

### LIFE CHOICES NATURAL FOOD CORP.

**Management's Discussion and Analysis** 

For the year ended March 31, 2015

## Life Choices Natural Food Corp.

## March 31, 2015

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# MANAGEMENT'S DISCUSSION AND ANALYSIS of Financial Condition and Results of Operations for the Year Ended March 31, 2015

This Management's Discussion and Analysis ("MD&A") is a review of the consolidated financial condition and results of operations of Life Choices Natural Food Corp. ("Life Choices" or the "Company") as at and for the year ended March 31, 2015 and is intended to help readers understand the Company's business and the key factors underlying its financial results. It should be read in conjunction with the consolidated annual financial statements and accompanying notes of the Company for the year ended March 31, 2015, which have been filed with applicable regulatory authorities and are available through the SEDAR website at www.sedar.com.

Additional information is available at www.greenspacebrands.ca

The financial information contained herein has been prepared in accordance with International Financial Reporting Standards ("IFRS") and is reported in Canadian dollars; however, reference is made to earnings before interest expense, income taxes, depreciation and amortization ("EBITDA") from continuing operations, Adjusted EBITDA from continuing operations as defined in the "Non-IFRS Measures" section. EBITDA and Adjusted EBITDA, from continuing operations, are not measures of financial performance recognized under IFRS. The Company has included this information as they are used by management as measures of financial performance and management believes they will be used by certain investors and analysts in assessing the Company's financial performance. These measures are not necessarily comparable to similarly titled measures used by other companies and should not be construed as an alternative to net income or cash flow from operating activities as determined in accordance with IFRS. See the section entitled "Non-IFRS Measures" for further information.

This MD&A has been prepared as of July 22, 2015.

#### **CORPORATE OVERVIEW**

Life Choices Natural Food Corp. was incorporated under the Business Corporations Act (Ontario) on May 31, 1999. The registered head office of the Company is located at 178 St. George Street, Toronto, Ontario, M5R 2E6.

Life Choices is in the business of developing, marketing and selling premium, convenient natural food products to Canadian consumers, featuring grass fed and/or pasture raised meat and dairy, raised without the use of added hormones and antibiotics, as well as additional product offerings in the natural and whole foods markets under its affiliated brands. Life Choices sources its natural ingredients largely from local, ethically operated farms and combines those ingredients into tasty and nutritious products.

Life Choices has developed and manages several brands in the natural food industry, namely, Life Choices Natural Foods, Rolling Meadow (launched in August 2014), Yamba Yogurt (launched in January 2014) and Holistic Choice (launched in August 2014).

All Life Choices beef, chicken and pork products feature one common trait: they all contain meat from grass fed and/or pasture raised animals that have not been subject to feedlot conditions. The result is meat that features higher levels of Omega 3 fatty acids and Conjugated Linoleic Acids (CLAs). All of Life Choices' chickens are raised in low density barns with a premium on the ethical treatment of the birds at all times. The Rolling Meadow brand offers premium quality dairy products, such as milk, yogurt and butter, made with 100% Canadian, grass fed milk. Yamba yogurt is an 'Australian style' yogurt (featuring grass fed milk) made with five active cultures and is an all-natural source of probiotics and prebiotics, gluten-free and contains no additives or preservatives. Life Choices offers premium quality pet foods for cats and dogs through its Holistic Choice brand. Holistic Choice pet foods are made with a high percentage of fresh meat in Safe Quality Food (SQF) Certified plants. None of the meats have been rendered and all are free of any added antibiotics and hormones, acting as an excellent source of protein to help promote bone health, and overall happy, healthy pets.

Life Choices aims to make continuing investments in its business units, focussing on cost containment, productivity, cash flow and margin enhancement to offer innovative new products with healthy attributes. By integrating various brands, Life Choices aims to achieve economies of scale and enhanced market penetration. Life Choices performs ongoing reviews of products and categories and has and may continue to eliminate certain products that do not meet standards for profitability or are not in line with the Company's overall strategy.

On April 30, 2015, the Company entered into a definitive agreement with Aumento Capital IV Corporation ("Aumento") and Aumento Subco (a wholly-owned subsidiary of Aumento) pursuant to which the Company amalgamated with Aumento Subco to form an amalgamated company, which was renamed GreenSpace Brands Inc. ("GreenSpace"). GreenSpace is listed on the Toronto Venture Exchange ("TSX.V") under the symbol JTR ("Join The Revolution").

#### **OPERATING STRATEGY**

The Company's operating strategies are designed to create value for customers and shareholders through innovative product development, market expansion and diversification.

Life Choices' priorities are to:

- i) develop new value-added products for consumers;
- ii) cross-sell developed brands through its strong third party distribution and retail channels;
- iii) make selective acquisitions on an opportunistic basis to diversify its product offerings and advance its standing in the natural food market-place;
- iv) maintain high internal operating efficiencies by maintaining a customer-focused, collaborative culture.

#### **FOURTH QUARTER CONSOLIDATED RESULTS**

The following is a description of the fourth quarter results of operations on a consolidated basis. A discussion of management's outlook is set forth under the "Outlook" section.

#### Comparative Statements of Loss<sup>1</sup>

(expressed in Canadian dollars)

	For the 3-month period ended March 31,			
	2015	2014	Inc (Dec)	Inc (Dec)
	\$	\$	\$	%
Revenue	1,433,105	502,517	930,588	185.2
Cost of goods sold	1,149,807	338,501	811,306	239.7
Gross profit	283,298	164,016	119,282	72.7
Gross profit percentage	19.8%	32.6%		
General and administrative	194,961	58,740	136,221	231.9
Storage and Delivery	64,744	28,623	36,121	126.2
Salaries and benefits	311,234	99,789	211,445	211.9
Advertising and promotion	216,483	41,256	175,227	424.7
Professional fees	233,378	19,090	214,288	1122.5
Stock-based compensation	-	37,665	(37,665)	(100.0)
Net loss before interest and accretion and changes in fair value of derivative liability.	(737,501)	(121,147)	(616,354)	(508.8)
Interest and accretion expense	60,164	14,677	45,487	309.9
Net loss from continuing operations before income taxes	(797,665)	(135,824)	(661,841)	(487.3)
Income taxes recovery	-	-	-	-
Net loss from continuing operations	(797,665)	(135,824)	(661,841)	(487.3)
Net loss from discontinued operations, net of income taxes	-	(12,135)	12,135	100.0
Net loss and comprehensive loss	(797,665)	(147,959)	(649,706)	(439.1)
EBITDA <sup>1</sup>	(737,501)	(133,282)	(604,219)	(453.3)
As a percentage of revenue	(51.5%)	(26.5%)		, -,
Adjusted EBITDA <sup>1</sup>	(540,609)	(133,282)	(407,327 <b>)</b>	(305.6)
As a percentage of revenue	(50.1%)	(26.5)	·	

<sup>&</sup>lt;sup>1</sup> See Non-IFRS Measures

#### Revenue

Revenue increased 185.2% in the fourth quarter of fiscal 2015 primarily as a result of revenue being contributed from Holistic Choice pet food and Rolling Meadow milk, yogurt and butter product lines which were launched by the Company in August 2014.

Fourth quarter revenue for Rolling Meadow was strong due to a number of new product offerings being added to the banner and a new key distributor being added in Western Canada. Fourth quarter revenue for Holistic Choice was also strong as early launch inventory constraints were relieved and additional distributors in Western Canada were added for all product lines. Incremental revenue from these two brands combined to contribute 61.8% of the fourth quarter revenue increase.

The remainder of the fourth quarter revenue increase was from Life Choices Natural Food product lines which experienced increased sales volumes as a result of adding new distribution in Western Canada and increased customer demand for the products showing the current year packaging re-design helped to highlight important product nutritional benefits for the end consumer.

#### **Gross Profit**

Gross Profit as a percentage of fourth quarter revenue in 2015 decreased as expected to 19.8% from 32.6% over the same period in 2014 due to changes in product mix, increased trade spending and larger inventory write-offs experienced in the fourth quarter of the current year.

