



# MANAGEMENT'S DISCUSSION AND ANALYSIS

For the year ended December 31, 2017



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## EXPLANATORY NOTES

The following Management's Discussion and Analysis of Financial Results ("MD&A"), dated March 8, 2018, should be read in conjunction with the cautionary statement regarding forward-looking information and statements below, as well as the audited consolidated financial statements and notes thereto, for the years ended December 31, 2017 and 2016. The annual consolidated financial statements have been prepared in accordance with International Financial Reporting Standards ("IFRS"). All amounts in the following MD&A are in Canadian dollars unless otherwise stated. References to "McCoy," "McCoy Global," "the Corporation," "we," "us" or "our" mean McCoy Global Inc. and its subsidiaries, unless the context otherwise requires. Additional information relating to McCoy Global, including periodic quarterly and annual reports and Annual Information Forms ("AIF"), filed with Canadian securities regulatory authorities, is available on SEDAR at [sedar.com](http://sedar.com) and our website at [mccoysglobal.com](http://mccoysglobal.com).

## FORWARD-LOOKING INFORMATION AND STATEMENTS

This MD&A contains certain forward-looking statements and forward-looking information (collectively referred to herein as "**forward-looking statements**") within the meaning of applicable Canadian securities laws. All statements other than statements of present or historical fact are forward-looking statements. Forward-looking information is often, but not always, identified by the use of words such as "could", "should", "can", "anticipate", "expect", "objective", "ongoing", "believe", "will", "may", "projected", "plan", "sustain", "continues", "strategy", "potential", "projects", "grow", "take advantage", "estimate", "well-positioned" or similar words suggesting future outcomes. In particular, this MD&A contains:

Forward-looking statements relating to McCoy Global's:

- future development and organic growth prospects;
- re-structuring plans and cost structure;
- business strategy;
- competitive advantages; and
- merger and acquisition strategy.

Forward-looking statements respecting:

- the business opportunities for the Corporation that are based on the views of management of the Corporation and current and anticipated market conditions; and
- the perceived benefits of the growth and operating strategies of the Corporation; which are based upon the financial and operating attributes of the Corporation as at the date hereof, as well as the anticipated operating and financial results.

Other forward-looking statements regarding the Corporation are located in the documents incorporated by reference in this MD&A and are based on certain key expectations and assumptions of the Corporation concerning anticipated financial performance, business prospects, strategies, the sufficiency of budgeted capital expenditures in carrying out planned activities, the availability and cost of labour and services and the ability to obtain financing on acceptable terms, which are subject to change based on market conditions and potential timing delays. Although management of the Corporation considers these assumptions to be reasonable based on information currently available to them, they may prove to be incorrect.

By their very nature, forward-looking statements involve inherent risks and uncertainties (both general and specific) and risks that forward-looking statements will not be achieved. Undue reliance should not be placed on forward-looking statements, as a number of important factors could cause the actual results to differ materially from the beliefs, plans, objectives, expectations, anticipations, estimates and intentions expressed in the forward-looking statements, including those set out below and those detailed elsewhere in this MD&A:

- oil and natural gas price fluctuations;
- domestic and foreign competition;
- technology;
- replacement or reduced use of products and services;
- international operations;
- ability to effectively manage growth;
- business mergers and acquisitions;
- supply chain;
- reliance on key persons workforce availability;
- legal compliance;
- litigation;
- breach of confidentiality;
- safety performance;
- foreign exchange;
- restrictive covenants on line of credit;
- availability of financing;
- selling additional common shares;
- customers' inability to obtain credit/financing
- material differences between actual results and management estimates and assumptions;
- Greenhouse Gas ("GHG") regulations;
- change in U.S. administration;
- conservation measures and technological advances;
- terrorist attack or armed conflict;
- sufficiency of internal controls;
- insurance sufficiency, availability and rate risk
- information security; and
- challenges by taxation authorities.

Readers are cautioned that the foregoing list is not exhaustive.

The reader is further cautioned that the preparation of financial statements in accordance with IFRS requires management to make certain judgments and estimates that affect the reported amounts of assets, liabilities, revenues and expenses. These judgments and estimates may change, having either a negative or positive effect on net earnings as further information becomes available, and as the economic environment changes.

**The information contained in this MD&A, including the documents incorporated by reference herein, identifies additional factors that could affect the operating results and performance of the Corporation. We urge you to carefully consider those factors.**

**The forward-looking statements contained herein are expressly qualified in their entirety by this cautionary statement. The forward-looking statements included in this MD&A are made as of the date of this MD&A and the Corporation does not undertake and is not obligated to publicly update such forward-looking statements to reflect new information, subsequent events or otherwise unless so required by applicable securities laws.**

## DESCRIPTION OF GAAP MEASURES AND NON-GAAP MEASURES

Throughout this MD&A, management uses measures which do not have a standardized meaning as prescribed by IFRS and therefore are considered to be additional or non-GAAP measures presented under IFRS.

EBITDA is calculated under IFRS and is reported as an additional subtotal in the Corporation's consolidated statements of cash flows. EBITDA is defined as net (loss) earnings, before:

- depreciation of property, plant and equipment;
- amortization of intangible assets;
- income tax expense (recovery); and
- finance charges, net.

Adjusted EBITDA is a non-GAAP measure defined as net (loss) earnings, before:

- depreciation of property, plant and equipment;
- amortization of intangible assets;
- income tax expense (recovery);
- finance charges, net;
- provisions for excess and obsolete inventory;
- other losses (gains), net;
- restructuring charges;
- share-based compensation; and
- impairment losses.

The Corporation reports on EBITDA and adjusted EBITDA because they are important measures used by management to evaluate performance. The Corporation believes adjusted EBITDA assists investors in assessing McCoy Global's current operating performance on a consistent basis without regard to non-cash, unusual (i.e. infrequent and not considered part of ongoing operations), or non-recurring items that can vary significantly depending on accounting methods or non-operating factors.

Adjusted EBITDA is not considered an alternative to net (loss) earnings in measuring McCoy Global's performance. Adjusted EBITDA does not have a standardized meaning and is therefore not likely to be comparable to similar measures used by other issuers. For comparative purposes, in previous financial disclosures 'adjusted EBITDA' was defined as "net (loss) earnings before finance charges, net, income tax expense (recovery), depreciation, amortization, impairment losses, restructuring charges, non-cash changes in fair value related to derivative financial instruments and share-based compensation." The Corporation revised its definition of adjusted EBITDA in the fourth quarter of 2016, as management believes the revised metric provides a better measure for assessing McCoy Global's current operating performance without regard to inventory excess and obsolete charges and other gains or losses, net; which are non-cash or non-recurring in nature. Adjusted EBITDA should not be used as an exclusive measure of cash flow since it does not account for the impact of working capital changes, capital expenditures, debt changes and other sources and uses of cash, which are disclosed in the consolidated statements of cash flows.

## OUTLOOK AND FORWARD-LOOKING INFORMATION

In 2017, McCoy increased revenue by 48% and customer bookings by 72%, as compared to 2016. This growth primarily resulted from:

- (i) the strategic acquisition of 3PS, Inc. ("3PS") announced in January 2017;
- (ii) positive Western Hemisphere demand; and
- (iii) focus on responsiveness to customers.

2018 appears to be another year of growth, although it remains difficult to forecast the extent and timing of that growth. The Eastern Hemisphere, including offshore markets, are showing signs of improvement. The Western Hemisphere remains a robust market, but subject to increased competition and competitive pricing. McCoy's engineering capabilities and technology offerings position the Corporation to partner with customers as a solutions provider to address complex challenges and drive new revenue opportunities. In addition, McCoy offers the most comprehensive platform of our leading product lines, with product support globally.

In 2017, a strategic focus of McCoy was to deliver significant operational efficiencies and re-align the Corporation's cost structure to a lower revenue environment. The execution of several restructuring initiatives resulted in a reduction to McCoy's overall cost structure, a shift to a more agile operating model with flexibility to better scale up and down with demand and an operating structure that requires lower capital expenditures to support. This was the result of several decisions and included:

- (i) the consolidation of McCoy's production in two production centers; wellbore construction products in Louisiana, USA and data acquisition products in Texas, USA. This resulted in the closure of the Corporation's Edmonton production facility in the fourth quarter of 2017.
- (ii) the transition of the Corporation's production model to an assembly only model (with the exception of the Corporation's die and insert product line). The shift away from in-house manufacturing will result in a lower production cost structure and reduced capital expenditures; and,
- (iii) the consolidation of McCoy's Eastern Hemisphere operations in the UAE in the first quarter of 2018. McCoy will continue to support the European and Asia Pacific regions with a lower cost structure model.

Restructuring efforts undertaken in 2017, in combination with revenue growth, resulted in an improvement in adjusted EBITDA of \$9.7 million as compared to 2016. Several of the restructuring actions taken were in the second half of 2017 with the annual impact to be realized in 2018.

In 2018, revenue growth remains a priority. McCoy will focus on introducing new technologies and strategic acquisition opportunities that complement the Corporation's technology platforms, and which will deliver both value and innovative solutions to customer challenges. In addition, cost discipline will be a focus and the Corporation will continue to drive supply chain improvements and the optimization of the assembly production model to achieve production cost improvements and a reduction in lead times and delivery times for standard products.

