

PARCELPAL TECHNOLOGY INC.

Management Discussion and Analysis (“MD&A”)

For the three and six months ended June 30, 2019

The following Management’s Discussion and Analysis (“MD&A”), prepared as of August 29, 2019, should be read in conjunction with the unaudited condensed interim consolidated financial statements of ParcelPal Technology Inc. (“ParcelPal” or “the Company”) for the three and six months ended June 30, 2019, together with the audited consolidated financial statements of the Company for the year ended December 31, 2018 and the accompanying MD&A for that fiscal year. The referenced financial statements have been prepared in accordance with International Financial Reporting Standards (“IFRS”), as issued by the International Accounting Standards Board applicable to the preparation of interim financial statements, including IAS 34, Interim Financial Reporting. All financial amounts are stated in Canadian dollars unless stated otherwise.

Additional information relating to the Company and its operations is available under the Company’s profile on SEDAR at www.sedar.com.

The incorporation jurisdiction of ParcelPal Technology Inc. is British Columbia.

This MD&A is the responsibility of management. Prior to its release, the Company’s Board of Directors (the “Board”) has approved this MD&A on the Audit Committee’s recommendation. The Company presents its consolidated financial statements in Canadian dollars. Amounts in this MD&A are stated in Canadian Dollars unless otherwise indicated. Unless otherwise noted or the context indicates otherwise, “we”, “us”, “our”, the “Company” or “ParcelPal” refer to ParcelPal Technology Inc. and its direct and indirect subsidiaries.

FORWARD LOOKING STATEMENTS

This MD&A includes certain “forward-looking information” and “forward-looking statements” (collectively “forward-looking statements”) within the meaning of applicable Canadian securities legislation. All statements, other than statements of historical fact, included herein, without limitation, statements relating to the future business operations of the Company, are forward-looking statements. Forward-looking statements are frequently, but not always, identified by words such as “plans”, “expects”, “anticipates”, “believes”, “intends”, “estimates”, “potential”, “possible”, and similar expressions, or statements that events, conditions, or results “will”, “may”, “could”, or “should” occur or be achieved. Forward-looking statements in this MD&A relate to, among other things, the Company expanding into additional markets, management’s expectations regarding the liquidity of the Company, the Company’s fee structure, and the Company’s plans with respect to managing liquidity risk. Forward-looking statements reflect the beliefs, opinions and projections on the date the statements are made and are based upon a number of assumptions and estimates that, while considered reasonable by the respective parties, are inherently subject to significant business, economic, competitive, political and social uncertainties and contingencies.

There can be no assurance that such forward-looking statements will prove to be accurate, and actual results and future events could differ materially from those anticipated in such statements. Forward-looking statements are subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such forward-looking statements, including but not limited to: risks related to the nascent branding, social media technology, which is affected by numerous factors beyond the Company’s control; the Company’s ability to succeed in the North American market; and access to debt and equity; and the early stage of the Company’s business. The Company is subject to the risks associated with early stage companies, including uncertainty of revenues, markets and profitability and the ability to access debt or equity financing, as necessary. Although the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking statements, there may be other factors that cause results not to be as anticipated, estimated or intended.

All material assumptions used in making forward-looking statements are based on management’s knowledge of current business conditions and expectations of future business conditions and trends, including their knowledge of the current sales trends, general economic conditions affecting the Company and the Canadian and US economies. Certain material factors or assumptions are applied by the Company in making forward-looking statements, including without limitation, factors and assumptions regarding the Company’s continued ability to fund its business, rates of customer defaults, acceptance of its products in the current marketplace and acceptance of its products in other marketplaces, as well as its operating cost structure and current and future trends in social media advertising and traditional print

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media. Although the Company believes the assumptions used to make such statements are reasonable at this time, there may be other factors that cause results not to be as anticipated, estimated or intended.

