



BEWHERE HOLDINGS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS

FOR THE YEAR ENDED DECEMBER 31, 2024

Set out below is a review of the activities, results of operations, and financial condition of BeWhere Holdings Inc. ("BEW", "BeWhere", or the "Company") for the year ended December 31, 2024.

The discussion below should be read in conjunction with the Company's consolidated financial statements for the year ended December 31, 2024, and the accompanying notes, which were prepared in accordance with International Financial Reporting Standards ("IFRS") as issued by the International Accounting Standards Board. All dollar figures included in the following Management Discussion and Analysis ("MD&A") are quoted in Canadian dollars unless otherwise indicated. This MD&A has been prepared as at April 18, 2025.

The Company is a reporting issuer in the provinces of British Columbia, Ontario, and Alberta in Canada and is listed on the TSX Venture under the symbol BEW. Additional information related to the Company is available on SEDAR at www.sedar.com.

1. CONTINUED GROWTH

The Company progressed well during the fourth quarter, recording record revenue and net operating income, demonstrating improvement in all key performance indicators. Highlights include:

- **Total annual Revenue increased by 45% year over year** – Total Revenue for the twelve months ended December 31, 2024, was \$17,531,574 compared to \$12,054,770 for the same period in 2023: an increase of \$5,476,804.
- **Total quarterly Revenue increased by 45% year over year** – Total Revenue for three months ended December 31, 2024, was \$4,680,409 compared to \$3,217,734 for the same period in 2023: an increase of \$1,462,675.
- **Annual Gross Profit increased by 26% year over year** – Gross profit for the twelve months ended December 31, 2024, was \$5,825,293 compared to \$4,633,361 for the same period in 2023: an improvement of \$1,191,932.
- **Quarterly Gross Profit increased by 32% year over year** – Gross profit for the three months ended December 31, 2024, was \$1,648,556 compared to \$1,247,052 for the same period in 2023: an improvement of \$401,504.
- **Net annual income before tax and other items increased by 98% year over year** – The Company recorded net operating income before tax and other items for the twelve months ended December 31, 2024, of \$1,748,699 compared to \$881,355 for the same period in 2023: an increase of \$867,344.
- **Net quarterly income before tax and other items increased by 80% year over year** – The Company recorded a net operating income before tax and other items for the three months ended December 31, 2024, of \$484,424 compared to \$268,773 for the same period in 2023: an increase of \$215,651.

More details on each of these items are provided later in this document.

2. BACKGROUND AND OVERVIEW OF CORE BUSINESS – Generation of Smart Data

BeWhere is an Industrial Internet of Things ("IIoT") solutions company that designs, sell and manufactures

hardware or beacons, with sensors and software applications to track real-time information on fixed and movable assets, including equipment like trucks and construction equipment. The detailed information provided to owners of these assets allows them to operate these assets at maximum efficiency. The Company develops mobile applications, middleware, and cloud-based solutions that stand-alone or that can readily integrate with existing software. Its solutions are very easy to implement.

Use for the beacons continues to expand across many sectors and have proven their worth in the following applications:

- Transportation trailer location, temperature monitoring of food products and efficient utilization to reduce idling costs,
- Construction site conditions, including water detection, temperature, air pressure, humidity, and equipment location,
- Atmospheric conditions data in agriculture application to trigger other equipment such as watering,
- Medical equipment utilization and distribution,
- Municipal clean water supply for rapid detection of pipe bursts and to trigger maintenance and operational service.

The most important value that BeWhere solutions deliver is the provision of precise data that ranges from location of assets to weather conditions, and at as many points-in-time wanted or needed by the client. The data generated give asset owners very detailed and easily accessible operational visibility that significantly improves the usability and management of assets, triggers just-in-time maintenance, and enhances their capability to deliver reliable and cost-effective services generating maximum value from their assets.

BeWhere M-IoT devices are small-rugged devices, powered either by two long-life AA batteries or solar energy rechargeable batteries. As they are self-powered, they are simple and quick to install, without any additional electrical wiring. They are configured to report their internal and external sensor data and GPS location to BeWhere's servers via the M-IoT networks. Users can view and manage the information as well as set their reporting frequency to match their requirements through easy-to-understand dashboards. The solution also supports setting alarms and warnings to alert users in real-time. They provide 'electronic eyes' on assets.