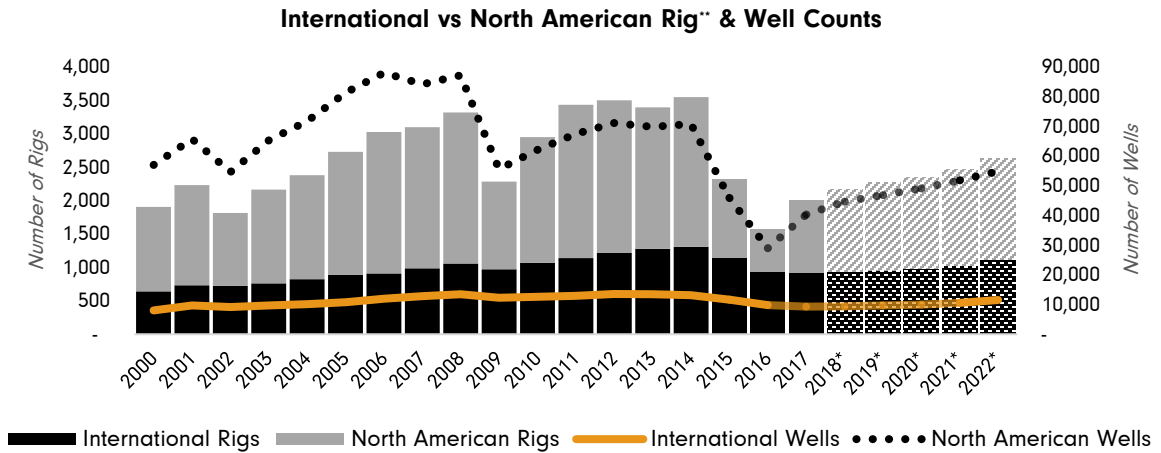
McCoy ended 2017 with \$17.5 million in cash and cash equivalents, and \$4.9 million in borrowings. Subsequent to year-end, the Corporation repaid these borrowings and is in negotiations with another lender to borrow an equivalent amount. McCoy remains in a strong balance sheet position to evaluate strategic growth opportunities and the cost reductions in 2017 will result in an appropriate cost base and will generate improved profitability at higher revenue levels. This will allow McCoy to participate in the evolving technological shift taking place throughout the oil and gas industry as well as to take advantage of potentially improving market conditions.

## MARKET CONDITIONS

The demand for McCoy Global’s products and services is ultimately driven by oil and natural gas prices. Oil and natural gas prices drive exploration and production companies to increase or decrease capital spending which in turn leads to a corresponding increase or decrease in drilling and completions activity. The Corporation has higher leverage to drilling activity and as this activity increases or decreases, customers adjust purchasing of capital equipment and aftermarket products and services to meet demand of exploration and production companies. The acquisition of the 3PS in the first quarter of 2017 provides diversity to McCoy’s revenue stream and advanced real-time data acquisition expertise. 3PS is also primarily leveraged to oil and gas activity.

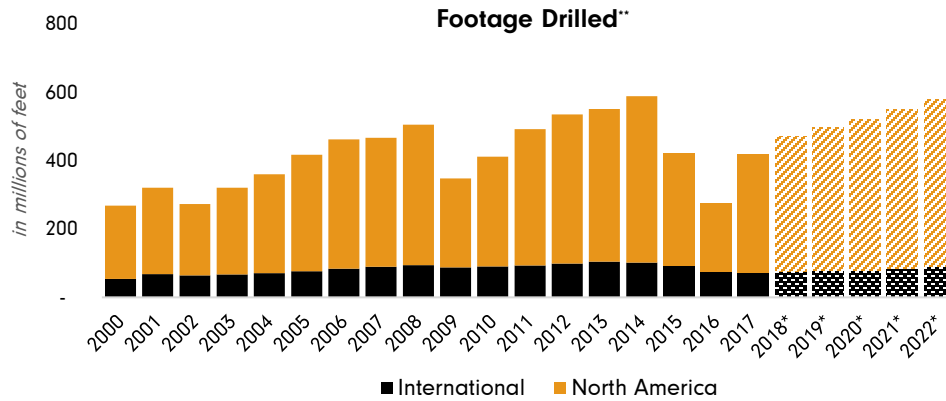
Management uses active rig counts as well as number and length of wells being drilled as data points to monitor and set expectations of the future performance of the Corporation. Generally, these metrics are leading indicators of demand for McCoy Global’s products and services, although there are many factors that may impact any correlation.

A summary of historical and forecasted rig and well counts, which includes both land and offshore, obtained from Spears & Associates Drilling and Production Outlook, December 2017, is as follows:



\*Forecasted  
\*\*Cumulative

A summary of historical and forecasted footage drilled, which includes both land and offshore, obtained from Spears & Associates Drilling and Production Outlook, December 2017, is as follows:



Market conditions improved in 2017 but remain subject to instability and pricing pressure. Customers continue to be cash-constrained and continue to defer well-construction capital equipment purchases when possible. When purchase decisions are made, many customers are targeting those suppliers which can provide just-in-time purchasing options or rental options.

Well construction continues to become more complex and there is greater emphasis within the industry on data acquisition and automation technologies. The strategic acquisition of 3PS contributes valuable design and engineering expertise for the ongoing development of technology platforms which provide solutions to customer challenges.

As McCoy Global’s customers work to achieve profitability in a moderate oil price environment, they have been required to quickly shift investment from one geographic region to another to take advantage of all areas of activity. McCoy is positioned to support customers geographically as well as for both land and off-shore application.

**Backlog**

Backlog is a measure of the amount of customer orders the Corporation has received and is therefore an indicator of a base level of future revenue potential. Backlog is not a GAAP measure and, as a result, the definition and determination of backlog will vary among other issuers reporting a backlog figure.

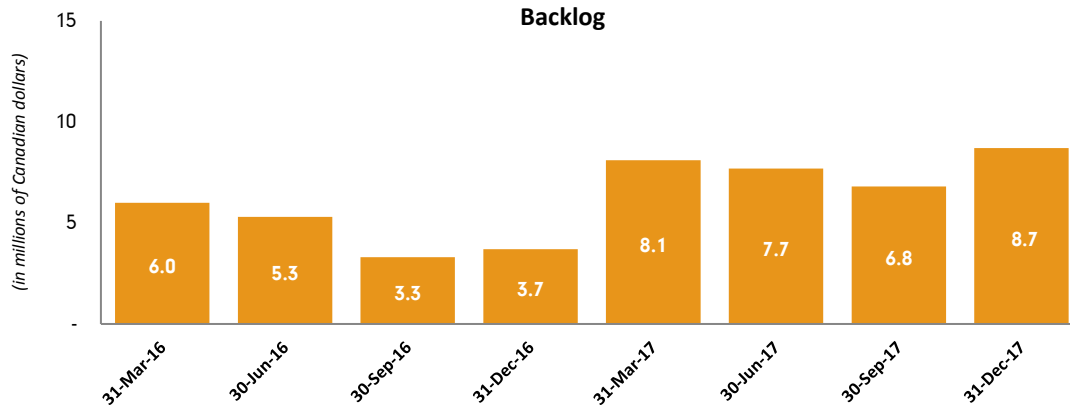
The Corporation defines backlog as orders that have a high certainty of being delivered and is measured on the basis of a firm customer commitment, such as the receipt of a purchase order. Customers may default on or cancel such commitments, but may be secured by a deposit and/or require reimbursement by the customer upon default or cancellation. Backlog reflects likely future revenues; however, cancellations or reductions may occur and there can be no assurance that backlog amounts will ultimately be realized as revenue, or that the Corporation will earn a profit on backlog once fulfilled.

Expected delivery dates for orders recorded in backlog historically spanned from one to six months. Under current market conditions, many customers have shifted their purchasing towards just-in-time buying.

McCoy Global’s backlog as at December 31, 2017 totaled \$8.7 million, an increase of \$1.9 million or 28% from September 30, 2017.

\*Forecasted  
\*\*Cumulative

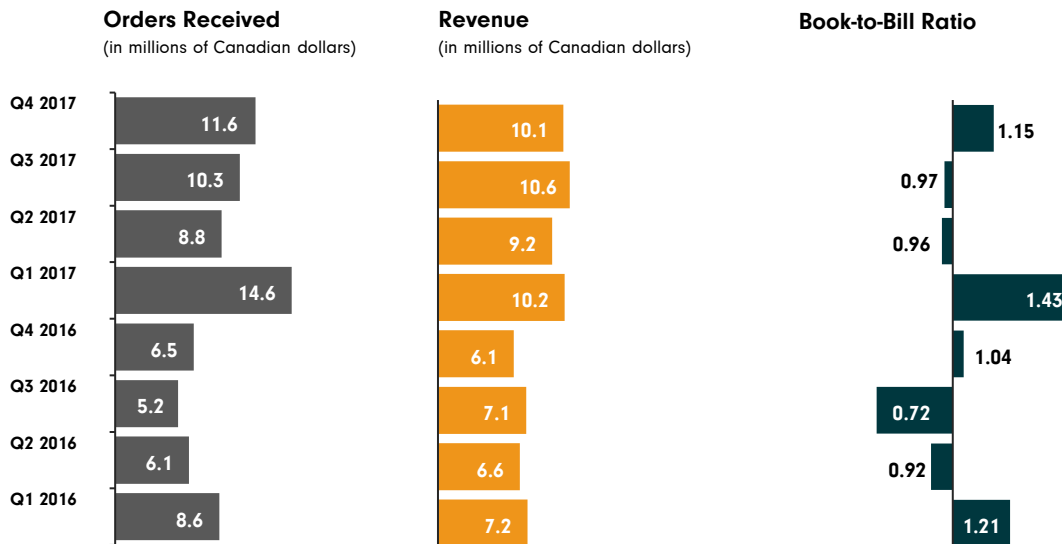




#### Book-to-Bill Ratio

The book-to-bill ratio is a measure of the amount of net sales orders received to revenues recognized. The ratio is an indicator of customer demand and sales order processing times. The book-to-bill ratio is not a GAAP measure and therefore the definition and calculation of the ratio will vary among other issuers reporting the book-to-bill ratio. McCoy Global calculates the book-to-bill ratio as net sales orders taken in the reporting period divided by the revenues reported for the same reporting period.

