### UNAUDITED INTERIM CONSOLIDATED FINANCIAL STATEMENTS

### FOR THE PERIOD ENDED AUGUST 31, 2013

# NOTICE OF NO AUDITOR REVIEW OF UNAUDITED INTERIM CONSOLIDATED FINANCIAL STATEMENTS

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

The accompanying unaudited interim consolidated financial statements of the Company 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 unaudited interim consolidated financial statements. These unaudited interim consolidated financial statements have been prepared in accordance with International Accounting Standard 34, Interim Financial Reporting ("IAS 34") using accounting policies consistent with International Financial Reporting Standards ("IFRS").

# UNAUDITED INTERIM CONSOLIDATED STATEMENT OF FINANCIAL POSITION

# **AS AT AUGUST 31, 2013**

# CANADIAN DOLLARS

	as at			as at	as at		
	August 31, 2013		August 31, 2012		Ma	ay 31, 2013	
Current							
Cash (note 2)	\$	-	\$	230,272	\$	-	
Accounts receivable (note 1)		487,518		431,394		398,540	
Related Party Receivable (note 6)		4,719		2,348		3,277	
Inventory and work in process (note 2)		70,079		58,595		96,066	
Corporation income taxes recoverable		-		76,177		-	
Prepaid expenses and sundry assets		57,206		63,824		65,471	
Total Current Assets		619,522		862,610		563,354	
Property and Equipment - net (note 3)		798,047		334,858		835,865	
Goodwill - net		180,000		552,490		180,000	
	\$	1,597,569	\$	1,749,958	\$	1,579,219	
LIABILITIES							
Current							
Bank Indebtedness (notes 2 and 5)	\$	134,783	\$	-	\$	200,008	
Accounts payable and accrued liabilities (note 2)		252,587		262,233		311,291	
Related Party Payable (note 7)		6,547		14,572		7,983	
Note Payable-current portion (note 6)		-		41,668		-	
Corporation Income Taxes Payable		108,650		-		108,650	
Total Current Liabilities		502,567		318,473		627,932	
Note Payable-Long term portion		-		16,666		-	
		502,567		335,139		627,932	
SHAREHOLDERS' EQUITY							
Share Capital (note 8)		1,730,022		1,630,022		1,730,022	
Contributed Surplus		175,505		175,505		175,505	
(Deficit) Retained Earnings		(767,807)		(398,448)		(922,748)	
		1,137,720		1,407,079		982,779	
Non-controlling interest (note 10)		(42,718)		7,740		(31,492)	
		1,095,002		1,414,819		951,287	
\$		1,597,569 \$		1,749,958 \$	6	1,579,219	

# UNAUDITED INTERIM CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

# FOR THE PERIOD ENDED AUGUST 31, 2013

# **CANADIAN DOLLARS**

	3 months August 31, 2013	3 months August 31, 2012		
Revenue	\$ 702,542	\$ 678,786		
Expenses - General and Administration				
Wages and other Office Expenses	519,449	647,650		
Amortization (note 3)	39,378	14,829		
Loss on Disposal of Fixed Assets	-	-		
	558,827	662,479		
Income before undernoted	143,715	16,307		
10% Non-controlling interest - share of				
net loss(income) of The Big & Easy Bottle Brewing				
Company Inc. and Mister Beer Inc.(note 10)	11,226	12,447		
Impairment: SR&ED receivable	-	-		
Impairment of goodwill (note 4)	-	-		
Less: (Recovery of) Provision for corporation income taxes				
	11,226	12,447		
Comprehensive Income	\$ 154,941	\$ 28,754		
Income Per Share				
Basic	\$0.01	\$0.01		
Fully Diluted	\$0.01	\$0.01		
Weighted Average number of Common Shares	17,670,265	16,559,154		

#### APPROVED ON BEHALF OF THE BOARD:

"R. James Matthews"	Director
R. James Matthews	
"Eli Oszlak "	Director
Eli Oszlak	

### UNAUDITED INTERIM CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

# FOR THE PERIOD ENDED AUGUST 31, 2013

### CANADIAN DOLLARS

	Share Capital	 ontributed Surplus	Retained Earnings	Nc	on-Controlling Interests	Total Equity
Balance as at May 31, 2011 \$	1,210,022	\$ 175,505	\$ 291,274	\$	-	\$ 1,676,801
Comprehensive Income			75,211			75,211
Balance as at August 31, 2011 \$	1,210,022	\$ 175,505	\$ 366,485	\$	-	\$ 1,752,012
Common Shares issued on exercise of Stock Options Capital Shares issued as	20,000					20,000
consideration on share purchase Comprehensive (Loss) 10% share attributable to non-controlling	400,000		(711,891)			400,000 (711,891)
interest Dividends			(81,796)		20,187	20,187 (81,796)
Balance as at May 31, 2012 \$	1,630,022	\$ 175,505	\$ (427,202)	\$	20,187	\$ 1,398,512
Comprehensive Income 10% share attributable to non-			28,754		<i></i>	28,754
controlling interest					(12,447)	(12,447)
Balance as at August 31, 2012 \$	1,630,022	\$ 175,505	\$ (398,448)	\$	7,740	\$ 1,414,819
Capital shares issues to directors pursuant to a private placement Capital Shares issued as consideration on share purchase	100,000					100,000
Comprehensive (Loss) Adjustment to non-controlling interest			(524,300)		(39,232)	(524,300) (39,232)
Balance as at May 31, 2013 \$	1,730,022	\$ 175,505	\$ (922,748)	\$	(31,492)	\$ 951,287
Comprehensive Income Adjustment to non-controlling interest			154,941		(11,226)	154,941 (11,226)
Balance as at August 31, 2013 \$	1,730,022	\$ 175,505	\$ (767,807)	\$	(42,718)	\$ 1,095,002

