

# **BLUERUSH MEDIA GROUP CORP.**

**CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS  
OCTOBER 31, 2016**

**(Presented in Canadian Dollars)**

**(Unaudited)**

# **BLUERUSH MEDIA GROUP CORP.**

## **CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS**

**OCTOBER 31, 2016**

### **CONTENTS**

**(Unaudited)**

|                                                                          | Page     |
|--------------------------------------------------------------------------|----------|
| <b>NOTICE TO READER</b>                                                  | <b>I</b> |
| <b>CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS</b>               |          |
| Condensed Consolidated Interim Statements of Financial Position          | 2        |
| Condensed Consolidated Interim Statements of Comprehensive (Loss) Income | 3        |
| Condensed Consolidated Interim Statements of Changes in Equity           | 4        |
| Condensed Consolidated Interim Statements of Cash Flows                  | 5        |
| Notes to the Condensed Consolidated Interim Financial Statements         | 6 - 15   |

# BLUERUSH MEDIA GROUP CORP.

## NOTICE TO READER

### Responsibility for Financial Statements

The accompanying unaudited condensed consolidated interim financial statements ("the financial statements") of BlueRush Media Group Corp. (the "Company") as at and for the three months ended October 31, 2016 and 2015 have been prepared by the Company's management in accordance with International Financial Reporting Standards applicable to the financial statements (see note 2 to the financial statements). Recognizing that the Company is responsible for both the integrity and objectivity of the financial statements, management is satisfied that these financial statements have been fairly presented.

### Auditors' Involvement

Collins Barrow Toronto LLP, the external auditors of the Company, have not audited or performed review procedures applicable to auditor review of these financial statements as at and for the three months ended October 31, 2016 and 2015 nor have they conducted any procedures with respect to the supplementary financial schedules herein.

# BLUERUSH MEDIA GROUP CORP.

## CONDENSED CONSOLIDATED INTERIM STATEMENTS OF FINANCIAL POSITION AS OF (Presented in Canadian Dollars)

|                                                     | Note | October 31,<br>2016<br>(Unaudited)  | July 31,<br>2016<br>(Audited) |
|-----------------------------------------------------|------|-------------------------------------|-------------------------------|
| <b>ASSETS</b>                                       |      |                                     |                               |
| <b>Current Assets</b>                               |      |                                     |                               |
| Cash                                                |      | \$ 1,938,991                        | \$ 2,068,136                  |
| Accounts receivable                                 |      | 796,557                             | 733,540                       |
| Prepays and other assets                            |      | 18,598                              | 23,062                        |
| Income taxes and investment tax credits recoverable |      | 239,638                             | 412,378                       |
| Unbilled revenue                                    | 3    | 54,612                              | 19,513                        |
| <b>Total Current Assets</b>                         |      | <b>3,048,396</b>                    | <b>3,256,629</b>              |
| <b>Long Term Assets</b>                             |      |                                     |                               |
| Income taxes and investment tax credits recoverable |      | 530,783                             | 530,783                       |
| Equipment                                           | 4    | 36,864                              | 36,123                        |
| Intangibles                                         | 5    | 675,578                             | 578,957                       |
| <b>Total Long Term Assets</b>                       |      | <b>1,243,225</b>                    | <b>1,145,863</b>              |
| <b>Total Assets</b>                                 |      | <b>\$ 4,291,621</b>                 | <b>\$ 4,402,492</b>           |
| <b>LIABILITIES AND EQUITY</b>                       |      |                                     |                               |
| <b>Current Liabilities</b>                          |      |                                     |                               |
| Accounts payable and accrued liabilities            | 6    | \$ 585,433                          | \$ 686,699                    |
| Deferred revenue                                    | 3    | 238,000                             | 203,012                       |
| Term loans - current portion                        | 7    | 187,443                             | 249,900                       |
| <b>Total Current Liabilities</b>                    |      | <b>1,010,876</b>                    | <b>1,139,611</b>              |
| <b>Long Term Liabilities</b>                        |      |                                     |                               |
| Term loans                                          | 7    | 1,053,017                           | 952,386                       |
| Deferred taxes                                      |      | 103,095                             | 117,018                       |
| <b>Total Long Term Liabilities</b>                  |      | <b>1,156,112</b>                    | <b>1,069,404</b>              |
| <b>Commitments</b>                                  | 8    |                                     |                               |
| <b>Equity</b>                                       |      |                                     |                               |
| Share capital                                       | 9    | 774,883                             | 774,883                       |
| Contributed surplus                                 | 9    | 336,551                             | 336,551                       |
| Retained earnings                                   |      | 1,013,199                           | 1,082,043                     |
| <b>Total Equity</b>                                 |      | <b>2,124,633</b>                    | <b>2,193,477</b>              |
| <b>Total Liabilities and Equity</b>                 |      | <b>\$ 4,291,621</b>                 | <b>\$ 4,402,492</b>           |
| <b>Approved on Behalf of the Board</b>              |      |                                     |                               |
| (Signed) - "Larry Lubin", Director                  |      | (Signed) - "Jim Moriarty", Director |                               |

