



MANAGEMENT’S DISCUSSION AND ANALYSIS (“MD&A”) FOR THE SIX MONTHS ENDED DECEMBER 31, 2023

The following discussion and analysis is intended to provide additional information with regard to the operations, business environment and factors that may affect the business and financial results of Total Telcom Inc. (“Total” or the “Company”).

The discussion and analysis as provided by Management should be read in conjunction with the unaudited condensed interim consolidated financial statements and related notes for the quarter ended December 31, 2023 and the audited consolidated financial statements, related notes and MD&A for the year ended June 30, 2023.

The unaudited condensed interim consolidated financial statements for the quarter ended December 31, 2023 have been prepared in accordance with International Financial Reporting Standards (IFRS) and are presented in Canadian dollars.

The unaudited interim consolidated financial statements for the quarter ended December 31, 2023 have not been reviewed by the Company’s auditors, Fernandez Young LLP.

This document contains forward-looking statements that are subject to future events. Management formulates estimates and assumptions based on the expectations of future outcomes. However, actual results may differ materially from those expectations and estimates due to inherent uncertainty and general nature of the business.

This Management Discussion and Analysis is presented with information available up to and including February 23, 2024.

TOTAL TELCOM – OVERVIEW

Total Telcom Inc. is a reporting issuer in Alberta, British Columbia, and Ontario. The shares of the Company trade on the TSX Venture Exchange (symbol **TTZ**).

Total Telcom, through its wholly owned subsidiary ROM Communications Inc. (ROM) is a leading developer and provider of remote asset monitoring, tracking, control, and communication products and services.

TOTAL TELCOM – OVERVIEW (continued)

Total Telcom has a client first history and is known throughout the industry for its innovative advanced technology solutions. The Company is uniquely positioned to deliver solutions that enable its customers and clients to cost-effectively oversee, remotely monitor, track, control and communicate with their fixed and mobile assets.

These modules are wireless modems that utilize microcomputers integrated with sensors, GPS engines, WiFi, RFID and various inputs and outputs. User interface requires NO special APPs or equipment as configuration is facilitated through a wireless WiFi connection to any smartphone, tablet, laptop, or datalogging firmware by the user through the Internet. ROM is an authorized airtime reseller and hardware developer for satellite, cellular and wireless IP Networks.

Total Telcom offers its customers a suite of products and solutions that are based on proprietary hardware and software. The Company's business model allows it to generate multiple revenue streams through the sale of both hardware (products) and recurring monthly service fees (monitoring, tracking, control, and data management).

Total Telcom's suite of products and services is comprised of the following:

Water-TraX

- This self-contained certified satellite device is a major leap forward in remote satellite water monitoring based on its low price, versatility, size and features. Introduced in December 2022, Water-TraX is being recognized as a game changer with sensor manufacturers, Industry and the Military.

www.water-trax.com

ROM Controllers

- ROM's controllers are based on the Eberspacher line of heaters used in trucking, forestry, industrial, construction and RV markets. ROM has the industry recognition of being proficient integrating this premier line of heaters and its proprietary technology to various applications.

SATrv (Launched in Q2, 2024)

- Industry's only satellite-based telematics system for the recreational vehicle marketplace. Using the latest technologies to provide a cost-effective practical approach to extend your peace of mind beyond cell coverage and paved roads.

[**www.satrv.com**](http://www.satrv.com)

TOTAL TELCOM – OVERVIEW (continued)

RacingTraX

- A purpose-built off-road racing devices and management system used to monitor racer compliance, virtual mapping, leaderboard, hazard avoidance & communication.

DataTraX

- Developed for applications requiring larger data payloads up to one megabyte, DataTraX is used extensively in forestry applications managing resources and inventory.

ROMTraX

- A certified core product, this 2nd generation satellite device is approved by the DFO for VMS compliance in commercial fishing, various tracking and asset management applications.