These Cellular beacons are a disruptive and new innovative product. Transport and construction equipment have been tracked for decades with limited market penetration due to the high-cost factor, but our price model overcomes that hurdle. Use for the beacons continues to expand to other industries including agriculture to monitor weather conditions, and smart-city applications to monitor water systems. The data collected allows businesses to lower operating and asset replacement costs and provide significantly enhanced customer service.

There are a number of features which uniquely position BeWhere for growth:

1. BeWhere is an early entrant launching new low-cost, low-powered, location-based data solutions.
2. BeWhere partners with a growing network of developers and resellers, including some of the largest North American fleet management/telematics companies, wireless carriers, and enterprise software solution

providers. The advantage of working through partners, including telecommunication providers such as Bell, allows BeWhere to shorten the sales process and bring new product and application solutions to market more quickly. It also provides for an expanded customer base and allows for quick market penetration. BeWhere also works with in-house developers of client firms, and third-party software providers to develop tailored solutions that may be cost-effective.

3. The level of flexibility and accessibility provided to asset owners is significant, it gives them 'electronic eyes' on their assets. Our key innovation lies in the ability to allow manufacturers and clients to connect their own existing sensors to BeWhere's M-IoT devices, enabling them to use BeWhere solutions and dashboards which delivers data over the cellular network without having to design, or invest in, a separate cellular device. This will allow BeWhere to expand into an untapped market.
4. BeWhere has an established client base in verticals such as transportation, construction, utilities and municipalities to which it can provide and expand its suite of services.

As the application of its monitors becomes better known, BeWhere is well positioned to serve an increasingly broader market.

BeWhere Holdings Inc. (TSX-V: BEW, OTCQB: BEWFF) (the "Company" or "BeWhere") was incorporated on October 28, 2003, under the Ontario Business Corporations Act. The Corporation continued into British Columbia from Ontario on May 22, 2015, as evidenced by the Certificate of Continuation issued on that date and pursuant to the provisions of the Business Corporations Act (British Columbia). The primary office of the Company is located at 2475 Skymark Avenue Mississauga, Ontario L4W 4Y6.

3. SIGNIFICANT HIGHLIGHTS

The following were key aspects for the year ended December 31, 2024.

Innovation and Business Update

In February 2024, the Company attended GSMA's Mobile World Congress in Barcelona, where it demonstrated its products and solutions. In October 2024, the Company also attended GSMA's Mobile World Congress in Las Vegas. In addition, the Company attended a couple of trade shows with its partners.

On January 8, 2025, the Company announced that it has acquired 100% of the issued shares of a United States Limited Liability Corporation which provides Installation, Field Service and Warehousing / Logistics for IoT device and solutions companies. The details are in Subsequent Events note (Note 9).

On February 25, 2025, the Company announced the launch of a new industry whitepaper on the future of Smart Logistics. The ability for tracking devices to intelligently switch between 5G and satellite networks marks a paradigm shift, offering unprecedented connectivity. This solution provides both global coverage and economic viability, revolutionizing supply chain visibility and control.

On March 10, 2025, the Company announced the partnership with GISCAD Barbados Limited, part of the GISCAD Group of Companies, with Head Offices in Trinidad & Tobago, and regional offices in Barbados, Jamaica and Guyana. GISCAD offers geospatial project management, Autodesk & Salesforce software sales, and is a Geotab reseller, to address the growing market opportunity for reliable, feature rich, low-cost asset tracking. The arrangement will leverage BeWhere's new LTE Cat1 Bis based BeSol+ and BeWired+ devices and GISCAD's regional client footprint across 29 territories in the Caribbean and Latin America

On June 2, 2024, the Company received acceptance from TSX Venture Exchange to the Company's intention to purchase by way of a Normal Course Issuer Bid ("NCIB") of up to an aggregate of 4,361,555 of its common shares, representing approximately 5% of the issued and outstanding Common Shares of the Company. The NCIB commenced on June 7, 2024, and will terminate on June 6, 2025, or the earlier of the date all shares which are subject to the NCIB are purchased. Purchases subject to the NCIB will be carried out pursuant to open market transactions through the facilities of the TSX Venture Exchange and the price which the Corporation will pay for the Common Shares acquired by it will be the market price of the Common Shares at the time of acquisition. During the twelve months ended December 31, 2024, the Company purchased 335,500 common shares at an average price of \$0.3150. These common shares were cancelled.

The Company continues to focus on its strategies of enabled growth by working on developing contracts and business opportunities with fleet management companies and service providers in North America. Our strategy of working with companies who have existing relationships with the end users, is already paying off as it greatly diminishes the sales cycle. This strategy allows BeWhere to expand its marketing reach with a minimum sales force and therefore keep overheads low.

