

Condensed Consolidated Interim Financial Statements Killi Ltd. (formerly Freckle Ltd.) June 30, 2021

(Expressed in Canadian Dollars)

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 interim financial statements, they must be accompanied by a notice to reader indicating that the financial statements have not been reviewed by an auditor.

The accompanying unaudited interim condensed consolidated financial statements of Killi Ltd. (Formerly Freckle Ltd.) have been prepared by and are the responsibility of the Company's management.

The Company's independent auditor has not performed a review of these financial statements in accordance with the standards established by the Canadian Institute of Chartered Accountants for a review of interim financial statements by an entity's auditor.

Unaudited Condensed Consolidated Interim Statements of Financial Position As at June 30, 2021, and December 31, 2020 (in Canadian Dollars)

	Note	Ju	une 30, 2021	December 31, 2020		
Assets						
Current Assets						
Cash and cash equivalents	4	\$	3,634,705	\$	1,519,500	
Trade and other receivables	5		220,565		382,399	
Prepaid expenses			193,835		193,238	
Total current assets		_	4,049,105		2,095,137	
Non Current Assets						
Property and equipment, net	6		39,482	\$	50,756	
Total assets		\$	4,088,587	\$	2,145,893	
Liabilities and Shareholders' Equity						
Current Liabilities						
Trade and other liabilities	7		1,033,089	\$	848,544	
Current portion of loan payable	8		7,042		26,409	
Total current liabilities			1,040,131		874,953	
Non-current portion of loan payable	8		27,179	\$	30,702	
Total liabilities		\$	1,067,310	\$	905,655	
Shareholders' equity						
Share capital	10		27,743,438	\$	24,227,148	
Warrants	10		1,053,867		500,552	
Contributed surplus			1,684,727		1,163,694	
Cumulative translation adjustment			35,572		118,749	
Deficit			(27,496,327)	_	(24,769,905)	
Total Shareholders' equity		\$	3,021,277	\$	1,240,238	
Total Shareholders' equity and liabilities		\$	4,088,587	\$	2,145,893	
Related party and commitments	9, 12					

Approved on behalf of the Board of Directors:

Original signed by Neil Sweeney, CEO & Founder Original signed by

Robert Fernicola, Chair of the Audit Committee

Unaudited Condensed Consolidated Interim Statements of Loss and Comprehensive Loss Three and six months ended June 30, 2021 and 2020 (in Canadian Dollars)

	Three months ended June 30,						Six months ended June 30,				
	Note		2021		2020		2021		2020		
Revenue	13, 23	\$	171,070		10,252	\$	328,058	\$	25,287		
Cost of services	14		255,336		2,022		480,504		7,571		
Gross profit (loss)			(84,266)		8,230		(152,446)		17,716		
Expenses											
General and administrative	15		540,171		398,648		773,530		1,066,691		
Research and development	16		244,518		417,354		451,896		1,134,908		
Selling and business development	17		274,155		79,802		572,181		187,275		
Marketing	18		432,760		66,786		891,296		160,450		
			1,491,604		962,590		2,688,903		2,549,324		
Other income (loss)											
Gain (loss) on sale of Freckle business unit	3 (d)		92,690		(21,643)		108,655		(21,643)		
Interest income			3,273		5,401		6,272		3,355		
			95,963		(16,242)		114,927		(18,288)		
Net income (loss) from continuing operations			(1,479,907)		(970,602)		(2,726,422)		(2,549,896)		
Loss from discontinued operations, net of tax	22		-		(441,894)		-		73,579		
Net loss			(1,479,907)		(1,412,496)		(2,726,422)		(2,476,317)		
Other comprehensive gain (loss)											
Foreign currency translation differences			(22,518)		136,445		(83,177)		(145,675)		
Total comprehensive loss		\$	(1,502,425)	\$	(1,276,051)	\$	(2,809,599)	\$	(2,621,992)		
Not loss par share from continuing energians											
Net loss per share from continuing operations: Basic and diluted	10	\$	(0.023)	\$	(0.021)	\$	(0.042)	\$	(0.055)		
Net loss per share from discontinued operations:											
Basic and diluted	10	\$	-	\$	(0.009)	\$	-	\$	0.002		
Weighted average number of common shares outstanding Basic and diluted			64,628,833		46,704,395		64,628,833		46,704,395		

Unaudited Condensed Consolidated Interim Statements of Changes in Equity Six months ended June 30, 2021 and 2020 (in Canadian Dollars)

		Number of Common Shares (As restated - Note 10)	Share Capital	Warrants	Contributed Surplus	Cumulative translation adjustment	Accumulated Deficit	Total Equity (Deficiency)
Balance as at January 1, 2020		43,304,343	\$ 21,014,079	\$ 1,212,669	\$ 400,439	\$ 26,609	\$ (20,115,131) \$	2,538,665
Issuance of share capital related to the private placement		8,400,000	823,289	226,711	-	-	- \$	1,050,000
Share issuance costs		-	(18,035)	(4,967)	-		- \$	(23,002)
Reclassing expired warrants		-	-	(481,250)	481,250	-	- \$	-
Share-based compensation	11	-	-	-	76,490	-	- \$	76,490
Net loss and comprehensive loss		-	-	-	-	(145,675)	(2,476,318) \$	(2,621,992)
Balance as at June 30, 2020		51,704,343	21,819,333	953,163	958,179	(119,066)	(22,591,449)	1,020,161
Balance as at January 1, 2021		60,204,343	24,227,148	500,552	1,163,694	118,749	(24,769,905)	1,240,238
Issuance of share capital related to the private placement	10	7,054,818	3,516,827	1,068,805	-	-	- \$	4,585,632
Share issuance costs	10	-	(49,154)	(14,938)	-	-	- \$	(64,092)
Reclassing expired warrants	10	-	-	(500,552)	500,552	-	- \$	-
Exercise of stock options	10	118,733	48,617	-	(18,934)	-	- \$	29,683
Share-based compensation	11	-	-	-	39,415	-	- \$	39,415
Net loss and comprehensive loss		-	-	-		(83,177)	(2,726,422) \$	(2,809,599)
Balance as at June 30, 2021		67,377,894	27,743,438	1,053,867	1,684,727	35,572	(27,496,327) \$	3,021,277

