Isodiol International Inc.
(Formerly Laguna Blends Inc.)
(the "Company")
Management Discussion and Analysis
For the three-month period ended June 30, 2017

Date of Report: August 29, 2017

The following Management Discussion and Analysis ("MD&A") has been prepared by management, in accordance with the requirements of National Instrument 51-102 as of August 29, 2017 and should be read in conjunction with the unaudited consolidated financial statements and accompanying notes for the three-month period ended June 30, 2017, and the related notes contained therein which have been prepared under International Financial Reporting Standards ("IFRS").

All financial information in this MD&A has been prepared in accordance with IFRS and all dollar amounts are quoted in Canadian dollars, the reporting and functional currency of the Company, unless specifically noted.

FORWARD-LOOKING STATEMENTS

This MD&A contains certain forward-looking statements and information relating to the Company that are based on the beliefs of its management as well as assumptions made by and information currently available to the Company. When used in this document, the words "*anticipate*", "*believe*", "*estimate*", "*expect*" and similar expressions, as they relate to the Company or its management, are intended to identify forward-looking statements. This MD&A contains forward-looking statements relating to, among other things, regulatory compliance, the sufficiency of current working capital, the estimated cost and availability of funding for the Company's operations. Such statements reflect the current views of management with respect to future events and are subject to certain risks, uncertainties and assumptions. Many factors could cause the actual results, performance or our achievements to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking statements.

OVERALL PERFORMANCE

Isodiol International Inc. ("Isodiol" or "the Company") (formerly Laguna Blends Inc.) was incorporated under the Business Corporations Act (British Columbia) in June 2014 as Grenadier Resource Corp. The Company thereafter changed its name from Grenadier Resource Corp. to Laguna Blends Inc. on September 18, 2015 in conjunction with a reverse takeover transaction that closed on the same date. During the year ended March 31, 2016, the Company consolidated the share capital on a 2.5 share for 1 share basis. The discussion provided herein reflects the share consolidation.

On June 9, 2017, the Company officially changed its name to Isodiol International Inc. The Company's common shares are listed on the Canadian Securities exchange under the symbol "ISOL" and on the US OTC exchange under the symbol "ISOLF".

Isodiol is focused on the nutritional health benefits that are derived from hemp and is a product development, sales, marketing and distribution company of hemp-based consumer products and solutions. The company specializes in identifying emerging trends and opportunities from all

Cannabinoids available in hemp. Hemp is recognized as a superfood and its use in health and functional foods is growing. The Company's growth strategy includes the development of over-the-counter and pharmaceutical drugs, expanding its phytoceutical portfolio and will aggressively continue International expansion into Latin America, Asia and Europe. The Company continues to strategically raise capital through secured debt financing but does not see the need for operational capital raises due to the revenues generated from ongoing operations.

As at June 30, 2017, the Company had $1,000,774 in cash. For the period ended June 30, 2017, the Company generated a gross profit of $1,607,004 on Sales of $2,740,542. After factoring $2,827,479 in operating expenses of which is inclusive of $1,211,997 in non-cash share based payments, and other expenses of $2,438,354, also of which includes a non-cash component of $1,267,980 in shares issued as acquisition costs, the Company generated a net comprehensive loss of $3,658,829.

Significant expenses during the three-month period included consulting fees of $312,771, share based compensation of $1,211,997, Wages and salaries of $380,142 and Professional fees of $41,959. This is reflective of the Company's continued efforts to expand its management team to help support the thus far sustained growth in its Sales figures and operations to date. However, it should be noted that until the Company is able to generate profitable operations through the sale of its products, management anticipates it will continue to rely on additional issuances of its equity securities and/or additional debt financing.

See the information under the heading "Risk Factors" that have and may continue to affect the Company and its business.

