

Basis of Presentation

The following management's discussion and analysis ("**MD&A**") of the financial condition and results of operations of Danavation Technologies Corp. (formerly Wolf's Den Capital Corp.) ("**Danavation**" or the "**Company**") constitutes management's review of the factors that affected the Company's financial and operating performance for the six months ended January 31, 2022. This MD&A has been prepared in compliance with the requirements of National Instrument 51-102 – *Continuous Disclosure Obligations*. This discussion should be read in conjunction with the unaudited condensed interim consolidated financial statements of the Company and the notes thereto for the six months ended January 31, 2022 and 2021. Information contained herein is presented as at January 31, 2022, unless otherwise indicated. Additional information relating to the Company is available on SEDAR at www.sedar.com and the Company's website at <https://danavation.com/>.

The unaudited condensed interim consolidated financial statements were prepared in accordance with International Financial Reporting Standards (IFRS) and the financial information herein was derived from those statements. All financial information included in this MD&A is presented in Canadian dollars, unless otherwise noted. Certain dollar amounts have been rounded to the nearest million dollars, hundred thousand dollars or thousand dollars, as noted.

Background and History

Danavation was incorporated on June 4, 2007, under the Business Corporations Act of British Columbia. The registered office of the Company is located at 1000 - 595 Burrard Street - P.O. Box 49290 - Vancouver, British Columbia, Canada V7X 1S8. The Company is proudly founded and based in North America. Its principal activity relates to the sale of micro e-paper displays and software to retailers to automate labeling, price, product, and promotions in real-time.

During the year ended July 31, 2021, the Company changed its name to Danavation Technologies Corp., and changed its year end from December 31 to July 31.

On January 8, 2021, the Company executed a share exchange agreement with Danavation Technologies Inc. ("**Danavation Tech**"), resulting in a reverse takeover transaction (the "**RTO Transaction**"). For a full description of the RTO Transaction, please refer to note 4 of the Company's July 31, 2021 audited annual consolidated financial statements.

The Company's common shares trade on the Canadian Securities Exchange under the symbol "DVN" and on the OTCQB Venture Market in the US under the symbol "DVNCF".

Core Business, Strategic Objectives and Key Performance Drivers

Core Business

Danavation is a Canadian-based, Internet of Things ("**IoT**") technology company, providing micro e-paper displays to organizations across North America. The Company's Digital Smart Labels[™] ("**DSLs**"), powered by IoT automation technology and software Platform-as-a-Service ("**PaaS**"), enables companies across various sectors to automate labelling, price, product, and promotions in real-time, enhancing data accuracy and improving performance by optimizing inventory, removing high labour costs and low productivity associated with traditional labour-intensive workflows. DSL's also help lessen a company's need to attract and retain labor during a fiercely competitive period. By empowering the adoption of smart retail, smart cities and industry 4.0, Danavation's goal is to create a sustainable and profitable business

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for shareholders while advancing sound environmental, social and governance practices, including by significantly reducing paper usage. Danavation has introduced its solution to retailers across North America, including big box and boutique grocers, while also targeting new markets including healthcare providers, manufacturing, and logistics companies. Danavation believes that the following competitive advantages of its DSL solution are instrumental to securing business from both existing and future potential clients:

- North American headquarters enables quick and easy hands-on support for servicing and communications;
- Independent, in-house development of marketing, sales, and client support enables control over the full sales cycle;
- Quality and reliable hardware engineered in-house ensures products meet client standards;
- Network of various established relationships built from a management team with over 30 years of experience meaning few to no cold calls required;
- Secure end-to-end connectivity with unparalleled industry coverage, over-the-air (OTA) updates, and zero interference with Wi-Fi networks; and
- Adaptable for clients across industries including retail, healthcare, manufacturing, logistics, pet shelters, and others.

Strategic Objectives and Key Performance Drivers

As Danavation has achieved commercialization and is entering a period of forecast revenue ramp, the Company is committed to pursuing continued growth through expanded contracts to deploy DSLs for existing clients, including retailers, grocery stores, convenience and big box stores across the US and Canada, as well as healthcare providers and manufacturing and logistics companies. In addition, Danavation intends to continue developing new proprietary products, services and software solutions and securing further distribution partnerships with international companies who can market Danavation's solutions in various jurisdictions outside of North America.

Despite the challenges brought on from COVID-19, Danavation remains focused on executing its long-term strategy. Danavation is committed to building shareholder value by becoming a leading provider of Digital Smart Labels™, growing revenue and annual recurring revenue related to software solutions, and ultimately driving the generation of positive net income. As part of this strategy, the Company has focused on building an organization that is prudently managed within a sector that offers significant future potential as economies seek to increase automation and reduce the need for physical contact. The Company believes that adhering to capital discipline and fundamental customer-oriented principles will be the keys to success, along with cost controls and operational efficiencies.

To date in calendar 2022, Danavation has secured new clients, partnerships and location deployments for its DSLs, including the announcement of multiple new installs through January, 2022 and a distribution partnership for Latin America and the Caribbean. Danavation intends to continue executing on growth opportunities that drive long-term value, focusing resources on securing high-quality clients with access to multiple locations which can help enhance exposure and support the pursuit of long-term profitability. The Company will also continue to evaluate compelling new hardware and software solutions which can further contribute to its long-term portfolio value and help fuel growth and sustainability into 2022 and beyond.

