



BEWHERE HOLDINGS INC.

MANAGEMENT'S DISCUSSION AND ANALYSIS

FOR THE THREE AND NINE MONTHS ENDED SEPTEMBER 30, 2020

Set out below is a review of the activities, results of operations, and financial condition of BeWhere Holdings Inc. ("BEW", "BeWhere", or the "Company") for the three and nine months ended September 30, 2020.

The discussion below should be read in conjunction with the Company's unaudited interim consolidated financial statements and the accompanying notes for the three and nine months ended September 30, 2020, which are prepared in accordance with International Accounting Standard ("IAS") 34, Interim Financial Reporting. The discussion should also be read in conjunction with the audited consolidated financial statements for the year ended December 31, 2019. Those financial statements were also prepared in accordance with International Financial Reporting Standards ("IFRS") as issued by the International Accounting Standards Board. All dollar figures included in the following Management Discussion and Analysis ("MD&A") are quoted in Canadian dollars unless otherwise indicated.

*This MD&A has been prepared as at **November 10, 2020**.*

The Company is a reporting issuer in the provinces of British Columbia, Ontario, and Alberta in Canada and is listed on the TSX Venture under the symbol BEW. Additional information related to the Company is available on SEDAR at www.sedar.com.

1. COVID-19

Because BeWhere provides remote monitoring and track & trace solutions to the food, distribution, security, construction and government industries, the company has been designated an essential service by its mobile network operator partners at AT&T and Bell Mobility and therefore continues to operate during the Covid-19 pandemic.

The Covid-19 experience has highlighted the value of BeWhere's monitoring solutions which provide two significant advantages. First the ability to fully monitor key equipment remotely, and second the collection of detailed data which allows the user to make maximum, efficient use of their assets, be it delivery trucks, construction equipment or grape vines. In fact, the Covid-19 experience has underlined the value BeWhere provides in the collection of key data and solutions that keep operations running efficiently and smoothly.

2. CONTINUED GROWTH

The Company progressed well during the third quarter, recording record revenue and net income, demonstrating improvement in all key performance indicators. Highlights include:

- **Net profit** – The Company recorded its first quarterly Total Comprehensive profit for the three months ended September 30, 2020.
- **Recurring Revenue increased by 35% year over year** – Recurring Revenue for the three months ended September 30, 2020 was \$809,695 compared to \$601,541 for the same period in 2019: an increase of \$208,151.
- **Total Revenue increased by 13% year over year** – Total Revenue for the three months ended September 30, 2020 was \$2,172,029 compared to \$1,923,667 for the same period in 2019: an increase of \$248,362.
- **Gross Profit increased by 62% year over year** – Gross profit for the three months ended September 30, 2020 was \$438,781 compared to \$271,337 for the same period in 2019: an improvement of \$167,444.

More details on each of these items are provided later in this document.

3. BACKGROUND AND OVERVIEW OF CORE BUSINESS

BeWhere is an Industrial Internet of Things (“IIoT”) solutions company that designs, sells and manufactures hardware or beacons, with sensors and software applications to track real-time information on fixed and movable assets, including equipment like trucks and construction equipment.

Use for the beacons continues to expand to other industries including agriculture for the monitoring of weather conditions, and municipal services including water and sewage systems to improve reliability of those services and reduce operating and maintenance costs. BeWhere's monitors have proven their worth in the following applications:

- Transportation trailer location, temperature monitoring and utilization,
- Construction site conditions (flooding, temperature, air pressure, humidity, and equipment location),
- Atmospheric conditions data for agriculture,
- Medical equipment utilization and distribution,
- Municipal clean water supply for rapid detection of pipe bursts and operational performance.

The most important value that BeWhere solutions deliver is precise data that ranges from location of assets to weather conditions, and at as many points-in-time wanted or needed by the client. The data generated give end-users very detailed and easily accessible level of operational visibility that significantly improves the usability and management of assets and enhances their capability to deliver reliable and cost-effective services.

The Company develops mobile applications, middle-ware, and cloud-based solutions that stand-alone or that can readily integrate with existing software. Its solutions are very easy to implement.

BeWhere M-IIoT devices are small rugged devices, powered either by two long-life AA batteries or solar energy rechargeable batteries. As they are self-powered, they are simple and quick to install, without any additional electrical wiring. They are configured to report their internal and external sensor data and GPS location to BeWhere's servers via the M-IIoT networks. Users can view and manage the information as well as set their reporting frequency to match their requirements through easy-to-understand dashboards. The solution also supports setting alarms and warnings to alert users in real-time.