DESCRIPTION OF BUSINESS

Isodiol is a product development, sales, marketing and distribution company for hemp-based products and solutions. The company specializes in identifying emerging trends and opportunities and through its recent acquisition of ISO International LLC has become a market leader in pharmaceutical and nutraceutical grade phytochemical compounds and an industry leader in the manufacturing and development of phytoceutical consumer products.

Isodiol is the pioneer of many firsts for the cannabis industry including commercialization of a 99%+ pure pharmaceutical grade cannabinoid crystalline isolate derived from exempt parts of the hemp plant, micro-encapsulations, and nanotechnology for the highest quality consumable and topical skin care products.

Isodiol's growth strategy includes the development of over-the-counter and pharmaceutical drugs, expanding its phytoceutical portfolio and will aggressively continue International expansion into Latin America, Asia and Europe.

DISCUSSION OF OPERATIONS

Through the development of its own IP, Isodiol has been able to create a portfolio of products which are sold through various channels domestic in the US and internationally. Sales of its core operating subsidiary only commenced in March 2016 but have grown to $2,740,542 in net revenues for the period ended June 30, 2017 (2016 - $47,185) and $355,959 in net revenues for the year ended March 31, 2017. Management expects revenues to increase from retail sales, however it is expected expenses will also increase.

Consistent with the above increases and growth expectations, the Company experienced a spike in Consulting fees of which increased to $312,771 (2016 - $82,300) as well as Professional fees of which totaled $41,959 (2016 - $48,046) over the 3-month period, both of which largely were a result of fees incurred in relation to the closing of its newly acquired subsidiary, ISO International LLC. The closing of this acquisition and subsequent ramp of operations also resulted in the recognition of new expenses incurred on consolidation of $380,142 in Wage and Salary expenses, Shipping costs of $160,884, Advertising and Promotion expenses of $164,291, Merchant fees of $31,545, Amortization of $21,844 and Insurance of $2,669 over the three-month period, all of which were $nil in the comparative period end of June 30, 2016.

Office and administration fees on consolidation over the three-month period increased to $159,103 (2016 - $25,900), along with Travel $113,778 (2016 – $5,640), Investor relations $104,527 (2016 - $41,597) as the Company spent additional funds on various marketing campaigns in North America and Europe, Rent $48,873 (2016 - $9,044), Warehouse supplies $40,789 (2016 - $8,379), Research & Development $7,706 (2016 - $6,292), Website expenses $13,436 (2016 – $4,953) and Filing and Transfer Agent fees $11,165 (2016 - $4,059). Total expenses for the three-month period ended June 30, 2017 were $2,941,001 (2016 - $371,648) and net comprehensive loss for the period was $3,658,829 (2016 - $359,871). In addition to cash on hand at June 30, 2017 of $1,000,774, management will rely on capital raised through recent financings since June 30, 2017 to meet working capital requirements for the next twelve-month period. See “Liquidity and Capital Resources” and “Risk Factors” for a discussion of risk factors that may impact the Company’s ability to raise funds.

SUMMARY OF QUARTERLY RESULTS

As the accounting acquirer in the reverse take-over transaction, the following sets out the selected quarterly consolidated financial data of Isodiol International Inc. for the eight most recently completed interim quarters:

	Quarter Ended June 30, 2017	**Quarter Ended Mar. 31, 2017**	**Quarter Ended Dec. 31, 2016**	**Quarter Ended Sept. 30, 2016**
Total Revenue	$2,740,542	$100,212	$52,197	$85,173
Net Comprehensive Loss	$(3,658,829)	$(2,325,073)	$(903,679)	$(697,640)
Basic and diluted net loss per share	$(0.04)	$(0.05)	$(0.03)	$(0.03)

	Quarter Ended June 30, 2016	**Quarter Ended Mar. 31, 2016**	**Quarter Ended Dec. 31, 2015**	**Quarter Ended Sept. 30, 2015**
Net Revenue	$47,185	$nil	$nil	$nil
Net Loss	$(359,871)	$(669,138)	$(560,090)	$(6,494,670)
Basic and diluted net loss per share	$(0.02)	$(0.04)	$(0.03)	$(0.22)

The Company has had a substantial increase in revenues for the period ending June 30, 2017 as the acquisition of its wholly owned subsidiary, Iso International LLC took place in May 2017..