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2022 Performance Highlights

Over the past twelve months, Danavation remained focused on building an organization that is prudently managed within a segment that is expected to offer multi-year growth potential. Following are key milestones and achievements relevant for the future of Danavation that were recorded by the Company during the twelve months ended January 31, 2022.

- On December 29, 2021, the company announced a partnership with Unoretail, a marketing and distribution provider of networking and Point-of-Sale systems to retailers in Mexico, to install the company's Digital Smart Labels™ within a location for Impulsora, Mexico's largest distributor of electrical and lighting equipment. Once this initial installation is complete, which is expected by the end of February 2022, the partnership anticipates rolling out full-store installations to another 12 Impulsora locations.
- On December 23, 2021 the company announced its first installation of Digital Smart Labels™ for a location within the Ace Hardware brand umbrella in Indiana. The location represents the company's first installation in the state of Indiana. The company anticipates the installation will commence in early 2022 and be complete by the middle of the year.
- On December 21, 2021 the company announced that it issued a convertible promissory note in the principal amount of \$750,000 in favour of a certain holder (the "**Note**"). The Note matures on the earlier of: (i) the completion of a minimum financing of C\$1,000,000 (the "**Financing**"); or (ii) April 30, 2022 (the "**Maturity Date**") and will bear interest at an interest rate of 7% per annum calculated at the Maturity Date. The Note is convertible into securities of the Company at the option of the holder subject to the completion of the Financing on or prior to the Maturity Date at a conversion price equivalent to the securities issued under the Financing.
- On December 2, 2021 the company confirm a second installation of its DSLs and innovative Platform-as-a-Service ("**PaaS**") solution into the newest Cataldi location at 2265 Keele Street in Toronto.
- On October 1, 2021, the Company commenced trading on the OTCQB Venture Market in the US under ticker 'DVNCF' and confirmed it was seeking to secure DTC eligibility.
- On August 17, 2021, the Company closed its previously announced brokered private placement of 8.0% unsecured convertible debentures of the Company (the "**Debentures**"), which was upsized, raising aggregate gross proceeds of \$3.85 million.
- From the beginning of January, 2021 when the Company completed its public listing on the Canadian Securities Exchange ("**CSE**"), through its year end July 31, 2021, Danavation continued to contract multiple retailers for the installation of DSLs, and also expanded its reach:
 - Entered the Quebec grocery and pharmacy markets
 - Expanded verticals beyond retailers to include healthcare with US-based Ensign Group and the gas station vertical in Alberta
- On July 30, 2021, the Company announced the appointment of Mr. Michael Emslie to the position of Chief Financial Officer, assuming the position from Mr. Rob Suttie who had been

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serving as CFO in an interim capacity through the Company's go-public process earlier in 2021.

- On July 29, 2021 Danavation announced that it had engaged iA Private Wealth Inc. as its agent to undertake a brokered private placement on a best efforts basis for up to \$3 million aggregate principal amount, 8.0% unsecured convertible debentures of the Company priced at \$1,000 per \$1,000 of principal, with the option to increase the offering by \$500,000 under the same terms.
- On May 17, 2021 Danavation announced an agreement with Smith Technologies Ltd. ("**Smith**") to become Danavation's first overseas marketing and distribution partner for Danavation's DSL technology. Smith will market and distribute Danavation's PaaS system to their clients located across Bermuda, Latin America and the Caribbean Islands.
- On February 18, 2021, the Company announced the appointment of Mr. Daniel Matlow to its board of directors (the "**Board of Directors**"), who is currently President and Chief Executive Officer (CEO) of Vitalhub (TSXV: VHI) and who brings over 30 years of strategic and executive leadership experience along with hands-on management of Software-as-a-Service (SaaS) and Platform-as-a-Service (PaaS) companies. His broad expertise in the field of software vendor management is complemented by an extensive knowledge of software development, marketing, consulting and sales.
- On January 19, 2021, 8,245,000 of the Company's warrants began trading on the Canadian Securities Exchange, under the ticker symbol "DVN.WT".
- At the open of business on Friday, January 15, 2021, Danavation Technologies Corp. commenced trading on the CSE, under the ticker symbol "DVN".

Events Subsequent to January 31, 2022

Danavation achieved additional milestones that further supported its ongoing progress subsequent to the period end.

- On March 24, 2022, the company announced that its common shares have received Depository Trust Company ("**DTC**") full-service eligibility in the U.S. The Company currently trades on the OTCQB under the symbol DVNCF. Securing this eligibility enables Danavation common shares to be distributed, settled and serviced through DTC's automated processes. Overall, this is expected to simplify the process of trading while enhancing the liquidity of the Company's common shares in the United States.
- On March 10, 2022, the company announced that Sobeys Inc.'s Wholesale division awarded it a contract to provide customized software that delivers an end-to-end IoT operations management solution for the automation and streamlining of Sobeys Inc.'s Wholesale operations. Initially, the software roll-out is expected to approximately 300 Sobeys Inc. Wholesale customers. This software provides Sobeys Inc.'s wholesale operations with a unified digital experience across multiple hardware endpoints. Installation is planned primarily on their wholesale partners' networked scanner devices, with data being pulled from internal systems. The Company's custom-built software will be available across Sobeys

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Inc.'s Wholesale customer portfolio, primarily on Android-based personal device assistants (“PDA”).