Accordingly, readers should not place undue reliance on forward-looking statements. The Company does not undertake to update any forward-looking statements that are incorporated by reference herein, except in accordance with applicable securities laws.

HIGHLIGHTS

- \$1,541,887 in revenue for the six months ended June 30, 2019 (2018 - \$1,382,663)
- Gross profit of \$160,852 for the six months ended June 30, 2019 (2018 - \$371,953)
- Over 350 live locations across multiple verticals
- Entered into an agreement to provide Kiaro delivery services commencing on April 15, 2019
- Secured a distribution agreement with Aphria Inc. for delivery of medical cannabis to patients.
- Maintained gold status as an Amazon fulfillment provider
- Appointed Ontario MP Ben Lobb as advisor to the board.
- Appointed Ontario MP Parm Gill as advisor to the board.

COMPANY OVERVIEW AND OUTLOOK

ParcelPal Technology Inc., a Vancouver based on-demand delivery service, owns and operates ParcelPal, a streamlined mobile application that enables consumers to shop at local merchants and have their items delivered in an hour or less. The Company provides online eCommerce integrations (WooCommerce, Magento, Shopify), an iOS application, open web portal for B2B shipments and various API integration capabilities. The technology stack enables business to operate online and provide an end to end solution for last mile logistics. ParcelPal’s management have spent considerable amount of time developing and streamlining the ordering and fulfillment processes for their eCommerce channels which enable merchants or local businesses to easily integrate no matter the size. ParcelPal has enabled these businesses to completely bypass point of sale integrations, eliminate expensive implementations and reduce overall overhead that often hold merchants back from offering online ordering and logistics.

To successfully execute an aggressive growth strategy to fulfill the demand of merchants and consumers, ParcelPal is developing a remote launch kit whereby merchants will be able to set up and get started outside the Vancouver area. ParcelPal’s marketing team has additionally begun marketing in various cities across Canada to estimate demand and launch in that given city.

The Company will increase monthly recurring revenue by continuously adding new merchants, delivery verticals and drivers to the platform. Monthly fees from merchants is part of ParcelPal’s plan for additional revenue streams. In addition to ParcelPal’s current services, ParcelPal plans to implement additional services for consideration of growing the merchant’s business and retaining existing customers. ParcelPal has been working closely with merchants to determine pricing strategies and service add-ons to further monetize the platform.

Forward Looking Growth Strategies

Canada has legalized recreational marijuana, and the industry continues to steal headlines as this has created great opportunity for both companies and investors alike. The investment community has primarily been focused on the cannabis producers. It has been widely speculated that the market will soon sway to ancillary businesses that support and facilitate both the production and distribution of cannabis. With full global legalization pending, and a relatively unsophisticated and progressive business space, the cannabis industry will reward those that can solidify their supply chain and increase their online presence to reach potential and returning customers. ParcelPal has begun to capitalize on these opportunities in Canada by forming various partnerships within this space. The Company has formed two partnerships in the retail space with Choom Holdings (CSE:CHOO) and Kiaro Cannabis. The Company has also been in discussions with larger producers and retailers within the space.

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The Company has been speaking with provincial government regulators and Crown corporations to best assess how to implement and execute on its strategy going forward with recreational and medicinal marijuana. Additionally, the Company has been speaking with major licensed producers to ensure consistent supply. Timing of our national execution is key and, when coupled with the expected increase in demand, will ensure a smooth execution into the industry. ParcelPal's cannabis vertical helps major licensed producers and other suppliers of cannabis products with the following:

- Easy access to consumers, providing an omnichannel approach to sales and distribution;
- Quick delivery -- the ability to deliver cannabis products within an hour allows for immediate gratification for consumers; something others currently cannot provide;
- Compliance with regulatory framework;
- Management team and board familiar with regulatory environments for a quick path to implementation;
- Increase business between existing players in the cannabis industry;
- Uninterrupted services, without strikes.

