

## FORM 7

### **MONTHLY PROGRESS REPORT**

Name of CSE Issuer: Big Rock Labs Inc. (the "Issuer").

Trading Symbol: BLA

Number of Outstanding Listed Securities: 20,230,000

Date: March 2, 2016 – Reporting on February 2016

This Monthly Progress Report must be posted before the opening of trading on the fifth trading day of each month. This report is not intended to replace the Issuer's obligation to separately report material information forthwith upon the information becoming known to management or to post the forms required by the CNSX Policies. If material information became known and was reported during the preceding month to which this report relates, this report should refer to the material information, the news release date and the posting date on the CNSX.ca website.

This report is intended to keep investors and the market informed of the Issuer's ongoing business and management activities that occurred during the preceding month. Do not discuss goals or future plans unless they have crystallized to the point that they are "material information" as defined in the CNSX Policies. The discussion in this report must be factual, balanced and non-promotional.

#### **General Instructions**

- (a) Prepare this Monthly Progress Report using the format set out below. The sequence of questions must not be altered nor should questions be omitted or left unanswered. The answers to the items must be in narrative form. State when the answer to any item is negative or not applicable to the Issuer. The title to each item must precede the answer.
- (b) The term "Issuer" includes the Issuer and any of its subsidiaries.
- (c) Terms used and not defined in this form are defined or interpreted in Policy 1 – Interpretation and General Provisions.

## Report on Business

1. Provide a general overview and discussion of the development of the Issuer's business and operations over the previous month. Where the Issuer was inactive disclose this fact.

Big Rock Labs ("Big Rock" or the "Company") (CSE: BLA) (FSE: BR1) is an emerging Canadian technology company that specializes in digital product research and development. The Company is currently developing Reach, an iOS and Android business networking app that uses geolocation technology to display the professional talent and top trending networking events in each user's area. Big Rock has a team of expert software engineers who create digital products that engage and retain users through unique experiences.

**The Reach app was recently featured on Techvibes, Canada's leading tech website:**

<http://www.techvibes.com/blog/big-rock-labs-reach-app-2016-02-24>

In the month of February 2016, Big Rock continued to improve its operational processes as a public company.

The Company continued with the design, development and marketing of its digital product Reach.

### **Reach: Connect Better, Locally.**

iTunes Download:

<https://itunes.apple.com/ca/app/reach-connect-better-locally/id915364904?mt=8>

The Reach app requires iOS 8.0 or later and is compatible with iPhone, iPad and iPod touch.

Google Play Download:

<https://play.google.com/store/apps/details?id=com.bigrocklabs.reachandroid>

### **A Message from the Reach Team**

We believe that anyone can become a great networker. Our mission is to make networking more effective, safer, and easier than ever before with this app. Thank you to our investors, testers and partners, we are launched on iOS and Android which we couldn't have accomplished without you! We look forward to releasing many great updates in the future!

**On February 2, 2016 the Company published a news release titled “Big Rock Labs: New Reach App Updates Result in Significant Increase of User Activity; Mass User Acquisition Strategy Begins with Tapjoy”.**

**The complete news release can be read again here:**

[http://thecse.com/cmsAssets/docs/Filings/2016/2016\\_02\\_02\\_14\\_02\\_11\\_BLA\\_New\\_Reach\\_App\\_Updates\\_Result\\_in\\_Significant\\_Increase\\_of\\_User\\_Activity.pdf](http://thecse.com/cmsAssets/docs/Filings/2016/2016_02_02_14_02_11_BLA_New_Reach_App_Updates_Result_in_Significant_Increase_of_User_Activity.pdf)

Following the release of three major updates to the app in December 2015 and January 2016, Reach has reported a 177% increase to its active user base with a 143% increase in user engagement. Steph Bigue, who oversaw the latest releases, commented: “This is an important win for us. The app is performing very well on both platforms which means we can begin aggressive user acquisition campaigns. We’re seeing fantastic growth across the board, and we have much more in store for this year.”