# UNAUDITED INTERIM CONSOLIDATED STATEMENT OF CASH FLOW

# FOR THE PERIOD ENDED AUGUST 31, 2013

### **CANADIAN DOLLARS**

Operating Activities	-	months st 31, 2013	 months st 31, 2012	year ending <u>May 31, 2013</u>	
Comprehensive income(loss) for the period	\$	154,941	\$ 28,754	\$	(495,546)
Items not involving cash:			·		( · · )
Impairment of goodwill (note 4)		-	-		372,490
10% Non-controlling interest (note 9)		(11,226)	(12,447)		(51,679)
Amortization		39,378	14,829		121,311
		183,093	 31,136		(53,424)
Changes in non-cash working capital					
Accounts receivable		(88,978)	(9,484)		(1,284)
Related party receivable		(1,442)	(12,327)		11,398
Inventory and work in process		25,987	4,249		(33,222)
Prepaid expenses and sundry assets		8,265	21,080		19,433
Accounts payable and accrued liablities		(58,704)	44,831		93,888
Related party payable		(1,436)	(2,235)		(8,824)
Corporation income taxes recoverable		-	-		184,827
Cash provided by (used in) operating activities		(116,308)	 46,114		266,216
Investing Activities					
Purchase of of property and equipment		(1,560)	-		(3,376)
Purchase of property and equipment -MB		-	(136,074)		(740,187)
Cash (used in) investing activities		(1,560)	 (136,074)		(743,563)
Financing Activities (Decrease) Increase in notes payable - net Proceeds from issue of share capital:		-	(12,500)		(70,833)
pursuant to private placement		-	-		100,000
Cash provided by (used in) Financing activities		0	 (12,500)		29,167
Net Increase (Decrease) in Cash		65,225	(71,324)		(501,604)
(Bank Indebtedness) Cash, beginning of period		(200,008)	301,596		301,596
(Bank Indebtedness)Cash, end of period	\$	(134,783)	\$ 230,272	\$	(200,008)
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No amounts were paid for interest and income taxes paid or received in the current or prior interim period.

The accompanying notes form an integral part of these unaudited interim consolidated financial statements.

### UNAUDITED INTERIM CONSOLIDATED NOTES TO THE FINANCIAL STATEMENTS

### FOR THE PERIOD ENDED AUGUST 31, 2013

### CANADIAN DOLLARS

#### 1. CORPORATE INFORMATION

Armada Data Corporation (the "Company") is engaged in the accumulation and sale of data related to the purchase of new and used vehicles.

The Company was incorporated in Canada, and its principal place of business is located at 5710 Timberlea Blvd, Suite #201, Mississauga, Ontario, Canada.

Mister Beer Inc. has invented and has a patent pending on a unique "microbrewery in a bottle", allowing consumers to produce premium beer at a lower cost than the price of comparable beer purchased at retail stores.

#### 2. SIGNIFICANT ACCOUNTING POLICIES

#### Statement of compliance

These unaudited interim consolidated financial statements include the accounts of Armada Data Corporation and its 90% owned subsidiary, The Big & Easy bottle Brewing Company Inc. ("TBE"). TBE owns 100% of the shares of Mister Beer Inc.

These unaudited interim consolidated financial statements have been prepared in accordance with International Accounting Standard 34, Interim Financial Reporting ("IAS 34") using accounting policies consistent with International Financial Reporting Standards ("IFRS"). These unaudited interim consolidated financial statements should be read in conjunction with the audited annual financial statements for the year ended May 31, 2013.

The accounting policies have been selected to be consistent with IFRS as was effective May 31, 2012, the Company's first annual IFRS reporting date. Previously, the Company prepared its interim and annual consolidated financial statements in accordance with Canadian Generally Accepted Accounting Policies ("Canadian GAAP").

The standards and interpretations within IFRS are subject to change and accordingly, the accounting policies for the annual period that are relevant to these unaudited interim consolidated financial statements will be finalized only when the annual IFRS audited consolidated financial statements are prepared for the year ended May 31, 2014.

These unaudited interim consolidated financial statements for the period ended August 31, 2013 were authorized for issuance by the Board of Directors of the Company on October 30, 2013.

#### **Basis of measurement**

These unaudited interim consolidated financial statements have been prepared on the historical cost basis, except financial instruments classified as at fair value through profit and loss, which are measured at fair value.

#### **Basis of consolidation**

The unaudited interim consolidated financial statements are prepared on a consolidated basis and include the Company and its wholly owned subsidiary, CCC Internet Solutions Inc. and its 90% interest in The Big & Easy Bottle Brewing Company Inc.("TBE"). TBE owns 100% of the shares of Mister Beer Inc. All intercompany balances and transactions have been eliminated.

Non-controlling interest represents the portion of a subsidiary's earnings and losses and net assets that is not held by the Company. If losses in a subsidiary applicable to a non-controlling interest exceed the non-controlling interest in the subsidiary's equity, the excess is allocated to the non-controlling interest except to the extent that the majority has a binding obligation and is able to cover the losses.

### UNAUDITED INTERIM CONSOLIDATED NOTES TO THE FINANCIAL STATEMENTS

### FOR THE PERIOD ENDED AUGUST 31, 2013

### CANADIAN DOLLARS

#### 2. SIGNIFICANT ACCOUNTING POLICIES (Continued)

#### **Business Combinations**

Acquisitions of subsidiaries and businesses are accounted for using the purchase method. The acquiree's identifiable assets and liabilities are recognized at their fair values at the date of acquisition. The transaction costs associated with business combinations are expensed as incurred.

Goodwill represents the excess of the consideration transferred in a business acquisition over the fair value of identifiable net assets acquired in such acquisitions. Goodwill is determined as at the date of the business combination. Goodwill is not amortized but is tested for impairment annually or more frequently, if events or changes in circumstances indicate the asset might be impaired.

#### Foreign currency translation

The Company's presentation and functional currency is the Canadian dollar. The functional currency of the Company's subsidiary is also the Canadian dollar. Items included in the financial statements of the Company and its subsidiary are measured using that functional currency.

Monetary assets and liabilities denominated in foreign currencies are translated into Canadian dollars at the year-end exchange rate and non-monetary items are translated at historical rates of exchange at the time of the acquisition of assets or obligations incurred. Revenue and expenses are translated at an average rate of exchange in effect during the year. Foreign exchange translation gains and losses are recorded into income in the year in which they occur.

#### **Revenue recognition and Deferred Revenue**

Customer membership fees are generated as services are provided to the customer. The unearned portion, if any, is reflected as deferred revenue on the unaudited interim consolidated statement of financial position. The Dealer, Retail, Insurance and IT services revenue are recognized as the service is performed. The service primarily consists of inquiry into the database regarding the value of a vehicle. The primary method of settlement for the Dealer, Retail and Membership fee is by credit card which is billed just before the service is performed. The other services are invoiced and billed with normal business terms of settlement. The Mister Beer division recognizes revenue when product is delivered, and the products are invoiced and billed with normal business terms of settlement.

The Company recognizes revenue when the services have been provided, the amount of revenue can be measured reliably and collectability is reasonably assured. Revenue is measured at the fair value of consideration received or receivable.

#### Share-based payments

The Company grants stock options to buy common shares of the Company to directors, officers, employees and others. The board of directors grants such options for periods of up to ten years, with vesting periods determined at its sole discretion and at prices equal to or greater than fair value of the shares on the day preceding the date the options were granted.