The Company continues to work on a number of other opportunities in its sales pipeline.

Revenue increase

Total Revenue for three months ended December 31, 2024, was \$4,680,409 which is an increase of \$1,462,675 from \$3,217,734 of the same period in 2023 or 45%.

For the twelve months ended December 31, 2024, the revenues were \$17,531,574 which increased by 45% or \$5,476,804 from \$12,054,770 for the same period in 2023.

Recurring Revenue for the three months ended December 31, 2024, was \$2,007,702 compared to \$1,330,346 for the same period in 2023: an increase of \$677,356 or 51%. The increase in Recurring Revenue is partially due to the seasonal nature in the usage of devices by some clients.

For the twelve months ended December 31, 2024, the Recurring revenue was \$6,921,208 which increased by 36% or \$1,849,437 from \$5,071,771 for the same period in 2023.

Gross profit

Gross profit for the three months ended December 31, 2024, was \$1,648,556 which increased by \$401,504 or 32% from \$1,247,052 of the same period in 2023.

For the twelve months ended December 31, 2024, the Gross profit was \$5,825,293 which increased by 26% or \$1,191,932 from \$4,633,361 for the same period in 2023.

Gross margin

Gross margin for the three months ended December 31, 2024, was 35%, which is lower by 4% from the 39% of the same period in 2023. This decrease is mainly due to the increase in component and freight costs.

Gross margin for the twelve months ended December 31, 2024, was 33% which improved by 5% from the 38% of the same period in 2023.

Operating expenses

Operating expenses, which do not include share-based compensation expenses, for three months ended December 31, 2024, were \$1,133,978 which is an increase of \$164,148 or 17% from \$969,830 of the same period in 2023.

Operating expenses, which do not include share-based compensation expenses, for the twelve months ended December 31, 2024, were \$4,005,120 an increase of \$307,987 or 8% from \$3,697,133 for the same period of 2023. This was mainly due to increased costs related to marketing activities, consulting fees and salary expenses associated with business scale up.

Total comprehensive income

Total comprehensive income for three months ended December 31, 2024, was \$381,512 as compared to \$93,908 for the same period in 2023. This change was mainly due to general increase in Revenue.

Total comprehensive income for the twelve months ended December 31, 2024, was \$1,314,268 as compared to \$600,661 for the same period in 2023. This change was mainly due to general increase in Revenue.

Working capital balance

The Company continued its focus on managing the efficient use of its capital, including its cash on hand balances. As of December 31, 2024, the cash balance was \$4,458,322, which decreased by 4% or \$174,382, as compared to a cash balance of \$4,623,704 on December 31, 2023.

The Company used cash from operations of \$559,742 and used \$13,650 on Investing activities. The Company used \$127,156 on financing activities, which includes \$115,812 for share purchase under NCIB.

The working capital balance on December 31, 2024, was \$7,822,570, which increased by 33% or \$1,944,413 as compared to working capital balance of \$5,878,157 on December 31, 2023.

Non-IFRS Measures

Adjusted EBITDA

Adjusted EBITDA is a non-IFRS measure and does not have standardized meaning as it relates to performance measures and may not be comparable to other issuer disclosures of similar performance measures. The Company has provided a reconciliation of Adjusted EBITDA to IFRS loss in the following table. Adjusted EBITDA is defined as earnings before interest income, taxes, depreciation and amortization, share-based compensation, and other non-recurring gains and losses. Management believes that Adjusted EBITDA is a useful measure that facilitates period to period operating comparisons. Adjusted EBITDA should not be considered superior to IFRS net income (loss).

	Three months ended		Twelve months ended	
	December 31, 2024	December 31, 2023	December 31, 2024	December 31, 2023
Comprehensive income	\$ 381,512	\$ 93,908	\$ 1,314,268	\$ 600,661
Foreign exchange gain	(99,117)	88,272	(91,908)	83,134
Interest income	(27,466)	(26,285)	(111,200)	(73,676)
Interest expense	17,237	17,488	68,192	65,076
Taxes	212,258	95,390	582,022	274,277
Amortization for Internally developed technology	-	55,636	166,908	222,544
Amortization & depreciation	34,910	38,668	139,202	154,679
Share-based compensation	30,154	8,449	71,474	54,873
Adjusted EBITDA	\$ 549,488	\$ 371,526	\$ 2,138,958	\$ 1,381,568

The Company recorded its 21st consecutive quarter of positive Adjusted EBITDA.