These Cellular beacons are a disruptive and new innovative product that have quickly seen traction within the transportation and construction verticals where they are used to monitor the location, activity and conditions of mobile and fixed assets. Transport and construction equipment have been tracked for decades with limited market penetration due to the high cost factor but our price model overcomes that hurdle. Use for the beacons continues to expand to other industries including agriculture to monitor weather conditions, and smart-city applications to monitor water systems. The data collected allows businesses lower its operating costs.

There are a number of features which uniquely position BeWhere for growth:

First, BeWhere is an early entrant launching new low-cost, low-powered, location-based data solutions.

Second, BeWhere partners with a growing network of developers and resellers, including some of the largest North American fleet management/telematics companies, wireless carriers, and enterprise software solution providers. The advantage of working through partners, including telecommunication providers such as Bell, allows BeWhere to shorten the sales process and bring new product and application solutions to market more quickly. It also provides for an expanded customer base and allows for quick market penetration. BeWhere also works with in-house developers of client firms, and third-party software providers to develop tailored solutions that may be cost-effective.

Third, is the level of flexibility and accessibility provided to clients. Our key innovation lies in the ability to allow manufacturers and clients to connect their own existing sensors to BeWhere's M-IoT devices, enabling them to use BeWhere solutions and dashboards which delivers data over the cellular network without having to design, or invest in, a separate cellular device. This will allow BeWhere to expand into an untapped market.

Fourth, the Company has an established client base in verticals such as transportation, construction, utilities and municipalities to which it can provide and expand its suite of services.

As the application of its monitors becomes better known, BeWhere is well positioned to serve an increasingly broader market

BeWhere Holdings Inc. (TSX-V: BEW, OTCQB: BEWFF) (the "Company" or "BeWhere") was incorporated on October 28, 2003 under the Ontario Business Corporations Act. The Corporation continued into British Columbia from Ontario on May 22, 2015 as evidenced by the Certificate of Continuation issued on that date and pursuant to the provisions of the Business Corporations Act (British Columbia). The primary office of the Company is located at 3264 Lakeshore Blvd. West Etobicoke, Ontario M8V 1M4.

4. SIGNIFICANT HIGHLIGHTS

The following were key aspects for the nine months ended September 30, 2020

Innovation and Business Update

During the third quarter, the Company launched its M-IoT devices on the T-Mobile network as a follow up to its previously announced agreement. The Company shipped the initial order in the third quarter and expects to ship subsequent orders in the fourth quarter.

On April 30, 2020, BeWhere and Tenna LLC announced the launch of New Construction Focused Solutions. BeWhere solution will integrate into Tenna's One Platform, and offer added flexibility towards the applications, allowing customers to plug the tracker directly to the engine's power source.

The Company continues to focus on its strategies of enabled growth by working on developing contracts and business opportunities with fleet management companies and service providers in North America. Our strategy of working with companies, who have existing relationships with the end users, is already paying off as it greatly

diminishes the sales cycle. This strategy allows BeWhere to expand its marketing reach with a minimum sales force and therefore keep overheads low.

The Company received regulatory approval from the TSX Venture Exchange on April 30, 2020, for its request to purchase, by way of a Normal Course Issuer Bid, up to an aggregate of 4,394,400 of its Common Shares. This represents approximately 5% of the issued and outstanding Common Shares of the Company.

The normal course issuer bid will extend over a 12-month period. It commenced on May 6, 2020 and will terminate on May 5, 2021 or the earlier of the date all shares which are subject to the Normal Course Issuer Bid are purchased.

Total Comprehensive profit

The Company recorded its first quarterly Comprehensive profit in its history.

Total Comprehensive Profit for three months ended September 30, 2020 was \$25,808 as compared to Total Comprehensive Loss of (\$212,777) for the same period in 2019 an improvement of \$238,585 or 112%. For the nine months ended September 30, 2020 Total Comprehensive Loss was (\$98,506) as compared to Total Comprehensive Loss of (\$1,129,654) for the same period in 2019 an improvement of \$1,031,148 or 91%.

The Company plans to continue its efforts and build on the momentum to convert its sales opportunities to revenue by closely working on the various opportunities in its pipeline.