The accompanying notes are an integral part of these condensed consolidated interim financial statements.

# BLUERUSH MEDIA GROUP CORP.

## CONDENSED CONSOLIDATED INTERIM STATEMENTS OF COMPREHENSIVE (LOSS) INCOME FOR THE THREE MONTHS ENDED OCTOBER 31 (Presented in Canadian Dollars) (Unaudited)

|                                                                                | Note | 2016        | 2015       |
|--------------------------------------------------------------------------------|------|-------------|------------|
| <b>REVENUE</b>                                                                 |      | 971,868     | 989,304    |
| <b>EXPENSES</b>                                                                |      |             |            |
| Salaries and benefits                                                          |      | \$ 527,361  | \$ 449,923 |
| Consulting fees                                                                |      | 228,929     | 148,879    |
| General and administrative                                                     | 10   | 112,962     | 148,415    |
| Production costs                                                               | 10   | 104,688     | 79,056     |
| Professional fees                                                              |      | 42,500      | 44,098     |
| Interest and bank charges                                                      |      | 20,915      | 24,067     |
| Amortization of intangible assets                                              |      | 14,697      | 7,891      |
| Amortization of equipment                                                      |      | 2,583       | 2,612      |
| <b>Total Expenses</b>                                                          |      | 1,054,635   | 904,941    |
| <b>(LOSS) EARNINGS BEFORE TAXES</b>                                            |      | (82,767)    | 84,363     |
| Current income taxes                                                           |      | -           | -          |
| Deferred income taxes                                                          |      | (13,923)    | 36,775     |
| <b>Total Income Taxes</b>                                                      |      | (13,923)    | 36,775     |
| <b>NET EARNINGS AND COMPREHENSIVE<br/>(LOSS) INCOME</b>                        |      | \$ (68,844) | \$ 47,588  |
| <b>(LOSS) EARNINGS PER WEIGHTED NUMBER<br/>OF SHARES OUTSTANDING - BASIC</b>   |      | \$ (0.002)  | \$ 0.001   |
| <b>WEIGHTED AVERAGE NUMBER OF SHARES<br/>OUTSTANDING - BASIC</b>               |      | 32,593,000  | 32,593,000 |
| <b>(LOSS) EARNINGS PER WEIGHTED NUMBER<br/>OF SHARES OUTSTANDING - DILUTED</b> |      | \$ (0.002)  | \$ 0.001   |
| <b>WEIGHTED AVERAGE NUMBER OF SHARES<br/>OUTSTANDING - DILUTED</b>             |      | 32,593,000  | 32,593,000 |

The accompanying notes are an integral part of these condensed consolidated interim financial statements.

## BLUERUSH MEDIA GROUP CORP.

### CONDENSED CONSOLIDATED INTERIM STATEMENTS OF CHANGES IN EQUITY FOR THE THREE MONTHS ENDED OCTOBER 31, 2016 and 2015

(Presented in Canadian Dollars)

(Unaudited)

|                                   | Common<br>Shares | Share<br>Capital | Contributed<br>Surplus | Retained<br>Earnings | Total<br>Equity |
|-----------------------------------|------------------|------------------|------------------------|----------------------|-----------------|
| <b>Balance - August 1, 2015</b>   | 32,593,000 \$    | 774,883 \$       | 336,551 \$             | 1,264,346 \$         | 2,375,780       |
| Net earnings                      | -                | -                | -                      | 47,588               | 47,588          |
| <b>Balance - October 31, 2015</b> | 32,593,000 \$    | 774,883 \$       | 336,551 \$             | 1,311,934 \$         | 2,423,368       |
| <b>Balance - August 1, 2016</b>   | 32,593,000       | 774,883          | 336,551                | 1,082,043            | 2,193,477       |
| Net loss                          | -                | -                | -                      | (68,844)             | (68,844)        |
| <b>Balance - October 31, 2016</b> | 32,593,000 \$    | 774,883 \$       | 336,551 \$             | 1,013,199 \$         | 2,124,633       |

The accompanying notes are an integral part of these condensed consolidated interim financial statements.