4. SELECTED FINANCIAL INFORMATION

4.1 Annual Information

The following table represents selected financial information of the Company for the recent three years audited financial statements:

	2024	2023	2022
	\$	\$	\$
Total revenue	17,531,574	12,054,770	10,024,902
Net income before taxes	1,396,074	828,902	526,134
Income after taxes	814,052	554,625	2,085,246
Total comprehensive income	1,314,268	600,661	2,103,835
Total assets	12,283,607	9,771,526	8,712,386
Total liabilities	3,720,138	2,599,633	2,061,922
Income per share – basic	0.01	0.01	0.0236
Income per share – diluted	0.01	0.01	0.0235

4.2 Results of operations for the three and twelve months ended December 31, 2024, and 2023.

Revenue

Total Revenue for the three months ended December 31, 2024, was \$4,680,409 compared to \$3,217,734 for the same period in 2023, an increase of \$1,462,675 or 45%.

For the twelve months ended December 31, 2024, the total Revenue was \$17,531,574 which increased by 45% or \$5,476,804 from \$12,054,770 for the same period in 2023.

Recurring Revenue for the three months ended December 31, 2024, was \$2,007,702 compared to \$1,330,346 for the same period in 2023, an increase of \$677,356 or 51%.

For the twelve months ended December 31, 2024, the Recurring revenue was \$6,921,208 which increased by 36% or \$1,849,437 from \$5,071,771 for the same period in 2023.

This is primarily due to the continuing roll out of MIOT devices.

Major components of revenues are as follows:

	Three months ended		Twelve months ended	
	December 31, 2024	December 31, 2023	December 31, 2024	December 31, 2023
Product sales	\$ 2,501,054	\$ 1,811,663	\$ 10,104,743	\$ 6,728,468
Service fees	171,653	75,725	505,623	254,531
Recurring fees	2,007,702	1,330,346	6,921,208	5,071,771
	\$ 4,680,409	\$ 3,217,734	\$ 17,531,574	\$ 12,054,770

Our mobile-IoT (M-IoT) devices generate both one-time and recurring revenue. Revenue from recurring fees has increased due to expansion of the existing solutions and addition of new subscribers as more mobile-IOT devices are deployed.

Gross profit

Gross profit for the three months ended December 31, 2024, was \$1,648,556 compared to \$1,247,052 for the same period in 2023, which is an increase of \$401,504 or 32%.

Gross profit for the twelve months ended December 31, 2024, was \$5,825,293 compared to \$4,633,361 for the same period in 2023, an increase of \$1,191,932 or 26%. The increase is primarily a result of the increased volume of product and solution deliveries.

Total expenses

Total expenses, which include share-based compensation expense, for three months ended December 31, 2024, were \$1,164,132, an increase of \$185,853 or 19% from \$978,279 for the same period of 2023.

Total expenses for the twelve months ended December 31, 2024, were \$4,076,594 compared to \$3,752,006 for the same period in 2023, an increase of \$324,588 or 9%. This was mainly due to increased costs related to marketing activities, consulting fees and salary expenses associated with business scale up.

Total comprehensive income

Total comprehensive income for three months ended December 31, 2024, was \$381,512 as compared to \$93,908 for the same period in 2023 an increase of \$287,604. This change was mainly due to general increase in Revenue.

Total comprehensive income for the twelve months ended December 31, 2023, was \$600,661 as compared to \$1,314,268 for the same period in 2024 an increase of \$713,607. This change was mainly due to general increase in Revenue.

4.3 Cash flows for the period ended December 31, 2024, compared to 2023

Cash used in operating activities amounted to \$559,742 compared to cash generated of \$1,484,415 in the same period in 2023. This is mainly due to the increase in the level of inventories and account receivables related to growing sales. In twelve months ending December 31, 2024 the Company used \$330,778 for the research and development costs on technology related to its unique next generation IoT sensors and solution.

Cash used in investing activities amounted to \$13,650 compared to \$10,635 used in the comparative twelve months in 2023.

Cash used by financing activities in twelve months ended December 31, 2024, was \$127,156 compared to \$68,099 provided for the same period in 2023, which included \$115,812 for NCIB share purchase.

4.4 Summary of quarterly results

The following table shows information for each of the eight most recent quarters. The quarterly information has derived from our interim consolidated financial statements which have been prepared on a basis consistent with the annual consolidated financial statements.

