of $0.30 per share.

Between November 3, 2016, and February 28, 2017, 4,698,000 warrants were exercised into common shares of the Company on a one-for-one basis. The warrants had a weighted average exercise price of $0.28 per share, resulting in gross proceeds of $1,309,400 being received by the Company. The initial fair value assigned to these warrants of $434,763 was reallocated from warrant reserve to share capital upon exercise.

Between November 22, 2016, and February 28, 2017, 853,000 options were exercised into common shares of the Company on a one-for-one basis. The options had a weighted average exercise price of $0.88 per share, resulting in gross proceeds of $750,700 being received by the Company. The initial fair value assigned to these options of $543,293 was reallocated from warrant reserve to share capital upon exercise.

Fiscal year ended February 29, 2016:

On July 9, 2015, the Company completed a non-brokered private placement of 1,000,000 units at a price of $0.25 per unit for aggregate gross proceeds of $250,000. The units were purchased by Hurorosh Partners Inc. ("Hurorosh"), a company controlled by Ron Hulse, a former director of the Company. Each unit consisted of one common share and one common share purchase warrant. Each common share purchase warrant entitled the holder to purchase one additional common share at a price of $0.40 per share for a period of 3 years from the closing date. The common share purchase warrants have an ascribed value of $98,528. In addition, should the Company issue shares at a price that is less than $0.25 for a period of 12 months from the subscription date, Hurorosh will receive an additional number of shares at no cost, calculated to be the difference in the total number of shares Hurorosh would have received had they originally subscribed at the lower price.

On August 14, 2015, the Company completed a non-brokered private placement of 4,084,000 units, including 2,000,000 units purchased by Personas.com Corporation ("Personas"), a significant shareholder of the Company, and 750,000 units purchased by Hurorosh, at a price of $0.20 per unit for aggregate gross proceeds of $816,800. Each unit consisted of one common share and one common share purchase warrant. Each common share purchase warrant entitled the holder to purchase one additional common share at a price of $0.25 per share for a period of 3 years from the closing date. The common share purchase warrants have an ascribed value of $288,223. In addition, pursuant to price protection provisions granted to Hurorosh in connection with the private placement of 1,000,000 units (see above), the Company issued an additional 250,000 common shares to Hurorosh for no consideration and amended the number and exercise price of the warrants originally issued to Hurorosh.

On August 14, 2015, the Company issued 300,000 common shares to Mooncor Oil & Gas Corp., a related party by nature of a common director, to settle debt of $60,000 at a price of $0.20 per share.

On September 1, 2015, 75,000 options were exercised into common shares of the Company by certain former directors at a price of $1.00 per share for gross proceeds of $75,000. The initial fair value assigned to these options of $55,597 was reallocated from contributed surplus to share capital.

On September 3, 2015, the Company completed a non-brokered private placement of 1,666,000 units, including 1,000,000 units purchased by Personas, at a price of $0.20 per unit for aggregate gross proceeds of $333,200. Each unit consisted of one common share and one common share purchase warrant. Each common share purchase warrant entitled the holder to purchase one additional common share at a price of $0.25 per share for a period of 3 years from the closing date. The common share purchase warrants have an ascribed value of $161,347.

On November 16, 2015, the Company issued 17,546 common shares to settle trade payables of $12,282 at a price of $0.70 per share.

On November 27, 2015, the Company issued 5,419,795 common shares to settle $2,305,000 principal amount secured notes and accrued interest of $242,303 at a price of $0.47 per share.

On November 27, 2015, the Company issued 127,659 common shares to settle trade payables of $60,000 at a price of $0.47 per share.

On February 9, 2016, the Company issued 170,060 common shares to settle trade payables of $42,515 at a price of $0.25 per share.

Disclosure of Outstanding Share Data

The Company had the following shares and securities convertible into shares outstanding at the following dates:

	June 27, 2017	February 28, 2017	February 29, 2016
Common Shares	61,976,271	50,107,271	24,565,276
Warrants, convertible into Common Shares	10,900,000	8,302,000	7,000,000
Stock Options, convertible into Common Shares	6,664,495	6,731,495	3,385,824
Convertible debentures convertible into Common Shares*	-	-	3,450,914
Common Shares - Fully Diluted	**79,540,766**	**65,140,766**	**38,402,014**

*Based on a conversion price of $1.00 (see also *Capital Transactions*)
See "*Notes to the Consolidated Financial Statements for the Year ended February 28, 2017 – Note 6*".

