

1. DATE AND GENERAL INFORMATION

This management's discussion and analysis ("MD&A") of GINSMS Inc. ("GINSMS" or the "Corporation") has been prepared by management and should be read in conjunction with the Corporation's annual audited financial statements and MD&A as at and for the year ended December 31, 2016, the Corporation's unaudited consolidated financial statements as at and for the three and six months ended June 30, 2017, and the notes thereto which were prepared in accordance with International Financial Reporting Standards ("IFRS") as issued by the International Accounting Standards Board ("IASB").

This MD&A was prepared as of August 11, 2017. Additional information regarding the Corporation is available on SEDAR at www.sedar.com. All monetary amounts set forth in the MD&A are expressed in Canadian dollars, except where otherwise stated. Other currencies are mainly United States dollars ("USD"), Hong Kong dollars ("HKD"), China renminbi ("RMB"), Singapore dollars ("SGD"), Malaysian dollars ("MYR") and Indonesian rupiah ("IDR").

The Corporation Board of Directors has reviewed and approved this MD&A.

Caution Regarding Forward-Looking Information

Certain information included in this MD&A may contain forward-looking statements. Forward-looking statements generally can be identified by the use of forward-looking terminology such as "may", "could", "will", "expect", "intend", "estimate", "anticipate", "believe", or "continue" or the negative thereof or variations thereon or similar terminology. These statements are not historical facts, but reflect management's current beliefs and are based on information currently available to management regarding future results and events. Particularly, these forward-looking statements are based on management's estimate of future events based on technological advances relating to the Corporation's services, current market conditions and past experiences of management in relation to how certain contracts will affect revenues. Forward-looking statements, by their very nature, involve significant risks, uncertainties and assumptions.

A number of factors could cause actual results to differ materially from the results discussed in the forward-looking statements, including, but not limited to dependence on major customers, system failures, delays and other problems, increasing competition, security and privacy breaches, dependence on third-party software and equipment, adequacy of network reliance, network diversity and backup systems, loss of significant information, insurance coverage, capacity limits, rapid technology changes, market acceptance, decline in volume of attractions, retention of key members of the management team, success of expansion into Chinese and other Asian markets, credit risk, consolidation of existing customers, dependence on required licenses, economy and politics in countries where the Corporation operates, conflicts of interest and residency of directors and officers. Although the Corporation has attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors that cause actions, events or results to differ from those anticipated, estimated or intended. Although the forward-looking statements contained herein are based upon what management believes to be reasonable assumptions, the Corporation cannot assure the reader that actual results will be consistent with these forward-looking statements.

In particular, forward-looking statements include the following assumptions:

- Management's belief that the availability of 3G/4G services in China and the rest of the world will continue to create demand for the Corporation's software products and services.

GINSMS INC.

MANAGEMENT'S DISCUSSION AND ANALYSIS

AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

- Management's belief that the future growth in messaging is in the area of application-to-person ("A2P") messaging and the Corporation's investment in this area will create a viable and profitable business in the future.
- Management's belief that the Corporation is able to generate sufficient amounts of cash through operations and financing activities to fulfil the working capital requirements of its present operations.

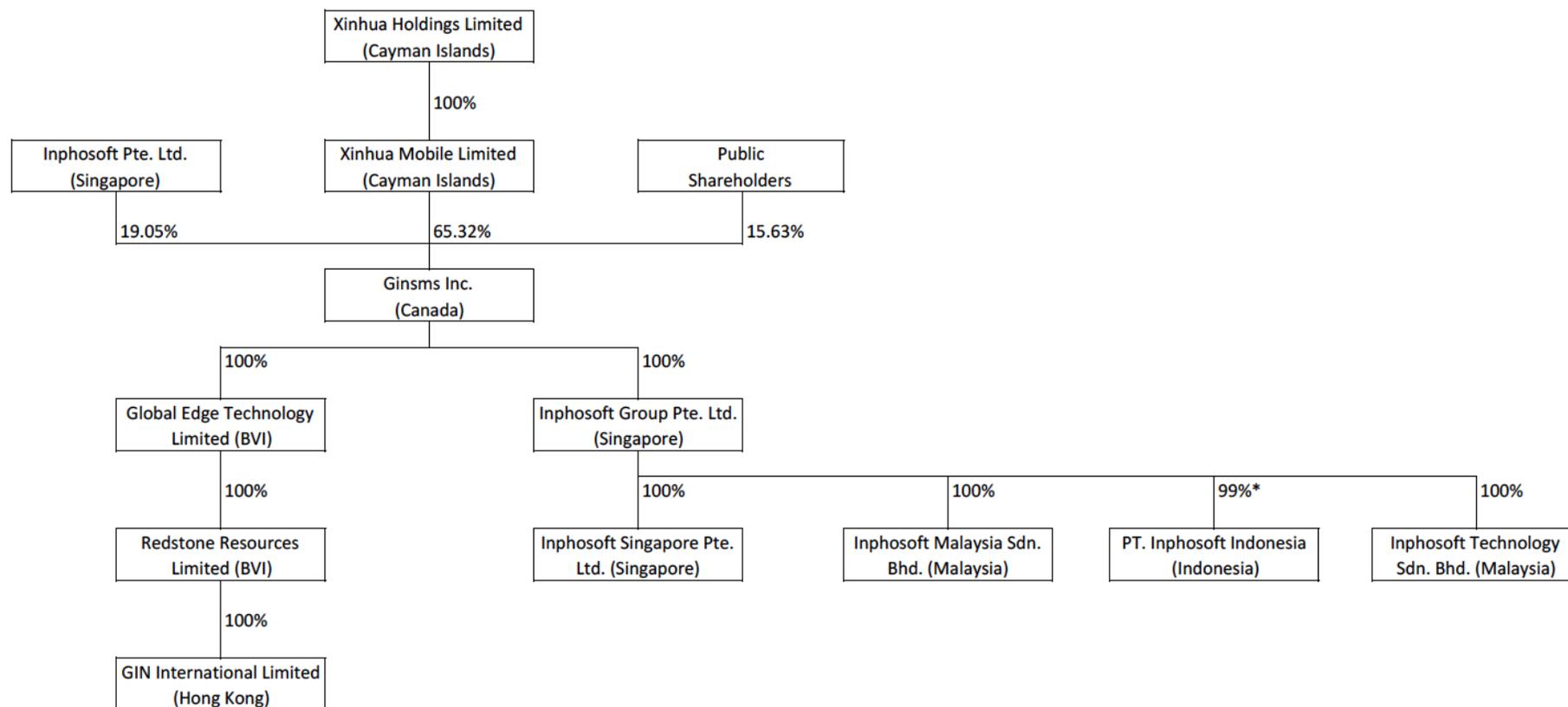
These forward-looking statements are made as of the date of this MD&A and the Corporation assumes no obligation to update or revise them to reflect new events or circumstances except as may be required by law. Accordingly, readers should not place undue reliance on the forward-looking statements. All forward-looking statements contained in this MD&A are qualified by this cautionary statement.

**GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017**

2. OVERALL PERFORMANCE – DESCRIPTION AND OUTLOOK OF BUSINESS

Group Structure

The following chart depicts the structure of the group. The country of incorporation for each entity in the group is enclosed in brackets next to the name of the entity.



*The remaining 1% is held by Joel Siang Hui Chin, the Chief Executive Officer of the Corporation

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

The Corporation has two main business segments:

- A. Messaging Business
- B. Software Products and Services

A. Messaging Business

The Corporation operates its messaging business through GIN International Ltd ("GIN"), its wholly-owned subsidiary in Hong Kong and focus exclusively on the application-to-peer ("A2P messaging") messaging business.

The A2P messaging service allows the transmission of short message services ("SMS") to mobile subscribers of more than 100 mobile operators globally. This is achieved through partnerships with service providers and direct connections with mobile operators globally. GIN's close working relationships with mobile operators in China, Hong Kong and Southeast Asia puts it in a good position to become a leading provider of A2P messaging service in Asia.

Through its cloud-based A2P messaging service, GIN enables mobile application developers, SMS gateways, enterprises and financial institutions to deliver SMS worldwide without any upfront capital investment through the use of GIN's application programming interface ("API").

Mobile application developers use A2P messaging service to deliver one-time-passwords ("OTP") for authentication of over-the-top ("OTT") mobile applications, in-app purchase confirmations or promotion of latest game releases. Enterprises and financial institutions use the A2P service in the areas of mobile marketing, mobile transactions, security, customer relationship management ("CRM") and enterprise resource planning ("ERP").

A Transparency Market Research report dated October 5, 2016 (<http://www.transparencymarketresearch.com/pressrelease/global-a2p-sms-market.htm>) stated that the global A2P SMS market revenue stood at US\$57.27 billion in 2015 and is expected to reach US\$83.03 billion by 2024, expanding at a compound annual growth rate ("CAGR") of 4.2% therein. The volume is projected to augment at a 4.1% CAGR from 2016 to 2024.

For the three and six months ended June 30, 2017, GIN generated a slightly higher revenue of \$1,623,150 and \$2,972,610 for its A2P messaging service as compared to \$1,483,777 and \$2,889,177 the three and six months ended June 30, 2016, respectively. This was caused by the higher volume of messaging traffic due to increased sales and marketing efforts undertaken by GIN in the second quarter ended June 30, 2017.

Finally, Guangzhou Tai Feng Info & Tech Co. Ltd, incorporated in China, was a dormant company. The management felt that there was no foreseeable plan to utilize this company and it was wound up during the quarter ended June 30, 2017.

B. Software Products and Services

GINSMS operates its software products and services through Inphosoft Group Pte Ltd ("Inphosoft"), its wholly-owned subsidiary. Inphosoft is headquartered in Singapore with subsidiaries in Malaysia and Indonesia.

The activities of Inphosoft consist of providing software products and services with a focus in the following areas:

- i. Provision of products and solutions to mobile operators in the areas 3G/4G mobile data value-added services like mobile entertainment and mobile advertising.