The gross profit percentage in the fourth quarter of 2015 was expectedly lower due to increased discounts and incentives incurred to launch the Rolling Meadow and Holistic Choice brands and a higher proportion of revenue being earned through Rolling Meadow milk products. The Rolling Meadow milk products have lower margins than the traditional natural food product categories because pricing in the retail milk market is competitive and it's not unexpected for a company introducing a milk product line to incur considerable spoilage costs until customer demand is established. The other Rolling Meadow products, yogurt and butter, were launched towards the end of the quarter and are expected to improve the average Rolling Meadow margins in the future. As a result of inconsistent customer order patterns, the Company experienced \$98,000 of milk and yogurt inventory write-offs in the fourth quarter. Order patterns subsequent to year-end have become more consistent and the Company does not expect to have similar write-offs in future quarters.

Normalizing for the inventory write-offs associated with the launch of the Rolling Meadow milk and yogurt product lines it is management's estimate that the Company's fourth quarter margins would have improved by approximately 6.8%.

#### Selling, General and Administrative ("SG&A") Expenses

As the Company is actively promoting a number of new brands and building its infrastructure for future growth it's not unexpected that all major SG&A line items increased during the fourth quarter of 2015.

General and administrative expenses increased to 13.6% of fourth quarter revenue in 2015 from 11.7% in the fourth quarter of the prior year. The increased expense in the fourth quarter of 2015 was expected as it directly related to a product investigation and settlement with one of the Company's co-packers. The expense associated with this investigation and settlement totalled \$61,198. Removing these costs would have lowered general and administrative expenses to 9.3% of revenue in the fourth quarter of 2015.

Storage and delivery expenses increased in the fourth quarter of 2015 as a result of the increase in revenue and distribution of product. New brand launches and increased distribution to Western Canada increased revenue in the fourth quarter 185.2% compared to prior year but only increased storage and delivery expenses by 126.2%. The incremental savings is due to storage and delivery fixed costs being spread over a larger revenue base.

The salaries and benefit expenses increased in the fourth quarter of 2015 as planned due to the addition of a few key staffing resources. Through 2015, key positions of Chief Financial Officer, Vice President of Brands/Business Development, Director of Sales and Marketing and Events Manager were filled. These key positions helped the Company fill the product pipeline with a number of new, internally developed, brands, helped rebranded a number existing products and the new positions provided the resources for the Company to complete its qualifying transaction and initial public offering ("IPO") subsequent to year-end. Important to note that management expects the current organizational structure will allow the Company to expand and integrate a number of strategic acquisitions without significant headcount additions.

The advertising and promotional expenses in the fourth quarter were higher than the quarterly increase in revenue as a result of the incremental marketing and promotion around the launch of Rolling Meadow and Holistic Choice. These expense increases were on plan and the Company expects through fiscal 2016 advertising and promotion as a percentage of revenue will reduce as the Company's revenue continues to grow and it reaps the benefits of strong brand recognition.

Professional fees were higher during the fourth quarter of 2015 due to the incremental legal and auditing fees incurred as a result of the Company's qualifying transaction and IPO subsequent to year-end.

#### **Interest and Accretion Expense**

The Company incurred higher interest expense of \$60,164 in the fourth quarter of 2015 compared to \$14,677 in the fourth quarter a year earlier. The increase was attributable to the higher average bank overdraft balance held in the current quarter and the two new loan payables entered into during the first quarter of fiscal 2015 with the Business Development Bank of Canada.

#### Net loss and comprehensive loss

Net loss and comprehensive loss increased to (\$797,665) (loss of \$0.24 per share attributable to common shareholders) in the fourth quarter of 2015 compared to (\$147,959) (loss of \$0.05 per share attributable to common shareholders) over the same period a year earlier. The increased loss was planned and not unexpected as the Company made a number of brand and infrastructure investments in the fourth quarter which are expected to help the Company continue to grow and gain market share in the natural food and beverage market in future quarters..

#### **EBITDA and Adjusted EBITDA (see Non-IFRS Measures)**

EBITDA and Adjusted EBITDA decreased to (\$737,501) and (\$540,609) respectively in the fourth quarter of 2015 compared to (\$133,282) over the same period in fiscal 2014. Again the reduction in both EBITDA and Adjusted EBITDA was planned and not unexpected as the Company paid increased incentives and advertising to launch a number of new products in the quarter and a highly talented management team was assembled which will allow the Company to grow without the need to add additional resources.

#### **ANNUAL CONSOLIDATED RESULTS**

The following is a description of the results of operations on a consolidated basis. A discussion of management's outlook is set forth under the "Outlook" section.

#### Comparative Statements of Loss<sup>1</sup>

(expressed in Canadian dollars)

	Year Ended March 31,			
	2015	2014	Inc (Dec)	Inc (Dec)
	\$	\$	\$	%
Revenue	3,634,221	1,693,884	1,940,337	114.5
Cost of goods sold	3,030,983	1,346,627	1,684,356	125.1
Gross profit	603,238	347,257	255,981	73.7
Gross profit percentage	16.6%	20.5%		
General and administrative	314,383	233,724	80,659	34.5
Storage and Delivery	205,005	105,173	99,832	94.9
Salaries and benefits	816,701	327,809	488,892	149.1
Advertising and promotion	520,521	124,303	396,218	318.8
Professional fees	264,893	52,833	212,060	401.4
Stock-based compensation	-	37,665	(37,665)	(100.0)
Net loss before interest and accretion and changes in fair value of derivative liability.	(1,518,265)	(534,250)	(984,015)	(184.2)
Interest and accretion expense	127,816	30,721	97,096	316.1
Change in fair value of derivative liability	5,057	-	5,057	-
Net Loss from continuing operations before income taxes	(1,651,138)	(564,971)	(1,086,167)	(192.3)
Income taxes recovery	-	-	-	-
Net Loss from continuing operations	(1,651,138)	(564,971)	(1,086,167)	(192.3)
Loss from discontinued operations, net of income taxes	(2,229)	(35,457)	33,228	93.7
Loss and comprehensive loss	(1,653,367)	(600,428)	(1,052,939)	(175.4)
  EBITDA <sup>1</sup>	(1,525,551)	(569,707)	(955,844)	(167.8)
As a percentage of revenue	(42.0%)	(33.6%)		
Adjusted EBITDA <sup>1</sup>	(1,328,659)	(569,707)	(758,952)	(133.2)
As a percentage of revenue	(36.5%)	(33.6%)		

<sup>&</sup>lt;sup>1</sup> See Non-IFRS Measures

#### Revenue

Revenue for the year ended March 31, 2015 increased 114.5% to \$3.6 million, compared to \$1.7 million for the year ended March 31, 2014. The increase was due primarily to the launch of Holistic Choice pet food and Rolling Meadow dairy product lines which occurred in August 2014. Year-to-date revenue from these new brands combined to contribute 59.8% of the Company's 2015 revenue growth.

The remainder of the increase came from the Life Choices BBQ and breaded product lines which both had significant revenue growth in fiscal 2015 as the result of new distribution channels moving product into Western Canada and the re-design of product packaging which helped to increase demand as the new packaging ensured all nutritional key messages were clear to the end consumer.

#### **Gross Profit**

Gross profit as a percentage of revenue was expectedly lower in 2015 primarily due to a higher proportion of revenue being earned through sales of lower margin Rolling Meadow milk product lines. Other Rolling Meadow dairy products like yogurt and butter were launched at the end of the current fiscal year and they are expected to improve Rolling Meadow average margins in the future. As well, with the launch of the two new brands along with the discontinuation of a number of Life Choices product lines the Company wrote-off \$272,879 worth of spoiled or discontinued inventory in fiscal 2015.

Normalizing for these write-offs associated with the launch of both the Rolling Meadow and the discontinuation of a number of Life Choices' product lines it's management's estimate that the Company's 2015 annual margins would have improved by approximately 7.5%.

#### Selling, General and Administrative ("SG&A") Expenses

As expected, all SG&A expenses increased through fiscal 2015 as the Company actively promoted its new brand launches, incurred professional service fees associated with its Qualifying Transaction and IPO and built a talented management team that will all the Company to grow easily in the future without significant headcount additions.