Management anticipates that sales will continue to increase month over month and that a profitable operation is achievable in the coming months. Management will continue to offset current liabilities with cashflow generated from operations but will also continue to explore potential financing opportunities to facility international expansion to ensure continued growth of operational revenues.

SELECTED ANNUAL INFORMATION

The following selected annual financial information is derived from the unaudited consolidated financial statements for the three most recently completed financial years summarized as follows:

Periods ended June 30,	2017	2016
Revenues	2,740,542	47,185
Net comprehensive loss	(3,658,829)	(359,871)
Total assets	19,919,670	462,007
Shareholder's equity	11,480,224	(693,497)
Loss per share	(0.04)	(0.02)

Period ended June 30, 2017 compared to the period ended June 30, 2016

The Company incurred a net comprehensive loss of $3,658,829 and $359,871 for the three-month periods ended June 30, 2017 and June 30, 2016, respectively. The increase in net comprehensive loss from the period ended June 30, 2017 from the prior period was mainly the result of acquisition related expenses of $2,381,502 (2016 - $nil) of which includes a non-cash component of $1,267,980 in shares issued as acquisition costs, consulting fees of $312,771 (2016 - $82,300) and non-cash share based compensation of $1,211,997 (2016 - $65,445), in line with the company's efforts to build up its team of key contributors to support managements expectation of forthcoming growth as the Company seeks to scale and expand its operations into new markets.

LIQUIDITY AND CAPITAL RESOURCES

As at June 30, 2017 the company had a working capital deficit of $3,791,596 (2016 - $693,497) and cash on hand of $1,000,774 (2016 - $714,648). For the year ended March 31, 2017 ("Fiscal 2017"), the Company had $718,648 in cash and a working capital surplus of $984,111.

The working capital deficit is driven by the closing of the ISO International LLC acquisition on May 15, 2017 and the Company's obligation to make payments of $5,500,000 USD over the next twelve months. Apart from this obligation, key current obligations at June 30, 2017 include a loan outstanding that totaled $250,000 (2016 - $890,000), secured by a charge against all present and future inventory of Laguna Blends (USA) and bearing interest at 10% per annum, as well as a non-interest bearing, unsecured Note Payable of $100,000 USD of which has since been paid in full.

Isodiol has been able to secure financing to address working capital requirements, and will continue to explore financing opportunities as its global expansion ramp-up strategy is executed. On August 21, 2017, the Company successfully achieved this through its closing of a signed a convertible debenture financing arrangement with Alumnia Partners. Pursuant to the terms of the offering, the debenture has no minimum draw down requirement and is a two-year term at an

annual interest rate of 8% with no upfront fees or associated costs. Alumina Partners will commit up to $25,000,0000 CDN with conversion terms consisting of one common share (the "Shares") and one half of one common share purchase warrant (the "Warrants"), at discounts ranging from 15% to 25% of the market price of the shares. The exercise price of the Warrants will be at a 50% premium over the market price of the Shares.

See the discussion under the heading "Risk Factors" for risks associated with the Company and its business.

Operating Activities

During the quarters ended June 30, 2017 and June 30, 2016, operating activities used cash of $2,764,018 and $329,787, respectively. The use of cash for the quarter ended June 30, 2017 was largely attributable to the Company's Loss for the period of $3,658,829 and an unfavorable fluctuation in Accounts Receivable of $1,446,473 following the increase in sales activity, offset mainly by non-cash items including shares issued as acquisition costs and share-based payments of $1,267,980 and $1,211,997 respectively. The use of cash for the quarter ended June 30, 2016 was attributable to the Company's loss for the period of $359,871, offset mainly by non-cash shares issued for services of $65,445.