# BLUERUSH MEDIA GROUP CORP.

## CONDENSED CONSOLIDATED INTERIM STATEMENTS OF CASH FLOWS FOR THE THREE MONTHS ENDED OCTOBER 31

(Presented in Canadian Dollars)

(Unaudited)

|                                                                          | 2016                | 2015                |
|--------------------------------------------------------------------------|---------------------|---------------------|
| <b>CASH FLOWS FROM OPERATING ACTIVITIES</b>                              |                     |                     |
| Net (loss) earnings                                                      | \$ (68,844)         | \$ 47,588           |
| <b>Items not requiring an outlay of cash:</b>                            |                     |                     |
| Amortization of equipment                                                | 2,583               | 2,612               |
| Amortization of intangibles                                              | 14,697              | 7,891               |
| Unrealized gain on foreign exchange                                      | (30,793)            | (684)               |
| Term loan transaction cost accretion                                     | 1,656               | 1,656               |
| Deferred income taxes                                                    | (13,923)            | 36,775              |
| <b>Changes in non-cash working capital:</b>                              |                     |                     |
| Accounts receivable                                                      | (59,124)            | (176,181)           |
| Prepays and other assets                                                 | 4,464               | 4,330               |
| Work in process                                                          | -                   | (3,144)             |
| Unbilled revenue                                                         | (35,099)            | (16,253)            |
| Income taxes and investment tax credits recoverable                      | 172,740             | -                   |
| Accounts payable and accrued liabilities                                 | (101,268)           | 58,638              |
| Deferred revenue                                                         | 34,988              | 223,983             |
| <b>NET CASH (USED IN) PROVIDED BY OPERATING ACTIVITIES</b>               | <b>(77,923)</b>     | <b>187,211</b>      |
| <b>CASH FLOWS FROM FINANCING ACTIVITIES</b>                              |                     |                     |
| Proceeds from term loan                                                  | 99,000              | -                   |
| Repayment of term loans                                                  | (62,482)            | -                   |
| <b>NET CASH PROVIDED BY FINANCING ACTIVITIES</b>                         | <b>36,518</b>       | <b>-</b>            |
| <b>CASH FLOWS FROM INVESTING ACTIVITIES</b>                              |                     |                     |
| Expenditures to develop internally generated intangible assets           | (111,318)           | (152,624)           |
| Expenditures recovered to develop internally generated intangible assets | -                   | 71,690              |
| Purchase of equipment                                                    | (3,323)             | (1,799)             |
| <b>NET CASH USED IN INVESTING ACTIVITIES</b>                             | <b>(114,641)</b>    | <b>(82,733)</b>     |
| <b>EFFECT OF EXCHANGE RATE CHANGES ON CASH</b>                           | <b>26,901</b>       | <b>651</b>          |
| <b>NET (DECREASE) INCREASE IN CASH</b>                                   | <b>(129,145)</b>    | <b>105,129</b>      |
| <b>CASH, BEGINNING OF YEAR</b>                                           | <b>2,068,136</b>    | <b>2,121,550</b>    |
| <b>CASH, END OF YEAR</b>                                                 | <b>\$ 1,938,991</b> | <b>\$ 2,226,679</b> |
| <b>SUPPLEMENTAL CASH FLOW INFORMATION:</b>                               |                     |                     |
| Interest paid                                                            | \$ 19,260           | \$ 22,411           |
| Income taxes paid                                                        | \$ -                | \$ -                |

The accompanying notes are an integral part of these condensed consolidated interim financial statements.

# **BLUERUSH MEDIA GROUP CORP.**

## **NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS**

**FOR THE THREE MONTHS ENDED OCTOBER 31, 2016 AND 2015**

**(Presented in Canadian Dollars)**

**(Unaudited)**

### **I. NATURE OF BUSINESS**

BlueRush Media Group Corp. ("BlueRush" or the "Company") is a digital marketing company which combines leading edge technology with award winning creative television production. The Company was incorporated on April 6, 2004 in the Province of Ontario. BlueRush is listed on the TSX Venture Exchange under the symbol "BTV" and is headquartered at 75 Sherbourne Street in Toronto, Canada.