- On February 28, 2022 the company confirmed that it had secured an agreement to install its Digital Smart Labels™ into a pilot location for the Macadoodles family of stores. The company anticipates the installation into the Missouri-based store will commence mid to late spring of 2022 and be completed shortly thereafter. Based on the success of the pilot location, Macadoodles anticipates further installations of Digital Smart Labels™ across additional stores. With ten locations across Missouri and Arkansas, Macadoodles has become one of the most trusted and dependable retailers of beverage alcohol in those states. Each Macadoodles location operates independently and offers a range of services, including gas stations, wine cellars, and cigar humidors, to best serve the needs of the community. Having supported other beverage alcohol retailers, the Company's DSLs and PaaS offer an ideal solution for automating Macadoodles' in-store operations. In addition, the Company's solution helps drive improved margins by enhancing staff efficiency and reducing costs associated with inaccurate shelf pricing.
- On February 17, 2022 the company announced its first installation of Digital Smart Labels™ under the Pharmasave banner. Following the company's development of a custom link to Pharmasave's Point-of-Sale (“POS”) system, the company anticipates the installation will commence in late March and be completed in early April, 2022. With over 800 stores across the country, Pharmasave is one of Canada's leading independent drugstore and pharmacy retailers. Since its inception in 1981, Pharmasave has focused on building a national platform of community-based retail outlets designed to provide customers with exceptional service, products and advice. Each Pharmasave store operates independently to serve its individual community, thereby ensuring all programs and services are tailored to meet the needs of customers while upholding Pharmasave's commitment to help all clients.
- On February 9, 2022, the company announced a strategic partnership with Profile Systems Design Group, Inc. (“PSDG”), provider of the TransActPOS software, for the marketing and promotion of the Company's DSLs and innovative PaaS solution. Under this agreement, PSDG has committed to install Digital Smart Labels™ into an initial demonstration location centre, with plans to move to four test locations before the end of July, 2022, assuming success with the first. PSDG currently manages and runs its TransActPOS software for a total of 274 hardware stores, including select True Value and Do it Best locations. Through this partnership, PSDG intends to broadly market and showcase the company's solutions to its wide-ranging group of retail customers.
- On February 7, 2022, the company announced another installation of its DSLs into a Liquor Control Board of Ontario (“LCBO”) location in downtown Toronto, Ontario. This installation will be at the LCBO's newly relocated flagship store at 15 Cooper Street, and will mark the company's third installation into an LCBO location. The installation was scheduled and successfully completed in time to service the store's grand opening on February 4, 2022. Following the company's successful installations into LCBO locations in Kitchener, informing its two-store pilot project and subsequent LCBO Case Study, the company has continued to build on developing a relationship with the Ontario government enterprise. The installation of the Company's DSLs and PaaS solution will contribute to the LCBO's new urban concept

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design experience. LCBO will be receiving the company's custom-size, sleek, low profile, all charcoal black smart labels that will further elevate their new store design and enhance the customer experience.

Outlook, Objectives and Milestones

Danavation is targeting to accomplish the following business objectives and milestones through fiscal 2022:

- Continue to enter and expand market presence in the US and Canada by establishing product sales and brand recognition with large retailers;
- Continue to expand management and operational team;
- Sign multiple distribution agreements and geographical exclusivity arrangements with channel partners increasing marketing leverage and operational competency and expertise in new markets;
- Design and develop additional propriety and differentiated products for commercialization such as NFC/RFID, IoT sensors, video analytics, and biometric systems; and
- Further enhance systems integration and on-site installation capabilities to seamlessly manage all operating activities and continue to create competitive advantages through best in class after sales service, support and customer service.

Financial Performance Summary

	Three Months Ended January 31,		Six Months Ended January 31,	
	2022	2021	2022	2021
Revenue	\$ 139,877	\$ 114,761	\$ 278,088	\$ 127,761
Cost of goods sold	126,885	78,282	355,936	82,247
Gross margin	\$ 12,992	\$ 36,479	\$ (77,848)	\$ 45,514
Expenses				
Advertising and sales promotion	\$ 352,717	\$ 148,258	\$ 737,480	\$ 292,036
Amortization of equipment and right-of-use assets	110,569	29,258	214,780	45,340
Bank charges and interest	72,991	8,349	123,894	8,600
Consulting fees	0	20,933	24,000	38,021
Interest on long-term debt	143,456	641	254,443	10,344
Office and general	123,101	11,756	251,352	81,853
Professional fees	52,016	34,126	105,006	89,568
Research and development	(5,974)	63,330	5,491	63,330
Salaries and benefits	510,729	532,337	1,011,218	843,708
Trade show	73,777	30,307	102,220	36,307
Travel	13,702	180	36,432	302
Utilities	8,220	2,412	14,336	6,802
Vehicle	6,108	8,860	14,347	14,121
Stock-based compensation	574,625	882,339	574,625	882,339
Listing expense	0	1,055,185	0	1,055,185
	2,036,037	2,828,271	3,469,624	3,467,856
Net Loss and Comprehensive Loss for the Period	\$ (2,023,045)	\$ (2,791,792)	\$ (3,547,472)	\$ (3,422,342)
Basic and Diluted Loss per Share	\$ (0.02)	\$ (0.09)	\$ (0.03)	\$ (0.18)
Weighted Average Number of Common Shares Outstanding	103,673,797	31,122,158	103,443,836	18,650,468

Managing Through the Novel Coronavirus (COVID-19)

The novel coronavirus (“COVID-19”) health pandemic led to market turbulence beginning in the second week of March 2020 and continuing into 2022, driving Danavation to implement changes across the organization to protect the health and safety of all employees and to safeguard the Company’s financial position while continuing to provide cost effective and high-quality solutions to its customers. Balance began to return to the market in 2021 as vaccination programs progress worldwide. Governments

worldwide are beginning to relax pandemic restrictions but uncertainty still remains around the timing of a return to a pre-COVID-19 normal.