TextAnywhere

- Originally developed as a stand-alone satellite messaging device with Global coverage, the TextAnywhere application is now incorporated into many of the Corporation's devices as a standard feature.

www.textany.com

StormWatch

- A core product, StormWatch is a Global satellite RTU featuring various analog/digital/pulse and serial interfaces and ultra-low power consumption. Typically used in environmental applications for water, air & soil monitoring plus remote weather stations.

AlarmTraX

- A self-contained 2nd generation device developed to cost effectively monitor applications for power or state changes. Used to monitor private and commercial power generators, solar power installations, water levels in production and agriculture.

CamTraX

- A self-contained satellite camera used to take and send pictures, record video to monitor changes in remote locations from erosion, flooding, spills and leaks.

TOTAL TELCOM – OVERVIEW (continued)

SiteTraX

- A self-contained remote location management system using electrophoretic displays and RFID technologies to manage remote site access, security and a communication link for emergencies.

INDUSTRY

The Satellite Communication Market is projected to grow from USD \$282 million in 2023 to USD \$1.13 billion by 2028, growing at a CAGR of 32.1% from 2023 to 2028.¹ Total Telcom is uniquely positioned to deliver solutions that enable its customers and clients to cost-effectively oversee, remotely monitor, track, control and communicate with their fixed and mobile assets from a secured Internet Web portal.

With about 85% of the planet lacking conventional cellular connectivity, the need for solutions that enable online connectivity using satellite technology has expanded.² Decreasing manufacturing and deployment costs for satellite networks, combined with recent technological innovations have also enabled usage fees for satellite data transmission to decrease at a rapid rate.³ These lower operating and connectivity costs for customers will continue to create new opportunities within the Satellite Communications Market, while allow industries to tap new markets that were previously unavailable.

These positive growth trends will be aided by rising global demand for online connectivity, which has led to a record number of satellites currently being deployed into orbit. By the end of 2022, a total of 7,316 active satellites circled the earth, an increase of approximately 51 percent over 2021 and 321 percent over the past five years.⁴ It is estimated that the trend will continue with over 2,500 satellites to be launched on average every year – or 7 satellites a day totaling 24,500 satellites over 2022-2031.⁵

¹ https://www.marketsandmarkets.com/Market-Reports/optical-satellite-communication-market-181507372.html?utm_source=Globenews&utm_medium=referral&utm_campaign=paidpr

² <https://investor.iridium.com/annual-reports>

³ <https://spaceref.com/space-commerce/capacity-pricing-continues-to-decrease-in-line-with-the-expansion-of-hts-supply-and-services/>

⁴ <https://www.globenewswire.com/news-release/2023/06/20/2691019/0/en/Record-Setting-Growth-Highlights-Commercial-Satellite-Industry-as-it-Continues-to-Dominate-Expanding-Global-Space-Business-SIA-Releases-26th-Annual-State-of-the-Satellite-Industry-.html>

⁵ <https://www.euroconsult-ec.com/press-release/satellite-demand-to-quadruple-over-the-next-decade/>

OUR BUSINESS AND GROWTH STRATEGY

Total Telcom's business model is focused on generating multiple revenue streams through the sale of both hardware products and recurring, subscription-based data communication fees. Leveraging the company's strong technical position and industry know-how, Total Telcom's growth strategy is focused on bypassing direct sales to end customers, and instead aims to position its core technology products and solutions with manufacturers and distributors. Partnering with manufacturers and distributors is the most efficient approach for market penetration, allowing Total Telcom to keep a lean cost structure by outsourcing hardware manufacturing to a third-party organization, and employing a small team of technical and professional staff to lead research and development, manufacturing and distributor partnerships, and general business operational needs.

This entails forging strategic partnerships with manufacturers, to seamlessly integrate and white-label Total Telcom's products into their clients' product offering with client specific branding. For example, Total Telcom's Water-TraX solution can be sold independently, or integrated with any manufacturer's hardware and white-labeled as a superior solution, with Total Telcom then receiving revenues from the sale of the hardware and from the ongoing monthly data communications fees.

