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Bitcoin Well Inc.

Management's Discussion and Analysis

For the three and nine months ended September 30, 2022 and 2021

(Expressed in Canadian Dollars)

Bitcoin Well Inc.

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INTRODUCTION

This Management's Discussion and Analysis ("MD&A") for Bitcoin Well Inc. ("Bitcoin Well", the "Company", "we", "us", or "our") was prepared as of November 3, 2022 to assist readers in understanding our financial performance for the three and nine months ended September 30, 2022. This MD&A should be read in conjunction with the Condensed Unaudited Consolidated Interim Financial Statements for the Three and Nine Months Ended September 30, 2022 ("Financial Statements"), and the Audited Consolidated Financial Statements For the Year Ended December 31, 2022 ("Audited Financial Statements"). Such interim Financial Statements have been prepared in accordance with IAS 34, and the Audited Financial Statements have been prepared in accordance with International Financial Reporting Standards ("IFRS"). All dollar amounts are expressed in Canadian dollars unless otherwise indicated.

The principal business of the Company is to provide a variety of products and services which allow our customers to buy, sell, and use bitcoin with ease. The long-term objective of Bitcoin Well is to offer an alternative to traditional banking, by coupling the convenience of modern banking with the benefits of Bitcoin. The address of the Company's registered office is 2500 Stantec Tower, 10220 – 103 Avenue NW, Edmonton, Alberta.

The Company's common shares are traded on the TSXV under the ticker symbol "**BTCW**", and on the OTCQB under the ticker symbol "**BCNWF**".

ADDITIONAL INFORMATION

Additional information about the Company is available on SEDAR at <http://www.sedar.com>.

BOARD APPROVAL

The Board of Directors of the Company has approved this MD&A.

CAUTIONARY NOTE REGARDING FORWARD-LOOKING INFORMATION

The information provided in this MD&A, including information incorporated by reference, may contain "forward-looking statements" about the Company. In addition, the Company may make or approve certain statements in future filings with Canadian securities regulatory authorities, in press releases, or in oral or written presentations by representatives of the Company that are not statements of historical fact and may also constitute forward-looking statements. All statements, other than statements of historical fact, made by the Company that address activities, events or developments that the Company expects or anticipates will or may occur in the future are forward-looking statements, including, but not limited to, statements preceded by, followed by or that include words such as "may", "will", "would", "could", "should", "believes", "estimates", "projects", "potential", "expects", "plans", "intends", "anticipates", "targeted", "continues", "forecasts", "designed", "goal", or the negative of those words or other similar or comparable words. Forward-looking statements contained herein include, but are not limited to: (i) statements regarding the future acquisition of cryptocurrency ATMs; and (ii) statements regarding the expansion plans for the Company's business.

Forward-looking statements may relate to future financial conditions, results of operations, plans, objectives, performance or business developments. These statements speak only as at the date they are made and are based on information available as at such date and on the then current expectations of the

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party making the statement and assumptions concerning future events, which are subject to a number of known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements to be materially different from that which was expressed or implied by such forward-looking statements, including, but not limited to, risks and uncertainties related to:

- (a) the availability of financing opportunities, risks associated with economic conditions, dependence on management or directors and conflicts of interest, sources of income to generate cash flow, risks relating to maintenance of required licences, potential transaction and legal risks, risks relating to regulation and sale of cryptocurrency; and
- (b) other risks described in this MD&A and described from time to time in documents filed by the Company with Canadian securities regulatory authorities.

With respect to the forward-looking statements contained herein, although the Company believes that the expectations and assumptions on which the forward-looking statements are based are reasonable, undue reliance should not be placed on the forward-looking statements, because no assurance can be given that they will prove to be correct.

Consequently, all forward-looking statements made in this MD&A and other documents of the Company, as applicable, are qualified by such cautionary statements and there can be no assurance that the anticipated results or developments will actually be realized or, even if realized, that they will have the expected consequences to or effects on the Company. The cautionary statements contained or referred to in this section should be considered in connection with any subsequent written or oral forward-looking statements that the Company and/or persons acting on its behalf may issue. The Company does not undertake any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, other than as required under securities legislation.

NON-GAAP MEASURES

References to Adjusted EBITDA in this MD&A refer to the non-GAAP ("Generally Accepted Accounting Principles") financial measure reconciled in the section "Selected Financial Information". Adjusted EBITDA is not an earnings measure recognized by IFRS and does not have a standardized meaning prescribed by IFRS. Management believes that Adjusted EBITDA is an alternative measure in evaluating the Company's business performance. Readers are cautioned that Adjusted EBITDA should not be construed as an alternative to net income as determined under IFRS; nor as an indicator of financial performance as determined by IFRS; nor a calculation of cash flow from operating activities as determined under IFRS; nor as a measure of liquidity and cash flow under IFRS. The Company's method of calculating Adjusted EBITDA may differ from methods used by other Companies and, accordingly, the Company's Adjusted EBITDA may not be comparable to similar measures used by any other Company.