Revenues increase

Total Revenue for three months ended September 30, 2020 was \$2,172,029 which is an increase of \$248,362 from \$1,923,667 of the same period in 2019 or 13%. For the nine months ended September 30, 2020 the revenues were \$5,197,845 which only increased by 5% or \$259,772 from \$4,938,073 for the same period in 2019. The Company considers this a good result in view of the COVID-19 related delay in various government related purchase orders.

Total Revenue is also higher as compared to three months ended June 30, 2020 which increased by \$552,461 or 34% from \$1,619,568.

Recurring Revenue for the three months ended September 30, 2020 was \$809,696 compared to \$601,546 for the same period in 2019: an increase of \$208,150 or 35%. For the nine months ended September 30, 2020 the Recurring revenue were \$2,296,111 which increased by 56% or \$827,631 from \$1,468,480 for the same period in 2019.

Recurring Revenue is also higher as compared to three months ended June 30, 2020 which increased by \$55,580 or 7% from \$754,117.

This increase reflects the ramping up on sales efforts and activities directly related to delivery of technology solutions on previously announced customer wins.

Gross profit

Gross profit for the three months ended September 30, 2020 was \$438,781 which increased by \$167,444 or 62% from \$271,337 of the same period in 2019. For the nine months ended September 30, 2020 the Gross profit was \$1,101,999 which increased by 96% or \$540,574 from \$561,425 for the same period in 2019.

Gross profit is also higher as compared to three months ended June 30, 2020 which increased by \$122,279 or 39% from \$316,502.

Gross margin

Gross margin for the three months ended September 30, 2020 was 20% which is a significant improvement from the 14% of the same period in 2019. Gross margin for the quarter ended June 30, 2020 was 20%.

Operating expenses

Operating expenses, which does not include Share-based compensation expenses, for three months ended September 30, 2020 were \$398,868 which is a significant decrease of \$66,009 or 14% from \$464,877 of the same period in 2019. For the nine months ended September 30, 2020, operating expenses were \$1,197,747 compared to \$1,606,966 for the same period in 2019, a significant decrease of \$409,219 or 25%. This was mainly due to general decrease in Covid-19 related marketing, salary and office expenses.

Working capital balance

The Company continued its focus on managing the efficient use of its capital, including its cash on hand balances. Cash balance was \$2,595,612 and working capital balance of \$3,776,221 on September 30, 2020.

Non-IFRS Measures

Adjusted EBITDA is a non-IFRS measure and does not have standardized meaning as it relates to performance measures and may not be comparable to other issuer disclosures of similar performance measures. The Company has provided a reconciliation of Adjusted EBITDA to IFRS loss in the following table for the last five quarters. Adjusted EBITDA is defined as earnings before interest income, taxes, depreciation and amortization, share-based compensation, and other non-recurring gains and losses. Management believes that Adjusted EBITDA is a useful measure that facilitates period to period operating comparisons. Adjusted EBITDA should not be considered superior to IFRS net income (loss).

	Three months ended				
	September 30, 2020	June 30, 2020	March 31, 2020	December 31, 2019	September 30, 2019
Comprehensive loss	\$ 25,808	\$ (39,133)	\$ (85,179)	\$ (100,293)	\$ (212,777)
Foreign exchange gain	16,596	4,598	(13,245)	(15,540)	(1,264)
Interest income	(2,760)	(4,922)	(8,301)	(25,424)	-
Interest expense	-	-	90	221	352
Taxes	-	-	-	-	-
Amortization for Internally developed technology	73,855	73,855	73,855	101,918	113,355
Amortization & depreciation	15,907	16,603	27,429	26,744	26,745
Share-based compensation	269	3,238	7,195	12,847	20,149
Adjusted EBITDA	\$ 129,675	\$ 54,239	\$ 1,844	\$ 113	\$ (53,440)

The Company recorded its first quarterly Comprehensive profit in its history leading to a positive adjusted EBITDA for the fourth consecutive quarter ended September 30, 2020.

