

MERGENT INDUSTRIAL

NEW LISTING

November 8, 2011



This Supplemental News Reports is published as required, is part of the annual MERGENT INDUSTRIAL AND INTERNATIONAL Manuals and will be included in the bound 2011 November Monthly News Reports and is published on our Website.

POYNT CORP

Company Website: www.poynt.com

History: Incorporated in Alberta, Canada on Dec. 8, 2006 as Z28 Capital Corp. Name changed to Illumicell Corp. on Jan. 12, 2007. Name changed to Multiplied Media Corp. on Aug. 16, 2007. Present name adopted on Oct. 27, 2010.

On Feb. 16, 2010, Co. acquired all of the outstanding common shares of UnoMobi Inc. from the holders thereof for \$6,175,000 creating Multiplied Media Corp.

Effective Feb. 1, 2011, Co. acquired the local advertising platform assets of go2 Media, Inc. for US\$450,000 (C\$446,490).

On May 25, 2011, Co. announced an agreement with the Missing Children Society of Canada (MCSC), to integrate a push geotargeted Child Search Alert system into the Poynt App to aid in the timely recovery of missing children.

On June 20, 2011, Mocean Mobile, the standard in mobile ad serving, and Co. announced a multi-year agreement to create a complete advertising solution for direct local marketing campaigns targeted to smartphone users when and where the consumer is searching for specific goods and services.

Business Summary: Poynt is a mobile local search and advertising company. Co.'s flagship product, Poynt Local Search ("Poynt" or the "App"), is an all-in-one local search tool for BlackBerry smartphones, BlackBerry PlayBook™ Tablet, Android, iPhone, Nokia QT and Windows Phone 7 devices. Poynt is available for these devices in Canada, the United States, the United Kingdom, Italy, France, Spain, Germany and Australia. Poynt can be downloaded via its mobile download site at m.poynt.com or via the respective device app stores. Poynt is a global positioning system (GPS)-enabled mobile application that connects consumers to local business, events, restaurants, movie theaters, gas prices and weather information.

Property: Co. maintains its head office in Calgary, Alberta.

Officers

Craig L. Bentham, Chairman
Yves Millette, President
Andrew E. Osis, Chief Executive Officer
Brad Murray, Senior Vice President - Development
Margaret Glover-Campbell, Senior Vice President - Marketing
Marco Hunstad, Senior Vice President - Corporate Initiatives
Lawrence H. Lee, Chief Financial Officer

Directors

Craig L. Bentham, Chairman
Amit Monga, Director
Andrew E. Osis, Director
Stephen Loughheed, Director
Eugene Chen, Director
Randy Goebel, Director

Auditors: Ernst & Young LLP

Shareholder Relations: Jeff Davison, Tel.: 403-313-3719

No. of Stockholders: Oct. 20, 2011, 44

No. of Employees: Oct. 28, 2011, 70

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444-4120 **Fax:** 403 313-3722 **E-mail:** lawrence.lee@poynt.com **Web:** www.poynt.com

Consolidated Income Account, years ended Dec. 31 (Can\$):

	2010	2009	2008
Sales	924,326	288,537	9,617
Licensing rev			60,151
Int inc	3,093	648	62,862
Rev	927,419	289,185	132,630
Salary & consulting fees	4,366,473	1,483,468	2,140,514
Administration, occupancy & insurance	1,177,332	1,188,975	825,266
Stock based compensation	590,103	927,194	371,849
Advert & marketing	1,928,135	376,043	789,288
Professional fees	343,670	98,455	147,645
Amort of tang assets	146,229	101,273	120,214
Amort of intang assets	1,319,256		
Amort of defer devel costs & intangible		19,567	691,278
Gain (loss) on sale of equip	(2,168)	(27,545)	(122,569)
Impair of defer devel costs			2,029,448
Scientific research & experimental development refund			(76,088)
Total cost & expenses	9,873,366	4,222,520	7,161,983
Income (loss) bef inc tax	(8,945,947)		
Recovery of future inc tax	(453,910)		
Net income (loss)	(8,492,037)	(3,933,335)	(7,029,353)
Common shares:			
Weight avg shares outstg-basic	252,460,875	108,853,802	64,834,373
Weight avg shares outstg-diluted	252,460,875	108,853,802	64,834,373
Yr end shares outstg	343,916,491	145,997,346	72,558,296
Net earnings (loss) per sh - basic	Can\$(0.03)	Can\$(0.04)	Can\$(0.11)
Net earnings (loss) per sh - diluted	Can\$(0.03)	Can\$(0.04)	Can\$(0.11)
Tot no of employees	70		
No of com stkhldrs	44		

As of October 28, 2011. As of October 20, 2011.