RELATED PARTY TRANSACTIONS

Related party transactions are in the normal course of business and are measured at the exchange amount which is the amount of consideration established by and agreed to by the related parties. Related party transactions for the years ended February 28, 2017, and February 29, 2016, are as follows:

a) During the year ended February 28, 2017, the Company paid $297,043 (2016 - $100,000) in consulting fees to Riavera in relation to management consulting and technology integration services.

b) During the year ended February 28, 2017, the Company accrued $14,584 of interest (2016 -$58,510) on $3,381,000 aggregate principal amount convertible debentures held by Riavera. These debentures were originally issued to Pinetree Capital Ltd., a former significant shareholder, during the year ended February 28, 2015, as secured notes and were acquired by Riavera during the year ended February 29, 2016, following which they were amended to become convertible debentures. During the year ended February 29, 2016, the Company accrued $334,508 of interest on these secured notes prior to them becoming convertible debentures.

c) During the year ended February 28, 2017, the Company accrued $52,584 of revenue due from Personas Corporation (2016 - $Nil), which is included in accounts receivable as at February 28, 2017. Personas has a non-exclusive license to use, enhance, and monetize the Company's technology platforms. Pursuant to the licensing agreement, Personas pays to the Company 30% of the gross revenue earned through the use of the Company's platforms.

d) On February 18, 2016, and March 9, 2016, Riavera issued unsecured promissory notes to the Company in the amounts of $40,000 and $50,000, respectively. The loans bear interest at 5% per annum and mature on March 30, 2016. The Company settled the aggregate principal amount of $90,000 plus interest of $231 to Riavera as part of the issuance of units on March 18, 2016 (see *Capital Transactions*).

e) On March 22, 2016, the Company issued a short term loan to Personas with a principal amount of $200,000 to facilitate a joint product initiative under a technology platform license agreement. The loan bears interest at 5% per annum. Personas repaid the principal amount of $200,000 plus interest of $4,108 to the Company on August 31, 2016.

f) On April 14, 2016, the Company issued 1,910,000 options to certain directors and officers of the Company, 405,000 options to Personas, and 30,000 options to employees of Personas. The options have a contractual life of 5 years, are exercisable at $0.30, and vest as to 20% immediately and 20% every 3 months thereafter.

g) On October 28, 2016, Personas issued a short term loan to the Company with a principal amount of $100,000. The loan bears interest at 5% per annum and matures on November 28, 2016. The Company repaid the principal amount of $100,000 plus interest of $417 to Personas on November 28, 2016.

h) On November 18, 2016, the Company issued 665,000 options to certain directors and officers of the Company and 830,000 to employees of Personas. The options have a contractual life of 5 years, are exercisable at $2.00, and vest as to 20% immediately and 20% every 3 months thereafter.

i) During the year ended February 28, 2017, the Company accrued $17,500 in rent payable to Personas, which is included in accounts payable and accrued liabilities.

j) See *Capital Transactions* for information relating to shares and warrants issued to the CEO of the Company.

k) See *Capital Transactions* for information relating to shares and warrants issued to Riavera.

l) See *Capital Transactions* for information relating to the conversion of convertible debentures held by Riavera.

m) See *Capital Transactions* for information relating to shares issued to a director in compensation for director fees.

n) During the year ended February 29, 2016, the Company accrued $24,392 of interest on $270,000 aggregate principal amount Notes issued to certain former directors and officers of the Company. These $270,000 aggregate principal amount Notes and accrued interest of $33,032 were converted to common shares of the Company on November 27, 2015.

o) On August 31, 2015, the Company issued 1,800,000 options to certain directors and officers, and on September 7, 2015, the Company issued 300,000 options to Riavera. The options have a contractual life of 5 year, are exercisable at $1.12, and vested on the date of grant.

p) On November 13, 2015, the Company issued a 30-day secured loan in the amount of $400,000 to Riavera. The loan bears interest at 7% and was secured against the $3,000,000 aggregate principal amount Notes acquired by Riavera in November 2015. On December 14, 2015, Riavera repaid the $400,000 principal amount short term loan and $2,411 of interest to the Company.

q) See *Capital Transactions* for information relating to shares and warrants issued to Personas in 2016.

r) See *Capital Transactions* for information relating to shares and warrants issued to Hurorosh in 2016.

s) See *Capital Transactions* for information relating to shares and warrants issued to Mooncor Oil & Gas Corp in 2016.

