



RIWI CORP.

CONDENSED INTERIM FINANCIAL STATEMENTS

For the Three and Nine Months ended September 30, 2017 and 2016

(Expressed in Canadian Dollars)

(Unaudited)

RIWI CORP.

NOTICE OF NO AUDITOR REVIEW OF INTERIM FINANCIAL STATEMENTS

Under National Instrument 51-102, part 4, subsection 4.3(3)(a), if an auditor has not performed a review of the condensed interim financial statements, they must be accompanied by a notice indicating that the financial statements have not been reviewed by an auditor.

The accompanying unaudited condensed interim financial statements of RIWI Corp. (the "Company") have been prepared by management and approved by the Audit Committee and Board of Directors of the Company. They include appropriate accounting principles, judgment, and estimates in accordance with *International Financial Reporting Standards* for interim financial statements.

The Company's independent auditors have not performed a review of these condensed interim financial statements in accordance with the standards established by the Chartered Professional Accountants of Canada for a review of condensed interim financial statements by an entity's auditors.

RIWI CORP.

Condensed Interim Statements of Financial Position

As at September 30, 2017

(Unaudited and Expressed in Canadian dollars)

	September 30, 2017	December 31, 2016
Assets		
Current assets		
Cash	\$ 1,630,317	\$ 438,119
Term deposit	10,000	25,000
Accounts receivable (Note 3)	386,241	346,072
Prepaid expenses	42,899	34,786
Total current assets	2,069,457	843,977
Property and equipment (Note 4)	1,094	-
Intangible assets (Note 4)	120,822	22,558
Total assets	\$ 2,191,373	\$ 866,535
Liabilities		
Current liabilities		
Accounts payable and accrued liabilities (Note 9)	\$ 66,529	\$ 105,252
Deferred revenue	524,649	221,380
Total liabilities	591,178	326,632
Shareholders' equity		
Share capital (Note 5)	5,652,651	4,058,500
Capital reserves	1,331,600	953,048
Accumulated deficit	(5,384,056)	(4,471,645)
Total shareholders' equity	1,600,195	539,903
Total liabilities and shareholders' equity	\$ 2,191,373	\$ 866,535

Nature of business and continuing operations (Note 1)

Commitments (Note 11)

Approved and authorized for issuance on behalf of the Board on November 22, 2017:

*(signed)***Neil Seeman**Chairman of the Board and Chief
Executive Officer*(signed)***Annette Cusworth**

Chair of the Audit Committee

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

RIWI CORP.

Condensed Interim Statements of Loss and Comprehensive Loss
For the Three and Nine Months ended September 30, 2017
(Unaudited and Expressed in Canadian dollars)

	Three Months Ended September 30		Nine Months Ended September 30	
	2017	2016	2017	2016
Revenues	\$ 341,196	\$ 275,208	\$ 1,046,200	\$ 617,469
Expenses				
General and administrative (Notes 8 and 9)	726,525	265,385	1,289,394	1,094,519
Sales and marketing	24,798	45,816	103,122	369,170
Technology costs (Note 9)	152,869	156,836	566,094	650,481
Total expenses	904,193	468,037	1,958,611	2,114,170
Net loss and comprehensive loss for the period	\$ (562,997)	\$ (192,829)	\$ (912,411)	\$ (1,496,701)
Net loss per share				
Basic	\$ (0.03)	\$ (0.01)	\$ (0.06)	\$ (0.10)
Fully diluted	\$ (0.03)	\$ (0.01)	\$ (0.06)	\$ (0.10)
Weighted average number of common shares outstanding				
Basic	17,243,312	15,205,147	16,387,003	15,205,147
Fully diluted	18,225,914	15,205,147	17,369,605	15,205,147

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

RIWI CORP.