Results of Operations

Three and Six Months Ended January 31, 2022

Net loss and comprehensive loss for the three and six months ended January 31, 2022 totaled \$2,023,045 and \$3,547,472 compared to a net loss and comprehensive loss of \$2,791,792 and \$3,422,342 for the same periods in 2021, respectively. The decrease in the loss for the 3 months of 2022 relates to listing expenses in 2021 with the Company's reverse takeover ("**RTO**"). For the 6 months of 2022, the company had higher costs associated with staffing, advertising, professional fees and general operational office consumable expenses versus the comparative period. These increases represent investments and support for the planned growth of the Company. The comparative period had listing costs and higher stock-based compensation.

Revenue from operations during the three and six months ended January 31, 2022 increased to \$139,877 and \$278,088 reflecting increases of 22% and 218%, respectively. The increases are due to additional installations of its DSLs primarily within pharmacy and hardware stores.

Gross margin during the three and six months ended January 31, 2022 declined to \$12,922 and \$(77,848) versus \$36,479 and \$45,514, respectively for the comparative period. The declines were due to strategic and below cost pricing representing a 'lost leader'.

Salaries and benefits increased to \$1,011,218 during the six months ending January 31, 2022 compared with \$843,708 for the six months ended January 31, 2021, as the Company built its team and increased its investment in human capital.

Advertising and sales promotion expenses increased during the three and six months ended January 31, 2022 to \$352,717 and \$737,480 versus \$148,258 and \$292,036, respectively for the comparative period. The increases represent the Company's investment in marketing to improve its product awareness post-RTO.

Office and general expenses increased to \$123,101 and \$251,352 for the three and six months ended January 31, 2022, from \$11,756 and \$81,853, respectively during the comparative period, as the Company incurred greater costs associated with a larger staffing head count coupled with its increased operational base.

Amortization of equipment and right-of-use assets increased to \$110,659 and \$214,780 during the three and six months ended January 31, 2022 from \$29,258 and \$45,340, respectively. The increase versus the comparative period is primarily driven by the Company's prospective August 1, 2019 adoption of IFRS 16, requiring capitalization and amortization of its right-of-use lease commitments and office equipment for its premises lease commencing in May of 2021.

Interest on long-term debt increased to \$143,456 and \$254,443 during the three and six months ended January 31, 2022 from \$641 and \$10,344 for the respective comparative period, primarily due to the interest bearing debentures and the respective accounting treatment of IAS 32. See note 9 in the January 31, 2022 condensed interim consolidated financial statements.

Bank charges and interest increased to \$72,994 and \$123,894 during the three and six months ended January 31, 2022 compared with \$8,349 and \$8,600, respectively for the same periods in 2021. The increases are driven by the interest related to the promissory note and by the Company's prospective August 1, 2019 adoption of IFRS 16, requiring right-of use assets to be capitalized and interest to be recorded on lease payments for its office equipment and premises lease commencing in May of 2021.

Stock-based compensation declined to \$574,625 for the three and six months ended January 31, 2022 versus the comparative periods of \$882,339. The decline represents 2,025,000 stock options issued in December 2021 versus 4,640,000 issued in January 2021, under the company plan.

Listing expense declined to nil for the three and six months ended January 31, 2022 versus \$1,055,185 for the same periods in 2021. The expense for the comparative periods represents the costs associated with the RTO.

Share Capital

The Company is authorized to issue an unlimited number of common shares and preferred shares.

The number of common shares outstanding and their carrying values for the periods presented are as follows:

	For the six months ended January 31, 2022	
	Number	Amount
		\$
Outstanding as at July 31, 2021	103,200,987	6,361,256
Exercise of stock options	400,000	216,000
Exercise of warrants	91,863	35,043
Outstanding as at January 31, 2022	103,692,850	6,612,299

Warrants

The changes to the warrants during the period and number of warrants outstanding as at January 31, 2022 are as follows:

	Number	Weighted average exercise price	Expiry date
		\$	
Outstanding as at July 31, 2021	8,499,400	0.35	December 10,2022
Commission Options(warrants)	421,111	0.45	August 17,2023
Exercised	(91,863)	0.25	December 10,2022
Outstanding warrants as at Jan 31, 2022	8,828,648	0.35	

Stock-Based Compensation

From time to time, the Company grants options to purchase common shares to executive, employees, directors and consultants. The number of stock options and the exercise price are determined by the Board of Directors where said exercise price shall be no less than the fair market value as at the grant

date. The options vest immediately from the grant date. As at January 31, 2022, 6,590,000 stock options were available for future issuance.