Investing Activities

During the quarter ended June 30, 2017 the Company's $693,535 outflow of cash from investment activities was driven by its cash payments of $327,108 and $335,900 in relation to its ISO International LLC and Pot-O-Coffee strategic acquisitions. In the 2016 comparative period the Company did not use or earn any funds from investing activities.

Financing Activities

During the quarter ended June 30, 2017, the Company raised $3,747,079 through the closing of two private placement financings on May 19, 2017 and June 16, 2017. In the comparative period ended June 30, 2016, the Company raised $343,675 through financing activities and had a $45,000 decrease in loans payable.

CHANGES IN ACCOUNTING POLICIES

New standard not yet adopted

IFRS 9 *Financial Instruments (Revised)*

IFRS 9 was issued by the IASB in October 2010. It incorporates revised requirements for the classification and measurement of financial liabilities and carrying over the existing de-recognition requirements from IAS 39 *Financial instruments: recognition and measurement*. The revised financial liability provisions maintain the existing amortized cost measurement basis for most liabilities. New requirements apply where an entity chooses to measure a liability at fair value through profit or loss – in these cases, the portion of the change in fair value related to changes in the entity's own credit risk is presented in other comprehensive income rather than within profit or loss. IFRS 9 is effective for annual periods beginning on or after January 1, 2018. The impact of IFRS 9 on the Company's financial statements has not yet been determined.

IFRS 15: Revenue from Contracts and Customers ("IFRS 15"), was issued by the IASB on May 28, 2014, and will replace IAS 18, Revenue, IAS 11, Construction Contracts, and related interpretations on revenue. IFRS 15 sets out the requirements for recognizing revenue that apply to all contracts with customers, except for contracts that are within the scope of the Standards on leases, insurance contracts and financial instruments. IFRS 15 uses a control based approach to recognize revenue which is a change from the risk and reward approach under the current standard. Companies can elect to use either a full or modified retrospective approach when adopting this standard and it is effective for annual years beginning on or after January 1, 2017. The Company is currently evaluating the impact of IFRS 15 on its financial statements.

IFRS 16: A new standard that sets out the principles for recognition, measurement, presentation, and disclosure of leases including guidance for both parties to a contract, the lessee and the lessor. The new standard eliminates the classification of leases as either operating or finance leases as is required by IAS 17 and instead introduces a single lease accounting model. The impact of IFRS 16 on the Company's financial instruments has not yet been determined.

OFF BALANCE SHEET ARRANGEMENTS

The Company did not have any off-balance sheet arrangements during the periods ended June 30, 2017 or June 30, 2016.

RELATED PARTY TRANSACTIONS

During the quarter ended June 30, 2017, the Company entered into the following related party transactions:

- The Company paid/accrued Management fees to Directors and Officers of $83,289 (2016 - $61,583) and made non-cash share-based payments of $284,000 (2016 - $57,286).

- The Company paid and accrued interest expense of $nil (2016 - $19,725), in connection with loans payable to the former CEO and the spouse of the former CEO of the Company. Included in accounts payable and accrued liabilities is $nil (2016: $6,575) in accrued interest owing to the spouse of the former CEO.

During the year ended March 31, 2017, the Company entered into the following related party transactions:

- Management fees of $755,333 were paid in cash or shares to key management of the Company during the year ended March 31, 2017 ($267,950 - 2016);

- During the year ended March 31, 2017, the Company paid $105,000 (2016 - $150,500) for consulting fees to the former Chief Executive Officer and Director. Of the amount paid in 2016, $108,000 represented the issuance of 2,160,000 common shares at a deemed price of $0.05 per share and issuance of 1,600,000 warrants to purchase common shares at a fair value of $10,000. In addition, the Company paid $797 in benefits on behalf of the former CEO and Director.

- During the year ended March 31, 2017, the Company paid $18,099 for consulting fees to the former Corporate Secretary and Director.

- During the year ended March 31, 2017, the Company paid $60,000 for consulting fees to a director of the Company. Of this amount $14,000 represented the issuance of 59,294 common shares.

