

## FORM 7

### MONTHLY PROGRESS REPORT

Name of Listed Issuer: Media Central Corporation Inc. (the "Issuer").

Trading Symbol: FLYY

Number of Outstanding Listed Securities: 338,325,802

Date: September 30, 2020

#### **Report on Business**

1. Provide a general overview and discussion of the development of the Issuer's business and operations over the previous month. Where the Issuer was inactive disclose this fact.

*On September 17, 2020 the Issuer announced impressive revenue growth from aggregated programmatic advertising across the Company's flagship publications [NOW Magazine](#) ("NOW") and the [Georgia Straight](#) ("Straight"). Year-over-year the Company has seen its annual programmatic revenue rise by 191%.*

*Since acquiring NOW in November 2019, and the Straight in February 2020, the Company has been focused on implementing digital strategies to modernize and transform both publications into sustainable, profitable media brands. In spring 2020, the Company introduced key updates including expanding its ad inventory to incorporate more diverse display and programmatic formats and leveraging proprietary marketing technology to automate the capture of behavioral data, improving user experience and increasing overall traffic.*

*As a result, the Company has generated more programmatic advertising revenue over the last five months than the publications captured in the entire previous year. Additionally, the average monthly revenue from April 2020 to August 2020 is 372% higher than the previous five month average from November 2019 to March 2020.*

*In addition to the programmatic advertising initiative, MediaCentral continues to make additional digital revenue from [affiliate marketing](#) through its various partnerships announced earlier this year.*

*In the May 2020 Internet Advertising Revenue Report released by the iAB, it states that despite a reduction in spending brought on by the global challenges from COVID-19 digital advertising revenues continue to flourish. In Q1 2020 revenues in the United states grew to \$31.4 billion, at a 12.0% increase from the prior Q1 period. The report also shares that Programmatic ad revenues in the U.S. reached \$57 billion in 2019, a \$9.8 billion increase from 2018. Globally programmatic marketing is on the rise with the market expected to reach \$147B by 2021.*

*On September 24, 2020 the issuer announced that it has entered into an affiliate partnership with Canada's premier online sports betting and casino gambling site [Spreads](#). The partnership will be featured on the digital platforms of MediaCentral's flagship publications [NOW Magazine](#) ("NOW") and the [Georgia Straight](#) ("Straight") and the Company's specialised esports and egaming site [ECentralSports.com](#) (Ecentral"). Each platform will produce engaging sponsored content that will drive affiliate sales to Spread's website via in-text links, banner ads and emails.*

*In 2019, it was reported that the Canadian online gaming industry generated an estimated \$31 billion in gross revenue per year ([Casinoreports.ca](#)) . With COVID-19 changing consumer behaviours and*

driving consumers to source online entertainment, more Canadians are engaging with online gambling. [Retail Insider](#) reported in May 2020 that land-based casinos are losing their customers to the online market, mainly due to the convenience of the online platforms. MediaCentral noticed the trend in the online gaming and betting market and recognized the opportunity to connect its readers to Spreads.

This latest affiliate marketing partnership will support MediaCentral's strategy of digitally monetizing its existing platforms to create sustainable, profitable media brands. According to [Hostingtribunal.com](#), the affiliate marketing sector was worth \$12 billion dollars globally in 2017 and is one of the largest sources of online ecommerce income. MediaCentral acknowledges the potential of affiliate marketing and has been curating a selection of well thought out partnerships that aligns with the interests of their vast 6.5 million audience. Announced earlier this year, MediaCentral has engaged in affiliate agreements with [Tia Health](#), [iMD Health](#), and [Wineonline.ca](#). As a result, the Company has experienced continued 18 per cent month-over-month growth of affiliate generated revenue, with the partnerships presenting the unique opportunity to accrue increased passive income over time.

MediaCentral and its subsidiaries remain committed to providing its engaged audience of 6.5 million with up to the minute reporting on local news, arts, entertainment, and cultural coverage from an editorial perspective. MediaCentral carefully selects its partners ensuring principles align and that its readers will gain value from the promotion. All sponsored content is marked as such and upholds to the highest level of journalistic integrity.

2. Provide a general overview and discussion of the activities of management.

*In addition to the activities described above, management has been working to offset the impact that the COVID-19 Global Pandemic has had on its sales, which were estimated to be a reduction of approximately 85% from its typical pre-COVID-19 run rate, and workforce, which began affecting the Company on or about the week of March 13, 2020 as a state of emergency was declared in Canada.*

3. Describe and provide details of any new products or services developed or offered. For resource companies, provide details of new drilling, exploration or production programs and acquisitions of any new properties and attach any mineral or oil and gas or other reports required under Ontario securities law.

*n/a*

4. Describe and provide details of any products or services that were discontinued. For resource companies, provide details of any drilling, exploration or production programs that have been amended or abandoned.