General and administrative expenses decreased as a percentage of revenue to 8.7% in fiscal 2015 from 13.8% in fiscal 2014. The decrease was the result of many general and administrative expenses being fixed costs and costs incurred in fiscal 2014 to redesign the Company's website not recurring in fiscal 2015.

Storage and delivery expenses increased in 2015 as a result of the increase in revenue. The launch of two new brands, new product offerings with existing brands and increased distribution across the country drove revenue growth to 114.5% but also increased storage and delivery expenses by 95%. Again these incremental savings are due to storage and delivery fixed costs being spread over a larger revenue base.

As planned, the salaries and benefit expenses increased in fiscal 2015 due to the addition of a few key staffing resources. Through 2015, key positions of Chief Financial Officer, Vice President of Brands/Business Development, Director of Sales and Marketing and Events Manager were filled. These key positions helped the Company fill the product pipeline with a number of new, internally developed, brands, helped rebranded a number existing products and the new positions provided the resources for the Company to complete its qualifying transaction and initial public offering ("IPO") subsequent to year-end. Management is confident that the current organizational structure will allow the Company to develop new brands, expand its current customer base and integrate a number of strategic acquisitions without significant headcount additions

The advertising and promotional expenses as expected in fiscal 2015 were higher than fiscal 2014 as a result of the incremental marketing and promotion around the two new brand launches. The Company expects through fiscal 2016 advertising and promotional expenses should begin to normalize as the Company reaps the benefits of brand recognition from past marketing campaigns.

Professional fees were higher in fiscal 2015 due to incremental legal and auditing fees incurred as a result of the Company's qualifying transaction and initial public offering which was completed subsequent to year-end.

#### **Interest and Accretion Expense**

Life Choices incurred net interest expense of \$127,817 for the year ended March 31, 2015 compared to interest expense of \$30,721 for the year earlier. The increase was attributable to the Company carrying a higher average bank overdraft balance through the current year, the interest bearing convertible promissory notes issued within the year ended March 31, 2014, and the two new term loans from the Business Development Bank of Canada. In addition the Company recorded \$15,846 in accretion expense related to the conversion of the convertible promissory notes on December 10, 2014 in interest expense.

#### Change in Fair Value of the Derivative Liability

On March 31, 2014, the Company provided stock-based awards to a certain employee in the form of stock options. Prior to the stock options being exercised and converted to common shares on December 10, 2014, the options were measured at fair value

and a derivative liability was recognized due to the variability of the amount of shares that ultimately could be issued upon exercise of the stock options. The factors that drive the change in fair value of the derivative liability are the trading price and volatility of the Company's shares.

In fiscal 2015, prior to the stock options being exercised on December 10, 2014, there was a \$5,000 expense incurred in fair valuing the derivative liability. A similar expense was not incurred in fiscal 2014 as the options were only granted at the end of that year.

#### Net loss and comprehensive loss

Net loss and comprehensive loss increased to (\$1,653,367) (loss of \$0.57 per share attributable to common shareholders) in 2015 compared to (\$600,428) (loss of \$0.25 per share attributable to common shareholders) over the same period a year earlier. The increased loss was planned and not unexpected as the Company made a number of brand and infrastructure investments in 2015 which are expected to help the Company continue to grow and gain market share in the natural food and beverage market in future years.

#### **EBITDA and Adjusted EBITDA (see Non-IFRS Measures)**

EBITDA and Adjusted EBITDA decreased to (\$1,523,321) and (\$1,326,429) respectively in fiscal 2015 compared to (\$569,707) in fiscal 2014. Again the reduction in both EBITDA and Adjusted EBITDA was planned and not unexpected as the Company paid increased incentives and advertising to launch a number of new products in the current year and a management team was built at few key positions to position the Company to grow without the need to add additional resources.

#### SELECTED QUARTERLY INFORMATION

(expressed in Canadian dollars)

Unaudited quarterly financial data for fiscal 2015 and 2014 is summarized as follows. The sum of the net income per share from continuing and discontinued operations for each of the four quarters may not equal the net income per share for the full year, as presented, due to rounding.

Three months ended	Mar 31, 2015	Dec 31, 2014	Sept 30, 2014	Jun 30, 2014	Mar 31, 2014
	\$	\$	\$	\$	\$
Revenue	1,433,105	826,713	756,910	617,493	502,517
Gross profit	283,298	20,616	168,527	130,797	164,016
Gross profit %	19.8%	2.5%	22.3%	21.2%	32.6%
Net loss from continuing operations	(797,665)	(467,878)	(207,032)	(178,563)	(135,824)
Net income (loss) from discontinued operations	-	-	43,912	(46,140)	(12,135)
Net loss	(797,665)	(467,878)	(163,121)	(224,703)	(147,959)
Net loss per share from continuing operations – basic and diluted	(0.24)	(0.16)	(0.08)	(0.07)	(0.05)
Net income (loss) per share from discontinued operations – basic and diluted	-	-	0.02	(0.02)	-
EBITDA <sup>1</sup>	(737,501)	(444,553)	(139,713)	(203,783)	(133,282)
EBITDA %	(51.5%)	(53.8%)	(18.5%)	(33.0%)	(26.5%)
Adjusted EBITDA <sup>1</sup>	(540,609)	(444,553)	(139,713)	(203,783)	(133,282)
Adjusted EBITDA %	(37.7%)	(53.8%)	(18.5%)	(33.0%)	(26.5%)

<sup>&</sup>lt;sup>1</sup>See Non-IFRS Measures

Certain of the Company's product lines have seasonal fluctuations. Sales of the Life Choices BBQ product lines are stronger during the warmer summer months while sales of the Life Choices breaded and convenient snack food lines tend to be stronger during the colder months. Sales of Holistic Choice Pet Food and Rolling Meadow milk, yogurt and butter product lines have not shown any significant seasonal fluctuations.

Historically, net sales in the 4<sup>th</sup> quarter are traditionally highest and sales in the 1<sup>st</sup> quarter are lowest. Similar to sales the Company's earnings have traditionally been lowest in the first quarter and relatively consistent in the second, third and fourth fiscal quarters. Thus, the results of operations and cash-flows for any particular quarter are not indicative of the results expected for the full fiscal year.

#### SELECTED ANNUAL FINANCIAL INFORMATION

(expressed in Canadian dollars)

The financial data presented below for the past three annual periods have been prepared in accordance with IFRS.

	For the year ended March 31		
	2015	2014	2013 (Unaudited)
Summary Consolidated Statements of Operations	\$	\$	\$
Revenue	3,634,221	1,693,884	1,560,457
Net loss from continuing operations attributed to common shareholders	(1,652,907)	(593,432)	(357,765)
Net loss per share, basic and diluted	(0.57)	(0.25)	(0.24)
EBITDA <sup>1</sup>	(1,523,321)	(569,707)	(350,698)
Adjusted EBITDA <sup>1</sup>	(1,326,429)	(569,707)	(350,698)
Summary Consolidated Statements of Financial Position			
Total assets	1,547,064	607,968	409,305
Non-current financial liabilities	106,628	-	-
Cash dividends declared per share	-	-	-

<sup>&</sup>lt;sup>1</sup>See Non-IFRS Measures

Revenue for the year ended March 31, 2015 was \$3.6 million or \$1.9 million higher than the year ended March 31, 2014. The noted revenue was the result of two significant brand launches both in August 2014 (Holistic Choice pet food and Rolling Meadow dairy product lines), increased sales volumes across the Life Choices and Yamba product lines due to directed sales efforts, focused marketing campaigns and increased retailer distribution into Western Canada. Revenue for the year ended March 31, 2014 was \$1.7 million or \$0.1 million higher than the year ended March 31, 2013. The increase in revenue is attributable to the introduction of new products under the Life Choices brand, mainly the BBQ line of sausages and beef and chicken burgers. Additionally, Life Choices introduced the Yamba Yogurt brand in January 2014 and sales of Yamba Yogurt were strong in the fourth quarter of fiscal 2014.