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

- ii. Provision of mobile application development services.
- iii. Provision of support and maintenance services to customers that have purchased its products and solutions.
- iv. Maintain the A2P Cloud platform, research and develop new services used by the Corporation's messaging business.

Inphosoft Singapore Pte Ltd ("ISPL")

ISPL provides software products and services to local enterprises in Singapore and global companies in the telecommunication industry. The products and services provided fall largely into the following categories:

- a. Products and solutions for mobile operators in the areas of 3G/4G mobile data value-added services like mobile entertainment and mobile advertising. Revenue is generated through license fees of ISPL's products and a negotiated fixed fee for developing the bespoke software solutions required by customers. The cost of sales incurred consists mainly of the salary of the employees working on these projects (tracked by the timesheets they fill). Occasionally, cost of sales may also include subcontractor fees paid to other companies. ISPL is not actively creating new products hence the revenue from license fees will continue to reducing over time.
- b. Mobile application development services to local enterprises. Revenue is generated by two methods:
 - Charging a fixed fee to the customer for a project with a defined scope of work.
 - Charging the customer for the resources provided to the customer on a time and material basis. An example is the time and materials contract with Activate Interactive Pte Ltd ("Activate"). The cost of sales incurred consists mainly of the salary of employees working on these projects (tracked by the timesheets they fill).
- c. Support and maintenance services to customers that have purchased its products and services. ISPL will charge the customers a negotiated fee to provide support and maintenance services for a specified period (usually a year). The fee charged depends on the complexity of the products and solutions covered by the support and maintenance contract. Cost of sales incurred consists mainly of the salary of employees working on these projects.

ISPL is also focused on developing new features, enhancing the performance as well as providing technical support for the A2P Cloud platform that supports the Corporation's A2P business. Salaries, office rental, amortization of development costs and interest expenses on loans from related parties are the major costs of ISPL.

Inphosoft Malaysia Sdn Bhd ("IMSB")

IMSB is providing services to enterprise customers in Malaysia and global companies in the telecommunication industry to develop bespoke software solutions that meet the requirements of customers. IMSB will charge a customer a negotiated fixed fee for each project. The cost of sales incurred consists mainly of the salary of employees working on these projects. IMSB does not earn revenue from license fee as it does not create new products. IMSB provides technical and sales resources to support GIN's A2P business operations. IMSB also outsources its technical resources to Activate on a time and material basis. Salaries and office rental are the major costs of IMSB.

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

PT Inphosoft Indonesia ("PTIN")

PTIN is providing services to enterprise customers in Indonesia to develop bespoke software solutions that meet the requirements of customers. PTIN does not earn revenue from license fee as it does not create new products. However, it outsources its resources to ISPL in area of research and development. PTIN has started to provide A2P messaging service in 2016. PTIN also outsources its technical resources to Activate on a time and material basis. Salaries, amortization of development costs and office rental are the major costs of PTIN.

Inphosoft Technology Sdn Bhd ("ITSB")

Finally, ITSB is a dormant company. The management feels that there is no foreseeable plan to utilize this company and will act to wind-up or dispose of this company in the future.

ISPL, IMSB and PTIN ("Inphosoft Subsidiaries") have time and material agreements ("T&M Agreements") with Activate to provide technical resources to Activate for the purpose of developing software for Activate's customers and to perform certain pre-sales roles, on a time and material basis. The revenue and margin of Inphosoft Subsidiaries has improved since the signing of the agreements with Activate. Activate is currently 43% owned by Xinhua Mobile Limited ("Xinhua Mobile"), the immediate parent of the Corporation, and 42% beneficially owned by Mr. Joel Siang Hui Chin ("Mr. Chin"), the Chief Executive Officer and director of the Corporation.

The current focus of Inphosoft is to provide solution to support the need of existing customers and to look for additional enterprise customers to increase sales. Inphosoft is no longer focusing on creating new products. Hence professional fee and support and maintenance revenue will continue to increase or be stable. However, license fee revenue will decline over time.

This segment of the Corporation's business managed to have revenue of \$306,211 and \$556,388 for the three and six months ended June 30, 2017, compared to the \$195,644 and \$451,656 for the three and six months ended June 30, 2016, respectively.

On April 10, 2017, the Corporation completed a non-brokered private placement with its controlling shareholder, Xinhua Mobile. The private placement resulted in the Corporation raising USD700,000 and issuing 7,163,692 common shares to Xinhua Mobile at a subscription price of \$0.13 per common share (the "Private Placement") (*Section 10 - Shareholders' Equity & Disclosure of Outstanding Share Date*).

The net proceeds from the Private Placement increased the Corporation's current working capital and were used towards the Corporation's strategy to expand its A2P messaging business segment in Indonesia, Malaysia, Taiwan and China, and to support its software products and service business segment.

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

3. RESULTS OF OPERATIONS FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

Selected Profit and Loss Information

Financial Highlights	Three-month period ended June 30, 2017 (Unaudited)	Three-month period ended June 30, 2016 (Unaudited)	Six-month period ended June 30, 2017 (Unaudited)	Six-month period ended June 30, 2016 (Unaudited)
Revenue (\$)				
A2P Messaging Service	1,623,150	1,483,777	2,972,610	2,889,177
Software Products & Services	306,211	195,644	556,388	451,656
	1,929,361	1,679,421	3,528,998	3,340,833
Cost of sales (\$)				
A2P Messaging Service	1,562,606	1,267,443	2,756,542	2,477,187
Software Products & Services	185,469	174,210	337,207	358,477
	1,748,075	1,441,653	3,093,749	2,835,664
Gross profit (\$)				
A2P Messaging Service	60,544	216,334	216,068	411,990
Software Products & Services	120,742	21,434	219,181	93,179
	181,286	237,768	435,249	505,169
Gross margin				
A2P Messaging Service	3.7%	14.6%	7.3%	14.3%
Software Products & Services	39.4%	11.0%	39.4%	20.6%
	9.4%	14.2%	12.3%	15.1%
Adjusted EBITDA ⁽¹⁾ (\$)	(109,086)	(244,271)	(217,543)	(201,388)
Adjusted EBITDA margin	(5.7)%	(14.5)%	(6.2)%	(6.0)%
Net loss (\$)	(284,083)	(501,012)	(650,661)	(700,415)
Net loss margin	(14.7)%	(29.8)%	(18.4)%	(21.0)%
Loss per share (\$)				
Basic	(0.002)	(0.004)	(0.004)	(0.005)
Diluted	(0.002)	(0.004)	(0.004)	(0.005)

(1) Adjusted EBITDA is a non-IFRS measure which does not have any standardized meaning under IFRS. Adjusted EBITDA is related to cash earnings and is defined for these purposes as earnings before income taxes, depreciation and amortization (in both cost of sales and general and administration expenses), interest expenses, the accretion on obligations. Adjusted EBITDA also excludes certain non-recurring or non-cash expenditure. This non-IFRS measure is not recognized under IFRS and accordingly, shareholders are cautioned that this measure should not be construed as an alternative to net income determined in accordance with IFRS. The non-IFRS measure presented is unlikely to be comparable to similar measure presented by other issuers. The Corporation believes that Adjusted EBITDA is a meaningful financial metric as it measures cash generated from operations which the Corporation can use to fund working capital requirements, service interest and principal debt repayment and fund future growth initiatives.

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

Revenue

For the three and six months ended June 30, 2017, revenue was \$1,929,361 and \$3,528,998 compared to \$1,679,421 and \$3,340,833 for the three and six months ended June 30, 2016. This is largely due to the increase in revenue in both the messaging business segment and the software product and services business segment.

a) Messaging business segment

The A2P messaging business generated revenue of \$1,623,150, \$1,349,460, \$1,359,032, \$1,211,177, \$1,483,777 and \$1,405,400 for the three-months periods ended June 30, 2017, March 31, 2017, December 31, 2016, September 30, 2016, June 30, 2016 and March 31, 2016, respectively.

Pricing of the A2P business is affected by volume, regulatory requirement in each country (i.e. destination of messages delivered), competition within the country and other factors. The margin varies from country to country and varies from customer to customer as the Corporation attempt to gain market share in different countries. The price per message is fixed for each customer but different customers may have difference price per message. The margin is lower in some countries where the messaging market is more competitive. In other market, due to the regulatory requirement, the Corporation can earn higher margin. The following analysis is based on the volume of messages delivered to various destinations. This differs from the segmented information for revenue by geographical location, which is based on the location of operations of our customers.

The increase in the revenue of the A2P messaging business is primarily caused by the increase in the volume of A2P messages delivered to Indonesia and Malaysia. Messages delivered to Indonesia and Malaysia totaled 20.6 million and 22.6 million, representing 29.4% and 32.3% of the total volume for the three months ended June 30, 2017, which significantly increased by 57.6% and 57.5% from the three months ended March 31, 2017, respectively. This is primarily due to the increased sales and marketing efforts undertaken in Malaysia and the festive season in Indonesia during the second quarter ended June 30, 2017.

Messages delivered to Taiwan totaled 15.7 million, representing 22.4% of the total volume for the three months ended June 30, 2017, which decreased by 28.4% from the three months ended March 31, 2017. This is primarily due to the decreased contribution from a major customer that uses the Corporation's A2P service to deliver OTP and marketing messages to mobile subscribers in Taiwan.

Messages delivered to China totaled 9.8 million, representing 14.0% of the total volume for the three months ended June 30, 2017, which decreased slightly by 7.6% from the three months ended March 31, 2017. This is primarily due to the decreased contribution from a major customer that uses the Corporation's A2P service to deliver OTP and marketing messages to mobile subscribers in China. This major customer had lost traffic from its own customers since the quarter ended September 30, 2016.