Consolidated Balance Sheet, as of Dec. 31 (Can\$):

	2010	2009
Assets:		
Cash		468,762
Cash & cash equivs	1,930,048	
Accts receiv	188,381	288,718
Goods & services tax recoverable	31,474	76,171

Ppd exps & deposits	154,869	349,894
Tot curr assets	2,304,772	1,183,545
Ppd exps & deposits	66,158	54,010
Computer, gross	340,425	265,804
Less: Accum amort - computer	218,376	130,566
Computer, net	122,049	135,238
Assets under cap lease, gross	187,001	
Less: Accum amort - assets under cap lease	39,167	
Assets under cap lease, net	147,834	
Furn & equipment, gross	79,235	68,135
Less: Accum amort - furn & equipment	56,658	41,521
Furn & equipment, net	22,577	26,614
Lshld improvement, gross	9,237	6,161
Less: accum amort - lshld improvement	4,634	3,402
Lshld improvement, net	4,603	2,759
Prop & equipment, gross	615,898	340,100
Less: Accum amort	318,835	175,489
Prop & equipment, net	297,063	164,611
Intang assets	11,207,575	229,756
Tot assets	13,875,568	1,631,922
Liabilities:		
Accts pay	879,748	637,664
Defer rev	250,000	
Short term promissory notes		130,000
Curr portion of oblig under cap lease	69,606	
Curr portion of future inc tax	518,755	
Tot curr liabil	1,718,109	767,664
Oblig under cap lse	96,853	
Future inc tax	3,296,025	
Tot liabil	5,110,987	
Sh capital	29,820,221	17,437,843
Wrts	1,271,280	
Compens options & wrts	2,510,479	361,880
Contributed surplus	2,565,783	1,975,680
Retain earnings (accum deficit)	(27,403,182)	(18,911,145)
Tot shldrs equity (deficiency)	8,764,581	864,258

Auditor's Report: The following is an excerpt from the Report of the Independent Auditors, Ernst & Young LLP, as it appeared in the 2010 annual report:

"In our opinion, the consolidated financial statements present fairly, in all material respects, the financial position of Poynt Corporation as at December 31, 2010 and 2009 and the results of its operations and its cash flows for the years then ended in accordance with Canadian generally accepted accounting principles.

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Emphasis of matter

Without qualifying our opinion, we draw attention to Note 1 in the financial statements which indicates that the continuation of the Company's operations is dependent on the ability to achieve future profitable operations and to obtain additional financing. For the year ended December 31, 2010, the Company has incurred losses amounting to \$8,492,037. These conditions, along with other matters as set forth in Note 1, indicate the existence of a material uncertainty that may cast significant doubt about the Company's ability to continue as a going concern."

Long Term Debt: Dec. 31, 2010, C\$166,459 (including current portion of C\$69,606) obligation under capital lease.

Capital Stock: 1. Poynt Corp common; no par.
OUTSTANDING — Dec. 31, 2010, 343,916,491 shs; no par.
WARRANTS — 84,794,500 shs.
OPTIONS — Dec. 31, 2010, outstanding, 20,585,333.

TRANSFER AGENT — Olympia Trust Company, Calgary, Alberta, Canada

PRIMARY EXCHANGE — Venture Exchange (TVX): PYN

SECONDARY EXCHANGE — National Bulletin Board (NBB): PNYTF

PRICE RANGE —

	2010
High	0.10
Low	0.04

PRIVATE PLACEMENTS — (9,480,000 common shares) at C\$0.05 per share non-brokered privately placed During Sept. 2008 for gross proceeds of C\$474,000.

(4,100,000 Units) non-brokered privately placed during Dec. 2008. Each Unit is comprised of one common share and one-half warrant at a price of C\$0.05. Each whole warrant is exercisable for one common share at a price of C\$0.10 per common share for two years.

(9,964,000 shares and 4,982,000 warrants) non-brokered privately placed during Feb. 2009. Each whole warrant is exercisable for one common share at a price of C\$0.10 per common share for two years.

(11,660,000 common shares and 5,830,000 warrants) nonbrokered privately placed during May 2009. Each warrant is exercisable for one common share at a price of C\$0.10 per common share for two years.

(19,980,000 common shares) privately placed during Mar. 2010 for gross proceeds of C\$4,995,000.

(75,000,000 Units) privately placed during Dec. 2010 for gross proceeds of C\$3,750,000. Each Unit is comprised of one common share and a warrant entitling the holder to purchase one additional common share for C\$0.10 on or before Dec. 13, 2013.

(81,578,946 special warrants) privately placed on Apr. 1, 2011 for gross proceeds of C\$15,500,000.