Tapjoy’s goal is to maximize the value of every user for freemium mobile app publishers. Its Marketing Automation and Monetization Platform for mobile apps uses market leading data science, user segmentation and predictive analytics to drive deeper engagement and optimize revenue from every user. Tapjoy’s SDK is embedded in more than 270,000 apps with a global reach of more than 500 million monthly active users. Backed by top-tier investors including J.P. Morgan Asset Management, Rho Ventures, North Bridge Venture Partners, InterWest Partners, and D.E. Shaw Ventures, Tapjoy is headquartered in San Francisco. The company also has offices in New York, Los Angeles, Chicago, Santa Barbara, Atlanta, Boston, London, Beijing, Shanghai, Seoul and Tokyo.

Website: [www.tapjoy.com](http://www.tapjoy.com)

**On March 1, 2016 the Company published a news release titled “Big Rock Labs to be Advised by Credentialed Product, Branding and Marketing Strategist Larry Zolob; Reach Mass User Acquisition Strategy Expands to AppsFlyer”.**

**The complete news release can be read again here:**

[http://thecse.com/cmsAssets/docs/Filings/2016/2016\\_03\\_01\\_12\\_47\\_21\\_BLA\\_Credentialed\\_Product\\_Branding\\_and\\_Marketing\\_Strategist\\_Larry\\_Zolob\\_Joins\\_as\\_Advisor.pdf](http://thecse.com/cmsAssets/docs/Filings/2016/2016_03_01_12_47_21_BLA_Credentialed_Product_Branding_and_Marketing_Strategist_Larry_Zolob_Joins_as_Advisor.pdf)

### **Larry Zolob: Product, Branding & Marketing Strategist**

Larry Zolob, a Product & Commercialization advisor, executive and mentor, is thrilled to join forces with Big Rock Labs to advise on product positioning, design and go-to-market plans. “I’m excited to work with the Reach team because I think the most interesting aspect of opportunities in digital, cloud-based innovation is in taking the most essential aspects of our daily lives and making them easier and better at delivering outcomes. This is what Reach does, connecting people together to improve our professional and personal lives. I love how Reach is positioned to make professional networking and career building a more productive and rewarding experience. This is a career passion of mine so I see

this relationship as a great fit. I am eager to help grow the user base of this amazing app,” commented Zolob.

Mr. Zolob will be working with Big Rock Labs on enhancing a go-forward value proposition for Reach, which is already seeing success as a professional networking and career development tool. Zolob will assist with customer and use case analysis as well as in establishing a long-term branding and marketing platform for the Company.

**Zolob’s work experience includes the following:**

- \* Eight years experience in service operations, HR, commercial lending and change management with Scotiabank in Canada and the Caribbean.
- \* MBA from University of North Carolina.
- \* Six years in traditional brand management, market research, new product development and digital marketing with Johnson & Johnson in the United States. Innovated process for MBA recruiting, interviewing, conversion of offers and onboarding.
- \* Six years in film and TV product commercialization and content licensing with Warner Bros. Entertainment and Phase 4 Films in Toronto.
- \* Currently an independent advisor and specialist in entertainment, PR and startups.
- \* Career mentor and blogger.

**About AppsFlyer**

AppsFlyer is a Software as a Service (SaaS) mobile marketing analytics and attribution platform based out of Herzliya, Israel, with offices around the world. Once the AppsFlyer Software Development Kit (SDK) is installed in a mobile app, it provides advertisers with conversion data for their user acquisition and retention campaigns. Advertisers log into their dashboard and can monitor which media source was responsible for the mobile activity. Based on this information, advertisers then are able to optimize their advertising budget.

Website: [www.appsflyer.com](http://www.appsflyer.com)

**New Reach App Features**

Users will find major improvements to the design & experience of the Reach app:

- Better Profiles: New 'Status' bar helps establish a reason for connecting with each other. Also, added Mutual Connections & Latest Tweets.
- Easier Profile Editing: One-click syncing with LinkedIn, Facebook, Twitter and Eventbrite automatically builds you an up-to-date profile in seconds. It also unlocks valuable tools like Common Interests and Upcoming Event Attendance when viewing other's profiles.
- Design Updates, Stability Improvements & Bug Fixes.