The fair value of the options is measured at grant date, using the Black-Scholes option pricing model, and is recognized over the vesting period. The fair value is recognized as an expense with a corresponding increase in equity. The amount recognized as expense is adjusted to reflect the number of share options expected to vest.

#### Share issue costs

Costs directly identifiable with the raising of capital are recorded as a reduction of the proceeds received from common share issuances. Share issue costs consist primarily of corporate finance fees, legal fees and managing dealer commissions and marketing fees.

### UNAUDITED INTERIM CONSOLIDATED NOTES TO THE FINANCIAL STATEMENTS

### FOR THE PERIOD ENDED AUGUST 31, 2013

### CANADIAN DOLLARS

#### 2. SIGNIFICANT ACCOUNTING POLICIES (Continued)

#### Income tax expense

Deferred tax assets and liabilities are recognized for deferred tax consequences attributable to differences between the financial statement carrying amounts of existing assets and liabilities and their respective tax bases. Deferred tax assets and liabilities are measured using the enacted or substantively enacted tax rates expected to apply when the asset is realized or the liability settled.

The effect on deferred tax assets and liabilities of a change in tax rates is recognized in income in the period that substantive enactment occurs. A deferred tax asset is recognized to the extent that it is probable that future taxable profits will be available against which the asset can be utilized. To the extent that the Company does not consider it probable that a deferred tax asset will be recovered, the deferred tax asset is reduced.

Deferred tax assets and liabilities are offset when there is a legally enforceable right to set off current tax assets against current tax liabilities and when they relate to income taxes levied by the same taxation authority and the Company intends to settle its current tax assets and liabilities on a net basis.

#### **Financial Instruments**

The Company recognizes financial assets and financial liabilities when the Company becomes a party to a contract. Financial assets and financial liabilities, with the exception of financial assets classified as at fair value through profit or loss, are measured at fair value plus transaction costs on initial recognition. Financial assets at fair value through profit or loss are measured at fair value on initial recognition and transaction costs are expensed when incurred.

Measurement in subsequent periods depends on the classification of the financial instrument:

#### Financial assets at fair value through profit or loss (FVTPL)

Financial assets are classified as FVTPL when acquired principally for the purpose of trading, if so designated by management, or if they are derivative assets. Financial assets classified as FVTPL are measured at fair value, with changes recognized in the consolidated statements of income.

Cash is classified as FVTPL. The Company does not currently hold any derivative assets.

#### Loans and Receivables

Loans and receivables are non-derivative financial assets that have fixed or determinable payments and are not quoted in an active market. Subsequent to initial recognition, loans and receivables are carried at amortized cost using the effective interest method.

Accounts receivables, related party receivable and deposits on acquisition are classified as loans and receivables.

#### Other financial liabilities

Other financial liabilities are financial liabilities that are not derivative liabilities or classified as FVTPL. Subsequent to initial recognition, other financial liabilities are measured at amortized cost using the effective interest method.

The Company's other financial liabilities include accounts payable and accrued liabilities, subordinated debt, related party payable and note payable. The Company does not currently hold any derivative liabilities.

The effective interest method is a method of calculating the amortized cost of an instrument and of allocating interest income over the relevant period. The effective interest rate is the rate that exactly discounts estimated future cash receipts (including all transaction costs and other premiums or discounts) through the expected life of the debt instrument to the net carrying amount on initial recognition.

### UNAUDITED INTERIM CONSOLIDATED NOTES TO THE FINANCIAL STATEMENTS

### FOR THE PERIOD ENDED AUGUST 31, 2013

### **CANADIAN DOLLARS**

#### 2. SIGNIFICANT ACCOUNTING POLICIES (Continued)

Cash

Cash and cash equivalents comprise of cash balances at a major Canadian based financial institution. Bank overdrafts are repayable on demand and are included as a component of cash and cash equivalents for the purpose of the statement of cash flows.

#### Accounts receivable

Accounts receivable are recorded net of an allowance for uncollectible or doubtful accounts. The Company reviews accounts receivable and provides a reserve for amounts estimated not to be collectible. During this review, historical experience, the age of the receivable balance, the credit-worthiness of the customer and the reason for the delinquency are considered.

#### Inventories and Work in Process

Inventories and work in process are valued at the lower of cost and net realizable value with cost being determined on a first in, first out basis. The cost of inventories is comprised of directly attributable costs and includes the purchase price plus other costs incurred in bringing the inventories to their present location and condition, such as freight. Inventories are written down to net realizable value when the cost of inventories is not estimated to be recoverable due to obsolescence, damage or permanent declines in selling prices. When circumstances that previously caused inventories to be written down below cost no longer exist, the amount of the write-down previously recorded is reversed. Costs that do not contribute to bringing inventories to their present location and condition, such as storage and administrative overheads, are specifically excluded from the cost of inventories and are expensed in the period incurred. Net realizable value is equal to selling costs less selling expenses.

#### **Property and equipment**

Items of property and equipment are measured at cost less accumulated amortization and accumulated impairment losses. Cost includes expenditures that are directly attributable to the acquisition of the asset.

Property and equipment is amortized and charged to income over the estimated useful life of the assets on the following basis:

- straight line over 5 or 10 years, according to terms of lease
- 20% declining balance
- 20% declining balance
- 30% declining balance
- 100% declining balance
- 20% declining balance

Property and equipment purchased during the year are amortized at one-half the above stated rates.

#### Earnings per share

Basic earnings per share are computed by dividing the net earnings available to common shareholders by the weighted average number of shares outstanding during the reporting period. Diluted earnings per share is computed similar to basic earnings per share except that the weighted average shares outstanding are increased to include additional shares for the potential exercise of stock options and warrants, if dilutive. The number of additional shares is calculated by assuming that outstanding stock options and warrants were exercised and that the proceeds from such exercises were used to acquire common stock at the average market price during the reporting periods.

#### Impairment of long-lived assets

The carrying amounts of the Company's long-lived assets are reviewed at each reporting date to determine whether there is any indication of impairment. If any such indication exists, then the asset's recoverable amount is estimated in order to determine the extent of the impairment. If the recoverable amount of an asset is estimated to be less than its carrying amount, the carrying amount of the asset is reduced to its recoverable amount and the impairment loss is recognized in the income statement. The recoverable amount of goodwill is estimated and compared to the carrying value on an annual basis whether or not there is an indication the goodwill is impaired.

### UNAUDITED INTERIM CONSOLIDATED NOTES TO THE FINANCIAL STATEMENTS

### FOR THE PERIOD ENDED AUGUST 31, 2013

### CANADIAN DOLLARS

#### 2. SIGNIFICANT ACCOUNTING POLICIES (Continued)

#### Impairment of long-lived assets

The recoverable amount is the higher of fair value less costs to sell and value in use. In assessing value in use, the estimated future cash flows are discounted at a rate that reflects current market assessments of the time value of money and the risks specific to the asset.