Throughout this MD&A, the following terms are used, which do not have a standardized meaning under IFRS.

EBITDA (Earnings before Interest, Taxes, Depreciation, and Amortization)

- "EBITDA" represents net income or loss excluding net finance income or expense, income tax or recovery, depreciation, and amortization.
- "Adjusted EBITDA" represents EBITDA adjusted to exclude share-based compensation, unrealized gain or loss on the revaluation of digital assets, unrealized gain or loss on the fair value adjustment of cryptocurrency loans and derivative instruments, impairment of goodwill, and costs associated with one-time transactions (such as restructuring costs, listing fees or acquisition-related costs).

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- “Adjusted EBITDA Margin” represents Adjusted EBITDA as a percentage of revenue.

EBITDA, Adjusted EBITDA, and Adjusted EBITDA Margin are used to show ongoing profitability without the impact of non-cash or non-recurring items. We believe that Adjusted EBITDA, a non-GAAP measure, is useful in evaluating our operating performance. We use Adjusted EBITDA to evaluate our ongoing operations and for internal planning and forecasting purposes. However, Adjusted EBITDA is presented for supplemental informational purposes only, has limitations as an analytical tool, and should not be considered in isolation or as a substitute for financial information presented in accordance with IFRS.

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KEY HIGHLIGHTS OF THE QUARTER

- Revenues in Q3 2022 were \$14.4 million compared to \$20.6 million in Q2 2022 and \$15.9 million in Q3 2021. Lower revenues compared to the previous quarter were partially related to a single customer in Q2 2022, in the amount of \$4.0 million. When normalizing Q2 2022 for this single transaction, revenue in Q3 2022 decreased by only 13%. Gross profit in Q3 2022 was \$1.1 million (+58%) when compared to the same period last year. The improvement in margin represents an increase in efficiency with additional ATM sales (+3%) and higher margin in person sales.
- Sales to customers increased to \$13.4 million in Q3 2022, compared to \$9.8 million in Q3 2021.
- We added 9 Bitcoin ATMs to our operating fleet in the third quarter of 2022. We now have 257 ATMs operating across Canada. This includes 84 ATMs under our Partner Program, which allows us to scale our ATM count quicker and add incremental revenue potential with minimal capital expenditure.
 - So far in Q4 we have signed one new ATM Partner and have seen expansion in three of our existing partners.
 - In Q4 we plan on increasing our ATM network by ~7%, over and above the expected Partner ATM growth.

Adjusted EBITDA in the third quarter improved by \$1.3 million (+64%) compared to the same period last year. At the end of Q2 2022, we streamlined operations, and implemented cost cutting decisions, including a reduction in the number of employees and management salaries. These actions have significantly lowered operating costs (32% improvement) compared to the same period last year, and will continue to do so going forward. Collectively, these changes contributed to an improvement in net loss to \$1.0 million in Q3 2022, compared to a net loss of \$1.1 million (10% improvement) in Q2 2022 and a net loss of \$3.9 million (75% improvement) in Q3 2021.

Convertible Debt Financing

On February 23, 2022, we entered into an agreement to issue up to \$5.0 million in secured convertible debentures (the "Convertible Debenture"), convertible into common shares of the Corporation at a conversion price of \$0.30. The Convertible Debenture was issued in up to three tranches, the first of which was issued to Beyond The Rhode Corp. ("BTR") on February 23, 2022 in the principal amount of CDN\$1.5 million, the second of which was issued on March 17, 2022 in the amount of \$2.0 million, and the third was issued on July 4, 2022, in the amount of \$1.5 million. The Convertible Debenture bears interest at a rate of 10% per annum and matures on February 23, 2025, subject to two automatic one year extensions (the "Maturity Date").

The Convertible Debenture provides for the payment of a monthly royalty to the holder equal to: (A) 20% of the gross profit, defined as the revenue generated less the cost of the coins generated from the new products built for the online ecosystem of the Company and affiliates from February 23, 2022, until August 23, 2023; and (B) between 12-20% of gross profit from August 23, 2023 until the latter of three months after the most recent conversion date or the Maturity Date. No royalty payment shall be made if the aggregate amount of all interest payments, future interest payments and royalty payments would exceed 24%.

The Convertible Debenture is being used to fund the enhancement of the existing Bitcoin Well online product, and for user acquisition and general working capital.