Set out below are orders received, revenue and the book-to-bill ratio:



## STRATEGY AND CORE BUSINESS VISION

**McCoy Global's** vision is to be the leading provider of critical data acquisition and wellbore integrity solutions for the global energy industry

McCoy Global is a leading provider of equipment and technologies designed to support wellbore integrity and assist with collecting critical data for the global energy industry. McCoy Global's core products are used predominantly during the well construction phase for both land and offshore wells during both oil and gas exploration and development.

The Corporation is engaged in the following:

- design, production and distribution of capital equipment to support wellbore integrity and to support capital equipment sales through aftermarket products and services such as technical support, consumables, and replacement parts;
- design, production and distribution of data collection technologies used in rugged applications for the global energy industry as well as in construction, marine and aerospace;
- repair, maintenance, and calibration of the Corporation's capital equipment and similar competitor products; and
- rental of the Corporation's capital equipment.

Set out below are McCoy Global's principal operations:

Operating Name	Country of Incorporation	Operating Region	Ownership Interest
McCoy Global Canada Corp.	Canada	Canada & Russia	100%
McCoy Global FZE	United Arab Emirates	Middle East & Africa	100%
McCoy Global Singapore Pte. Ltd.	Singapore	Asia Pacific	100%
McCoy Global UK Ltd.	United Kingdom	Europe	100%
McCoy Global USA, Inc.	United States	United States & Latin America	100%

## FINANCIAL RESULTS

### SUMMARY OF CONSOLIDATED ANNUAL RESULTS

<b>For the year ended December 31</b> (\$000 except per share amounts)	<b>2017</b>	<b>2016</b>	<b>2015</b>
Revenue	<b>40,045</b>	26,999	81,776
Net loss	<b>(16,317)</b>	(35,926)	(10,977)
Per common share - basic	<b>(0.59)</b>	(1.30)	(0.40)
Per common share - diluted	<b>(0.59)</b>	(1.30)	(0.40)
Adjusted EBITDA	<b>(3,296)</b>	(13,192)	4,103
Per common share - basic	<b>(0.12)</b>	(0.48)	0.15
Per common share - diluted	<b>(0.12)</b>	(0.48)	0.14
Dividends per common share	-	-	0.10
Total assets	<b>57,438</b>	69,895	110,567
Total liabilities	<b>16,232</b>	10,090	13,098
Total non-current liabilities	<b>666</b>	3,630	454

EBITDA and adjusted EBITDA are calculated as follows:

<b>For the year ended December 31</b> (\$000)	<b>2017</b>	<b>2016</b>	<b>2015</b>
Net loss	<b>(16,317)</b>	(35,926)	(10,977)
Depreciation of property, plant and equipment	<b>2,335</b>	3,465	4,438
Amortization of intangible assets	<b>819</b>	1,226	3,173
Income tax recovery	<b>(969)</b>	(3,735)	(61)
Finance charges, net	<b>183</b>	116	604
<b>EBITDA</b>	<b>(13,949)</b>	(34,854)	(2,823)
Provisions for excess and obsolete inventory	<b>6,204</b>	2,665	1,597
Other losses (gains), net	<b>915</b>	2,463	(2,239)
Restructuring charges	<b>2,710</b>	9,557	1,277
Share-based compensation	<b>218</b>	332	393
Impairment charges	<b>606</b>	6,645	5,898
<b>Adjusted EBITDA</b>	<b>(3,296)</b>	(13,192)	4,103

## REVENUE

(\$000 except percentages)	For the year ended December 31			
	2017	2016	Change	% Change
<b>Revenue</b>	<b>40,045</b>	26,999	13,046	48%

Overall industry fundamentals have improved in 2017, resulting in an increase in revenue from 2016. The majority of this increase was driven by aftermarket opportunities, strength in the Western Hemisphere, and increased revenues from the acquisition of 3PS.

## GROSS PROFIT (LOSS)

(\$000 except percentages)	For the year ended December 31			
	2017	2016	Change	% Change
<b>Gross profit (loss)</b>	<b>2,984</b>	(5,709)	8,693	(152%)
<i>Gross profit (loss) as a % of revenue</i>	<i>7%</i>	<i>(21%)</i>	<i>28%</i>	

Gross profit increased from the comparative period as a result of restructuring measures undertaken by the Corporation to reduce its production cost structure and from higher revenues which increased the absorption of fixed production costs.

Included in gross profit is a non-cash charge for excess and obsolete inventory of \$6.1 million (2016 - \$2.7 million). The inventory charge is primarily related to components for non-standard product models which have seen limited customer demand.

Customer pricing pressure remains strong which has placed pressure on margins. In addition, the Corporation incurred some transitional impacts of moving production to an assembly only production model. This was partially offset by favourable product mix resulting from data acquisition revenues and aftermarket revenues, including rental and service.

## GENERAL AND ADMINISTRATION EXPENSE (G&A)

(\$000 except percentages)	For the year ended December 31			
	2017	2016	Change	% Change
<b>G&amp;A</b>	<b>9,218</b>	11,040	(1,822)	(17%)
<i>G&amp;A as a % of revenue</i>	<i>23%</i>	<i>41%</i>	<i>(18%)</i>	

The decline in G&A from 2016 is a result of restructuring initiatives as well as discipline around overhead spend.

The Corporation has remained focused on implementing process improvements and operational efficiencies which will position McCoy Global as a leaner and more efficient organization that can increase scale when market conditions improve. In 2017 revenue increased by 48% while G&A decreased by 17%, as compared to 2016.

## SALES AND MARKETING EXPENSE (SALES & MARKETING)

(\$000 except percentages)	For the year ended December 31			
	2017	2016	Change	% Change
<b>Sales &amp; Marketing</b>	<b>3,883</b>	3,092	791	26%
<i>Sales &amp; Marketing as a % of revenue</i>	<b>10%</b>	11%	(1%)	

Sales & Marketing remained consistent year over year as a percentage of revenue. Overall, Sales & Marketing increased by \$0.8 million, which is a result of the 3PS acquisition and strategic sales efforts in targeted markets.

Customer responsiveness continues to be a key priority for McCoy Global. While restructuring initiatives have reduced the workforce and contained discretionary spend, a strong technical sales team remains in place and will continue to be a focus for the Corporation as growth opportunities are explored.

## RESEARCH AND DEVELOPMENT (R&D)

(\$000 except percentages)	For the year ended December 31			
	2017	2016	Change	% Change
<b>R&amp;D expense</b>	<b>2,755</b>	1,039	1,716	165%
<b>Capitalized development expenditures</b>	<b>659</b>	52	607	1,167%
<b>R&amp;D expenditures</b>	<b>3,414</b>	1,091	2,323	213%
<i>R&amp;D expenditures as a % of revenue</i>	<b>9%</b>	4%	5%	

R&D expenditures increased as a result of the 3PS acquisition, which added a strong engineering team to McCoy and increased R&D capabilities and expense. In addition, strategic investments were made to allocate capital to develop and prototype several key technology projects.

## OTHER ITEMS

(\$000 except percentages)	For the year ended December 31			
	2017	2016	Change	% Change
<b>Restructuring charges</b>	<b>2,710</b>	9,557	(6,847)	(72%)
<b>Impairment charges</b>	<b>606</b>	6,645	(6,039)	(91%)
<b>Other losses, net</b>	<b>915</b>	2,463	(1,548)	(63%)
<b>Finance charges, net</b>	<b>183</b>	116	67	58%

Restructuring charges relate to restructuring initiatives to reduce the Corporation's cost structure. The charges associated with restructuring initiatives in 2017 were lower than in 2016.

Impairment charges are directly a result of restructuring initiatives which impaired certain property, plant and equipment and intellectual property. In 2016, an impairment charge was recorded on certain new product development projects which resulted in an increased impairment charge as compared to 2017.

Other losses, net, primarily includes costs associated with foreign exchange fluctuations, merger and acquisition costs and any acquisition or divestiture gains or losses, and any gains or losses on the disposal of property, plant and equipment. The decrease from 2016 is largely the result of higher foreign exchange losses recorded in 2016 as compared to 2017.

Finance charges, net, includes borrowing costs offset by interest income on cash and cash equivalents. In 2017, the Corporation borrowed a portion of the purchase price to acquire 3PS which increased finance charges.