The average price per message charged to customers is \$0.0231 for the three months ended June 30, 2017 compared to \$0.0223 for the three months ended March 31, 2017. The price per message charged to customers may differ greatly depending on the location where the A2P message is delivered. For example, A2P messages delivered to China are priced at less than 50% of A2P messages delivered to Indonesia, Malaysia and Taiwan. Therefore, the average price per message for the A2P business is dependent on the number of messages delivered to each country. Furthermore, the price per message per country charged to a customer may depend on

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

the volume commitment of the customer. For the three months ended June 30, 2017, the average price per message increased quarter-on-quarter primarily due to the significant increase in volume of messages delivered to Indonesia and Malaysia where the price per message charged to customers is higher than the average price per message charged by the Corporation and decrease in volume of messages delivered to China where the price per message charged to customers is substantially lower than the average price per message charged by the Corporation, hence bringing up the overall average price per message.

b) Software products and services segment

Revenue in the software products and services segment generated through Inphosoft's key business partner, Activate, increased by 51.8% to \$192,031 for the three months ended June 30, 2017 and contributed to the increase in revenue of the software products and services segment compared to the revenue generated in the three months ended March 31, 2017.

Revenue in the software products and services segment increased by 56.5% from \$195,644 for the three months ended June 30, 2016 and increased by 22.4% from \$250,177 for the three months ended March 31, 2017 to \$306,211 for the three months ended June 30, 2017. The increase in revenue of the software products and services segment was mainly due to the increase in chargeable hours of Inphosoft staff required to provide technical and support resources to Activate. Moving forward, the Corporation believes that the business environment in the software products and services will remain challenging. The Corporation believes it needs to focus its efforts on other areas in order to create new revenue streams.

Cost of Sales

	Three-month period ended June 30, 2017 (Unaudited) (\$)	Three-month period ended June 30, 2016 (Unaudited) (\$)	Six-month period ended June 30, 2017 (Unaudited) (\$)	Six-month period ended June 30, 2016 (Unaudited) (\$)
Amortization				
- Development expenditures	28,897	28,542	56,810	58,007
Depreciation				
- Property, plant and equipment	4,794	9,958	9,101	19,392
Salaries and wages	133,921	87,704	235,775	210,326
Subcontractor costs	1,565,748	1,257,361	2,759,590	2,472,382
Software & hardware	1,746	39,758	10,039	41,910
Others	12,969	18,330	22,434	33,647
	1,748,075	1,441,653	3,093,749	2,835,664

For the three and six months ended June 30, 2017, cost of sales was \$1,748,075 and \$3,093,749 compared to \$1,441,653 and \$2,835,664 for the three and six months ended June 30, 2016, respectively.

a) Messaging business segment

For the A2P messaging business, the subcontractor costs are the costs paid to mobile operators and gateway providers ("A2P Suppliers") for usage of their infrastructure to deliver A2P messages to mobile subscribers. The A2P Suppliers charged GIN a per-message cost for delivering the message. The cost per message differs depending on the country where the message was delivered and the volume commitment that GIN has with the A2P suppliers. The higher the volume commitment, the lower the rates that GIN will be charged by the providers.

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

The increase of 24.5% in the subcontractor costs in the quarter ended June 30, 2017 from the quarter ended June 30, 2016 was higher than the increase of 9.4% in revenue in A2P messaging service in the same quarter and was mainly due the significant increase in volume of messages delivered to Indonesia and Malaysia where the gross profit margin is lower and decrease in volume of messages delivered to China where the gross profit margin is higher.

Similarly, the increase of 31.2% in the subcontractor costs in the quarter ended June 30, 2017 from the preceding quarter ended March 31, 2017 was higher than the increase of 20.3% in revenue in A2P messaging service in the quarter ended June 30, 2017 from preceding quarter ended March 31, 2017.

b) Software product and services segment

Revenues for the software products and services segment are not dependent on the amount of message volume. The cost of sales for the software products and services business is comprised of salaries and wages, amortization, depreciation and purchase of software and hardware.

Increase of salaries and wages in costs of sales for the quarter ended June 30, 2017 compared to both the corresponding quarter ended June 30, 2016 and the preceding quarter ended March 31, 2017 is mainly due to an increase in chargeable hours of Inphosoft staff required to provide technical and support resources to Activate.

Gross Margin

Despite there was an increase in revenue in the messaging segment and the software products and services segment in the quarter ended June 30, 2017 compared to the quarter ended June 30, 2016, the overall gross margin of the Corporation declined to 9.4% in the three months ended June 30, 2017 from 14.2% in the quarter ended June 30, 2016. The significantly higher gross margin of 39.4% earned in the software products and services segment did not compensate for the lower gross margin of 3.7% experienced in the messaging business segment for the three months ended June 30, 2017.

The gross margin in the software products and services segment in the quarter ended June 30, 2017 was comparable to the preceding quarter ended March 31, 2017 and was higher than the corresponding quarter ended June 30, 2016. Revenue from Activate contributed to significant increase in gross margin of the software products and services segment. Revenue from broad-based professional services provided to Activate is based on a time and material costs. Activate is a government contractor that provides software products and services tailored to the needs of agencies and ministries of the Singapore government. Activate values the skills and expertise of Inphosoft and Inphosoft is able to command a premium for its service to Activate. Gross margin of 80.4% was earned from the services rendered to Activate for the quarter ended June 30, 2017. This is mainly due to the increase in the number of hours by the experienced management staff from the Corporation's Singapore subsidiary involved in new projects awarded by Activate. The experienced management staff commands higher chargeable hourly rates.

For the A2P messaging business, the gateway fee charged depends on how GIN negotiated the fees based on the estimated volume of messages to pass through the gateway. During the launching phase of the A2P messaging business, while no revenue was generated from this business, GIN had to charge lower fees to attract new customers. At the same time, the gateway would not provide better rate to GIN as a new player in the A2P messaging market. Consequently, the gross margin of the A2P messaging business was on average less than 10%. The gross margin improved from 13.9% in the quarter ended March 31, 2016, to 14.6% in the quarter ended June 30, 2016, to 17.2% in the quarter ended September 30, 2016, but dipped to 10.6% in the quarter ended December 31, 2016 to

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

finally improved slightly to 11.5% in the quarter ended March 31, 2017 but dipped to 3.7% in the quarter ended June 30, 2017 mainly due to decrease in volume of messages delivered to China that earned higher gross profit margin as the Corporation is facing stiff competition in China.

For the software products and services segment, the revenue is mainly generated from the following two streams:

a) Professional services fees

Professional services revenue is generated by two methods:

- Charging a fixed fee to the customer for a project with a defined scope of work. This is mainly for developing be-spoke software solutions that meet the need of the customers.
- Charging the customer for the resources provided to the customer on a time and material basis. A fixed fee per resource per unit time (usually hour or day) is charged to the customer based on a negotiated fee for the said resource. An example is the time and materials contract with Activate.

The cost of sales incurred consists of the salary of the employees working on these projects (tracked by the timesheets they fill). For the development of a be-spoke software solution based on a fixed fee, the gross margin can fluctuate depending on the fee that was negotiated and also the ability to deliver the project as per planned. Typically, the gross margin has been in the range of 10% to 20%. For time and material contracts, the gross margin is based on the mark-up for each resource, which can range from 20% for resources based in Singapore to 50% for resources based in Malaysia and Indonesia.

b) Support and maintenance fees

Inphosoft charges a fee to customers who have elected to purchase after sale support and maintenance services. The fee is usually charged on a yearly basis pre-paid in advance. Support and maintenance is provided round the clock seven days a week to customers who have purchased Inphosoft's products or bespoke software, or both, and the support and maintenance services. Cost of sales incurred is mainly the salary of the employees providing round the clock support services. The gross margin for the support and maintenance contracts is usually more than 20%.

Inphosoft research and develops its own software products for the telecommunication industry and these software products are sold by charging customers license fees in return for the right-to-use the software. The license fee revenue has been decreasing because Inphosoft has not been creating new products and the old products did not achieve the sales volume initially expected. The revenue from license fees has now become insignificant.

The gross margin for the software products and services is 39.4% for the three months ended June 30, 2017 and is higher than management's long-term expectations of approximately 20% to 25%, due to the increased involvement of experienced management staff from the Corporation's Singapore subsidiary in new projects awarded by Activate. The more experienced management staff commands higher chargeable hourly rates. This margin could be adversely affected if there are cases of project cost overrun. Project cost overrun can occur during the delivery of a software solution to customers.

Operating Expenses and Finance Costs

	Three-month	Three-month	Six-month	Six-month
--	-------------	-------------	-----------	-----------

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

	period ended June 30, 2017 (Unaudited)	period ended June 30, 2016 (Unaudited)	period ended June 30, 2017 (Unaudited)	period ended June 30, 2016 (Unaudited)
Salaries and wages	214,830	311,466	456,385	504,689
Professional fees	122,736	88,964	212,135	177,697
Foreign exchange loss/(gain)	(70,773)	55,713	(58,779)	(24,184)
Other general & administrative expenses	57,270	64,396	119,265	125,754
Allowance/(Reversal of allowance) for doubtful debts	-	-	7,489	-
Depreciation (expense)				
-Property, plant and equipment	414	3,206	850	6,604
Interest expenses	140,825	214,739	348,498	414,198
	465,302	738,484	1,085,843	1,204,758

Operating expenses and finance costs amounted to \$465,302 and \$1,085,843 for the three and six months ended June 30, 2017, respectively, lower than operating expenses and finance costs for the three and six months ended June 30, 2016. This was mainly due to better utilization of the technical staff who charged more staff hours as cost of sales to projects instead of operating expenses.

The lower operating expenses and finance costs for three and six months ended June 30, 2017 were also due to the lower interest rate on the loans in connection with the Private Placement. Mr. Chin, IPL and Xinhua Mobile have all agreed to lower the interest rate on the loans to 12% per annum effective March 1, 2017 as compared to 24% per annum prior to March 1, 2017.

Net loss

The net loss for the three and six months ended June 30, 2017 amounted to \$284,083 and \$650,661 to a net loss of \$501,012 and \$700,415 for the three and six months ended June 30, 2016, respectively.

The lower net loss for the three and six months ended June 30, 2017 was mainly due to lower interest expenses and higher foreign exchange gain earned.