ParcelPal's go to market strategy for cannabis can be found here:

<https://www.stockwatch.com/News/Item.aspx?bid=Z-C%3aPKG-2658675&symbol=PKG®ion=C>

To successfully execute an aggressive growth strategy to fulfill the demand of merchants and consumers, ParcelPal is developing a remote launch kit whereby merchants will be able to set up and get started outside the Vancouver area. ParcelPal's marketing team has additionally begun marketing in various cities across Canada to estimate demand and launch in that given city namely aiming at Ontario.

ParcelPal intends to pursue a number of technology, product and marketing initiatives to continue to drive growth in 2019. The Company's strategic priorities include:

- Grow monthly reoccurring revenues by engaging new and acquired customers.
- Grow monthly reoccurring revenues by engaging new and acquired merchants.
- Continue to launch multiple delivery verticals within the application.
- Further grow the technology platform and offer ParcelPal on a web-based platform.
- Broaden our geographic footprint across Canadian cities and build on our current markets in Vancouver and Calgary.

The Company will increase monthly recurring revenue by continuously adding new merchants, delivery verticals and drivers to the platform. Monthly fees from merchants is part of ParcelPal's plan for additional revenue streams. In addition to ParcelPal's current services, ParcelPal plans to implement additional services for consideration of growing the merchant's business and retaining existing customers. ParcelPal has been working closely with merchants to determine pricing strategies and service add-ons to further monetize the platform.

Revenue

The Company currently has two revenue streams. One is through the application known as ParcelPal and the other through billable contracts such as Amazon.com Inc and other merchants.

In the second quarter of 2019, revenue consisted of orders through the ParcelPal application, which constitute a delivery fee and convenience fee. These orders come from either restaurant, B2B or liquor orders. Revenue is recognized upon delivery of the item(s). ParcelPal also bills Amazon.com Inc. on a weekly basis with terms of net 30 payment schedule. Additionally, the Company completes some deliveries for corporate customers not on the platform for a flat rate fee.

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GOING CONCERN

The Company has financed its operations through equity issuances. The Company had a net loss of \$3,350,887 for the six months ended June 30, 2019 (2018 – \$1,486,336) and has a deficit of \$10,951,069 as at June 30, 2019 (December 31, 2018 – \$7,600,182).

The Company has incurred significant operating losses and negative cash flows from operations in recent years. As a result of the foregoing, there is significant doubt about the Company's ability to continue as a going concern. The consolidated financial statements were prepared on a going concern basis which assumes that the Company will be able to realize its assets and discharge its liabilities in the normal course of business for the foreseeable future. Whether and when the Company can attain profitability and positive cash flows is uncertain. The Company is working to expand its operations and it is expected that the Company's liquidity will fluctuate as a result of any expansion. The fee structure for the services offered by the Company is expected to remain constant for the foreseeable future.

The continuation of the Company as a going concern is dependent upon completing a short-term financing for sufficient working capital to maintain operations, reducing operating expenses, increasing revenues and commencing profitable operations in the future. Risks that may materially affect the Company's future performance include: the possibility of discontinuance of operations of the Company, the risk that the Company is unable to find suitable investors for a financing, the risk that the Company will not be able to expand operations, the risk that the Company will not be successful due to general risks relating to the mobile application industry, the failure of the Company's app to gain market acceptance, potential challenges to the intellectual property utilized in the Company's app, and competition risks. The Company recognizes the threats posed by operating in an uncertain global economic environment. This uncertainty may continue to impact the Company's industry, resulting in a lower demand for some of its services and its partners' products.

The Company is in its growth phase and it is expected that the Company will continue to incur losses until significant revenues are generated as management executes its business plan. The Company began generating revenue in the period ending September 30, 2017; however, as at June 30, 2019, the Company had not achieved a positive cash flow from operations.