## SUMMARY OF CONSOLIDATED FOURTH QUARTER RESULTS

<b>For the three months ended December 31</b>		
(\$000 except per share amounts)	<b>2017</b>	<b>2016</b>
Revenue	<b>10,054</b>	6,120
Net loss	<b>(6,254)</b>	(4,359)
Per common share - basic	<b>(0.23)</b>	(0.16)
Per common share - diluted	<b>(0.23)</b>	(0.16)
Adjusted EBITDA	<b>(898)</b>	(1,620)
Per common share - basic	<b>(0.03)</b>	(0.06)
Per common share - diluted	<b>(0.03)</b>	(0.06)

EBITDA and adjusted EBITDA are calculated as follows:

<b>For the three months ended December 31</b>		
(\$000)	<b>2017</b>	<b>2016</b>
Net loss	<b>(6,254)</b>	(4,359)
Depreciation of property, plant and equipment	<b>502</b>	621
Amortization of intangible assets	<b>188</b>	335
Income tax recovery	<b>(140)</b>	(264)
Finance charges, net	<b>56</b>	11
<b>EBITDA</b>	<b>(5,648)</b>	(3,656)
Provisions for excess and obsolete inventory	<b>3,656</b>	924
Other (gains) losses, net	<b>(190)</b>	1,029
Restructuring charges (reversals)	<b>1,030</b>	(54)
Share-based compensation	<b>(4)</b>	137
Impairment charges	<b>258</b>	-
<b>Adjusted EBITDA</b>	<b>(898)</b>	(1,620)

## REVENUE

	For the three months ended December 31			
(\$000 except percentages)	2017	2016	Change	% Change
<b>Revenue</b>	<b>10,054</b>	6,120	3,934	64%

Overall industry fundamentals have improved, resulting in an increase in revenue from comparative period. The majority of this increase was driven by aftermarket opportunities, strength in the Western Hemisphere and increased revenues from the acquisition of 3PS.

## GROSS LOSS

	For the three months ended December 31			
(\$000 except percentages)	2017	2016	Change	% Change
<b>Gross profit (loss)</b>	<b>(1,416)</b>	(586)	(830)	(142%)
<i>Gross profit (loss) as a % of revenue</i>	<i>(14%)</i>	<i>(10%)</i>	<i>(4%)</i>	

Gross profit (loss) declined in comparison to the comparative quarter. In the three months ended December, 31, 2017 the Corporation recorded a provision for excess and obsolete inventory of \$3.5 million. This was offset by the impact of restructuring initiatives.

Further cost reductions were implemented in the three months ended December 31, 2017 which will result in additional cost synergies in 2018.

## GENERAL AND ADMINISTRATION EXPENSE (G&A)

	For the three months ended December 31			
(\$000 except percentages)	2017	2016	Change	% Change
<b>G&amp;A</b>	<b>2,299</b>	2,444	(145)	(6%)
<i>G&amp;A as a % of revenue</i>	<i>23%</i>	<i>40%</i>	<i>(17%)</i>	

G&A spend was consistent between periods; however, G&A as a percentage of revenue declined. The Corporation continues to review its processes and overhead spend with an emphasis on agile costs that offer flexibility to increases or decreases in revenue demand; however, a base level of overhead is needed to support the international nature of the Corporation's operations.

## SALES AND MARKETING EXPENSE (SALES & MARKETING)

	For the three months ended December 31			
(\$000 except percentages)	2017	2016	Change	% Change
<b>Sales &amp; marketing</b>	<b>1,009</b>	536	473	88%
<i>Sales &amp; marketing as a % of revenue</i>	<i>10%</i>	<i>9%</i>	<i>1%</i>	

Sales & Marketing increased because of the 3PS acquisition and strategic sales efforts in targeted markets. As a percentage of revenue, Sales & Marketing remained consistent.

## RESEARCH AND DEVELOPMENT (R&D)

(\$000 except percentages)	For the three months ended December 31			
	2017	2016	Change	% Change
<b>R&amp;D expense</b>	<b>516</b>	71	445	627%
<b>Capitalized development expenditures</b>	<b>74</b>	42	32	76%
<b>R&amp;D expenditures</b>	<b>590</b>	113	477	422%
<i>R&amp;D expenditures as a % of revenue</i>	<b>6%</b>	2%	4%	

R&D expenditures increased as a result of the 3PS acquisition, which added a strong engineering team to McCoy and increased R&D capabilities and expense. In addition, strategic investments were made to allocate capital to develop and prototype several key technology projects.

## OTHER ITEMS

(\$000 except percentages)	For the three months ended December 31			
	2017	2016	Change	% Change
<b>Restructuring charges</b>	<b>1,030</b>	(54)	1,084	2,007%
<b>Impairment charges</b>	<b>258</b>	-	258	100%
<b>Other (gains) and losses, net</b>	<b>(190)</b>	1,029	(1,219)	(118%)
<b>Finance charges, net</b>	<b>56</b>	11	45	409%

Restructuring charges relate to restructuring initiatives to reduce the Corporation's cost structure. The Corporation did not implement any restructuring initiatives in the comparative period but did revise an estimate previously made which resulted in a small reversal of restructuring costs.

Impairment charges are directly a result of restructuring initiatives which impaired certain property, plant and equipment and intellectual property. There were no impairment charges in the comparative period.

Other losses, net, primarily includes costs associated with foreign exchange fluctuations, merger and acquisition costs and any associated gains or losses, and gains or losses on the disposal of property, plant and equipment. The current quarter included a gain on the sale of property, plant and equipment offset by costs recognized in relation to a previous business divestiture. In the comparative period, the amount primarily includes the recognition of expenses related to a previous business divestiture.

Finance charges, net, includes borrowing costs offset by interest income on cash and cash equivalents. In 2017, the Corporation borrowed a portion of the purchase price to acquire 3PS which increased finance charges.



## SUMMARY OF QUARTERLY RESULTS

(\$000 except per share amounts)	2017				2016			
	Dec 31	Sep 30	Jun 30	Mar 31	Dec 31	Sep 30	Jun 30	Mar 31
Revenue	<b>10,054</b>	10,563	9,214	10,214	6,120	7,137	6,583	7,159
Impairment and restructuring charges (reversals)	<b>1,288</b>	319	365	1,344	(54)	(415)	12,244	4,427
Net loss	<b>(6,254)</b>	(3,390)	(3,097)	(3,576)	(4,359)	(3,094)	(19,096)	(9,377)
Basic loss per share	<b>(0.23)</b>	(0.12)	(0.11)	(0.13)	(0.16)	(0.11)	(0.69)	(0.34)
Diluted loss per share	<b>(0.23)</b>	(0.12)	(0.11)	(0.13)	(0.16)	(0.11)	(0.69)	(0.34)
EBITDA	<b>(5,648)</b>	(2,915)	(2,452)	(2,933)	(3,656)	(2,894)	(18,146)	(10,158)
Adjusted EBITDA	<b>(898)</b>	(1,494)	(919)	15	(1,620)	(2,322)	(5,068)	(4,137)

## LIQUIDITY AND CAPITAL RESOURCES

For the year ended December 31 (\$000)	2017	2016
Cash and cash equivalents	<b>14,972</b>	22,176
Restricted cash, as per credit facility	<b>2,500</b>	-
Borrowings	<b>(4,930)</b>	-
Net cash	<b>12,542</b>	22,176

As a result of the extended downturn in the oil and gas industry, the Corporation generated a net loss for 11 consecutive quarters. The Corporation has managed through this period by taking a number of actions to reduce its cost structure. This has included, but is not limited to, restructuring of the business, consolidation of product lines, moving to an assembly only production model (with the exception of dies and inserts), reductions in the workforce, reducing overhead and discretionary spend, selling assets, reducing working capital and recovering tax losses. Although net cash has declined over this period, these actions have allowed the Corporation to maintain a positive net cash position and provided the flexibility to make strategic investments with a longer-term view.

The Corporation's borrowings were repaid subsequent to year-end. Management is in discussion with another lender to replace these borrowings with a similar amount.

Anticipated capital spending in 2018 includes:

- a nominal amount of capital expenditures to support production facilities;
- rental equipment to satisfy increasing customer demand. The procurement of rental assets has been mostly non-cash in nature as this investment has primarily come from utilizing finished product in inventory and moving this to a rental fleet;
- comparable amount of R&D expenditures as 2017. The Corporation has invested in R&D during this down cycle as technology is an important aspect of the Corporation's longer-term strategy and will continue to do so in 2018; and,
- settling several provisions in 2018, all of which are included in current liabilities as at December 31, 2017.

Market uncertainty continues to be a challenge in developing longer term forecasts for the Corporation. Although the Corporation initiated further restructuring efforts in the fourth quarter of 2017, the Corporation may be required to raise capital to meet cash flow requirements in the future.

Selected cash flow and capitalization information is as follows:

<b>For the year ended December 31</b> (\$000)	<b>2017</b>	<b>2016</b>
Cash used in operating activities	<b>(1,273)</b>	(7,200)
Cash (used in) generated from investing activities	<b>(8,079)</b>	1,485
Cash generated from financing activities	<b>2,596</b>	-

Cash used in operating activities improvements are primarily a result of adjusted EBITDA increasing by \$9.7 million in 2017 as compared to 2016 and the collection of tax recoveries of \$3.2 million as compared to \$1.7 million in 2016. This was offset by working capital reductions which were lower in 2017 than in 2016.

Cash (used in) generated from investing activities was impacted by the \$8.0 million acquisition of 3PS in 2017. In 2016, there were no acquisitions. In both 2017 and 2016 redundant equipment was sold as restructuring initiatives were carried out, which contributed positive cash flow in each year. In 2017, as compared to 2016, there were higher cashflows associated with the purchase of PPE (primarily rental equipment) and intangible assets related to the development of certain R&D projects.

Cash generated from financing activities in 2017 primarily relates to the acquisition of 3PS. A portion of the purchase price was borrowed to finance the acquisition, which was offset by restricted cash amounts as per the terms of the credit facility. In 2016 there were no financing activities.

