

FORM 7

MONTHLY PROGRESS REPORT

Name of CNSX Issuer: **VoodooVox Inc. (the "Issuer", the "Company" or "VoodooVox")**

Trading Symbol: **VVX**

Number of Outstanding Listed Securities: **213,362,121**

Date: **August 8, 2013 for the period ending July 31, 2013**

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.**

VoodooVox is engaged in the business of providing mobile advertising solutions to advertisers and publishers. The Company offers advertisers significant audience reach, sophisticated targeting capabilities and the ability to deliver rich and engaging ad experiences to consumers on their mobile connected devices. The Company's technology, tools and services help publishers maximize their advertising revenues, acquire users and gain insight into their users.

The Company continued to pursue its transformational financing during the month of July. As a condition of a proposed financing, the Company reached agreements with debenture holders holding over 95% of the Company's total current issued and outstanding debentures to convert the debentures into common shares. To affect the conversion the Company must raise a minimum of \$1,500,000 by August 31, 2013.

The Company's mobile advertising model is based on establishing long-term relationships with advertisers either directly or indirectly through advertising agencies and other media companies. VoodooVox enters into performance arrangements with advertisers, which typically include the signing of an insertion order. Each insertion order, which generally remains in effect for a limited time period and involves a limited budget, outlines the performance criteria under which VoodooVox earns a fee. The fees can be classified into two broad categories: CPM fees and CPA fees. Cost Per Thousand, or "CPM" fees, are earned based on simple insertion or display of the ad into any advertising inventory slot. No action is required by the consumer in order to earn this type of fee. Cost Per Action, or "CPA" fees, are earned when a consumer who hears or sees the ad takes a specific action. Performance criteria for CPA fees can include, but are not limited to, initiating a click-to-call phone call to a direct response call centre, selecting an alternative merchant from a disconnected telephone number or providing additional merchant information.

In order to earn CPM or CPA fees, VoodooVox must source publishers who have places to insert advertisements ("Ad Traffic" or "leads"). The arrangements to purchase Ad Traffic can be either on a fixed fee or revenue share basis. Fixed fees have a higher risk/return profile as the amount paid to the publisher is fixed and VoodooVox's revenues vary based on the effectiveness of the ad campaigns. Alternatively, the publisher arrangements can be revenue share based where the publisher earns a percentage of the CPM or CPA fees earned by VoodooVox. This has lower risk to VoodooVox, but costs are potentially higher than a fixed fee. To date, VoodooVox has generally favoured revenue share arrangements.

VoodooVox believes that the key to delivering an effective mobile advertising experience is providing publishers with highly relevant, targeted ads. To assist in sourcing these ads, VoodooVox relies on its analytics technology, which provides relevant demographic information about consumers who use the publishers' service. Increased knowledge and predictability regarding traffic sources generally translates into higher CPM rates and higher yield on CPA revenue sources.

VoodooVox believes that a smarter mobile advertising solution is not exclusively an audio ad, a text or graphic ad, or a video ad, but rather the combination of available communication tools to optimize a seamless consumer search, based upon relevance, mode and timing (a "multi-modal" advertising strategy). Smarter mobile advertising is also viewed as being transparent – advertising that is actually more of a solution to a consumer's problem (or need) versus an interruption or a nuisance.

In addition, VoodooVox expects that its legacy voice and data search solutions will continue to generate software license and maintenance fees, hosting fees and consulting services. Management believes the potential to expand and leverage existing long term relationships, with the cross selling of newly acquired technologies such as mobile analytics, presents additional growth opportunities for the Company.

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

The following are the key strategic priorities established for the Company and the progress made by the Company to date in achieving those priorities.

Strategic Priority	Current Status
Secure additional financing	<p>In April 2013, the Company secured an engagement with a private placement agent for a transformational financing.</p> <p>At the June 2013 AGM, shareholders voted in favour of two resolutions that were prerequisites for the transformational financing.</p> <p>In July 2013, the Company reached agreements with debenture holders to convert more than 95% of issued and outstanding debentures into common shares subject to completing a financing by August 31.</p>
Acquire new advertisers and increase our share of advertising budgets	Increased focus on direct agency account penetration and increased direct sales capabilities
Acquire new publishers and ad network relationships	Increased focus on developing relationships with publisher networks and providing analytics capabilities
Innovate and launch new capabilities in mobile analytics	Increased development in predictive and context aware analytics
Service legacy voice and data search solutions customers	<p>Solutions deployed in 11 countries; principally in Canada, the United States and Europe.</p> <p>Providing maintenance and feature enhancement on existing relationships</p> <p>Working to transition existing customers to new mobile advertising solutions</p>

3. Describe and provide details of any new products or services developed or offered.

Nothing material to report.

4. Describe and provide details of any products or services that were discontinued.

Nothing material to report.

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.**

Nothing material to report.

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.**

Nothing material to report.

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.**

Nothing material to report.

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

Nothing material to report.

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.**

Nothing material to report.

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

VoodooVox eliminated one sales position during the month.

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

Not applicable.

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.**

Nothing material to report.

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

Nothing material to report.

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

Nothing material to report.

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

Nothing material to report.

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

Nothing to report.

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

Management believes that VoodooVox is positioned at the intersection of two fast growing trends in the technology industry, being the widespread adoption of smartphones and mobile app development. Mobile advertising has become a focus for merchants looking to maximize the effectiveness of their on-line advertising dollars. Mobility has grown to the point where more calls are now made and received in North America and elsewhere on mobile networks than on land line networks (Forester).

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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: August 8, 2013

Alex Pekurar
Name of Director or Senior
Officer

/s/ "Alex Pekurar"
Signature

CFO
Official Capacity

Issuer Details		
Name of Issuer VoodooVox Inc.	For Month End July 2013	Date of Report 2013/08/08
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