Adjusted EBITDA for the year ended March 31, 2015 was (\$1.3) million compared to (\$0.6) million in 2014. The reduced Adjusted EBITDA was the result of lower gross profit being earned through fiscal 2015 due to the Company having to write-off a significant amount of inventory as it build the foundation for the Company to roll-up and integrate strategic acquisitions, internally develop and market new brands and provided the staffing resources necessary for the Company to complete its qualifying transaction and initial public offering subsequent to year-end. Adjusted EBITDA for the year ended March 31, 2014 was (\$0.6) million compared to (\$0.4) million in 2013 as a result of additional discounts and allowances needing to be provided to customers to launch the new BBQ line of beef and chicken burger products generating a lower gross margin percentage and the Company incurring incremental general and administrative costs in the year to update its website, along with brand development costs incurred to develop the brands of Holistic Choice and Rolling Meadow which were subsequently launched in fiscal 2015.

As at March 31, 2015, total assets increased to \$1.5 million. Again this increase is directly attributed to an increase in accounts receivable and inventory as the Company built working capital to support its sales growth. As at March 31, 2014, total assets of the Company were \$0.6 million compared to \$0.4 million at March 31, 2013. The increase in total assets directly attributed to an increase in accounts receivable and inventory which is the result of an associated increase in sales year-over-year.

#### **CASH FLOWS**

#### **Summary Statement of Cash Flows**

(thousands of Canadian dollars)

	For the year ended March 31,	
	2015	2014
Cash provided by (used for)	\$	\$
Operating activities	(1,743,536)	(528,025)
Financing activities	1,714,557	525,464
Net decrease in cash	(28,979)	(2,561)
Cash - beginning of period	28,979	31,540
Cash – end of period	-	28,979

Cash flow from continuing operations consumed \$1.7 million for the year ended March 31, 2015 and \$0.5 million for the year ended March 31, 2014, respectively. At March 31, 2015, the negative operating cash-flow resulted primarily from the loss incurred through operations and cash used to fund an increase in working capital. The Company has financed its negative cash flow from operations to date through the issuance of shares, issuance of convertible promissory notes and the execution of term debt loan agreement with the BDC.

Subsequent to year-end, as a condition of closing a qualifying transaction with Aumento Capital IV Corporation the Company completed a private placement of 3,897,059 common shares at a purchase price of \$1.36 per common share. Gross proceeds of approximately \$5.3 million received through this private placement have helped to fund the Company's working capital requirements and have been used to repay a number of the Company's outstanding loan balances at March 31, 2015.

#### LIQUIDITY AND CAPITAL RESOURCES

During the year ended March 31, 2014, the Company issued convertible promissory notes for total proceeds of \$314,371 bearing interest at 12% per annum. In April 2014, the Company issued an additional convertible promissory note for total proceeds of \$100,000 bearing interest at 10% per annum on the same terms and conditions. In December 2014, all convertible promissory notes totaling an aggregate of \$414,371 were converted, with the consent of the holders, into common shares resulting in the issuance of 285,772 common shares at a conversion price of \$1.45 per share.

In addition, during the year ended March 31, 2015, the Company entered into a five year term loan arrangement for \$100,000 bearing interest at 8.25% and a four year term loan arrangement for \$50,000 bearing interest at 6.0%, with the Business Development Bank of Canada. The funds were used by the Company for working capital requirements and general corporate purposes. The term loans do not have any financial covenants. As well, the Company also has a \$300,000 overdraft facility with TD Canada Trust that is also used for working capital and general corporate purposes. At March 31, 2015, the Company had \$292,677 outstanding under the overdraft facility. The overdraft facility as well does not have any financial covenants.

On March 2, 2015, the Company issued a promissory note to a current shareholder for proceeds of \$500,000. The promissory note bears interest at 12.0% per annum and matured the earlier of May 30, 2015 or 5 business days subsequent to the completion of the Company's qualifying transaction and private placement.

On April 30, 2015, proceeds from the Company's private placement (see subsequent events section below) where used to repay the full \$500,000 promissory note from the current shareholder as well as the second term credit facility with BDC which at March 31, 2015 had an had an outstanding principal balance of \$93,352.

Consequently, the Company's consolidated financial statements have been prepared on a going concern basis. The going concern basis of presentation assumes the Company will continue in operation for the foreseeable future and be able to realize its assets and discharge its liabilities and commitments in the normal course of operations. The funds received through the private placement on April 30, 2015 were used by the Company to discharge its outstanding liabilities and obligations.

The Company's future operating cash flows are largely dependent upon profitability and its ability to manage its working capital requirements, primarily inventory, accounts receivable, and accounts payable.

#### **OFF-BALANCE SHEET ARRANGEMENTS**

The Company has a \$1,012 per month off-balance sheet vehicle lease agreement for a delivery van expiring in December 2015. The total obligation for this vehicle lease remaining at March 31, 2015 was \$9,010. The Company has no other significant off-balance sheet arrangements.

#### TRANSACTIONS BETWEEN RELATED PARTIES

The Company has a verbal informal short term lease arrangement for office space with a shareholder of the Company. For the years ended March 31, 2015 and 2014 the Company paid rent expense of \$10,825 and \$nil, respectively. The Company is in the process of finalizing a formal lease arrangement with that shareholder.

Common shareholders of the Company made a non-controlling investment in its subsidiary TEFG (see note 11). The TEFG business was discontinued (see note 3) and on February 13, 2015 the Company purchased back the TEFG shares from the minority shareholders at a nominal value.

The Company has an outstanding balance of \$301,918 at March 31, 2015 (March 31, 2014 - \$284,893) due to the CEO included in accounts payable and accrued liabilities. These amounts relate to unpaid compensation, accordingly, there are no specified repayment terms and this amount does not bear interest and are included in cost of goods sold. Also included in accounts payable and accrued liabilities are balances on credit cards in the CEO's name that have been used by the Company amounting to \$55,026 as at March 31, 2015 (March 31, 2014 - \$21,936).

The Company purchases raw materials for the production of its finished products through a meat broker whose principal is also a shareholder of the Company. At March 31, 2015, \$415,230 (March 31, 2014 - \$6,837) was due to that meat broker and this balance was included in accounts payable and accrued liabilities. For the year ended March 31, 2015 total purchases from that meat broker amounted to \$492,129 (2014 - \$21,045). These purchases of raw materials are on arm's length commercial terms and do not bear interest.

The CEO has provided a personal guarantee with regards to the loans payable outstanding with the Business Development Bank of Canada (note 6). The CEO has provided a personal guarantee and he has also provided his personal residence as collateral for the overdraft facility (note 5).

The Company collects funds on behalf of an unrelated company controlled by a common shareholder. This arrangement was made to assist the shareholder in the administration of the unrelated company. The Company collects and remits these funds periodically. At March 31, 2015, \$19,101 (March 31, 2014 - \$nil) was due to the unrelated company controlled by a common shareholder. The amount is non-interest bearing with no specified terms of repayment.

On March 2, 2015, the Company issued a promissory note to a current shareholder for proceeds of \$500,000. The promissory note bears interest at 12.0% per annum and matures the earlier of May 30, 2015 or 5 business days subsequent to the completion of the private placement (see note 18).

Key management includes the Company's directors and officers. Compensation awarded to key management includes a salary and director fees. The following table presents key management compensation:

	Year ended March 31, 2015	Year ended March 31, 2014
Salary and director fees	332,500	150,000

#### SUBSEQUENT EVENTS

## Definitive Agreement with Aumento Capital IV Corporation, Name Change to GreenSpace Brands Inc. and Private Placement (the "Qualifying Transaction")

On April 13, 2015, Aumento Subco, a wholly-owned subsidiary of Aumento Captial IV Corporation ("Aumento" or the "Corporation") and Life Choices entered into a definitive agreement (the "Definitive Agreement"). Pursuant to the terms of the Definitive Agreement, on April 30, 2015, Life Choices, Aumento and Aumento Subco completed a three-cornered amalgamation (the "Amalgamation") whereby Life Choices and Aumento Subco amalgamated to form a new entity named Life Choices Natural Food Corp. (referred to herein as "Amalco"). Immediately prior to the Amalgamation, the Corporation completed a share consolidation, consolidating the shares and options of Aumento on a 2:1 basis ("Share Consolidation"). Prior to the Amalgamation and a private placement, Life Choices implemented a 1 to 4.364521 split of its existing common shares ("Share Split"). Following the Share Split and Share Consolidation, as part of the Amalgamation, security holders of Life Choices received securities in Aumento on a 1:1 basis. After the Amalgamation, the property of each of Life Choices and Aumento Subco became the property of Amalco, and Amalco became liable for the obligations of each of Life Choices and Aumento Subco. Amalco will continue to carry on the business and operations of Life Choices as a wholly-owned subsidiary of the Corporation.