<b>For the three months ended December 31</b> (\$000)	<b>2017</b>	<b>2016</b>
Cash generated from operating activities	<b>2,006</b>	3,185
Cash generated from (used in) investing activities	<b>1,510</b>	(586)
Cash used in financing activities	<b>(241)</b>	-

Cash generated in operating activities for both the three months ended December 31, 2017 and 2016, was primarily generated through a reduction in working capital and receipt of corporate tax refunds; offset by negative adjusted EBITDA.

Cash generated from (used in) investing activities for the three months ended December 31, 2017 was the result of the sale of redundant assets as restructuring initiatives were carried out. In the comparative period, cash was primarily used for PPE purchases.

Cash used in financing activities in the current quarter relate to principal repayments under the Corporation's credit facility.

## FINANCIAL RISK MANAGEMENT

The Corporation's activities are exposed to a variety of financial risks of varying degrees of significance, which could affect the Corporation's ability to achieve strategic objectives. Overall, risk management programs focus on the unpredictability of financial and economic markets and seek to minimize potential adverse effects on financial performance. The principal financial risks to which the Corporation is exposed are described in note 19 of the Consolidated Annual Financial Statements for the year ended December 31, 2017.

## OTHER FINANCIAL INFORMATION

### CONTRACTUAL OBLIGATIONS

The Corporation has committed to payments under operating leases for premises and equipment and has also sublet certain premises that are under operating lease. Based on remaining contractual maturities, the undiscounted cash flows for its financial liabilities; future aggregate minimum lease payments under non-cancellable operating leases; and commitments to purchase inventory and operating supplies are as follows:

As at December 31 (\$000)	Due in less than one year	Due between one and five years	Due later than five years	Total
Borrowings	4,930	-	-	4,930
Trade and other payables	5,563	-	-	5,563
Legal provisions	303	-	-	303
Onerous lease provisions	560	665	-	1,225
Undiscounted cash flows for financial liabilities	<b>11,356</b>	<b>665</b>	-	<b>12,021</b>
Minimum lease payments, excluding onerous lease contracts	2,021	4,193	-	6,214
Sublease payments to be (received)	(266)	-	-	(266)
Future aggregate minimum lease payments under non-cancellable operating leases	<b>1,755</b>	<b>4,193</b>	-	<b>5,948</b>
Purchase commitments for inventory and operating supplies	1,794	-	-	1,794
	<b>14,905</b>	<b>4,858</b>	-	<b>19,763</b>

## RELATED PARTY TRANSACTIONS

### *Divestiture*

On September 15, 2014, the Corporation divested the Coating & Hydraulics division. A member of the Corporation's Board of Directors is the Chairman of, and holds an equity interest in, the purchaser of the Coatings & Hydraulics division. To facilitate the sale and minimize any potential conflicts of interest, the Corporation engaged a third party brokerage firm to solicit offers within the marketplace, manage the sales process and assist in negotiating the definitive agreements. In 2016, the Corporation reached an agreement with the purchaser of the Coatings & Hydraulics division regarding closing adjustments resulting in cash proceeds of \$0.2 million and a gain of \$nil.

The Corporation has entered into agreements indemnifying the purchaser with respect to certain leased premises associated with the Coatings & Hydraulics division. These remediation cost estimates are described in note 10(d) of the Consolidated Annual Financial Statements for the year ended December 31, 2017.

## OUTSTANDING SHARE DATA

As at March 8, 2018 the following class of shares and equity securities potentially convertible into common shares were outstanding:

Common shares	27,684,239
Convertible equity securities:	
Stock options	2,185,000

The stock options are exercisable into an equal number of common shares.

## CRITICAL ACCOUNTING ESTIMATES AND JUDGMENTS

The preparation of the Corporation's consolidated financial statements requires management to make estimates and judgments about the future that affect the application of accounting policies and the reported amount of assets, liabilities and disclosures of contingent assets and liabilities at the date of the consolidated financial statements and the reported amounts of revenues and expenses during the period. If these estimates and judgments prove to be inaccurate, future (loss) earnings may be materially impacted.

Estimates and underlying assumption are reviewed on an ongoing basis and revisions to estimates are recognized prospectively. Actual results may differ from these estimates.

The areas involving a higher degree of judgment or estimation that are significant to the consolidated financial statements are as follows:

(i) *Trade and other receivables*

The Corporation records trade and other receivables at amortized cost. Write downs for trade and other receivables are recorded each period as required and updated based on management's judgment.

(ii) *Inventories*

The Corporation records inventories at the lower of cost and net realizable value. Write-downs for inventory are recorded each period as required and updated based on management's judgment.

(iii) *Provisions*

Estimates and judgments are used in measuring and recognizing provisions and the Corporation's exposure to contingent liabilities and onerous contracts. Judgment is necessary to determine the likelihood and estimated future outflow of resources that may be required to settle any future or existing claims, onerous contracts or contingent obligations.

(iv) *Income tax*

The Corporation operates in several tax jurisdictions and is required to estimate its income taxes in each of these tax jurisdictions in preparing its consolidated financial statements. The calculation of income taxes requires the use of judgment.

Deferred tax assets are recognized for unused tax losses, tax credits and deductible temporary differences, to the extent that it is probable that future taxable profits will be available against which they can be utilized. Judgment and estimation is necessary to determine the likelihood and availability of future taxable profits against which tax losses and tax credits carried forward can be used.

(v) *Impairment of financial assets*

The Corporation assesses at each reporting date whether there is objective evidence that a financial asset or a group of financial assets carried at amortized cost is impaired. Judgment is used in determining whether any indications of impairment over the loan or receivable are present and in determining the likelihood, timing and estimated future cash inflows related to the loan or receivable.

(vi) *Impairment of non-financial assets*

Long-lived assets include property, plant and equipment and intangibles assets. The carrying value of these assets is periodically reviewed for impairment or whenever events or changes in circumstances indicate that their carrying amounts may not be recoverable in accordance with the Corporation's accounting policy. Judgment is required in the aggregation of assets into Cash Generating Units ("CGUs").

The recoverable amounts of cash-generating units are determined based on value-in-use calculations. These calculations require the use of estimates and judgments, including an estimation of the future cash

flows from the CGU or group of CGUs and judgment is required in determining the appropriate discount rate. In deriving the underlying projected cash flows, assumptions must also be made about the impact of future drilling activity on sales, operating margins and market conditions over the useful life of the assets or CGUs. Although estimates are consistent with current industry reports, internal planning and expected future operations, such estimations are subject to significant uncertainty and judgment.

## **FUTURE ACCOUNTING PRONOUNCEMENTS**

The International Accounting Standards Board ("IASB") and the International Financial Reporting Interpretations Committee ("IFRIC") have issued a number of new standards, amendments to standards and interpretations that are not effective for December 31, 2017 reporting periods. These standards and amendments have not been applied by the Corporation in preparing these consolidated financial statements. The new standards and amendments, and their anticipated impact on the Corporation's financial statements once they are adopted, are as follows:

### **a. IFRS 9 – FINANCIAL INSTRUMENTS & IFRS 7 – FINANCIAL INSTRUMENT DISCLOSURES**

IFRS 9 Financial Instruments addresses the classification, measurement and derecognition of financial assets and financial liabilities, introduces new rules for hedge accounting and a new impairment model for financial assets. The Corporation has decided not to adopt IFRS 9 until it becomes mandatory on January 1, 2018.

The Corporation has substantially completed its analysis and does not expect the new guidance to have a significant impact on the classification and measurement of its financial instruments for the following reasons:

- i) The Corporation does not currently hold any financial assets that would be accounted for differently under the new standard;
- ii) The Corporation does not have any financial liabilities designated at fair value through profit or loss, which are the only liabilities impacted by the new standard; and
- iii) The Corporation does not currently have, or anticipate having any outstanding hedges that would require re-assessment under the updated hedge accounting rules.

The new impairment model requires the recognition of impairment provisions based on expected credit losses rather than only incurred credit losses as is the case under IAS 39. This will apply to the Corporation's trade and other accounts receivable and is not expected to have a material impact on the financial statements. Management is currently finalizing the evaluation of the impact of this, as well as the new presentation and disclosure rules on its financial reporting.

### **b. IFRS 15 – REVENUE FROM CONTRACTS WITH CUSTOMERS**

IFRS 15 will replace IAS 18 which covers revenue arising from the sale of goods and the rendering of services and IAS 11 which covers construction contracts.

The new standard is based on the principle that revenue is recognized when control of a good or service transfers to a customer.

The standard permits either a full retrospective or a modified retrospective approach for the adoption. The Corporation will adopt the new standard beginning January 1, 2018. Management is in the process of completing an evaluation of its various revenue streams in the context of the new standard and does not expect implementation to have a material impact on the financial statements.

### c. IFRS 16 – LEASES

IFRS 16 was issued in January, 2016. It will result in almost all leases being recognized on the statement of financial position, as the distinction between operating and finance leases is removed. Under the new standard, an asset (the right to use the leased item) and a financial liability to pay rentals are recognized. The only exceptions are short-term and low-value leases. The accounting for lessors will not significantly change.

The standard will affect primarily the accounting for the Corporation's operating leases. The Corporation has not yet determined the extent to which these lease commitments will result in the recognition of an asset and a liability for future payments and how this will affect the Corporation's profit and classification of cash flows.

Some of the commitments may be evaluated under the exception for short-term and low-value leases and some commitments may relate to arrangements that will not qualify as leases under IFRS 16.

The standard is mandatory for first interim periods within annual reporting periods beginning on or after January 1, 2019. The Corporation does not intend to adopt the standard before its effective date.