An impairment loss is reversed if there has been a change in the estimates used to determine the recoverable amount, with the exception of impairment losses on goodwill, which are not reversed. An impairment loss is reversed only to the extent that the asset's carrying amount does not exceed the carrying amount that would have been determined, net of amortization, if no impairment loss had been recognized.

#### Leases

Leases are classified as either finance or operating leases. Finance leases are those that substantially transfer the benefits and risks of ownership of an asset to the lessee. All leases other than finance leases are operating leases.

Assets held under finance leases are recognized as assets, and a corresponding liability is recognized as a finance lease obligation. Lease payments are apportioned between interest expense and reduction of the lease obligation to achieve a constant rate of interest on the remaining liability. Total payments under operating leases are expensed on a straight-line basis over the term of the relevant lease. Incentives received upon entry into an operating lease are recognized straight-line over the lease term.

#### **Critical Accounting Estimates and Judgments**

The preparation of these unaudited interim consolidated financial statements requires the Company to apply judgment when making estimates and assumptions that affect the reported amounts recognized in the unaudited interim consolidated financial statements. These estimates have a direct effect on the measurement of transactions and balances recognized in the unaudited interim consolidated financial statements. Actual results could differ from estimates. The Company has also made judgments, aside from those that involve estimates, in the process of applying the accounting policies. These judgments can have an effect on the amounts recognized in the unaudited interim consolidated financial statements. Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognized in the period in which the estimates are revised and in any future periods affected.

#### Impairment of assets

When there are indications that an asset may be impaired, the Company is required to estimate the asset's recoverable amount. Recoverable amount is the greater of value in use and fair value less costs to sell. Determining the value in use requires the Company to estimate expected future cash flows associated with the assets and a suitable discount rate in order to calculate present value. No impairments of non-financial assets have been recorded for the three months ended August 31, 2013, (2012 - Nil).

#### Useful life of property and equipment and intangible assets

Property and equipment are amortized over the estimated useful life of the assets. Changes in the estimated useful lives could significantly increase or decrease the amount of amortization recorded during the year. Total amortization recorded for the three months ended August 31, 2013 was \$ 39,378 (2012 \$14,829).

#### Share-based compensation

### UNAUDITED INTERIM CONSOLIDATED NOTES TO THE FINANCIAL STATEMENTS

### FOR THE PERIOD ENDED AUGUST 31, 2013

### CANADIAN DOLLARS

#### 2. SIGNIFICANT ACCOUNTING POLICIES (Continued)

#### Income Tax

Management is required to apply judgement in determining whether it is probable deferred income tax assets will be realized. At August 31, 2013 and August 31, 2012, management had determined that future realization of its deferred income tax assets did not meet the threshold of being probable, and as such, has not recognized any deferred income tax assets in the interim consolidated balance sheet. In addition, the measurement of income taxes payable and deferred income tax assets and liabilities requires management to make judgments in the interpretation and application of the relevant tax laws. The actual amount of income taxes only becomes final upon filing and acceptance of the tax return by the relevant authorities, which occurs subsequent to the issuance of the annual audited consolidated financial statements.

#### Future Changes in Accounting Standards

A number of new standards, amendments to standards and interpretations will not be effective for the year ended May 31, 2014, and have not been applied in preparing these unaudited interim consolidated financial statements.

#### **IFRS 9 Financial Instruments: Classification and Measurement**

In November 2010, the IASB issued, and subsequently revised in October 2011, IFRS 9 Financial Instruments (IFRS 9) as a first phase in its ongoing project to replace IAS 39. IFRS 9, which is to be applied retrospectively, is effective for annual periods beginning on or after January 1, 2013, with earlier application permitted. The IASB has proposed the effective date of IFRS 9 be changed to annual periods beginning on or after January 1, 2013, with earlier January 1, 2015.

IFRS 9 uses a single approach to determine whether a financial asset is measured at amortized cost or fair value, replacing the multiple rules in IAS 39. The approach in IFRS 9 is based on how an entity manages its financial instruments in the context of its business model and the contractual cash flow characteristics of the financial assets. The new standard also requires a single impairment method to be used, replacing the multiple impairment methods in IAS 39. The standard also adds guidance on the classification and measurement of financial liabilities. The Company is currently assessing the impact of this standard on the financial statements.

#### IFRS 13 Fair Value Measurement

In May 2011, the IASB issued IFRS 13 Fair Value Measurement (IFRS 13). IFRS 13, which is to be applied prospectively, is effective for annual periods beginning on or after January 1, 2013, with earlier application permitted.

IFRS 13 defines fair value, provides a framework for measuring fair value and includes disclosure requirements for fair value measurements. IFRS 13 will be applied in most cases when another IFRS requires (or permits) fair value measurement. Management has not yet determined the potential impact that the adoption of IFRS 13 will have on the Company's consolidated financial statements.

#### Other

In June 2011, the IASB amended IAS 19 Employee Benefits (IAS 19). The amendments to IAS 19 relate primarily to defined benefit pension plans. The Company does not believe the changes resulting from these amendments are relevant to its financial statements.

In June 2011, the IASB issued amendments to IFRS 7 *Financial Instruments: Disclosures.* The Company does not believe the changes resulting from these amendments are relevant to its financial statements.

In May 2011, the IASB issued IFRS 10 Consolidated Financial Statements, IFRS 11 Joint Arrangements and IFRS 12 Disclosure of Interests in Other Entities. The Company does not believe the changes resulting from these new standards are relevant to its financial statements.

In June 2011, the IASB issued amendments to IAS 1 *Presentation of Financial Statements* and IAS 19 *Employee Benefits.* The Company does not believe the changes resulting from these amendments are relevant to its financial statements.

### UNAUDITED INTERIM CONSOLIDATED NOTES TO THE FINANCIAL STATEMENTS

### FOR THE PERIOD ENDED AUGUST 31, 2013

### **CANADIAN DOLLARS**

#### 3. PROPERTY AND EQUIPMENT

Property and equipment consist of:

	August 31, 2013						May 31, 2013		
			Accumulated		1	Net Book		let Book	
	Co	st	Amortization		Value			Value	
							•		
Leasehold improvements	\$	172,978	\$	24,614	\$	148,364	\$	152,865	
Furniture and fixtures		26,533		18,126		8,407		8,829	
Computer hardware		148,303		120,595		27,708		28,395	
Machinery & equipment-plant MB		954,376		350,386		603,990		635,694	
Computer software		39,238		39,238		-		-	
Telephone equipment		21,742		12,164		9,578		10,082	
Total	\$1	1,363,170	\$	565,123	\$	798,047	\$	835,865	

#### 4. ACQUISITIONS AND GOODWILL

i) On October 1, 2011, the Company acquired 90% of the issued and outstanding shares of The Big & Easy Bottle Brewing Company Inc. ("TBE"). TBE is the holder of all of the shares of Mister Beer Inc., a company which invented and has a pending patent on a unique "microbrewery in a bottle", allowing consumers to produce premium beer at roughly have the cost of regular beer.