*n/a*

5. Describe any new business relationships entered into between the Issuer, the Issuer's affiliates or third parties including contracts to supply products or services, joint venture agreements and licensing agreements etc. State whether the relationship is with a Related Person of the Issuer and provide details of the relationship.

*n/a*

6. Describe the expiry or termination of any contracts or agreements between the Issuer, the Issuer's affiliates or third parties or cancellation of any financing arrangements that have been previously announced.

*n/a*

7. Describe any acquisitions by the Issuer or dispositions of the Issuer's assets that occurred during the preceding month. Provide details of the nature of the assets acquired or disposed of and provide details of the consideration paid or payable together with a schedule of payments if applicable, and of any valuation. State how the consideration was determined and whether the acquisition was from or the disposition was to a Related Person of the Issuer and provide details of the relationship.

*n/a*

8. Describe the acquisition of new customers or loss of customers.

*The Company is a publisher and derives its revenues almost entirely from print and digital advertising, where customers are both acquired and lost weekly and monthly.*

9. Describe any new developments or effects on intangible products such as brand names, circulation lists, copyrights, franchises, licenses, patents, software, subscription lists and trade-marks.

*n/a*

10. Report on any employee hirings, terminations or lay-offs with details of anticipated length of lay-offs.

*The Company and two of its wholly owned subsidiaries: NOW Central Communications and the Vancouver Free Press had laid off or have effected a 10% - 20% cut in hours, to 38 employees as a result of the COVID-19 Global Pandemic's impact on the Company's consolidated sales. The Company has recalled a number of employees to the Vancouver Free Press, with 4 refusing a return.*

11. Report on any labour disputes and resolutions of those disputes if applicable.

*n/a*

12. Describe and provide details of legal proceedings to which the Issuer became a party, including the name of the court or agency, the date instituted, the principal parties to the proceedings, the nature of the claim, the amount claimed, if any, if the proceedings are being contested, and the present status of the proceedings.

*n/a*

13. Provide details of any indebtedness incurred or repaid by the Issuer together with the terms of such indebtedness.

*The Issuer has made an interest payment to its bondholders, further to the terms of the convertible debenture financing which closed, and was previously reported, in February 2020.*

*The Issuer was advanced an unsecured convertible \$100,000 loan, with a one year term, that bears interest at 10% per annum. The payee shall have the right, at its option, at any time on fifteen (15) days prior written notice to the issuer and within three (3) months from date of the promissory note to oblige the Issuer to convert the funds, in whole, into common shares of the Issuer at the rate of: one (1) common share for each \$0.035 of the funds advanced. Any conversion and/or issuance of securities associated with the promissory shall comply with the provisions of the*

*Securities Act (Ontario) or such other regulatory authority having jurisdiction. The loan may be repaid by the Issuer at any time. The loan has been advanced from an unrelated, arms length third party.*

14. Provide details of any securities issued and options or warrants granted.

*n/a*

15. Provide details of any loans to or by Related Persons.

*n/a*

16. Provide details of any changes in directors, officers or committee members.

*n/a*

17. Discuss any trends which are likely to impact the Issuer including trends in the Issuer's market(s) or political/regulatory trends.

*The Company is a publisher and derives its revenues almost entirely from print and digital advertising which market has been and continues to be in a constant state of flux. The effects of the COVID-19 Global Pandemic have negatively affected the Company's sales to approximately 85% of its pre-COVID-19 run rate, and cash flows, and are expected to until the COVID-19 Global Pandemic materially and permanently abates.*

## Certificate of Compliance

The undersigned hereby certifies that:

1. The undersigned is a director and/or senior officer of the Issuer and has been duly authorized by a resolution of the board of directors of the Issuer to sign this Certificate of Compliance.
2. As of the date hereof there were is no material information concerning the Issuer which has not been publicly disclosed.
3. The undersigned hereby certifies to the Exchange that the Issuer is in compliance with the requirements of applicable securities legislation (as such term is defined in National Instrument 14-101) and all Exchange Requirements (as defined in CNSX Policy 1).
4. All of the information in this Form 7 Monthly Progress Report is true.

Dated October 6, 2020.

Brian Kalish

Name of Director or Senior Officer

"signed"

Signature

CEO and Director

Official Capacity

<b>Issuer Details</b> Name of Issuer Media Central Corporation Inc.	For Month End September 2020	Date of Report YY/MM/D 2020/10/06
Issuer Address 27 Roytec Road		
City/Province/Postal Code Vaughan, ON L4L 8E3	Issuer Fax No. <a href="mailto:investors@mediacentralcorp.com">investors@mediacentralcorp.com</a>	Issuer Telephone No. (647) 363 7717
Contact Name Catherine Beckett	Contact Position Manager Corporate Affairs	Contact Telephone No. 416-642-1807