Management continues to evaluate the potential measurement and disclosure impacts of these new standards on the Corporation's consolidated financial statements.

There are no other standards that are not yet effective and that would be expected to have a material impact on the Corporation in the current or future reporting periods.

## CONTROLS AND PROCEDURES

### DISCLOSURE CONTROLS AND PROCEDURES ("DC&P")

Disclosure controls and procedures are designed to provide reasonable assurance that all relevant information is gathered and reported to management, including the CEO and CFO, on a timely basis so that appropriate decisions can be made regarding public disclosure.

An evaluation of the design and operating effectiveness of our DC&P was conducted, as at December 31, 2017, by management under the supervision of the CEO and the CFO. Based on this evaluation, the CEO and the CFO have concluded that, as at December 31, 2017, our DC&P, as in National Instrument 52-109, Certification of Disclosure in Issuers' Annual and Interim Filings (NI 52-109), was effective.

### INTERNAL CONTROLS OVER FINANCIAL REPORTING ("ICFR")

ICFR is designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements in accordance with IFRS. Management is responsible for establishing and maintaining adequate ICFR.

Our ICFR includes policies and procedures that pertain to the maintenance of records that provide reasonable assurance that transactions are recorded as necessary to permit preparation of the financial statements in accordance with IFRS, and that receipts and expenditures are being made only in accordance with authorizations of management and directors; pertain to the maintenance of records that in reasonable detail accurately and fairly reflect our transactions and dispositions of our assets; and are designed to provide reasonable assurance regarding prevention or timely detection of unauthorized acquisition, use or disposition of our assets that could have a material effect on our annual consolidated financial statements.

Because of its inherent limitations, ICFR can provide only reasonable assurance and may not prevent or detect misstatements.

Furthermore, projections of an evaluation of effectiveness to future periods are subject to the risk that controls may become inadequate because of changes in conditions, or that the degree of compliance with the policies and procedures may deteriorate.

Management, under the supervision of the CEO and CFO, has evaluated the design and operating effectiveness of our ICFR using the framework and criteria established in Internal Controls – Integrated Framework of 2013, issued by the Committee of Sponsoring Organizations of the Treadway Commission (COSO). Based on this evaluation, the CEO and the CFO have concluded that as at December 31, 2017, ICFR (as defined in NI 52-109) were effective. There were no changes in our ICFR during the year ended December 31, 2017 that have materially affected, or are reasonably likely to affect, our ICFR.

## **RISK AND UNCERTAINTIES RELATED TO THE BUSINESS**

The Corporation's results of operations, business prospects, financial condition, cash distributions to shareholders and the trading price of the Corporation's shares are subject to a number of risks. These risk factors include:

- Oil and natural gas price fluctuations;
- Domestic and foreign competition;
- Technology;
- Replacement or reduced use of products and services;
- International operations;
- Business mergers and acquisitions;
- Supply chain;
- Reliance on key persons and labour shortages;
- Legal compliance;
- Litigation;
- Breach of confidentiality;
- Safety performance;
- Foreign exchange;
- Restrictive covenants on credit facility;
- Availability of financing;
- Selling additional common shares;
- Customers' inability to obtain credit/financing
- Material differences between actual results and management estimates and assumptions;
- Greenhouse Gas regulations;
- Change in U.S. administration;
- Conservation measures and technological advances;
- Terrorist attack or armed conflict;
- Sufficiency of internal controls;
- Insurance sufficiency, availability and rate risk;
- Information security; and
- Challenges by taxation authorities.

A discussion of these risks and other risks associated with investment of the Corporation's shares is given elsewhere in this MD&A as well as in "Risk Factors" detailed in the Corporation's Annual Information Form ("AIF") that is available on SEDAR at [www.sedar.com](http://www.sedar.com).



## RISK FACTORS

In addition to risks described elsewhere in this MD&A or in the AIF, the Corporation is exposed to various business risks which include but are not limited to the following:

### OIL AND NATURAL GAS FLUCTUATIONS

A downturn in oil and natural gas prices worldwide has a direct impact on activities of the Corporation's customers.

Generally, there is higher demand for the Corporation's products and services when commodity prices are relatively high and the opposite is true when commodity prices are low. The volatility of crude oil and natural gas prices accounts for much of the cyclical nature of the oilfield services business.

Worldwide military, political and economic events, expectations for global economic growth, or initiatives by the Organization of the Petroleum Exporting Countries and other major petroleum exporting countries, can affect supply and demand for oil and natural gas. Weather conditions, governmental regulation (in Canada and elsewhere), levels of consumer demand, the availability of pipeline capacity, U.S. and Canadian natural gas storage levels, and other factors beyond the Corporation's control can also affect the supply of and demand for oil and natural gas and lead to future price volatility. A prolonged reduction in oil and natural gas prices would likely depress the level of exploration and production activity. This would likely result in a corresponding decline in the demand for McCoy Global's products and services and could have a material adverse effect on the Corporation's revenue, cash flow and profitability.

McCoy Global has trade receivables with customers in the oil and natural gas industry and their revenues may be affected by fluctuations in commodity prices. The Corporation's ability to collect receivables may be adversely affected by any prolonged weakness in oil and natural gas prices.

### DOMESTIC AND FOREIGN COMPETITION

The Corporation has competitors. If the Corporation does not respond effectively to competitors' new products, geographic expansion, quality, delivery, pricing and marketing strategies, the Corporation may lose market share. Further, drillers and operators are constantly evolving the means of extracting hydrocarbons, with an emphasis on safety and automation. If competitors develop complimentary or similar products which better align with customer requirements, the Corporation is at risk of customers switching to competitor products.

Reduced levels of activity in the oil and natural gas industry can intensify competition and result in pricing pressure on McCoy Global's products and services, and corresponding lower revenue to the Corporation.

### TECHNOLOGY

The oilfield products and service industry is characterized by rapid and significant technological advancements and introductions of new products and services utilizing new technologies. Other oilfield product and service companies may have greater financial, technical and personnel resources that allow them to expedite development of new technologies before the Corporation. There can be no assurance that the Corporation will be able to respond to such competitive pressures and develop such technologies on a timely basis or at an acceptable cost. One or more of the technologies currently developed by the Corporation or developed in the future may become obsolete which could have a material adverse effect on the Corporation's business, financial condition, results of operations and cash flows. No assurances can be given that McCoy Global's competitors will not achieve technological advantages or introduce disruptive technologies.

McCoy Global may seek patents or other similar protections in respect of particular products and technology, however, McCoy Global may not be successful in such efforts. Competitors may also develop similar products and technology thereby adversely affecting McCoy Global's competitive advantage in one or more of McCoy Global's

product lines. Additionally, there is no assurance that certain products or technology McCoy Global develops, may not be the subject of future patent infringement claims or other similar matters which could result in litigation, the requirement to pay licensing fees or other results that could have a material adverse effect on McCoy Global's business, financial condition, results of operations and cash flows.

### **REPLACEMENT OR REDUCED USE OF PRODUCTS AND SERVICES**

Certain of the Corporation's products may become obsolete or experience a decrease in demand through the introduction of competing products that are lower in cost, exhibit enhanced performance characteristics or are determined by the market to be more preferable for other reasons. The Corporation will need to remain current with the changing market for oil and natural gas services and technological and regulatory changes. If the Corporation fails to do so, this could have a material adverse effect on the Corporation's business, financial condition, results of operations and cash flows.

### **INTERNATIONAL OPERATIONS**

McCoy Global operates internationally through direct sales and distributors with operations in Canada, the United States, the United Kingdom, Singapore and the United Arab Emirates. The Corporation's international operations are subject to risks normally associated with conducting business in foreign countries, including among others:

- an uncertain political and economic environment;
- the loss of revenue or property and equipment as a result of expropriation, confiscation, nationalization, contract deprivation and force majeure;
- war, terrorist acts or threats, civil insurrection, and geopolitical and other political risks;
- fluctuations in foreign currency and exchange controls;
- restrictions on the repatriation of income or capital;
- increases in duties, taxes and governmental royalties;
- changes in laws and policies governing operations of foreign-based companies; and
- trade restrictions or embargoes imposed by the U.S. or other countries.

If there is a dispute relating to the Corporation's international operations, McCoy Global may be subject to the exclusive jurisdiction of foreign courts or may not be able to subject foreign persons to the jurisdiction of a court in Canada or the U.S.

In the international markets where the Corporation operates, McCoy Global is subject to various laws and regulations that govern the operation and taxation of its businesses and the import and export of the Corporation's equipment from country to country. There may be uncertainty about how these laws and regulations are imposed, applied or interpreted, and they could be subject to change. Since McCoy Global derives a portion of its revenues from subsidiaries outside of Canada and the U.S., the subsidiaries paying dividends or making other cash payments or advances may be restricted from transferring funds in or out of the respective countries, or face exchange controls or taxes on any payments or advances. McCoy Global has organized its foreign operations partly based on certain assumptions about various tax laws (including capital gains and withholding taxes), foreign currency exchange, and capital repatriation laws and other relevant laws of a variety of foreign jurisdictions. McCoy Global believes these assumptions are reasonable; however, there is no assurance that foreign taxing or other authorities will reach the same conclusion. If these foreign jurisdictions change or modify the laws, the Corporation could suffer adverse tax and financial consequences.

