



This Supplemental News Report is published as required, is part of the annual MERGENT INDUSTRIAL and INTERNATIONAL Manuals and will be included in the bound September 2018 Monthly News Reports and is published on our Website.

SNIPP INTERACTIVE INC

Company Website: www.snipp.com

History: Incorporated in British Columbia on Jan. 21, 2010 as Alya Ventures Ltd.

On Feb. 5, 2015, Co. acquired Swiss Post Solutions Ireland Ltd.

On June 10, 2015, Co. acquired Hip Digital Media Inc.

On Apr. 28, 2016, Co. signed a loyalty agreement worth over US\$750,000 with a cooperative of independent pharmacies in Switzerland. The company is over 20 years old with 120 member pharmacies and over 1800 employees collectively. Together they have a turnover of around SFr350,000,000 and more than 6,000,000 customer visits per year. The company provides its cooperative members with purchase and marketing support. The new loyalty program will launch on the SnippLoyalty platform and will allow for cross-purchase and redemption across all their member pharmacies. In addition the program will have real-time point of sale integration, eShop and email integration, points and discount promotions, and additional functional modules to improve the experience for members.

On May 26, 2016, Co. announced to shareholders that the annual and special meeting of shareholders of Co. will be held on May 31, 2016 at 10:00 am. (Eastern Time).

On May 2, 2017, Co. held a conference call and live webcast for analysts and investors to discuss its financial results at 12:00 p.m. (noon) Eastern Time.

On May 31, 2017, Co. scheduled a conference call and live webcast for analysts and investors to discuss Co.'s financial results for Q1-2017, ended Mar. 31, 2017 at 11:00 a.m. Eastern Time.

On June 16, 2017, Co. held its Annual General and Special Meeting of Shareholders.

On Aug. 30, 2017, Co. scheduled a conference call and live webcast for analysts and investors to discuss the release of its financial results for the fiscal 2017 second quarter ended June 30, 2017 at 12:00 p.m. (noon) Eastern Time.

On Oct. 30, 2017, Co. scheduled a conference call and live webcast for analysts and investors to discuss the release of its financial results for the fiscal 2017 third quarter ended Sept. 30, 2017 at 12:00 p.m. (noon) Eastern Time.

Business Summary: Snipp Interactive develops and sells mobile-based promotions solutions and associated campaign services, primarily to publishers, advertising agencies and brands. The primary clients for Co.'s products are advertising agencies, corporate/consumer brands, including Fortune 500 companies, and third party companies that provide promotions marketing services. Co.'s mobile-based promotion solutions enable consumers to participate in promotions and campaigns. Co. provides the following main solution sets: Receipt Processing; Loyalty Programs; Promotions; Reward Solutions; and Rebate Solutions.

Property: Co. maintains its principal executive offices in Toronto, Ontario, Canada.

Subsidiaries

Snipp Interactive Inc. (United States)
 Snipp Interactive Limited (Ireland)
 Snipp Interactive (India) Private Limited (India)
 Snipp Interactive Limited (United Kingdom)
 Snipp Interactive AG (Switzerland)
 Hip Digital Media Inc. (United States)
 Hip Digital Media Inc.

Officers

Atul Sabharwal, Chief Executive Officer
 Ritesh Bhavnani, President; Chief Technology Officer
 Megan Prikhodko, Chief Operating Officer
 Jaisun Garcha, CPA, Chief Financial Officer
 Rahoul Roy, LLB, Executive Vice President - Corporate Development; Chief Legal Officer

Directors

Ramamritham (Ram) Ramkumar, Chairman; Director
 Ritesh Bhavnani, Director
 Atul Sabharwal, Director
 Michael J. Cannata, Director
 Michael Dillon, Director
 Sarfarz Haji, CPA, Director

Auditors: MNP LLP

Transfer Agent: Computershare Investor Services Inc.

Annual Meeting: In June

Shareholder Relations: Jaisun Garcha, Chief Financial Officer
Tel: 888-997-6477

No. of Stockholders: Apr. 18, 2018, 65

No. of Employees: June 30, 2018, 105

Address: 530 Richmond St. West Rear Lower Level, Toronto, Ontario M5V 1K4, Canada
Tel: 888 997-6477

Web: www.snipp.com

Email: info@snipp.com

Consolidated Income Statement, Years Ended Dec. 31 (\$):

	2017	2016	2015
		(revised)	(revised)
Revenue	12,879,019	11,223,727	11,890,231
Salaries & compensation	(9,175,637)	(11,448,476)	(7,450,658)
General & administrative	(1,145,136)	(1,422,822)	(1,175,954)
Campaign infrastructure	(3,808,721)	(3,808,736)	(5,367,648)
Outsourced software development	(119,588)
Professional fees	(265,875)	(415,988)	(508,698)
Marketing & investor relations	(92,138)	(244,119)	(230,056)
Travel	(86,473)	(304,551)	(571,477)
Bad debt expense	(226,085)	(51,410)	(103,903)
Amortization of intangibles	(1,714,339)	(1,472,943)	(731,978)
Depreciation of equipment	(45,825)	(51,627)	(21,405)
Stock-based compensation	(560,093)	(1,117,642)	(1,889,285)
Total expenses	(17,120,322)	(20,338,314)	(18,170,650)
Net income (loss) before accretion expense, interest income, foreign exchange, change in			