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

Selected Balance Sheet Information

The figures reported below are based on the unaudited consolidated financial statements of the Corporation which have been prepared in accordance with IFRS.

	June 30, 2017 (Unaudited) \$	December 31, 2016 (Audited) \$
Current Assets		
Accounts receivable	2,225,945	1,822,661
Other receivables, prepayments and deposits	118,398	164,182
Bank and cash balances	406,573	139,808
	2,750,916	2,126,651
Non-Current Assets		
Property, plant and equipment	31,852	35,660
Development expenditures	421,885	464,779
TOTAL ASSETS	3,204,653	2,627,090
Current Liabilities		
Accounts payable and accrued liabilities	2,327,178	2,096,917
Advance from a related party	538,779	756,079
Promissory note payable	460,000	436,000
Loans from a related party	276,728	261,273
Current tax liabilities	635	5,317
	3,603,320	3,555,586
Non-Current Liabilities		
Loans from related parties	4,069,722	3,740,061
Deferred tax liability	1,208	1,208
TOTAL LIABILITIES	7,674,250	7,296,855
Equity		
Share capital	11,415,709	10,484,429
Deficit	(16,044,852)	(15,395,462)
Accumulated other comprehensive income	167,740	248,035
Total equity (deficiency) attributable to equity shareholders	(4,461,403)	(4,662,998)
Non-controlling interest	(8,194)	(6,767)
TOTAL EQUITY (DEFICIENCY)	(4,469,597)	(4,669,765)
TOTAL LIABILITIES & EQUITY	3,204,653	2,627,090

Total assets of GINSMS including cash, accounts receivable, other receivables, prepayment and deposits, property, plant and equipment and development expenditures as at June 30, 2017 amounted to \$3,204,653 compared to \$2,627,090 as at December 31, 2016. Bank and cash balances amounted to \$406,573 compared to \$139,808, an increase of 190.8%. The increase was mainly due to proceed from private placement by the immediate parent in the three months ended June 30, 2017. The cash flow from financing activities is \$700,676 for the six months ended June 30, 2017 compared to \$356,911 for the six months ended June 30, 2016.

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

Accounts receivable

	June 30, 2017 (Unaudited) \$	December 31, 2016 (Audited) \$
Trade receivables (third parties)	1,876,890	1,613,612
Less: Allowance for doubtful debts (third parties)	(18,304)	(10,133)
Receivable from related parties	360,118	144,819
Accounts due from customers on contracts	7,241	74,363
	2,225,945	1,822,661

Included in accounts receivable at June 30, 2017 are receivables of \$358,810 due from Activate, which is currently 42% beneficially owned by the Chief Executive Officer of the Corporation and 43% owned by Xinhua Mobile and receivable of \$1,308 due from Actxa Pte Ltd ("Actxa"), which is 85% beneficially owned by the Chief Executive Officer of the Corporation.

Increase in trade receivables (third parties) are mainly due to increase in revenue in the quarter ended June 30, 2017.

Accounts payable and accrued liabilities

	June 30, 2017 (Unaudited) \$	December 31, 2016 (Audited) \$
Trade payables (third parties)	641,426	1,073,417
Trade payables from a related party	184	1,080
Amounts due to customers on contracts	55,776	61,849
Deferred income	44,053	42,747
Accrued liabilities and receipt in advance	1,585,739	917,824
	2,327,178	2,096,917

- a) Decrease in trade payables as at June 30, 2017 compared to December 31, 2016 was due to improvement in creditor turnover caused by the Corporation settling payables more promptly.

Included in accounts payables at June 30, 2017 are payables of \$184 due to Actxa.

- b) Amounts due from/to customers on contracts are related to the professional fees revenue of the software products and services segment. For the professional fees revenue, the subsidiaries will issue invoice to the customers based on the timeframe specified in the contracts but the project manager will assess the progress of the project work and determine the percentage of completion based on actual work performed by the staff at the end of the month. When the revenue computed using the percentage of completion is more than the invoiced amount for the month, the understated revenue is considered amounts due from customers on contracts. When the revenue computed using the percentage of completion is less than the invoiced amount for the month, the overstated revenue is considered amounts due to customers on contract.
- c) Deferred income is related to the support and maintenance revenue of the software products and services segment. For support and maintenance revenue, the subsidiaries will usually invoice the customers in advance for the support and maintenance services to be provided in the coming year. Deferred income is computed for the number of months of unutilized support and maintenance service paid in advance by the customers.
- d) Increase in accrued liabilities as at June 30 2017 compared with December 31, 2016 was mainly due to more accrual of messaging service fees that were incurred but not invoiced by the mobile

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

operators and gateway providers for the quarter ended June 30, 2017

Loans from Related Parties

		June 30, 2017	December 31, 2016
		(Unaudited)	(Audited)
		\$	\$
Loans from the director and Chief Executive Officer of the Corporation	(a)	3,218,235	2,962,538
Loan from a director of a subsidiary	(b)	-	17,880
Loan from Inphosoft Pte Ltd.	(c)	851,487	759,643
Loan from the immediate parent	(d)	276,728	261,273
		4,346,450	4,001,334

All above loans from related parties are non-trade in nature and unsecured.

(a) The loans are from Mr. Chin, and originally bear interest at a rate of 24% (December 31, 2016: 24%) per annum (compounded daily based on a 365-day year) and were originally set to mature on or before September 30, 2015.

(b) The loan is from Mr. Xu Hongwei, a director of a subsidiary of the Corporation and bear interest at a rate of 24% (December 31, 2016: 24%) per annum (compounded daily based on a 365-day year), and was originally set to mature on June 12, 2014.

On March 27, 2017, the Corporation and Mr. Xu Hongwei reached an agreement to waive the accumulated loan interest of approximately \$4,500 and to settle the full loan for a consideration of approximately \$14,000.

(c) The loan is from IPL, a shareholder of the Corporation, originally bears interest at a rate of 24% (December 31, 2016: 24%) per annum (compounded daily based on a 365-day year), and has no fixed term of repayment. Mr. Chin, and 2 directors of the Corporation's subsidiaries, Mr. Wang Xianxiang and Mr. Xu Hongwei, have significant influence over IPL.

(d) The loan is from Xinhua Mobile, the immediate parent of the Corporation, and originally bears interest at a rate of 28% (December 31, 2016: 28%) per annum (compounded daily based on a 365-day year) and was originally set to mature on June 30, 2017.

In connection with the Private Placement, Mr. Chin, IPL and Xinhua Mobile have all agreed to: (i) lower the interest rate on the loans described under (a), (c) and (d) above to 12% per annum effective March 1, 2017; and (ii) extend the maturity date of such loans to March 31, 2018.

For the three months ended June 30, 2017, Mr. Chin and IPL have also advised the Corporation that they will not recall the loans described under (a) and (c) above have advised the Corporation that they will not demand payment of the loans before June 30, 2018.

In addition to the above loans, Mr. Chin has also provided an interest-free advance of \$538,779 to the Corporation. The loans and advance are used to finance the operations of the Corporation.

Promissory note payable

In 2016, IPL, the beneficiary of a promissory note issued by the Corporation, agreed to extend the due date of its promissory note to March 31, 2017 and reset the interest rate thereon to 12% per annum effective April 1, 2016. In March 2017, in connection with the Private Placement, IPL agreed to extend the maturity date on the Corporation's promissory note to March 31, 2018.

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

4. SUMMARY OF QUARTERLY RESULTS

The quarterly information set forth below has been presented on the same basis as the audited consolidated financial statements, and all necessary adjustments have been included in the amounts stated below to present fairly the unaudited quarterly results when read in conjunction with the unaudited consolidated financial statements and the notes thereto.

\$	Jul-Sep15	Oct-Dec15	Jan-Mar16	Apr-Jun16	Jul-Sep16	Oct-Dec16	Jan-Mar17	Apr-Jun17
Revenue								
A2P Messaging Service	1,066,242	1,195,023	1,405,400	1,483,777	1,211,177	1,359,032	1,349,460	1,623,150
Software Products & Services	264,551	291,828	256,012	195,644	262,164	305,979	250,177	306,211
	1,330,793	1,486,851	1,661,412	1,679,421	1,473,341	1,665,011	1,599,637	1,929,361
Cost of Sales								
A2P Messaging Service	966,867	1,047,554	1,209,744	1,267,443	1,003,415	1,214,421	1,193,936	1,562,606
Software Products & Services	201,653	249,624	184,267	174,210	182,441	199,455	151,738	185,469
	1,168,520	1,297,178	1,394,011	1,441,653	1,185,856	1,413,876	1,345,674	1,748,075
Operating Expenses ⁽¹⁾	475,932	614,108	266,815	523,745	433,082	439,134	405,379	324,477
Net Loss Before Income Taxes	(887,967)	(614,130)	(198,873)	(500,716)	(378,754)	(429,172)	(366,578)	(284,016)
Income Taxes expense (recovery)	250	93,159	530	296	(1,517)	811	-	67
Net Loss	(888,217)	(707,289)	(199,403)	(501,012)	(377,237)	(429,983)	(366,578)	(284,083)
Net Loss (per share)								
Basic	(0.015)	(0.005)	(0.001)	(0.004)	(0.003)	(0.003)	(0.003)	(0.002)
Diluted	(0.015)	(0.005)	(0.001)	(0.004)	(0.003)	(0.003)	(0.003)	(0.002)

(1) Represent the sum of selling, general and administrative expense. For comparative purpose, interest expenses, allowance for doubtful debts and reversal of allowance for doubtful debts were excluded from the Operating Expenses calculation.

