

# Q3 2018 MD&A



 **BRI-CHEM**  
Right product. Right place. Right time.

North American Oilfield  
Chemical Distribution &  
Blending Company

**Q3 MANAGEMENT DISCUSSION & ANALYSIS – September 30, 2018**

The following Management’s Discussion and Analysis (“MD&A”) of Bri-Chem Corp. (“Bri-Chem” or the “Company”) is for the three and nine months ended September 30, 2018. This MD&A should be read in conjunction with Bri-Chem’s September 30, 2018 unaudited condensed consolidated interim financial statements and the audited annual consolidated financial statements and MD&A for the financial year ended December 31, 2017. The Company’s consolidated condensed interim financial statements are prepared in accordance with International Financial Reporting Standards (“IFRS”) and International Accounting Standard 34, “Interim Financial Reporting”, and are presented in Canadian dollars unless otherwise indicated. No update is provided where an item is not material or where there has been no material change from the discussion in the aforementioned interim and annual MD&A.

The Company’s consolidated condensed interim financial statements include the accounts of Bri-Chem Corp. and its subsidiaries, Bri-Chem Supply Ltd., Sodium Solutions Inc., Solution Blend Service Ltd., Bri-Corp USA, Inc., including its three subsidiaries Bri-Chem Supply Corp, LLC, Sun Coast Materials, LLC and Bri-Chem Logistics, LLC. Readers should carefully read the sections regarding “Cautionary Statement Regarding Forward-Looking Information and Statements” and “Non-IFRS Measures” in this report. All references to dollar amounts are to Canadian dollars, except where otherwise indicated. This MD&A was prepared as at November 13, 2018.

**BUSINESS OF BRI-CHEM**

Bri-Chem, headquartered in Edmonton, Alberta, Canada, has established itself, through a combination of strategic acquisitions and organic growth, as a North American industry leader for the distribution and blending of oilfield drilling, completion, stimulation and production chemical fluids. We sell, blend, package and distribute a full range of drilling fluid products from 26 strategically located warehouses throughout Canada and the United States. Bri-Chem has been operating in Canada since 1985 and we expanded into the United States in 2011 where we have successfully established 13 warehouse locations that are strategically located in major drilling regions throughout the USA. Additional information about Bri-Chem is available at [www.sedar.com](http://www.sedar.com) or at Bri-Chem's website at [www.brichem.com](http://www.brichem.com).

Bri-Chem’s main business activity is to provide 24/7 coverage of oilfield chemicals in a wide variety of weights and clays, lost circulation materials and oil mud products to mud engineering companies who sell directly to drilling firms engaged by the oil and gas companies. Much of Bri-Chem’s competitive advantage is attributed to its comprehensive network of 27 strategically placed and fully stocked warehouses throughout North America as mud engineering companies and drilling companies prefer to use one supplier of drilling fluids for all their widely dispersed drilling rig locations.



**Seasonality of Operations**

Weather conditions can affect the sale of the Company’s products and services. The ability to move heavy equipment in the Canadian oil and natural gas fields is dependent on weather conditions. As a result, there are three cycles of drilling activity in the Western Canada: Winter drilling season from November to mid-March is the period when the majority of drilling activity takes place as much of the ground is frozen allowing equipment to move into hard to reach regions during colder periods. Spring break up traditionally occurs between mid-March to mid-May and is the period when drilling activity is at its lowest as regions thaw and have road bans making heavy equipment difficult to move. Summer and fall drilling season operates from mid-May to end of October which focuses on areas not accessible during the winter drilling season. Spring break-up has a direct impact on the Company’s activity levels. The timing of freeze-up and spring break-up affects the ability to move equipment in and out of these areas. As a result, late March through May is traditionally the Company’s slowest period in Canada.

**Q3 MANAGEMENT DISCUSSION & ANALYSIS – September 30, 2018**
**SELECTED FINANCIAL AND OPERATING INFORMATION**

The following selected three and nine-month period consolidated financial information has been derived from and should be read in conjunction with the Company's unaudited condensed consolidated interim financial statements for the period ended September 30, 2018.

In \$'000s (except per share amounts)	For the three months ended September 30,				For the nine months ended September 30,			
	2018	2017	Change \$	%	2018	2017	Change \$	%
<b>Revenue</b>	\$ 31,159	\$ 30,542	\$ 617	2%	\$ 93,731	\$ 88,293	\$ 5,438	6%
<b>Adjusted Operating income/(loss) <sup>(1)</sup></b>	<b>1,047</b>	1,935	(888)	(46%)	<b>1,311</b>	4,227	(2,916)	(69%)
<b>Adjusted EBITDA <sup>(2)</sup></b>	<b>1,376</b>	2,337	(961)	(41%)	<b>1,870</b>	5,158	(3,288)	64%
<b>Adjusted EBITDA as a percentage of revenue</b>	<b>4%</b>	8%	-		<b>2%</b>	6%	-	
<b>Adjusted Net earnings/(loss) <sup>(3)</sup></b>	<b>353</b>	921	(568)	62%	<b>(920)</b>	1,352	(2,272)	168%
<b>Net earnings/(loss)</b>	\$ <b>61</b>	\$ 921	\$ (860)	93%	\$ <b>(3,785)</b>	\$ 1,352	\$ (5,137)	380%
<b>Per Share Data (Diluted)</b>								
Adjusted EBITDA	\$ <b>0.06</b>	\$ 0.10	\$ (0.03)	(31%)	\$ <b>0.08</b>	\$ 0.22	\$ (0.14)	64%
Adjusted Net earnings/(loss)	\$ <b>0.01</b>	\$ 0.04	\$ (0.02)	62%	\$ <b>(0.04)</b>	\$ 0.06	\$ (0.10)	169%
Net earnings/(loss)	\$ <b>0.00</b>	\$ 0.04	\$ (0.04)	93%	\$ <b>(0.16)</b>	\$ 0.06	\$ (0.21)	380%
<b>Shares Outstanding</b>								
Basic	23,932,981	23,632,981			23,932,981	23,632,981		
Diluted	23,932,981	23,962,981			23,932,981	23,962,981		
<b>Financial Position</b>								
Total Assets	\$ <b>80,469</b>	\$ 61,251	\$ 19,218	31%				
Working Capital	<b>20,589</b>	14,513	6,076	42%				
Long-term debt	<b>8,425</b>	143	8,282	5792%				
Shareholders Equity	<b>25,305</b>	28,282	(2,977)	(11%)				