### **2. BASIS OF PREPARATION**

#### **Statement of Compliance**

These condensed consolidated interim financial statements ("financial statements") have been prepared in accordance with International Accounting Standard ("IAS") 34, *Interim Financial Reporting*, as issued by the International Accounting Standards Board ("IASB").

These financial statements should be read in conjunction with the Company's 2016 annual financial statements.

These financial statements were authorized by the Board of Directors on December 29, 2016.

#### **Basis of Measurement**

These consolidated financial statements have been prepared on the historical cost basis except for financial instruments classified as fair value through profit or loss, which are stated at fair value.

#### **Functional and Presentation Currency**

The functional and presentation currency of the Company and its subsidiary is the Canadian dollar.

#### **Basis of Consolidation**

These consolidated financial statements include the accounts of BlueRush and its wholly-owned subsidiary, BlueRush Digital Media Corp. All intercompany accounts and transactions have been eliminated on consolidation.

## BLUERUSH MEDIA GROUP CORP.

### NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

FOR THE THREE MONTHS ENDED OCTOBER 31, 2016 AND 2015

(Presented in Canadian Dollars)

(Unaudited)

#### 3. CONTRACT COSTS AND REVENUES

|                                             | Three<br>months<br>ended<br>October 31,<br>2016 | Three<br>months<br>ended<br>October 31,<br>2015 |
|---------------------------------------------|-------------------------------------------------|-------------------------------------------------|
| Costs incurred on contracts in progress     | \$ 332,128                                      | \$ 482,479                                      |
| Profits recognized on contracts in progress | 445,140                                         | 393,988                                         |
| Progress billings                           | (960,656)                                       | (1,426,559)                                     |
|                                             | (183,388)                                       | (550,092)                                       |
| Work in process                             | -                                               | 3,144                                           |
| Unbilled revenue                            | 54,612                                          | 18,322                                          |
| Deferred revenue                            | \$ (238,000)                                    | \$ (571,558)                                    |

#### 4. EQUIPMENT

The components of equipment are as follows as of October 31, 2016:

| Cost                               | Furniture and<br>Fixtures | Computer<br>Equipment | Total      |
|------------------------------------|---------------------------|-----------------------|------------|
| Opening balance - August 1, 2016   | \$ 69,681                 | \$ 109,170            | \$ 178,851 |
| Additions                          | -                         | 3,324                 | 3,324      |
| Disposals                          | -                         | -                     | -          |
| Closing balance - October 31, 2016 | \$ 69,681                 | \$ 112,494            | \$ 182,175 |

  

| Accumulated Amortization           | Furniture and<br>Fixtures | Computer<br>Equipment | Total      |
|------------------------------------|---------------------------|-----------------------|------------|
| Opening balance - August 1, 2016   | \$ 57,645                 | \$ 85,083             | \$ 142,728 |
| Amortization                       | 602                       | 1,981                 | 2,583      |
| Closing balance - October 31, 2016 | \$ 58,247                 | \$ 87,064             | \$ 145,311 |

## BLUERUSH MEDIA GROUP CORP.

### NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

FOR THE THREE MONTHS ENDED OCTOBER 31, 2016 AND 2015

(Presented in Canadian Dollars)

(Unaudited)

#### 4. EQUIPMENT (Continued)

| Carrying Value             | Furniture and<br>Fixtures | Computer<br>Equipment | Total     |
|----------------------------|---------------------------|-----------------------|-----------|
| Balance - August 1, 2016   | \$ 12,036                 | \$ 24,087             | \$ 36,123 |
| Balance - October 31, 2016 | \$ 11,434                 | \$ 25,430             | \$ 36,864 |

#### 5. INTANGIBLES

The components of internally generated intangible assets are as follows as of October 31, 2016:

| Cost                               | Available for<br>Use | Under<br>Development | Total      |
|------------------------------------|----------------------|----------------------|------------|
| Opening balance - August 1, 2016   | \$ 293,934           | \$ 337,528           | \$ 631,462 |
| Additions                          | -                    | 111,318              | 111,318    |
| Recoveries of expenditures         | -                    | -                    | -          |
| Disposals                          | -                    | -                    | -          |
| Closing balance - October 31, 2016 | \$ 293,934           | \$ 448,846           | \$ 742,780 |