While the Corporation has developed policies and procedures designed to achieve compliance with applicable international laws, McCoy Global could be exposed to potential claims, economic sanctions, or other restrictions for alleged or actual violations of international laws related to the Corporation's international operations, including

anti-corruption and anti-bribery legislation, trade laws and trade sanctions. The Canadian government, the U.S. Department of Justice, the Securities and Exchange Commission, the U.S. Office of Foreign Assets Control, and similar agencies and authorities in other jurisdictions have a broad range of civil and criminal penalties they may seek to impose against corporations and individuals for such violations, including injunctive relief, disgorgement, fines, penalties and modifications to business practices and compliance programs, among other things. While the impact of any of these factors, if any of those risks materialize, cannot be accurately predicted, it could have a material adverse effect on the Corporation's reputation, business, financial condition, results of operations and cash flow.

### **ABILITY TO EFFECTIVELY MANAGE GROWTH**

The Corporation may be subject to growth-related risks including capacity constraints and pressure on its internal systems and controls. The Corporation's ability to manage growth effectively will require it to continue to implement and improve its operations and financial systems and to expand, train and manage its employee base. The Corporation's inability to deal with this growth could have a material adverse impact on its business, financial condition, results of operations and cash flows.

### **BUSINESS MERGERS AND ACQUISITIONS**

McCoy Global considers and evaluates mergers and acquisitions of, or investments in, complementary businesses and assets as part of McCoy Global's growth strategy. Any merger or acquisition could have a material adverse effect on the Corporation's operating results, financial condition, or the price of the Corporation's securities. Mergers and acquisitions involve numerous risks, including unanticipated costs and liabilities, difficulty in integrating the operations and assets of the acquired business, the ability to properly access and maintain an effective internal control environment over an acquired company to comply with public reporting requirements, potential loss of key employees and customers of the acquired companies, and an increase in the Corporation's expenses and working capital requirements.

If McCoy Global is successful in integrating current or future acquisitions into its operations, the full benefits, such as operational or administrative synergies, expected from acquisitions may not be realized, which may result in the Corporation committing capital resources and not receiving the expected returns. In addition, McCoy Global may not be able to continue to identify attractive acquisition opportunities or successfully acquire identified targets. In certain situations, the Corporation may find itself competing for targets with other strategic and non-strategic buyers which may have the desire or ability to value targets at a higher purchase price than McCoy Global.

### **SUPPLY CHAIN**

The Corporation relies on various key suppliers and their risks and costs are ultimately borne by the Corporation. McCoy Global may further outsource key components, raw materials and component parts from a variety of suppliers in Canada, the U.S. and overseas. McCoy Global may also place advance orders for components or parts that have long lead times. The Corporation may experience cost increases, inferior quality, delays in delivery due to strong activity or financial hardship of suppliers or contractors, or other unforeseen circumstances relating to third parties. If the Corporation's current or alternate suppliers are unable to deliver the necessary components, materials, parts and services required at acceptable quality standards, it may delay delivery of products to McCoy Global's customers and have a material adverse effect on the Corporation's revenue, cash flow and earnings.

### **RELIANCE ON KEY PERSONS AND WORKFORCE AVAILABILITY**

The Corporation's future and growth is dependent on retaining qualified employees at all levels of the organization. There is no assurance that the Corporation will be able to retain key personnel. Losing these individuals could have a material adverse effect on McCoy Global's operations and financial condition.

Additionally, McCoy's future growth may be dependent upon its ability to attract additional qualified employees. The inability to recruit skilled personnel could have a material adverse effect on the Corporation's business, financial condition, results of operations and cash flows.

## **LEGAL COMPLIANCE**

The Corporation does business in, and sells goods into, many countries and its operations are subject to many different laws, customs and cultures. Business is conducted by both McCoy Global personnel and third party representatives. The Corporation is required to comply with applicable anti-corruption laws, including the Canadian Corruption of Foreign Public Officials Act, the U.S. Foreign Corrupt Practices Act and the United Kingdom Bribery Act 2010, as well as local laws in all countries in which the corporation does business. Furthermore, certain products and services are subject to the export control laws of the United States, Canada, the United Kingdom, Singapore, the United Arab Emirates and other countries where its products are sold. Failure to comply with the laws and regulations governing exports may result in monetary fines for individuals as well as McCoy Global, loss of McCoy Global's export privileges, imprisonment, and other sanctions. The Corporation has established policies and procedures that McCoy Global personnel must follow to ensure compliance with those laws and regulations.

## **LITIGATION**

In the normal course of the Corporation's business, it may become involved in, named as a party to, or be the subject of, various legal proceedings, including regulatory proceedings, tax proceedings and legal actions, related to personal injuries, contractual disputes, patent infringement, property damage, and the environment. The outcome of outstanding, pending or future proceedings cannot be predicted with certainty and may be determined adversely to the Corporation and as a result, could have a material adverse effect on the Corporation's business, financial condition, results of operations and cash flows.

## **BREACH OF CONFIDENTIALITY**

In the normal course of the Corporation's business the Corporation may discuss potential business relationships, transactions with third parties, financing solutions or other activities and at which time the Corporation may disclose confidential information relating to the business, operations or affairs of the Corporation. The Corporation takes commercially reasonable measures to ensure confidentiality agreements are signed by third parties prior to the disclosure of any confidential information or to otherwise ensure the confidentiality of such information is maintained; however a breach or failure of these measures could put the Corporation at competitive risk and may cause significant damage to its business. The harm to the Corporation's business from a breach of confidentiality cannot presently be quantified, but may be material and may not be compensable in damages. There is no assurance that, in the event of a breach of confidentiality, the Corporation will be able to obtain equitable remedies, such as injunctive relief, from a court of competent jurisdiction in a timely manner, if at all, in order to prevent or mitigate any damage to its business that such a breach of confidentiality may cause.

## **SAFETY PERFORMANCE**

Standards for accident prevention in the oil and natural gas industry are governed by service company safety policies and procedures, accepted industry safety practices, customer-specific safety requirements, and health and safety legislation. Safety is a key factor that customers consider when selecting an oilfield product and service company. A decline in McCoy Global's safety performance could result in lower demand for its products and services, and this could have a material adverse effect on the Corporation's revenue, cash flow and earnings.

The Corporation is subject to various health and safety laws, rules, legislation and guidelines which can impose material liability, increase its costs or lead to lower demand for its products and services.

## **FOREIGN EXCHANGE**

McCoy Global's United States and international operations have revenues, expenses, assets and liabilities denominated in currencies other than the Canadian dollar. This means that changes in currency exchange rates can result in changes in profitability from period to period.

## **AVAILABILITY OF FINANCING**

McCoy Global may need to obtain additional debt or equity financing in the future to support ongoing operations, undertake capital expenditures, repay existing or future debt, or pursue acquisitions or other business combination transactions. Volatility or uncertainty in the credit markets may increase costs associated with issuing debt or equity, and there is no assurance that the Corporation will be able to access additional financing when needed, or on acceptable or favourable terms. If the Corporation is unable to obtain financing to support ongoing operations or to fund capital expenditures, acquisitions, debt repayments, or other business combination transactions, it could limit growth and may have a material adverse effect on the Corporation's revenue, cash flow and profitability.

## **SELLING ADDITIONAL COMMON SHARES**

The Corporation may issue additional common shares in the future to fund its needs, as authorized by the board of directors. Other than as may be required by the Toronto Stock Exchange ("TSX") or other regulatory bodies in certain circumstances, the Corporation does not require shareholder approval to issue additional common shares, and shareholders do not have any pre-emptive rights related to share issues. The Corporation may make future acquisitions or enter into financings or other transactions involving the issuance of securities of the Corporation which may be dilutive.

## **CUSTOMERS' INABILITY TO OBTAIN CREDIT/FINANCING**

Many of McCoy Global's customers require reasonable access to credit facilities and debt capital markets to finance their oil and gas drilling activity. If the availability of credit to McCoy Global's customers is reduced, they may reduce their drilling expenditures, thereby decreasing demand for McCoy Global's products and services. Any such reduction in spending by the Corporation's customers could adversely affect the Corporation's operating results and financial condition.

## **MATERIAL DIFFERENCES BETWEEN ACTUAL RESULTS AND MANAGEMENT ESTIMATES AND ASSUMPTIONS**

In preparing consolidated financial statements in conformity with IFRS, estimates and assumptions are used by management in determining the reported amounts of assets and liabilities, revenues and expenses recognized during the periods presented and disclosures of contingent assets and liabilities known to exist as of the date of the financial statements. These estimates and assumptions must be made because certain information that is used in the preparation of such financial statements is dependent on future events, cannot be calculated with a high degree of precision from data available, or is not capable of being readily calculated based on generally accepted methodologies. In some cases, these estimates are particularly difficult to determine and the Corporation must exercise significant judgment. Estimates may be used in management's assessment of items such as allowance for doubtful accounts, business combinations, depreciation, impairment of assets, functional currency, fair values, income taxes, share-based compensation and asset retirement obligations. Actual results for all estimates could differ materially from the estimates and assumptions used by the Corporation, which could have a material adverse effect on McCoy Global's business, financial condition, results of operations, cash flows and future prospects.