- (1) Represents operating income before financing costs, foreign exchange, and income taxes and adjusted for restructuring charges, share-based payments and lost margin on one-time sales of product below cost (See page 15 for a further explanation of this non-IFRS measure).
- (2) Represents earnings before interest, taxes, depreciation, amortization, impairment and restructuring charges, share-based payments and lost margin on one-time sales of product below cost (See page 15 for a further explanation of this non-IFRS measure).
- (3) Represents net earnings adjusted for one-time sales below cost and restructuring costs, net of tax. (See page 15 for a further explanation of this non-IFRS measure).

**Q3 HIGHLIGHTS**

- Bri-Chem generated consolidated revenue of \$31.2 million, an increase of 2% from the third quarter in 2017, resulting primarily from higher business activity levels in three of our four North American business segments;
- Sales from the USA fluids distribution division increased 23% and the USA and Canadian blending divisions increased 12% and 21% respectively over the third quarter of 2017. Revenue decreased by 28% in the Canadian fluids distribution as a result of a slow starting and wet summer drilling program which resulted in lower demand for drilling fluids products;
- Adjusted EBITDA for the third quarter was \$1.4 million versus \$2.3 million in the comparable period in 2017. This decline is mainly due to the decrease in Canadian fluids distribution sales in Q3 and additional operational costs required to support the increased business demand throughout our USA drilling fluids distribution division;
- Adjusted operating earnings was \$1.0 million for the three months ended September 30, 2018 compared to operating earnings of \$1.9 million in Q3 2017, representing a \$0.9 million decrease;
- Bri-Chem reported adjusted net earnings of \$0.4 million or \$0.01 earnings per share diluted compared to net earnings of \$0.921 million or \$0.04 earnings per share diluted in 2017.
- Working capital, as at September 30, 2018, was \$20.6 million compared to \$24.3 million at December 31, 2017. The Company's current ratio (defined as current assets divided by current liabilities) was 1.44 to 1 compared to 1.56 to 1 as at December 31, 2017.

## Q3 MANAGEMENT DISCUSSION & ANALYSIS – September 30, 2018

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Summary for the three and nine months ended September 30, 2018:

During Q3 2018, drilling activity levels remained stable in the United States as the USA rig count averaged 1,051 rigs operating, while Canada experienced a wet summer drilling program, particularly in the month of September. Bri-Chem's Q3 2018 consolidated revenues from its North American oil and gas drilling fluids distribution, blending and packaging businesses was \$31.2 million compared to \$30.5 million in the same prior period in 2017, while the Company had sales of \$93.7 million for the nine months of 2018 compared to \$88.3 million for the same nine month period of 2017. This revenue increase is a result of an increase in drilling fluid demand in the United States, while Western Canadian activity levels declined due to unfavourable weather conditions and overall Canadian oil and gas industry uncertainty.

Bri-Chem's Canadian drilling fluids distribution division generated sales of \$8.6 million and \$24.2 million for the three and nine months ended September 30, 2018, compared to sales of \$12.0 million and \$35.1 million over the comparable periods in 2017. Q3 2018 and year to date sales were lower as many customers were adequately stocked and the industry experienced a significantly wet summer drilling program, particularly in the month of September which experienced unusually wet weather throughout Alberta, resulting in many rigs sitting idle during that period. The number of wells drilled in Western Canada for the three month period ended September 30, 2018 was 1,880, representing a decrease of 2.5% over the comparable quarter in 2017. Bri-Chem's United States drilling fluids distribution division generated sales of \$16.8 million and \$53.4 million for the three month and nine months ended September 30, 2018, compared to revenues of \$13.7 million and \$38.7 million in the comparable periods of 2017, representing increases of 23% and 38% respectively.

Bri-Chem's Canadian drilling fluids blending and packaging division generated sales of \$4.2 million and \$11.2 million for the three and nine months ended September 30, 2018 compared to the prior year same period sales of \$3.4 million and \$11.3 million respectively, representing a 21% increase quarter over quarter and a 1% decrease year over year. The Q3 increase relates to customers requiring more production chemicals, which resulted in more blending of those products during the quarter. Year over year, sales for the division have remained consistent. Bri-Chem's USA fluids blending and packaging division, generated sales of \$1.6 million and \$5.0 million for the three and nine month periods ended September 30, 2018, compared to \$1.4 million and \$3.2 million for the comparable periods in 2017 as the division has seen customer growth with the return of well abandonment work in California.

Adjusted operating earnings this quarter was \$0.755 million compared with operating earnings of \$1.9 million in the third quarter of 2017. Adjusted EBITDA was \$1.4 million and \$1.9 million for the three and nine months ended September 30, 2018 compared to \$2.3 million and \$5.2 million in the same comparable prior year periods; decreases of \$0.96 million quarter over quarter and \$3.3 million year over year. The third quarter adjusted EBITDA as a percentage of sales was 4% compared to 8% from the prior year quarter. This decrease in quarter over quarter adjusted EBITDA is mainly attributed to lower sales in the Canadian fluids distribution division as the industry experienced a decrease in rig activity during the quarter due to wet weather conditions experienced in Western Canada and additional operational costs required to support the increased business demand throughout our USA drilling fluids distributions. The Company had non-adjusted net earnings of \$0.061 million for the quarter ended September 30, 2018 compared to net earnings of \$0.921 million in the same prior year period. Adjusting for one-time sales below cost and restructuring costs, adjusted net earnings was \$0.353 million for the third quarter while the adjusted net loss was \$0.920 million for the first nine months of 2018.