#### Accumulated Amortization

|                                    |           |      |           |
|------------------------------------|-----------|------|-----------|
| Opening balance - August 1, 2016   | \$ 52,505 | \$ - | \$ 52,505 |
| Amortization                       | 14,697    | -    | 14,697    |
| Closing balance - October 31, 2016 | \$ 67,202 | \$ - | \$ 67,202 |

#### Carrying Value

|                            |            |            |            |
|----------------------------|------------|------------|------------|
| Balance - August 1, 2016   | \$ 241,429 | \$ 337,528 | \$ 578,957 |
| Balance - October 31, 2016 | \$ 226,732 | \$ 448,846 | \$ 675,578 |

## BLUERUSH MEDIA GROUP CORP.

### NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

FOR THE THREE MONTHS ENDED OCTOBER 31, 2016 AND 2015

(Presented in Canadian Dollars)

(Unaudited)

#### 6. ACCOUNTS PAYABLE AND ACCRUED LIABILITIES

Accounts payable and accrued liabilities are as follows:

|                                                  | October 31,<br>2016 | July 31,<br>2016  |
|--------------------------------------------------|---------------------|-------------------|
| Trade accounts payable                           | \$ 93,169           | \$ 115,389        |
| Accrued liabilities                              | 121,151             | 157,883           |
| Accrued vacation pay and other employee benefits | 104,111             | 113,566           |
| Government remittances payable                   | 49,577              | 43,266            |
| Customer deposits                                | 217,425             | 256,595           |
|                                                  | <b>\$ 585,433</b>   | <b>\$ 686,699</b> |

#### 7. TERM LOANS

|                                                  | October 31,<br>2016 | July 31,<br>2016  |
|--------------------------------------------------|---------------------|-------------------|
| Investissement Quebec (i)                        | \$ 933,332          | \$ 983,333        |
| Business Development Bank of Canada (ii) & (iii) | 332,960             | 245,440           |
| Transaction costs                                | (25,832)            | (26,487)          |
|                                                  | 1,240,460           | 1,202,286         |
| Current portion                                  | (187,443)           | (249,900)         |
|                                                  | <b>\$ 1,053,017</b> | <b>\$ 952,386</b> |

- (i) In June and July 2015 the Company received a term loan from Investissement Quebec ("IQ") in the amount of \$1,000,000 to fund working capital needs. The term loan is interest-bearing at prime rate plus 3.15% per annum. Interest only payments are required until June 2016 (12 months), thereafter monthly principal payments of \$16,665 plus interest are due until May 2021 (59 months), with the final payment of \$16,765 due June 2021. The loan is secured by a universal mortgage on all present and future assets, including a first ranking on tax credits. Two current directors / officers of the Company have personally guaranteed \$100,000 of the loan.

## BLUERUSH MEDIA GROUP CORP.

### NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

FOR THE THREE MONTHS ENDED OCTOBER 31, 2016 AND 2015

(Presented in Canadian Dollars)

(Unaudited)

#### 7. TERM LOANS (Continued)

- (ii) In July 2015, the Company received a term loan from the Business Development Bank of Canada ("BDC") in the amount of \$250,000 to fund working capital needs. The term loan is interest-bearing at BDC's Floating Base Rate plus 2.5% per annum. The first monthly principal payment of \$4,560 plus interest is due July 2016, thereafter monthly principal payments of \$4,160 plus interest are due until June 2021 (59 months). Two current directors / officers of the Company have personally guaranteed 64% of the outstanding balance of the loan, and the Company has guaranteed the full amount of the outstanding commitment of the loan.
- (iii) In October 2016, the Company received a term loan from BDC in the amount of \$100,000 to fund working capital needs. The term loan is interest-bearing at BDC's Floating Base Rate plus 2.5% per annum. The first monthly principal payment of \$2,060 plus interest is due September 2017, thereafter monthly principal payments of \$1,660 plus interest are due until August 2022 (59 months). Two current directors / officers of the Company have personally guaranteed 64% of the outstanding balance of the loan, and the Company has guaranteed the full amount of the outstanding commitment of the loan. Transaction costs of \$1,000 have been deducted from the proceeds of this loan.