- User is able to tap on profile picture for fullscreen view.
- Easy and secure Login with LinkedIn, Facebook or Email.
- iOS 9 Support, You can ignore contact requests.
- Instant Message your Reach contacts anytime. Simple and secure - there's no longer any need to swap phone numbers or emails.
- Find top trending professional or lifestyle events nearby and register right from the app.
- Search names or keywords to find others (or be found) using a new profile setup and search platform.
- Search and filter events by category, distance and date.
- Pre-screen events by seeing which Reach users are attending.
- Filter by tags on the Explore screen.
- Toggle between All or just Contacts on the Explore screen.
- Contacts are now sorted alphabetically.

2. Provide a general overview and discussion of the activities of management.

CEO Harald Seemann continued to establish business relationships with potential partners and investors for future financings of the Company. He worked closely with the entire team.

CFO Matt Kaine oversaw the design and development of the Reach digital product. He worked closely with the Company's developers to implement new features of Reach. Mr. Kaine also established business relationships with potential marketing partners and software developers.

Management reviewed the marketing and growth strategy of the Company's product, Reach. This includes marketing partners, events, conferences and speaking engagements in order to grow active users in every major professional hub globally, especially in Canada and the United States.

3. Describe and provide details of any new products or services developed or offered. For resource companies, provide details of new drilling, exploration or production programs and acquisitions of any new properties and attach any mineral or oil and gas or other reports required under Ontario securities law.

**The Company updated the Reach blog with new "Leaders Within Reach":**

[www.thereachapp.com/blog/](http://www.thereachapp.com/blog/)

**Reach: Connect Better, Locally.**

[www.thereachapp.com](http://www.thereachapp.com)

Reach is how professionals meet locally. It's a free smartphone app that uses geolocation to help you discover the professional talent and prospects closest to you. It also makes networking easy with in-app event registration and a safe & secure instant messaging platform. Reach is the perfect tool for anyone looking to expand their network and make real handshakes.

Reach is a simple and powerful tool for entrepreneurs, investors, salespeople, marketers, event organizers, developers, HR professionals and freelancers.

**Reach leverages technology to make a handshake - the future of professional networking and the perfect mobile partner to Facebook and LinkedIn users worldwide.**

### **How does Reach work?**

1. Build your professional profile for the world to see (LinkedIn, Facebook, Twitter and Eventbrite sync available). The 'Status' bar helps establish a reason for connecting with each other.
2. Find or be found by other professionals on the Nearby screen who are also looking to connect.
3. Find and register to top trending events right inside the app - nothing beats getting out and shaking hands!
4. Reach out to someone and conveniently discuss the meaning of your connection through our instant messaging system. Mutual Connections & Latest Tweets can help break the ice.

### **When should I use Reach?**

- You've polished your resume and it's time to expand your network and look for opportunities. The people in your community hold the key to your success. Reach out to them and start connecting!
  - You're at an event and would like to see who's in the room. Browse Nearby professionals to find out who's there and find exactly the right people you're looking for.
  - You're looking for work. Make it clear in your profile that you're available and looking for opportunities, and have others connect to hire you. Thousands of connections have already been made!
  - You'd like to network but aren't sure where to start. Use the Events screen to find top trending local events and register for them right inside the app! There's no better way to improve your connections than to go out and network.
4. Describe and provide details of any products or services that were discontinued. For resource companies, provide details of any drilling, exploration or production programs that have been amended or abandoned.
- No products or services were discontinued.
5. Describe any new business relationships entered into between the Issuer, the Issuer's affiliates or third parties including contracts to supply products or services, joint venture agreements and licensing agreements etc. State whether the relationship is with a Related Person of the Issuer and provide details of the relationship.

Big Rock Labs entered into a consultant agreement with Larry Zolob, an accomplished professional in marketing and product development with an emerging presence in the Toronto technology and startup ecosystem. Mr. Zolob will be working with Big Rock Labs on enhancing a go-forward value proposition

for Reach, which is already seeing success as a professional networking and career development tool. Zolob will assist with customer & use case analysis and with establishing a long-term branding & marketing platform for the Company.