	Q4 2024 \$	Q3 2024 \$	Q2 2024 \$	Q1 2024 \$	Q4 2023 \$	Q3 2023 \$	Q2 2023 \$	Q1 2023 \$
Revenue	4,680,409	5,030,356	4,320,672	3,500,137	3,217,734	3,075,102	3,086,441	2,675,493
Gross Profit	1,648,556	1,422,142	1,411,263	1,343,332	1,247,052	1,250,649	1,077,677	1,057,983
Comprehensive income	381,512	334,590	387,787	210,379	93,908	284,662	80,517	141,574
Income per share – basic	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Revenues during the three months ended December 31, 2024, were \$4,680,409 with gross profit of \$1,648,556. Total expenses were \$1,164,132 including stock-based compensation expense of \$30,154. Total comprehensive income was \$381,512.

5. FINANCIAL POSITION, LIQUIDITY, AND CAPITAL RESOURCES

At December 31, 2024, the Company's working capital balance amounted to \$7,822,570 including cash of \$4,458,322. This compares with the working capital balance of \$5,878,157 including cash of \$4,632,704 at December 31, 2023.

The Company maintains a Revolving demand facility of \$250,000. During the year the Company incurred no interest expense. At December 31, 2024 the Company had not drawn against the credit facility. The Revolving demand facility is secured by a first ranking security interest in all personal property of the Company. The Revolving demand facility has no financial or non-financial covenants.

The non-cash component of working capital amounted to \$3,364,248 at December 31, 2024 as compared to \$1,245,453 at December 31, 2023, an increase of \$2,118,795, primarily due to increase in Trade receivables and inventory partially offset by Trade payables.

The business model of the Company comprises of the sale of hardware as well as the provision of application fees. Recurring monthly fees have started to generate a constant stream of revenue which is expected to grow as more units are deployed.

The Company's continued development is contingent upon its ability to raise sufficient financing both in the short and long-term, successfully execute its business plan, generate sufficient cash flows, and achieve profitable operations as it continues to scale. There are no guarantees that additional sources of funding will be available to the Company in the future. Management is committed to pursuing all possible sources of financing and to continue to execute its business plan.

6. OUTSTANDING SHARE DATA

The Company is authorized to issue an unlimited number of Common Shares without nominal or par value. At December 31, 2024, there were 87,758,861 Common Shares outstanding. At the date of this MD&A, 88,499,002 common shares are outstanding.

At December 31, 2024, no share purchase warrants were outstanding.

Employees, directors, officers, and consultants have been granted options to purchase common shares under the Company's stock option plan. As at December 31, 2024, there were 2,059,500 exercisable stock options and 2,765,750 total stock options outstanding. Subsequent to the year ended December 31, 2024, and up to the date of this MD&A, 50,000 options were exercised.

7. OFF-BALANCE SHEET ARRANGEMENTS

At December 31, 2024, the Company had no material off-balance sheet arrangements such as guarantee contracts, contingent interest in assets transferred to an entity, derivative instruments obligations, or any obligations that trigger financing, liquidity, market or credit risk to the Company.

8. PROPOSED TRANSACTIONS

There are no proposed transactions as at the date of this report that have not been disclosed.

9. SUBSEQUENT EVENTS

On January 8, 2025, the Company acquired 100% of the membership interest of Moore Installs LLC ("Moore Installs"), a Pennsylvania Limited Liability company, in consideration for US\$250,000 cash and share consideration of US\$350,000. Moore Installs is an independent contractor providing installation services for the Company's products.

The acquisition will be accounted as a business acquisition under IFRS 3.

The preliminary purchase price and the allocation of the consideration to the assets and liabilities acquired is as follows:

Preliminary consideration paid:	CAD\$
Cash	350,000
Share consideration	490,000
Total consideration	<u>840,000</u>
Preliminary assets and liabilities assumed	
Trade receivables	262,850
Cash	17,500
Accounts payable	(144,998)
Credit card liability	<u>(52,878)</u>
Net assets acquired	<u>82,474</u>
Balance allocated to customer relationships and goodwill	<u>757,526</u>
Total consideration	<u>840,000</u>

The Company will be required to determine the fair value of the customer relationships and any other intangible assets that may exist with any remaining balance allocated to goodwill. The goodwill represents the expected synergies from combining the warehousing, logistics and installation services offered by Moore Installs with those of the Company that do not qualify for separate recognition.

Subsequent to the year end the Company issued 690,141 shares related to the purchase of Moore Installs as noted above.

Subsequent to the year ended, 50,000 options were exercised for gross proceeds of \$11,175.