Information concerning the movement in stock options is as follows:

	Number	Weighted-average exercise price
		\$
Outstanding as at July 31, 2021	5,045,000	0.35
Issued	2,025,000	0.40
Expired	(80,000)	0.35
Exercised	(400,000)	0.35
Outstanding as at January 31, 2022	6,590,000	0.37
Exercisable as at January 31, 2022	6,590,000	0.37

Liquidity and Capital Resources

The Company had working capital of \$261,518 as at January 31, 2022 (July 31, 2021 – \$(560,773)), and cash and cash equivalent balance of \$417,136 (July 31, 2021 - \$5,979). On August 17, 2021, the Company closed an upsized private placement of 8.0% unsecured convertible debentures for aggregate gross proceeds of \$3,850,000. On December 21, 2021 the Company issued a convertible promissory note for \$750,000 with a 7.0% interest rate. The funds from both are being used for working capital purposes.

On December 10, 2020, Danavation Tech completed a brokered private placement of 16,490,000 units \$0.25 per unit for gross proceeds of \$4,122,500. Each unit consisted of one common share and one half warrant, exercisable at an exercise price of \$0.35 per full warrant for twenty-four months from completion of the RTO Transaction. Cash costs, including professional fees and cash broker commissions were \$456,310. In connection with this private placement, 1,272,000 broker warrants were issued at an exercise price of \$0.25 per broker warrant for 24 months from completion of the RTO Transaction. Other than the loans from the Business Development Bank of Canada which were fully repaid during the current period, the Company has no credit facilities with financial institutions. See notes 3(q) and 17 in the Company's July 31, 2020 audited consolidated financial statements for details on the Company's financial instruments.

At this time, the Company is not anticipating an ongoing profit from operations in the immediate term, therefore it will be dependent on its ability to obtain equity or debt financing for growth. The Company may need additional capital, and may raise additional funds should the Board of Directors of the Company deem it advisable.

During the current period ended January 31, 2022, the Company had negative operating cash flow because its revenues did not exceed its operating expenses. In addition, as a result of the Company's business plans for the development of its products, the Company expects cash flow from operations to be negative until revenues improve to offset its operating expenditures. The Company's cash flow from operations may be affected in the future by expenditures incurred by the Company to continue to develop its products and services. The amounts set out above for use as working capital may be used to offset this anticipated negative operating cash flow.

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	Six Months Ended	
	Jan 31, 2022	Jan 31, 2021
	\$	\$
Cash flows (used in) operating activities	(3,456,319)	(1,283,955)
Cash flows (used in) investing activities	(77,286)	374,857
Cash flows (used in) from financing activities	3,944,764	2,702,443

Operating activities

Cash used in operating activities for the six-months ended January 31, 2022 was \$(3,456,319) compared to \$(1,283,955) for the comparative period. The increase in cash used in operating activities in 2022 versus 2021 relates to spending on activities necessary for business growth, including employees, marketing and general operating expenses.

Investing activities

Cash used in investing activities for the six-months ended January 31, 2022 was \$(77,286), compared to \$374,857 of cash generated for the comparative period. The decrease in cash used for 2022 over the comparative period is primarily due to the cash acquired through the RTO Transaction and capital spending in the 2022 fiscal period.

Financing activities

Cash generated from financing activities for the six-months ended January 31, 2022 was \$3,944,764, compared to \$2,702,443 for the comparative period. The cash increase for the 2022 period over the comparative period is due the cash received from the debenture and promissory note financing in August and December 2021, respectively.

Capital Management

The Company manages its capital with the following objectives:

- (i) To ensure sufficient financial flexibility to achieve the ongoing business objectives including funding of future growth opportunities, and pursuit of accretive acquisitions; and
- (ii) To maximize shareholder, return through enhancing the share value.

The Company monitors its capital structure and makes adjustments according to market conditions in an effort to meet its objectives given the current outlook of the business and industry in general. The Company may manage its capital structure by issuing new shares, repurchasing outstanding shares, adjusting capital spending, or disposing of assets. The capital structure is reviewed by Management and the Board of Directors on a regular basis.

The Company considers its capital to be equity, comprising share capital, contributed surplus and deficit, which at January 31, 2022 totaled \$(2,068,208) (July 31, 2021: \$285,522). The Company manages capital through its financial and operational forecasting processes. Danavation reviews its working capital and forecasts its future cash flows based on operating expenditures, and other investing and financing activities. Information is provided to the Board of Directors of the Company. The Company is not

constrained by externally imposed capital requirements. The Company's capital management objectives, policies and processes have remained unchanged during the twelve months ended January 31, 2022.

Selected Condensed Consolidated Quarterly Information

The following tables, being the Consolidated Quarterly Information and the Condensed Annual Information tables, provide a summary of select information for the Company's eight previous quarters as shown in the respective tables. Significant factors that have caused variations in the financial position and financial performance of the Company in these historical periods relate to the following:

Quarterly Information

Quarter Ended	1/31/22	10/31/21	07/31/21	04/30/21	1/31/21
Revenue	139,877	138,211	96,511	42,363	37,761
Net loss	(2,023,045)	(1,524,427)	(1,350,893)	(1,405,056)	(2,433,646)
Net loss per share	(0.02)	(0.01)	(0.01)	(0.01)	(0.09)

Quarter Ended	10/31/20	07/31/20	04/30/20
Revenue	13,000	13,000	4,179
Net loss	(630,520)	(593,460)	(349,052)
Net loss per share	(0.01)	(0.01)	(0.01)

For a detailed explanation and analysis of quarterly results, refer to Management's Discussion and Analysis for each of the respective quarterly periods filed on SEDAR at www.sedar.com.