Condensed Interim Statements of Changes in Equity
For the Nine Months ended September 30, 2017
(Unaudited and Expressed in Canadian Dollars)

	Share Capital		Capital Reserves				Accumulated Deficit	Total Equity
	Number of Shares	Amount	Share-based payment reserve	Warrants reserve	Other capital reserves	Total reserves		
Balance, December 31, 2015	14,829,648	\$ 2,392,696	\$ 538,267	\$ 19,941	\$ 9,465	\$ 567,673	\$ (2,697,290)	\$ 263,079
Share-based payment expense	-	-	361,616	-	-	361,616	-	361,616
Issuance of common shares and warrants for cash, net of issuance costs	652,178	1,545,888	-	-	-	-	-	1,545,888
Fair value of warrants	-	-	-	74,626	-	74,626	-	74,626
Share purchase warrants exercised	62,000	53,140	-	-	-	-	-	53,140
Net loss and comprehensive loss for the period	-	-	-	-	-	-	(1,496,701)	(1,496,701)
Balance, September 30, 2016	15,543,826	\$ 3,991,724	\$ 899,883	\$ 94,567	\$ 9,465	\$ 1,003,915	\$ (4,193,991)	\$ 801,648
Balance, December 31, 2016	15,543,826	\$ 4,058,500	\$ 915,792	\$ 27,791	\$ 9,465	\$ 953,048	\$ (4,471,645)	\$ 539,903
Share-based payment expense	-	-	352,104	-	-	352,104	-	352,104
Issuance of common shares and warrants for cash, net of issuance costs	656,571	1,421,366	-	187,233	-	187,233	-	1,608,599
Stock options exercised	1,056,250	160,258	(160,258)	-	-	(160,258)	-	-
Share purchase warrants exercised	5,000	12,527	-	(527)	-	(527)	-	12,000
Share purchase warrants expired	-	-	-	(25,697)	25,697	-	-	-
Net loss and comprehensive loss for the period	-	-	-	-	-	-	(912,411)	(912,411)
Balance, September 30, 2017	17,261,647	\$ 5,652,651	\$ 1,107,638	\$ 188,800	\$ 35,162	\$ 1,331,600	\$ (5,384,056)	\$ 1,600,195

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

RIWI CORP.

Condensed Interim Statements of Cash Flows
For the Three and Nine Months ended September 30, 2017
(Unaudited and Expressed in Canadian dollars)

	Three Months Ended September 30		Nine Months Ended September 30	
	2017	2016	2017	2016
Operating activities				
Net loss for the period	\$ (562,997)	\$ (192,829)	\$ (912,411)	\$ (1,496,701)
Items not involving cash:				
Amortization of property and equipment	156	-	156	-
Amortization of intangible assets	2,445	333	3,111	999
Stock-based compensation	332,854	47,100	352,104	361,616
	(227,542)	(145,396)	(557,040)	(1,134,086)
Changes in non-cash operating working capital:				
Accounts receivable	(246,352)	(136,630)	(40,169)	(126,745)
Prepaid expenses	(14,184)	(34,981)	(8,113)	(44,271)
Accounts payable and accrued liabilities	(54,598)	(48,044)	(38,722)	(26,096)
Deferred revenue	133,651	-	303,269	-
Net cash used in operating activities	(409,025)	(365,051)	(340,775)	(1,331,198)
Investing activities				
Term deposit reduction	15,000	-	15,000	-
Purchase of intangible assets	(101,376)	-	(101,376)	-
Purchase of property and equipment	(1,250)	-	(1,250)	-
Net cash used in investing activities	(87,626)	-	(87,626)	-
Financing activities				
Proceeds from issuance of common shares	-	491,030	1,608,599	1,589,014
Proceeds from exercise of warrants	12,000	-	12,000	53,140
Net cash provided by financing activities	12,000	491,030	1,620,599	1,642,154
Change in cash	(484,651)	125,979	1,192,198	310,956
Cash, beginning of the period	2,114,968	395,040	438,119	210,063
Cash, end of the period	\$ 1,630,317	\$ 521,019	\$ 1,630,317	\$ 521,019
Non-cash financing activities:				
Fair value of stock options or share purchase warrants transferred to share capital upon exercise	\$ 48,604	\$ -	\$ 160,785	\$ 18,374

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

RIWI CORP.