The aggregate purchase price for 90% of the shares of TBE acquired by Armada was \$500,000 paid as follows: (i) a convertible promissory note in the amount of \$100,000; and (ii) \$400,000 worth of Armada common shares issued at closing at an issue price of \$0.20, such that 2,000,000 share of Armada were issued. The Note was payable in monthly non-interest bearing installments of \$4,167 over a 24 month term. The outstanding principal balance on the Note was convertible into shares of Armada at the conversion rate of \$0.25 per share of Armada at any time during the 24 month term of the Note, should no cash payments be made. The shares to be issued will be subject to all applicable securities and regulatory hold periods.

The purchase price assumes repayment by the Company and any subsidiary of all shareholder loans, loans from affiliated companies and bank indebtedness.

Aggregate purchase price for 90% of TBE shares	\$ 500,000
Implied cost of 100% of TBE shares	 555,556
Add: Fair value of liabilities in excess of assets at acquisition date	 216,934
Goodwill acquired	\$ 772,490

ii) In July, 2010, the company purchased certain assets of Cybernet Finder Corporation, consisting of goodwill in the value of \$180,000, and equipment and computer hardware in the value of \$20,000. The purchase price for the acquisition was \$200,000, which was paid by \$20,000 cash on closing, an issuance of a promissory note (note payable) in the amount of \$90,000 and the issuance of 290,323 shares at \$0.31 per share, ( which was the trading price at the time of the transaction), with an aggregate value of \$90,000. The promissory note was non-interest bearing, commenced August 1, 2010 and ended January 1, 2012, with monthly installments of \$5,000 on the first day of each month. As of August 31, 2013, the balance owing on the non-interest bearing note payable was \$Nil (August 31, 2012 \$Nil).

### UNAUDITED INTERIM CONSOLIDATED NOTES TO THE FINANCIAL STATEMENTS

### FOR THE PERIOD ENDED AUGUST 31, 2013

### **CANADIAN DOLLARS**

#### 4. ACQUISITIONS AND GOODWILL (continued)

Goodwill

	<u>Aug</u>	<u>ust 31, 2013</u>	May	31, 2013	Мау	<u>/ 31, 2012</u>
Beginning balance	\$	180,000	\$	552,490	\$	-
Acquired through business combination – Cybernet Finder				-		180,000
Acquired through acquisition of shares – The Big & Easy Bottle						
Brewing Company				-		772,490
Impairment of Goodwill – The Big & Easy Bottle Brewing Compa	iny					
Inc. and Mister Beer Inc.				(372,490)		(400,000)
Ending balance	\$	180,000	\$	180,000	\$	552,490

#### 5. BANK INDEBTEDNESS

The company has a demand revolving operating loan with a limited of \$350,000. This loan bears interest at prime plus 1.0% and is secured by a general security agreement covering specific assets of the Company. Bank indebtedness is represented by:

Bank	\$	18,331
Bank overdraft		<u>(153,114)</u>
August 31, 2013	<u>\$</u>	(134,783)

The Company is required to maintain a tangible net worth of \$1,500,000 (shareholders' equity minus goodwill and other intangible assets). As of August 31, 2013, the Company is in breach of this financial covenant.

#### 6. NOTES PAYABLE

- i) On October 1, 2011, the Company purchased 90% of the issued and outstanding shares of The Big & Easy Bottle Brewing Company Inc. ("TBE"). The purchase price for the acquisition included the issuance of a promissory note (note payable) in the amount of \$100,000. The promissory note was non-interest bearing, commencing November 1, 2011 and ending October 1, 2013, with monthly installments of \$4,167 on the first day of each month. It is the Company's position (and the note holders have agreed) that no further payment will be made and as such the noted payable has been extinguished at May 31, 2013.
- ii) In July, 2010, the company purchased certain assets of Cybernet Finder Corporation from a director of the company. The purchase price for the acquisition included the issuance of a promissory note (note payable) in the amount of \$90,000. The promissory note was non-interest bearing, commencing August 1, 2010 and ending January 1, 2012, with monthly installments of \$5,000 on the first day of each month. As of August 31, 2013, the balance owing on the non-interest bearing note payable was \$nil; August 31, 2012-\$nil; June 1, 2010-nil.

#### 7. RELATED PARTY TRANSACTIONS

Included in expenses are the following paid to directors and parties related to directors of the Company:

- a) A director of the Company is also a director and 25% shareholder of Lease Busters Inc. Another director is a partner in a legal firm which provides services to the Company.
- b) A firm controlled by a director of the Company has been retained for sales consulting for the Company.
- c) Management salaries were paid to certain directors of the Company.

### UNAUDITED INTERIM CONSOLIDATED NOTES TO THE FINANCIAL STATEMENTS

### FOR THE PERIOD ENDED AUGUST 31, 2013

### CANADIAN DOLLARS

#### 7. RELATED PARTY TRANSACTIONS (continued)

- d) \$180,000 in Goodwill was acquired from Cybernet Finder Corporation, which is owned by a director of Armada Data Corporation.
- e) Included in IT revenue is \$ 8,598 from Lease Busters Inc. (August 31, 2012 \$8,266).
- f) Related parties receivable are due from parties related to directors of Armada Data Corporation.
- g) \$87 in related parties payables are due to directors or spouses of directors of Armada Data Corporation. \$6,459 is due to firms controlled by members of the Audit Committee and who are also directors of Armada Data Corporation.
- h) Included in expenses are the following paid to directors and parties related to directors of the Company.

	3 months ended	3 months ended August 31, 2012		,	ear ended
	August 31, 2013	August	31,2012	Mag	y 31, 2013
Advertising	725	\$	128	\$	5,755
Automobile	3,600		5,400		17,400
Computer Consulting	1,657		2,795		13,717
Management Salaries	63,798		83,548		292,531
Printing costs	-		-		150
Professional Fees	2,178		12,000		76,278
Salaries – Office & IT	21,000		44,969		133,910
Sales commissions	6,637		8,965		33,644
	\$ 99,595	\$	157,805	\$	573,385
Amounts owing from Related Parties	6 <b>\$ 4,719</b>	\$	2,348	\$	3,277
Amounts owing to Related Parties	\$ 6,547	\$	14,572	\$	7,983

All of the above transactions have been in the normal course of operations .The basis that these amounts were recorded was on the transaction amount, which was the amount that was agreed to by the related parties.