Unaudited Condensed Consolidated Interim Statements of Cash Flows Six months ended June 30, 2021 and 2020

(in Canadian Dollars)

		Six months	ended June	nded June 30,		
	Note	2021		2020		
Operating activities						
Net loss from continuing operations	\$	(2,726,422)	\$	(2,549,896)		
Net gain from discontinued operations	22	-		73,579		
Adjustments to net loss:						
Amortization of property and equipment		11,153		12,907		
(Gain) loss on sale of disposed business	3 (d)	(108,655)		21,643		
Interest related to financing, net		4,556		1,262		
Share based compensation	11	39,415		76,490		
Net change in non-cash operating working capital	20	345,903		211,928		
Net cash flows used in operating activities		(2,434,050)		(2,152,087)		
Financing activities						
Issuance of related party demand loans		-		(754)		
Issuance of units, net issuance costs		3,467,673		800,394		
Issuance of warrants, net issuance costs		1,053,867		226,712		
Proceeds on exercise of stock options		29,683		-		
Repayment of debt		(22,890)		(3,222)		
Interest paid		(4,556)		(1,262)		
Cash flows from financing activities		4,523,777		1,021,868		
Investing activities						
Proceeds on disposal of business		108,655		(21,643)		
Purchase of property and equipment		-		(3,446)		
Cash flows from (used in) investing activities	_	108,655		(25,089)		
Effect of foreign exchange on cash and cash equivalents		(83,177)		(145,774)		
Net increase/(decrease) in cash and cash equivalents		2,115,205		(1,301,082)		
Cash and cash equivalents, beginning of year		1,519,500		2,364,127		
Cash and cash equivalents, end of period	\$	3,634,705	\$	1,063,045		

Notes to the Unaudited Condensed Consolidated Interim Financial Statements Three and six months ended June 30, 2021 and 2020 (in Canadian Dollars)

1. CORPORATE INFORMATION

Killi Ltd. ("Killi", the "Company") is a company driven by consumer data and privacy evolution. Offering compliant, first-party data to brands & agencies, platforms, and data companies, Killi allows consumers to visit the platform, confirm their identity and unveil data that has been collected and sold on them for years. Kill enables consumers to take back control of this data by setting up a Killi account where, should they choose to, consumers can be compensated for using their data.

The address of the Company's corporate office is 1306-80 John Street, Toronto, ON, M5V 3X4.

Killi, formerly Freckle Ltd., was incorporated on January 14, 1997 pursuant to the ABCA as 723765 Alberta Ltd.

On June 14, 2019, the Company completed a reverse takeover transaction, pursuant to which Freckle I.O.T. Ltd. amalgamated with a wholly owned subsidiary of the Company and was subsequently renamed Freckle Ltd. and continued as a corporation under the Ontario Business Corporation Act.

On May 25, 2020, the Company changed its name from Freckle Ltd. to Killi Ltd. and the Company's common shares commenced trading on the TSX Venture Exchange (the "TSXV") under the symbol "MYID".

On May 29, 2020, the Company finalized a definitive asset purchase agreement with PlaceIQ, Inc. ("PlaceIQ") for the sale of certain assets of the Company's offline attribution and data business (see Note 22).

On November 4, 2020, the Company completed its up-list and the Company's common shares commenced trading on the OTCQB Venture Market under the symbol "MYIDF".

On April 1, 2021, the Company consolidated all the issued and outstanding common shares on a five for one basis (the "Consolidation"). The Consolidation reduced the common shares issued and outstanding at April 1, 2021 from 336,296,001 pre-consolidated to 67,259,161 post-consolidated common shares.

Notes to the Unaudited Condensed Consolidated Interim Financial Statements Three and six months ended June 30, 2021 and 2020 (in Canadian Dollars)

2. GOING CONCERN UNCERTAINTY

These unaudited condensed consolidated interim financial statements have been prepared on a going concern basis in accordance with International Financial Reporting Standards ("IFRS") as issued by International Accounting Standards Board (IASB). The going concern basis of presentation assumes the Company will continue to operate for the foreseeable future and will be able to realize its assets and discharge its liabilities in the normal course of business. During the six months ended June 30, 2021, the Company incurred a comprehensive loss of \$2,809,599 (2020 - \$2,621,992) and negative cash flows from operations of \$2,434,050 (2020 - \$2,152,087). In addition, the Company has an accumulated deficit of \$27,496,327 (December 31, 2020 - \$24,769,905).

In assessing whether the going concern assumption is appropriate, management takes into account all available information about the future, which is at least, but not limited to, twelve months from the end of the reporting period. This assessment is based upon planned actions that may or may not occur for a number of reasons including the Company's own resources and external market conditions.

The Company's ability to continue as a going concern, realize its assets and discharge its liabilities in the normal course of business, meet its corporate administrative expenses, continue its research and development activities and support the operations of its subsidiaries, is dependent upon management's ability to obtain additional financing, through various means including but not limited to equity financing. No assurance can be given that any such additional financing will be available, or that it can be obtained on terms favorable to the Company. The Company has also been affected by the outbreak of COVID-19. The full impact of the COVID-19 pandemic on our full year financial results will depend on future development, such as the ultimate duration and scope (see Note 3 (e)). The above factors indicate a material uncertainty that may cast significant doubt as to the Company's ability to continue to operate as a going concern.

These unaudited condensed consolidated interim financial statements do not reflect adjustments that would be necessary if the going concern assumption were not appropriate. If the going concern basis was not appropriate for these financial statements, then adjustments would be necessary to the carrying amounts of assets and liabilities, the reported expenses and the classifications used in the statements of financial position.

3. SIGNIFICANT ACCOUNTING POLICIES

The following accounting policies have been used throughout all periods presented in the unaudited condensed consolidated interim financial statements.