The Transaction has been accounted for in accordance with IFRS 2, Share Based-Payments. The Transaction is considered to be a reverse takeover of Aumento by Life Choices. A reverse takeover transaction involving a non-public operating entity and a non-operating public company is in substance a share-based payment transaction, rather than a business combination. The Transaction is equivalent to the issuance of common shares by the non-public operating entity, Life Choices, for the net assets and the listing status of the non-operating public company, Aumento.

Prior to closing the transaction above, the Corporation's name was changed to "GreenSpace Brands Inc." The name change was approved by shareholders of the Corporation at the Corporation's shareholder meeting on February 10, 2015.

On April 30, 2015, as a condition to the closing the transaction above, Life Choices completed a private placement of 3,897,059 common shares at a purchase price of \$1.36 per common share, for gross proceeds of approximately \$5.3 million. The Share Split was completed prior to the closing of the private placement.

Proceeds from this private placement where used to repay the full \$500,000 promissory note from the current shareholder along with any accrued interest (see note 13). As well, proceeds were used to fully repay the second term credit facility with BDC which at March 31, 2015 had an had an outstanding principal balance of \$93,352.

#### **Grant of Incentive Stock Options**

On May 15, 2015, after the completion of the Qualifying Transaction, the Board of Directors of GreenSpace Brands Inc. approved the granting of incentive stock options (the "Options") pursuant to the terms of the Corporation's stock option plan to officers, employees and consultants to acquire up to an aggregate of 381,250 common shares in the capital of the Corporation (the "Common Shares") and to directors to acquire up to an aggregate of 482,353 Common Shares.

All Options granted to officers, employees and consultants of the Corporation are exercisable for a period of ten years at a price of \$0.96 per Common Share. These Options vest over a five year period with 20.0% of the Options vesting one year after the date of the grant and the remainder vesting 20.0% annually thereafter.

All Options granted to directors of the Corporation are exercisable for a period of ten years at a price of \$0.96 per Common Share. These Options vest over a three year period with 33.3% of the Options vesting one year after the date of the grant and the remainder vesting 33.3% annually thereafter.

#### CRITICAL ACCOUNTING ESTIMATES AND JUDGEMENTS

The preparation of these consolidated financial statements in accordance with IFRS requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the consolidated financial statements and the reported amounts of revenue and expenses during the year. Significant estimates are used in determining, but not limited to, the allowance for doubtful accounts, deferred tax assets, inventory provisions, stock-based compensation and fair value of the derivative liability. Actual results could differ from those estimates.

#### Allowance for Bad Debts

The Company establishes an appropriate provision for uncollectible or doubtful accounts. Estimates of recoverable amounts are based on management's best estimate of a customer's ability to settle its obligations, and actual amounts received may be affected by various factors, including industry conditions and changes in individual customer financial conditions. To the extent

that actual losses on uncollectible accounts differ from those estimated in the Company's provision, both accounts receivable and net loss will be affected.

#### Provisions for Inventory

Estimates are made of the future customer demand for the Company's products when establishing appropriate provisions for inventory. In making these estimates, management considers product life of inventory and the profitability of recent sales of inventory. In many cases, product sold by the Company turns over quickly and inventory on-hand values are lower, thus reducing the risk of material misstatement. Management ensures that processes and systems are in place to highlight and properly value inventory that may be approaching "best before" dates. To the extent that actual losses on inventory differ from those estimated, both inventory and net loss will be affected.

#### **DISCLOSURE CONTROLS AND PROCEDURES**

The Company is committed to providing timely and accurate disclosure of material transactions and events to its shareholders and the capital markets in general.

The CEO and CFO, with the participation of management, designed disclosure controls and procedures as at March 31, 2015 to provide reasonable assurance that material information relating to the Company is made known to them and the information required to be disclosed by the Company in its annual filings, interim filings or other reports filed or submitted by it under securities legislation is recorded, processed, summarized and reported within the time specified under applicable securities legislation.

The Company has implemented a program to ensure all operating and functional managers are aware of the Company's obligations as a reporting issuer. Senior managers are required to certify, on a quarterly basis, that they are aware of all of the Company's disclosure policies and procedures, that they are in compliance with such policies and that any information that could have a material effect on the results of the Company's operations have been communicated to the CEO and CFO on a timely basis. The Company has implemented a process whereby management will meet and otherwise communicate on a regular basis to ensure that continuous disclosure obligations are fulfilled on an ongoing basis.

#### INTERNAL CONTROLS OVER FINANCIAL REPORTING ("ICFR")

The CEO and CFO, with the participation of management, have designed internal controls over financial reporting to provide reasonable assurance regarding the reliability of financial reporting and preparation of financial statements for external purposes in accordance with IFRS as at March 31, 2015. Management has reviewed the Company's ICFR and tested for effectiveness of internal controls as at March 31, 2015. Management has concluded that there are no material weaknesses relating to the design or effectiveness of ICFR, limitations on scope of design or changes in the Company's ICFR that have materially affected, or are reasonably likely to materially affect, the Company's design or effectiveness of ICFR during the period which began on April 1, 2014 and ended on March 31, 2015.

The control framework used to design the Company's ICFR is the Internal Control- Integrated Framework (COSO framework) published by the Committee of Sponsoring Organizations of the Treadway Commission.

Because of its inherent limitations, the Company's ICFR may not prevent or detect all possible misstatements or frauds. In addition, projections of any evaluation of effectiveness to future years are subject to the risk that controls may become inadequate because of changes in conditions, or that the degree of compliance with policies or procedures may deteriorate.

#### CHANGES IN ACCOUNTING POLICIES / FUTURE ACCOUNTING POLICY CHANGES

The accounting policies followed in the Company's consolidated financial statements for the year ended March 31, 2015 are consistent with those of the previous fiscal year, except as described below.

#### **Adopted Changes in Accounting Policies**

The Company has adopted the following new standards along with any consequential amendments effective April 1, 2014. These changes were made in accordance with the applicable transitional provisions.

#### IFRIC 21, Levies

In May 2013, the International Accounting Standards Board ("IASB") issued IFRIC 21 Levies, which established new standards for the recognition and measurement of government imposed levies. The new IFRIC is applicable to all levies, rather than outflows that are within the scope of other standards or other penalties for breaches of legislation. The interpretation clarifies that an entity should recognize a liability and associated expense for a levy when the activity that triggers payments, as identified by the relevant legislation, occurs. This IFRIC was effective for annual periods commencing on or after January 1, 2014, and it was to be applied retrospectively. The Company has assessed the impact and determined that the application of IFRIC 21 did not have any impact on its consolidated financial statements.

## Amendments to IAS 32, Financial Instruments: Presentation - Offsetting Financial Assets and Financial Liabilities (IAS 32)

In December 2011, the IASB issued certain amendments to IAS 32, which establishes disclosure requirements that are intended to help clarify for financial statement users the effect or potential effect of offsetting arrangements on a company's financial position. These amendments were effective for annual periods commencing on or after January 1, 2014. The Company has assessed the impact and determined that the application of the amendments to IAS 32 did not have any impact on its consolidated financial statements.

#### **Future Accounting Policies**

The Company is currently evaluating the adoption of the following new and revised standards along with any subsequent amendments. These changes will be made in accordance with the applicable transitional provisions.