6. Describe the expiry or termination of any contracts or agreements between the Issuer, the Issuer's affiliates or third parties or cancellation of any financing arrangements that have been previously announced.

Nothing to report.

7. Describe any acquisitions by the Issuer or dispositions of the Issuer's assets that occurred during the preceding month. Provide details of the nature of the assets acquired or disposed of and provide details of the consideration paid or payable together with a schedule of payments if applicable, and of any valuation. State how the consideration was determined and whether the acquisition was from or the disposition was to a Related Person of the Issuer and provide details of the relationship.

No assets were acquired or disposed of.

8. Describe the acquisition of new customers or loss of customers.

No acquisitions or loss of customers occurred.

9. Describe any new developments or effects on intangible products such as brand names, circulation lists, copyrights, franchises, licenses, patents, software, subscription lists and trade-marks.

None.

10. Report on any employee hirings, terminations or lay-offs with details of anticipated length of lay-offs.

None.

11. Report on any labour disputes and resolutions of those disputes if applicable.

None.

12. Describe and provide details of legal proceedings to which the Issuer became a party, including the name of the court or agency, the date instituted, the principal parties to the proceedings, the nature of the claim, the amount claimed, if any, if the proceedings are being contested, and the present status of the proceedings.

Nothing to report.

13. Provide details of any indebtedness incurred or repaid by the Issuer together with the terms of such indebtedness.

None.

14. Provide details of any securities issued and options or warrants granted.

Nothing to report.

Security	Number Issued	Details of Issuance	Use of Proceeds <sup>(1)</sup>

*(1) State aggregate proceeds and intended allocation of proceeds.*

15. Provide details of any loans to or by Related Persons.

None.

16. Provide details of any changes in directors, officers or committee members.

None.

17. Discuss any trends which are likely to impact the Issuer including trends in the Issuer's market(s) or political/regulatory trends.

The current Reach updates provide a more complete experience that doubles down on server reliability/scalability and product improvements.

Big Rock's Reach app is designed to appeal to the fast-growing, so-called "sharing economy", which eliminates the middle men and democratizes the global economy. Jeremy Rifkin, author of "The Zero Marginal Cost Society", says the success of businesses such as Airbnb --- the online marketplace where people can book or list a room, house or even a castle --- is about the emergence of a new economic system alongside the traditional capitalist market, potentially leading to what he calls a "paradigm shift in the economy."

Although the Company believes that expectations and assumptions on which forward-looking information is based are reasonable, undue reliance should not be placed on forward-looking information because the Company can give no assurance that the information will prove to be correct. Forward-looking statements contained in this report are made as of the date of this report. The Company disclaims any intent or obligation to update publicly any forward-looking information, whether as a result of new information, future events or results or otherwise, other than as required by applicable securities laws.



## Certificate Of Compliance

The undersigned hereby certifies that:

1. The undersigned is a director and/or senior officer of the Issuer and has been duly authorized by a resolution of the board of directors of the Issuer to sign this Certificate of Compliance.
2. As of the date hereof there is no material information concerning the Issuer which has not been publicly disclosed.
3. The undersigned hereby certifies to CNSX that the Issuer is in compliance with the requirements of applicable securities legislation (as such term is defined in National Instrument 14-101) and all CNSX Requirements (as defined in CNSX Policy 1).
4. All of the information in this Form 7 Monthly Progress Report is true.

Dated March 2, 2016

Harald Seemann

Name of Senior Officer

/s/ "Harald Seemann"

Signature

CEO and Director

Official Capacity

<b><i>Issuer Details</i></b> Name of Issuer Big Rock Labs Inc.	For Month End February 2016	Date of Report March 2, 2016
Issuer Address 119 Spadina Avenue Suite 1203		
City/Province/Postal Code Toronto, Ontario M5V 2L1	Issuer Fax No. None	Issuer Telephone No. 416 879 1989
Contact Name Harald Seemann	Contact Position CEO and Director	Contact Telephone No. 416 879 1989
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