Notes to the Condensed Interim Financial Statements
Three and Nine Months ended September 30, 2017 and 2016
(Unaudited and Expressed in Canadian dollars)

1. NATURE AND CONTINUANCE OF OPERATIONS

RIWI Corp. (the “Company” or “RIWI”) is a public company and its common shares are listed on the Canadian Securities Exchange (CSE: RIW). The Company was originally incorporated under the laws of Canada pursuant to the *Canada Business Corporations Act* on August 17, 2009. The head office is located at 459 Bloor Street West, Suite 200, Toronto, Ontario, M5S 1X9 and RIWI’s registered and records office is located at 200 Burrard Street, Unit 200, Vancouver, BC, V7X 1T2.

RIWI provides digital intelligence information services to customers using a proprietary global digital data capture and message dissemination technology platform called *Random Domain Intercept Technology* (“RDIT™”). RIWI operates four growing business lines: (i) Global Security; (ii) Global Citizen Engagement; (iii) Global Finance; and (iv) Global Consumer. RIWI services clients through long- and short-term agreements with non-governmental organizations, corporations, and with organizations funded as prime contractors to government agencies. RIWI’s RDIT™ platform is able to generate intelligence that is of importance to customers through the conduct of digital surveys and message testing campaigns that are targeted at Web users located throughout the world. The information generated from these surveys and message campaigns enables customers to monitor the effectiveness of programs, and to make better-informed business decisions and implement more effective business strategies.

These condensed interim financial statements have been prepared on a going concern basis which assumes that the Company will be able to realize its assets and discharge its liabilities in the normal course of business for the foreseeable future. For the three and nine months ended September 30, 2017, the Company had a net loss of \$562,997 and \$912,411 respectively (three and nine months ended September 30, 2016 – \$192,829 and \$1,496,701 respectively). As at September 30, 2017, the Company had an accumulated deficit of \$5,834,056 (December 31, 2016 – \$4,471,645). The Company has generated negative cash flows from operating activities since inception. The continuing operations of the Company are dependent upon its ability to continue to raise adequate financing and/or to generate profitable operations. These conditions indicate a material uncertainty that may cast significant doubt on the Company’s ability to continue as a going concern. The Company has historically been able to fund operations through equity raises. These condensed interim financial statements do not reflect the adjustments to the carrying values of assets and liabilities and the reported expenses and balance sheet classifications that would be necessary if the Company were unable to realize its assets and settle its liabilities as a going concern in the normal course of operations. Such adjustments could be material.

2. SIGNIFICANT ACCOUNTING POLICIES

(a) Statement of compliance

These unaudited condensed interim financial statements have been prepared in accordance with *International Financial Reporting Standards* (“IFRS”) applicable to interim financial information, as outlined in *International Accounting Standard* (“IAS”) 34, “Interim Financial Reporting” and using the accounting policies consistent with those in the audited consolidated financial statements as at and for the year ended December 31, 2016.

These unaudited condensed interim financial statements do not include all disclosures normally provided in annual financial statements and should be read in conjunction with the annual financial statements as at and for the year ended December 31, 2016. Interim results are not necessarily indicative of the results expected for the fiscal year.

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Notes to the Condensed Interim Financial Statements
Three and Nine Months ended September 30, 2017 and 2016
(Unaudited and Expressed in Canadian dollars)

2. SIGNIFICANT ACCOUNTING POLICIES (continued)

(b) Use of estimates and judgments

The preparation of these condensed interim financial statements in conformity with IFRS requires management to make judgments, estimates and assumptions that affect the application of accounting policies regarding certain types of assets, liabilities, revenues and expenses in the preparation of the financial statements. Actual results could differ from those estimates. Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognized in the year in which the estimates are revised and in any future years affected. Information about significant areas of estimation, uncertainty and critical judgments in applying accounting policies that have the most significant effect on the amounts are as follows:

(i) Going concern

The Company has incurred losses to date and the Company's ability to execute its strategy by funding future working capital requirements requires judgment. Estimates and assumptions are continually evaluated and are based on historical experience and other factors, such as expectations of future events that are believed to be reasonable under the circumstances.