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SELECTED FINANCIAL INFORMATION

For the periods ended September 30	Three months ended		Nine months ended	
	2022	2021	2022	2021
Revenue	\$ 14,354,002	\$ 15,942,597	\$ 48,469,160	\$ 85,201,287
Cost of coins	13,176,222	15,198,086	45,260,831	80,996,788
Gross profit	1,177,780	744,511	3,208,329	4,204,499
Gross profit margin	8%	5%	7%	5%
Operating expenses	(1,891,533)	(2,747,779)	(7,558,574)	(6,224,832)
Business acquisition and QT transaction costs	(7,947)	(302,624)	(7,947)	(866,987)
Depreciation and accretion	(403,269)	(262,009)	(1,798,267)	(804,414)
Loss before other items	\$ (1,124,969)	\$ (2,567,901)	\$ (6,156,459)	\$ (3,691,734)
Fair value change - cryptocurrency	(223,229)	(1,899,934)	4,691,913	(3,845,856)
Restructuring	120,000	-	(3,188,022)	-
Gain on debt settlement	36,534	8,730	123,298	14,713
Listing expense	-	-	-	(1,476,742)
Share based compensation	(92,843)	(289,972)	(203,686)	(572,432)
Current income tax recovery	275,516	154,732	1,149,796	154,732
Deferred income tax recovery (expense)	26,078	636,243	(554,642)	1,114,533
Other	(582)	60,878	(1,750)	72,166
Net loss	\$ (983,495)	\$ (3,897,224)	\$ (4,139,552)	\$ (8,230,620)
Listing expense	-	-	-	1,476,742
Business acquisition and QT transaction costs	7,947	302,624	7,947	866,987
Depreciation and accretion	403,269	262,009	1,798,267	804,414
Fair value change - cryptocurrency	223,229	1,845,820	(4,691,913)	3,782,935
Restructuring	(120,000)	-	3,188,022	-
Income tax recovery	(301,594)	(790,975)	(595,154)	(1,269,265)
Share based compensation	92,843	289,972	203,686	572,432
Gain on debt settlement	(36,534)	(8,730)	(123,298)	(14,713)
Other	582	(6,764)	1,750	(9,245)
Adjusted EBITDA	\$ (713,753)	\$ (2,003,268)	\$ (4,350,245)	\$ (2,020,333)
Adjusted EBITDA Margin	-5.0%	-12.6%	-9.0%	-2.4%
			September 30, 2022	December 31, 2021
Cash		\$ 4,778,193	\$ 4,799,579	
Working capital		(1,973,157)	(2,412,150)	
Total assets		17,721,589	23,560,561	
Shareholders' equity (deficit)		(2,672,988)	5,989,639	
Long-term financial liabilities		\$ 5,100,000	\$ 346,204	

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RESULTS OF OPERATIONS FOR THE THREE MONTHS ENDED SEPTEMBER 30, 2022

Revenue in Q3 2022 decreased to \$14.4 million from \$15.9 million in Q3 2021. This decrease is partially due to a larger amount of sales to exchanges in Q3 2021. Sales to customers increased to \$13.4 million in Q3 2022, compared to \$9.8 million in Q3 2021. Included in sales to customers, ATM sales increased by \$1.2 million (+20%) and in-person sales at our Bitcoin Branches increased by \$4.5 million (+340%) in Q3 2022 compared to Q3 2021.

The increase in ATM sales is due to new machines installed throughout the last year ramping up to their expected average operational volumes, as well as implementing stricter qualification procedures for new host locations. We have been rigid in our processes to ensure a new ATM is performing in its chosen location, and our operations team is quick to move the ATMs when they aren't performing to our standard. We ended Q3 2022 with 257 machines, 84 of which are operating as part of our Partner Program which is a 247% increase over the number of ATMs deployed as part of the Partner Program in Q3 2021. Our Partner Program allows us to scale our ATM count quicker, without any capital expenditures, thanks in part to our acquisition of Ghostlab Inc in 2020. Our largest partner, RapidCash ATM Ltd. ("RapidCash"), is planning to expand to over 100 locations in 2022. Currently RapidCash has 77 locations and is continuing to actively expand across Canada. So far in Q4 we have signed one new ATM Partner and have seen expansion in three of our existing partners, including Rapid Cash.

Total operational expenses were \$2.3 million in Q3 2022 compared to \$3.3 million in Q3 2021, an improvement of \$1.0 million year over year. Near the end of Q2 2022, management made significant efforts to streamline operations, and implemented cost cutting decisions, including a reduction in the number of employees and management salaries. The decrease in headcount is primarily achieved by streamlining operations and development efforts. The growth generated in Q3 is a direct result of the attention to cost cutting as well as a continued emphasis on revenue generating activities and initiatives.

The above factors contributed to a negative Adjusted EBITDA of \$0.7 million in Q3 2022, a \$1.3 million improvement over Q3 2021 (negative \$2.0 million). This was alongside a net loss of \$1.0 million in Q3 2022, a \$2.9 million improvement over Q3 2021 (net loss of \$3.9 million). We continue to implement cost savings in professional fees, consulting fees, salary & wages, and general & administrative expenses, in line with our commitment to continue to improve our Adjusted EBITDA going forward.