(a) Basis of preparation and statement of compliance with IFRS

These unaudited condensed consolidated interim financial statements, including comparatives, have been prepared in accordance with IAS 34 and International Financial Reporting Standards ("IFRS") as issued by the International Accounting Standards Board ("IASB") and the Interpretations of the International Financial Reporting Interpretations Committee ("IFRIC") and in effect at the closing date of June 30, 2021.

Notes to the Unaudited Condensed Consolidated Interim Financial Statements Three and six months ended June 30, 2021 and 2020 (in Canadian Dollars)

On August 27, 2021, the Company's Board of Directors approved these unaudited condensed consolidated interim financial statements and authorize them for issue.

In accordance with IAS 34, the same accounting policies are followed in the unaudited condensed consolidated interim financial statements as were followed in the most recent annual consolidated financial statements for the year ended December 31, 2020.

(b) Basis of consolidation

The consolidated financial statements include the accounts of Killi Ltd. and its subsidiaries. The chart below summarizes the entities included in the unaudited condensed consolidated interim financial statements as at June 30, 2021 and December 31, 2020.

Entity Name	Place of Incorporation	Ownership	Functional Currency
Killi Ltd (formerly	Ontario, Canada	Parent	Canadian dollars
Freckle Ltd)			
Killi Inc (formerly	Ontario, Canada	Wholly owned	Canadian dollars
Freckle I.O.T. Ltd)		subsidiary of Killi Ltd	
Killi Holdings Ltd	Ontario, Canada	Wholly owned	Canadian dollars
(formerly Killi Inc)		subsidiary of Killi Inc	
Killi USA Inc (formerly	Delaware, USA	Wholly owned	United States dollars
Freckle I.O.T. USA Inc)		subsidiary of Killi Inc	

(c) Critical accounting estimates and judgements

The Company's unaudited condensed consolidated interim financial statements are prepared in accordance with IFRS recognition and measurement principles that often require Management to make judgments, estimates and assumptions that affect the application of accounting policies and the reported amounts presented and disclosed in the unaudited condensed consolidated interim financial statements.

Management reviews these estimates and assumptions on an ongoing basis based on historical experience, changes in business conditions and other relevant factors as it believes to be reasonable under the circumstances. Changes in facts and circumstances may result in revised estimates, and actual results could differ from those estimates. Revisions to accounting estimates are recognized in the period in which the estimates are revised and in any future periods affected.

The estimates, judgments and assumptions applied in the interim condensed unaudited condensed consolidated interim financial statements, including the key sources of estimation uncertainty were the same as those applied in the Company's last annual audited consolidated financial statements for the year ended December 31, 2020.

Notes to the Unaudited Condensed Consolidated Interim Financial Statements Three and six months ended June 30, 2021 and 2020 (in Canadian Dollars)

(d) Discontinued operations and gain (loss) on sale

A disposal group qualifies as discontinued operation if it is a major component of an entity that either has been disposed of, or, is classified as held for sale, and represents a separate major line of business or geographical areas of operations, is part of a single coordinated plan to dispose of a separate major line of business or geographical area of operations, or, is a subsidiary acquired exclusively with a view to resale.

Discontinued operations are excluded from the results of continuing operations and are presented as a single amount as profit or loss after tax from discontinued operations in the statement of loss and comprehensive loss.

The measurement of the consideration promised in the contract is variable depending on the results of the disposed business. The Company is entitled to a revenue share net of any directly attributed costs governed by the asset purchase agreement. In accordance with IFRS 15, the Company is to recognize an amount of variable consideration only to the extent that it is highly probable that a significant reversal in the amount of cumulative revenue recognized will not occur when the uncertainty associated with the variable consideration is subsequently resolved. At the end of each reporting period, the Company updates its estimated transaction price for assessment of variable consideration. Management believes that it is highly probable that a revenue reversal would occur, as such, management has made the judgment that no amount of variable consideration can be estimated reliably. The Company to date has recognized revenue on the sale based on the actual revenue share amount earned to the end of June 30, 2021.

(e) Impact of COVID-19 outbreak

In Q1 2020, there was a global outbreak of COVID-19 (coronavirus), which has had a significant impact on businesses through the restrictions put in place by the Canadian, American, provincial, state and municipal governments regarding travel, business operations and isolation/quarantine orders.

In response the Company has qualified for the Canadian Emergency Wage Subsidy ("CEWS") and the Canadian Emergency Rent Subsidy ("CERS"). The amounts received have been broken down as follows:

	Th	ree months	ende	d June 30,	Six months ended	nonths ended June 30,			
		2021		2020		2021	2020		
CEWS	\$	166,662	\$	166,845	\$	320,770 \$	166,845		
CERS		12,504		-		24,225	-		
	\$	179,166	\$	166,845	\$	344,995 \$	166,845		

These amounts have been netted against departmental expenses in the unaudited condensed consolidated interim statement of loss and comprehensive loss. The Canadian government announced its intention to extend the wage subsidy though to September 2021. The Company will continue to monitor changes to CEWS, CERS and other COVID-19 related grants and subsidies that may be available.

The future effect of COVID-19 on the economy and businesses, in general, remains uncertain. The medium and long term impact to the Company from COVID-19 will depend on the financial solutions achieved with

Notes to the Unaudited Condensed Consolidated Interim Financial Statements Three and six months ended June 30, 2021 and 2020 (in Canadian Dollars)

government, lenders, post COVID-19 consumer behaviours, and the macro impact on the overall economy.

The Company continues to monitor and actively manage the developing impacts from COVID-19 and will continue to assess impacts to the Company's operations and the reported value of assets and liabilities reported in these unaudited condensed consolidated interim financial statements.

There are material uncertainties related to the full effects of COVID-19 on the Company's business and operations, particularly, on the timing and collections of accounts receivables.

4. CASH AND CASH EQUIVALENTS

On October 28, 2020, the Company purchased a \$1,000,000 redeemable guaranteed investment certificate ("GIC") with a maturity date of Oct 28, 2021 and an interest rate of 0.45%. As of June 30, 2021 the balance of the GIC was \$200,000 (December 31, 2020 - \$1,000,000).