In cases where manufacturers might not be immediately receptive to Total Telcom's offerings, a key element of this strategy involves direct engagement with distributors. Through this approach, Total Telcom can create substantial demand at the distributor level, thereby exerting influence and pressure on manufacturers to align with the Company's product portfolio. This agile and multi-pronged strategy enables Total Telcom to optimize their market reach and drive growth. Total Telcom is focused on expanding its target markets through continued innovation and development of new products and solutions. The Company now has a total of 11 commercialized products and solutions, each of which has different applications and use-cases for a specific customer problem or market need.

Forward Looking Statements

Any statements in this document that may be considered forward-looking are based on current expectations that involve a number of risks and uncertainties, which could cause actual results to differ from those anticipated.

The following sections provide Management's review of operations for the quarter ended December 31, 2023. Balance sheet comparisons are made to the year ended June 30, 2023 while income statement and cash flow comparisons are made to the quarter ended December 31, 2022. Additional information about Total Telcom Inc. can be found on SEDAR at www.sedar.com.

FINANCIAL HIGHLIGHTS

OVERALL PERFORMANCE

The following table sets forth the Company's selected consolidated financial data. This information has been derived from the Company's unaudited interim consolidated financial statements and should be read in conjunction with, and is qualified entirely by, the more detailed information in the unaudited interim consolidated financial statements.

	Three months ending December 31		Six months ending December 31	
	2023	2022	2023	2022
Consolidated figures				
Sales	\$ 619,578	\$ 678,370	\$ 961,924	\$ 1,090,697
Income from Operations	\$ 139,838	\$ 173,387	\$ 56,835	\$ 251,103
Net Income	\$ 101,553	\$ 114,409	\$ 85,291	\$ 237,884
Earnings Per Share, basic and diluted	\$ 0.004	\$ 0.004	\$ 0.003	\$ 0.009
Shares outstanding at end of period	26,423,015	25,990,014	26,423,015	25,990,014
Cash from (used in) operating activities	\$ (18,613)	\$ (14,500)	\$ 262,124	\$ 110,924
Cash from (used in) financing activities	\$ (62,261)	\$ (21,028)	\$ (31,479)	\$ (41,733)
Cash from (used in) Investing activities	\$ (641,207)	\$ (50,714)	\$ (1,107,383)	\$ (138,615)
Foreign exchange difference on cash	\$ (31,474)	\$ (20,983)	\$ 7,148	\$ 67,769
Net Cash Inflow (Outflow)	\$ (753,555)	\$ (107,225)	\$ (869,590)	\$ (1,655)

	December 31,	June 30,
	2023	2023
Consolidated figures		
Cash and short term deposits	\$ 2,538,858	\$ 2,404,179
Working capital	\$ 2,967,917	\$ 2,725,956
Product development intangible asset	\$ 1,373,865	\$ 1,356,888
Deferred income tax asset	\$ 301,000	\$ 33,300
Right of use assets	\$ 76,263	\$ 112,193
Total Assets	\$ 4,985,659	\$ 4,928,364
Total Liabilities	\$ 300,468	\$ 436,434

- i.) **Sales decreased by approximately \$59,000 (9%) compared to the second quarter of fiscal 2023.** This decrease is primarily a result of decreased hardware sales. In particular the RV HVAC Controller sales were down as the manufacturers have experienced a slowdown in demand for recreational vehicles. This has resulted in slower demand for the Company's controller product. In addition, the sales of WaterTrax have been slower than expected as the Company works with sensor manufacturers and distributors to establish industry partnerships. This decrease was offset somewhat by increased recurring communication revenues as the Company's install base continues to grow and increase race management revenue due to the timing of when races occurred.

