# TRACKLOOP ANALYTICS CORP. LETTER OF TRANSMITTAL

## TO: COMPUTERSHARE TRUST COMPANY OF CANADA

The undersigned hereby represents and warrants that the undersigned is the owner of the number of common shares ("common shares") of Trackloop Analytics Corp. ("TOOL") which shares are represented by the share certificate(s) described below and delivered herewith and the undersigned has good title to the shares represented by the said certificate(s), free and clear of all liens, charges and encumbrances, and has full power and authority to herewith deposit such shares.

or, if no instructions are given, in the name and to the address if any, of the undersigned as appears on the smaintained by TOOL. In the event that a DRS advice is not available, a TOOL stock certificate will be issued and address indicated below.  Name (please print)  Address  City  Province  Postal Code	Certificate Number	Number of Shar	res Re	egistered in the Name of	
shares of TOOL on the basis of Twenty (20) old common share of TOOL for One (1) post-consolidated shares TOOL will not issue any fractional Common Shares as a result of the consolidation. Instead, all fractional shares greater to one-half resulting from the consolidation will be rounded to the next whole number. Otherwise, the frawill be cancelled.  The undersigned authorizes and directs Computershare Trust Company of Canada to issue a Direct Registra advice for TOOL to which the undersigned is entitled as indicated below and to mail such advice to the address in or, if no instructions are given, in the name and to the address if any, of the undersigned as appears on the smaintained by TOOL. In the event that a DRS advice is not available, a TOOL stock certificate will be issued and address indicated below.  Name (please print)  Address  City Province Postal Code  Telephone (Office) (Home) Social Insurance Number Tax Identification Number					
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	City	Province	Postal Code		
		,	Social Insurance Number	Tax Identification Number	

Signature of Shareholder

#### INSTRUCTIONS

#### 1. Use of Letter of Transmittal

- (a) Each shareholder holding share certificate(s) of the TOOL must send or deliver this Letter of Transmittal duly completed and signed together with the share certificate(s) described herein to Computershare Trust Company of Canada ("Computershare") at the office listed below. The method of delivery to Computershare is at the option and risk of the shareholder, but if mail is used, registered mail is recommended.
- (b) Share certificate(s) registered in the name of the person by whom (or on whose behalf) the Letter of Transmittal is signed need not be endorsed or accompanied by any share transfer power of attorney.
- (c) Share certificate(s) not registered in the name of the person by whom (or on whose behalf) the Letter of Transmittal is signed must be endorsed by the registered holder thereof or deposited together with share transfer power of attorney properly completed by the registered holder. Such signature must be guaranteed by an Eligible Institution or in some other manner satisfactory to Computershare. An Eligible Institution means a Canadian schedule 1 chartered bank, a member of the Securities Transfer Agent Medallion Program (STAMP), a member of the Stock Exchanges Medallion Program (SEMP) or a member of the New York Stock Exchange Inc Medallion Signature Program (MSP). Members of these programs are usually members of a recognized stock exchange in Canada and the United States, members of the Investment Industry Regulatory Organization of Canada, members of the Financial Industry Regulatory Authority or banks and trust companies in the United States.
- (d) Where the Letter of Transmittal is executed on behalf of a corporation, partnership or association or by an agent, executor, administrator, trustee, guardian or any person acting in a representative capacity, the Letter of Transmittal must be accompanied by satisfactory evidence of the representative's authority to act.
- (e) TOOL reserves the right if it so elects in its absolute discretion to instruct Computershare to waive any defect or irregularity contained in any Letter of Transmittal received by it.

#### 2. Lost Share Certificates

If a share certificate has been lost or destroyed, the Letter of Transmittal must be completed as fully as possible and forwarded to Computershare together with a letter stating the loss. Computershare will respond with the replacement requirements, which must be properly completed and returned prior to effecting the exchange.

## 3. Privacy Notice:

Computershare is committed to protecting your personal information. In the course of providing services to you and our corporate clients, we receive non-public personal information about you - from transactions we perform for you, forms you send us, other communications we have with you or your representatives, etc. This information could include your name, address, social insurance number, securities holdings and other financial information. We use this to administer your account, to better serve your and our clients' needs and for other lawful purposes relating to our services. Some of your information may be transferred to servicers in the U.S.A. for data processing and/or storage. We have prepared a *Privacy Code* to tell you more about our information practices, how your privacy is protected and how to contact our Chief Privacy Officer. It is available at our website, <a href="computershare.com">computershare.com</a>, or by writing us at 100 University Avenue, Toronto, Ontario, M5J 2Y1. Computershare will use the information you are providing in order to process your request and will treat your signature(s) as your consent to us so doing.

### 4. Miscellaneous

Additional copies of the Letter of Transmittal may be obtained from Computershare at the office listed below. Any questions should be directed to Computershare at 1-800-564-6253 or by e-mail to corporateactions@computershare.com.

By Mail P

P.O. Box 7021 31 Adelaide St E Toronto, ON M5C 3H2 Attn: Corporate Actions By Hand or Courier

100 University Avenue 8th Floor

Toronto, ON M5J 2Y1 Attn: Corporate Actions