- During the year ended March 31, 2017, the Company paid $347,592 for consulting fees to the CEO, President, and Director of the Company. Of this amount $235,278 represented the issuance of 1,393,823 common shares.

- During the year ended March 31, 2017, the Company paid $58,892 for consulting fees to a former President of a wholly owned subsidiary of the Company.

- During the year ended March 31, 2017, the Company paid $165,750 for consulting fees to the CFO and Director of the Company. Of this amount $108,750 represented the issuance of 750,000 common shares at a deemed price of $0.145 per share.

- On July 16, 2015, Laguna Blends (USA) Inc. entered into a loan agreement with Stuart Gray, the former President and CEO for a principal amount of $250,000. The loan is secured by a charge against all present and future inventory of Laguna Blends (USA) Inc. and bears interest at the rate of 3.5% per annum. The loan is due and payable in full on July 16, 2017. Laguna Blends (USA) Inc. may at any time during the term of the loan prepay any sum up to the full amount of the loan and accrued interest then outstanding at any time for an additional 10% of such amount. The loan was subsequently transferred to Mr. Gray's spouse. As of July 31, 2017, the loan has not been repaid as the company is exploring potential alternatives on this balance.

- On November 12, 2015, Laguna Blends (USA) Inc., entered into a loan agreement with the spouse of Stuart Gray, the President and CEO of the Company for a principal amount of $150,000. The loan is secured by a charge against all present and future inventory of Laguna Blends (USA) Inc. and bears interest at the rate of 10% per annum. The loan was paid in full on November 12, 2016.

- On December 11, 2015, Laguna Blends (USA) entered into a loan agreement with the spouse of Stuart Gray, the President and CEO and a director of the Company for a principal amount of $100,000. The loan is secured by a charge against all present and future inventory of Laguna Blends (USA) Inc. and bears interest at the rate of 10% per annum. The loan was paid in full on December 11, 2016.

- On February 1, 2017, the Company and the spouse of the former CEO entered into a debt settlement and subscription agreement whereby $330,000 previously loaned by the spouse of the former CEO to the Company under two promissory notes were settled by the issuance of 2,200,000 common shares of the Company to the souse of the former CEO.

Financial Instruments and Other Instruments

The Company's financial instruments consist of cash, receivables, accounts payable and accrued liabilities, due to related parties and loans payable. Unless otherwise noted, it is management's opinion that the Company is not exposed to significant interest, currency or credit risks arising from these financial instruments. The fair value of these financial instruments approximates their carrying value, unless otherwise noted.

Subsequent Events

On July 19, 2017, the Company entered into a license and distribution agreement with Canopy Growth Corp. under which Canopy will have the right to manufacture and distribute the company's Pot-O-Coffee and Pot-O-Tea branded marijuana-infused single-serve K-Cup products in Canada and certain other markets internationally as federal regulations allow. In addition to the Canadian rights, Canopy Growth shall have the right of first refusal to sell the Pot-O brand products in any territory outside of the United States, Mexico and Puerto Rico.

The Company further entered into a $25 million convertible debenture agreement subsequent to the June 30, 2017 quarter-end. Pursuant to the terms of the offering, the debenture has no minimum drawdown requirement and has a 24-month term at an annual interest rate of 8 per cent with no upfront fees or associated costs. Under the agreement, the conversion terms consist of one common share and one-half of one common share purchase warrant, at discounts ranging from 15 per cent to 25 per cent of the market price of the shares. The exercise price of the warrants will be at a 50-per-cent premium over the market price of the shares.

Proposed Transactions

There are currently no proposed transactions.