### OUTLOOK

In Canada, despite overall improvement in commodity price levels during 2018, a lack of consistent market access has impacted drilling activity during the third quarter of 2018 and has caused oil price differentials to widen significantly. Looking to 2019, PSAC has forecasted 6,600 wells to be drilled in 2019, which represents a 5% reduction over 2018's forecast. In addition, many Canadian companies are strategically shifting capital, curtailing volumes, shutting in production and delaying completion of recently drilled crude oil wells due to lack of market access for its oil, regulatory uncertainty, lack of fiscal competitiveness and stressed pipeline takeaway capacity. Our USA operations remains steady and we expect oil and gas drilling activity levels to stay consistent for the remainder of 2018 and into 2019. We will aim to stay focused on our strategy, maintain our market share and seek to increase margins in the near term.

## Q3 MANAGEMENT DISCUSSION & ANALYSIS – September 30, 2018

### DISCUSSION OF Q3 AND YTD OPERATING RESULTS

Sales by Segment In \$'000s	For the three months ended September 30				For the nine months ended September 30			
	2018	2017	Change		2018	2017	Change	
	\$	\$	\$	%	\$	\$	\$	%
Fluids Distribution - Canada	8,643	12,014	(3,371)	(28%)	24,159	35,053	(10,894)	(31%)
Fluids Distribution - USA	16,760	13,673	3,087	23%	53,439	38,730	14,709	38%
<b>Total Fluids Distribution</b>	<b>25,403</b>	<b>25,687</b>	<b>(284)</b>	<b>(1%)</b>	<b>77,598</b>	<b>73,783</b>	<b>3,815</b>	<b>5%</b>
Fluids Blending & Packaging - Canada	4,183	3,447	736	21%	11,166	11,267	(101)	(1%)
Fluids Blending & Packaging - USA	1,573	1,408	165	12%	4,967	3,243	1,724	53%
<b>Total Fluids Blending &amp; Packaging</b>	<b>5,756</b>	<b>4,855</b>	<b>901</b>	<b>19%</b>	<b>16,133</b>	<b>14,510</b>	<b>1,623</b>	<b>11%</b>
<b>Consolidated Sales</b>	<b>31,159</b>	<b>30,542</b>	<b>617</b>	<b>2%</b>	<b>93,731</b>	<b>88,293</b>	<b>5,438</b>	<b>6%</b>

#### Consolidated Oilfield Chemical Divisions

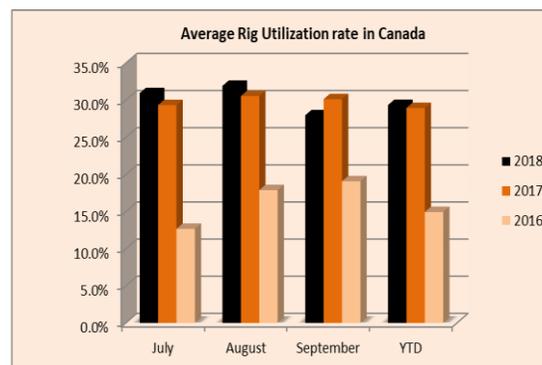
Bri-Chem's Q3 2018 and year to date consolidated revenues from its North American oil and gas drilling fluids distribution, blending and packaging businesses was \$31.2 million and \$93.7 million respectively compared to \$30.5 million and \$88.3 million in the same prior periods in 2017. Sales for the quarter increased 2% over the same period in 2017 mainly due to an increase in sales in the USA fluids distribution division, however, the Canadian fluids distribution division experienced a reduction in Q3 sales.

#### North American Drilling Fluids Distribution Divisions

The Company's North American drilling fluids distribution divisions recorded combined sales of \$25.4 million and \$77.6 million for the three months and nine months ended September 30, 2018 compared to sales of \$25.7 million and \$73.8 million in 2017, representing a decrease of 1% and an increase of 5% over the same comparable periods. The Canadian fluids distribution divisions' sales decreased by 28% for the three month period, while the USA fluids distribution division experienced a sales increase of 23% over the same comparable quarter in 2017.

#### Canadian Drilling Fluids Distribution Division

Canadian fluid distribution sales were \$8.6 million for the three months ended September 30, 2018, compared to sales of \$12.0 million over the same comparable period in 2017. The decrease in revenue resulted from a prolonged spring break up in Western Canada, which delayed rig activity starting up for the summer drilling programs. In addition, the division experienced a significantly wet summer which saw a negative impact on drilling activity during the quarter. The division generated sales of \$24.2 million for the nine months ended September 30, 2018 compared to sale of \$35.1 million in 2017. Many of our larger customers were sufficiently stocked with their own inventory throughout 2018 in difference to having to replenish inventory levels in Q1 2017 due to a quick industry rebound.

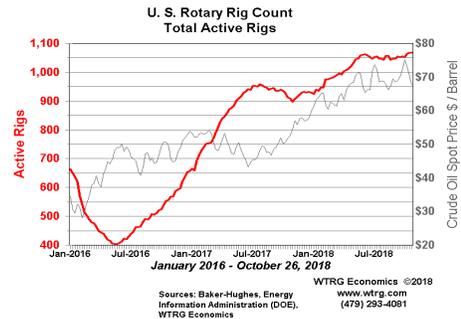


The number of wells drilled in Q3 2018 in Western Canada was 1,880 compared to the 1,929 wells drilled in Q3 2017, representing a decrease of 2.5% quarter over quarter. In Canada, drilling rig utilization averaged 30.3% for the third quarter of 2018, consistent with the third quarter of 2017, while rig utilization increased 0.4% to 29.3% for the nine months of 2018.

**Q3 MANAGEMENT DISCUSSION & ANALYSIS – September 30, 2018**

*United States Drilling Fluids Distribution Division*

The Company's USA drilling fluids distribution division generated revenues of \$16.8 million and \$53.4 million for the three and nine months ended September 30, 2018 compared to sales of \$13.7 million and \$38.7 million for the same periods in 2017, representing increases of 23% and 38% for the quarter and year to date. Demand for drilling fluid products in major regions, such as mid continent and the North East, continue to experience gains in drilling activity which resulted in increased demand for drilling fluids products in those regions. During the second quarter of 2018, Bri-Chem discontinued operating in Kermit and Three Rivers, Texas and sold certain inventories below cost to recover cash quickly while transferring remaining inventories and equipment to other regions with higher margin opportunities.