On March 11, 2021, the Company purchased a \$3,300,000 redeemable guaranteed investment certificate ("GIC") with a maturity date of March 11, 2022 and an interest rate of 0.35%. As of June 30, 2021 the balance of the GIC was \$3,300,000 (December 31, 2020 - \$nil).

5. TRADE AND OTHER RECEIVABLES

The amounts recognized in the unaudited condensed consolidated interim statements of financial position relating to trade and other receivables are determined as follows:

Trade receivables and other receivables consists of billings for revenue earned.

	As at			As at
	June	June 30, 2021		
Input tax receivable	\$	43,919	\$	23,661
Government receivables		3,000		62,632
Trade accounts receivable, gross ¹		187,740		305,647
Allowance for credit losses		(14,094)		(9,541)
	\$	220,565	\$	382,399

¹The trade amount receivable, gross includes the recievable due from PlaceIQ.

The changes in the expected credit loss are as follows:

	As at			As at		
	June 30, 2021			December 31, 2020		
Opening allowance for expected credit losses	\$	9,541	\$	35,163		
Provision for expected credit losses		4,553		128,833		
Less: Trade receivables written off		-		(154,455)		
Closing balance for expected credit losses	\$	14,094	\$	9,541		

Notes to the Unaudited Condensed Consolidated Interim Financial Statements Three and six months ended June 30, 2021 and 2020 (in Canadian Dollars)

All amounts are short-term. The net carrying value of trade receivables is considered a reasonable approximation of fair value.

6. PROPERTY AND EQUIPMENT

	Со	mputer					
	Equ	uipment	Fu	Irniture	v	'ehicle	Total
Cost:							
As December 31, 2019	\$	77,080	\$	9,592	\$	40,053	\$ 126,725
Additions		6,666		-		-	6,666
Disposals		(1,446)		(9,592)		-	(11,038)
At December 31, 2020	\$	82,300	\$	-	\$	40,053	\$ 122,353
Additions		-		-		-	-
Disposals		(121)		-		-	(121)
At June 30, 2021	\$	82,179	\$	-	\$	40,053	\$ 122,232
Accumulated amortization:							
As December 31, 2019	\$	46,672	\$	5,184	\$	1,112	\$ 52,968
Amortization		18,262		1,439		6,676	26,377
Disposals		(1,125)		(6,623)		-	(7,748)
As December 31, 2020	\$	63,809	\$	-	\$	7,788	\$ 71,597
Amortization	\$	7,815	\$	-	\$	3,338	\$ 11,153
Disposals		-	\$	-		-	-
At June 30, 2021	\$	71,624	\$	-	\$	11,126	\$ 82,750
Carrying amounts:							
At December 31, 2020	\$	18,491	\$	-	\$	32,265	\$ 50,756
At June 30, 2021	\$	10,555	\$	-	\$	28,927	\$ 39,482

7. TRADE AND OTHER LIABILITIES

		As at	As at	
	June 30, 2021			mber 31, 2020
Trade payables	\$ 725,141		\$	570,964
Accrued liabilities		307,948		277,580
Total trade and other liabilities	\$ 1,033,089		\$ 848,544	

8. LOAN PAYABLE

On October 16, 2019, the Company entered into a credit agreement with a Canadian chartered bank for a vehicle in the amount of \$45,238 with payments due in equal installments until the maturity date of October 27, 2025 at which time the loan will be paid in full. The credit agreement bears an interest rate of 5.89% and the term of the loan is 72 months. The loan is secured by the vehicle which has a net book

Notes to the Unaudited Condensed Consolidated Interim Financial Statements Three and six months ended June 30, 2021 and 2020 (in Canadian Dollars)

value of \$28,927 as of June 30, 2021. (December 31, 2020 - \$32,625). Total interest of \$1,061 was paid for the period ended June 30, 2021 (December 31, 2020 - \$2,428). The total loan payable outstanding at June 30, 2021 is \$34,221 of which \$7,042 (December 31, 2020 - \$6,942) is included in current liabilities.

On July 7, 2020, and November 17, 2020 the Company entered into a credit agreement with an insurance company in the amount of \$27,778 and \$16,418 respectively with payments due in equal installments until the maturity date of April 7, 2021 at which time the loan will be paid in full. The credit agreement bears an interest rate of 3.00% and the term is 10 months. Total interest of \$621 was paid for the period ended June 30, 2021 (December 31, 2020 - \$571). The total loan payable outstanding at June 30, 2021 is \$nil (December 31, 2020 - \$19,467).

9. RELATED PARTY & KEY MANAGEMENT COMPENSATION

Included in salaries, benefits and recruiting within general and administrative expenses on the statement of loss and comprehensive loss for the six months ended June 30, 2021 are the amounts of \$nil (six months ended June 30, 2020 - \$2,242) for a vehicle provided to an officer of the Company and \$6,600 (six months ended June 30, 2020 - \$6,600) earned by an individual related to the same officer of the Company.

Compensation for key management personnel, including the Company's officers and directors, was as follows for the period:

	Three months ended June 30,				Six months ended June 30,			
	2021 2020				2021	2020		
Salaries, benefits and contractors	\$	68,500	\$	175,192	\$	171,511	\$	463,604
Stock based compensation		2,542		7,991		11,380		18,106
Board fees and related stock based compensation		7,009		-		13,941		817
Total key management compensation	\$	78,051	\$	183,183	\$	196,832	\$	482,527

10. SHARE CAPITAL

On April 1, 2021, the Company consolidated all the issued and outstanding common shares on a five for one basis. No fractional shares were issued, therefore each fractional share then remaining after the consolidation was cancelled. All shares, warrants, options, per share figures and references in the financial statements have been retroactively adjusted to reflect the share consolidation (Note 1).

Authorized:

Unlimited number of common shares, no par value. There are no rights, preferences or restrictions attached to that class.