ADDITIONAL DISCLOSURE FOR VENTURE ISSUERS WITHOUT SIGNIFICANT REVENUE

During the quarters ended June 30, 2017 and June 30, 2016, the Company incurred the following operating expenses:

	2017	2016
Consulting fees	312,771	82,300
Wages & salaries	380,142	-
Shipping costs	160,884	-
Advertising and promotion	164,291	-
Merchant fees	31,545	-
Research & development	7,706	6,292
Filing and transfer agent fees	11,165	4,059
Investor relations	104,527	41,597
Management fees	-	69,993
Office and administration	159,103	25,900
Professional fees	41,959	48,046
Rent	48,873	9,044
Amortization	21,844	-
Insurance	2,669	-
Share based compensation	1,211,997	65,445
Travel	113,778	5,640
Warehouse supplies	40,789	8,379
Website expenses	13,436	4,953

DISCLOSURE OF OUTSTANDING SHARE DATA

Common Shares

The Company's authorized share capital consists of an unlimited number of common shares without par value. Taking into account the 1 for 2.5 share consolidation that was effective January 6, 2016, the Company had 161,251,962 common shares issued and outstanding at June 30, 2017. As of August 29, 2017, the Company had 210,080,303 shares issued and outstanding.

On September 18, 2015, the Company entered into a stock restriction agreement whereby 3,000,000 common shares were placed into escrow. These shares will be released from escrow beginning on September 21, 2016 at 300,000 shares and an additional 450,000 shares every 6 months thereafter until September 21, 2019. As at June 30, 2017, 2,250,000 common shares were held in escrow.

Share Purchase Warrants

As at June 30, 2017, the Company had 54,853,646 share purchase warrants outstanding. Each warrant entitles the holder the right to purchase one common share at the following prices and expiration dates as at June 30, 2017:

Number	Price	Expiry Date
223,040	$1.25	October 1, 2017[(1)]
173,628	$1.25	October 30, 2017[(1)]
14,286	$1.25	November 9, 2017[(1)]
1,175,000	$0.25	March 10, 2018
1,600,000	$0.68	December 31, 2019
2,094,700	$0.15	July 15, 2017[(2)]
1,627,200	$0.40	August 26, 2017
5,137,800	$0.40	November 3, 2017
5,543,329	$0.25	February 3, 2018

(1) These warrants contain an acceleration clause whereby, if the volume weighted average closing price of the Company's shares is at least $1.50 for a period of twenty (20) or more consecutive trading days, the Company will have the right, by providing notice to the warrant holders, to accelerate the expiry date of the warrants to that date which is ten (10) business days from the date of such acceleration notice.
(2) Subsequent to June 30, 2017, 1,844,700 warrants were exercised and 250,000 expired.

As at August 29, 2017, the Company had 53,008,946 share purchase warrants outstanding.

Stock Options

At June 30, 2017, 15,740,000 share purchase options were outstanding and exercisable entitling the holders thereof the right to purchase one common share for each option held as follows:

Number of Options	Exercise Price	Expiry Date
40,000	$0.70	September 29, 2017
200,000	$0.25	September 2, 2018
100,000	$0.23	September 21, 2018
250,000	$0.16	March 2, 2019
1,200,000	$0.16	March 27, 2019
3,800,000	$0.15	April 4, 2019
10,150,000	$0.205	July 19, 2019

RISK FACTORS

The following information is a summary only and the risks and uncertainties below are not the only ones related to our company. There are additional risks and uncertainties that our company does not presently know of or that our company currently considers immaterial which may also impair our company's business operations. If any of the following risks actually occur, our company's business may be harmed and its financial condition and results of operations may suffer significantly. In such circumstances, the price of our company's common shares could decline and investors may lose all or part of their investment.

Need for Additional Financing

As at June 30, 2017, the Company had $1,000,774 cash on hand and a net loss of $3,658,829 for the quarter ended June 30, 2017. The Company anticipates generating profits from current operations, as such, to sustain current operations management anticipates the company will not likely require additional financing. In an effort to expand international operations, the Company will seek financing opportunities to support these initiatives. As discussed previously, as at August 21, 2017 the Company has secured access to up to $25,000,000 in convertible debenture financing and will also seek to raise additional capital through private placement financings, though does not have any current arrangements for such financing and may not be able to obtain this when required.