OVERALL PERFORMANCE (CONTINUED)

- ii.) **Net income for the second quarter decreased by approximately \$13,000 (11%)** but still showing a profit for the quarter of just over \$100,000. The impact of lower sales was offset somewhat by improved gross margins able to be realized on those sales. In addition, the Company was able to generate more interest income on its cash reserves.
- iii.) **The Company has increased in its cash and short-term deposits by approximately \$135,000 compared to June 30, 2023 year end balances and working capital has increased by approximately \$242,000.** The Company generated \$262,000 in positive cash flows from operations since it June 30, 2023 year end while paying down \$84,000 in long term debt and capital lease obligations. The Company transferred \$1,004,000 into short term deposits to earn better interest rates and invested \$103,000 into its product development initiatives to date for fiscal 2024.
- iv.) **Total assets increased by approximately \$57,000 in the first two quarters while total liabilities decreased by approximately \$136,000.** The increase in the assets is primarily attributed to the increased cash, short term deposits and inventory offset by lower accounts receivable. The decrease in liabilities primarily results from timing of payment of accounts payable and the Company continuing to pay down its long term debt and lease liabilities relating to right of use assets.

RESULTS OF OPERATIONS

	Three months ending December 31		Six months ending December 31	
	2023	2022	2023	2022
Consolidated Operating Results				
Sales	\$ 619,578	\$ 678,370	\$ 961,924	\$ 1,090,697
Gross Profit	\$ 385,879	\$ 387,761	\$ 585,225	\$ 611,270
General & Administrative Expenses	\$ 183,329	\$ 161,132	\$ 347,217	\$ 258,031
Share based compensation	\$ -	\$ -	\$ 55,470	\$ -
Depreciation of Right of Use Assets and Equipment	\$ 18,641	\$ 18,749	\$ 37,283	\$ 37,293
Interest on Lease Liabilities	\$ 1,204	\$ 2,437	\$ 2,687	\$ 5,198
Amortization of Product Development Costs	\$ 42,867	\$ 32,056	\$ 85,733	\$ 59,645
Finance Income and Foreign Exchange Gains (losses)	\$ (285)	\$ (15,978)	\$ 60,456	\$ 74,781

RESULTS OF OPERATIONS (CONTINUED)

- i.) **Sales decreased by approximately \$59,000 compared to the second quarter of fiscal 2023 while year to date sales are down approximately \$129,000 compared to prior year.** The decrease is primarily attributed to lower hardware sales particularly the RV HVAC controllers. There has been a decrease in demand for recreational vehicles over the past year resulting in manufacturers reducing their orders for the Company's controller units. Management is hopeful that this decline will be reduced with the introduction of the new SatRV product. The Company is also experiencing slower than expected sales for the WaterTrax product. Management continues to work with manufacturer and distributors to establish industry partners. While slower than hoped management is still expects WaterTrax sales to grow in the long term. The decreased hardware sales were offset somewhat by increased recurring communications revenue as the Company's install base continues to grow. The Company also saw an increase in its race management revenue in the second quarter as monitored additional races this year.
- ii.) Despite the decreased sales, the Company's **Gross Profit on those sales has only decreased by \$26,000 compared to the prior year. The Company's gross margin percentage realized on sales has increased by approximately 5% compared to the first two quarters of fiscal 2023.** This is primarily a result of the Company continuing to be able to realize better margins on its hardware sales as the Company is able to manufacture its new products at lower costs. In addition, the change in the sales mix has also resulted in an increased margins.
- iii.) **General and administrative expenses increased by approximately \$22,000 in the second quarter and \$89,000 year to date compared to fiscal 2023.** This increase is primarily a result of increased administrative wages as additional resources are being allocated to sales, marketing and customer technical support activities with less product development work is being performed by the Company. The Company has also increased its consulting and director fees related to corporate governance matters.
- iv.) The Company did not issue any stock options in the second quarter, but did issue 215,000 stock options in the first quarter resulting in \$55,470 of non-cash **share-based compensation** year to date.
- v.) **Amortization of the right of use assets and equipment** remained consistent as no new leases were entered into during the quarter and **interest on the lease liabilities** decreased as the Company continues to pay down the existing leases
- vi.) **Amortization of product development costs** increased by about \$25,000 year to date as more new products reach the commercial deployment stage and amortization commences.