#### IFRS 9 - Financial Instruments

On July 24, 2014, the IASB issued the final version of IFRS 9 Financial Instruments (IFRS 9), which replaces IAS 39 Financial Instruments: Recognition and Measurement. This final version of IFRS 9 represents the completion of the IASB's project on financial instruments and it includes the requirements for recognition and measurement, impairment, derecognition and general hedge accounting. This final version of IFRS 9 supersedes all prior versions of IFRS 9 and is effective for annual periods beginning on or after January 1, 2018, with earlier application permitted. The Company is currently evaluating the impact of this new pronouncement on its consolidated financial statements.

#### IFRS 15 - Revenue from Contracts with Customers

On May 28, 2014, the IASB published IFRS 15 Revenue from Contracts with Customers, which replaces IAS 18, Revenues. The principle of this new standard is to recognize revenue to depict the transfer of goods or services to a client, for an amount which reflects the payment that the entity expects to receive in exchange for those goods and services. Revenue should be recognized on a single five steps model. The new standard will result in improved disclosures. This new standard will apply to financial statements beginning on or after January 1, 2017. Early adoption is permitted. The Company is evaluating the impact of this new standard on its consolidated financial statements.

#### **RISKS AND UNCERTAINTIES**

The Company is subject to certain risks and uncertainties that could have a material adverse effect on the Company's results of operations, business prospects, financial condition, dividends to shareholders and the trading price of the common shares.

#### Competitive Industry

The prepared food industry in Canada is competitive, consisting of many large and small Canadian and international corporations, some possessing extensive financial resources and experience giving them strategic abilities in the development, sourcing, promotion, marketing, production and sale of product including but not limited to the ability to secure shelf space. Increased competition may have an adverse effect on profitability as it can result in lower sales, lower gross profits and/or greater operating costs.

Constant innovation in product development has been a key factor in the Company's ability to compete with other large retail companies. There is a risk that the Company will be unable to develop new products to address consumer needs. Even if the Company identifies new innovations, the cost may be prohibitive, the product's taste may not meet consumer standards, there may be regulatory restrictions on production and advertising and new products may detract sales from existing products minimizing net revenues generated. If the Company is not successful in innovation, there is no assurance it will secure another competitive advantage.

The Company's ability to develop, market, and sell new products at an appropriate price may be hampered by unfavourable terms of sale imposed by its customers, the inability to obtain shelf space for its products at a reasonable cost or, once placed, the inability to secure retailing at an attractive price point. Due to high levels of competition in numerous product categories, significant retailers may demand listing fees, price concessions on products or may become more resistant to price increases for the Company's products. Increased price competition and resistance to price increases may have, a negative effect on results of operations. Competitors, many of whom have greater resources than the Company, vie for the same shelf placement and may offer incentives to the retailers that the Company cannot match.

Existing or future market participants may also compete for the recruitment and retention of qualified employees or for corporate acquisition candidates. Competition for corporate acquisition candidates could have the effect of increasing the price for acquisitions or reducing the number of suitable acquisition candidates.

The Company competes, particularly in the dairy category, with producers of non-premium products that have lower production costs and private labels that have lower marketing costs. Such producers offer conventional products at lower costs than premium products. An economic downturn or other external factor may cause consumers to become price sensitive. This could force the Company to lower its prices, resulting in lower profitability or, in the alternative, cause the Company to lose market share if it fails to lower prices.

#### **Industry Relationships**

The Company's ability, including manufacturing or distribution capabilities, and that of its suppliers, business partners and contract manufacturers, to make, move and sell products will be critical to its success. Damage or disruption to the Company's sales abilities or its manufacturing or distribution capabilities due to weather, including any potential effects of climate change, natural disaster, fire or explosion, terrorism, epidemics, pandemics, strikes, repairs or enhancements at its facilities, or other reasons including an increased demand for supplies from the limited number of suppliers, could impair the Company's ability to manufacture, transport or sell its products. Failure to take adequate steps to mitigate the likelihood or potential impact of such events, or to effectively manage such events if they occur, including a rapid response time, could adversely affect the Company's product supply, distribution, relationships, business, financial condition and results of operations, as well as require additional resources to restore its supply chain.

#### Maintaining Brand Image and Reputation

The success of the Company will depend on its ability to maintain the brand image for Life Choices' existing products, extend its brands to new platforms, and expand its brand image with new product offerings. Underperformance of new product launches can damage overall brand credibility with customers and consumers. Furthermore, the development and introduction of new products requires substantial research, development and marketing expenditures, which the Company may not be able to finance or which it may be unable to recover if the new products do not achieve commercial success and gain widespread market acceptance. If the Company is unsuccessful in its product innovation efforts and demand for its existing products declines, its business could be negatively affected. The Company will seek to maintain, extend, and expand the Life Choices brands and image through marketing investments, including advertising and consumer promotions, and product innovation. Negative public perception of food and beverage marketing could adversely affect the Company and its brand image. It could also lead to increased government regulation, which would result in increased costs to the Company and could affect the Company's ability to maintain, extend and expand its brands. Any adverse publicity concerning marketing practices, natural food regulation or consumer dissatisfaction, relating directly to the Company or relating to the industry as a whole, could damage the

Company's reputation and brand image, undermine customer confidence and reduce long-term demand for natural food products.

The impact of adverse publicity on the Company's operations could be magnified due to the rapidly changing media environment. The Company is expected to use social and digital media and online advertising campaigns to market its products. The growing use of social and digital media increases the speed and extent that information or misinformation and opinions can be shared. Negative posts or comments about the Company, its brands or products on social or digital media, whether or not valid, could seriously damage its brands and reputation quickly and the Company will be required to rapidly respond to any negative feedback. If the Company does not manage online interactions and negative feedback as a whole, its product sales, financial condition and operating results could be materially and adversely affected.

#### Changes in Consumer Preferences and Demand

Consumer preferences evolve over time and the success of the Company's food products depends on its ability to identify the tastes and dietary habits of consumers and to offer products that appeal to their preferences, including concerns of consumers regarding health and wellness, obesity, product attributes, and ingredients at a competitive cost. Introduction of new products and product extensions require significant development and marketing investment. If the Company's new products fail to meet consumer preferences, or it fails to introduce new and improved products on a timely basis, then the return on new product investment will be less than anticipated. Consequently, the Company's strategy to grow sales and profits with investments in acquisitions, marketing, and innovation will be less successful.

A significant shift in consumer demand away from the Company's products or the Company's failure to maintain its current market position could reduce its sales or the prestige of its brands in its markets, which could have an adverse effect on the Company's results of operations. While the Company continues to diversify its product offerings, developing new products entails risks and it cannot be certain that demand for its products will continue at current levels or increase in the future.

#### **Commodity Supply**

The products distributed and/or sold by Life Choices are created using a number of different commodities; primarily meat and dairy products. Commodities can be subject to price volatility caused by commodity market fluctuations, supply and demand, currency fluctuations, external conditions such as the environment, the weather, and changes in governmental agricultural and energy policies and regulations. In particular, Life Choices is subject to rules and regulations around supply management systems like the dairy market which could affect its ability to market some of its products. For example, Rolling Meadow milk is currently classified as a 'niche' product by the DFO. Should the DFO change this classification to a 'special' milk class or other, Life Choices would lose certain advantages offered by being classified as 'niche' and competition could increase. Certain of Canada's international trading partners have put pressure on the Federal Government to abolish the supply managed system in dairy, chicken and egg production in Canada, for example, in the Trans-Pacific Partnership negotiations which Canada has recently joined. Although it is unclear what effect the winding down, should it occur, of supply management in Canada would have on Life Choices ability to continue to run the Rolling Meadow or Yamba brands, it is expected that any impact on the Canadian dairy industry would be phased in over a number of years, thus providing Canadian dairy industry participants time to make required adjustments.

Commodity price increases will result in increases in raw material, packaging, energy costs and operating costs. The Company may not be able to increase its product prices and achieve cost savings that fully offset these increased costs and increasing prices may result in reduced sales volume, reduced margins, and profitability. Life Choices purchases certain commodities directly from the source (rather than from a vendor or reseller) which minimizes price fluctuations however, it may not always be possible to do so. The Company may engage in hedging against commodity price increases; these practices reduce, but do not eliminate, the risk of negative profit impacts from commodity price increases. The Company will not be able to fully hedge against changes in commodity prices and the risk management procedures used may not always work as intended.