### UNAUDITED INTERIM CONSOLIDATED NOTES TO THE FINANCIAL STATEMENTS

### FOR THE PERIOD ENDED AUGUST 31, 2013

### CANADIAN DOLLARS

#### 8. SHARE CAPITAL

#### a) Authorized

Unlimited common shares without par value

#### b) Issued

	2013	2012				
CCC Internet Solutions Inc.	Number of shares	\$	Number of shares	\$		
Armada Data Corporation						
Beginning balance	16,559,154 \$	1,630,022	14,359,154 \$ 1,210	),022		
Capital shares issued pursuant to a private placement	1,111,111	100,000	-	-		
Capital shares issued to directors pursuant to exercise of options (note 8(d))	-	-	200,000 20	0,000		
Capital shares issued as consideration in business combination share purchase (note 4(i))	-	-	2,000,000 400	0,000		
Shares issued to director pursuant to acquisition of Cybernet - Finder Corporation (note 4(ii))	<u> </u>	<u> </u>	<u> </u>	<u>-</u>		
Ending balance – Basic and fully diluted	<u>    17,670,265    \$</u>	1,730,022	<u>16,559,154</u>	),022		

#### c) Stock Options

Stock Options of the Company are granted to eligible persons (as defined in the Company's Stock Option Incentive Plan) and include any director, employee or consultant of the Company. The exercise price of such options is determined by the Board of Directors, provided that such price is not lower than the closing price for the underlying shares as quoted on the TSX Venture Exchange for the market trading day immediately prior to the date of grant less any discount permitted by the TSX Venture Exchange. These options are not transferable and are presently exercisable for a period of up to 10 years from the date of grant.

Stock Options Outstanding – There are no stock options outstanding at August 31, 2013 or August 31, 2012.

Summary of the status of the Company's Stock Options are as follows:

for the period ended		ıgust 31 2013		igust 31 2012
	Number of	Weighed Average	Number of	Weighed Average
	Options	Exercise Price	Options	Exercise Price
Directors and Officers				
Balance, beginning of period	-	\$-	-	\$-
Granted	-	-	-	-
Exercised	-	-	-	-
Forfeited	-	-	-	-
Balance, end of period	-	\$-	-	\$-

### UNAUDITED INTERIM CONSOLIDATED NOTES TO THE FINANCIAL STATEMENTS

# FOR THE PERIOD ENDED AUGUST 31, 2013

### CANADIAN DOLLARS

#### 8. SHARE CAPITAL (continued)

Stock Options (Continued)

#### d) Shares Issuable Under the Plan

Subject to the requirements of the Exchange:

- i. the aggregate number of Option Shares that may be issuable pursuant to Options granted under the Plan will not exceed 2,700,000 shares;
- ii. unless approval of this Plan is obtained by Disinterested Shareholder Approval,
- a. the number of shares reserved for issuance under Options granted to Insiders of the Corporation under this Plan and all outstanding stock option plans or grants of options may not at any time exceed ten percent (10%) of the issued shares of the Corporation;
- no more than an aggregate of ten percent (10%) of the issued shares of the Corporation, calculated at the date the option(s) is(are) granted, may be granted to Insiders of the Corporation in any twelve (12) month year under this Plan and all outstanding stock option plans or grants of options;
- c. no more than an aggregate of five percent (5%) of the issued shares of the Corporation, calculated at the date the Option is granted, may be granted to any one Optionee in any twelve (12) month year under this Plan and all outstanding stock option plans or grants of options; however, upon obtaining the requisite Disinterested Shareholder Approval, these provisions shall no longer apply;
- iii. no more than two percent (2%) of the issued shares of the Corporation, calculated at the date the Option is granted, may be granted to any one Consultant in any twelve (12) month year;
- iv. no more than an aggregate of two percent (2%) of the issued shares of the Corporation, calculated at the date the Option is granted, may be granted to persons providing Investor Relations Activities in any twelve (12) month year.

#### 9. INCOME TAXES

- a) The Company follows the liability method of accounting for income taxes. Under this method, future tax liabilities and assets are recognized for the estimated tax consequences attributable to differences between the financial statement carrying amounts of asset and liabilities and their respective tax bases. Future tax liabilities and assets are measured using enacted tax rates. The effect on the future tax liabilities and assets of a change in tax rates is recognized in the year that the change occurs.
- b) At May 31, 2013, The Big and Easy Bottle Brewing Company Inc. and Mister Beer Inc. had combined non-capital losses for income tax purposes of \$1,103,403 available to offset future taxable income. The potential tax benefits have not been reflected in these financial statements. These losses will expire as follows:

May 31, 2014	\$	6,639
May 31, 2015		28,957
May 31, 2026		11,354
May 31, 2028		56,430
May 31, 2029		69,157
May 31, 2030		82,200
May 31, 2031		60,561
May 31, 2032		240,599
May 31, 2033		547,506
	<u>\$</u>	1,103,403

### UNAUDITED INTERIM CONSOLIDATED NOTES TO THE FINANCIAL STATEMENTS

### FOR THE PERIOD ENDED AUGUST 31, 2013

### CANADIAN DOLLARS

#### **10. NON-CONTROLLING INTEREST**

Balance – October 1, 2011	\$ 
Implied cost of 100% of TBE shares per note 4)i)	555,556
Aggregate purchase price of 90% of TBE shares	 (500,000)
Balance at November 30, 2011	55,556
Less: Non-controlling interest's share of net loss of TBE and Mister Beer Inc.	 <u>(47,816)</u>
Balance at August 31, 2012	7,740
Less: Non-controlling interest's share of net loss of TBE and Mister Beer Inc.	 (50,458)
Balance at August 31, 2013	\$ (42,718)

#### **11. COMMITMENTS**

a) The Company has entered into various operating leases which continue until fiscal 2019. The minimum rental payments (net of H.S.T.) for the next five fiscal years is:

Fiscal 2014	\$ 20,089
Fiscal 2015	18,616
Fiscal 2016	16,155
Fiscal 2017	14,924
Fiscal 2018	 4,108
	\$ 73,892

b) In June 2010, the Company entered into a five year lease with respect to its premises. This lease is from September 2010 to August 2015. The minimum rental for the next three fiscal years including estimated operating costs are as follows:

Fiscal 2014	\$ 11	2,590
Fiscal 2015	11	3,400
Fiscal 2016	2	<u>8,350</u>
	\$ 25	<u>4,340</u>

In addition, the Company is entitled to renew the lease for a further five years if six months notice (prior to the expiration of the current lease) is given to the land lord.

c) In March 2012, Armada Data Corporation (on behalf of Mister Beer Inc.) entered into a ten year lease with respect to Mister Beer's premises. This lease is from May 2012 to April 2022. The minimum rental for the next five fiscal years including estimated operating costs are as follows:

Fiscal 2014	\$ 141,820
Fiscal 2015	146,056
Fiscal 2016	146,442
Fiscal 2017	150,678
Fiscal 2018	 151,063
	\$ 736,059

In addition, the Company is entitled to renew the lease for a further five years if six months notice (prior to the expiration of the current lease) is given to the landlord.