RESULTS OF OPERATIONS (CONTINUED)

- vii.) The Company has earned **interest income totaling \$59,000** year to date. An increase of about \$46,000 compared to the previous year as the Company has been able to invest additional cash resources in higher rate short term deposits. In addition, the Company has realized **Foreign exchange gains** of \$7,000 year to date although most of the gains recognized in the first quarter were lost in the second quarter with the US dollar weakening compared to the Canadian dollar.

LIQUIDITY AND CAPITAL RESOURCES

	December 31,	June 30,
	2023	2023
Consolidated figures		
Cash and short term deposits	\$ 2,538,858	\$ 2,404,179
Current Assets	\$ 3,227,992	\$ 3,116,617
Current Liabilities	\$ 260,075	\$ 390,661
Working Capital	\$ 2,967,917	\$ 2,725,956

Short-term obligations relate primarily to accounts payable and accrued liabilities along with the current portion of the lease. The Company's only long term obligation is the \$40,393 long term portion of the lease liabilities for occupied office space and two vehicles. Terms of the lease liabilities are disclosed in note 8 to the December 31, 2023 consolidated interim financial statements.

The Company's working capital increased by approximately \$242,000 year to date. This is a result of increased cash and short term deposits and inventory being offset by decreases in accounts receivable.

Year to date, the Company has generated \$262,000 positive cash flow from operations and invested \$103,000 into product development costs. The Company also received \$52,500 from the exercise of stock options while paying out the \$40,000 CEBA loan making lease liability payments of \$44,000 up to the end of the second quarter. Excess cash reserves of \$1,004,000 not required to fund immediate operations have been invested in short term deposits in order to earn a better rate of return.

The Company's primary cash requirements are for the continued implementation of its marketing strategy to bring its new products to full commercialization. The Company will continue to invest resources in the development of new product and services for specific applications identified for potential new customers, but expects less resources will be spent on product development as more resources are allocated to marketing and customer service roles. In addition, the Company could have short term cash requirements in order to purchase inventory should larger sales opportunities be realized. The Company has sufficient cash resources to fund these initiatives and does not anticipate any immediate financing requirements.

SUMMARY OF QUARTERLY RESULTS

Consolidated Figures	Fiscal 2024		Fiscal 2023				Fiscal 2022	
(\$ Except as Noted)	Q2	Q1	Q4	Q3	Q2	Q1	Q4	Q3
Sales	619,578	342,346	714,367	587,622	678,370	412,327	470,140	520,061
Net Income (Loss)	101,553	(16,262)	252,068	93,072	114,409	123,475	194,908	32,840
Earnings (Loss) per Share	0.004	(0.001)	0.009	0.004	0.004	0.005	0.008	0.001

The quarterly results show that the Company is exposed to fluctuations in both revenues and profitability depending on the level of customer commercial acceptance of the new products that are being rolled out. The results also show the seasonal fluctuations that can occur depending on the timing of off road race management services provided and timing of heater & RV HVAC controller sales. In addition, the results show how the Company is exposed to exchange rate fluctuations between the US and Canadian dollars.

Race management services are currently subject to seasonal fluctuations as these services are primarily provided to the off road racing industry that does not run during the summer months. There are no contracts in place to guarantee the race management revenues will be recurring and management is working on expanding this service to other industries to reduce the seasonality of this business segment.

The quarterly results show that the Company has essentially reached the break-even point from its recurring business and barring any unforeseen circumstances, should continue to see increased profitability from growth in hardware sales as new products are rolled out for full commercialization.