5. SELECTED FINANCIAL INFORMATION

5.1 Annual Information

The following table represents selected financial information of the Company for the recent three years audited financial statements:

	2019	2018	2017
	\$	\$	\$
Total revenue	6,096,602	3,608,676	1,686,708
Loss and comprehensive loss for the year	(1,229,945)	(1,407,523)	(1,808,394)
Total assets	6,989,004	4,827,438	4,608,325
Total liabilities	1,006,129	1,465,576	417,742
Basic loss per common share	(0.01)	(0.02)	(0.03)

5.2 Results of operations for the three and nine months ended September 30, 2020 and 2019

Revenue:

Total Revenue for the three months ended September 30, 2020 was \$2,172,029 compared to \$1,923,667 for the same period in 2019, an increase of \$248,362 or 13%. For the nine months ended September 30, 2020 the Total Revenue was \$5,197,845 which increased by 5% or \$259,772 from \$4,938,073 for the same period in 2019. Total Revenue increased despite COVID-19 related delay in various government related purchase orders.

Recurring Revenue for the three months ended September 30, 2020 was \$809,696 compared to \$601,546 for

the same period in 2019, an increase of \$208,150 or 35%. For the nine months ended September 30, 2020 the Recurring revenue was \$2,296,111 which increased by 56% or \$827,631 from \$1,468,480 for the same period in 2019. The Company has seen a constant increase in its Recurring revenue for the last twelve quarters. This is primarily due to the continuing roll out of MIOT devices.

Major components of revenues are as follows:

	Three months ended September 30,		Nine months ended September 30,	
	2020	2019	2020	2019
Product sales	\$ 1,319,180	\$ 1,219,449	\$ 2,833,448	\$ 3,153,617
Service fees	43,152	102,672	68,286	315,976
Recurring fees	809,696	601,546	2,296,111	1,468,480
	\$ 2,172,029	\$ 1,923,667	\$ 5,197,845	\$ 4,938,073

Our new mobile-IoT (M-IoT) devices generate both one-time hardware revenue and monthly recurring revenue. Revenue from recurring fees has increased due to expansion of the existing solutions with Brinks Inc. and addition of new subscribers as more MIOT devices are deployed.

Gross profit

Gross profit for the three months ended September 30, 2020 was \$438,781 which increased by \$167,444 or 62% from \$271,337 of the same period in 2019. For the nine months ended September 30, 2020 the Gross profit was \$1,101,999 which increased by 96% or \$540,574 from \$561,425 for the same period in 2019. The increase is primarily as a result of increased volume of product and solution deliveries.

Gross margin

Gross margin for the three months ended September 30, 2020 was 20% which is a significant improvement from the 14% of the same period in 2019. For the nine months ended September 30, 2020 the Gross margin was 21% as compared to 11% for the same period in 2019. Gross margin for the quarter ended June 30, 2020 was 20%.

Total expenses:

Total expenses, which include Share-based compensation expenses, for three months ended September 30, 2020 were \$399,137 which is a significant decrease of \$85,889 or 18% from \$485,026 of the same period in 2019. For the nine months ended September 30, 2020, Total expenses were \$1,208,449 compared to \$1,689,339 for the same period in 2019, a significant decrease of \$489,890 or 28%. This was mainly due to general decrease in Covid-19 related marketing, salary and office expenses.

Net profit (loss):

The Company recorded its first quarterly profit in the third quarter. Net profit for the three months ended

September 30, 2020 was \$25,808 compared to net loss of (\$212,277) for the same period of 2019 which is an improvement of \$238,585 or 112%. This was mainly due to decrease in Covid-19 related marketing, salary and office expenses along with general increase of gross profit.

5.3 Cash flows for the nine months ended September 30, 2020 compared to 2019

Cash provided by operating activities amounted to \$747,741 compared to \$872,779 used in operating activities for the comparative nine months ended September 30, 2019 as the Company managed its accounts receivable and payable balances, while maintaining a healthy inventory level.

Cash used in investing activities amounted to \$584,394 compared to \$691,889 used in the comparative nine months ended September 30, 2019. The Company used \$564,867 (2019 - \$556,648) for the development costs on technology related to its unique next generation IoT sensors and solution.

Cash provided by financing activities in nine months ended September 30, 2020 was \$40,000 compared to \$3,747,098 for the same period in 2019. For the nine months ended September 30, 2019, the Company received net cash of \$3,592,863 from private financing and \$154,235 from exercising of warrants.

5.4 Summary of quarterly results

The following table shows information for each of the eight most recent quarters. The quarterly information has derived from our interim consolidated financial statements which have been prepared on a basis consistent with the annual audited consolidated financial statements.