#### Reliance on Specific Contracts

A significant amount of Life Choice's product volume is sold through large retail chains, including supermarkets and wholesalers, and a single distributor. These retail chains are becoming more consolidated and, at times, may seek to use their purchasing power to improve their profitability by negotiating lower prices, increasing emphasis on generic and other private-label brands, and increasing promotional programs. Discount retailers continue to challenge traditional retail outlets, which could amplify such acts. These factors, as well as others, could have a negative impact on the availability of the Company's products, as well as its profitability. At times, a retailer may choose to temporarily discontinue sales of one or more of the Company's products as a result of a dispute the Company may be having with that retailer. Additionally, due to high levels of competition in the Company's product categories, certain key retailers may demand listing fees, increases on listing fees or other fee concessions for its products. A dispute with a large retailer that chooses not to sell certain products for a prolonged period of time, or a dispute with its key distributor, could adversely affect the Company's sales volume and/or financial results.

#### Industry Regulation

The manufacture and marketing of food products for human consumption is extensively regulated. The primary areas of regulation include the processing, packaging, storage, distribution, marketing, advertising, labeling, quality and safety of Life Choices' food products, as well as the health and safety of its employees and the protection of the environment. In Canada, the Company will be subject to regulation by various government agencies, including the Canadian Food Inspection Agency, Agriculture and Agri-Food Canada, as well as various provincial and local agencies. The Company will also be regulated by similar agencies outside of Canada. Management cannot predict the nature of future laws, regulations, interpretations or applications, nor can it determine what effect either additional governmental regulations or administrative orders, when and if promulgated, would have on its business in the future. They could, however, require the reformation of certain products to meet new standards, the recall or discontinuance of certain products not able to be reformulated, additional record keeping, expanded documentation of the properties of certain products, expanded or different labeling and/or scientific substantiation. Changes in regulatory requirements (such as proposed labeling requirements), or evolving interpretations of existing regulatory requirements, may result in increased compliance cost, capital expenditures and other financial obligations that could adversely affect the Company's business or financial results. In addition, the marketing of food products for human consumption has come under increased scrutiny in recent years, and the food industry has been subject to an increasing number of legal proceedings and claims relating to alleged false or deceptive marketing under federal, provincial, state and foreign laws or regulations. Legal proceedings or claims related to the Company's marketing could damage its reputation and/or could adversely affect its business or financial results. Any or all of such changes, requirements, proceedings or claims could have an adverse effect on the Company's results of operations and financial condition.

#### Food Safety and Product Recalls

The sale of products for human use and consumption involves the risk of injury or illness to consumers. Such injuries may result from inadvertent mislabelling, tampering by unauthorized third parties or product contamination or spoilage. Under certain circumstances, the Company may be required to recall or withdraw products, suspend production of its products or cease operations, which may lead to an adverse effect on the Reporting Issuer's results of operations. In addition, customers may cancel orders for such products as a result of such events. Even if a situation does not necessitate a recall or market withdrawal, product liability claims might be asserted against the Company. While the Company is subject to governmental inspection and regulations and believes its facilities and those of its co-packers and suppliers comply in all material respects with all applicable laws and regulations, if the consumption of any of its products causes, or is alleged to have caused, a health-related illness the Company may become subject to claims or lawsuits relating to such matters. Even if a product liability claim is unsuccessful or is not fully pursued, the negative publicity surrounding any assertion that its products caused illness or physical harm, including the risk of reputational harm being magnified through news articles, blogs, chat rooms and social media sites, could adversely affect the Company's reputation with existing and potential customers and consumers and its corporate brand image. Moreover, claims or liabilities of this type might not be covered by insurance or by any rights of indemnity or contribution that the Company may have against others. The Company maintains product liability insurance in an amount that it believes to be adequate. However, the Company cannot be sure that it will not incur claims or liabilities for which it is not insured or that exceed the amount of its insurance coverage. A product liability judgement against the Company or a product recall could have a material adverse effect on the business, consolidated financial condition, results of operation or liquidity, Additionally, a failure by co-packers to comply with food safety, environmental, or other laws and regulations may disrupt the supply of products or may lead to claims and liabilities.

#### Dependence on Management and Key Personnel

The Company will strongly depend on the business and technical expertise of its management team and there is little possibility that this dependence will decrease in the near term. The loss of the services of such key personnel may have a material adverse effect on the Company's business, financial condition, results of operations and prospects. The contributions of the existing management team to the immediate and near term operations of the Company are likely to be of importance. In addition, there is competition for qualified personnel in the natural food industry and there can be no assurance that the Company will be able to continue to attract and retain all personnel necessary for the development and operation of its business.

#### Trademarks and Other Intellectual Property

Life Choices considers its trademarks, particularly certain brand names and product packaging, advertising and promotion design and artwork to be of significant importance to its business and ascribes a significant value to these intangible assets. The Company will rely on trademark and other intellectual property laws and other arrangements to protect its proprietary rights. There can be no assurance that the steps taken by Life Choices to protect any intellectual property rights will preclude competitors from developing confusingly similar brand names or promotional materials. Life Choices has taken reasonable legal steps to ensure its proprietary rights do not infringe upon the proprietary rights of third parties, but there can be no certainty of its success in such protection measures or the impact of such costs on the Company's results of operations.

#### Management of Growth

The Company may be subject to growth-related risks including capacity constraints and pressure on its internal systems and controls. The ability of the Company to manage growth effectively will require it to continue to implement and improve its operational and financial systems and to expand, train and manage its employee base. The inability of the Company to properly manage growth may have a material adverse effect on the Company's business, financial condition, profitability, results of operations and prospects.

#### Merger & Acquisition Transactions

As part of its business strategy, the Company will attempt to acquire businesses and/or technologies that management considers a strategic fit with its business. Life Choices currently has no commitments for any acquisitions and has a limited history of acquisitions and dispositions to date. Accordingly, Life Choices' ability as an organization to acquire and integrate other companies, products or technologies in a successful manner is unproven. If the Company is able to find suitable acquisition candidates, the Company may not be able to complete such acquisitions on favourable terms, if at all. Any future acquisitions may result in unforeseen operating difficulties and expenditures, and may absorb significant management attention that would otherwise be available for ongoing development of its business. Since the Company may not be able to accurately predict these difficulties and expenditures, these costs may outweigh the value realized from future acquisitions, resulting in a negative impact on profitability. Future acquisitions could result in issuance of securities that would dilute shareholders' ownership interest, the incurrence of debt, contingent liabilities, amortization of expenses related to other intangible assets and the incurrence of large, immediate write-offs which could impact profitability.

#### Issuance of Debt

From time to time, the Company may require additional funds on hand for working capital or other purposes. Transactions undertaken in pursuit of these funds may increase the Company's debt levels above industry standards for companies of similar size. Depending on future plans, the Company may require additional equity and/or debt financing that may not be available or, if available, may not be available on favourable terms to the Company. The level of the Company's indebtedness from time to time, could impair its ability to obtain additional financing on a timely basis in order to take advantage of business opportunities that may arise.

#### Price Volatility of Publicly Traded Securities

In recent years, the securities markets in Canada have experienced a high level of price and volume volatility, and the market prices of securities of many companies have experienced wide fluctuations in price which have often been unrelated to the operating performance, net asset values or prospects of particular companies. There can be no assurance that continuing fluctuations in price will not occur. It may be anticipated that any quoted market for the Company's shares will be subject to market trends generally, notwithstanding any potential success of the Company in creating revenues, cash flows or earnings. The value of the Company's shares will be affected by such volatility. A public trading market in the Company Shares having the desired characteristics of depth, liquidity and orderliness depends on the presence in the marketplace of willing buyers and sellers of Company Shares at any given time, which presence is dependent on the individual decisions of investors over which the Company has no control. There can be no assurance that an active trading market in securities of the Company will be established and sustained. The market price for the Company's securities could be subject to wide fluctuations, which could have an adverse effect on the market price of the Company. If an active public market for the Company's shares does not develop, the liquidity of a shareholder's investment may be limited and the share price may decline.