The Company manages liquidity risk by maintaining sufficient cash balances and adjusting the operating budget and expenditures to ensure that there is sufficient capital in order to meet short-term and other specific obligations. The Company plans to control spending and prudently allocate financial resources to optimize value. The Company will seek additional financing through equity financings until the Company reaches profitability. In order to increase sales, the Company intends to ensure that the service provided meets the needs of existing and potential customers and is competitively priced. The Company plans to continue to develop, innovate and continuously improve current and new technologies in a timely and cost effective manner. Management believes that the likelihood of completing these plans is high, and the Company has sufficient financial resources to meet its planned operations for the foreseeable future.

The financial statements do not include any adjustments relating to the recoverability and classification of recorded assets and liabilities that might be necessary should the Company be unable to continue as a going concern.

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SUMMARY OF QUATERLY RESULTS

Following is a table of the income, total assets, operating loss for the past eight quarters.

	Quarter ended			
	June 30, 2019 \$	March 31, 2019 \$	December 31, 2018 \$	September 30, 2018 \$
Gross profit	64,053	96,799	222,881	207,201
Total assets	1,557,171	3,056,010	3,496,805	3,567,126
Operating loss	(1,932,453)	(1,405,535)	(875,709)	(758,669)
Net loss	(1,946,831)	(1,404,056)	(1,762,185)	(569,932)
Loss per share	(0.02)	(0.02)	(0.01)	(0.01)
Dividends	-	-	-	-

	Quarter ended			
	June 30, 2018 \$	March 31, 2018 \$	December 31, 2017 \$	September 30, 2017 \$
Gross profit	178,597	193,356	72,813	3,693
Total assets	3,206,238	3,281,451	1,096,996	88,056
Operating loss	(754,096)	(1,104,193)	(769,324)	(156,597)
Net loss	(575,499)	(910,837)	(696,511)	(152,904)
Loss per share	(0.02)	(0.02)	(0.02)	(0.01)
Dividends	-	-	-	-

Gross margin decreased during the three months ended June 30, 2019 and March 31, 2019 as the Company expanded staff while expanding. Expenses in Q1 2019 primarily consisted of consulting fees, share-based compensation and office and miscellaneous. Costs increased mainly as a result of an increase in delivery personnel and support staff.

SELECTED RESULTS

Six Months Ended June 30, 2019

During the six months ended June 30, 2019 the Company had a net loss of \$3,350,887 compared to \$1,486,336 during the period ended June 30, 2018. The change in net loss is due to the following:

- i) Consulting fees increased to \$453,037 (2018 - \$347,419) due to an increased number of consultants in the current period.
- ii) Marketing and promotion increased to \$1,223,275 (2018 - \$25,227) due to increased promotional activities during the current period.
- iii) Management fees increased to \$120,000 (2018 - \$54,000) due to increase fees to officers in the Company during the current period.
- iv) Share-based compensation decreased to \$643,989 (2018 - \$919,362) due to fewer stock options being granted during the current period compared to the period ended June 30, 2018.
- v) Amortization expense increased to \$249,839 (2018 - \$167,293) as the Company has a larger fleet of vehicles during the current period.
- vi) Salaries increased to \$170,898 (2018 - \$nil) related to expansion into Alberta, Saskatoon and Toronto.

Three Months Ended June 30, 2019

During the three months ended June 30, 2019 the Company had a net loss of \$1,946,831 compared to \$575,499 during the period ended June 30, 2018. The change in net loss is due to the following:

- i) Consulting fees increased to \$284,287(2018 - \$197,779) due to an increased number of consultants in the current period as the Company expands into Alberta and Toronto.
- ii) Marketing promotion increased to \$867,722 (2018 - \$25,227) due to increased promotional activities during the current period as the Company increases its market awareness while in a growth phase.

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- iii) Management fees increased to \$45,000 (2018 - \$27,000) due to increase fees to officers in the Company during the current period.
- vi) Salaries increased to \$134,143 (2018 - \$nil) related to expansion into Alberta and Toronto.