The Company has been able to increase and maintain its share price which will benefit current shareholders in the event the Company obtains additional equity financings. Increasing revenues and generating profits will ensure the company is able to maintain a steady share price which will benefit current and future shareholders. our company.

Key Personnel

The future success of our company will depend on being able to retain key management and attract strong upper management to ensure proper execution of our international expansion. We are confident our vision and operational plan will attract top end talent which will allow us to gain a competitive advantage over our .

Product Recalls

Manufacturers and distributors of products are sometimes subject to the recall or return of their products for a variety of reasons, including product defects, such as contamination, unintended harmful side effects or interactions with other substances, packaging safety and inadequate or inaccurate labeling disclosure. If any of our company's products are recalled due to an alleged product defect or for any other reason, our company could be required to incur the unexpected expense of the recall and any legal proceedings that might arise in connection with the recall.

The Company has a limited operating history from which investors can evaluate its business however strong quarterly revenue and a profitable operation going forward will mitigate this risk.

International Operational Risks, Including Compliance and Foreign Exchange Risk

The Company expects to derive a significant portion of its revenues from sales outside of Canada, thus exposing its business to risks associated with foreign operations. For example, a foreign government could impose trade or foreign exchange restrictions or increased tariffs, or otherwise

limit or restrict its ability to import products into a country, any of which could negatively impact our company's operations. The Company is also exposed to risks associated with foreign currency fluctuations.

In addition, our company may be subject to regulations and taxes under local, provincial, state and federal laws, including requirements regarding customs, duties, cross-border issues, occupational safety, laboratory practices, environmental protection and hazardous substance control, and may be subject to other present and future local and foreign regulations. Changes in government regulations could also have an adverse effect on the business and financial condition of our company.

Dependence on Penetration of Existing Markets

The success of our company's business is to a large extent contingent on its ability to penetrate existing markets and to a similar extent to enter into new markets. The Company's ability to penetrate existing markets or to expand its business into additional countries, to the extent it believes that it has identified attractive geographic expansion opportunities in the future, is subject to numerous factors, many of which are out of its control.

In addition, government regulations in both its domestic and international markets can delay or prevent the introduction, or require the reformulation or withdrawal, of some of its products, which could negatively impact its business, financial condition and results of operations.

Competition

The Company continues to be the market leader in innovation and product development which differentiates it from its competitors. The landscape of the market continues to be competitive, however the Company has been able to adjust its strategy to ensure it remains the market leader.Management believes that with the subsequent events that are reported herein, the Company should be able to effectively compete in a market where the barrier to entry has been significantly raised through innovation and financial constraints.

Changing Consumer Preferences and Demands

The Company's business is subject to changing consumer trends and preferences. The Company's continued success depends in part on its ability to anticipate and respond to these changes, and it may not respond in a timely or commercially appropriate manner to such changes. Furthermore, our company's industry is characterized by rapid and frequent changes in demand for products and new product introductions and enhancements. If our company does not introduce new products or make enhancements to meet the changing needs of its customers in a timely manner, some of our company's products could be rendered obsolete, which could negatively impact our company's revenues, financial condition and operating results.

Reliance on Key Suppliers

The Company has secured multiple sources for its raw materials and is in the process of exploring the opportunity to vertically integrate to fully control its raw ingredient supply. To date, our company has not experienced any difficulty in obtaining adequate supplies or services from its key suppliers.

Information Technology Infrastructure

The Company's ability to provide products and services to its customers depends on the performance and availability of its core transactional systems. While our company continues to invest in its information technology infrastructure, including the immersive Web collaboration technology, there can be no assurance that there will not be any significant interruptions to such systems or that the systems will be adequate to meet all of its future business needs. The Company may need to expend significant resources to protect against security breaches or to address problems caused by such breaches. Any actual security breaches could damage our company's reputation and expose it to a risk of loss or litigation and possible liability under various laws and regulations. In addition, employee error or malfeasance or other errors in the storage, use or transmission of any such information could result in a disclosure to third parties. If this should occur, our company could incur significant expenses addressing such problems.