The average number of active rigs running during Q3 2018 was 1,051, as compared to 947 rigs running in Q3 2017, an increase of 11% quarter over quarter. The average number of active rigs running during the nine months of 2018 was 997 rigs compared to 852 rigs running for the same period in 2017, an increase of 17% year over year.

**Fluids Blending and Packaging Division**

*Canadian Fluids Blending and Packaging Division*

For the third quarter of 2018, the Canadian fluids blending, and packaging division sales were \$4.2 million compared to \$3.4 million in 2017 representing an 21% increase this quarter over the prior year quarter. This increase is related to increased activity in blending of production chemicals despite a reduction in general bulk packaging revenue. For the nine months ended September 30, 2018 the division generated sales of \$11.2 million consistent to the same period in 2017.

*United States Fluids Blending and Packaging Division*

For the three and nine months ended September 30, 2018 sales were \$1.6 million and \$5 million respectively compared to \$1.4 million and \$3.2 million for the same comparable periods in 2017 representing a 12% increase quarter over quarter and 53% increase year over year. The increases are the result of increased well abandonment work in the State of California due to overall increased in drilling activity in the USA.

**Gross Margin**

In \$'000s	For the three months ended September 30						For the nine months ended September 30					
	2018		2017		Change		2018		2017		Change	
	\$	% <sup>(1)</sup>	\$	% <sup>(1)</sup>	\$	%	\$	% <sup>(1)</sup>	\$	% <sup>(1)</sup>	\$	%
Distribution - Canada	942	10.9%	1,786	14.9%	(844)	(47%)	2,882	11.9%	4,730	10.9%	(1,848)	(39%)
Distribution - USA	2,769	16.5%	2,877	21.0%	(108)	(4%)	5,681	10.6%	7,440	18.2%	(1,759)	(24%)
<b>Total distribution</b>	<b>3,711</b>	<b>14.6%</b>	<b>4,663</b>	<b>18.2%</b>	<b>(952)</b>	<b>(20%)</b>	<b>8,563</b>	<b>11.0%</b>	<b>12,170</b>	<b>15.4%</b>	<b>(3,607)</b>	<b>(30%)</b>
Blending - Canada <sup>(1)</sup>	916	22.1%	813	23.6%	103	13%	2,373	21.3%	2,297	20.4%	76	3%
Blending - USA	474	30.1%	530	37.6%	(56)	(11%)	1,640	33.0%	1,213	37.4%	427	35%
<b>Total Blending</b>	<b>1,390</b>	<b>24.1%</b>	<b>1,343</b>	<b>27.7%</b>	<b>47</b>	<b>3%</b>	<b>4,013</b>	<b>24.9%</b>	<b>3,510</b>	<b>24.2%</b>	<b>503</b>	<b>14%</b>
<b>Total</b>	\$ 5,101	16.4%	\$ 6,006	19.7%	\$ (905)	-15%	\$ 12,576	20.1%	\$ 15,680	16.8%	\$ (3,104)	-20%

(1) As a percentage of divisional revenues

**Q3 MANAGEMENT DISCUSSION & ANALYSIS – September 30, 2018**
**Adjusted Gross Margins**

In \$'000s	For the three months ended September 30				For the nine months ended September 30			
	2018	2017	Change		2018	2017	Change	
	\$	\$	\$	%	\$	\$	\$	%
<b>Gross Margin (\$)</b>	<b>5,101</b>	6,006	(905)		<b>12,576</b>	15,680	(3,104)	(20%)
<b>As a percentage of sales</b>	<b>16%</b>	20%		(3%)	<b>13%</b>	18%		(4%)
Addback: Losses from sales associated with one-time reduction of inventory due to warehouse closures <sup>(1)</sup>	<b>220</b>	-	220	100%	<b>2,145</b>	-	2,145	100%
<b>Adjusted Gross Margin (\$)<sup>(2)</sup></b>	<b>5,321</b>	6,006	(685)	(11%)	<b>14,721</b>	15,680	(959)	(6%)
<b>Adjusted gross margin as percentage of sales</b>	<b>18%</b>	20%		-2%	<b>17%</b>	18%		-1%

(1) Losses are due to the One-time sale of inventory as part of the Company's restructuring of its Texas warehouses. These one-time sales are due to selling oil-based products at discounts to liquidate inventory.

(2) Adjusted gross margins reflect gross margin under IFRS excluding one-time losses from sales under unfavourable terms due to warehouse shut down and additional valuation allowance outside of normal operations (see Page 15 for further explanation of this non-IFRS measure).

Bri-Chem's Q3 2018 consolidated margins from its North American oil and gas drilling fluids distribution, blending and packaging businesses was \$5.1 million compared to \$6 million for the same prior quarter in 2017. Consolidated margins as a percentage of sales fell by 3% in Q3 2018 compared to Q3 2017 as the Company recorded one-time sales of products below costs as a result of market saturation on certain commodity products. Adjusting gross margins for one-time sales below cost, gross margins would have been \$5.3 million or 18% of consolidated sales for the quarter.

Canadian fluid distribution margins averaged 10.9% for the third quarter ended September 30, 2018 and 11.9% for the nine months ended September 30, 2018 compared to an average gross margin of 14.9% and 10.9% for the same comparable periods in 2017. The decrease in margins during the quarter related to the division selling commodity products below cost in an effort to reduce inventory of that item. The current market is overstocked given current drilling activity and the division has lowered selling prices in to order reduce inventories of barite. In Q2 of 2018, the Company also recorded a \$250,000 valuation adjustment on inventory. Adjusting for selling commodity products below cost and the valuation adjustment, gross margins would have been 13% for Q3 2018, and 13.8% for the nine months of 2018. The increase in gross margins year over year was due to the Company selling less lower margin products such as oil based mud and barite which resulted in overall higher gross margins. With the return of stable drilling activity, customers purchased less commodity products for the first half of 2018 compared to the first half of 2017, which also improved margins as the non-commodity products typically have higher margins. With the exception of the surplus of barite, we anticipate gross margins in the division should be similar to the adjusted gross margins year to date.