EQUIPMENT

Equipment consists of leased vehicles carried at cost less accumulated depreciation. The Company’s vehicles as at June 30, 2019 and December 31, 2018 are as follows:

	Vehicles \$
Cost	
Balance, December 31, 2017	583,881
Additions	572,339
Balance, June 30, 2019 and December 31, 2018	1,156,220
Accumulated amortization	
Balance, December 31, 2017	19,186
Amortization	412,597
Balance, December 31, 2018	431,783
Amortization	231,839
Balance, June 30, 2019	663,621
Net Book Value	
Balance, December 31, 2018	724,437
Balance, June 30, 2019	429,598

INTANGIBLE ASSETS

During the year ended December 31, 2015, the Company acquired \$100,000 of application software through an acquisition and paid \$10,000 cash. During the year ended December 31, 2016, the Company determined the application software to be in use and began amortizing the intangible asset.

	Application software \$
Cost	
Balance, June 30, 2019 and December 31, 2018	110,000
Accumulated amortization	
Balance, December 31, 2017	54,800
Amortization	36,100
Balance, December 31, 2018	90,900
Amortization	18,000
Balance, June 30, 2019	108,900
Net Book Value	
Balance, December 31, 2018	19,100
Balance, June 30, 2019	1,100

LIQUIDITY AND CAPITAL RESOURCES

As at June 30, 2019 the Company had net working capital of \$247,342 compared to a net working capital of \$2,084,902 as at December 31, 2018.

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The continuing operations of the Company are dependent upon its ability to continue to raise adequate financing and to commence profitable operations in the future. The Company has material financial uncertainties that cast significant doubt upon the Company’s ability to continue as a going concern.

FINANCING ACTIVITIES

During the three months ended June 30, 2019:

- a) On January 31, 2019 the Company issued 150,000 common shares to settle debt of \$45,000. The shares were fair valued at \$45,000 and no gain or loss on debt settlement was recorded.
- b) On March 22, 2019 the Company issued 210,000 common shares in lieu of services, the shares were fair valued at \$79,800.
- c) The Company received \$219,726 of subscriptions receivable.
- d) The Company issued 200,000 common shares pursuant to exercise of stock options for proceeds of \$50,000;
- e) The Company issued 171,427 common shares to its officers, directors and consultants to settle corporate indebtedness of \$45,000;
- f) The Company issued 925,000 common shares pursuant to exercise of stock options for proceeds of \$224,750;
- g) The Company issued 2,554,200 common shares pursuant to exercise of warrants for proceeds of \$284,540;
- h) The Company issued 600,000 common shares in lieu of services, the shares were fair valued at \$132,000.

SEGMENTED INFORMATION

Significant customer sales are as follows:

Customers	Location	June 30, 2019	June 30, 2019	June 30,	June 30, 2018
		\$	%	2018	%
Customer A	Canada	1,499,501	97	1,379,700	99
Customer B	Canada	42,386	3	2,963	1

RELATED PARTY DISCLOSURES

Key management personnel include those persons having authority and responsibility for planning, directing and controlling the activities of the Company as a whole. The Company has determined that key management personnel consist of members of the Company's Board of Directors and corporate officers. The remuneration of directors and key management personnel is as follows:

	Three months ended		Six months ended	
	June 30,		June 30,	
	2019	2018	2019	2018
	\$	\$	\$	\$
Consulting fees	83,478	21,000	134,678	42,000
Management fees	45,000	27,000	120,000	54,000
Share-based compensation	-	37,911	-	314,125
	128,478	85,911	254,678	410,125

Included in accounts payable as at June 30, 2019, is \$78,721 (December 31, 2018 - \$43,442) owing to directors and officers. These amounts are non-interest bearing, unsecured and due on demand.