Non-cash costs in Q3 2022 included a loss on the revaluation of the cryptocurrency loans in the amount of \$0.2 million (Q3 2021 - loss of \$1.9 million) that resulted from an increase in the value of bitcoin during the quarter. IFRS requires that we revalue our cryptocurrency loans at fair value at the end of each reporting period with the change recognized in the Statement of Income and Comprehensive Income. While this mark-to-market accounting treatment recognizes the unrealized gain or loss at a specific moment in time, it does not reflect a realized gain or loss.

Conversely, we also revalue our digital assets at fair value at the end of each reporting period with increases in value recognized in other comprehensive income (unlike the revaluations of the cryptocurrency loans, which are recognized in profit or loss). During the three months September 30, 2022 we recognized a revaluation gain on digital assets, net of tax, of \$0.2 million (September 30, 2021 – gain of \$2.2 million). This gain also related to the increase in the price of bitcoin during the quarter.

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Further, the cryptocurrency digital assets held on our statement of financial position offset the cryptocurrency loans. This means the revaluation of the cryptocurrency loans is offset by the revaluation gains and losses on digital assets, thus eliminating the price risk on those cryptocurrency loans.

As a result, changes in the unrealized value of our cryptocurrency loans and digital assets may result in significant swings in net income (loss) which are not indicative of the underlying operational performance of the business. As a result, we present Adjusted EBITDA to exclude the variability caused by the revaluations.

In Q3 2022, we recognized an income tax recovery of \$0.3 million, representing an effective income tax rate of 13% on a loss before income taxes of \$1.3 million. Although our statutory combined federal-provincial corporate income tax rate in Alberta is currently 24%, our actual effective rate was impacted by various items, including non-deductible expenses such as share-based compensation and capital losses.

RESULTS OF OPERATIONS FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2022

Revenue for the nine months ended September 30, 2021 included a one-time-purchase of \$22.0 million from one single customer which was not expected to recur. Revenue normalized for this one-time purchase in 2021 was \$63.2 million without this one-time-purchase. Revenue in the nine months ending September 30 2022 decreased to \$48.5 million, representing a 23% decrease to normalized revenue. This is largely the result of significant market changes, and an overall decreased demand for bitcoin and other cryptocurrencies. Gross profit decreased to \$3.2 million from \$4.2 million in 2021 due to the lower revenue, partially offset by an improved gross profit margin. Our gross profit margin improved to 7% (up from 5% in the same period last year) during the nine months ending September 30, 2022.

Total operational expenses were \$9.4 million for the nine months ended September 30, 2022, compared to \$7.9 million in 2021. The higher operating expenses primarily related to an increased headcount during the first half of 2022. As previously mentioned our headcount was drastically reduced in June 2022 which will represent a decrease to operational expenses in the back half of 2022. Increased operating expenses are also attributed to general and administration, including service costs and finance costs, which were incurred due the larger operations in the first half of 2022 and servicing of the new debt, which will continue for the remainder of the year. Our operating expenses for the nine months ended September 30, 2022 also included \$1.8 million (2021 - \$0.8 million) related to non-cash capital asset and intangible asset depreciation and interest accretion and \$0.5 million (2021 - \$1.3 million) related to legal fees for our public listing process and business acquisitions, which took place in 2021.

The above factors contributed to negative Adjusted EBITDA of \$4.4 million (2021 – negative \$2.0 million) and a net loss of \$4.1 million (2021 – net loss \$8.2 million) for the nine months ended September 30, 2022. The lower net loss was primarily due to the recognition of an unrealized gain on revaluation of cryptocurrency loans in the amount of \$4.7 million, partially offset by restructuring of \$3.2 million in 2022.

Within other comprehensive income, we recognized a revaluation loss on digital assets, net of tax, of \$4.3 million during the nine months ended September 30, 2022 (2021 - gain of \$5.1 million). Along with the revaluation loss of cryptocurrency loans, these revaluation adjustments resulted from a decrease in the value of bitcoin during the nine-month period. However, unlike the gain on revaluation of the cryptocurrency loans, which is recognized in profit or loss, the loss on revaluation of our digital assets was recognized outside profit or loss in other comprehensive income.

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For the nine months ended September 30, 2022, we recognized an income tax recovery of \$0.6 million, representing an effective income tax rate of 12.8% on a loss before income taxes of \$4.7 million. Our effective tax rate year-to-date in 2022 was impacted by various items, including non-deductible expenses such as share-based compensation and capital losses.