Dividend Policy

Since its incorporation, the Company has not paid any dividend on its common shares. The Company's current policy is to retain future earnings to finance its growth. Any future determination to pay dividends is at the discretion of the Company's Board of Directors and will depend on the Company's financial condition, results of operations, capital requirements and other such factors as the Board of Directors of the Company may deem relevant.

Critical Accounting Estimates

Application of the Company's accounting policies in compliance with International Financial Reporting Standards ("IFRS") requires the Company's management to make certain judgments, estimates and assumptions about the carrying amounts of assets and liabilities that are not readily apparent from other sources. These estimates and assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates. Significant assumptions about the future and other sources of estimation uncertainty that management has made at the financial position reporting date, that could result in a material adjustment to the carrying amounts of assets and liabilities, in the event that actual results differ from assumptions made.

Recent Accounting Pronouncements

The Company adopted no new accounting pronouncements during the period.

Off-Balance Sheet Arrangements

The Company does not have any off-balance sheet arrangements that have, or are reasonably likely to have, an effect on the results of operations or financial condition of the Company.

Financial Instruments

Recognition and Classification

Financial Assets

All financial assets are initially recognized at fair value, adjusted by, in the case of instruments not at fair value through profit or loss, directly attributable transaction costs. After initial recognition, financial assets are subsequently classified and measured at either fair value through profit or loss ("FVTPL"), fair value through other comprehensive income ("FVTOCI") or amortized cost based on the Company's assessment of the business model within which the financial asset is managed and the financial asset's contractual cash flow characteristics.

The Company had no financial assets measured at FVTPL or measured at FVTOCI as at January 31, 2022.

Financial assets measured at amortized cost are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market. Such assets are carried at amortized cost using the effective interest method less impairment. Cash, accounts receivable and short term investments are classified as measured at amortized cost. Cash consists of deposits in bank.

Financial Liabilities

The Company classifies its financial liabilities into one of the following two categories; measured at amortized cost and measured at fair value through profit and loss ("FVTPL"). The Company's convertible debentures and promissory note have been measured at FVTPL. The details of the valuation and accounting treatment are detailed in note 8 and 9 of the January 31, 2022 condensed interim consolidated financial statements.

Financial liabilities measured at amortized cost are initially recognized at fair value net of any transaction costs directly attributable to the issue of the instrument. Such interest bearing liabilities are subsequently measured at amortized cost using the effective interest rate method, which ensures that any interest expense over the period to repayment is at a constant rate on the balance of the liability carried in the balance sheet.

Accounts payable and accrued liabilities, due to related party, lease liabilities and long-term debt are initially recognized at fair value and subsequently measured at amortized cost using the effective interest method.

Derecognition

Financial assets are derecognized only when the contractual rights to the cash flows from the asset expire, or it transfers the financial asset and substantially all the risks and rewards of ownership of the asset to another entity. The Company derecognizes financial liabilities when the Company's obligations are discharged, cancelled, or they expire.

Offsetting

Financial assets and liabilities are offset and the net amount presented in the statements of financial position when, and only when, the Company has a legal right to offset the recognized amounts and it intends either to settle on a net basis or to realize the asset and settle the liability simultaneously.

Fair Value and Market Value Measurement

Fair value is the amount for which an asset could be exchanged, or a liability settled, between knowledgeable, willing parties in an arm's length transaction on the measurement date.

When available, the Company measures the fair value of an instrument using quoted market prices in an active market for that instrument. A market is regarded as active if quoted prices are readily and regularly available and represent actual and regularly occurring market transactions on an arm's length basis.

The fair value hierarchy gives the highest priority to unadjusted quoted prices in active markets for identical assets or liabilities (level 1), and the lowest priority to unobservable inputs (level 3).

The three levels of the fair value hierarchy are as follows:

Level 1: Unadjusted quoted prices in active markets for identical assets or liabilities;

Level 2: Inputs other than quoted prices included in level 1 that are observable for the asset or liability either directly or indirectly;

Level 3: Inputs that are not based on observable market data.

As at January 31, 2022, the Company does not have any financial instruments measured at fair value.

Impairment of Financial Assets

At each reporting date, the Company assess whether there is objective evidence that financial assets not carried at FVTPL are impaired. A financial asset or a group of financial assets are impaired based upon the expected credit loss ("ECL") model.

Financial Risk Factors

The Company's business is subject to certain risks, including but not restricted to risks related to: market risk for securities, future financing risks; going-concern risks; global economy risks; use of proceeds risks; volatility of the Company's share price following a listing on a public exchange and the lack of trading history for the Common Shares; increased costs of being a publicly traded company; limited operating history in an evolving industry and history of losses; lack of brand development; expectations with respect to advancement in technologies; currency fluctuations; interest rates; taxes on the Company and its products; liabilities that are uninsured or uninsurable; economic conditions, dependence on management and conflicts of interest; intellectual property rights; attracting and retaining quality employees; key personnel risk; management of growth; product and services development; expansion risk; breach of confidential information; competition within the technology industry; corporate matters; issuance of debt; third party credit; short term investments; shares reserved for issuance; credit risk; liquidity risk; interest rate risk; and described from time to time in the Company's documents filed with Canadian securities regulatory authorities; and other factors beyond the Company's control. The Company's activities expose it to a variety of financial risks: credit risk, liquidity risk, and market risk (including interest rate risk, and foreign exchange rate risk).