The A2P SMS service generated revenue for the first time for the quarter ended June 30, 2014, increased in the quarters ended from September 30, 2014 to the quarter ended June 30, 2016. The revenue dipped for the quarter ended September 30, 2016 primarily due to the loss of major customers by the Corporation's major customers. Management has worked hard to replace the revenue lost through these major customers and revenue for the quarter ended December 31, 2016 but revenue slightly dipped for the quarter ended March 31, 2017 and bounced back in the quarter ended June 30, 2017. Management has set a goal to steer the A2P business to more growth in the coming quarters. The Corporation intends to expand its A2P messaging service customer base by directly marketing the service to more countries in Northeast Asia. The Corporation will also offer additional value-added services on its A2P cloud messaging platform to service the needs of a wider range of customers. This is expected to increase the number of customers in countries the Corporation operates. Although the software products and services segment shows signs of improvement in late 2016, there was a slight dip for the quarter ended March 31, 2017 and bounced back in the quarter ended June 30, 2017. Management is still unable to determine where the trend is moving with respect to this particular business segment.

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

5. LIQUIDITY AND CAPITAL RESOURCES

Financial Highlights	Three-month period ended June 30, 2017 (Unaudited) (\$)	Three-month period ended June 30, 2016 (Unaudited) (\$)	Six-month period ended June 30, 2017 (Unaudited) (\$)	Six-month period ended June 30, 2016 (Unaudited) (\$)
Cash, beginning of period	102,703	178,281	139,808	310,805
Operating activities				
Net loss for the period	(284,083)	(501,012)	(650,661)	(700,415)
Current tax expense (recovery)	(4,750)	296	(4,750)	826
Allowance for doubtful debts	-	-	7,489	-
Interest expenses	140,825	214,739	348,498	414,198
Foreign currency exchange loss(gain)	(70,773)	55,713	(58,779)	(24,184)
Amortization & depreciation	34,104	41,706	66,761	84,004
Changes in working capital items	(153,584)	(64,887)	(110,927)	(226,550)
Income tax paid	4,666	(42,969)	-	(86,964)
Net cash used in operating activities	(333,595)	(296,414)	(402,369)	(539,085)
Financing activities				
Advance from a related party	-	205,204	152,305	205,204
Repayment of advance to a related party	(274,746)	(67,323)	(368,912)	(67,323)
Loans from related parties	-	-	-	219,030
Repayment of loan to a related party	-	-	(13,997)	-
Proceed from private placement	931,280	-	931,280	-
Net cash generated from financing activities	656,534	137,881	700,676	356,911
Investing activities				
Purchase of property, plant and equipment	(4,355)	(6,519)	(4,946)	(25,211)
Development expenditures	-	(295)	(112)	(2,849)
Net cash used in investing activities	(4,355)	(6,814)	(5,058)	(28,060)
Effect of exchange rate changes on cash held in foreign currencies	(14,714)	46,114	(26,484)	(41,523)
Decrease in cash	303,870	(119,233)	266,765	(251,757)
Cash, end of period	406,573	59,048	406,573	59,048

The capital resources of the Corporation are comprised mainly of the equity of the Corporation. The debts of the Corporation are comprised mainly of a promissory note payable and loans from related parties.

GINSMS has a improved liquidity position for the six months ended June 30, 2017 compared to the six months ended June, 2016 primarily due to proceed from the Private Placement (*Section 10 - Shareholders' Equity & Disclosure of Outstanding Share Date*).

GINSMS is facing a lower liquidity risks as it has lower working capital deficiency of \$852,404 as at June 30, 2017 as compared to \$1,428,935 as at December 31, 2016 as a result of the Private Placement. The Corporation's liabilities now include an interest-bearing promissory note payable, advance from a related party and the interest-bearing loans from related parties.

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

The operation of the Corporation is partially financed by proceed from the \$931,280 Private Placement, and the interest-bearing loans from related parties and the advance from a related party amounting to 4,346,450 and \$538,779 respectively as at June 30, 2017 as compared to being financed by the interest-bearing loans from related parties and the advance from a related party \$4,001,334 and \$756,079 as at December 31, 2016 respectively. The terms and conditions of the loans are described above under *Section 3 – Loans from Related Parties*.

The Corporation also has liabilities related to operating lease obligations for the lease of its office space. The Corporation has lease agreements outstanding for various terms up to May 15, 2018. Payments are to be incurred in SGD, RMB and IDR. The Canadian dollar equivalent as of June 30, 2017 is a total of \$60,725, of which \$60,725 is to be incurred within one year of the statement of financial position date and \$NIL after one year and within five years.

The liquidity risk has been mitigated as on April 10, 2017, the Corporation raised USD700,000 from the Private Placement. In connection with the Private Placement, all related parties have agreed to extend the maturity date of their loans and promissory note to March 31, 2018, and lower the loan interest rate to 12% per annum effective March 1, 2017. Mr. Chin and IPL have also subsequently advised the Corporation that they will not recall the loans before June 30, 2018.

The A2P messaging service is the main business focus of the Corporation and the Corporation is required to continue to invest in research and development to come up with new services that will increase the competitiveness of the A2P messaging service. The expected capital expenditure for research and development is less than \$10,000 per quarter. Capital expenditures related to hardware purchase to maintain capacity to meet planned growth in the A2P messaging service have been fully paid and no further investment is expected for the next 12 months.

Management of the Corporation is committed to grow the business of the Corporation. In order for the Corporation to expand the A2P messaging business, management is also planning to launch fund raising campaigns through issuance of bonds, private placement or other sources.

6. OFF BALANCE SHEET ARRANGEMENTS

GINSMS does not have off-balance sheet arrangements.

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

7. TRANSACTIONS WITH RELATED PARTIES

The Corporation was a party to the following related party transactions that have been recorded at their exchange amounts for the three and six months ended June 30, 2017 and June 30, 2016:

	Three-month period ended June 30, 2017 (Unaudited) \$	Three-month period ended June 30, 2016 (Unaudited) \$	Six-month period ended June 30, 2017 (Unaudited) \$	Six-month period ended June 30, 2016 (Unaudited) \$
Software products and services revenue from companies controlled by a director ¹	193,296	73,242	319,825	150,513
Cost of hardware paid to a company controlled by a director ²	149	291	371	291
Accounting fee revenue from a company controlled by a director	9,716	-	19,094	-
Accounting fee paid to an officer ³	17,863	19,696	38,518	44,429
Rent charged by a company controlled by a director	14,565	14,284	28,624	29,013
Interest charged on loan from a director	95,246	147,553	242,148	296,203
Interest charged / (waived) on loan from a director of a subsidiary	-	929	(3,768)	1,831
Interest charged on loan from a shareholder ⁴	25,183	39,490	63,066	77,810
Interest charged on loan from immediate parent	8,396	14,767	23,052	26,354
Interest charged on promissory note from a shareholder ⁴	12,000	12,000	24,000	12,000

Notes:

1. Software products and services revenue earned from Activate and Actxa, companies controlled by Mr. Chin, for the professional services rendered by Inphosoft Subsidiaries on a time and material basis.
2. Cost of hardware purchased from Actxa, a company controlled by Mr. Chin, by IMSB, a subsidiary of the Corporation
3. Accounting fee paid to the Interim Chief Financial Officer, Ms. Shum Chee Ming, was for her role as finance manager preparing management reports of the Corporation.
4. Inphosoft Pte Ltd. is a shareholder of the Corporation.

As of June 30, 2017, the Corporation has non-trade loans from related parties of \$4,346,450 (Section 3 – *Loans from Related Parties*) and advance of \$538,779 (December 31, 2016 - \$4,001,334 and \$756,079). The loans and advances are used to finance the operations of the Corporation.

Included in accounts payables and accrued liabilities are amounts of \$47,076 (December 31, 2016 - \$89,158) owed to related parties. Included in accounts receivable is a trade receivable of \$360,118 (December 31, 2016 - \$144,819) owed by related parties.

The T&M Agreements entered into by the Inphosoft Subsidiaries and Activate allows Activate to use resources from the Inphosoft Subsidiaries on a time and material basis such that Activate can earn revenues from its customers. Activate generates revenue by providing software products and services, primarily in the area of mobile applications and games to its customers that include various agencies and ministries of the Singapore government. Activate can subcontract parts of its projects to the Inphosoft Subsidiaries which possess software development skillsets and to utilize the staff of such Inphosoft Subsidiaries to perform certain pre-sales roles, on a time and material basis. The professional services provided by the Inphosoft Subsidiaries are broad-based ranging from account

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

management, pre-sales support, design and development of software programs, project management, testing, deployment and support and maintenance of software programs.

The non-exclusive T&M Agreements were initially entered into for a period of one year and have been subsequently automatically renewed on a yearly basis. These T&M Agreement can be terminated at any time upon one party giving to the other a 30-day termination notice. Under these T&M Agreement, Activate will settle invoices within 14 days, any late payment is subject to a 1% late interest charge. The Inphosoft Subsidiaries and Activate are bound by the terms and conditions of a non-disclosure agreement concluded between them.

The Inphosoft Subsidiaries agreed to provide intellectual property indemnity to Activate and its customers in the event of any suit or proceeding being brought against Activate and its customers for a violation of intellectual property rights by the Inphosoft Subsidiaries. All rights, title and interest to any copyrights and other intellectual property rights produced by the Inphosoft Subsidiaries solely in the course of services provided to Activate are the sole and exclusive properties of Activate, once the services provided by the Inphosoft Subsidiaries have been paid in full. Activate has the right to assign to its customers any and all such intellectual property rights, without limitation.

The subcontractor fee charged by ISPL represents a margin of approximately 20% on staff costs. Gross margin of IMSB and PTIN from work performed for Activate is higher because the invoicing to Activate is in SGD and a higher margin is built-in to cater for currency risk as revenue is charged in SGD. The margin is even higher now that SGD has strengthened against MYR and IDR in the current period. Gross margin of IMSB and PTIN are higher also because the cost of resources in Singapore is a lot more expensive than in Malaysia and Indonesia. During the arms-length negotiation in April 2016, Activate was willing to pay IMSB and PTIN the rates quoted as they are still a lot cheaper than paying for similar resources in Singapore.

The above transactions are in the normal course of business, are at arms-length and are measured at the exchange amount, which is the amount of consideration established and agreed to by the related parties.

8. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CHANGES) AND BASIS OF PRESENTATION AND ADOPTION OF IFRS

The significant accounting policies used in the preparation of the Corporation's unaudited consolidated financial statements are described in Note 3 of the audited consolidated financial statements for the twelve-month financial year ended December 31, 2016. There have been no changes to our accounting policies since December 31, 2016.