10. RELATED PARTY TRANSACTIONS

The Company entered into the following transactions with related parties:

- a. For the twelve months ended December 31, 2024, the Key Management of the Company were paid salaries and consulting fees of \$897,266 (2023 - \$768,250).
- b. For the twelve months ended December 31, 2024, the Independent Directors of the Company were paid salaries and consulting fees of \$40,500 (2023 - \$45,000).
- c. Total accrued fees due to Directors as at December 31, 2024 is \$4,500 (2022 - \$nil). The amounts due are unsecured, due on demand, and bear no interest.
- d. During the year ended December 31, 2024, the Company incurred \$40,296 (2023 - \$1,337) in share-based payments to directors of the Company.

11. CRITICAL ACCOUNTING ESTIMATES

Critical accounting estimates

- i. Share-based payments is subject to estimation of the value of the award at the date of grant using pricing models such as the Black-Scholes Option Valuation Model. The Option Valuation Model requires the input of highly subjective assumptions including the expected stock price volatility. Because the Company's stock options have characteristics significantly different from those of traded options and because the subjective input assumptions can materially affect the calculated fair value, such value is subject to measurement uncertainty.
- ii. The determination of income tax is inherently complex and requires making certain estimates and assumptions about future events. While income tax filings are subject to audits and reassessments, the Company has adequately provided for all income tax obligations and estimates that there are no taxes payable resulting from the financial results for the year ended December 31, 2024. However, changes in facts and circumstances as a result of income tax audits, reassessments, jurisprudence, and any new legislation may result in an increase or decrease in our provision for income taxes. The Company has a deferred income tax asset of \$927,504 related to its tax loss carryforward balance.
- iii. Impairment exists when the carrying amount of a cash-generating unit ("CGU") exceeds its recoverable amount, which is the higher of its fair value less costs to sell or its value in use. The Company measures the recoverable amount for each CGU by using a fair value less costs to sell ('market') approach. The market approach assumes that companies operating in the same industry will share similar characteristics and that Company values will correlate to those characteristics.
- iv. In valuing inventories at the lower of cost and net realizable value, the Company makes estimates in determining the net realizable price of products.

12. FINANCIAL INSTRUMENTS AND RISK MANAGEMENT

Financial instruments are agreements between two parties that result in promises to pay or receive cash or financial instruments. The Company classifies its financial instruments in the following categories: at fair value through profit and loss ("FVTPL"), at fair value through other comprehensive income (loss) ("FVTOCI") or at amortized cost. The Company determines the classification of financial assets at initial recognition. The classification of debt instruments is driven by the Company's business model for managing the financial assets and their contractual cash flow characteristics. Equity instruments that are held for trading are classified as FVTPL. For other equity instruments, on the day of acquisition the Company can make an irrevocable election (on an instrument-by-instrument basis) to designate them as at FVTOCI. Financial liabilities are measured at amortized cost, unless they are required to be measured at FVTPL (such as instruments held for trading or derivatives) or if the Company has opted to measure them at FVTPL. Trade receivables and accounts payable are classified at amortized cost. Cash is classified and recorded at FTVPL. The Company does not have any other financial instruments classified in other categories. The carrying value of these instruments approximates their fair values due to their short term to maturity.

The Company has exposure to the following risks from its use of financial instruments:

- Credit risk;
- Liquidity risk; and
- Market risk.

a) Credit risk

Credit risk is the risk that one party to a financial instrument will cause a financial loss for the other party by failing to discharge an obligation. The Company's cash is held in a Canadian financial institution. The Company does not have any asset-backed commercial paper.

The carrying amounts of cash and accounts receivable on the consolidated financial position represent the Company's maximum credit exposure at December 31, 2024. The Company reduces its credit risk on cash by placing cash with institutions of high credit worthiness and by monitoring customers creditworthiness on an ongoing basis. The amounts disclosed in the consolidated financial statements for accounts receivable are net of allowance for doubtful accounts, estimated by management based on its assessment of the current economic environment.

b) 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 currently settles its financial obligations out of cash. The ability to do this relies on the Company collecting its accounts receivable in a timely manner and by maintaining sufficient cash in excess of anticipated needs. At December 31, 2024 the Company's current liabilities were \$3,183,965 (2023 - \$1,940,555). The Company maintained cash at December 31, 2024 in the amount of \$4,458,322 (2023 - \$4,632,704).

c) Market risk

Market risk is the risk that changes in market prices, such as interest rates and foreign exchange, will affect the Company's income or the value of its holdings of financial instruments. At December 31, 2024 and 2023 the Company carried no debt.