### UNAUDITED INTERIM CONSOLIDATED NOTES TO THE FINANCIAL STATEMENTS

### FOR THE PERIOD ENDED AUGUST 31, 2013

### CANADIAN DOLLARS

#### 12. SEGMENTED INFORMATION

The Company's operations consist of six main segments; Insurance Services, Retail Services, Dealer Services, Internet Technology (IT), Advertising/Marketing Services and Mister Beer Inc. The Insurance Service division derives its revenue from the sale of total loss replacement vehicle reports to major Canadian insurance companies. The Retail Services division consists of the sale of new car pricing data to consumers primarily through the Company's website as well as the reselling of this new car pricing data to qualified third party vendors. The Dealer Services division comprises web and email hosting, website development and design, and desktop support. The Advertising/Marketing Services division is made up of the sale of online third party website advertising, consulting fees and other new car or car business related marketing activities. Mister Beer Inc. derives its revenue from the retail sales of beer-making kits and the wholesale sales of unfermented beer.

Revenues earned by the divisions are as follows:

	 onths ended Ist 31, 2013					year ended May 31, 2013		
Insurance Services	\$ 284,400	40%	\$	193,490	29%	\$ 833,529	32%	
Retail Services	123,482	18%		123,753	18%	467,197	18%	
Dealer Services	205,512	29%		230,564	34%	828,228	32%	
Internet Technology	35,090	5%		58,329	9%	9% 235,168		
Advertising/Marketing	7,466	<u>1%</u>		22,420	<u>3%</u>	<u>3%</u> 67,004		
	655,950	93%		628,556	93%	2,431,126	94%	
Revenue-Mister Beer Inc.	\$ 108,626			119,745		515,093		
Less: Direct product costs/wage	(62,034)			(69,515)		(358,297)		
Net revenue Mister Beer Inc.	46,592	<u>7%</u>		50,230	<u>7%</u>	156,796	<u>6%</u>	
Total consolidated revenue	\$ 702,542	100%	\$	678,786	100%	\$ 2,587,922	100%	

Cash, prepaids, property, equipment together with goodwill are used commonly by the six divisions. The Company does not record or measure the usage of these assets that relate to their underlying value by segment, with the exception of the Mister Beer Inc. division, which does record usage separately.

# UNAUDITED INTERIM CONSOLIDATED NOTES TO THE FINANCIAL STATEMENTS

# FOR THE PERIOD ENDED AUGUST 31, 2013

### CANADIAN DOLLARS

#### 12. SEGMENTED INFORMATION (continued)

The accounts receivable can be broken down by segment and are indicated below:

August 31, 2013   August 31, 2012   May 31, 2013     Insurance   \$ 204,183   \$ 126,819   \$ 124,099     Dealer   155,736   164,765   141,772     Information Technology   66,580   46,046   75,468     Not reportable by segment   5,426   21,901   15,998     Total Armada Data Corp   431,925   359,531   357,337     Total Mister Beer Inc   60,312   74,211   44,480     Total Accounts Receivable   \$ 492,237   \$ 433,742   \$ 401,817     Broken dow n as follow s:   8   2348   2377		3 mor	onths ended 3 months ended			year ended		
Dealer   155,736   164,765   141,772     Information Technology   66,580   46,046   75,468     Not reportable by segment   5,426   21,901   15,998     Total Armada Data Corp   431,925   359,531   357,337     Total Mister Beer Inc   60,312   74,211   44,480     Total Accounts Receivable   \$ 492,237   \$ 433,742   \$ 401,817     Broken dow n as follow s:		August 31, 2013		August 31, 2012		Ma	ay 31, 2013	
Information Technology   66,580   46,046   75,468     Not reportable by segment   5,426   21,901   15,998     Total Armada Data Corp   431,925   359,531   357,337     Total Mister Beer Inc   60,312   74,211   44,480     Total Accounts Receivable   \$ 492,237 \$ 433,742 \$ 401,817     Broken dow n as follow s:   Image: State Stat	Insurance	\$	204,183	\$	126,819	\$	124,099	
Not reportable by segment   5,426   21,901   15,998     Total Armada Data Corp   431,925   359,531   357,337     Total Mister Beer Inc   60,312   74,211   44,480     Total Accounts Receivable   \$ 492,237   \$ 433,742   \$ 401,817     Broken dow n as follow s:   State St	Dealer		155,736		164,765		141,772	
Total Armada Data Corp   431,925   359,531   357,337     Total Mister Beer Inc   60,312   74,211   44,480     Total Accounts Receivable   \$ 492,237   \$ 433,742   \$ 401,817     Broken dow n as follow s:   8   8   8   8   8	Information Technology		66,580		46,046		75,468	
Total Mister Beer Inc60,31274,21144,480Total Accounts Receivable\$ 492,237 \$ 433,742 \$ 401,817Broken dow n as follow s:	Not reportable by segment		5,426		21,901		15,998	
Total Accounts Receivable \$ 492,237 \$ 433,742 \$ 401,817   Broken dow n as follow s: Image: Control of the second se	Total Armada Data Corp		431,925		359,531		357,337	
Broken dow n as follow s:	Total Mister Beer Inc		60,312		74,211		44,480	
	Total Accounts Receivable	\$	492,237	\$	433,742	\$	401,817	
Polotod partice 4710 2.249 2.277	Broken dow n as follow s:							
related parties 4,713 2,340 3,277	Related parties		4,719		2,348		3,277	
Accounts Receivable 487,518 431,394 398,540	Accounts Receivable		487,518		431,394		398,540	
<b>\$ 492,237 \$</b> 433,742 <b>\$</b> 401,817		\$	492,237	\$	433,742	\$	401,817	