The USA fluids distribution margins returned to more traditional levels and averaged 16.5% for the three months ended September 30, 2018; a decrease of 4.0% compared to the same period in 2017, while gross margins were 10.6% for the nine months of 2018 compared to 18.2% for the same comparable period. The decrease in margins related to one time sales of certain commodities at or below cost to clear out and fully exit two west Texas warehouses. If we exclude the effect of these one-time sales below cost, gross margins would have been 17.5% for Q3 2018 and 15.2% for the nine months of 2018. The decrease in margins year over year relates to a combination of increased sales of lower margin products and reduction of selling products in certain regions on certain products in order to remain competitive. Margins fluctuate based on product mix and geographic region, however, the division did experience higher margins due to an increase in rig activity in certain USA regions such as the mid-continent and the North East. The Company has implemented an inventory reduction program to move inventory from overstocked locations to warehouses where drilling activity is more robust.

Margins for the Canadian fluids blending and packaging division declined by 1.5% to 22.1% for the three months ended September 30, 2018, compared to 23.6% for the same comparable prior year period. The decrease related to adjustments of selling prices on certain bulk commodities to remain competitive. Year to date, gross margins averaged 21.3% for the nine months of 2018 compared to 20.4% for the same period 2017. The division experienced year over year increase in margins as a result of increased blending of production chemicals which typically yield higher margins. We expect margins to remain consistent for the remainder of the year to those experienced in the first half of 2018.

The United States blending and packaging division generated gross margins of 30.1% and 33.0% for the three and nine months ended September 30, 2018. Gross margin dollars increased by 13% quarter over comparable quarter and 71% year over year.

## Q3 MANAGEMENT DISCUSSION & ANALYSIS – September 30, 2018

Gross margins fell slightly during the quarter as the Company was unable to distribute a high margin product due to temporary drilling restriction in a region in California.

### Salaries and Employee Benefits

Salaries and benefits increased for the third quarter of 2018 compared to the prior period of 2017, as the Company has increased overhead to keep up with demand levels. Due to the increased demand in activity levels, salaries and benefits as a percentage of sales, increased to 7.8% compared to 6.4% for the nine months of 2017. The Company reinstated its wage rollback of 5% for employees and 10% for management in Q2 2017 and began hiring additional warehouse and accounting personal to keep up with increased demand in Canada and the USA. The Company employed 80 (35 Canada and 45 USA) employees at September 30, 2018 compared to 68 (30 Canada and 38 USA) at September 30, 2017. Management is constantly re-evaluating the infrastructure of the Company and may continue to adjust employee levels given the level of drilling fluid demand in the industry.

### Selling and Administration

In \$'000s	For the three months ended September 30				For the nine months ended September 30			
	2018	2017	Change		2018	2017	Change	
	\$	\$	\$	%	\$	\$	\$	%
Selling	178	159	19	12%	557	411	146	36%
Professional and consulting	(125)	411	(536)	(130%)	326	857	(531)	(62%)
General and administrative	644	590	54	9%	1,622	1,328	294	22%
Rent, utilities, and occupancy costs	849	677	172	25%	2,790	2,363	427	18%
<b>Total</b>	<b>1,546</b>	<b>1,837</b>	<b>(291)</b>	<b>-16%</b>	<b>5,295</b>	<b>4,959</b>	<b>336</b>	<b>7%</b>

Selling expenses increased slightly by approximately \$19,000 for the quarter and approximately \$146,000 for the nine months ended September 30, 2018 when compared to the same periods of 2017. With increased drilling activity the Company has increased selling expenses including advertising and promotion by \$40,736. Travel costs increased by \$66,999 year over year as sales and management increased travel due to increased demand of drilling fluid products. Selling costs consist of expenses related to travel and entertainment of customers. As activity levels have improved, the sales staff have increased customer relation efforts.

Professional and consulting expenses decreased by approximately \$536,000 for the third quarter and year over year compared to the same periods in 2017. The decrease in professional and consulting expenses relates to reversal of prior period accruals in legal and accounting fee accruals during the second and third quarters of 2018. During 2017 the Company increased its accruals for legal expenses for assistance with collection of specific accounts receivable and incurred one-time legal costs related to a lawsuit against former employees and private investors with a subsidiary company.

General and administration expenses increased by approximately \$54,000 for the third quarter of 2018 compared to the third quarter of 2017, while increasing approximately \$294,000 for the nine months of 2018 compared the to same period in 2017. The increase was due to increased spending in waste disposal of \$75,517, and fees and licences increased by \$84,515. In addition, bad debt expense increased by \$173,148 on estimated uncollectible accounts receivable of \$227,256, while insurance costs increased by \$92,794 year over year as the Company is insuring more inventory this year compared to last. This increase was offset by a minimal decrease in safety and bank charges.

Warehouse rent, utilities and occupancy costs increased by approximately \$172,000 for the third quarter ended September 30, 2018 compared to the same prior year quarter. The increase was due to higher warehouse costs related to expansion in Oklahoma warehouses during the year and increased costs in forklift operating costs along with increased utilities. For 2018, occupancy costs increased by approximately \$427,000 as the Company reclassified telephone costs this year from general and administration to occupancy costs, which resulted in an additional \$104,000 of expenses being reported. The costs in this category are comprised mainly of warehouse rent, utilities.

