GENERAL

The following management's discussion and analysis ("**MD&A**") of the financial condition and results of operations of the Company is for the three months ended April 30, 2015. It should be read in conjunction with the unaudited condensed interim financial statements and the notes attached thereto as at April 30, 2014 and the audited financial statements of the Company and the notes attached thereto for the year ended January 31, 2015, all of which are prepared in accordance with the International Financial Reporting Standards ("**IFRS**"). All amounts are stated in Canadian dollars unless otherwise indicated. The effective date of this MD&A is June 24, 2015. Additional information relevant to the Company's activities can be found on SEDAR at www.sedar.com.

FORWARD-LOOKING STATEMENTS

Statements in this MD&A that are not historical facts are forward-looking statements involving known and unknown risks and uncertainties, which could cause actual results to vary considerably from these statements. There can be no assurance that such statements will prove to be accurate, and actual results and future events could or will differ materially from those anticipated in such statements. Readers are cautioned not to put undue reliance on forward-looking statements.

OPERATIONS

The Company was incorporated on July 25, 2011 under the Business Corporations Act (British Columbia). Following the filing of the Company's final prospectus dated April 30, 2012, the Company became a reporting issuer in B.C., Alberta and Ontario. The Company's common shares were approved for listing on the Canadian Securities Exchange ("**CSE**") (formerly the Canadian National Stock Exchange ("**CNSX**")) and commenced trading on May 8, 2012 under the symbol CER.

The Company was primarily engaged in the acquisition, exploration and development of mineral properties. However; on May 13, 2015, the Company announced by way of a news release that it intends to change its business from junior mineral exploration to media and technology, as further described below.

The Company entered into a letter of intent (the "**LOI**") to acquire assets related to a proposed business known as Style Cameos. The assets were developed by Fabrice Taylor and members of his family and were purchased for a cash payment of $255,070. Mr. Taylor is a Related Party to the Company, as defined by the policies of the CSE.

The proposed business of Style Cameos is a media application and website designed to allow users to identify style-related items such as clothing, accessories, or furniture that appear in movies and on television. Style Cameos will aim to provide a medium to provide a service for viewers to discover who makes the style items they have seen on the screen.

Pursuant to the LOI, the Company will acquire the following assets:

- a business plan for development of the assets;
- the web domain www.stylecameos.com;
- any existing software coding of Style Cameos; and
- marketing materials or intellectual property related to Style Cameos.

MINERAL PROPERTIES

Eagle Lake Property (Northwestern Ontario)

On February 17, 2012, the Company entered into a property purchase agreement with Quetico Resources Ltd. (“**Quetico**”) to acquire a 100 % interest in the Eagle Lake property, located in the Buchan Bay area, in the Kenora Mining Division, Ontario. The property consists of 11 staked mining claims (150 units) which spans a total area of 2,413 hectares (5,962 acres). In consideration, the Company paid $20,000 in cash and issued 200,000 common shares at a deemed price of $0.10 per share. The Company also granted Quetico a 1% net smelter return royalty (“NSR”) in relation to the claims, with a provision that the Company will have the first right of refusal to acquire the NSR for $500,000 for each half percent (0.5%). The Company is subject to an underlying 1 % NSR on the claims for which the Company retains the first right of refusal to purchase half the NSR (0.5%) for a cash sum of $500,000.

In accordance with a Finder’s Fee Agreement dated February 17, 2012, the Company issued 100,000 common shares to Clement J. Baker as finder’s fee for the referral of the Eagle Lake property claims.

In January 2015, the Company re-evaluated its gold property at Eagle Lake. Due to declining gold prices and poor market conditions to raise exploration funding, the Company has write-off all exploration and evaluation costs and allow the Eagle Lake Property claims to lapse.

Exploration and evaluation assets

	Kerrisdale1 Property	Eagle Lake Property	Total
Balance, January 31, 2014	$ 21,108	$ 274,478	$ 295,586
Additions during the year			
Acquisition Costs			
Option payments – cash	-	-	-
Option payments – shares	-	-	-
Deferred Exploration Costs			
Assays	-	1,746	1,746
Field Supplies	2,953	2,471	5,424
Geological consultants	-	24,325	24,325
Maps and reports	-	16,729	16,729
Miscellaneous	-	13	13
Prospecting	-	18,946	18,946
	2,953	64,230	67,183
Mining tax credit	-	(4,089)	(4,089)
Write-off	(24,061)	-	(24,061)
Balance, January 31, 2014	-	334,619	334,619
Additions during the period			
Deferred Exploration Costs			
Maps and reports	-	700	700
		700	700
Write-off		(335.319)	(335,319)
Balance, January 31, 2015	$ -	$ -	$ -

RESULT OF OPERATIONS

<u>For the three months ended April 30, 2015:</u>

The Company incurred a loss of $32,570 (2014 – $18,303), an increase in loss of $14,267 was mainly due to the following:

(a) Rent - $3,000 (2014 - $Nil), an increase of $3,000 due to leasing an office space;

(b) Consulting fees - $1,500 (2014 - $Nil), an increase of $1,500 due to provided consulting services; and

(c) Shareholder communication and promotion - $13,663 (2014 - $226), an increase of $13,437 due to increase in promotional activities during the quarter.