SECURITIES ISSUED AND OPTIONS GRANTED

There are presently 26,423,015 common shares issued and outstanding as of February 13, 2024. No shares were issued during the second quarter.

There are presently 990,000 stock options outstanding and exercisable as of February 13, 2024. No stock options were issued during the second quarter.

COMMITMENTS, GUARANTEES AND INDEMNIFICATIONS

The Company is not obligated under any guarantees, but has provided certain indemnifications as described in note 20 to the consolidated financial statements for the year ended June 30, 2023.

TRANSACTIONS WITH RELATED PARTIES

General and administrative expenses for the quarter include \$7,500 (\$15,000 for the six months ended December 31, 2023) in management fees payable to a Company controlled by a director and \$3,750 (\$7,500 for the six months ended December 31, 2023) in director fees expense. These transactions occurred in the normal course of business and are recorded at fair value. See note 10 to the condensed interim consolidated financial statements for details regarding key management personnel compensation.

CHANGES IN ACCOUNTING POLICIES

The condensed interim consolidated financial statements have been prepared using IFRS as described in note 3 to the consolidated financial statements for the year ended June 30, 2023.

Accounting policy developments and their potential impact on the Company in the future are described in note 4 to the consolidated financial statements for the year ended June 30, 2023. There were no changes in the accounting policies adopted for the second quarter.

FINANCIAL INSTRUMENTS AND OTHER INSTRUMENTS

Management has classified and measured the Company's financial instruments as described in note 22 to the consolidated financial statements for the year ended June 30, 2023.

The disruptions to the Company's operations due to the Covid-19 global pandemic have declined as the Company moves back to normal business activities. As a result, the increased liquidity and credit risks caused from the pandemic have been reduced over the past year.

The Company is exposed to concentration of credit risk with respect to its cash, term deposits and accounts receivable. Management monitors this risk on an ongoing basis through review of specific accounts and cash management.

The Company is exposed to currency risk resulting from fluctuations in foreign exchange rate changes between the Canadian and United States dollars as a significant portion of the Company's operations and cash resources are denominated in United States dollars.

OUTLOOK AND FUTURE RISKS

Starting in 2021 and continuing in 2022, the Company saw a decline in some of its traditional environmental monitoring equipment as a manufacturer has tried to develop their own fully integrated product not requiring our communication equipment. As a result, management began working on new product developments in the environmental monitoring market with the ability to integrate with a wide variety of manufacturers' products and completed development of WaterTrax in December 2021. The Company officially launched WaterTrax for full commercial distribution at the National Groundwater Association trade show in December 2022. Feedback from this launch was extremely positive and management has been working with manufacturers and establishing industry partnerships with distributors. Although sales from these relationships have been slower than hoped for, management expects WaterTrax sales will continue to grow as the Company continues to implement its marketing plan for full scale distribution of the product and get it integrated within distributors supply chains.

OUTLOOK AND FUTURE RISKS (CONTINUED)

The Company completed product development initiatives around the heater controllers in 2020, which resulted in increased sales in the recreational vehicle industry. As manufacturers within the RV industry experienced supply chain issues reducing their production ability, the Company had lower controller sales than anticipated for 2022. However, these supply chain issues started to be resolved and demand for the heater controllers started to increase towards the end of fiscal 2022. This increased demand continued into 2023. In addition, the Company completed development a new controller that is fully integrated with all of the HVAC components of recreational vehicles by the end of November 2022. Revenues related to the heater and RV HVAC integrated controllers increased to over \$780,000 by the end of fiscal 2023. The first two quarters of fiscal 2024 saw \$285,000 in controller sales due to manufacturer's production schedules resulting from lower industry demand. This slowed sales somewhat, but in the second quarter of fiscal 2024, the Company also completed development of the SatRV add on to the controllers and management is working with manufacturers to build this add on into the upcoming model year RV production run. Based on the full commercial deployment of the new integrated RV HVAC controller and the addition of SatRV, management expects continued growth in the controller sales market in the long run. With the addition of SatRV, the Company will also begin to realize recurring communication revenues from the controller sales.