**Q3 MANAGEMENT DISCUSSION & ANALYSIS – September 30, 2018**
**Restructuring Costs**

In \$'000s	For the three months ended September 30				For the nine months ended September 30			
	2018	2017	Change		2018	2017	Change	
	\$	\$	\$	%	\$	\$	\$	%
Restructuring costs	<b>72</b>	-	72	100%	<b>720</b>	-	720	100%
Total	<b>72</b>	-	72	100%	<b>720</b>	-	720	100%

During Q1 2018, management initiated a comprehensive strategic review of all 30 warehouse locations to determine which warehouses were not achieving target gross margins and EBITDA and therefore not the best use of further cashflow resources. The Company determined that two oil based mud facilities in Texas were incurring substantial above average operating costs, increased transportation costs due to a shortage of trucking and logistics within the Texas region and due to the competitive environment in those locations, target gross margins and EBITDA percentages were well below other warehouses with no opportunity to achieve higher margins in the future. As a result, an immediate plan was implemented to discontinue operations in those warehouses and to have the restructuring completed as quickly as possible. As a result, the Company incurred costs of \$0.720 million related to the shut down of these warehouses. Costs include clean out oil-based storage tanks, additional transportation costs related to moving product to other warehouses, oil-base rental tank returns, and transportation costs of moving company owned tanks to other regions. All costs of shut down were incurred during the second quarter and the Company does not anticipate any further costs associated with this discontinuance of operations in West Texas.

**Depreciation and Amortization**

In \$'000s	For the three months ended September 30				For the nine months ended September 30			
	2018	2017	Change		2018	2017	Change	
	\$	\$	\$	%	\$	\$	\$	%
Depreciation on property and equipment	<b>268</b>	234	34	15%	<b>790</b>	713	77	11%
Total	<b>268</b>	234	34	15%	<b>790</b>	713	77	11%

The depreciation of property and equipment increased during the three and nine months ended September 30, 2018 with 2017 and 2018 asset additions being depreciated during 2018.

**Financing costs**

In \$'000s	For the three months ended September 30				For the nine months ended September 30			
	2018	2017	Change		2018	2017	Change	
	\$	\$	\$	%	\$	\$	\$	%
Interest on short-term operating debt	<b>468</b>	277	191	69%	<b>1,354</b>	574	780	136%
Interest on long-term debt	<b>231</b>	269	(38)	(14%)	<b>692</b>	531	161	30%
Interest on obligations under finance lease	<b>1</b>	1	-	100%	<b>2</b>	3	(1)	(33%)
Cash Interest paid	<b>700</b>	547	153	28%	<b>2,048</b>	1,108	940	85%
Add non-cash interest expense:								
Deferred interest expense	-	199	(199)	(100%)	-	392	(392)	(100%)
Amortization of deferred financing costs	<b>23</b>	75	(52)	(69%)	<b>67</b>	145	(78)	(54%)
Total interest expense	<b>723</b>	821	205	25%	<b>2,115</b>	1,645	1,018	62%

Interest on short-term operating debt increased by \$179,381 and \$310,004 for the three and nine months ended September 30, 2018 as the Company maintained a higher credit facility balance during the first half of 2018. In addition, as a result of the amended credit facility in 2017, the Company received a reduction in the interest on the facility. Interest on long-term debt for the three and nine months ended September 30, 2018 was lower compared to the same periods in 2017, as the Company replaced its high interest subordinated debt with lower interest term debt in late 2017 resulting in lower interest costs and elimination of the deferred interest.

### Q3 MANAGEMENT DISCUSSION & ANALYSIS – September 30, 2018

#### Foreign exchange

In \$'000s	For the three months ended September 30				For the nine months ended September 30			
	2018	2017	Change		2018	2017	Change	
	\$	\$	\$	%	\$	\$	\$	%
Foreign exchange (gain)/loss	(62)	(165)	103	(62%)	231	(166)	397	(239%)
<b>Total</b>	<b>(62)</b>	<b>(165)</b>	<b>103</b>	<b>-62%</b>	<b>231</b>	<b>(166)</b>	<b>397</b>	<b>-239%</b>

During the third quarter of 2018, the Canadian dollar increased its value in relation to the US dollar. This increase in the Canadian dollar exchange rate caused the Company to have an unfavorable position on certain net advances denominated in USD, which resulted in having a foreign exchange gain of \$61,823 for the three month period ended September 30, 2018.

#### Income tax expense

In \$'000s	For the three months ended September 30				For the nine months ended September 30			
	2018	2017	Change		2018	2017	Change	
	\$	\$	\$	%	\$	\$	\$	%
Current	(168)	265	(433)	163%	(551)	331	(882)	(266%)
Deferred	200	66	134	203%	436	219	217	99%
<b>Total</b>	<b>32</b>	<b>331</b>	<b>(299)</b>	<b>-90%</b>	<b>(115)</b>	<b>550</b>	<b>(665)</b>	<b>-121%</b>

The provision for income taxes for the three months ended September 30, 2018 is a net tax expense of \$32,408 compared to a net expense of \$331,612 in the same period in 2017. The income tax expense in the third quarter is the result of lower pre-tax earnings as activities have slowed in Western Canada. The deferred tax expense is due to the utilization of deferred tax assets that would be utilized during the year as a result of tax planning initiatives. The Company's effective income tax rate is 27% for the three months ended September 30, 2018 (2017 - 27%).

#### Net Adjusted (loss)/earnings and Adjusted EBITDA

In \$'000s	For the three months ended September 30				For the nine months ended September 30			
	2018	2017	Change		2018	2017	Change	
	\$	\$	\$	%	\$	\$	\$	%
Net earnings/(loss)	61	921	(860)	93%	(3,785)	1,352	(5,137)	380%
% of sales	0%	3%			(4%)	2%		
Adjusted Net earnings/(loss) <sup>(1)</sup>	353	921	(568)	62%	(920)	1,352	(2,272)	168%
% of sales	1%	3%			(1%)	2%		
Adjusted EBITDA <sup>(2)</sup>	1,376	2,337	(961)	(41%)	1,870	5,158	(3,288)	64%
% of sales	4%	8%			2%	6%		

(1) Represents earnings adjusted for one-time sales below cost and restructuring costs, net of tax. (See page 15 for a further explanation of this non-IFRS measure).

(2) Represents earnings before interest, taxes, depreciation, amortization, share-based payments and one-time sales below cost (see page 15 for a further explanation of this non-IFRS measure).