SELECTED QUARTERLY RESULTS

Quarter Ended	Total Revenue ($)	Income (Loss) before Discontinued Operations and Extraordinary Items ($)	Net Income (Loss) for the Period ($)	Net Income (Loss) per Share - Basic and Diluted ($)
April 30, 2015	-	(32,570)	(32,570)	-
January 31, 2015	-	(53,554)	(385,556)	(0.03)
October 31, 2014	-	(41,903)	(41,903)	-
July 31, 2014	-	(29,804)	(29,804)	-
April 30, 2014	-	(18,303)	(18,303)	-
January 31, 2014	-	(8,391)	(8,391)	(0.01)
October 31, 2013	-	(35,176)	(35,176)	-
July 31, 2013	-	(27,706)	(27,706)	-

FINANCIAL CONDITION, LIQUIDITY AND CAPITAL RESOURCES

Financing

<u>During the three months ended April 30, 2015:</u>

The Company did not issue any common shares during the three months ended April 30, 2015.

<u>During the year ended January 31, 2015:</u>

In September 2014, the Company issued 11,580,833 units at a price of $0.06 per unit for gross proceeds of $694,850. Each unit consisted of one common share and one non-transferable common share purchase warrant entitling the holder to acquire one additional common share at a price of $0.15 per share until September 30, 2017. The Company paid total finder's fee of $62,356.50 cash and 1,039,275 finder's warrants with the same terms of the purchase warrants on a portion of the gross proceeds. The Company recorded $ 13,500 as fair value of the finder's warrants issued using the Black-Scholes options pricing model assuming risk-free interest rate of 1.09%, expected life of 3 years, stock price volatility of 40% with zero dividend yield.

Liquidity

As at April 30, 2015, the Company had cash and cash equivalent of $770,875 (January 31, 2015 - $804,641) and working capital of $764,841 (January 31, 2015 - $797,411). Current assets were $781,037 (January 31, 2015 - $823,362).

As of the date of this MD&A, the Company has no outstanding commitments for material capital expenditures for the next twelve months, and has not pledged any of its assets as security for loans, or otherwise and is not subject to any debt covenants. The Company considers that it has sufficient working capital at this time to meet its ongoing financial obligations. The Company will be considering further equity financing for acquisition activities.

Capital Resources

The Company's properties are in the exploration stage and without known reserves and resources. Exploration and development of natural resources involves substantial expenditures and a high degree of risk. Few properties which are explored are ultimately developed into producing properties.

At January 31, 2015, the Company decided that due to declining gold prices and poor market conditions, it would write off its interest in the Eagle Lake Property.

RELATED PARTY TRANSACTIONS

The Company paid $7,500 ($13,500 – year ended January 31, 2015) to a corporation controlled by the chief financial officer of the Company for account of services rendered and $3,000 ($4,500 – year ended January 31, 2015) to an officer for rental accommodations.

OFF-BALANCE SHEET ARRANGEMENTS

The Company has no off-balance sheet arrangements.

MANAGEMENT

Thomas Kennedy:	President, CEO and director since August 14, 2014
Lucie Letellier:	CFO and director since October 1, 2014
Lance Morginn:	Director since April 8, 2014
Terry Fields:	Director since July 18, 2014

FINANCIAL INSTRUMENTS

For a detailed description of financial instruments and their associated risks, see note 2 to the Company's unaudited condensed interim financial statements for the three months ended April 30, 2015.

CRITICAL ACCOUNTING ESTIMATES

Critical accounting estimates were used in the preparation of the financial statements. These estimates involve considerable judgment and are, or could be, affected by significant factors that are out of the Company's control. Please refer to note 2 to the Company's unaudited condensed interim financial statements for the three months ended April 30, 2015.

BUSINESS RISK AND UNCERTAINTIES

The Company, like all companies in the mining sector, is exposed to a variety of risks which include title to mining interests, the uncertainty of finding and acquiring reserves, funding and developing those reserves and finding storage and markets for them. In addition, there are commodity price fluctuations, interest and exchange rate changes and changes in government regulations. The mining industry is intensely competitive and the Company must compete against companies that have larger technical and financial resources. The Company works to mitigate these risks by evaluating opportunities for acceptable funding, considering farm-out opportunities that are available to the Company, operating in politically stable countries, aligning itself with joint venture partners with significant international experience and by employing highly skilled personnel. The mining industry is subject to extensive and varying environmental regulations imposed by governments relating to the protection of the environment and the Company is committed to operate safely and in an environmentally sensitive manner in all operations. Please also refer to Forward Looking Statements.

INVESTOR RELATIONS

The Company is currently managing investor relations internally.

OUTSTANDING SHARE DATA

As at the date of the MD&A, the following securities were outstanding:

Common shares:	21,331,833
Stock options:	540,000
Warrants:	6,829,692

EVENTS AFTER THE REPORTING PERIOD

On May 27, 2015, the Company entered into an asset purchase agreement ("the Asset Purchase Agreement") with Nadine and Fabrice Taylor whereby the Company agreed to purchase all the assets of the proposed business of "Style Cameos", a media application and website designed to allow users to identify style-related items that appear in movies and on television (the "**Assets**"). Pursuant to the agreement, the Company has agreed to purchase the Assets for an aggregate purchase price of $255,070.

On May 29, 2015, the Company issued a total of 14,840,000 units at a price of $0.10 per unit raising gross proceeds of $1,480,000. The units consisted of one common share and one-half of one common share purchase warrant with each whole warrant entitling the holder to acquire one additional common share of the Company at a price of $0.20 per share for a period of two years from the date of closing.

On June 22, 2015, the Company issued a total of 3,200,000 units at a price of $0.10 per unit raising gross proceeds of $320,000. The units consisted of one common share and one-half of one common share purchase warrant with each whole warrant entitling the holder to acquire one additional common share of the Company at a price of $0.20 per share for a period of two years from the date of closing.

On June 24, 2016 at a Special Meeting, the Company's shareholders approved the Asset Purchase Agreement, a change in business and name to reflect the new focus, and the engagement of Fabrice and Nadine Taylor as consultants to the Company.