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SUMMARY OF QUARTERLY RESULTS

	2020 - Q4	2021 - Q1	2021 - Q2	2021 - Q3
Revenue	\$ 22,865,643	\$ 27,525,181	\$ 41,733,509	\$ 15,942,597
Gross profit	3,834,970	2,303,161	1,156,827	744,511
Gross profit %	17%	8%	3%	5%
Expenses including non-cash items	(7,190,062)	(6,666,626)	(1,126,758)	(4,641,735)
Income (loss) for the quarter	(3,355,092)	(4,363,465)	30,069	(3,897,224)
Adjusted EBITDA	2,066,627	828,366	(845,431)	(2,003,268)
EPS - basic	(0.02)	(0.04)	0.00	(0.02)
EPS - diluted	\$ (0.02)	\$ (0.04)	\$ 0.00	\$ (0.02)
Common shares outstanding				
Basic	116,775,700	116,981,990	131,029,537	165,948,916
Diluted	116,775,700	116,981,990	139,209,551	165,948,916

	2021 - Q4	2022 - Q1	2022 - Q2	2022 - Q3
Revenue	\$ 14,411,473	\$ 13,528,804	\$ 20,586,354	\$ 14,354,002
Gross profit	968,130	964,790	1,065,759	1,177,780
Gross profit %	7%	7%	5%	8%
Expenses including non-cash items	(6,340,317)	(3,026,123)	(1,593,321)	(2,764,463)
Income (loss) for the quarter	(5,372,187)	(2,061,333)	(1,094,721)	(983,495)
Adjusted EBITDA	(2,332,722)	(1,669,564)	(1,586,776)	(713,753)
EPS - basic	(0.03)	(0.01)	(0.01)	(0.01)
EPS - diluted	\$ (0.03)	\$ (0.01)	\$ (0.01)	\$ (0.01)
Common shares outstanding				
Basic	172,915,211	173,657,371	174,382,887	174,382,887
Diluted	172,915,211	173,657,371	174,382,887	174,382,887

Revenue in Q3 2022 decreased by 30%, while gross profit increased by 11% compared to Q2 2022 mainly due to increased ATM sales which have a higher gross profit margin compared to Branch Sales. Higher ATM sales are primarily due to the optimization of existing machines already placed, and the increase in the number of our ATMs under the Partner Program. Branch sales decreased by \$5.4 million, an 48% decrease from Q2 2022, largely attributable to a single customer purchase in Q2 of \$4.0 million, which was not expected to be recurring.

Revenue remained relatively consistent across Q3 2021 to Q3 2022, with steady improvements in gross profit, which highlights the time spent focusing on improving gross profit margin.

Revenue and gross profit in Q2 2021 included \$22.0 million from a single customer that was not expected to recur in future periods. Gross profit in Q2 2021 declined to \$1.1 million from \$2.3 million in Q1 2021 from the previous quarter ended March 31, 2021. A significant change in sales mix towards Branch and exchange sales (including non-recurring sales of \$22.0 million with one customer) from ATM revenue caused the decline. Branch and exchange sales typically represent larger transactions at a lower fee than ATM related sale transactions.

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Prior to Q1 2021, we experienced a general quarterly trend of high revenues and higher gross profits commensurate with the significant expansion of our business over the past two years, with much of the noted volume at the higher ATM margins.

Adjusted EBITDA in Q3, Q2 and Q1 2022 improved compared to Q3 2021 and Q4 2021 in part due to the Company streamlining operations, and implementing cost cutting decisions, including a reduction in the number of employees and management salaries. Higher Adjusted EBITDA in Q4 2020 was mainly due to strong revenues and gross profits resulting from an increase in active ATMs, higher per machine revenue, and an increase in Branch Sales, which was driven by the market euphoria of bitcoin at that time. We believe our Q3 2022 Adjusted EBITDA is indicative of what our business can achieve during the "Crypto Winter" (a crypto bear market) while the Q4 2022 Adjusted EBITDA is indicative of how our business can scale to keep up with the crypto bull markets. We believe these market conditions to be cyclical and will remain volatile.

Net income (loss) in each quarter includes mark to market gains or losses the revaluation of cryptocurrency loans.

LIQUIDITY & CAPITAL RESOURCES

We define the capital that we manage as our shareholders' equity, loans payable – cryptocurrency and line of credit. Our objectives when managing capital are:

- Maintaining healthy liquidity reserves and access to capital.
- Ensuring sufficient liquidity to support our corporate and administrative functions as well as being able to execute on strategic initiatives.
- Minimizing the impact of the current market and economic conditions through active capital management.

We manage our capital structure in a manner that provides sufficient funding for operational and capital expenditure activities. Funds are secured, when necessary, through debt funding or equity capital raised by means of private placements. However, there can be no assurances that we will be able to obtain debt or equity capital in the future.

Cash remained consistent at \$4.8 million as at September 30, 2022 and December 31, 2021. In addition, we had a working capital deficit of \$2.0 million at September 30, 2022 which is a marginal improvement when compared to a working capital deficit of \$2.4 million at December 31, 2021.

Our ability to continue as a going concern and realize our assets and discharge our liabilities in the normal course of business is dependent upon maintaining a positive level of cash and working capital as well as keeping our cryptocurrency loans in good standing. A portion of our cryptocurrency loans are from the Chief Executive Officer of the Company, and the risk of the Company defaulting on the loan, or the loan being called by the creditor, are remote.