The Company had net earnings of \$.061 million and a net loss of \$3.8 million for the three and nine months ended September 30, 2018 compared to net earnings of \$0.921 million and \$1.4 million in the same prior year periods. Adjusted net earnings was \$0.353 million or \$0.01 for the quarter, while adjusted net loss was \$0.920 million or \$0.04 diluted loss per share for the nine months ended September 30, 2018.

Adjusted EBITDA was \$1.4 million and \$1.9 million for the three and nine months ended September 30, 2018 compared to \$2.4 million and \$5.2 million in the same comparable prior year periods; a decrease of \$1 million quarter over quarter and \$3.2 million year over year. The third quarter adjusted EBITDA as a percentage of sales was 4% compared to 8% for the same period in 2017. This decrease in quarter over quarter EBITDA is mainly attributed to reduced drilling activity and wet weather during the summer drilling program in Western Canada.

Basic and diluted adjusted loss per share for the three months ended September 30, 2018 was \$0.00, while basic and diluted adjusted loss per share for the nine month period of 2018 was \$0.16. Adjusted loss per share was based on the weighted average

### Q3 MANAGEMENT DISCUSSION & ANALYSIS – September 30, 2018

number of shares outstanding during the quarter ended September 30, 2018. The basic and diluted weighted average numbers of shares outstanding for the quarter ended September 30, 2018 was 23,932,981 and 23,932,981 (2017 – 23,632,981 and 23,962,981) respectively.

#### SUMMARY OF QUARTERLY DATA

In \$'000s	2018 Q3	2018 Q2 <sup>(2)</sup>	2018 Q1	2017 Q4	Total TTM
Sales	\$ 31,159	\$ 27,255	\$ 35,318	\$ 27,917	\$ 121,649
Gross margin (\$)	5,101	2,079	5,447	5,030	17,657
Gross margin (%)	16.4%	7.6%	15.4%	18.0%	14.5%
Adjusted EBITDA <sup>(1)</sup>	1,376	(366)	924	1,772	3,706
Net earnings/(loss)	\$ 61	\$ (3,740)	\$ (106)	\$ 690	(3,095)
Basic earnings/(loss) per share	\$ -	\$ (0.16)	\$ -	\$ 0.03	\$ (0.13)
Diluted earnings/(loss) per share	\$ -	\$ (0.16)	\$ -	\$ 0.03	\$ (0.13)

In \$'000s	2017 Q3	2017 Q2	2017 Q1	2016 Q4 <sup>(3)</sup>	Total TTM
Sales	\$ 30,542	\$ 23,761	\$ 33,990	\$ 22,098	\$ 110,391
Gross margin (\$)	6,006	4,281	5,392	3,942	19,621
Gross margin (%)	19.7%	18.0%	15.9%	17.8%	17.8%
Adjusted EBITDA <sup>(1)</sup>	2,337	788	2,033	1,244	6,402
Net earnings/(loss)	\$ 670	\$ (377)	\$ 725	\$ (2,570)	(1,552)
Basic earnings/ (loss) per share	\$ 0.03	\$ (0.02)	\$ 0.03	\$ (0.11)	\$ (0.07)
Diluted earnings/ (loss) per share	\$ 0.03	\$ (0.02)	\$ 0.03	\$ (0.11)	\$ (0.07)

(1) Adjusted EBITDA is non-IFRS measures which the Company defines as earnings before interest, taxes, depreciation and amortization, share-based payments expense and one-time product sales sold below cost. (See page 15 for a further explanation of these non-IFRS measures).

(2) During Q2, 2018 Bri-Chem discontinued operating from Kermit and Three Rivers, Texas and moved from Enid, Oklahoma to Ada, Oklahoma in an effort to redeploy its inventory and equipment in higher margin opportunities. This restructuring resulted in one-time sales of product below cost amounting to \$1.7 million of negative gross margin and shut down and moving costs of \$0.648 million.

(3) In Q4 2016, the Company recognized impairment charges on plant and equipment, goodwill and other intangible assets in the amount of \$593,014.

Weather conditions can affect the sale of the Company's products and services. The ability to move heavy equipment in the Canadian oil and natural gas fields is dependent on weather conditions. As a result, spring months in Western Canada and the duration of the spring break-up during Q2 has a direct impact on the Company's activity levels. In addition, many exploration and production areas in northern Western Canada are accessible only in winter months when the ground is frozen hard enough to support the weight of heavy equipment. The timing of freeze-up and spring break-up affects the ability to move equipment in and out of these areas. As a result, late March through May is traditionally the Company's slowest period.

#### FINANCIAL CONDITION AND LIQUIDITY

The Company's primary liquidity and capital resource needs are to fund ongoing operations, capital expenditures, growth opportunities and potential future acquisitions. In addition, the Company must service its debt, including interest payments and finance working capital needs. The Company relies on its cash flow from operations, debt and equity financings and borrowings under the Company's ABL Facility for liquidity.

The Company's operating cash flow has historically been affected by the overall profitability of sales within the Company's segments, the Company's ability to invoice and collect from customers in a timely manner and the Company's ability to efficiently manage costs. The Company's cash flow from operations has historically been sufficient to meet the Company's working capital, capital expenditure and debt servicing requirements.

### Q3 MANAGEMENT DISCUSSION & ANALYSIS – September 30, 2018

As at September 30, 2018, the Company had positive working capital of \$20.6 million compared to \$24.3 million at December 31, 2017. The Company's current ratio (defined as current assets divided by current liabilities) was 1.44 to 1 compared to 1.56 to 1 as at December 31, 2017.