(ii) Asset carrying values and impairment charges

In the determination of carrying values and impairment charges, management looks at the higher of recoverable amount or fair value less costs to sell in the case of assets and at objective evidence, significant or prolonged decline of fair value of assets indicating impairment. These determinations and their individual assumptions require that management make a decision based on the best available information at each reporting period.

(iii) Income taxes and recoverability of potential deferred income tax assets

In assessing the probability of realizing income tax assets recognized, management makes estimates related to expectations of future taxable income, applicable tax planning opportunities, expected timing of reversals of existing temporary differences and the likelihood that tax positions taken will be sustained upon examination by applicable tax authorities. In making its assessments, management gives additional weight to positive and negative evidence that can be objectively verified. Estimates of future taxable income are based on forecasted cash flows from operations and the application of existing tax laws in each jurisdiction. The Company considers whether relevant tax planning opportunities are within the Company's control, are feasible and are within management's ability to implement. Examination by applicable tax authorities is supported based on individual facts and circumstances of the relevant tax position examined in light of all available evidence. Where applicable tax laws and regulations are either unclear or subject to ongoing varying interpretations, it is reasonably possible that changes in these estimates can occur that materially affect the amounts of income tax assets recognized. Also, future changes in tax laws could limit the Company from realizing the tax benefits from the deferred income tax assets. The Company reassesses unrecognized income tax assets at each reporting period.

(iv) Measurement of share-based compensation and warrants

Management determines costs for share-based payments using market-based valuation techniques. The fair value of the market-based and performance-based non-vested share awards are determined at the date of grant using generally accepted valuation techniques. Assumptions are made and judgment used in applying valuation techniques. These assumptions and judgments include estimating the future volatility of the stock price, expected dividend yield, future employee turnover rates and future employee stock option exercise behaviors and corporate performance.

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Notes to the Condensed Interim Financial Statements
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2. SIGNIFICANT ACCOUNTING POLICIES (continued)

(c) Recently issued accounting pronouncements

Certain pronouncements were issued by the IASB or the *International Financial Reporting Interpretations Committee* ("IFRIC") that are mandatory for accounting periods after the date of these financial statements.

(i) IFRS 9, Financial Instruments ("IFRS 9")

IFRS 9 replaces the guidance in IAS 39 Financial Instruments: Recognition and Measurement, on the classification and measurement of financial assets. The Standard eliminates the existing IAS 39 categories of held to maturity, available-for-sale and loans and receivable. Financial assets will be classified into one of two categories on initial recognition, financial assets measured at amortized cost or financial assets measured at fair value. Gains and losses on re-measurement of financial assets measured at fair value will be recognized in the statement of loss and comprehensive loss, except that for an investment in an equity instrument which is not held-for-trading, IFRS 9 provides, on initial recognition, an irrevocable election to present all fair value changes from the investment in other comprehensive income. IFRS 9 is effective for periods beginning on or after January 1, 2018. The Company is evaluating the potential impacts of IFRS 9 on its financial statements.

(ii) IFRS 15, Revenue from Contracts with Customers ("IFRS 15")

In May 2014, the IASB issued IFRS 15, Revenue from Contracts with Customers. IFRS 15 is effective for periods beginning on or after January 1, 2018 and is to be applied retrospectively. IFRS 15 clarifies the principles for recognizing revenue from contracts with customers. IFRS 15 will also result in enhanced disclosures about revenue, provide guidance for transactions that were not previously addressed comprehensively (i.e. service revenue and contract modifications) and improve guidance for multiple-element arrangements. The Company intends to adopt IFRS 15 in its financial statements for the annual period beginning January 1, 2018. The Company also plans to move from its current completed-contract revenue recognition method to the percentage-of-completion method as at January 1, 2018, in order to more accurately portray its business model of long-term contracts. The Company is evaluating the potential impacts of IFRS 15 on its financial statements.

