

## FORM 7

### MONTHLY PROGRESS REPORT

Name of CNSX Issuer: Advantex Marketing International Inc. (the "Issuer" or the "Company").

Trading Symbol: ADX

Number of Outstanding Listed Securities: 139,071,218

Date: For the month of January, 2015.

This Monthly Progress Report must be posted before the opening of trading on the fifth trading day of each month. This report is not intended to replace the Issuer's obligation to separately report material information forthwith upon the information becoming known to management or to post the forms required by the CNSX Policies. If material information became known and was reported during the preceding month to which this report relates, this report should refer to the material information, the news release date and the posting date on the CNSX.ca website.

This report is intended to keep investors and the market informed of the Issuer's on-going business and management activities that occurred during the preceding month. Do not discuss goals or future plans unless they have crystallized to the point that they are "material information" as defined in the CNSX Policies. The discussion in this report must be factual, balanced and non-promotional.

#### **General Instructions**

- (a) Prepare this Monthly Progress Report using the format set out below. The sequence of questions must not be altered nor should questions be omitted or left unanswered. The answers to the items must be in narrative form. State when the answer to any item is negative or not applicable to the Issuer. The title to each item must precede the answer.
- (b) The term "Issuer" includes the Issuer and any of its subsidiaries.
- (c) Terms used and not defined in this form are defined or interpreted in Policy 1 – Interpretation and General Provisions.

#### **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.

The Company is a leader in the marketing services industry. The Company develops and manages merchant based loyalty programs for its Affinity partners Canadian Imperial Bank of Commerce ("CIBC"), Toronto Dominion Bank ("TD"), Aimia Canada Inc. ("Aimia") and Caesars Entertainment Corporation

("Caesars"). The programs the Company operates in partnership with CIBC and TD ("CIBC/TD program"), Aimia ("Aeroplan program") and Caesars ("Caesars program") enable holders of designated CIBC credit cards, TD aero credit cards, Aimia's Aeroplan and Caesars Total Rewards members (holders and members together "consumers") to accelerate earning frequent flyer miles and/or other rewards ("consumer rewards") on completing purchases at participating merchants.

Under the umbrella of each program, the Company markets participating merchants to consumers and on behalf of the merchants issues consumer rewards, provides merchants with business intelligence connected to the spending behaviour of consumers, and at its sole discretion provides merchants with working capital by the pre-purchase of their future sales.

On a combined basis, Advantex has contractual marketing access to millions of Canadian and US consumers with above-average personal and household income.

The Company earns revenue from merchants participating in its CIBC/TD program, in the form of an agreed marketing fee, for every purchase completed using a CIBC and TD aero credit card at their establishments. The Company earns its revenue in the Aeroplan program from selling consumer rewards, at an agreed price per consumer reward, to participating merchants. Merchants participating in the Caesars program pay an agreed monthly participation fee.

The Company's merchant partner base operates in diverse business segments: restaurants; golf courses; independent inns, resorts and selected hotels; spas; retailers of men's and ladies fashion, footwear and accessories; retailers of sporting goods; florists and garden centres; book and newspaper stores; health and beauty centres; dry cleaners; gift centres; home décor; automotive dealers, service centers; and tire dealerships many of which are leaders in their respective business segment.

At the end of January, 2015 there were about 1,700 merchants participating in the Company's programs which is similar to November 2014.

Though merchant count is a key driver of revenues from the two programs, revenues from the CIBC/TD program are also dependent on the penetration of CIBC credit cards; TD aero credit cards; economic environment; mix of merchants in terms of their volume of CIBC and TD credit card transactions; and merchant participation levels in the Advance Purchase Marketing ("APM") and Marketing Only products because the fees that a merchant would pay for participation in APM is higher compared to Marketing Only. Revenues from the Aeroplan program reflect the number of participating merchants and level of engagement of participating merchants in the program. The revenues from the Caesars program are dependent on the number of participating merchants. The Company's revenues are also reflective of seasonal consumer behaviour. A fuller detail on the Company's programs and revenues is available in its annual and interim filings available under the Company's profile on [www.sedar.com](http://www.sedar.com).

The Company took a number of pre-emptive measures in response to recent developments in the Canadian marketplace. The details were provided in the news release of January 28, 2015, which is available under the Company's profile on [www.cnsx.ca](http://www.cnsx.ca) and [www.SEDAR.com](http://www.SEDAR.com).

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

Management were focused on activities described in response to question 1.

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.

No change during January, 2015.

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.

No change during January, 2015.

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.

No new business relationship.

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.

No change during January, 2015.

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 provides details of the relationship.

No change during January, 2015.

8. Describe the acquisition of new customers or loss of customers.  
This is described in response to question 1.
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.  
Not applicable to the Company's activities.
10. Report on any employee hirings, terminations or lay-offs with details of anticipated length of lay-offs.  
Refer to response in question 1.
11. Report on any labour disputes and resolutions of those disputes if applicable.  
Not applicable – None.
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.  
  
In the normal course of its business, the Company may from time to time commence legal proceedings against those participating merchants who are not in compliance with the terms of contract signed between the Company and the merchant. Excluding any such proceedings that may have been commenced by the Company, not applicable for January, 2015.
13. Provide details of any indebtedness incurred or repaid by the Issuer together with the terms of such indebtedness.  
  
The Company had changes on its line of credit which is used exclusively to grow its CIBC/TD program business through its Advance Purchase Marketing (APM) product.  
  
The Company's annual and quarterly filings, available under the Company's profile on [www.sedar.com](http://www.sedar.com), provide fuller details on the Company's line of credit, and its non-convertible debentures.
14. Provide details of any securities issued and options or warrants granted.  
No change during January, 2015.

15. Provide details of any loans to or by Related Persons.  
None during January, 2015.
16. Provide details of any changes in directors, officers or committee members.  
No Change during January, 2015.
17. Discuss any trends which are likely to impact the Issuer including trends in the Issuer's market(s) or political/regulatory trends.  
Those noted under "General Risks and Uncertainties", and "Economic Dependence" in the Company's MD&A for the three months ended September 30, 2014, which is available under the Company's profile on [www.sedar.com](http://www.sedar.com).

### **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 CNSX 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 CNSX Requirements (as defined in CNSX Policy 1).
4. All of the information in this Form 7 Monthly Progress Report is true.

Dated: February 05, 2015.

Mukesh Sabharwal  
Name of Director or Senior  
Officer

"Mukesh Sabharwal"  
Signature

Vice-President and CFO  
Official Capacity

<b>Issuer Details</b>		For Month End	Date of Report
Name of Issuer			YY/MM/DD
Advantex Marketing International Inc.		January, 2015	2015/02/05
Issuer Address			
600 Alden Road, Suite 606			
City/Province/Postal Code		Issuer Fax No.	Issuer Telephone No.
Markham, Ontario, L3R 0E7		(905) 946 2984	(905) 470 9557
Contact Name		Contact Position	Contact Telephone No.
Mukesh Sabharwal		Vice-President and CFO	905 946 2958
Contact Email Address		Web Site Address	
Mukesh.sabharwal@advantex.com		www.advantex.com	