Interest rate risk

As of December 31, 2024 and 2023, the Company does not have any financial instruments subject to this risk.

Foreign exchange risk

Foreign currency exchange risk is the risk that the fair value of future cash flows of a financial instrument will fluctuate because they are denominated in currencies that differ from the respective functional currency.

The Company does not hedge its exposure to fluctuations in foreign exchange rates. The foreign currency risk is assessed as moderate as the Company has purchases to offset against the receivables.

The following is an analysis of Canadian dollar equivalent of financial assets and liabilities that are denominated in currencies other than the functional currency of the entities:

	December 31, 2024		December 31, 2023	
Financial assets				
Cash	\$	125,558	\$	250,976
Trade receivable		307,037		187,908
	\$	432,596	\$	438,884
Financial liabilities				
Accounts payable	\$	(242,037)	\$	(121,333)
	\$	(242,037)	\$	(121,333)

13. RISK FACTORS

Prior to making an investment decision, investors should consider the investment risks set out below and those described elsewhere in this document, which are in addition to the usual risks associated with an investment in a business at an early stage of development. The directors of the Company consider the risks set out below to be the most significant to potential investors in the Company, but these are not all of the risks associated with an investment in securities of the Company. If any of these risks materialize into actual events or circumstances, or other possible additional risks and uncertainties of which the management are currently unaware, or which they consider not to be material in relation to the Company's business, actually occur, the Company's assets, liabilities, financial condition, results of operations (including future results of operations), business, and business prospects, are likely to be materially and adversely affected. In such circumstances, the price of the Company's securities could decline, and investors may lose all or part of their investment.

Potential Acquisitions and Investments

The Company expects to continue acquiring or investing in businesses, products and technologies that expand or complement the Company's current business, products, and services. Such acquisitions or investments may involve significant commitments of financial or other resources of the Company. There can be no assurance that any such acquisition or investment can be satisfactorily financed or, if acquired, will generate revenue, income or other returns for the Company, or that financial or other resources committed to such activities will not be lost. Such activities could also place additional strains on the Company's administrative and operational resources and its ability to manage growth.

Financial Condition, Liquidity, and Requirements Outlook

The Company's cash balance and working capital position are not adequate to sustain the Company's existing operations. If the Company is unable to continue to raise capital from issuances of shares, loans, or by other means, its cash and working capital position could be affected.

Major Contracts

The Company has, and may enter into, major contracts that are complex and have several delivery milestones. These contracts are often subject to delay, change, revision and renewal. There is no guarantee that the Company can complete all activities on time and on budget and that the funding available will be adequate to meet adjustments to the contract. Failure by the Company to fulfill such contracts on a timely basis is a significant risk to the Company.

Risk to Reputation

Reputation is a critical asset in the investment industry. Potential damage to that reputation is a significant risk for the Company. Any of the risks identified herein could damage the Company's reputation, which in turn, could result in a lack of client or employee confidence, legal liability, and difficulties in raising capital.

Risks Related to Investments

The Company intends to expand its operations and business by investing in additional businesses, products or technologies. Investments may involve a number of special risks, including diversion of management's attention, failure to retain key personnel, unanticipated events or circumstances, and legal liabilities. In addition, there can be no assurance that the businesses, products or technologies, if any, will achieve anticipated revenues and income. Investments could also result in potentially dilutive issuances of equity securities. The failure of the Company to manage its investment and acquisition strategy successfully could have a material adverse effect on the Company's business, results of operations and financial condition.

Dependence on Key Personnel

The success of the Company is largely dependent on the performance of its key senior management employees. Failure to retain key employees and to attract and retain additional key employees with necessary skills could impact the Company's growth and profitability. The Company's progress to date in commercializing its proprietary products has been dependent, to a significant extent, on the skills of its senior management. The departure or death of certain members of the executive team could have an adverse effect on the Company. The Company has experienced changes in its management personnel and further changes may occur in the future. The Company may face transitional difficulties in connection with these changes, and there can be no assurance that the Company will be able to attract and retain highly skilled and qualified personnel to replace employees who leave the Company.

Industry Growth

There can be no assurance that the market for the Company's existing products will continue to grow or that the Company will be successful in independently establishing markets for its products. If the markets in which the Company's products compete fail to grow or grow more slowly than the Company currently anticipates, or if the Company is unable to establish markets for its new products, the Company's operating results and financial condition could be adversely affected.