9. FINANCIAL INSTRUMENTS

Financial instruments of the Corporation consist of cash, account receivables, accounts payable, accrued liabilities, interest-free advance from a related party, interest-bearing loans of related parties and a promissory note payable. GINSMS limits exposure to credit loss by placing its cash with high credit quality financial institutions.

The carrying amounts of cash, accounts receivable and other accounts payable, accrued liabilities, interest-free advance from a related party and interest-bearing loans of related parties approximate their values due to the short-term nature of these instruments. The functional currency of Global Edge Technology Limited and GIN is the HKD. In the case of Inphosoft Group, the functional

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

currency is principally that of the SGD but also the IDR and the MYR. In accordance with Canadian GAAP, the consolidated financial statements of the Corporation, which are prepared using the functional currencies, have been translated into Canadian dollars. Assets and liabilities are translated at exchange rates applicable at the balance sheet dates; revenues and expenses are translated at the average exchange rates applicable during the period covered by the financial statements; and capital and statutory capital reserves are translated at historical exchange rates.

10.SHAREHOLDERS' EQUITY & DISCLOSURE OF OUTSTANDING SHARE DATA

Shareholders' equity

	June 30, 2017 (Unaudited) \$	December 31, 2016 (Audited) \$
Share capital	11,415,709	10,484,429
Deficit	(16,044,852)	(15,395,462)
Accumulated other comprehensive income	167,740	248,035
Non-controlling interest	(8,194)	(6,767)
	(4,469,597)	(4,669,765)

Shareholders' equity as at June 30, 2017, showed a deficit of \$4,469,597, improving from a deficit of \$4,669,765 as at December 31, 2016. The improvement in shareholders' equity is due to the capital injection of \$931,280 by Xinhua for the six months ended June 30, 2017.

To address the going concern issue, the Corporation has instituted the following plan:

- (a) The Corporation intends to expand its A2P messaging service customer base by directly marketing the service to more countries in Northeast Asia. The Corporation will also offer additional value-added services on its A2P cloud messaging platform to service the needs of a wider range of customers. This is expected to increase the number of customers in countries the Corporation operates including Singapore, Indonesia and Malaysia. Based on these initiatives, management believes that the Corporation will have the ability to continue its operations for the next twelve months. Part of the net proceeds from the USD700,000 Private Placement are used to fund the expansion of the A2P messaging services.
- (b) Despite of the Corporation's liabilities which include a promissory note payable, the interest-free advances from a related party and the interest-bearing loans from the related parties, the liquidity risk is addressed and mitigated as mentioned in Section 5 of this MD&A.

Authorized share capital

The authorised share capital of the Corporation consists of an unlimited number of common shares and an unlimited number of preferred shares.

The holders of the common shares are entitled to dividends, if, as and when declared by the Board of Directors, to one vote per share at meetings of the shareholders and, upon dissolution, to share equally in such assets of the Corporation as are distributable to the holders of common shares.

The holders of the preferred shares are entitled to preference over the holders of common shares with respect to the payment of dividends, dissolution or winding-up or any other return of capital or distribution of assets for the purpose of winding up the Corporation's affairs. As at the date thereof, there are no preferred shares issued and outstanding.

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

The table below summarizes the issued and outstanding shares of the Corporation for the six months ended June 30, 2017 versus the twelve months ended December 31, 2016.

Issued	June 30, 2017		December 31, 2016	
	Shares	Amount (\$)	Shares	Amount (\$)
Balance, beginning/end of period / year	142,630,169	10,484,429	142,630,169	10,484,429
Issuance of shares in a private placement	7,163,692	931,280	-	-
Balance, beginning/end of period / year	149,793,861	11,415,709	142,630,169	10,484,429

Information on the Corporation's capital, including the numbers of common shares issued and outstanding is contained in the Corporation's unaudited consolidated financial statements which are available at www.sedar.com.

On April 10, 2017, the Corporation completed the Private Placement. The Private Placement resulted in the Corporation raising USD700,000 and issuing 7,163,692 common shares to Xinhua Mobile at a subscription price of \$0.13 per common share.

Stock-based compensation plan

On May 13, 2009, the Corporation adopted a stock option plan which provides that the Board of Directors of the Corporation may, from time to time, in its discretion and in accordance with the TSX Venture Exchange requirements, grant to directors, officers, employees and consultants of the Corporation and its subsidiaries, non-transferable options to purchase common shares, provided that the number of common shares reserved for issuance will not exceed 10% of the total number of issued and outstanding common shares of the Corporation for a period of up to ten years from the date of the grant. The Board of Directors of the Corporation has discretion to determine vesting conditions affecting the stock options.

Options granted to consultants performing investor relations activities will contain vesting provisions such that vesting occurs over at least twelve months with no more than ¼ of the options vesting in any three month period. The number of common shares reserved for issuance to any individual director or officer of the Corporation will not exceed 5% of the issued and outstanding common shares and the number of common shares reserved for issuance to all technical consultants, if any, will not exceed 2% of the issued and outstanding common shares.

If an optionee ceases to be a director, officer, or technical consultant of the Corporation for any reason other than death, the optionee may exercise options at the date of the cessation of the optionee's position or arrangement with the Corporation, provided that if the cessation of such position or arrangement was by reason of death, the option may be exercised within a maximum period of one year after such death, subject to the expiry date of such option.

As of June 30, 2017 and December 31, 2016, there are no options outstanding.

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

11. SEGMENTED INFORMATION

a) Revenue by customers

	Three-month period ended June 30, 2017 (Unaudited)		Three-month period ended June 30, 2016 (Unaudited)	
	\$	% of total revenue	\$	% of total revenue
Customer A	983,577	51.0	-	-
Next five top customers				
Customer B	395,459	20.5	364,933	21.7
Customer C	192,031	10.0	73,373	4.4
Customer D	88,195	4.6	79,076	4.7
Customer E	87,095	4.5	482,411	28.7
Customer F	54,135	2.8	4,589	0.3
All other customers	128,869	6.6	675,039	40.2
Total	1,929,361	100.0	1,679,421	100.0

	Six-month period ended June 30, 2017 (Unaudited)		Six-month period ended June 30, 2016 (Unaudited)	
	\$	% of total revenue	\$	% of total revenue
Customer A	1,596,620	45.2	-	-
Next five top customers				
Customer B	948,063	26.9	713,959	21.4
Customer C	318,561	9.0	150,429	4.5
Customer D	180,762	5.1	199,918	6.0
Customer E	175,302	5.0	752,933	22.5
Customer F	77,636	2.2	11,705	0.4
All other customers	232,054	6.6	1,511,889	45.2
Total	3,528,998	100.0	3,340,833	100.0

b) Revenue by geographical location (by location of operations)

	Three-month period ended June 30, 2017 (Unaudited)		Three-month period ended June 30, 2016 (Unaudited)	
	\$	% of total revenue	\$	% of total revenue
Singapore	1,264,447	65.5	731,117	43.6
United Arab Emirates	87,096	4.5	482,411	28.7
Other Asia countries	88,736	4.6	49,164	2.9
Europe	85,736	4.4	50,687	3.0
United States	395,525	20.5	365,462	21.8
Other regions	7,821	0.5	580	0.0
Total	1,929,361	100.0	1,679,421	100.0

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017
b) Revenue by geographical location (by location of operations) (Cont'd)

	Six-month period ended June 30, 2017 (Unaudited)		Six-month period ended June 30, 2016 (Unaudited)	
	\$	% of total revenue	\$	% of total revenue
Singapore	2,107,517	59.7	1,559,412	46.7
United Arab Emirates	175,303	5.0	752,933	22.5
Other Asia countries	154,075	4.4	170,737	5.1
Europe	135,266	3.8	121,796	3.6
United States	948,260	26.9	714,488	21.4
Other regions	8,577	0.2	21,467	0.7
Total	3,528,998	100.0	3,340,833	100.0

c) Total assets by geographical location

	As at June 30, 2017 (Unaudited)		As at December 31, 2016 (Audited)	
	\$	% of total assets	\$	% of total assets
Singapore	1,769,970	55.2	2,054,528	78.2
United Arab Emirates	15,738	0.5	10,494	0.4
Other Asia countries	789,725	24.6	408,701	15.6
Europe	30,025	0.9	12,255	0.5
United States	60,895	1.9	109,930	4.2
Other regions	538,300	16.9	31,182	1.1
Total	3,204,653	100.0	2,627,090	100.0

d) Financial information by business segments

	Messaging	Software products and services	Unallocated	Total
	\$	\$	\$	\$
Six-months period ended June 30, 2017 (Unaudited)				
Revenue	2,972,610	556,388	-	3,528,998
Intersegment revenue	-	156,748	-	156,748
Amortization and depreciation	-	66,761	-	66,761
Interest income	2	36	-	38
Interest and finance expenses	169,933	131,513	47,052	348,498
Income tax expense	-	67	-	67
Segment profits / (losses)	65,686	(569,141)	(147,206)	(650,661)
Additions to segment non-current assets	-	5,059	-	5,059
At June 30, 2017 (Unaudited)				
Segment assets	2,166,594	1,022,813	15,246	3,204,653
Segment liabilities	(5,148,704)	(1,580,807)	(944,739)	(7,674,250)

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

d) Financial information by business segments (Cont'd)

	Messaging	Software products and services	Unallocated	Total
	\$	\$	\$	\$
Six-month period ended June 30, 2016 (Unaudited)				
Revenue	2,889,177	451,656	-	3,340,833
Intersegment revenue	-	172,219	-	172,219
Amortization and depreciation	14	83,970	20	84,004
Interest income	2	24	-	26
Interest and finance expenses	207,703	168,141	38,354	414,198
Income tax expenses	-	826	-	826
Segment profits / (losses)	185,489	(737,106)	(148,798)	(700,415)
Additions to segment non-current assets	-	28,060	-	28,060
At June 30, 2016 (Unaudited)				
Segment assets	615,238	954,163	22,119	1,591,520
Segment liabilities	(2,757,993)	(1,851,811)	(861,481)	(5,471,285)

12. FOREIGN CURRENCY RISK

The Corporation is exposed to foreign currency rate variability primarily in relation to certain assets and liabilities denominated in foreign currencies such as United States Dollars ("USD"). However, the Corporation has no material exposure to foreign currency risk as most of its foreign operations are self-sustaining and these foreign operations' functional currencies are in HKD and SGD. The Corporation is mainly exposed to the effects of fluctuation in SGD and USD.