Over the past year, the Company saw continued growth in market acceptance of the DataTraX product with significant hardware sales to new customers occurring in the forestry industry in 2022. The hardware sales declined somewhat in 2023 as lumber prices declined, but the Company is seeing increased communication revenues as the customers get more units installed and activated. Management expects this revenue stream will remain consistent over the next year with the ability to grow when lumber market conditions improve. The value of the product has been proven to customers resulting in demand for the DataTraX product when lumber production increases.

The expertise developed around large data package transmission from DataTrax has allowed the Company to develop a remote satellite camera (CamTraX) application. There has been significant interest from government agencies for the use of this product in remote environmental monitoring applications. The initial power consumption issues identified have now been addressed and management is waiting on final approval of the product from the government authorities. Management hopes to be able to deploy the final commercial version of this product before the end fiscal 2024 to add to its environmental and water monitoring initiatives.

The Company completed the development of AlarmTraX in fiscal 2021. This product is a satellite based application that will replace the soon to be obsolete cellular Alarm Point product. Initial customer reaction to this product has been positive and management expects to see sales of AlarmTraX continue to grow in fiscal 2024 as customers convert over to the new technology as the 3G cellular system is phased out.

OUTLOOK AND FUTURE RISKS (CONTINUED)

The Company has seen growth from its race management services because of new product developments that were completed in 2019. This allowed the Company to maintain its revenue from this segment during a Covid restricted 2020 year and increase its revenue in 2021 as the Covid restrictions eased up. The Company maintained this revenue stream in 2022 but saw a decline in fiscal 2023 due to the cancelation of three races due to severe weather issues encountered by race organizers. Race Management revenue has increased by approximately \$9,000 in the first two quarters of fiscal 2024. The Company has received commitments to use the Company's race management services by new racing series which should result in a higher utilization of the racing management fleet. However, management expects this revenue stream to only remain consistent with 2023 in fiscal 2024 as one large race has given the Company notice of their intention to use another provider to manage their race this year.

Management expects to continue to open new markets, as the Company is able to develop customer specific applications that tie into the platform of the Company's core products. The challenge the Company faces is to effectively market these products. The Company will invest significant resources in continued customer specific product developments and implementing its marketing strategy. Management anticipates it will continue to invest in Product development, but with the major development projects nearing completion will start seeing a reallocation of resources towards sale and customer service applications as commercial deployment of the new products developed over the past few years continues. Management believes it has the resources necessary to complete the full commercial deployment of its new product initiatives.

A significant number of customer sales and supplier purchases are denominated in US Dollars and the Company holds about 70% of its cash and short term deposits in US dollars. Therefore, the Company is exposed to risks associated with fluctuations between the Canadian and US dollar.

Future risk factors include management's ability to successfully market the products that have been developed, successfully integrate customer applications to the Company's platform, attract and retain qualified personnel, maintain cost control and the potential for increased competition by companies that may have significantly greater financial resources and/or infrastructure. Furthermore, the company is entirely dependent upon third party satellite and cellular service providers to convey data from the field application to ROM's operation center for further processing and distribution to its clients.

Up to the end of fiscal 2022 the Company's operations were impacted by supply chain issues resulting from the Covid 19 pandemic. In addition, the potential for cancelation of events where our Race Management services were provided was a risk resulting from the ongoing Covid 19 pandemic. These issues appear to have been resolved by the end of fiscal 2023 as business activities return to normal. Management continues to monitor the issues around the pandemic. However, as vaccination rates increase it appears that the threat of further economic shut downs from the pandemic are low and management believes the business risks to the Company relating to the Covid 19 pandemic continue to decline as economic conditions return to normal.