Economic Slowdown

From time-to-time markets have witnessed the weakening of global macro-economic conditions. This weakness could have adverse effects on the investments of the Company's ability to continue as a going concern.

Management of Future Growth and Expansion

Planned expansion of the Company's business and its future success will depend on its ability to manage growth as it expands its products and marketing capacities, which may place a significant strain on the Company's management resources, employees, and operations, as well as its ability to finance such growth. To manage growth effectively, the Company will be required to continue to implement changes in certain aspects of its business, expand its operations, and develop, train, manage and assimilate an increasing number of management-level and other employees. If management is unable to manage growth effectively, the Company's business, prospects, financial condition, and operating results could be affected. The Company can give no assurance that it will produce revenue, operate profitably, or provide a return on investment in the future.

Legislative, Insurance, Compliance Costs, Regulatory Action and Environment

To comply with various increasing and complex regulatory reporting and standards involves significant cost. Changes to securities regulatory standards, account policy, and compliance reporting could place an additional expense burden on the Company. Insurers may increase premiums as the Company's business continue to grow so future premiums for the Company's insurance policies, including directors' and officers' insurance policies, could be subject to increase.

Tariffs

Planned import tariffs announced by the new U.S. administration against Canadian trading partners could lead to significant tariffs being placed on the Company's products. Similarly, the retaliatory tariffs imposed by the Canadian government on the purchase of U.S. products could have a significant impact on the cost of inventory purchased by the Company. It is unknown at the time of these statements how these tariffs will affect the Company's ability to make sales to the U.S. but it is anticipated that these tariffs could have a material effect on the Company.

14. CAUTIONARY NOTE REGARDING FORWARD LOOKING INFORMATION

Forward-looking information typically contains statements including words such as "anticipate", "believe", "expect", "plan", "intend", "estimate", "propose", or similar words suggesting future outcomes or statements regarding an outlook. Forward-looking information in this MD&A includes, but is not limited to, expectations regarding future revenues, earnings, capital expenditures, operating and other costs; business strategy and objectives; market trends; acquisition and disposition plans; the sufficiency of cash and working capital for future operations; and the timing and the completion of various development projects.

Forward-looking information is based on a number of assumptions, which may prove to be incorrect. In addition to other assumptions identified in this MD&A, assumptions have been made regarding, among other things, the Company's transition to new products and releases; a continuing increase in the number of customer relationships; the length of the sales cycles; the competitive environment; the ability to maintain or accurately forecast revenue from the Company's products or services; the ability of the Company to identify, hire, train, motivate, and retain qualified personnel; the ability of the Company to develop, introduce, and implement new products as well as enhancements or improvements for existing products that respond in a timely fashion to customer/product requirements and rapid technological change; risks associated with operations; the impact of any changes in the laws and regulations in the jurisdictions in which the Company operates; and the effect of new accounting pronouncements or guidance.

Although the Company believes that the expectations reflected in such forward-looking information are reasonable, undue reliance should not be placed on forward-looking information because the Company can give no assurance that such expectations will prove to be correct. The forward-looking information contained herein is based on BeWhere's current expectations, estimates, and projections, and is subject to a number of significant risks and uncertainties that could cause actual results to differ materially from those anticipated. Such risks and uncertainties include, among others; general business and economic conditions; the overall performance of stock markets; actions of competitors and partners; the regulatory environment; the corporate governance environment and regulatory reporting requirements for BeWhere's clients; product capability and acceptance; the Company's ability to generate sufficient cash flow from operations to meet its current and future obligations; and the Company's ability to access external sources of financing, if required.

A more detailed assessment of the risks that could cause actual results to materially differ from current expectations is contained in the Risk Factors section of this MD&A, and in the Annual Information Form filed by

the Company on November 13, 2018. The foregoing list is not exhaustive, and other risks are detailed from time to time in other continuous disclosure filings of the Company.

Should one or more of these risks or uncertainties materialize, or should assumptions underlying the forward-looking information prove incorrect, actual results may vary materially from those described herein as anticipated, believed, estimated, or expected. Forward-looking information contained herein is based on estimates and opinions of management at the date the statements are made. Except as required by law, BeWhere does not undertake any obligation to update forward-looking information even if management's estimates or opinions should change. The Company uses future-oriented financial information for budgeting and planning purposes and the information may not be appropriate for other purposes. Future-oriented financial information and financial outlooks, as with forward-looking information generally, are, without limitation, based on the assumptions and subject to the risks set out above.

This Management's Discussion and Analysis was approved by the Audit Committee and the Board for release on April 18, 2025.