### 13. CONTRIBUTED SURPLUS

	<u>Augu</u>	<u>st 31, 2013</u>	<u>Augu</u>	ist 31, 2012	<u>May</u>	<u>31, 2013</u>
Beginning balance Stock based compensation expense Ending balance	\$ \$	175,505 - <u>175,505</u>	\$ <u>\$</u>	175,505 - 175,505	\$ <u>\$</u>	175,505 - <u>175,505</u>

#### 14. INVENTORY

Finished Goods- Mister Beer Inc. Raw materials – Mister Beer Inc. Work in process - Armada Data Corporation	\$ 6,587 63,492 -	\$ - 29,595 28,249	\$ 27,772 68,294 -
	\$ 70,079	\$ 57,844	\$ 96,066

### UNAUDITED INTERIM CONSOLIDATED NOTES TO THE FINANCIAL STATEMENTS

### FOR THE PERIOD ENDED AUGUST 31, 2013

### CANADIAN DOLLARS

#### **15. FINANCIAL INSTRUMENTS**

#### **Fair Value**

The fair value of cash, accounts receivable, related party receivable, accounts payable and accrued liabilities and related party payable approximate carrying value due to the relatively short term maturities of these instruments.

Estimated fair value amounts are designed to approximate amounts at which financial instruments could be exchanged in a current transaction between willing parties who are under no compulsion to act. The Company uses a fair value hierarchy to categorize the inputs used in valuation techniques to measure fair value of financial instruments. The classifications are as follows: the use of quoted market prices for identical assets or liabilities (Level 1), internal models using observable market information as inputs (Level 2) and internal models without observable market information as inputs (Level 3).

The Company classifies cash as FVTPL and is measured at fair value on the on the consolidated balance sheet. Cash is reported at Level 1 of the fair value hierarchy. The Company has no financial assets and liabilities measured at fair value at Level 2 or Level 3.

#### **Risk Management**

The Company may be exposed to risks of varying degrees of significance which could affect its ability to achieve its strategic objectives. The main objectives of the Company's risk management processes are to ensure that the risks are properly identified and that the capital base is adequate in relation to those risks. The principal risks to which the Company is exposed to are described below.

#### **Capital Risk**

The Company manages its capital with the objective of providing adequate capital resources for the Company to maintain and develop its websites and other business activities. The capital structure of the Company consists of shareholder's equity and depends on the ability of the Company to raise ongoing capital and on the future profitability of the Company's operations.

#### **Credit Risk**

The Company is exposed to credit risk of their accounts receivable, \$487,518 (August 31, 2012-\$431,394) representing the maximum exposure to credit risk of those financial assets. Credit risk is the risk that a customer will be unable to pay any amounts owed to the Company. The Company does not have any customers that had a balance of more than 10% of total revenues, or 10% of total accounts receivables at any time during the periods that are reported in these financial statements. The Company has a large volume of relatively small transactions with many customers. Management reduces this risk by carefully monitoring the amounts owed to them by their customers on a regular basis, performing regular credit reviews of any customer that approaches their credit limit or does not keep to their normal payment pattern. It also provides an allowance for doubtful accounts once it has exhausted all other means of collection. While the Company has credit controls and processes for the purpose of mitigating credit risk, these controls cannot eliminate credit risk and there can be no assurance that these controls will continue to be effective, or that the Company's low credit loss experience will continue. Most of the Company is not exposed to a material amount of credit risk. This risk is unchanged from prior periods.

#### Liquidity Risk

The Company is exposed to Liquidity risk of their accounts payable, \$252,587 (August 31, 2012-\$262,233). Liquidity risk is the risk that the Company is not able to meet its financial obligations as they fall due. There can be no assurance that the Company will be able to obtain adequate financing in the future or that the terms of such financing will be favorable. The Company may seek additional financing through debt or equity offerings, but there can be no assurance that such financing will be available on terms acceptable to the Company or at all. Any equity offering will result in dilution to the ownership interests of the Company's shareholders and may result in dilution to the value of such interests. In the opinion of management the liquidity risk is low and the company is not exposed to a material amount of liquidity risk. This risk is unchanged from prior periods.

### UNAUDITED INTERIM CONSOLIDATED NOTES TO THE FINANCIAL STATEMENTS

### FOR THE PERIOD ENDED AUGUST 31, 2013

### CANADIAN DOLLARS

#### 15. FINANCIAL INSTRUMENTS (continued)

#### **Market Risk**

The Company is exposed to Market Risk. Market risk incorporates a range of risks. Movements in risk factors, such as market price risk and currency risk, affect the fair values of financial assets and liabilities. The ability of the Company to develop or market its services and the future profitability of the Company is related to these market risks. In the opinion of management the market risk is low and the company is not exposed to a material amount of market risk. This risk is unchanged from prior periods.

#### Foreign Currency Risk

The Company is exposed to Foreign Currency risk. The Company's functional currency is the Canadian dollar and major purchases, which consist primarily of expenses, are transacted in Canadian dollars. The Company operations are in Canada, and it does not engage in hedging activities. The number and dollar amount of these transactions, both individually and in aggregate are very low. In the opinion of management the foreign currency risk is low and the company is not exposed to a material amount of foreign currency risk. This risk is unchanged from prior periods.

#### Interest Rate Risk

The Company has a bank overdraft at August 31, 2013 of \$134,783 (August 31, 2012 \$Nil). The overdraft bears interest at market rates of prime plus 1%. This exposes the Company to interest rate risk. In management's opinion, this interest rate risk is low.

#### Price Risk

The Company is not exposed to price risk.

#### Sensitivity Analysis

The Company's cash is measured at fair value. Financial instruments included in accounts receivable are classified as accounts receivable, which are measured at cost. Accounts payable and accrued liabilities are classified as other financial liabilities, which are measured at cost. As at all dates presented herein, the carrying and fair value amounts of the Company's financial instruments are the same.

Based on management's knowledge and experience of the financial markets, the Company believes that the movements in interest rates that are reasonably possible over the next twelve month period will not have a significant impact on the Company.

The Company does not hold material reserves of foreign currencies to give rise to exposure to foreign exchange risk. Therefore a percentage change in certain foreign exchange rates will not have a significant impact on the Company.

#### Capital Management

The Company manages its capital structure and makes adjustments to it, based on the funds available to the Company, in order to support the acquisition, and development of additional business opportunities. The Board of Directors does not establish quantitative return on capital criteria for management, but rather relies on the expertise of the Company's management to sustain future development of the business.

The Company will continue to assess new business opportunities and seek to acquire an interest in additional interests if it feels there is sufficient economic potential and if it has adequate financial resources to do so. Management reviews its capital management approach on an ongoing basis and believes that this approach, given the relative size of the Company, is reasonable.

There were no changes in the Company's approach to capital management during any of the periods presented herein.