	Q3 2020	Q2 2020	Q1 2020	Q4 2019	Q3 2019	Q2 2019	Q1 2019	Q4 2018
	\$	\$	\$	\$	\$	\$	\$	\$
Revenue	2,172,029	1,619,568	1,406,248	1,158,529	1,923,667	1,580,478	1,433,928	1,411,277
Gross Profit	438,781	316,502	346,716	291,903	271,337	102,085	188,003	181,772
Comprehensive profit (loss)	25,808	(39,133)	(85,179)	(100,291)	(212,777)	(410,274)	(506,603)	(314,970)
Basic loss per share	0.00	(0.00)	(0.00)	(0.01)	(0.00)	(0.01)	(0.01)	(0.02)

Total Revenue during the three months ended September 30, 2020 was \$2,172,029 with Gross profit of \$438,781. Total expenses were \$399,137 including Stock-based compensation expense of \$269 and amortization of \$89,762 resulting in Comprehensive profit of \$25,808. The Company recorded its first quarterly profit in the third quarter.

6. FINANCIAL POSITION, LIQUIDITY, AND CAPITAL RESOURCES

At September 30, 2020, the Company's working capital balance amounted to \$3,776,221 including cash of \$2,595,612. This compares with the working capital balance of \$4,340,162 including cash of \$2,913,873 at September 30, 2019. During the nine months ended September 30, 2020 the Company invested \$564,867 in development costs related to its next generation of MIOT devices.

The Company maintains a Revolving demand facility of \$250,000. During the nine months ended September 30, 2020 the Company incurred no interest expense. At September 30, 2020 the Company had not drawn against the credit facility. The Revolving demand facility is secured by a first ranking security interest in all personal property of the Company. The Revolving demand facility has no financial or non-financial covenants.

The non-cash component of working capital amounted to \$1,180,609 at September 30, 2020 as compared to \$1,426,289 at September 30, 2019, a decrease of \$245,680 or 17%, primarily due to increase in trade receivables and trade payables.

The business model of the Company comprises of sale of hardware as well as the provision of application fees. Recurring monthly fees have started to generate a constant stream of revenue which is expected to grow as more units are deployed.

The Company's continued development is contingent upon its ability to raise sufficient financing both in the short and long-term, successfully execute its business plan, generate sufficient cash flows, and achieve profitable operations as it continues to scale. There are no guarantees that additional sources of funding will be available to the Company however, management is committed to pursuing all possible sources of financing and to continue to execute its business plan.

7. OUTSTANDING SHARE DATA

The Company is authorized to issue an unlimited number of Common Shares without nominal or par value. At September 30, 2020, there were 87,888,039 Common Shares outstanding.

At September 30, 2020, 11,614,473 share purchase warrants were outstanding.

Exercisable warrants	Exercise price \$	Expiry date
10,592,105	0.35	February 15, 2024
1,022,368	0.19	February 15, 2024
11,614,473		

During the period subsequent to September 30, 2020 and up to the date of this MD&A, no warrants were exercised.

Employees, directors, officers, and consultants have been granted options to purchase common shares under the Company's stock option plan. As of the period ended, September 30, 2020, there were 2,629,500 exercisable stock options outstanding. During the period subsequent to September 30, 2020 and up to the date of this MD&A, no options were exercised.

8. OFF-BALANCE SHEET ARRANGEMENTS

At September 30, 2020, the Company had no material off-balance sheet arrangements such as guarantee contracts, contingent interest in assets transferred to an entity, derivative instruments obligations, or any obligations that trigger financing, liquidity, market or credit risk to the Company.

9. PROPOSED TRANSACTIONS

There are no proposed transactions as at the date of this report that have not been disclosed.

10. SUBSEQUENT EVENT

There are no significant subsequent events.

11. RELATED PARTY TRANSACTIONS

The Company entered into the following transactions with related parties:

- 1) For the three months ended September 30, 2020, paid \$42,273 salaries to the CEO of the Company (2019 - \$44,423). For the nine months ended September 30, 2020, paid \$155,481 salaries to the CEO (2019 - \$161,154).
- 2) For the three months ended September 30, 2020, paid \$42,273 salaries to the COO of the Company (2019 - \$44,423). For the nine months ended September 30, 2020, paid \$155,481 salaries to the COO (2019 - \$161,154).
- 3) For the three months ended September 30, 2020, paid \$35,437 consulting fees to the CFO of the Company (2019 - \$33,750). For the nine months ended September 30, 2020, paid \$120,750 consulting fees to the CFO (2019 - \$140,610).
- 4) Accrued \$13,500 of salaries for Directors of the Company for the three months ended September 30, 2020 (2019 - \$13,500) which was recognized as accounts payable and accrued liabilities in the interim consolidated statement of financial position. For the nine months ended September 30, 2020, Director fees of \$40,500 were accrued (2019 - \$40,500). The total salaries due to directors as at September 30, 2020 is \$27,000 (December 31, 2019: \$27,000). The amounts due are unsecured, due on demand and bear no interest.