(iii) IFRS 16, Leases ("IFRS 16")

In January 2016, the IASB issued IFRS 16, Leases. This standard introduces a single lessee accounting model and requires a lessee to recognize assets and liabilities for all leases with a term of more than 12 months, unless the underlying asset is of a low value. A lessee is required to recognize a right-of-use asset representing its right to use the underlying asset and a lease liability representing its obligation to make lease payments. The mandatory effective date of IFRS 16 is for annual periods beginning on or after January 1, 2019. The Company is evaluating the potential impacts of IFRS 16 on its financial statements.

3. ACCOUNTS RECEIVABLE

Accounts receivable consists of the following:

	September 30, 2017	December 31, 2016
Trade receivables	\$ 372,623	\$ 285,369
HST input tax credits	13,618	60,703
	<u>\$ 386,241</u>	<u>\$ 346,072</u>

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Notes to the Condensed Interim Financial Statements
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(Unaudited and Expressed in Canadian dollars)

4. NON-CURRENT ASSETS

(a) Property and Equipment

Property and equipment consist of: (i) computers, and (ii) furniture and equipment. The Company purchased one computer in July 2017 for \$1,250 which is being amortized using the straight-line method over 24 months. The computer's carrying value at September 30, 2017 was \$1,094. All the Company's other property and equipment was previously fully amortized and has no carrying value.

(b) Intangible Assets

	Patent	Domain Names	Total
Cost:			
Balance, December 31, 2016	\$ 26,644	\$ -	\$ 26,644
Additions	-	101,376	101,376
Balance, September 30, 2017	26,644	101,376	128,020
Accumulated Amortization:			
Balance, December 31, 2016	(4,087)	-	(4,087)
Amortization	(999)	(2,112)	(3,111)
Balance, September 30, 2017	(5,086)	(2,112)	(7,198)
Carrying value:			
December 31, 2016	22,558	-	22,558
September 30, 2017	\$ 21,558	\$ 99,264	\$ 120,822

Intangible assets consist of a patent and domain names. US Patent #8,069,078 relates to a method of obtaining a representative online polling sample that is intended to substantially eliminate coverage bias from the sample; to recruit users to an online panel for future survey targeting; to segregate members of the representative sample by any location in the world; to conduct real-time instant polls globally; to provide instant feedback of the results segmented by region; to track website popularity; to predict political or economic events based on the results; and to provide advertising or any other digital content. The patent was filed in 2007 and expires in 2027.

The Company purchased Internet domain names in July 2017 for \$101,376 which have strategic value for its future operations. The domain names have been classified as a finite life intangible asset and amortized using the straight-line method over 10 years.

5. SHARE CAPITAL

Authorized: unlimited number of common shares without par value.

Issued: The Company had 17,261,647 common shares issued and outstanding having a carrying value of \$5,652,651 as at September 30, 2017.

On March 24, 2017, the Company completed a non-brokered private placement and issued 656,571 units at \$2.45 per share for net proceeds of \$1,608,599. Each unit consisted of one common share and one share purchase warrant exercisable to purchase one common share at \$3.50 per share expiring on September 24, 2018. The share purchase warrants have a fair value of \$187,233, calculated using the Black-Scholes option pricing model assuming an expected life of 18 months, a risk-free interest rate of 0.57%, an expected dividend rate of 0%, and an expected annual volatility of 80%.

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Notes to the Condensed Interim Financial Statements
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 (Unaudited and Expressed in Canadian dollars)

6. SHARE PURCHASE WARRANTS

	Number of Warrants	Weighted average exercise price
Balance, December 31, 2016	254,322	\$ 2.37
Issued	656,571	3.50
Exercised	(5,000)	2.40
Expired	(243,822)	2.40
Balance, September 30, 2017	662,071	\$ 3.48

In September 2017, 5,000 share purchase warrants were exercised for proceeds of \$12,000.

