**FORM 51-102F3**
**MATERIAL CHANGE REPORT**

**1. Name and Address of Company**

AnalytixInsight Inc. (“**Analytix**” or the “**Company**”)
1600 – 609 Granville Street
Vancouver, BC V7Y 1C3

**2. Date of Material Change**

January 30, 2014

**3. News Release**

A news release was issued on January 30, 2014 through the facilities of Marketwire and subsequently filed on SEDAR.

**4. Summary of Material Change**

Analytix appointed Richard Greco, Jr. and Gregg Schoenberg to its Board of Directors. The Company also announces that Scott Ackerman stepped down as a director of the Company.

**5. Full Description of Material Change**

Analytix appointed Richard Greco, Jr., and Gregg Schoenberg to its Board of Directors. These appointments followed the Company’s recent announcement of a global, multi-year agreement with the LSE (London Stock Exchange) to offer financial research and real-time stock prices on Samsung Electronics’ Smart TV, mobile phones and tablets platforms worldwide.

The Company also announces that Scott Ackerman stepped down as a director of the Company. Mr. Ackerman was originally appointed as a director of the Company in July 2011 and he was a valuable member of the Board of Directors.

**6. Reliance on Subsection 7.1(2) and (3) of National Instrument 51-102**

Not applicable.

**7. Omitted Information**

Not applicable.

## 8. Executive Officer

Prakash Hariharan, Chairman, phariharan@forbesmanhattan.com

## 9. Date of Report

February 11, 2014

*This material change report may contain forward-looking statements. These statements are based on current expectations and assumptions that are subject to risks and uncertainties. Actual results could differ materially because of factors discussed in the management discussion and analysis section of our interim and most recent annual financial statement or other reports and filings with the TSX Venture Exchange and applicable Canadian securities regulations. We do not assume any obligation to update any forward-looking statements.*