Notes to the Unaudited Condensed Consolidated Interim Financial Statements

Three and six months ended June 30, 2021 and 2020

(in Canadian Dollars)

Issued and outstanding:

	Number of	
	Shares	 Balance
Balance as of January 1, 2020	43,304,343	\$ 21,014,079
Issuance pursuant to private placement May 18, 2020 ¹	8,400,000	805,254
Issuance pursuant to the exercise of stock options	100,000	92,804
Issuance pursuant to the exercise of warrants	8,400,000	2,315,011
Balance as of December 31, 2020	60,204,343	\$ 24,227,148
Issuance pursuant to private placement March 10, 2021 ²	7,054,818	3,467,673
Issuance pursuant to the exercise of stock options	118,733	48,617
Balance as of June 30, 2021	67,377,894	\$ 27,743,438

¹Transaction costs include legal expenses of \$29,738, all of which was allocated to share capital.

² Transaction costs include allocated legal expenses of \$49,154.

Warrants issued and outstanding:

June 30, 2021

	Number of Share Warrants	exercise price	Expiry date				
Balance as of January 1, 2021	1,896,620	\$1.40					
Issuance pursuant to private placement March 10,							
2021 ¹	7,054,818	\$1.05	March 10, 2023				
Expiry of issuance pursuant to private placement							
March 28, 2019 ²	(1,500,000)	\$1.50	March 28, 2021				
Expiry of compensation warrants issuance pursuant							
to the conversion of subscription receipts and							
private placement June 14, 2018	(396,620)	\$1.00	June 14, 2021				
Balance as of June 30, 2021	7,054,818	\$1.05					

		Weighted	
		average	
	Number of Share Warrants	exercise price	Expiry date
Balance as of January 1, 2020	4,838,295	\$1.46	
Expiry of issuance pursuant to private placement			
April 17, 2018 ³	(1,925,000)	\$1.50	April 17, 2020
Expiry of commission warrants issuance pursuant to			
the private placement April 17, 2018 ³	(15,750)	\$1.50	April 17, 2020
Issuance pursuant to private placement May 18, 2020	8,400,000	\$0.25	November 16, 2021
Expiry of issuance pursuant to private placement			
September 28, 2018 ⁴	(935,925)	\$1.50	September 28, 2020
Expiry of issuance pursuant of private placement			
December 31, 2018 ⁵	(65,000)	\$1.50	December 31, 2020
Exercise of warrants	(8,400,000)	\$0.25	
Balance as of December 31, 2020	1,896,620	\$1.40	

Notes to the Unaudited Condensed Consolidated Interim Financial Statements

Three and six months ended June 30, 2021 and 2020

(in Canadian Dollars)

¹Transaction costs include allocated legal costs of \$14,938. The warrants expire after two years, however, the Company has the right to accelerate exercise If the share has traded at a price greater than or equal to \$1.50 for 20 consecutive days on any Canadian market, following which the warrants will expire if not exercised within 30 days.

²Transaction costs include 3.5% cash commission of \$52,500, of which \$13,125 was allocated to warrants, advisory fee of \$125,000, of which \$7,500 was allocated to warrants, compensation warrants fair value costs of \$222,672, of which \$12,789 was allocated to warrants and legal costs of \$466,856 of which \$63,708 was allocated to warrants. The warrants expire after two years.

³Transaction costs include 7% cash commission on certain investments totalling \$15,750 of which \$3,937 was allocated to warrants, 7% warrant commission on certain investments equating to 78,750 warrants valued at \$3,938 of which \$984 was allocated to warrants and legal costs totalling \$32,747 of which \$8,188 was allocated to warrants.

⁴Transaction costs include allocated legal costs of \$9,561.

⁵Transaction costs include allocated legal costs of \$632.

The below inputs and assumptions were used in the fair value determination of the warrants:

	March 10, 2021	May 18, 2020	
	<u> </u>	40.00F	
Weighted average share price	\$0.130	\$0.025	
Volatility	100%	100%	
Risk free interest rate	0.22%	0.32%	
Dividend yield	-	-	
Barrier	\$0.300	\$0.080	
Rebate	\$0.090	\$0.030	

Loss per share:

	Three months ended June 30,		Six months end	led June 30,
	2021	2020	2021	2020
Weighted average number of common shares outstanding	67,376,629	46,704,395	64,628,833	46,704,395
Additions to reflect the dilutive effect of employee stock options and				
warrants	-	-	-	-
Adjusted denominator for diluted loss per share	67,376,629	46,704,395	64,628,833	46,704,395

All convertible items are anti-dilutive and were not included in the compilation of diluted common shares.

11. STOCK OPTION PLAN

The stock option plan is applicable to employees and directors of the Company. The options are granted at the Company's current fair market value of the common shares under terms and conditions determined by the Board. Under the terms of the plan, the options generally vest proportionately over a three-year period and expire five years from the date of the grant. There were 551,000 options issued in the period ended June 30, 2021 (six months ended June 30, 2020 – 116,704) to employees and contractors. The fair value of compensation expense related to options issued to employees and contractors for the period ended June 30, 2021 is \$39,415 (six months ended June 30, 2020 - \$76,490). On May 25, 2020, the Company repriced a total of 701,954 options to a new exercise price of \$0.25. On August 27, 2020, the Company repriced a total of 50,000 options to a new exercise price of \$0.25. The impact of the repricing in 2020 increased the fair value of previously granted stock options by \$34,284. An additional increase in

Notes to the Unaudited Condensed Consolidated Interim Financial Statements Three and six months ended June 30, 2021 and 2020 (in Canadian Dollars)

fair value of \$6,858 for previously granted stock options will be recognized over the remaining vesting term. The Company may issue up to 10% of common shares outstanding as options under its stock option plan.