Compliance with Laws and Governmental Regulations

In domestic and foreign markets, the formulation, manufacturing, packaging, labeling, distribution, importation, exportation, licensing, sale and storage of our company's products may be affected by extensive laws, governmental regulations, administrative determinations, court decisions and similar constraints. There can be no assurance that our company is in compliance with all of these regulations. The failure to comply with these regulations or new regulations could disrupt the sale of our company's products, or lead to the imposition of significant penalties or claims and could negatively impact our company's business. In addition, the adoption of new regulations or changes in the interpretations of existing regulations may result in significant compliance costs or discontinuation of product sales and may negatively impact the marketing of our company's products, resulting in significant loss of sales revenues.

Intellectual Property

The Company does not currently hold any, patents or pending patent applications.

The Worldwide Financial and Economic Environment

Various aspects of the current worldwide financial and economic environment could potentially impact on our company's liquidity, its access to capital, its operations and its overall financial condition.

Technical Obsolescence and Product Development

The Company's industry is characterized by rapidly changing technology, shifting industry standards and frequent introduction of new products. The introduction of new products embodying new technologies and the emergence of new industry standards may render our company's products obsolete or less marketable. The process of developing our company's products is complex and requires continuing development efforts. The Company's failure to develop new technologies and products and the obsolescence of existing technologies could adversely affect its business and financial condition. Research and development in the industry in which our company operates is highly speculative and involves a high degree of risk.

Liquidity Risk

Liquidity risk is defined as the potential to be unable to meet a demand for cash or meet financial obligations as they become due. This risk is managed by establishing cash forecasts, as well as

operating and strategic plans. The Company's liquidity requires constant monitoring of expected cash inflows and outflows, which is achieved through forecasts which assess the adequacy of cash resources to meet financial obligations as they come due. Liquidity adequacy is assessed in view of growth requirements and capital expenditures. Liquidity risk is managed to maintain sufficient liquid financial resources to fund its operations and meet its commitments and obligations. There can be no assurance that our company's forecasts will adequately predict its liquidity needs. However, due to Subsequent Events disclosed herein, liquidity risks will be mitigated due to acquisitions and product launches which are revenue and profit generating.

Risk Factors Related to our company's Common Shares

High Risk and Speculative Nature of Investment

An investment in our company's common shares carries a high degree of risk and should be considered as a speculative investment by purchasers. The Company has no history of earnings, limited cash reserves, a limited operating history, and is dependent on equity financing to fund planned operations. The Company has not paid dividends in the past, and our company is unlikely to pay dividends in the immediate or near future. The Company's operations are not yet sufficiently established such that it can mitigate the risks associated with its planned activities. You may be at risk of losing any investment in our company's common shares.

Volatility of Stock Price and Market Conditions

The market price of our company's common shares has been and may continue to be subject to wide fluctuations in response to factors such as actual or anticipated variations in our company's results of operations, changes in financial estimates by securities analysts, general market conditions and other factors. Market fluctuations, as well as general economic, political and market conditions such as recessions, interest rate changes or international currency fluctuations, may adversely affect the market price of the common shares, even if our company is successful in maintaining revenues, cash flows or earnings. The purchase of our company's common shares involves a high degree of risk and should be undertaken only by investors whose financial resources are sufficient to enable them to assume such risks and who have no need for immediate liquidity in their investment. Securities of our company should not be purchased by persons who cannot afford the possibility of the loss of their entire investment. Furthermore, an investment in our company should not constitute a major portion of an investor's portfolio.

ADDITIONAL INFORMATION

The Company files annual and interim reports, information circulars and other information with certain Canadian securities regulatory authorities. The documents filed with the Canadian securities regulatory authorities are available at http://www.sedar.com.