KEY MANAGEMENT COMPENSATION

The compensation of the directors and other key management of the Company is included in the summary table below. Key management are those persons having authority and responsibility for planning, directing and controlling the activities, directly or indirectly, of the Company.

Key Management Compensation

	Year ended February 28, 2017 $	Year ended February 29, 2016 $
Short term compensation	684,775	821,746
Termination benefits	Nil	126,256
Share based compensation	870,947	1,475,545
	1,555,722	**2,423,547**

SUBSEQUENT EVENTS

The following significant transactions occurred subsequent to the year ended February 28, 2017:

a) 3,302,000 warrants with an exercise price of $0.30 (including 434,000 exercised by Mark Itwaru, the CEO of the Company) and 1,300,000 warrants with an exercise price of $0.25 were exercised into common shares of the Company on a one-for-one basis, resulting in gross proceeds of $1,315,600 being received by the Company.

b) 67,000 options with an exercise price of $0.30 were exercised into common shares of the Company on a one-for-one basis, resulting in gross proceeds of $20,100 being received by the Company.

c) In April 2017 the Company issued 7,200,000 units at a price of $0.90 per unit, including 555,000 units issued to Mark Itwaru, the CEO of the Company, for total gross proceeds of $6,480,000 being received by the Company. Each unit consists of one common share and one common share purchase warrant of the Company. Each warrant is exercisable to purchase one additional common share of the Company at an exercise price of $1.10 per share for a period of 12 months from the date of issuance. The Company paid aggregate finder's fees of $58,320 to eligible arm's length parties in connection with the private placement.

d) In March 2017 the Company entered into an agreement with a commitment of one year at a cost of $17,500USD per month relating to influencer marketing .

e) The Company settled trade payables with a fair value of $449,472 for cash payments of $161,112, resulting in a gain on settlement of trade payables of $288,360.

OFF-BALANCE SHEET ARRANGEMENTS

The company does not have any off-balance sheet arrangements that have, or are reasonably likely to have, a current or future effect on the results of operations or financial condition of the Company.

INVESTOR RELATIONS

Investor relations were performed by the Company for the year ended February 28, 2017.

SEGMENTED INFORMATION

The management of the Company considers the business to have a single operating segment: the continued development and marketing of its mobile video and livestreaming social media products. The company has a single reportable geographic segment, Canada, and the all of the Company's property and equipment are located in Canada. There were no changes in the reportable segments during the year ended February 28, 2017.

Adoption of New or Amended Standards

The Company did not adopt any new standards or interpretations during the year ended February 28, 2017. The Company adopted certain amendments to standards which resulted in no impact to the financial statements.

Accounting Standards and Amendments Issued But Not Yet Applied

The following pronouncements have been issued by the IASB or IFRIC. Pronouncements that are not applicable or do not have a significant impact to the Company have been excluded from the summary below. The following have not yet been adopted and are continuing to be evaluated to determine the resulting impact to the Company.

IFRS 9, *Financial Instruments* ("IFRS 9") was issued in November 2009 and contained requirements for financial assets. This standard addresses classification and measurement of financial assets and replaces the multiple category and measurement models in IAS 39, Financial Instruments – Recognition and Measurement ("IAS 39") for debt instruments. IFRS 9 also replaces the models for measuring equity instruments, and such instruments are either recognized at fair value through profit or loss or at fair value through other comprehensive income (loss). Where such equity instruments are measured at fair value through other comprehensive income (loss), dividends are recognized in profit or loss to the extent not clearly representing a return of investment; however, other gains and losses (including impairments) associated with such instruments remain in accumulated comprehensive income (loss) indefinitely.