The Corporation also mitigates foreign currency risks, within each segment, by transacting in their functional currency for material procurement, sales contracts and financing activities.

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

13. OTHER MD&A REQUIREMENTS

The Company announced its financial forecasts for the twelve months ending December 31, 2017 on February 13, 2017. The table below shows an analysis of the difference between the actual and forecasted financial highlights for the three months ended June 30, 2017.

Financial Outlook

Financial Highlights	Actual (\$)	Forecasted (\$)	Variance (\$)	Variance (%)
	Apr-Jun 2017	Apr-Jun 2017	Apr-Jun 2017	Apr-Jun 2017
Revenues \$				
A2P Messaging Service	1,623,150	1,594,773	28,377	1.8%
Software Product & Services	306,211	314,410	(8,199)	(2.6)%
	1,929,361	1,909,183	20,178	1.1%
Cost of sales \$				
A2P Messaging Service	1,562,606	1,386,830	175,776	12.7%
Software Product & Services	185,469	231,571	(46,102)	(19.9)%
	1,748,075	1,618,401	129,674	8.0%
Gross profit (loss) \$				
A2P Messaging Service	60,544	207,943	(147,399)	(70.9)%
Software Product & Services	120,742	82,839	37,903	45.8%
	181,286	290,782	(109,496)	(37.7)%
Gross margin %				
A2P Messaging Service	3.7%	13.0%	(9.3)%	(71.4)%
Software Product & Services	39.4%	26.3%	13.1%	48.7%
	9.4%	15.2%	(5.8)%	(38.3)%
Selling, general and administrative expenses	(395,268)	(380,872)	(14,396)	3.8%
Operating loss	(213,982)	(90,090)	(123,892)	137.50%
Non-operating income	19	-	19	-
Non-operating expenses	(70,053)	(274,994)	204,941	(74.5)%
Ordinary loss	(284,016)	(365,084)	81,068	(22.2)%
Extraordinary gains	-	-	-	-
Extraordinary losses	-	-	-	-
Loss before tax and non-controlling interest	(284,016)	(365,084)	81,068	(22.2)%
Income taxes	(67)	-	(67)	-
Non-controlling interest	743	-	743	-
Net loss attributable to shareholders	(283,340)	(365,084)	81,744	(22.4)%
Adjusted EBITDA	(109,086)	(50,115)	(58,971)	117.7%

Notes:

- (1) Adjusted EBITDA is a non-GAAP measure related to cash earnings and is defined for these purposes as earnings before income taxes, depreciation & amortization (in both cost of sales and general and administration expenses), interest expenses and also excludes certain non-recurring or non-cash expenditure.
- (2) Non-operating income included interest income and other non-operating income. Non-operating expenses included loss on foreign exchange and interest expense.

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

For the three months ended June 30, 2017,

- Revenue for the A2P messaging service was \$28,377 higher than forecasted primarily because of higher than expected number of messages delivered to Indonesia and Malaysia.
- Gross margin of 39.4% for Software Products and Services was higher than forecasted due to more projects from Activate and a key customer. Gross margin of 3.7% for the A2P messaging service segment was lower than forecasted due to lower margin for revenue generated from messages delivered to Northeast Asia for the quarter. The decline in number of messages delivered to Northeast Asia resulted in lower discount given by mobile operators and gateway providers in Northeast Asia.
- Selling, general and administrative expenses were \$14,396 higher than forecasted mainly due to the fact that more sales staff was hired than forecasted.
- Non-operating expenses were \$204,941 lower than forecasted partially because the related parties agreed to lower the loan interest rate to 12% per annum from March 1, 2017 following the Private Placement.
- Net loss attributable to shareholders was \$283,340, \$81,744 lower than forecasted due to the lower loan interest rate charged to loans from related parties despite lower gross margin earned for the quarter.

The table below shows an analysis of the difference between the actual and forecasted financial highlights for the six months ended June 30, 2017.

Financial Highlights	Actual (\$)	Forecasted (\$)	Variance (\$)	Variance (%)
	Jan-Jun 2017	Jan-Jun 2017	Jan-Jun 2017	Jan-Jun 2017
Revenues \$				
A2P Messaging Service	2,972,610	3,115,558	(142,948)	(4.6)%
Software Product & Services	556,388	628,779	(72,391)	(11.5)%
	3,528,998	3,744,337	(215,339)	(5.8)%
Cost of sales \$				
A2P Messaging Service	2,756,542	2,710,784	45,758	1.7%
Software Product & Services	337,207	462,425	(125,218)	(27.1)%
	3,093,749	3,173,209	(79,460)	(2.5)%
Gross profit (loss) \$				
A2P Messaging Service	216,068	404,774	(188,706)	(46.6)%
Software Product & Services	219,181	166,354	52,827	31.8%
	435,249	571,128	(135,879)	(23.8)%
Gross margin %				
A2P Messaging Service	7.3%	13.0%	(5.7)%	(44.1)%
Software Product & Services	39.4%	26.5%	12.9%	48.9%
	12.3%	15.3%	(2.9)%	(19.1)%
Selling, general and administrative expenses	(796,158)	(761,744)	(34,414)	4.5%
Operating loss	(360,909)	(190,616)	(170,293)	89.3%
Non-operating income	36	-	36	-
Non-operating expenses	(289,721)	(534,635)	244,914	(45.8)%

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

Financial Highlights	Actual (\$)	Forecasted (\$)	Variance (\$)	Variance (%)
	Jan-Jun 2017	Jan-Jun 2017	Jan-Jun 2017	Jan-Jun 2017
Ordinary loss	(650,594)	(725,251)	74,657	(10.3)%
Extraordinary gains	-	-	-	-
Extraordinary losses	-	-	-	-
Loss before tax and non-controlling interest	(650,594)	(725,251)	74,657	(10.3)%
Income taxes	(67)	-	(67)	-
Non-controlling interest	1,271	-	1,271	-
Net loss attributable to shareholders	(649,390)	(725,251)	75,861	(10.5)%
Adjusted EBITDA	(235,335)	(111,341)	(123,994)	111.4%

Risks and Uncertainties

Through its operations, the Corporation is exposed to various business risks and uncertainties which could have an impact on its capacity to achieve its growth objectives. Consequently, the following factors should be taken into account when evaluating the Corporation's future prospects:

Dependence on Required Licenses

The A2P messaging business in Hong Kong is a highly regulated business activity and requires licenses from the Hong Kong Telecommunications Authority ("TA"), without which GIN would be unable to operate. GIN is subject to the rules and regulations of the TA, which regulates the telecom industry in Hong Kong, and the Hong Kong Office of Communications Authority ("HOCA"), which assists the TA in enforcing and administering the *Telecommunications Ordinance*. The TA's authority includes regulating and licensing telecom facilities and managing the radio frequency spectrum. If the TA determines that GIN has violated Hong Kong's telecom laws or regulations or the conditions of its licenses, the TA may suspend or cancel GIN's licenses or take other action detrimental to GIN. GIN is also subject to various other rules, laws and ordinances applicable to companies operating in Hong Kong, including, for example, laws relating to obscenity and privacy. If GIN is found to be in violation of these laws, it may face judgments or consequences detrimental to its business. In addition, the Public Non-exclusive Telecommunications Service (PNETS) licence granted by HOCA to GIN is normally valid for one year, subject to renewal at the discretion of HOCA and compliance of all terms and conditions of the licenses. In the event that HOCA refuses to renew any of the existing licenses of GIN, GIN's ability to offer its services will be adversely affected. The Chief Executive in council of the HOCA may also cancel or suspend licenses if it considers that it is in the public's interest to do so. Moreover, if the TA changes its existing regulations or policies such as those governing interconnection or competition, including the requirement on GIN to obtain separate or further licenses for its existing operations or services, or to obtain licenses in respect of its future operations or services based on new communication technologies, the Corporation's results of operations, financial condition, business and prospects could be adversely affected. GIN may also incur extra costs in order to comply with technical specifications or other conditions resulting from any enacted or proposed changes in the applicable laws and regulations. As a result, the Corporation's financial condition, results of operations and/or prospects may be adversely affected. The business of the Corporation's customers is also subject to regulations. As a result, such regulations could indirectly affect the Corporation's business. As communications technologies and the telecom industry continue to evolve, the regulations governing the telecom industry may change.

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

If this were to occur, the demand for the Corporation's services could change in ways that GIN cannot easily predict and may result in a decline in the Corporation's revenue.

Dependence on Major Customers

The Corporation depends on major customers for a significant portion of its business and the loss of any of such customers could materially and adversely affect the Corporation, and hence the Corporation's business and financial position. A significant portion of the Corporation's revenue has been and is expected to continue to be, derived from a limited number of customers. Most of these customers are major operators of telecom services in the Asia Pacific region. There can be no assurance that its major customers will continue to use its services. In the event that any of these customers cease to use the services of the Corporation and the Corporation fails to replace such customer(s), the Corporation's business and financial position may be materially and adversely affected.

System Failures, Delays and Other Problems

System failures, delays and other problems could harm the Corporation's reputation and business, cause it to lose customers and expose GINSMS to customer liability. GIN's system architecture is contingent on its ability to process a high volume of transactions in a timely and effective manner. GIN may experience failures or interruptions of its systems and services, or other problems in connection with its operations as a result of, amongst others things:

- damage to or failure of its computer software or hardware or its infrastructure and connections;
- data processing errors by its systems;
- computer viruses or software defects;
- physical or electronic break-ins, sabotage, intentional acts of vandalism and similar events; and
- failure of GIN to adapt to rapid technological changes in the telecom industry.