<u>June 30, 2021</u>		
	Number of	Weighted average
	Options	exercise price
Outstanding, January 1, 2021	1,806,952	\$0.35
Granted	551,000	0.55
Exercised	(118,733)	0.46
Forfeited	(733,333)	0.27
Outstanding, June 30, 2021	1,505,886	\$0.40
<u>December 31, 2020</u>		
	Number of	Weighted average
	Options	exercise price
Outstanding, January 1, 2020	1,563,970	\$0.65

(100,000)	0.25
(594,818)	0.65
1,806,952	\$0.35
	(

The Company uses the Black-Scholes method to calculate option values, the below assumptions were used for all options issue:

	2021	2020
Weighted average share price	\$0.55	\$0.08
Expected life, in years	1-5	1-5
Volatility	100%	100%
Risk free interest rate	0.22% - 0.45%	0.2% - 1.44%
Anticipated forfeiture	55% - 63%	0%-48%
Dividend yield	-	-

The maximum term of the options is 5 years. The share price is the fair value of the shares based on the market share price the day of the grant. The volatility is based on comparable public companies within comparable industries.

Notes to the Unaudited Condensed Consolidated Interim Financial Statements Three and six months ended June 30, 2021 and 2020 (in Canadian Dollars)

	Options Outstandi	ng	Options Exercisable
		Weighted	
Exercise	Number	average remaining	
prices	outstanding	<u>contractual life (years)</u>	Number exercisable
\$0.25	542,886	1.91	496,886
0.35	532,000	4.08	106,668
0.41	233,000	4.90	-
0.625	40,000	4.43	-
0.65	148,000	4.63	16,667
1.00	10,000	3.68	10,000
\$0.25-\$1.00	1,505,886	3.49	630,221

The following table summarizes information about stock options as at June 30, 2021:

The following table summarizes information about stock options as at December 31, 2020

	Options Outstandi	ng	Options Exercisable
		Weighted	
Exercise	Number	average remaining	
prices	<u>outstanding</u>	<u>contractual life (years)</u>	<u>Number exercisable</u>
\$0.25	957,552	2.48	760,354
0.35	639,400	4.59	102,667
0.625	40,000	4.92	-
0.65	50,000	4.92	16,667
0.775	100,000	4.92	33,333
1.00	20,000	3.91	20,000
\$0.25-\$1.00	1,806,952	3.50	933,021

12. COMMITMENTS

The Company has non-cancellable contracts for rent and cost of services, the commitments are as follows:

	As at
	 June 30, 2021
Less than one year	\$ 341,058
Between one and five years	-

During the period ended June 30, 2021, \$155,926 was expensed to general and administration and cost of services.

Notes to the Unaudited Condensed Consolidated Interim Financial Statements Three and six months ended June 30, 2021 and 2020 (in Canadian Dollars)

13. REVENUE

The Company currently generates revenue though two revenue streams: identity and platform. Identity revenue is generated by selling derivative data products and mobile device data. Platform revenue is generated by selling audience segments to data platforms. The following chart shows the breakdown of revenue earned in the various channels for the three and six months ended June 30, 2021 and 2020. (see Note 3(e)).

	Three months ended June 30,		Six months	Six months ended June 30,		
	 2021		2020	2021		2020
Revenue from continued operations:						
Identity	\$ 66,859	\$	10,252 \$	127,537	\$	25,287
Platform	104,211		-	200,521		-
Total revenue from continued operations:	171,070		10,252	328,058		25,287
Revenue from discontinued operations:						
Data & Segments	-		-	-		617,179
Digital	-		-	-		80,729
Search	-		-	-		443,089
Social	 -		-	-		93,639
Total revenue from discontinued operations:	\$ -	\$	- \$	-	\$	1,234,636
Total revenue	\$ 171,070	\$	10,252 \$	328,058	\$	1,259,923

By geographical location, the Company currently generates all its revenue from the US.

	Three months ended June 30,		Six months ended June 30,				
	2021		2020		2021		2020
Revenue from continued operations:							
US	\$ 171,070	\$	10,252	\$	328,058	\$	25,287
Revenue from discontinued operations:							
US	-		-		-		1,200,941
Canada	-		-		-		33,695
Total Revenue from discontinued operations:	 -		-		-		1,234,636
Total revenue	\$ 171,070	\$	10,252	\$	328,058	\$	1,259,923

Major trade receivables

Trade receivables with specific customers, each with 10% or more of total Company trade receivables are summarized as follows:

	June 30, 2021			mber 31, 2020
Customer 1	\$	69,756	\$	62,748
Customer 2		-		39,062
Total revenue from major customers	\$	69,756	\$	101,810

Notes to the Unaudited Condensed Consolidated Interim Financial Statements Three and six months ended June 30, 2021 and 2020

(in Canadian Dollars)

14. COST OF SERVICES

Cost of services for continuing operations are broken down as follows:

	r	Six months ended June 30,						
		2020		2021		2020		
Data Engineering								
Salaries	\$	78,814	\$	- \$	5	145,374	\$	-
Hosting fees		127,101		-		236,299		-
Total data engineering costs	\$	205,915	\$	- \$;	381,673	\$	-
Management Platforms		49,421		2,022		98,831		7,571
	\$	255,336	\$	2,022	5	480,504	\$	7,571

15. GENERAL AND ADMINSTRATIVE

General and administrative expenses for continuing operations are broken down as follows:

	Th	ree months ended	June 30,	Six months ended June 30,		
		2021	2020	2021	2020	
Salaries, benefits and recruiting	\$	177,007 \$	171,667 \$	324,081 \$	421,548	
Professional fees		283,256	146,460	403,833	332,347	
Office and personnel		61,828	56,372	98,896	233,765	
Other		42,726	7,411	40,009	(50,440)	
Establishments		8,502	39,630	16,620	97,284	
Foreign exchange gains/losses		(33,148)	(22,892)	(109,909)	32,187	
	\$	540,171 \$	398,648 \$	773,530 \$	1,066,691	

16. RESEARCH AND DEVELOPMENT

Research and Development expenses for continuing operations are broken down as follows:

	Th	ree months	d June 30,	Six months ended June 30,			
		2021	2020	2021		2020	
Salaries, benefits, contractors and recruiting	\$	192,979	\$	368,102	\$ 350,886	\$	1,041,836
Licenses, dues and subscriptions		29,919		11,619	57,491		24,549
Cloud hosting, data processing and storage		17,505		25,630	37,049		48,615
Other		4,115		12,003	6,470		19,908
	\$	244,518	\$	417,354	\$ 451,896	\$	1,134,908