Requirements for financial liabilities were added in October 2010 and they largely carried forward existing requirements in IAS 39, except that fair value changes due to credit risk for liabilities designated at fair value through profit and loss would generally be recorded in other comprehensive income (loss). IFRS 9 is effective for annual periods beginning on or after January 1, 2018, with earlier adoption permitted. The Company does not expect IFRS 9 to have a material impact on the financial statements.

IFRS 15, *Revenue from Contracts with Customers* ("IFRS 15"), was issued in May 2014, replacing IAS 11, *Construction Contracts*, IAS 18, *Revenue Recognition*, IFRIC 13, *Customer Loyalty Programmes*, IFRIC 15, *Agreements for the Construction of Real Estate*, IFRIC 18, *Transfers of Assets from Customers*, and SIC-31, *Revenue – Barter Transactions Involving Advertising Services*. IFRS 15 provides a single, principles based five-step model that will apply to all contracts with customers with limited exceptions, including, but not limited to, leases within the scope of IAS 17; financial instruments and other contractual rights or obligations within the scope of IFRS 9, IFRS 10, *Consolidated Financial Statements* and IFRS 11, *Joint Arrangements*.

In addition to the five-step model, the standard specifies how to account for the incremental costs of obtaining a contract and the costs directly related to fulfilling a contract. The incremental costs of obtaining a contract must be recognized as an asset if the entity expects to recover these costs.

The standard's requirements will also apply to the recognition and measurement of gains and losses on the sale of some nonfinancial assets that are not an output of the entity's ordinary activities. IFRS 15 is required for annual periods beginning on or after January 1, 2018. Earlier adoption is permitted. The Company is assessing the impact IFRS 15 will have on the financial statements.

IFRS 16, *Leases* ("IFRS 16"), was issued in January 2016. IFRS 16 requires lessees to recognize assets and liabilities for most leases. Application of the standard is mandatory for annual reporting periods beginning on or after January 1, 2019, although early adoption is permitted, provided the new revenue standard, IFRS 15, has been applied or is applied at the same time as IFRS 16. The Company is still evaluating the impact of IFRS 16 on the financial statements, the impact could be material.

The Company reviewed the new and revised standards and amendments that have been issued by the IASB as at the date of authorization of the financial statements, but are not yet effective, and expects that there will be no material impact on its financial statements from applying the requirements of these standards when they are adopted. The Company does not expect to adopt these new and amended standards before their effective date.

The IAS 7 Disclosure Initiative, amending IAS 7 *Statement of Cash Flows*, requires that the following changes in liabilities arising from financing activities are disclosed (to the extent necessary): (i) changes from financing cash flows; (ii) changes arising from obtaining or losing control of subsidiaries or other businesses; (iii) the effect of changes in foreign exchange rates; (iv) changes in fair values; and (v) other changes. The amendments state that changes in liabilities arising from financing activities must be disclosed separately from changes in other assets and liabilities. These disclosure amendments are effective for reporting periods beginning on or after January 1, 2017.

Financial Instruments and Risk Management

Fair Values

The carrying value of cash, accounts receivable, other receivables, and accounts payable and accrued liabilities approximate fair values due to the short-term maturities of these instruments. Fair value represents the amount that would be exchanged in an arm's length transaction between willing parties and is best evidenced by a quoted market price, if one exists. The fair values of the secured notes and convertible debentures approximate their carrying amounts as they bear terms similar to that of comparable instruments.

The Company follows a three-tier categorization for its financial instruments as a framework for disclosing fair value based upon inputs used to value the Company's investments. The hierarchy is summarized as:

- Level 1 – quoted prices (unadjusted) in active markets for identical assets and liabilities
- Level 2 – inputs that are observable for the asset or liability, either directly (prices) or indirectly (derived from prices) from observable market data
- Level 3 – inputs for assets and liabilities not based upon observable market data

As at February 28, 2017, and February 29, 2016, cash was carried at Level 1 in the fair value hierarchy.