There are various risks and uncertainties affecting our operations including, but not limited to,, our ability to keep our digital assets and physical machine assets secure, and our ability to maintain the host relationships required to execute our business plan. These risk factors could negatively impact our financial condition and liquidity in the future.

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Our strategy to mitigate these risks and uncertainties is to execute a business plan with a focus on operational excellence, positive customer experience, revenue growth through additional partnerships, monitoring and adjusting sales margins to optimize competitiveness, managing operating expenses and working capital requirements, and securing additional means of financing for operations and inventory, as needed. However, given the limitations embedded within the financial markets, it may be difficult to raise traditional financing when needed. We have structured host location contracts extending up to 12-months into the future, which supports our ability to execute the business plan required to maintain adequate cash flows.

The prices of most cryptocurrencies are expected to remain volatile, due to continued speculation, conflicting media coverage, potential regulatory actions, and lawsuits against industry participants. This gives the Company and our investors exposure to the transactional side of the industry, which provides stability against any volatile swings of cryptocurrency. This has proved advantageous to us, as volatility can lead to increased speculative buying and selling of cryptocurrencies which provides us with additional revenue opportunities. We are non-custodial in that all inventory held is owned by us, and once bitcoin and other cryptocurrencies are sold to the consumer, we immediately transfer ownership of those bitcoin or other cryptocurrencies to the consumer. This provides the customer with the safest way to acquire bitcoin.

OFF-BALANCE SHEET ARRANGEMENTS

We have not entered into any off-balance sheet arrangements.

RELATED PARTY TRANSACTIONS

Our related party transactions include:

- As at September 30, 2022, we had loans payable in cryptocurrency valued at \$1,343,762 outstanding with the Chief Executive Officer of the Company.
- On October 6, 2022, we received \$900,000 in cryptocurrency loans from a related party.

Further details of all these related party transactions, and their financial impact is provided in the Financial Statements.

FINANCIAL INSTRUMENTS AND OTHER INSTRUMENTS

Unless otherwise noted, it is management's opinion that we are not exposed to significant interest rate, currency or credit risks arising from the financial instruments. The fair values of all of the financial instruments approximate their carrying values due to the relatively short-term maturity of these instruments, except for the loans denominated in cryptocurrency, which are revalued at their fair value using the market rate using CoinMarketCap.com. Refer to Note 14 of our Financial Statements for further information on the Company's financial instruments.

RISK MANAGEMENT

We may be exposed to various financial risks, which could affect our ability to achieve our strategic objectives. The main objectives of our risk management processes are to ensure that risks are properly

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identified and that the capital base is adequate in relation to those risks. The principal risks to which we are exposed are described below.

a) Credit Risk

Credit risk is the risk that a counterparty will be unable to pay any amounts owed to us. Assets that potentially subject us to a concentration of credit risk consist primarily of cash and digital assets. We limit our exposure to credit loss by placing our cash with high credit quality, regulated, financial institutions. We have implemented rigorous levels of internal controls to ensure the safety and security of our digital assets, including but not limited to multi-signature wallets, the use of cold storage wallets, and signing authority limitations.

b) Liquidity Risk

Liquidity risk is the risk that we are not able to meet our financial obligations as they fall due. Specific liquidity risk is discussed in the Financial Statements.

c) Market Risk

Market risk incorporates a range of risks. Movements in risk factors, such as market price risk and currency risk affect the fair values of financial assets and liabilities. Specific market risk is discussed in the Financial Statements.

DISCLOSURE OF OUTSTANDING SHARE DATA

Common Shares

As of the date of this MD&A, we have issued and outstanding 174,382,887 common shares. In addition, we had the following securities potentially convertible into common shares:

- i) 10,130,698 stock options to purchase common shares;
- ii) 14,569,000 Warrants to purchase common shares at an exercise price of \$0.375 per share;
- iii) 1,960,000 agent options to acquire Units of Bitcoin Well at an exercise price of \$0.25 per share. Each Unit entitles the holder thereof to receive, without payment of any additional consideration or further action on the part of the holder, one common share of Bitcoin Well and one half of one Warrant.

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RISK FACTORS

Our business, operating results and financial condition could be adversely affected by any of the risks outlined and discussed in the Financial Statements and this MD&A.

COMPETITION

We are exposed to the risk of increased competition in the Bitcoin ATM industry. We have addressed this risk by developing proprietary software for our ATMs, which operationally set our Bitcoin ATMs apart from our competitors', offering a superior customer experience, as well as partnering and contracting with top-tier hosts to place ATMs in ideal locations, with exclusivity terms.

The regulatory environment in which we operate is always changing and presents new challenges. We have established ourselves as a leader in regulatory understanding and compliance, and through our strategic partnerships with industry leading compliance and regulatory experts, we understand the regulatory landscape and the expected changes to the playing field. This proactive approach allows us to plan ahead and adapt our service offerings accordingly. Having invested time and resources in understanding this risk has allowed us to operate at a significant advantage over any of the competition in the Bitcoin ATM industry.