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Risk management is carried out by the Company's management team with guidance from the Audit Committee under policies approved by the Board of Directors. The Board of Directors also provides regular guidance for overall risk management.

Credit Risk

Credit risk is the risk of loss associated with a counterparty's inability to fulfil its payment obligations. The Company's credit risk is primarily attributable to cash and accounts receivable. The Company has no significant concentration of credit risk arising from operations. Cash consists of cash at banks and on hand. The cash has been invested and held with reputable financial institutions, from which management believes the risk of loss to be remote. The Company's customer base is diversified with no reliance on any one client.

Liquidity Risk

Liquidity risk refers to the risk that the Company will not be able to meet its financial obligations as they become due, or can only do so at excessive cost. The Company's liquidity and operating results may be adversely affected if the Company's access to the capital market is hindered, or as a result of conditions specific to the Company. As at January 31, 2022 the Company had a cash balance of \$417,136 to settle current liabilities of \$1,817,106. The Company regularly evaluates its cash position to ensure preservation and security of capital as well as maintenance of liquidity. As the Company does not generate significant revenue, managing liquidity risk is dependent upon the ability to secure additional financing, controlling expenses, and preserving cash. As per note 2 of the Company's condensed interim consolidated financial statements, the Company is seeking additional financing.

Most of the Company's financial liabilities have contractual maturities of less than 30 days and are subject to normal trade terms.

Market Risk**Interest Rate Risk**

The Company's short-term debt consists of a convertible promissory note and its long-term debt consists of convertible debentures. The accounting treatment is detailed in notes 8 and 9 of the Company's January 31, 2022 condensed interim consolidated financial statements. The interest rate is fixed at 7% for the term of promissory note and 8% for the term of the debentures.

Related Party Transactions

Please see note 11 of the Company's January 31, 2022 condensed interim consolidated financial statements for details of related party transactions during the period.

Events Occurring After the Reporting Date

On February 24, 2022, Russia launched a full scale invasion of Ukraine. In response, governments worldwide implemented economic sanctions against Russia which included removing specific Russian banks from the SWIFT (Society of Worldwide Interbank Financial Telecommunication) financial messaging system. These actions have resulted in volatility with global equity markets. At this time, it is not possible to reliably measure or estimate the impact of these events on the Company's operations.

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On March 25, 2022, Riccardo Forno was elected as a Director for the Company at the annual general and special meeting of the Company (the "**Meeting**"). His election fills a vacant position formerly held by Tom Loberto who resigned on January 11, 2022. The other Directors consisting of John Ricci, Frank Borges, Michael Della Fortuna were all re-elected at the Meeting.

Risks and Uncertainties

The success of the Company is dependent, among other things, on obtaining sufficient funding to enable the Company to develop its business. There can be no assurance that the Company will be able to obtain adequate financing in the future or that the terms of such financing will be favourable. Failure to obtain such additional financing could result in delay in executing the Company's business plan. The Company will require new capital to continue to operate its business, and there is no assurance that capital will be available when needed, if at all. It is likely such additional capital will be raised through the issuance of additional equity, which will result in dilution to the Company's shareholders.

The operations of the Company may require licenses and permits from various local, provincial and federal governmental authorities. There can be no assurance that the Company will be able to obtain all necessary licenses and permits that may be required to carry out development of its business or operations.

Certain directors or proposed directors of the Company are also directors, officers or shareholders of other companies. Such associations may give rise to conflicts of interest from time to time. The directors of the Company are required by law to act honestly and in good faith with a view to the best interests of the Company and to disclose any interest, which they may have in any project opportunity of the Company. If a conflict of interest arises at a meeting of the board of directors, any director in a conflict will disclose his interest and abstain from voting on such matter. In determining whether or not the Company will participate in any project or opportunity, the directors will primarily consider the degree of risk to which the Company may be exposed and its financial position at that time.

The Company does not have a historical track record of operating upon which investors may rely. Consequently, investors will have to rely on the expertise of the Company's management. The Company does not have a history of earnings or the provision of return on investment, and there is no assurance that it will produce revenue, operate profitably or provide a return on investment in the future.

Dependence on Key Employees

The Company's business and operations are dependent on retaining the services of a small number of key employees. The success of the Company is, and will continue to be, to a significant extent, dependent on the expertise and experience of these employees. The loss of one or more of these employees could have a materially adverse effect on the Company. The Company does not maintain insurance on any of its key employees.

Accountability and oversight of the Company rests with the Board. The Company will continue to evaluate and potentially expanded its management team to oversee the business development activities of the Company and perform all core functions.

Competitive Conditions

The markets for the Company's products are competitive and rapidly changing, and a number of companies offer products similar to the Company's products and target similar customers. The Company believes its ability to compete depends upon many factors within and outside its control, including the timely development and introduction of new products and product enhancements; product functionality, performance, price and reliability; customer service and support; sales and marketing efforts; and the introduction of new products and services by competitors.

Potential Dilution

The issue of common shares of the Company upon the exercise of the options and warrants will dilute the ownership interest of the Company's current shareholders. The Company may also issue additional options and warrants or additional common shares from time to time in the future. If it does so, the ownership interest of the Company's then current shareholders could also be diluted.