Principal scheduled repayments under the term loans are due as follows:

|                    |    |           |
|--------------------|----|-----------|
| 2017 (Nine months) | \$ | 187,443   |
| 2018               |    | 268,584   |
| 2019               |    | 269,844   |
| 2020               |    | 269,844   |
| 2021               |    | 248,997   |
| Thereafter         |    | 21,580    |
|                    | \$ | 1,266,292 |

#### 8. COMMITMENTS

The Company has the following lease commitments for premises:

|                      |    |         |
|----------------------|----|---------|
| Less than one year   | \$ | 130,576 |
| Two to five years    |    | 102,436 |
| More than five years |    | -       |
|                      | \$ | 233,012 |

## BLUERUSH MEDIA GROUP CORP.

### NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

FOR THE THREE MONTHS ENDED OCTOBER 31, 2016 AND 2015

(Presented in Canadian Dollars)

(Unaudited)

#### 9.SHARE CAPITAL

The Company has authorized an unlimited number of common shares and has 32,593,000 common shares issued and outstanding as at October 31, 2016 and July 31, 2016.

##### Stock Option Plan

A summary of the status of the Company's stock options as at October 31, 2016 and changes during the three months then ended is presented below:

|                                   | Number of<br>Options | Weighted Average<br>Exercise Price |
|-----------------------------------|----------------------|------------------------------------|
| Outstanding - beginning of period | 1,875,000            | \$ 0.15                            |
| Granted                           | -                    | -                                  |
| Exercised                         | -                    | -                                  |
| Forfeited/cancelled/expired       | -                    | -                                  |
| Outstanding - end of period       | 1,875,000            | \$ 0.15                            |
| Exercisable - end of period       | 1,875,000            | \$ 0.15                            |

The weighted average remaining contractual life of stock options as of October 31, 2016 is 5.53 years (July 31, 2016 - 5.78 years).

The Company had the following stock options outstanding as of October 31, 2016:

| Number of Options<br>Outstanding | Exercise Price<br>\$ | Expiry Date  |
|----------------------------------|----------------------|--------------|
| 1,875,000                        | 0.15                 | May 10, 2022 |

## BLUERUSH MEDIA GROUP CORP.

### NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

FOR THE THREE MONTHS ENDED OCTOBER 31, 2016 AND 2015

(Presented in Canadian Dollars)

(Unaudited)

#### 10. EXPENSES BY NATURE

##### General and Administrative Expenses

The components of general and administrative expenses for the three months ended October 31 are as follows:

|                           | 2016       | 2015       |
|---------------------------|------------|------------|
| Rent and occupancy costs  | \$ 50,678  | \$ 50,199  |
| Advertising and promotion | 26,595     | 32,456     |
| Travel                    | 26,503     | 20,971     |
| Other expenses            | 11,048     | 17,069     |
| Telecommunications        | 10,763     | 8,748      |
| Computer and software     | 7,895      | 12,464     |
| Meals and entertainment   | 4,755      | 5,507      |
| Insurance                 | 4,464      | 4,330      |
| Stock exchange fees       | 1,033      | 708        |
| Training and recruitment  | 215        | 752        |
| Foreign exchange gain     | (30,989)   | (4,789)    |
|                           | \$ 112,960 | \$ 148,415 |

##### Production Costs

The components of production costs for the three months ended October 31 are as follows:

|                         | 2016       | 2015      |
|-------------------------|------------|-----------|
| Hosting                 | \$ 43,191  | \$ 50,196 |
| Camera and teleprompter | 19,373     | 10,473    |
| Talent                  | 830        | -         |
| Other production costs  | 41,294     | 18,387    |
|                         | \$ 104,688 | \$ 79,056 |

## **BLUERUSH MEDIA GROUP CORP.**

### **NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS**

**FOR THE THREE MONTHS ENDED OCTOBER 31, 2016 AND 2015**

**(Presented in Canadian Dollars)**

**(Unaudited)**

#### **11. RELATED PARTY TRANSACTIONS**

All transactions with related parties have occurred in the normal course of operations and are recorded at the exchange amount, which is the amount of consideration established and agreed to by the related parties. The Company's related party transactions for the three months ended October 31, 2016 were only compensation to key management personnel.

Key management personnel are defined as those individuals having authority and responsibility for planning, directing and controlling the activities of the Company. For the three months ended October 31, 2016 the Company paid \$116,229 (three months ended October 31, 2015 - \$109,289) for compensation paid to key management personnel.