ADDITIONAL FUNDING REQUIREMENTS

We expect to be able to expand our Bitcoin ATM business with our Partner Program throughout Canada without significant costs. Further expansion of our business internationally will require additional capital, and the ongoing costs of operations may not generate positive cash flow for the near or long term. Although we believe we have adequate funds to operate for the foreseeable future, there is no assurance that we will be successful in obtaining the required financing for these or other purposes, including for general working capital. Our ability to secure any required financing to sustain operations will depend in part upon prevailing capital market conditions and business success. There can be no assurance that we will be successful in our efforts to secure any additional financing or additional financing on terms satisfactory to management. If additional financing is raised by issuance of additional shares from treasury, control may change, and shareholders may suffer dilution. If adequate funds are not available, or are not available on acceptable terms, we may be required to scale back our current business plan or cease operating.

MARKET RISK FOR SECURITIES

The market price for our common shares may be subject to wide fluctuations. Factors such as government regulation, cryptocurrency price fluctuations, share price movements of peer companies and competitors, as well as overall market movements, may have a significant impact on the market price of our securities. The stock market has, from time to time, experienced extreme price and volume fluctuations, which have often been unrelated to the operating performance of particular companies. There also can be no assurance that an active trading market for our common shares will be sustained in the future.

BITCOIN AND CRYPTOCURRENCY INDUSTRY

The further development and acceptance of the bitcoin and other cryptocurrency industry is subject to a variety of factors that are difficult to anticipate and evaluate. The use of bitcoin and other

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cryptocurrencies to buy and sell goods and services, among other things, is a new and rapidly evolving industry. Although it is widely predicted that bitcoin will become a leading means of digital money, it cannot be assured that this will in fact occur. Any slowing or stopping of the development in the acceptance of bitcoin may adversely affect our business. For a number of reasons, including for example the lack of recognized security technologies, inefficient processing of fiat payment transactions, problems in the handling of warranty claims, and lack of clear universally applicable regulation as well as uncertainties regarding proprietary rights and other legal issues, bitcoin and other cryptocurrency activities may in fact prove in the long run to be an unprofitable means for businesses. Factors affecting the further development of the bitcoin industry include: (i) continued worldwide growth in the adoption and use of bitcoin; (ii) government and quasi-government regulation of bitcoin and their use, or restrictions on or regulation of access to and operation of bitcoin systems; (iii) changes in consumer demographics and public tastes and preferences; (iv) the availability and popularity of other forms or methods of buying and selling goods and services; and (v) the regulatory environment and general economic conditions and the regulatory environment related to bitcoin. A decline in the popularity or acceptance of bitcoin would harm our business.

SUBJECTION TO REGULATORY ACTIONS OR CHANGES

As cryptocurrencies have grown in both popularity and market size, governments around the world have reacted differently to bitcoin and other cryptocurrencies, with certain governments deeming them illegal while others have allowed their use and trade. It is worth noting that Bitcoin is a protocol that cannot be controlled by any governing party or individual and therefore cannot be “banned”, but can be made illegal. Ongoing and future regulatory actions may alter, perhaps to a materially adverse extent, our ability to continue to operate. The effect of any future regulatory change on the ability to buy and sell bitcoin and other cryptocurrencies is impossible to predict, but such change could be substantial and have a material adverse effect on us.

Governments may in the future take regulatory actions that prohibit or severely restrict the right to acquire, own, hold, sell, use or trade bitcoin or other cryptocurrencies or to exchange cryptocurrencies for fiat currency. By extension, similar actions by other governments, may result in the restriction of the acquisition, ownership, holding, selling, use or trading in our common shares. Such a restriction could result in us having to liquidate our cryptocurrency inventory at unfavorable prices and may adversely affect our shareholders.

IMPACT OF BITCOIN AND OTHER CRYPTOCURRENCY VALUE MAY AFFECT OPERATIONS

The markets for bitcoin and other cryptocurrencies have experienced much larger fluctuations than other markets, and there can be no assurances that erratic swings in price will slow in the future. In the event that the price of bitcoin or other cryptocurrencies declines, the value of an investment in us could also decline. Several factors may affect the price and volatility of bitcoin and other cryptocurrencies including, but not limited to: (i) global bitcoin and other cryptocurrency demand, depending on the acceptance of bitcoin and/or other cryptocurrencies by retail merchants and commercial businesses; (ii) the perception that the use and holding of bitcoin or other cryptocurrencies is safe and secure, and the related lack of or inconsistency in regulatory restrictions, particularly across various jurisdictions; (iii) conversely, heightened regulatory measures restricting the use of bitcoin and/or other cryptocurrencies as a form of payment or the purchase of bitcoin and/or other cryptocurrencies; (iv) investor's expectations with respect to the rate of inflation; (v) interest rates; (vi) currency exchange rates, including exchange rates between various cryptocurrencies and fiat currency; (vii) fiat currency withdrawal and deposit policies on