Current Global Financial Conditions and Trends

Securities of technology companies in public markets have experienced substantial volatility in the past, often based on factors unrelated to the financial performance or prospects of the companies involved. These factors include macroeconomic developments in Canada and globally, and market perceptions of the attractiveness of particular industries. The price of the securities of Companies in the technology sector are also significantly affected by proposed and newly enacted laws and regulations, currency exchange fluctuation and the political environment in the local, provincial and federal jurisdictions in which the Company does business. The economy remains in a period of volatility. Continued volatility is expected in the near term.

Impact of COVID-19

The outbreak of the novel strain of Corona Virus, specifically identified as "COVID-19", has resulted in governments worldwide enacting emergency measures to combat the spread of the virus. These measures, which include the implementation of travel bans, self-imposed quarantine periods and social distancing, have caused material disruption to businesses globally resulting in an economic slowdown. Global equity markets have experienced significant volatility and weakness. Governments and central banks have reacted with significant monetary and fiscal interventions designed to stabilize economic conditions. Although governments have recently began lifting pandemic restrictions, the duration and impact of the COVID-19 outbreak is unknown at this time, as is the efficacy of the government and central bank interventions. It is not possible to reliably estimate the length and severity of these developments and the impact on the financial results, ability to finance, carrying value of assets and condition of the Corporation and its operating subsidiaries in future periods. To date, the Company has not experienced a material impact related to the COVID-19 outbreak on financing, operations or logistics.

Management's Responsibility for Financial Information

The Company's financial statements are the responsibility of the Company's management, and have been approved by the Board of Directors. The financial statements were prepared by the Company's management in accordance with Canadian generally accepted accounting principles. The financial statements include certain amounts based on the use of estimates and assumptions. Management has

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established these amounts in a reasonable manner, in order to ensure that the financial statements are presented fairly in all material respects.

Forward Looking Statements

This MD&A contains “forward-looking information” within the meaning of applicable Canadian securities laws (forward-looking information being collectively hereinafter referred to as “forward-looking statements”). Such forward-looking statements are based on expectations, estimates and projections as at the date of this MD&A. Any statements that involve discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions or future events or performance (often but not always using phrases such as “expects”, “is expected”, “anticipates”, “plans”, “budget”, “scheduled”, “forecasts”, “estimates”, “believes” or “intends”, or variations of such words and phrases (including negative and grammatical variations), or stating that certain actions, events or results “may”, “could”, “would”, “should”, “might” or “will” be taken, occur or be achieved) are not statements of historical fact and may be forward-looking statements and are intended to identify forward-looking statements. These forward looking statements include, but are not limited to, statements and information concerning: the intentions, plans and future actions of the Company; statements relating to the business and future activities of the Company after the date of this MD&A; market position, ability to compete and future financial or operating performance of the Company after the date of this MD&A; anticipated developments in operations of the Company; the timing and amount of funding required to execute the Company’s business plans; capital expenditures; the effect on the Company of any changes to existing or new legislation or policy or government regulation; the length of time required to obtain permits, certifications and approvals; the availability of labour; estimated budgets; currency fluctuations; requirements for additional capital; limitations on insurance coverage; the timing and possible outcome of litigation in future periods; the timing and possible outcome of regulatory and permitting matters; goals; strategies; future growth; the adequacy of financial resources; and other events or conditions that may occur in the future.

Forward-looking statements are based on the beliefs of the Company’s management, as well as on assumptions, which such management believes to be reasonable based on information available at the time such statements were made. However, by their nature, forward-looking statements are based on assumptions and involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Forward-looking statements are subject to a variety of risks, uncertainties and other factors which could cause actual results, performance or achievements to differ from those expressed or implied by the forward-looking statements, including, without limitation, related to the following: operational risks; regulation and permitting; evolving markets; industry growth; uncertainty of new business models; speed of introduction of products and services to the marketplace; undetected flaws; risks of operation in urban areas; marketing risks; geographical expansion; limited operating history; substantial capital requirements; history of losses; reliance on management and key employees; management of growth; risk associated with foreign operations in other countries; risks associated with acquisitions; electronic communication security risks; insurance coverage; tax risk; currency fluctuations; conflicts of interest; competitive markets; uncertainty and adverse changes in the economy; reliance on components and raw materials; change in technology; quality of products and services; maintenance of technology infrastructure; privacy protection; development costs; product defects; insufficient research and development funding; uncertainty related to exportation; legal proceedings; reliance on business partners; protection of

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intellectual property rights; infringement by the Company of intellectual property rights; resale of shares; market for securities; dividends; and global financial conditions.

The lists of risk factors set out in this MD&A or in the Company's other public disclosure documents are not exhaustive of the factors that may affect any forward-looking statements of the Company. Forward-looking statements are statements about the future and are inherently uncertain. Actual results could differ materially from those projected in the forward-looking statements as a result of the matters set out in this MD&A generally and certain economic and business factors, some of which may be beyond the control of the Company. In addition, the global financial and credit markets have experienced significant debt and equity market and commodity price volatility which could have a particularly significant, detrimental and unpredictable effect on forward-looking statements. The Company does not intend, and does not assume any obligation, to update any forward-looking statements, other than as required by applicable law. For all of these reasons, the Company's securityholders should not place undue reliance on forward-looking statements.

Additional Information

Additional information relating to the Company is available in the prospectus on www.danavation.com