#### **12. FINANCIAL INSTRUMENTS**

##### **Credit Risk**

BlueRush is exposed to credit risk on its trade accounts receivable. Credit risk is minimized by ensuring the credit worthiness of the entities with which it carries on business. The Company's clients predominantly consist of financial institutions and large public companies, many of whom are repeat clients and have long term relationships with the Company. Management regularly reviews the credit terms and collectability of accounts and for the three months ended October 31, 2016 has recorded a bad debts expense of \$Nil (three months ended October 31, 2015 - \$237).

An analysis of the credit quality of the Company's trade receivables is as follows:

|                                       | <b>October 31,<br/>2016</b> | <b>July 31,<br/>2016</b> |
|---------------------------------------|-----------------------------|--------------------------|
| Current                               | \$ 468,969                  | \$ 385,300               |
| Past due less than 90 days            | 300,386                     | 337,429                  |
| Past due greater than 90 days         | 27,202                      | 10,811                   |
| Less: Allowance for doubtful accounts | -                           | -                        |
|                                       | <b>\$ 796,557</b>           | <b>\$ 733,540</b>        |

## **BLUERUSH MEDIA GROUP CORP.**

### **NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS**

**FOR THE THREE MONTHS ENDED OCTOBER 31, 2016 AND 2015**

**(Presented in Canadian Dollars)**

**(Unaudited)**

#### **12. FINANCIAL INSTRUMENTS (Continued)**

##### **Liquidity Risk**

Liquidity risk is the risk that the Company will not have sufficient cash resources to meet its financial obligations as they become due. The Company is exposed to liquidity risk on accounts payable to its suppliers, which arise in the normal course of operations and are due in less than one year, on its bank overdraft which is due on demand and its term loans which are repayable in 60 monthly instalments of approximately \$16,665 and \$4,160 beginning in July 2016 and \$1,660 beginning in September 2017. The Company manages liquidity risk by continuously monitoring actual and forecasted cash flows and budgets on all contracts, while maintaining adequate working capital on hand to meet its future obligations. As of October 31, 2016, the Company had cash on hand of \$1,938,991, accounts receivable of \$796,557 to meet working capital requirements.

Management expects that its capital resources will be sufficient to fund its ongoing liabilities as they come due.

##### **Market Risk**

The Company is exposed to risks from changes in foreign exchange rates and interest rates that affect its financial liabilities, financial assets and future transactions.

##### **Currency Risk**

Foreign currency risk arises from fluctuations in foreign exchange rates and the degree of volatility of these rates relative to the Canadian dollar. Consequently, some assets, liabilities, revenues and purchases are exposed to foreign exchange fluctuations. As at October 31, 2016, cash, accounts receivable and accounts payable of \$733,400, \$125,000 and \$Nil (July 31, 2016 - \$700,595, \$66,340 and \$Nil), respectively, are shown in US dollars and converted into Canadian dollars at the period end exchange rate of 1.3411 (July 31, 2016 - 1.3041). For the three months ended October 31, 2016, the Company recognized a gain on foreign exchange of \$30,989 (2015 - \$4,789) as a result of the appreciation of the US dollar. The potential effect of a 5% increase or decrease in US currency held by the Company would result in an increase or decrease in net earnings of approximately \$43,000.

##### **Interest Rate Risk**

Interest rate risk is the risk that fair value of future cash flows of a financial instrument will fluctuate because of changes in market interest rates. The Company is exposed to interest rate risk arising from fluctuations in interest rates on its credit facility and term loans.

##### **Sensitivity Analysis**

As at October 31, 2016, the carrying value and fair value amounts of the Company's financial instruments are approximately the same. The Company does not believe there would be any material movements as a result of changes in interest rates or foreign exchange rates.

## **BLUERUSH MEDIA GROUP CORP.**

### **NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS**

**FOR THE THREE MONTHS ENDED OCTOBER 31, 2016 AND 2015**

**(Presented in Canadian Dollars)**

**(Unaudited)**

#### **12.FINANCIAL INSTRUMENTS (Continued)**

##### **Fair Value Hierarchy**

Financial instruments measured at fair value on the statement of financial position are categorized into levels of the fair value hierarchy. The Company only has one financial instrument measured at fair value, cash, which is categorized into Level I. The fair value of Level I financial instruments is based on quoted market prices.