If GIN cannot adequately ensure that its network services perform consistently at a high level or otherwise fails to meet its customers' expectations:

- it may experience damage to its reputation, which may adversely affect its ability to attract or retain customers for its existing services, and may also make it more difficult for GIN to market its existing or future services;
- it may suffer significant damage or expose itself to customer liability claims, under its contracts or otherwise, including the requirement to pay penalties relating to service level requirements in its contracts;
- its operating expenses or capital expenditures may increase as a result of corrective actions that GIN must perform;
- GIN's customers may reduce their use of GIN's services; or
- one or more of its significant contracts may be terminated early, or may not be renewed.

These or other consequences would adversely affect the Corporation's revenue and performance.

Security and Privacy Breaches

Security or privacy breaches may result in an interruption of service or a reduced quality of service, which could increase GIN's costs or result in a reduction in the use of GIN's services by its customers. GIN's systems may be vulnerable to physical break-ins, computer viruses, attacks by computer hackers or similar disruptive problems. If unauthorized users gain access to GIN's databases, they may be able to steal, publish, delete or modify sensitive information that is stored or transmitted on GIN's networks and which GIN is required by its contracts to keep confidential. A security or privacy breach could result in an interruption of service or a reduced quality of service. Confidential

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

information internal to GIN may also be disclosed to unauthorized personnel who may use such information in a manner adverse to the interests of GIN. Hackers may attempt to "flood" the network, thereby preventing legitimate network traffic or to disrupt the connection between two machines, thereby preventing access to a service or preventing a particular individual from accessing a service. The Corporation may therefore be required to make significant expenditures in connection with corresponding corrective or preventive measures. In addition, a security or privacy breach may harm GIN's reputation and cause its customers to reduce their use of GIN's services, which could harm the Corporation's revenue and business prospects. In addition, GIN's revenue may be adversely affected by un-captured usage, in the event that GIN's system is "hacked" into, resulting in transmissions that may not be detected by its billing system. Further, the increase in traffic as a result of such unauthorized "hacking" may slow or overload GIN's transmission network, thereby adversely affecting the overall quality of services which GIN provides to its paying customers. GIN's exposure to telecom security concerns is heightened as Hong Kong and Chinese laws relating to liability under such circumstances are relatively new. In addition, GIN does not carry "errors and omissions" or other insurance covering losses or liabilities caused by computer viruses or security breaches, which under such circumstances could mitigate damages that GIN may suffer. If GIN incurs any such losses or liabilities, the Corporation's operating results, financial condition, business and prospects may be adversely affected.

Adequacy of Network Resilience, Network Diversity and Backup Systems

Inadequate network resilience, network diversity and backup systems may result in service disruptions. Any failure of GIN's backup systems or any insufficiency in GIN's redundancy capacity may disrupt GIN's operations. GIN regularly reviews its network and assesses its vulnerability to such outside factors. However, there can be no assurance that GIN's existing alternative routes and cable diversity will provide adequate backup for all types of service interruptions that may occur. Moreover, even with these contingency measures, service disruptions could last for a considerable period of time before complete service can be restored. This may cause customers to reduce their use of GIN's services, which could harm the Corporation's revenue and business prospects.

Loss of Significant Information

Loss of significant information may adversely affect the Corporation's business. In cases of a failure of GIN's data storage system, GIN may lose critical network or billing data, source code, proprietary production system designs or important email correspondence with its customers and suppliers.

Failure to Develop, Enhance or Introduce New Value-Added Services ("VAS")

If the Corporation fails to develop or introduce on a timely basis new VAS, its business will suffer. Rapid change in technology, short product life cycles, changes in customer requirements and evolving industry standards characterize the markets for the Corporation's products. The success of the Corporation depends on the Corporation's ability to timely develop and introduce innovative new VAS that gain market acceptance. The Corporation may not be successful in forecasting future customer requirements or in selecting, developing and marketing new products or enhancing the Corporation's existing products on a timely or cost-effective basis. Moreover, the Corporation may encounter technical problems in connection with its product development that could result in delayed introduction or its inability to introduce new products or product enhancements. Such cancellations or delays could result in a decrease in sales or a loss of customers, or both. The Corporation may also focus on technologies that do not function as expected or are not widely adopted. In addition, products or technologies developed by others may render the Corporation's products non-competitive or obsolete and result in a significant reduction in traffic volume from the Corporation's customers and the loss of existing and prospective customers.

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

Competition

The market for communications services is extremely competitive and rapidly changing. The Corporation faces competition from other providers of connectivity and value-added services, some of which are larger and may be better funded than the Corporation. A number of the Corporation's current and potential competitors may have greater name recognition and/or more extensive customer bases than GIN. Increasing competition could result in reduced revenue, reduced sales margins and loss of market share, any one of which could harm the business of the Corporation.

Dependence on Third-Party Software and Equipment

The failure of third-party software and equipment that GIN uses in its systems may cause interruptions or failures of its systems. In addition to the use of the internet and certain telecom networks maintained by broker carriers and other third parties for the transmission of data traffic, GIN also incorporates hardware, software and equipment developed by third parties into its systems. As a result, GIN's ability to provide interoperability services depends in part on the continued performance and support of these third-party products. If these products experience failures or contain defects, and the third parties supplying these products fail to provide adequate remedial support, this may result in the interruption or unsatisfactory performance of GIN's systems or services.

Market Acceptance at Desired Pricing Levels

The Corporation's failure to achieve or sustain market acceptance at desired pricing levels may impact its ability to maintain profitability or positive cash flow. The Corporation's competitors and customers may cause the Corporation to reduce the prices it charges for its services which in turn could adversely affect the Corporation's profitability and cash flow. The primary sources of pricing pressure include:

- competitors offering competing services at reduced prices, or bundling and pricing services in a manner which makes it difficult for the Corporation to compete; and
- customers with a significant volume of transactions may have enhanced leverage in pricing negotiations with the Corporation;

GINSMS may not be able to offset the effects of all or any price reductions.

Key Members of the Management Team

The loss of any key members of the management team may impair the Corporation's ability to identify and secure new contracts with customers or otherwise manage its business effectively. The Corporation's success depends, in part, on the continued contributions of its senior management. Most of them are well experienced in the telecom industry and have in depth knowledge of various aspects of the development of a telecom business.

Credit Risk of Accounts Receivable

The Corporation is subject to credit risk in respect of its accounts receivable. GINSMS provides credit periods to its customers, which are calculated from the dates the invoices are issued by GINSMS to the dates of payment by the customers. Although GINSMS implements credit control policies and measures, GINSMS cannot assure that these measures are adequate in protecting GINSMS against material credit risks. GINSMS may provide services to customers who do not provide sufficient deposits, advance payments or bank guarantees for GINSMS' services. Moreover, should GINSMS' customers be unable to pay in full for any reason, the Corporation's profit and cash flow will be adversely affected. Any delay in the payment by customers may also adversely affect the Corporation's operations and financial position. The Corporation may have to sustain legal costs in

GINSMS INC.
MANAGEMENT'S DISCUSSION AND ANALYSIS
AS AT AND FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2017

pursuing unsettled invoices, a process which is time-consuming and may be affected by a variety of factors including any counterclaim from such non-paying customers. Even if the Corporation obtains favourable judgments, enforcement of such judgments may take time and may not always be successful.

Conflicts of Interest

Certain directors and officers of the Corporation are also directors, officers, or shareholders of other companies that may operate in the same sectors as the Corporation. Such associations may give rise to conflicts of interest from time to time. The directors of the Corporation are required by law to act honestly and in good faith with a view to the best interests of the Corporation and to disclose any interest which they may have in any project or opportunity of the Corporation. If a conflict of interest arises at a meeting of the board of directors, any director in a conflict is required under the *Canada Business Corporations Act* to disclose his interest and to abstain from voting on such matter.

Inability to Satisfy Customer Demand for Performance, Price or Terms

The market in which Inphosoft operates is highly competitive, and Inphosoft expects that the level of competition on pricing and product offering will continue to be intense. Additionally, certain emerging markets, such as countries in the Middle-East, Africa, South America and Southeast Asia, are particularly sensitive to pricing as a key differentiator. Where price is a primary decision driver, Inphosoft may not be able to effectively compete or it may choose not to compete due to unacceptable margins. If Inphosoft is not able or chooses not to compete against its current and future competitors, its current and potential customers may choose to purchase similar products offered by Inphosoft's competitors, which would negatively affect its revenues or profitability, or both. The markets for Inphosoft's products are subject to rapid technological changes, evolving industry standards and regulatory developments, and its operating results depend to a significant extent on its ability to adapt to these changes. Inphosoft competes principally on the basis of: (i) product performance and functionality; (ii) product quality and reliability; (iii) customer service and support; and (iv) price. Many of Inphosoft competitors have substantially broader product portfolios and financial and technological resources, product development, marketing, distribution and support capabilities, name recognition and established relationships with telecommunications service providers than it has. Certain competitors of Inphosoft may price their products at unsustainably low levels in an effort to acquire market share or delay or avoid business failures. Inphosoft may not be able to compete effectively against existing or future competitors or to maintain or capture meaningful market share, and Inphosoft's business could be harmed if its competitors' products and services provide higher performance, offer additional features and functionality or are more reliable or less expensive than its products. Increased competition could force Inphosoft to lower its prices or take other actions to differentiate its products, which could adversely affect its business.

International Risks

GINSMS's international operations is significant and it intends to continue to expand these international operations, particularly in Asia. Foreign operations face additional specific local risks, which may adversely affect GINSMS, including but not limited to, change in legal and regulatory requirements and less favourable intellectual property laws, change in local tax rates and other potentially adverse tax consequences (including the cost of repatriation of earnings), collectability of accounts in foreign jurisdictions, and burdens of complying with a wide variety of foreign laws, including changing import and export regulations.