12. CRITICAL ACCOUNTING ESTIMATES

Critical accounting estimates

- i. Share-based payments is subject to estimation of the value of the award at the date of grant using pricing models such as the Black-Scholes Option Valuation Model. The Option Valuation Model requires the input of highly subjective assumptions including the expected stock price volatility. Because the Company's stock options have characteristics significantly different from those of traded options and because the subjective input assumptions can materially affect the calculated fair value, such value is subject to measurement uncertainty.
- ii. The determination of income tax is inherently complex and requires making certain estimates and assumptions about future events. While income tax filings are subject to audits and reassessments, the Company has adequately provided for all income tax obligations and estimates that there are no taxes payable resulting from the financial results for the year ended December 31, 2019. However, changes in facts and circumstances as a result of income tax audits, reassessments, jurisprudence, and any new legislation may result in an increase or decrease in our provision for income taxes. At this time, the Company is not recording any deferred income tax asset balances related to its tax loss carryforward balance.
- iii. Impairment exists when the carrying amount of a cash-generating unit ("CGU") exceeds its recoverable amount, which is the higher of its fair value less costs to sell or its value in use. The Company measures the recoverable amount for each CGU by using a fair value less costs to sell ("market") approach. The market approach assumes that companies operating in the same industry will share similar characteristics and that Company values will correlate to those characteristics.
- iv. In valuing inventories at the lower of cost and net realizable value, the Company makes estimates in determining the net realizable price of products.

13. FINANCIAL INSTRUMENTS AND RISK MANAGEMENT

Financial instruments are agreements between two parties that result in promises to pay or receive cash or financial instruments. The Company classifies its financial instruments in the following categories: at fair value through profit and loss ("FVTPL"), at fair value through other comprehensive income (loss) ("FVTOCI") or at amortized cost. The Company determines the classification of financial assets at initial recognition. The classification of debt instruments is driven by the Company's business model for managing the financial assets and their contractual cash flow characteristics. Equity instruments that are held for trading are classified as FVTPL. For other equity instruments, on the day of acquisition the Company can make an irrevocable election (on an instrument-by-instrument basis) to designate them as at FVTOCI. Financial liabilities are measured at amortized cost, unless they are required to be measured at FVTPL (such as instruments held for trading or derivatives) or if the Company has opted to measure them at FVTPL. Cash, trade receivables, accounts payable and loan from Government of Canada are classified at amortized cost. The Company does not have any other

financial instruments classified in other categories. The carrying value of these instruments approximates their fair values due to their short term to maturity.

The Company has exposure to the following risks from its use of financial instruments:

- Credit risk;
- Liquidity risk; and
- Market risk.

a) Credit risk

Credit risk is the risk that one party to a financial instrument will cause a financial loss for the other party by failing to discharge an obligation. The Company's cash is held in a Canadian financial institution. The Company does not have any asset-backed commercial paper.

The carrying amounts of cash and accounts receivable on the interim consolidated financial position represent the Company's maximum credit exposure at June 30, 2020. The Company reduces its credit risk on cash by placing cash with institutions of high credit worthiness and by monitoring customers creditworthiness on an ongoing basis. The amounts disclosed in the interim consolidated financial statements for accounts receivable are net of allowance for doubtful accounts, estimated by management based on its assessment of the current economic environment.

b) Liquidity risk

Liquidity risk is the risk that the Company will not be able to meet its financial obligations as they fall due. The Company currently settles its financial obligations out of cash. The ability to do this relies on the Company collecting its accounts receivable in a timely manner and by maintaining sufficient cash in excess of anticipated needs. At September 30, 2020 the Company's accounts payable and accrued liabilities were \$1,420,883 (September 30, 2019 - \$983,615). The Company maintained cash at September 30, 2020 in the amount of \$2,595,612 (September 30, 2019 - \$2,913,873).

c) Market risk

Market risk is the risk that changes in market prices, such as interest rates and foreign exchange, will affect the Company's income or the value of its holdings of financial instruments. At September 30, 2020 the Company carried no debt.