As at September 30, 2017, the following share purchase warrants were outstanding:

Number of warrants outstanding	Exercise price	Expiry date
656,571	\$ 3.50	September 24, 2018
5,500	0.857	February 12, 2020
662,071		

7. STOCK OPTIONS

The Company has a stock option plan under which it is authorized to grant options to directors, employees, and consultants enabling them to acquire in aggregate up to 20% of the issued and outstanding common shares of the Company. Under the plan, the exercise price of each option equals the market price, minimum price, or a discounted price of the Company's shares as calculated on the date of grant. The options can be granted for a maximum term of 10 years and are subject to vesting provisions as determined by the Board of Directors of the Company.

The following table summarizes the continuity of the Company's stock options:

	Number of Options	Weighted average exercise price
Balance, December 31, 2016 and March 31, 2017	2,439,900	\$ 0.66
Granted	200,000	2.04
Exercised	(826,210)	0.21
Balance, June 30, 2017	1,813,690	1.02
Granted	320,000	2.00
Exercised	(354,088)	0.21
Balance, September 30, 2017	1,779,602	\$ 1.35

In June 2017, 826,210 stock options were cashlessly exercised in exchange for 738,297 common shares. In July 2017, 354,088 stock options were cashlessly exercised in exchange for 317,953 common shares.

The fair value for stock options granted have been estimated using the Black-Scholes option pricing model assuming no expected dividends and the following weighted average assumptions for the nine months ended September 30, 2017 and 2016:

	2017	2016
Risk-free interest rate	0.96 - 1.03%	0.58%
Expected life (in years)	2.5 - 3.5 years	2.0 - 3.5 years
Expected volatility	87 - 92%	83%
Forfeiture rate	10%	10%

RIWI CORP.

Notes to the Condensed Interim Financial Statements
 Three and Nine Months ended September 30, 2017 and 2016
 (Unaudited and Expressed in Canadian dollars)

7. STOCK OPTIONS (continued)

The total fair value of the stock options granted during the nine months ended September 30, 2017 was \$527,395 (2016 – \$390,089).

For the nine months ended September 30, 2017, the Company recorded share-based payment expense, with a corresponding credit to reserves of \$352,104 (2016 – \$361,616).

Additional information regarding stock options outstanding as at September 30, 2017 is as follows:

Range of exercise prices	Outstanding		Exercisable	
	Number of shares	Weighted average remaining contractual life (years)	Number of shares	Weighted average exercise price
\$ 0.57	354,102	1.1	354,102	\$ 0.57
\$ 0.86	623,000	2.6	623,000	\$ 0.86
\$ 2.00	200,000	4.7	100,000	\$ 2.00
\$ 2.01	120,000	5.0	20,000	\$ 2.01
\$ 2.04	200,000	4.7	193,750	\$ 2.04
\$ 2.14	232,500	3.7	232,500	\$ 2.14
\$ 2.51	50,000	3.4	50,000	\$ 2.51
\$ 1.35	1,779,602	3.1	1,573,352	\$ 1.27

8. EXPENSES BY NATURE

	Three Months Ended September 30		Nine Months Ended September 30	
	2017	2016	2017	2016
Amortization	\$ 2,601	\$ 333	\$ 3,267	\$ 999
Professional and consulting fees	95,430	2,875	136,152	83,024
Salaries and benefits	235,540	185,250	634,865	540,026
Share-based payment expense	332,854	47,100	352,104	361,616
Rent and office expenses	32,333	31,228	101,637	109,330
Foreign exchange (gain)/loss	27,767	(1,401)	61,370	(476)
General and administrative	\$ 726,525	\$ 265,385	\$ 1,289,395	\$ 1,094,519

9. RELATED PARTY TRANSACTIONS

- (a) For the nine months ended September 30, 2017, included in technology costs are consulting fees to the Company's Chief Technology Officer in the amount of \$96,000 (2016 – \$108,000). During September 2017, the Company's Chief Technology Officer transitioned from being a consultant to being appointed an officer of the Company.
- (b) For the nine months ended September 30, 2017, the Company recognized share-based payment expense of \$315,449 for stock options granted and vested for directors and officers (2016 – \$361,616).