CAPITAL MANAGEMENT

The Company defines capital that it manages as its shareholders’ equity. When managing capital, the Company’s objective is to ensure the entity continues as a going concern as well as to maintain optimal returns to shareholders and benefits for other stakeholders. The Company manages its capital structure and makes adjustments to it, based on

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the funds available to the Company, in order to support the development of a social collaborative charting, news and communication platform for traders. The Board of Directors does not establish quantitative return on capital criteria for management, but rather relies on the expertise of the Company’s management to sustain future development of the business.

Management reviews its capital management approach on an ongoing basis and believes that this approach, given the relative size of the Company, is reasonable. There were no changes to the Company’s approach to capital management during the year ended June 30, 2019.

FINANCIAL INSTRUMENTS AND RISK MANAGEMENT

Classification of financial instruments

The Company’s financial instruments consist of cash, accounts receivable, loans receivable, marketable securities and accounts payable and accrued liabilities. The Company classifies cash, accounts receivable and loans receivable as financial assets at amortized cost and marketable securities as financial assets at FVTPL. Accounts payable and accrued liabilities are classified as financial liabilities at amortized cost.

Fair value

Financial instruments measured at fair value are classified into one of the three levels in the fair value hierarchy according to the relative reliability of the inputs used to estimate the fair values. The three levels of the fair value hierarchy are:

- Level 1 – Unadjusted quoted prices in active markets for identical assets or liabilities;
- Level 2 – Inputs other than quoted prices that are observable for the asset or liability either directly or indirectly; and
- Level 3 – Inputs that are not based on observable market data.

The carrying value of the Company’s financial assets and liabilities measured at amortized cost approximate their fair value due to their short terms to maturity. Marketable securities are considered Level 2 financial assets.

The Company is exposed in varying degrees to a variety of financial instrument related risks. The Board of Directors approves and monitors the risk management processes, inclusive of documented investment policies, counterparty limits, and controlling and reporting structures.

The Company is exposed to a variety of financial instrument related risks. The Board of Directors approves and monitors the risk management processes, inclusive of documented investment policies, counterparty limits and controlling and reporting structures. The type of risk exposure and the way in which such exposure is managed is provided as follows:

Credit risk

Credit risk is risk of financial loss to the Company if the counterparty to a financial instrument fails to meet its contractual obligations. The Company’s accounts receivable includes \$313,182 due from one major customer. The customer is of low credit risk and none of the balance is past due. The Company’s cash is held in large Canadian financial institutions and is not exposed to significant credit risk.

Interest risk

Interest rate risk is the risk that the fair value of future cash flows of a financial instrument will fluctuate because of changes in market interest rates. The Company is exposed to limited interest rate risk.

Liquidity risk

Liquidity risk is the risk that the Company will not be able to meet its obligations as they fall due. The Company’s ability to continue as a going concern is dependent on management’s ability to raise the required capital through future equity or debt issuances. The Company manages its liquidity risk by forecasting cash flows from operations and anticipating any investing and financing activities. Management and the directors are actively involved in the review, planning, and approval of significant expenditures and commitments.

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Foreign exchange risk

The Company’s functional currency is the Canadian Dollar and major transactions are transacted in Canadian Dollars and US Dollars. The Company maintains a US Dollar bank account in Canada to support the cash needs of its operations. Management believes that the foreign exchange risk related to currency conversion is minimal and therefore does not hedge its foreign exchange risk.

OUTSTANDING SECURITIES

Authorized: Unlimited common shares without par value

All share information is reported as of August 29, 2019 in the following table:

Type of Security	Number
Issued and outstanding common shares	79,845,580
Stock options with a weighted average exercise price of \$0.24	10,379,000
Warrants with a weighted average exercise price of \$0.22	11,923,717
Total	102,148,297

OFF-BALANCE-SHEET ARRANGEMENTS

As of the date of this filing, the Company does not have any off-balance-sheet arrangements that have, or are reasonably likely to have, a current or future effect on the results of operations or financial condition of the Company, including, and without limitation, such considerations as liquidity and capital resources.