Interest rate risk

As of September 30, 2020, the Company does not have any financial instruments subject to this risk.

Foreign exchange risk

Foreign currency exchange risk is the risk that the fair value of future cash flows of a financial instrument will fluctuate because they are denominated in currencies that differ from the respective functional currency. The Company has financial assets and liabilities denominated in the American dollar. The Company does not hedge its exposure to fluctuations in foreign exchange rates.

The following is an analysis of Canadian dollar equivalent of financial assets and liabilities that are denominated in American dollars:

	September 30, 2020	December 31, 2019
Financial assets		
Cash	\$ 932,504	\$ 291,471
Trade receivable	1,506,065	1,139,967
	2,438,569	1,431,438
Financial liabilities		
Accounts payable	1,154,326	720,545
	\$ 1,154,326	\$ 720,545

14. RISK FACTORS

Prior to making an investment decision, investors should consider the investment risks set out below and those described elsewhere in this document, which are in addition to the usual risks associated with an investment in a business at an early stage of development. The directors of the Company consider the risks set out below to be the most significant to potential investors in the Company, but these are not all of the risks associated with an investment in securities of the Company. If any of these risks materialize into actual events or circumstances, or other possible additional risks and uncertainties of which the management are currently unaware, or which they consider not to be material in relation to the Company's business, actually occur, the Company's assets, liabilities, financial condition, results of operations (including future results of operations), business, and business prospects, are likely to be materially and adversely affected. In such circumstances, the price of the Company's securities could decline, and investors may lose all or part of their investment.

Potential Acquisitions and Investments

The Company expects to continue acquiring or investing in businesses, products and technologies that expand or complement the Company's current business, products, and services. Such acquisitions or investments may involve significant commitments of financial or other resources of the Company. There can be no assurance that any such acquisition or investment can be satisfactorily financed or, if acquired, will generate revenue, income or other returns for the Company, or that financial or other resources committed to such activities will not be lost. Such activities could also place additional strains on the Company's administrative and operational resources and its ability to manage growth.

Financial Condition, Liquidity, and Requirements Outlook

The Company's cash balance and working capital position are not adequate to sustain the Company's existing operations. If the Company is unable to continue to raise capital from issuances of shares, loans, or by other means, its cash and working capital position could be affected.

Major Contracts

The Company has, and may enter into, major contracts that are complex and have several delivery milestones. These contracts are often subject to delay, change, revision and renewal. There is no guarantee that the Company can complete all activities on time and on budget and that the funding available will be adequate to meet adjustments to the contract. Failure by the Company to fulfill such contracts on a timely basis is a significant risk to the Company.

Risk to Reputation

Reputation is a critical asset in the investment industry. Potential damage to that reputation is a significant risk for the Company. Any of the risks identified herein could damage the Company's reputation, which in turn, could result in a lack of client or employee confidence, legal liability, and difficulties in raising capital.

Risks Related to Investments

The Company intends to expand its operations and business by investing in additional businesses, products or technologies. Investments may involve a number of special risks, including diversion of management's attention, failure to retain key personnel, unanticipated events or circumstances, and legal liabilities. In addition, there can be no assurance that the businesses, products or technologies, if any, will achieve anticipated revenues and income. Investments could also result in potentially dilutive issuances of equity securities. The failure of the Company to manage its investment and acquisition strategy successfully could have a material adverse effect on the Company's business, results of operations and financial condition.

Dependence on Key Personnel

The success of the Company is largely dependent on the performance of its key senior management employees. Failure to retain key employees and to attract and retain additional key employees with necessary skills could impact the Company's growth and profitability. The Company's progress to date in commercializing its proprietary products has been dependent, to a significant extent, on the skills of its senior management. The departure or death of certain members of the executive team could have an adverse effect on the Company. The Company has experienced changes in its management personnel and further changes may occur in the future. The Company may face transitional difficulties in connection with these changes, and there can be no assurance that the Company will be able to attract and retain highly skilled and qualified personnel to replace employees who leave the Company.