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Notes to the Condensed Interim Financial Statements
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 (Unaudited and Expressed in Canadian dollars)

10. FINANCIAL RISK MANAGEMENT

(a) Credit risk

Credit risk is the risk of financial loss to the Company if a customer or counterparty to a financial instrument fails to meet its contractual obligations. The Company's trade accounts receivable are due from customers and HST input tax credits due from the Government of Canada and are subject to normal credit risk. The following table provides information regarding the aged trade receivables:

	Current	31-60 days	61-90 days	91 days +
September 30, 2017	100%	0%	0%	0%
December 31, 2016	60%	8%	22%	10%

At each period end, the Company reviews the collectability of outstanding receivables. The specific accounts are only written off once all the collection avenues have been explored or when legal bankruptcy has occurred. The following is a reconciliation of the allowance for doubtful accounts:

	September 30, 2017		September 30, 2016	
Balance, beginning of period	\$	3,470	\$	15,995
Change in provision		-		-
Balance, end of period	\$	3,470	\$	15,995

The following table identifies customers comprising 10% or more of the Company's revenue:

	September 30, 2017	September 30, 2016
Customer A	13%	-
Customer B	10%	-
Customer C	10%	14%
Customer D	10%	-
Customer E	-	13%
Customer F	-	11%
Customer G	-	10%

(b) Liquidity risk

Liquidity risk is the risk that the Company will not be able to meet its financial obligations as they are due. The Company has in place a planning and budgeting process which helps determine the funds required to ensure the Company has the appropriate liquidity to meet its operating and growth objectives.

The Company's financial liabilities consist of accounts payable and accrued liabilities and consist of invoices payable to trade suppliers for online advertising technology services, server hosting, general and administrative, and other expenses and are paid within one year.

The Company expects to fund these liabilities through the use of existing cash resources and funds raised through equity financings, if required.

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(Unaudited and Expressed in Canadian dollars)

10. FINANCIAL RISK MANAGEMENT (continued)

(c) Market risk

Market risk is the risk that changes in market prices, such as interest rates and foreign exchange rates will affect the Company's net earnings or the value of financial instruments. The objective of the Company is to manage and mitigate market risk exposures within acceptable limits, while maximizing returns.

- (i) *Interest rate risk:* The Company has cash balances and no interest-bearing debt, and is not exposed to any significant interest rate risk.
- (ii) *Foreign currency risk:* The Company's activities are conducted in foreign jurisdictions and a portion of the Company's cash is denominated in US dollars (US\$). The Company has not entered into foreign exchange rate contracts to mitigate this risk.

As at September 30, 2017, financial instruments were converted at a rate of \$1.00 Canadian to US\$0.8013. Balances denominated in foreign currencies as at September 30, 2017 were as follows:

	In CAD	USD
Cash	\$ 681,514	\$ 546,085
Accounts Receivable	338,520	271,250
Accounts Payable	4,588	3,677

The estimated impact on net loss at September 30, 2017 with a +/- 10% change in US dollar exchange rate is approximately \$109,000 (September 30, 2016 – \$14,000).

(d) Capital management

The Company's capital is defined to be shareholders' equity. The Company's objective in managing capital is to ensure it has adequate working capital to meet day to day needs and access to sources of capital sufficient to finance its operations and to make planned capital expenditures or capital acquisitions as opportunities present themselves. The Company manages its capital structure and makes changes to it in light of changes in economic conditions, anticipated or planned capital expenditures, opportunities for acquisitions and the risk characteristics of the underlying investments.

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

11. COMMITMENTS

The Company currently has an office space lease commitment of \$5,825 per month. The lease expires on January 31, 2018, and the Company is in discussions regarding a new lease.