17. SELLING AND BUSINESS DEVELOPMENT

Selling and business development expenses for continuing operations are broken down as follows:

	Three months ended June 30,						ded June 30,
	 2021	2020		2021		2020	
Salaries, commissions, benefits and contractors	\$ 241,306	\$	78,187	\$	515,582	\$	180,810
Travel, meals and entertainment	8,718		306		20,951		5,156
Other	24,131		1,309		35,648		1,309
	\$ 274,155	\$	79,802	\$	572,181	\$	187,275

Notes to the Unaudited Condensed Consolidated Interim Financial Statements Three and six months ended June 30, 2021 and 2020

Three and six months ended June 30, 2021 and 202

(in Canadian Dollars)

18. MARKETING

Marketing expenses for the company are broken down as follows:

	T	nree months en	Six months en	Six months ended June 30,			
		2021	2020	2021	2020		
User retention	\$	203,795 \$	22,095	\$ 439,146 \$	67,020		
Salaries, benefits and contractors		99,145	17,001	197,458	33,734		
Advertising and promotion		57,315	9,367	179,377	26,684		
User acquisition		67,197	18,234	69,335	32,620		
Other		5,308	89	5,980	392		
	\$	432,760 \$	66,786	\$ 891,296 \$	160,450		

19. PERSONNEL EXPENSES SUMMARY

Personnel expenses for the company are summarized as follows:

	Three months	ed June 30,	Six months ended June 30,			
	 2021		2020	2021		2020
Salaries	\$ 522,365	\$	518,142 \$	1,045,656	\$	1,469,241
Benefits	99,641		26,185	171,952		53,728
Commissions	9,426		(4,619)	24,909		135,624
Share-based payments	30,259		55,651	39,415		76,490
	\$ 661,691	\$	595,359 \$	1,281,932	\$	1,735,083

In personnel expense, salaries reported is netted against the CEWS amounts received in Note 3(e).

20. CASH FLOW INFORMATION

Net change in non-cash working capital items are comprised of:

	S	Six months ended June 30,							
		2021	2020						
Trade and other receivables	\$	161,955 \$	164,054						
Prepaid expenses		(597)	12,661						
Investment tax credit recoverable		-	98,714						
Trade and other liabilities		184,545	(45,473)						
Contract liabilities		-	(18,028)						
	\$	345,903 \$	211,928						

Non-cash investing activities are as follows:

Consideration for disposal of business included in trade and other receivables of \$108,655 (June 30, 2020 – \$136,734).

21. FINANCIAL INSTRUMENTS, RISKS AND CAPITAL MANAGEMENT

The Company has exposure to counterparty credit risk, liquidity risk and market risk associated with its financial assets and liabilities. The Company's risk management program seeks to minimize potential adverse effects on the Company's financial performance and ultimately shareholder value. The Company

Notes to the Unaudited Condensed Consolidated Interim Financial Statements Three and six months ended June 30, 2021 and 2020 (in Canadian Dollars)

manages its risks and risk exposures through a combination of insurance, a system of internal controls and sound business practices.

The Company's financial instruments and the nature of the risks which they may be subject to are set out in the following table.

		Risks								
			Marl	ket						
				Interest						
	Credit	Liquidity	Exchange	Rate						
Cash and cash equivalents	Yes		Yes							
Trade receivables	Yes		Yes							
Other receivables	Yes		Yes							
Trade and other liabilities		Yes	Yes							
Loan Payable		Yes		Yes						

The carrying values of cash and cash equivalents, trade receivables, other receivables, trade and other liabilities and loan payable approximate their fair values due to their relatively short periods to maturity.

Credit risk

Credit risk arises from cash held with banks and trade receivables and these financial assets are subject to the expected credit loss model. The maximum exposure to credit risk is equal to the carrying value of the financial assets. The objective of managing counterparty credit risk is to prevent losses on financial assets. The Company minimizes the credit risk of cash by depositing with only reputable financial institutions and minimizes the credit risk of trade receivables by monitoring the counterparty's creditworthiness and setting exposure limits.

Trade accounts receivables

The Company applies the IFRS 9 simplified approach to measuring expected credit losses which uses a lifetime expected loss allowance for all trade receivables. To measure the expected credit losses, trade receivables have been grouped based on shared credit risk characteristics and the days past the transaction date. The expected loss rates are based on the payment profiles of sale over a period of 24 months before June 30, 2021. The historical loss rates are adjusted to reflect current and forward-looking information on macroeconomic factors affecting the ability of the customers to settle the receivables. The Company has identified the credit worthiness for current and future customers and the GDP and unemployment rate of the countries in which the Company sells goods into to be the most relevant factors, and accordingly adjusts the historical loss rates based on expected changes in these factors.

Trade receivables (Note 5) are the result of billings of services performed. The Company's credit risk arises from the possibility that a counterparty which owes the Company money is unable or unwilling to meet its obligations in accordance with the terms and conditions in the contracts with the Company, which would result in a financial loss for the Company.

The carrying amount of trade receivables are reduced through the use of an allowance for credit loss and the amount is recognized in the unaudited condensed consolidated interim statement of loss and

Notes to the Unaudited Condensed Consolidated Interim Financial Statements Three and six months ended June 30, 2021 and 2020 (in Canadian Dollars)

comprehensive loss in general and administrative expenses. The Company closely monitors all receivable balances, when a balance is over 180 days past the transaction date the Company evaluates whether this balance is uncollectible. It is determined to be uncollectible when the customer has ceased communications for greater than 90 days or has communicated non-payment due to liquidity issues and the Company does not believe other recourses would be financially beneficial and there is no reasonable expectation of recovery. When a receivable balance is considered uncollectible, it is written off against the allowance for credit loss. Subsequent recoveries of amounts previously written off reduce general and administrative expenses in the consolidated statements of loss and comprehensive loss. As of June 30, 2021, it was determined that an allowance for credit loss of \$14,094 (2020 - \$9,541) was required and wrote off uncollectible balances of \$nil (2020 - \$154,455).