Industry Growth

There can be no assurance that the market for the Company's existing products will continue to grow or that the Company will be successful in independently establishing markets for its products. If the markets in which the Company's products compete fail to grow or grow more slowly than the Company currently anticipates, or if the Company is unable to establish markets for its new products, the Company's operating results and financial condition could be adversely affected.

Economic Slowdown

From time to time markets have witnessed the weakening of global macro-economic conditions. This weakness could have adverse effects on the investments of the Company's ability to continue as a going concern.

Management of Future Growth and Expansion

Planned expansion of the Company's business and its future success will depend on its ability to manage growth as it expands its products and marketing capacities, which may place a significant strain on the Company's management resources, employees, and operations, as well as its ability to finance such growth. To manage growth effectively, the Company will be required to continue to implement changes in certain aspects of its business, expand its operations, and develop, train, manage and assimilate an increasing number of management-level and other employees. If management is unable to manage growth effectively, the Company's business, prospects, financial condition, and operating results could be affected. The Company can give no assurance that it will produce revenue, operate profitably, or provide a return on investment in the future.

Legislative, Insurance, Compliance Costs, Regulatory Action and Environment

To comply with various increasing and complex regulatory reporting and standards involves significant cost. Changes to securities regulatory standards, account policy, and compliance reporting could place an additional expense burden on the Company. Insurers may increase premiums as the Company's business continue to grow so future premiums for the Company's insurance policies, including directors' and officers' insurance policies, could be subject to increase.

15. CAUTIONARY NOTE REGARDING FORWARD LOOKING INFORMATION

Forward-looking information typically contains statements including words such as "anticipate", "believe", "expect", "plan", "intend", "estimate", "propose", or similar words suggesting future outcomes or statements regarding an outlook. Forward-looking information in this MD&A includes, but is not limited to, expectations regarding future revenues, earnings, capital expenditures, operating and other costs; business strategy and objectives; market trends; acquisition and disposition plans; the sufficiency of cash and working capital for future operations; and the timing and the completion of various development projects.

Forward-looking information is based on a number of assumptions, which may prove to be incorrect. In addition to other assumptions identified in this MD&A, assumptions have been made regarding, among other things, the Company's transition to new products and releases; a continuing increase in the number of customer relationships; the length of the sales cycles; the competitive environment; the ability to maintain or accurately forecast revenue from the Company's products or services; the ability of the Company to identify, hire, train, motivate, and retain qualified personnel; the ability of the Company to develop, introduce, and implement new products as well as enhancements or improvements for existing products that respond in a timely fashion to customer/product requirements and rapid technological change; risks associated with operations; the impact of any changes in the laws and regulations in the jurisdictions in which the Company operates; and the effect of new accounting pronouncements or guidance.

Although the Company believes that the expectations reflected in such forward-looking information are reasonable, undue reliance should not be placed on forward-looking information because the Company can give no assurance that such expectations will prove to be correct. The forward-looking information contained herein is based on BeWhere's current expectations, estimates, and projections, and is subject to a number of significant risks and uncertainties that could cause actual results to differ materially from those anticipated. Such risks and uncertainties include, among others; general business and economic conditions; the overall performance of stock markets; actions of competitors and partners; the regulatory environment; the corporate governance environment and regulatory reporting requirements for BeWhere's clients; product capability and acceptance; the Company's ability to generate sufficient cash flow from operations to meet its current and future obligations; and the Company's ability to access external sources of financing, if required.

A more detailed assessment of the risks that could cause actual results to materially differ from current expectations is contained in the Risk Factors section of this MD&A, and in the Annual Information Form filed by the Company on November 13, 2018. The foregoing list is not exhaustive and other risks are detailed from time to time in other continuous disclosure filings of the Company.

Should one or more of these risks or uncertainties materialize, or should assumptions underlying the forward-looking information prove incorrect, actual results may vary materially from those described herein as anticipated, believed, estimated, or expected. Forward-looking information contained herein is based on estimates and opinions of management at the date the statements are made. Except as required by law, BeWhere does not undertake any obligation to update forward-looking information even if management's estimates or opinions should change. The Company uses future-oriented financial information for budgeting and planning purposes and the information may not be appropriate for other purposes. Future-oriented financial information and financial outlooks, as with forward-looking information generally, are, without limitation, based on the assumptions and subject to the risks set out above.

This Management's Discussion and Analysis was approved by the Audit Committee and the Board for release on November 10, 2020.