fair value of derivative liability, change in fair value of acquisition consideration payable in equity & taxes	(4,241,303)	(9,114,587)	(6,280,419)
Accretion expense	(190,000)
Interest income (expense)	(93,583)	467	64,720
Foreign exchange gain (loss)	(65,501)	(27,817)	(32,596)
Change in fair value of derivative liability	...	31,834	(153,298)
Change in fair value of acquisition consideration payable in equity	...	537,381	2,978,926
Net income (loss) before tax provision	(4,400,387)	(8,572,722)	(3,612,667)
Provision for taxes	(43,484)
Net income (loss) for the year	(4,443,871)	(8,572,722)	(3,612,667)
Weighted average shares outstanding - basic	157,529,807	122,906,690	99,345,933
Weighted average shares outstanding - diluted	157,529,807	122,906,690	99,345,933
Year end shares outstanding	177,736,675	132,536,675	105,753,715
Net income (loss) per share - basic	\$(0.03)	\$(0.07)	\$(0.04)
Net income (loss) per share - diluted	\$(0.03)	\$(0.07)	\$(0.04)
Total number of employees	95	114	121
Number of common stockholders	65

Reclassified to conform with 2017 presentation; Restated to reflect the acquisition of Hip Digital Media; Shares increased due to effect of private placement and stock options exercised; Shares increased due to effect of private placement, stock options and warrant exercised, and Hip Digital acquisition & employee shares issued; Shares increased due to effect of private placement; corporate advisory fee units; stock options exercised; warrants exercised; and Hip Digital acquisition & employee shares issued; As of April 18, 2018; As of April 28, 2017; As of March 31, 2016

Consolidated Balance Sheet, Years Ended Dec. 31 (\$):

	2017	2016
		(revised)
Assets:		

Cash & cash equivalents	386,630	2,375,619	Common shares	26,186,684	22,815,647	(2,400,000 units) at a price of C\$0.10 per unit privately placed on Dec. 6, 2013 for gross proceeds of C\$240,000.
Accounts receivable, gross	3,839,971	4,313,199	Warrants	421,796	421,796	(6,350,000 units) at a price of C\$0.10 per unit privately placed on Jan. 24, 2014 for gross proceeds of C\$635,000.
Allowance for doubtful accounts	(24,693)	(70,811)	Contributed surplus	4,797,541	4,237,448	(10,400,000 units) at a price of C\$0.15 per unit privately placed on July 14, 2014 for gross proceeds of C\$1,560,000.
Accounts receivable, net	3,815,278	4,242,388	Retained earnings (accumulated deficit)	(21,395,878)	(16,952,007)	(22,322,727 units) at a price of C\$0.55 per unit privately placed on Feb. 4, 2015 for gross proceeds of C\$12,277,500.
Deposits, prepaid expenses & other assets	498,151	286,592	Accumulated other comprehensive income (loss)	(1,259,678)	(1,399,608)	(17,500,000 common shares) at C\$0.30 per share privately placed on Apr. 21, 2016 for gross proceeds of C\$5,250,000.
Total current assets	4,700,059	6,904,599	Total shareholders' equity (deficiency)	8,750,465	9,123,276	(3,370,000 common shares) at C\$0.30 per share privately placed on Apr. 25, 2016 for gross proceeds of C\$1,011,000.
Equipment, gross	199,103	192,788	Total liabilities & shareholders' equity	13,231,362	15,838,154	(1,453,334 common shares) at C\$0.30 per share privately placed on Apr. 28, 2016 for gross proceeds of C\$436,000.
Total accumulated depreciation	(132,774)	(86,949)				(14,165,000 Common Shares) at C\$0.10 per common share privately placed on May 19, 2017 for gross proceeds of C\$1,416,500.
Equipment	66,329	105,839	Capital Stock: 1. Snipp Interactive Inc common; no par.			(28,488,000 Common Share) at C\$0.10 per Common Share privately placed on June 26, 2017 for gross proceeds of C\$2,848,800.
Intangible assets	5,121,845	5,484,587	OUTSTANDING—Dec. 31, 2017, 177,736,675 shs; no par.			(8,500,000 Common Shares) at C\$0.10 per share privately placed on Feb. 28, 2018 for gross proceeds of C\$850,000.
Goodwill	3,343,129	3,343,129	WARRANTS—6,188,688 shs.			(8,000,000 Common Shares) at C\$0.10 per common share privately placed on Mar. 12, 2018 for gross proceeds of C\$800,000.
Total assets	13,231,362	15,838,154	OPTIONS—Dec. 31, 2017, outstanding, 14,625,938.			
Liabilities:			PRIMARY EXCHANGE—Venture Exchange (TVX): SPN.			
Accounts payable & accrued liabilities	2,542,885	2,676,646	SECONDARY EXCHANGES—National Bulletin Board (NBB): SNIP F.			
Deferred revenue	959,881	1,961,622	PRIVATE PLACEMENTS—(13,333,333 units) at a price of C\$0.15 per unit privately placed in 2014 for gross proceeds of C\$2,000,000.			
Due to related parties	44,972	76,610	(2,000,000 units) at a price of C\$0.10 per unit privately placed on Aug. 21, 2013 for gross proceeds of C\$200,000.			
Working capital line of credit	933,159	2,000,000				
Total current liabilities	4,480,897	6,714,878				
Total liabilities	4,480,897	6,714,878				

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