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 by continuously monitoring forecasts and actual cash flows and taking the necessary actions to maintain enough liquidity for operations and for growth objectives.

The Company has considered the future impact of COVID-19 on the timing and collections of trade receivables. The Company will continually reassess the scope, duration, and impact on our customers to determine COVID-19's impact on liquidity and credit risk.

The following table details the Company's contractual maturities (including interest payments where applicable) for its financial liabilities as at June 30, 2021 and December 31, 2020:

	 t later than ne month	Later than one I month and not later than three months		mc	er than three onths and not ter than one year						
As at June 30, 2021											
Trade and other liabilities	\$ 1,033,089		-		-		-	\$1	,033,089		
Loan Payable	 747		1,495		6,726		29,895		38,863		
	\$ 1,033,836	\$	1,495	\$	6,726	\$	29,895	\$1	,071,952		
As at December 31, 2020 Trade and other liabilities	\$ 848,544		-		-		-	\$	848,544		
Loan Payable	 5,769		11,539		11,748		34,379		63,435		
	\$ 854,313	\$	11,539	\$	11,748	\$	34,379	\$	911,979		

Market risk

Market risk is the risk that changes in market prices, such as foreign exchange rates will affect the fair value of a financial instrument or its future cash flows.

The Company operates internationally with a subsidiary in the United States. The Company is, therefore, subject to foreign currency risk. The Company reports its financial results in Canadian dollars. Most of the Company's revenues are transacted in U.S. currency. The Company incurs expenses in both Canadian and

Notes to the Unaudited Condensed Consolidated Interim Financial Statements Three and six months ended June 30, 2021 and 2020 (in Canadian Dollars)

U.S. dollars. To date, the Company has not used foreign currency forward contracts or other hedging strategies to manage its foreign currency exposure.

As at June 30, 2021, the Canadian entities US-dollar net monetary assets totaled approximately US - \$222,503 (CAD -\$271,877) (December 31, 2020, net monetary assets – US \$254,593 (CAD \$326,083)) and the Company's United States subsidiaries US-dollar monetary net liabilities totaled approximately US - \$10,698 (CAD \$13,072) (2020 – US \$11,384 (CAD \$14,581)). A 10% strengthening in the Canadian dollar against the United States dollar as at June 30, 2021 would have increased comprehensive loss and decreased shareholder's equity by \$28,495 (2020 - \$32,608). A 10% weakening would have had the equal but opposite effect. This analysis assumes that all other variables remain constant.

Capital management

The Company's objective in managing capital is to ensure sufficient liquidity to develop technology, engage in sales and marketing activities, while at the same time taking a conservative approach toward financial leverage and management of financial risk. Prior to 2020, the Company's capital was composed of debt financing from the CEO and Founder's related company and external financings completed privately or utilizing the public capital markets. The loan was converted to common shares and going forward, the Company utilized the public capital markets to help manage working capital requirements. In upcoming years, the Company will continue to utilize public capital markets until the Company reaches a maturity point whereby other capital such as debt financings may become available to manage it's capital obligations.

The Company's objectives when managing capital are to ensure that the Company will continue to have enough liquidity to fund operations and proceed with rapid product development that will support the evolving data driven industries. Management reviews its capital management practices on an ongoing basis and believes that their approach, given the relative size of the Company, is reasonable.

22. DISCONTINUED OPERATIONS

On May 29, 2020, the Company finalized a definitive asset purchase agreement with PlacelQ, Inc. ("PlacelQ") for the sale of certain assets of the Company's offline attribution and data business for cash consideration of up to \$4,000,000. The total potential consideration of up to \$4,000,000 is the sum of the potential revenue share and revenue milestone amounts disclosed below.

The Company is entitled to a revenue share amount, calculated each calendar quarter, terminating April 1, 2022 based on revenue earned by the purchaser from the purchased business. The Company is further entitled to revenue milestone amounts if certain aggregate revenue amounts are earned.

The Company has determined that no amount of variable consideration can be made reliably as management does not believe that it is highly probable that a revenue reversal would not occur. As such, the Company has recognized revenue on the sale based on actual revenue share amount earned, net of transaction costs of \$165,486, to date the company has recognized \$342,122, to the end of June 30, 2021 can be broken out as follows:

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(in Canadian Dollars)

	Three months ended June 30,					Six months ended June 30,			
	2021			2020	2020 2021				
Gain/(loss) on sale	\$	92,690	\$	(21,643)	\$	180,655 \$	(21,643)		

The comparative results of the discontinued operations included in net loss for the year were as follows:

	Three	Three months ended June 30,					Six months ended June 30,				
	2	021		2020	2	2021		2020			
Revenue	\$	-	\$	-	\$	-	\$	1,234,636			
Cost of services		-		159,455		-		513,924			
Gross margin		-		(159,455)		-		720,712			
Expenses											
General and administrative		-		168,972		-		(193,189)			
Research and development		-		81,796		-		205,259			
Selling and business development		-		31,671		-		635,063			
		-		282,439		-		647,133			
(Loss) income from discontinued operations	\$	-	\$	(441,894)	\$	-	\$	73,579			

The following table presents the effect of the discontinued operations on the consolidated statement of cashflows:

	Si	Six months ended June 30,			
		2021		2020	
Cash (used in) provided by operating activities	\$	-	\$	401,942	
Cash provided by financing activities		-		-	
Cash provided by investing activities		-		-	
Net cash outflow	\$	-	\$	401,942	

There is no current tax expense with respect to the discontinued operations for the period ended June 30, 2021 (2020 - \$Nil)

23. COMPARATIVE FIGURES

Certain comparative figures have been reclassified to conform with the presentation adopted in the current period. Revenue and Cost of Services have both increased in the amount of \$33,520 for six months ended June 30, 2021 (\$nil – for the six months ended June 30, 2020), previously certain platform charges were netted against revenue rather than reflected in the Cost of Services.