Interest Rate Risk

Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate due to changes in market interest rates. The Company's interest rate risk is primarily related to the Company's interest bearing debts on its consolidated statements of financial position. The secured notes bear interest at a fixed rate of 12%, and as such, are not subject to cash flow interest rate risk resulting from market fluctuations thereby minimizing the Company's exposure to cash flow interest rate risk.

Foreign Currency Risk

The Company is subject to foreign exchange rate risk as it enters into transactions denominated in currencies other than the Company's functional currency, which is the Canadian dollar. The maximum exposure to foreign currency risk is equal to amounts held in foreign currencies at the Statement of Financial Position date. As at February 28, 2017, the Company carried net current liabilities of CDN$876,147 in USD$ (February 29, 2016 - CDN$1,784,288 in USD$). Accordingly, a 5% change in the US dollar exchange rate as at February 28, 2017 would have resulted in an exchange gain or loss of CDN$43,807 (February 29, 2016 - exchange gain or loss of CDN$89,214).

Liquidity Risk

Liquidity risk is the risk that the Company will not be able to meet its financial obligations as they fall due. The Company manages liquidity risk through the management of its capital structure as outlined in Note 15(f) to the financial statements. The Company has minimal income from operations and relies on equity and debt funding to support its development and corporate activities. Should the need for further equity or debt funding arise, there is a risk that the Company may not be able to sell new common shares at an acceptable price or debt instruments at an acceptable interest rate level.

Accounts payable and accrued liabilities and secured notes are due within the current operating period. As at February 28, 2017, the Company had total cash of $943,223 (February 29, 2016 - $102,659) to settle current liabilities of $2,966,660 (February 29, 2016 - $3,751,374) and finance future operations. As a result, the Company is exposed to significant liquidity risk.

Credit Risk

Credit risk is the risk that one party to a financial instrument will cause a financial loss for the other party by failing to discharge their obligations. Financial instruments that potentially expose the Company to this risk consist of cash and accounts receivable. The Company's cash is on deposit with Canadian Tier 1 chartered banks. Accounts receivable are in the normal course of business with established entities and no material amount relates to any one specific entity. As a result, the Company's exposure to credit risk is minimal.

Other Risks and Uncertainty

- If the Company is unable to advance its product and technology, specifically in the transition to the live-streaming space, its technology may become obsolete with significant impact to its ability to raise additional capital.
- If the Company is unable to compete effectively for users and advertiser spend, its business and operating results will be harmed.
- The Company has incurred significant operating losses in the past, and it may not be able to achieve or subsequently maintain profitability.
- The Company has a limited operating history in a new and unproven market for its platform, which makes it difficult to evaluate its future prospects and may increase the risk that it will not be successful.
- If the Company fails to grow its user base, or if user engagement or ad engagement on its platform declines, its revenue, business and operating results may be harmed.
- The Company's products and services may contain undetected software errors, which could harm its business and operating results.
- Regulatory investigations and settlements could cause the Company to incur additional expenses or change its business practices in a manner materially adverse to its business.
- Privacy concerns relating to the Company's products and services could damage its reputation and deter current and potential users and advertisers from using the products and services.
- The Company may face lawsuits or incur liability as a result of content published or made available through

its products and services.

- The Company's intellectual property rights are valuable, and any inability to protect them could reduce the value of its products, services and brand.
- The Company requires additional capital to support its operations and the growth of its business, and it cannot be certain that this capital will be available on reasonable terms.

Investors should carefully consider the risks and uncertainties described above and in the financial statements. The risks and uncertainties described in the Company's financial statements and MD&A are not the only ones it faces. Additional risks and uncertainties, including those that the Company does not know about now or that it currently deems immaterial, may also adversely affect its business. For a more complete discussion of the risks and uncertainties which apply to the Company's business and its operating results, please see the Company's Filing Statement and other filings with Canadian securities regulatory authorities on SEDAR at www.sedar.com.

ADDITIONAL INFORMATION:

Additional information relating to the Company including the audited consolidated annual financial statements for the year ended February 28, 2017, the audited consolidated annual financial statements for the year ended February 29, 2016, Filing Statement, Management Information Circular, and press releases issued by the Company, are available under the Company's profile on SEDAR at www.sedar.com or at investors.k.to.