## **GREENHOUSE GAS REGULATIONS**

The oil and natural gas industry's exploration and production facilities and other operations and activities emit GHGs and both oil and gas exploration and production ("E&P") companies and oilfield services providers may be required to comply with GHG emissions legislation in Canada, the U.S. and in other jurisdictions in which they operate. Climate change policy is evolving at regional, national and international levels, and political and economic events may significantly affect the scope and timing of climate change measures that are ultimately put in place. As a signatory to the United Nations Framework Convention on Climate Change ("UNFCCC") and as a participant to the Copenhagen Agreement (a non-binding agreement created by the UNFCCC), the Government of Canada announced on January 29, 2010 that it will seek a 17% reduction in GHG emissions from 2005 levels by 2020. These GHG emission reduction targets are not binding. In May 2015, Canada submitted its Intended Nationally Determined

Contribution (“INDC”) to the UNFCCC, ahead of the 2015 United National Climate Change Conference (“COP 21”), held in Paris. As a result, the Government of Canada will replace the 17% reduction target established in the Copenhagen Agreement with INDC of 30% reduction below 2005 levels by 2030. INDCs were communicated prior to the COP 21 and constitute the actions and targets that individual countries will undertake to help keep global temperatures from rising more than 2° Celsius and to pursue efforts to limit below 1.5° Celsius. The UNFCCC adopted the Paris Agreement on December 12, 2015.

In addition, on December 9, 2016, the Government of Canada formally announced the Pan-Canadian Framework on Clean Growth and Climate Change. As a result, the federal government will implement a Canada wide carbon pricing scheme beginning in 2018. This may be implemented through either a cap and trade system or a carbon tax regime at the option of each province or territory. The federal government will impose a price on carbon of \$10 per tonne on any province or territory which fails to implement its own system by 2018. This amount will increase by \$10 annually until it reaches \$50 per tonne in 2022 at which time the program will be reviewed.

In recent years, the United States Congress has considered legislation to reduce emissions of GHGs, including methane, a primary component of natural gas, and carbon dioxide, a by-product of the burning of natural gas. It presently appears unlikely that comprehensive climate legislation will be passed by either house of Congress or signed by the President in the near future, although energy legislation and other regulatory initiatives are expected to be proposed that may be relevant to GHG emissions issues. In addition, a number of states are addressing GHG emissions, primarily through the development of emission inventories or regional GHG cap and trade programs.

Independent of Congress, the U.S. Environmental Protection Agency (the “EPA”) has adopted regulations controlling GHG emissions under its existing authority under the United States Clean Air Act (the “CAA”). For example, following its findings that emissions of GHGs present an endangerment to human health and the environment because such emissions contributed to warming of the earth’s atmosphere and other climatic changes, the EPA has adopted regulations under existing provisions of the CAA that, among other things establish construction and operating permit reviews for GHG emissions from certain large stationary sources that are already potential major sources for conventional pollutants. In addition, the EPA has adopted rules requiring the monitoring and reporting of GHG emissions from specified production, processing, transmission and storage facilities in the United States on an annual basis.

Furthermore, in December 2015, at COP 21, like Canada, the U.S. became a signatory to the Paris Agreement which has set broad goals to, among other things, limit global climate change to not more than 2° Celsius (or less), preparing, maintaining and publishing national greenhouse gas reduction targets and creating a “carbon-neutral” world by 2050. The agreement came into force on November 4, 2016, however U.S. President Donald Trump announced on June 1, 2017 that the U.S. would cease all participation in the Paris Agreement. Although it is not possible at this time to predict how new laws or regulations in the U.S. and Canada, or any legal requirements imposed following Canada agreeing to the Paris Agreement that may be adopted or issued to address GHG emissions would impact McCoy Global’s business, any such future laws, regulations or legal requirements imposing reporting or permitting obligations on, or limiting emissions of GHGs from, the Corporation’s equipment and operations could require it to incur costs to reduce emissions of GHGs associated with its operations as well as delays or restrictions in its ability to permit GHG emissions from new or modified sources. Such changes could also decrease the activity of the Corporation’s clients.

The direct or indirect costs of compliance with these regulations may have a material adverse effect on the business, financial condition, results of operations and prospects of the Corporation. Any such regulations could also increase the cost of consumption, and thereby reduce demand for the oil, natural gas liquids and natural gas the Corporation’s clients produce. Given the evolving nature of the debate related to climate change and the control of GHGs and resulting requirements, it is not possible to predict with certainty the impact on the Corporation and its operations and financial condition.

There has been public discussion that climate change may be associated with extreme weather conditions such as more intense hurricanes, thunderstorms, tornados and snow or ice storms, as well as rising sea levels. Another

possible consequence of climate change is increased volatility in seasonal temperatures. Some studies indicate that climate change could cause some areas to experience temperatures substantially colder than their historical averages. Extreme weather conditions can interfere with the Corporation's operations and the operations of its clients and increase the Corporation's costs, and damage resulting from extreme weather may not be insured. However, at this time, the Corporation is unable to determine the extent to which climate change may lead to increased storm or weather hazards affecting its operations.

Additionally, the environmental regulations in the other jurisdictions in which McCoy Global operates may have a material adverse effect on the business, financial condition, results of operations and prospects of the Corporation.

### **CHANGE IN U.S. ADMINISTRATION**

As a result of the 2016 U.S. presidential election and the related change in political agenda, coupled with the transition of administration, there is uncertainty as to the position the United States will take with respect to world affairs and events. This uncertainty may include issues such as U.S. support for existing treaty and trade relationships with other countries, including Canada. In particular, efforts by the U.S., Canada and Mexico to renegotiate the North American Free Trade Agreement may result in changes to tax treatment on goods imported to the U.S. and could, if implemented, have a significant impact on Canadian companies that do business in the U.S. Implementation by the U.S. of new legislative or regulatory regimes could impose additional costs on the Corporation, decrease U.S. demand for the Corporation's services or otherwise negatively impact the Corporation, which may have a material adverse effect on the Corporation's business, financial condition and operations.

### **CONSERVATION MEASURES AND TECHNOLOGICAL ADVANCES**

Fuel conservation measures, alternative fuel requirements, increasing consumer demand for alternatives to oil and natural gas, and technological advances in fuel economy and energy generation devices could reduce the demand for crude oil and other hydrocarbons. The Corporation cannot predict the impact of changing demand for oil and natural gas products, and any major changes could have a material adverse effect on its business, financial condition, results of operations and cash flows.

### **TERRORIST ATTACK OR ARMED CONFLICT**

Terrorist activities (including environmental terrorism), anti-terrorist efforts and other armed conflicts involving the jurisdictions in which McCoy Global operates may adversely affect global economies and could prevent the Corporation from meeting its financial and other obligations. If any of these events occur, the resulting political instability and societal disruption could reduce overall demand for oil, natural gas and natural gas liquids, potentially putting downward pressure on demand for the Corporation's services and causing a reduction in the Corporation's revenues. Oil and natural gas related facilities could be direct targets of terrorist attacks, and the Corporation's operations could be adversely impacted if infrastructure integral to the Corporation's clients' operations is destroyed or damaged. Costs for insurance and other security may increase as a result of these threats, and some insurance coverage may become more difficult to obtain, if available at all.

### **SUFFICIENCY OF INTERNAL CONTROLS**

Effective internal controls are necessary for the Corporation to provide reliable financial reports and to help prevent fraud. Although the Corporation has undertaken and will undertake a number of procedures in order to help ensure the reliability of its financial reports, including those that may be imposed on it under applicable securities laws, the Corporation cannot be certain that such measures will ensure that the Corporation will maintain adequate control over financial processes and reporting. Failure to implement required new or improved controls, or difficulties encountered in their implementation, could harm the Corporation's results of operations or cause it to fail to meet its reporting obligations. Additionally, implementing and monitoring effective internal controls can be costly. If the Corporation or its independent auditors discover a material weakness, the disclosure of that fact, even if quickly

remedied, could reduce the market's confidence in the Corporation's financial statements and harm the trading price of the Common Shares.

### **INSURANCE SUFFICIENCY, AVAILABILITY AND RATE**

Although the Corporation believes its insurance coverage to be appropriate for the nature of the risks relative to the costs of coverage, such coverage may not be adequate. Furthermore, the Corporation's ability to procure effective insurance at favorable rates is dependent on various operational factors including the number of claims and amounts paid out.

### **INFORMATION SECURITY**

The efficient operation of McCoy Global's business is dependent on computer hardware and software systems. In the ordinary course of McCoy's business, McCoy collects and stores sensitive data, including intellectual property, proprietary business information and identifiable personal information of its employees and customers. The Corporation's information technology and infrastructure may be vulnerable to attacks by hackers and cyberterrorists motivated by, among others, geopolitical, financial or activist reasons, or breached due to employee error, malfeasance or other disruptions. Any such attack or breach could compromise McCoy's networks and the information McCoy stores could be accessed, publicly disclosed, lost, stolen or compromised. Any such attack, breach, access, disclosure or loss of information could result in legal claims or proceedings, liability under laws that protect the privacy of personal information, regulatory penalties, disruptions to McCoy's operations, decreased performance, increased costs and damage to McCoy's reputation, which could have a material adverse effect on its business, financial condition, results of operations and cash flow.

If any programs or systems were to fail or create erroneous information in the Corporation's hardware or software network infrastructure, possible consequences include a loss of communication links and inability to automatically process commercial transactions or engage in similar automated or computerized business activities. Any such consequence could have a material adverse effect on the Corporation's business.

### **CHALLENGES BY TAXATION AUTHORITIES**

Taxation authorities may not agree with the classification of expenses the Corporation or its subsidiaries have claimed or may challenge the amount of interest expense deducted. If the taxation authorities successfully challenge these classifications or deductions, it could have an adverse effect on the Corporation's return to shareholders.

### **OTHER INFORMATION**

Additional information relating to the Corporation, including the Corporation's Annual Information Form for the year end December 31, 2017 is available on SEDAR at [www.sedar.com](http://www.sedar.com).