#### Profitability

There is no assurance that the Company will earn profits in the future, or that profitability will be sustained. There is no assurance that future revenues will be sufficient to generate the funds required to continue the Company's business development and marketing activities. If the Company does not have sufficient capital to fund its operations, it may be required to reduce its sales and marketing efforts or forego certain business opportunities.

#### Foreign Exchange

The Company will have limited exposure to foreign currency exchange in the short term. Life Choices currently purchases one product (macaroni and cheese) from a US based co-packer and therefore has some exposure to foreign exchange through those transactions. Life Choices also, in a limited capacity, purchases raw materials from suppliers in the US, including chicken meat. In both cases, Life Choices factors the currency exchange into its pricing however if significant changes occur in foreign exchange rates, particularly the US dollar, the Company may realize compressed margins.

#### Taxation

Prior to the Qualifying Transaction Life Choices will have significant retained losses. As these retained losses are claimed, the Company will eventually be subject to the full amount of the applicable Canadian corporate income tax rates. Subsequent to the Amalgamation it is expected the retained losses will be available to the Company to apply to future income. There is a risk that these Retained Losses will be disallowed by the applicable Canadian taxing authority resulting in higher cash taxes in earlier years than expected.

#### **NON-IFRS MEASURES**

#### **Definitions and Reconciliations**

"EBITDA" is earnings before interest expense, income taxes, depreciation and amortization. The Company's management believes that in addition to net income or loss, EBITDA is a useful supplemental measure of cash available for distribution prior to debt service, changes in working capital, capital expenditures and income taxes. However EBITDA is not a recognized measure under IFRS. Investors are cautioned that EBITDA should not be construed as an alternative to net income or loss determined in accordance with IFRS, or as an indicator of the Company's performance, or as an alternative to cash flows from operating, investing and financing activities which measure the Company's liquidity and cash flows. The Company's method of calculating EBITDA may differ from the method used by other issuers and, accordingly, the Company's EBITDA calculation may not be comparable to similarly titled measures used by other issuers.

"Adjusted EBITDA" represents EBITDA adjusted to exclude non-recurring income and expenses. The Company's management believes that in addition to net income or loss, Adjusted EBITDA is a useful supplemental measure of cash available for distribution prior to debt service, changes in working capital, capital expenditures and income taxes. However, Adjusted EBITDA is not a recognized measure under IFRS. Investors are cautioned that Adjusted EBITDA should not be construed as an alternative to net income or loss determined in accordance with IFRS, or as an indicator of the Company's performance, or as an alternative to cash flows from operating, investing and financing activities which measure the Company's liquidity and cash flows. The Company's method of calculating Adjusted EBITDA may differ from the method used by other issuers and, accordingly, the Company's Adjusted EBITDA calculation may not be comparable to similarly titled measures used by other issuers.

## Reconciliation of Net loss from continuing operations to EBITDA and Adjusted EBITDA from continuing operations (expressed in Canadian dollars)

3-months ended March 31, 2015	Total
	\$
Net loss and comprehensive loss	(797,665)
Interest and accretion expense	60,164
EBITDA	(737,501)
Add back non-recurring expenses	
Legal expenses associated with the Qualifying Transaction	134,232
Auditing expenses associated with the Qualifying Transaction	62,660
Adjusted EBITDA	(540,609)
	_
3-months ended March 31, 2014	Total
	\$
Net loss and comprehensive loss	(147,959)
Interest and accretion expense	14,677
EBITDA and Adjusted EBITDA	(133,282)
Year ended March 31, 2015	Total
	\$
Net loss and comprehensive loss	(1,653,367)
Interest and accretion expense	127,816
EBITDA from continuing operations	(1,525,551)
Add back non-recurring expenses	(1,020,001)
Legal expenses associated with the Qualifying Transaction	134,232
Auditing expenses associated with the Qualifying Transaction	62,660
Adjusted EBITDA	(1,328,659)
For the year ended March 31, 2014	Total
	\$
	·
Net loss and comprehensive loss	(600,428)
Interest and accretion expense	30,721
EBITDA and Adjusted EBITDA	(569,707)

#### **OUTLOOK**

This section contains certain forward-looking statements. Please refer to the disclosure under the heading "Forward-Looking Statements" for a discussion of risks and uncertainties related to such statements.

Management believes there are a number of fundamental trends which continue to drive demand for the Company's products. As reported by the 2014 NPN Journal Industry Report the U.S. organic food and beverage market grew at a rate of 11.8% through fiscal 2014 and the global organic food and beverage market is expected to grow at a cumulative average growth rate of 15.7% over the next 6 years.

Management is optimistic that this anticipated growth in the organic food and beverage market will continue to drive demand for the Company's developed products and provides a lot of opportunity for further expansion of the existing product segments in the future. This fundamental market growth is further supported by the Company's strong customer relationships, existing extensive distribution networks, well recognized and respected brands and efficient operations. The combination of our inherent Company strengths and exposure to these growing markets provide good fundamentals to support long-term growth, both on current brands in market and brands yet to be launched. In particular, management believes it is one of very few companies positioned to capitalize on the emerging grass-fed trend. Through its dairy brand, Rolling Meadow, and the Life Choices brand, the Company has carved out a niche in the Canadian grass-fed market which it hopes to exploit with continued product and brand launches. Through fiscal 2016, Management will engage in marketing efforts with a view to achieving revenue and gross margin growth. In doing so, management believes that the Company will be well positioned for profitability and positive operating cash flows in the future.

In addition to internal brand/product launches, a number of strategic acquisitions are currently being explored and Management is confident that all of these targets would be accretive and have synergies with the Company's existing business, should the proposed transactions move forward. Management feels it is in a strong position to be one of the principle industry consolidators, due to the collective industry contacts and accumulated goodwill of Management in the North American Natural Food Industry.

#### FORWARD-LOOKING STATEMENTS

Certain statements in this MD&A constitute forward-looking statements within the meaning of applicable securities laws. Forward-looking statements include, but are not limited to, statements made under the heading "Outlook" and other statements concerning the Company's 2016 objectives, strategies to achieve those objectives, as well as statements with respect to management's beliefs, plans, estimates, and intentions, and similar statements concerning anticipated future events, results, circumstances, performance or expectations that are not historical facts. Forward-looking statements generally can be identified by the use of forward-looking terminology such as "outlook", "objective", "may", "will", "expect", "intend", "estimate", "anticipate", "believe", "should", "plans" or "continue", or similar expressions suggesting future outcomes or events. Such forward-looking statements reflect management's current beliefs and are based on information currently available to management. Forwardlooking statements involve risks and uncertainties that could cause actual results to differ materially from those contemplated by such statements. Factors that could cause such differences include the cyclical nature of the construction and agriculture industries, changes in general economic conditions and interest rates, adverse weather, cost and availability of materials used to manufacture the Company's products, competitive developments, as well as other risk factors included in this MD&A under the heading "Risks and Uncertainties" and as described from time to time in the reports and disclosure documents filed by the Company with Canadian securities regulatory agencies and commissions. This list is not exhaustive of the factors that may impact the Company's forward-looking statements. These and other factors should be considered carefully and readers should not place undue reliance on the Company's forward-looking statements. As a result of the foregoing and other factors, no assurance can be given as to any such future results, levels of activity or achievements or levels of dividends and neither the Company nor any other person assumes responsibility for the accuracy and completeness of these forward looking statements. The factors underlying current expectations are dynamic and subject to change. Although the forward-looking information contained in this MD&A is based upon what management believes are reasonable assumptions, there can be no assurance that actual results will be consistent with these forward-looking statements. Certain statements included in this MD&A may be considered "financial outlook" for purposes of applicable securities laws, and such financial outlook may not be appropriate for purposes other than this MD&A. All forward-looking statements in this MD&A are qualified by these cautionary statements. The forward-looking statements contained herein are made as of the date of this MD&A and except as required by applicable law, the Company undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.