

PROSMART ENTERPRISES INC.

From the desk of Alan Schuler, CEO, Director and Co-Founder

October 23rd, 2017

Sports. It unites, it connects, it empowers.

It is a global community with a common language that provides a platform

for ANYONE to participate and grow.

Dear ProSmart Shareholders,

Every day I am astonished how sport affects our lives at all levels of participation, support and fandom. It is an everyday conversation across our country and around the world. So, every day at ProSmart we gather as a team, determined to amplify the positive message of sport and how we can develop and provide resources to help people achieve great things through sport.

We have an opportunity to recognize the enthusiastic and some might say fanatical activities of this community. With a clear vision established by hard fought, cumulative, practical experience in the market, ProSmart is well placed to be a significant player in the exceptionally valuable global sports digital and social market. This market, is in the initial stages of transformation, and ProSmart's momentum and product development are quickly positioning us to achieve the objective of being: **the leading platform that powers youth, recreational and professional sports communities globally.**

This letter is step one of a comprehensive investor relations campaign that we have established. I want to ensure that both you and new investors have the information necessary to make informed decisions, and I want you all to know that we are committed to delivering substantial shareholder value.

As many of our shareholders have not had the chance to meet with me or members of our team, I would like to spend the next few pages to paint a better picture of what we are all about including the size of the opportunity, our growth strategy and recent key developments.

We Have Taken Huge Strides this Year!

Over the last number of months, we have made considerable progress.

ProSmart Sports Development Inc. and Sora Capital officially combined into a single company in June 2017. The management team of ProSmart Sports Development was established as the team running the go forward entity. Sora Capital was renamed ProSmart Enterprises Inc. and the ticker symbol was changed to PROS.

We raised \$4.2 million of equity, \$2.05 million (100% over-subscribed) of which was raised to facilitate integration and \$2.1 million was raised to create additional financial flexibility and accelerate growth. We have no outstanding debt.

Significant talent joined our Company. We added highly qualified individuals to our Board, management and advisory teams. We established key spokesperson and Influencer positions with highly-respected professional athletes, such as Wendel Clark, Hayley Wickenheiser and Craig Forrest. We launched a significant strategic growth partnership with AGP, a highly-accomplished group of sports media specialists in the U.S.

ProSmart Football (Soccer) had its beta launch in May and full launch in August. Since then, ProSmart has signed up 34 new soccer associations within Canada to the platform and is in active discussions with many more.

We spent our first advertising and marketing dollars in the month of September, which resulted in community members being added at a rate directly in-line with our expectations. We also maintained our community member satisfaction numbers of 90%+.

We continue to build on our technology platform. We completed the first phase of the technology integration between Sora's RosterBot team management platform and the ProSmart Sports Learning System platform. Marketplace and influencer technologies were integrated and we launched phase two of our tech build program where current IP can become more flexible and better integrate with new innovative community features and third-party content.

We Have a Large Window of Opportunity

The global youth and recreational sports industry is worth hundreds of billions of dollars and includes over 1 billion athletes who participate in a vast number of sports. Within that, there is an early stage, massively fragmented sports software industry, which industry sources suggest can grow from about \$1 billion today to \$7 billion in the next several years. However, we are not just a software company and are taking aim at a much bigger addressable market. At this early stage, I believe we are unique in our focus of creating a sports community and marketplace and I believe our approach, our team and our technology have us well positioned to be a leader.

We are Creating a Global Community and Marketplace

There are a lot of companies in the business of providing learning tools, administration tools, and messaging tools, but no one brings them together and presents them in a way that is beneficial and respective to an individual's coaching or learning situation.

ProSmart provides a globally-scalable and holistic web-based sports platform, combining best-in-class player, coaching and team development content supported by a cutting-edge suite of team and league management tools. Our company offers the most comprehensive suite of customized practice plans, fully animated drills, personalized skill videos from professionals and team management tools available online and on mobile apps.

ProSmart's platform currently supports coaches, managers, teams, players and families in over 1,500 registered governing bodies and associations spanning 100 different countries. Our learning system is currently offered in hockey and soccer, but is soon to be followed by other team and individual sports.

Our objective is to leverage this platform and create an integrated global sports community, where all participants can be directly connected to each other. By creating a connected community, users, pro clubs & leagues, associations & governing bodies, schools & academies, corporate brands & causes and media partners can all have valuable exchanges and function as a marketplace. There is a huge need for this community and marketplace, and we plan to lead the charge.

We have structured the platform to accommodate a variety of revenue streams that range from direct-to-consumer advertising campaigns to payment processing and premium subscriptions, all built on the foundation of community and valuable data.

We Have a Sustainable, Long-term Growth Strategy

For our community and marketplace to grow and sustain itself, we need to have a strong customer and partner focus. We need to deliver the highest quality content to the widest audience possible by not being gender or age-specific and by being freely available. We need scalable and flexible technology to power our platform, including the interactions between our users and our corporate and organizational partners. We need to have the right people. We need to be focused.

Our internal growth team, our influencers and partners like Accelerated Growth Partners ("AGP") are focused on identifying and building relationships with pro clubs & leagues, associations & governing bodies, schools & academies, corporate brands & causes and media partners and then converting them into strategic partners. We are smiling & dialling and employing traditional media and innovative digital media strategies to spread the word and add users at a low cost.

Our landmark Growth Partnership Agreement with the Vancouver Canucks is the latest milestone validating our community media and data approach and is a key indicator of our momentum. Within BC, our community members will see a Canuck-branded platform that is powered by ProSmart. ProSmart will help the Canucks leverage their 3.2M fans to grow a community. The Canucks have a vested interest in driving their fans to the platform as it facilitates their ability to promote programs and make offers (marketplace) in an infinitely more targeted and sophisticated manner than they have been able to do previously. The net result is a great motivated partner, more users, more revenue and more data.

The last months have been formative for ProSmart, allowing us to establish an entirely new set of opportunities for all stakeholders. As a Founder, I am excited about how the original vision of the Company has become more robust from the merging of synergistic technologies, the addition of like-minded people and access to significant capital.

I would like to thank all the people that have been working with ProSmart since the beginning and those that have jumped on-board since then. The success so far is the product of a talented, smart, hard-working group. I am proud of everything we have done together.

The message I want to leave with you is that we have:

- a distinctive platform and strategy;
- an extremely large opportunity to create a global community and substantial revenues;
- the right team and corporate DNA to execute against our vision; and
- a leadership position that is continually being validated as prominent brands in our marketplace choose ProSmart as their partner.

I look forward to communicating with you all often going forward. Thank you again for your support and please spread the word.

Together in Sport,

Alan Schuler, CEO, Director and Co-Founder

ProSmart Enterprises Inc.

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TSXV:PROS.*

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