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cryptocurrency exchanges and liquidity on such cryptocurrency exchanges; (viii) interruption of services or failures of major cryptocurrency exchanges; (ix) general governmental monetary policies, including trade restrictions, and currency revaluations; (x) global or regional political, economic or financial events and situations, including increased threat of terrorist activities; and/or (xi) self-fulfilling expectations of changes in the bitcoin and/or other cryptocurrency market. As well, momentum pricing is typically associated with assets whose valuation, as determined by the investing public, accounts for anticipated future appreciation in value. Momentum pricing of bitcoin or other cryptocurrencies may result in speculation regarding future appreciation in their value. As a result, changing investor confidence could adversely affect an investment in us.

RESTRICTIONS ON BANKING

A number of companies that provide cryptocurrency-related services have been unable to find banks that are willing to provide them with bank accounts and banking services. Similarly, a number of such companies have had their existing bank accounts closed by their banks. Banks may refuse to provide bank accounts and other banking services to cryptocurrency-related companies or companies that accept cryptocurrencies for a number of reasons, such as perceived compliance risks, costs or competition. The difficulty that many businesses which provide cryptocurrency-related services have and may continue to have in finding consistent banking services will increase the usefulness of cryptocurrencies as a payment system, but may harm its public perception and make those services more difficult to provide in the future. Similarly, the usefulness of cryptocurrencies as a payment system and the public perception of cryptocurrencies could be damaged if banks were to close the accounts of key businesses providing cryptocurrency-related services.

ACCEPTANCE OF BITCOIN AND OTHER CRYPTOCURRENCIES

Currently, there is a relatively small use of cryptocurrencies in the retail and commercial marketplace in comparison to relatively large use by speculators, thus contributing to price volatility that could adversely affect our operations, investment strategies, and profitability. Conversely, a significant portion of bitcoin and other cryptocurrency demand is generated by speculators and investors seeking to profit from the short-term or long-term holding of cryptocurrencies. The relative lack of acceptance of cryptocurrencies in the retail and commercial marketplace limits the ability of end-users to use them to pay for goods and services, but may present additional opportunities for us. A lack of expansion by cryptocurrencies into retail and commercial markets, or a contraction of such use, may result in increased volatility or a reduction in their market prices, either of which could adversely impact our business.

MISUSE OF BITCOIN AND OTHER CRYPTOCURRENCIES

Since the existence of cryptocurrencies, there have been attempts to use them for speculation or malicious purposes. Although law makers increasingly regulate the use and applications of bitcoin and other cryptocurrencies, and software is being developed to curtail speculative and malicious activities, there can be no assurances that those measures will sufficiently deter those and other illicit activities in the future. Advances in technology could lead to a malicious actor or botnet (a volunteer or hacked collection of computers controlled by networked software coordinating the actions of the computers) being able to alter the blockchain on which bitcoin and other cryptocurrency transactions rely. In such circumstances, the malicious actor or botnet could control, exclude or modify the ordering of transactions,

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or generate new cryptocurrency or transactions using such control. Such changes could adversely affect an investment in us.

UNINSURABLE RISKS

We intend to insure our operations in accordance with technology industry practice and to the best of our abilities given the insurance available to us. However, given the novelty of the proposed business, such insurance may not be available, uneconomical, or the nature or level may be insufficient to provide adequate insurance coverage. We may become subject to liability for hazards against which we cannot insure or against which we may elect not to insure because of high premium costs or for other reasons. The payment of any such liabilities would reduce or eliminate the funds available for operations. Payments of liabilities for which we do not carry insurance may have a material adverse effect on our financial position.

CONCENTRATION RISK

Concentration risk arises as a result of the concentration of exposures within the same category, whether it is geographical location, product type, industry sector or counterparty type. Currently, we have our investments highly concentrated in a single cryptographic asset, bitcoin. This risk exposure is mitigated in part, by having our loans payable – cryptocurrency also primarily denominated in bitcoin.

SECURITY RISK

Bitcoins are controllable only by the possessor of the private key relating to the local or online digital wallet in which the bitcoin is held. The bitcoin network requires a public key relating to a digital wallet to be published when used in a spending transaction and, if keys are lost or destroyed, this could prevent trading of the corresponding bitcoins. Security breaches, computer malware and computer hacking attacks have been a prevalent concern in the bitcoin exchange market since the launch of the bitcoin network. Any security breach caused by hacking could cause loss of bitcoin investments.

BITCOIN NETWORK RISK

The open-source structure of the bitcoin network protocol means that the core developers of the bitcoin network and other contributors are generally not directly compensated for their contributions in maintaining and developing the bitcoin network protocol. A failure to properly monitor and upgrade the bitcoin network protocol could damage the bitcoin network.