The following table summarizes the Company's sources and uses of funds for the three months ended September 30, 2018 and 2017:

Summary of Consolidated Statements of Cash Flows Period ended	September 30	
	2018	September 30 2017
<b>Continuing operations</b>		
Cash (used) in operating activities	\$ (2,331)	\$ (4,448)
Cash generated in financing activities	3,083	4,920
Cash (used) in investing activities	(752)	(472)
<b>Net increase in cash and cash equivalents</b>	<b>\$ -</b>	<b>\$ -</b>
Cash and cash equivalents, beginning of the period	-	-
Cash and cash equivalents, end of the period	\$ -	\$ -

#### Operating activities

Cash used in operating activities for the nine month period ended September 30, 2018 was \$2.3 million compared to cash used of \$4.4 million for the prior year period. The Company's net use of cash during 2018 relates to advance purchases of overseas inventory, which requires down payments, and the net between cash collected from accounts receivable and cash outlay for payments made to vendors. The Company has seen a net increase in accounts receivable of \$2 million. Inventory reduced by \$6 million over the past nine months compared to the year end at December 31, 2017, while accounts payable decreased by \$3.4 million over the same period. Prepaid inventory purchases increased by \$3.1 million over the past nine months as the Company took advantage of better cost of product from overseas.

#### Financing activities

Cash generated in financing activities was \$3.1 million for the nine months ended September 30, 2018, compared to cash generated of \$4.9 million in the comparable period in 2017. The cash generated by financing activities relates to advances and repayments of the ABL Facility. Year to date, the net advance of the operating line is a combination of collection of accounts receivable, net reduction of inventory and payments to vendors. The Company advanced an additional \$5.7 million on its operating facility during 2018 as funds were used to purchase inventory and fund operations. The Company also paid \$2 million in interest on borrowing during the first nine months of the year along with making \$600,000 of principal payments on its term debt.

#### Investing activities

Cash used in investing activities amounted to \$0.75 million for the nine months ended September 30, 2018 compared to cash used of \$0.472 for the same period in 2017. During 2018 the Company purchased equipment such as additional storage and mix tanks for the US operations as well as trucks for the USA blending division. The Company is expected to spend approximately \$450,000 on capital expenditures for the remainder of 2018 to complete the ERP system upgrade as well as a new IT infrastructure hardware. Both projects will be funded from other sources outside of the ABL credit facility.

#### Credit Facilities

On November 6, 2017, the Company renewed and amended the terms of its Asset Based Lending facility ("ABL Facility") to increase the maximum borrowing base up to \$35 million from \$25 million. Other amendments included a decrease in interest rates, adjustments to the financial covenants and an extension of the maturity date to October 31, 2020. The ABL Facility bears interest either at the Canadian prime rate plus 3.0% or bankers' acceptance rate plus 4.50% or LIBOR plus 4.50%. All other terms of the ABL Facility remain unchanged. Furthermore, on February 8, 2018, the Company increased its ABL Facility from \$35 million to a maximum of \$40 million.

On August 11, 2016, the Company renewed and amended the terms of its ABL Facility to decrease the maximum borrowing base down to \$20 million from \$40 million. Other amendments included an increase in interest rates, adjustment to the financial

### Q3 MANAGEMENT DISCUSSION & ANALYSIS – September 30, 2018

covenants and an extension of the maturity date to August 12, 2017. The ABL Facility bears interest either at the Canadian prime rate plus 3.0% (2015 – Canadian prime rate plus 1.5%) or bankers’ acceptance rate plus 4.50% (2015 - bankers’ acceptance rate plus 3.00%) or LIBOR plus 4.50% (2015 - LIBOR plus 1.50%). All other terms of the ABL Facility remain unchanged. On February 16, 2017, the Company further amended the terms of the ABL Facility to increase the maximum borrowing base from \$20 million to \$25 million. No other changes were made to the ABL Facility.

As at September 30, 2018, the Company had drawn \$32.5 million, net of unamortized transaction costs of \$84,280 on its available credit facilities of \$40 million, as compared to \$26 million at December 31, 2017. The Company is required to comply with two financial covenants under its ABL Facility being a minimum fixed charge coverage ratio and a maximum annual eligible capital expenditures. Failure to comply with the obligations in the credit facilities could result in a default which, if not cured or waived, would permit acceleration of the relevant indebtedness.

The fixed charge coverage covenant requires the Company to ensure a minimum ratio of 1 to 1, which is reduced to 0.95 to 1 during the months of July 2018 through September 2018. This is defined as the trailing twelve months of EBITDA, less non-funded capital expenditures, to the sum of cash interest paid, plus cash income taxes paid, plus the aggregate of all dividends, distributions and principal repayments, and any amortization. EBITDA is defined as net income before interest on debt, taxes on net income and depreciation and amortization and non-recurring charges (including one-time transaction, acquisition, restructuring expense, share based payments, and foreign exchange gains or losses). The capital expenditure limit is set at a maximum of 120% of consolidated budgeted yearly capital expenditures but does not include capital additions by way of finance lease.

On November 6, 2017, the Company secured a \$10 million term debt facility with Grey Point Capital Inc. (“GreyPoint”). The initial term of the debt facility is for five years and is secured by a first charge over all real property, plant and equipment and a second charge general security agreement covering all present and after acquired assets and postponement of claim from related parties. The term debt facility bears interest at the 30 day Bankers’ Acceptance Rate plus 800 basis points, with repayments of \$66,667 principal plus interest paid monthly. Financial covenants are consistent with those in the amended and restated ABL Facility.

On November 30, 2012, the Company secured a \$10 million subordinated debt facility with Fulcrum Capital Partners Inc. (“Fulcrum”). The sub debt facility bears interest at 11.50%, with repayments of interest only for the first fifteen months of the agreement, then quarterly principal repayments of \$300,000 plus interest. On November 30, 2015 and August 11, 2016, the Company amended certain terms of its subordinated debenture agreement, in conjunction with the amendment to the ABL Facility. In accordance with these amendments, the Company and Fulcrum agreed to defer quarterly principal payments due on September 30, 2016, December 31, 2016, March 31, 2017 and September 30, 2017. The amendments also modified certain financial covenants, registered a first charge on specific assets and included an 8.5% principal deferral fee on the outstanding principal balance until paid in full. The Fulcrum subordinated debt loan had an outstanding balance of \$9,604,749. The Company paid the entire principal balance in full from the proceeds received from the GreyPoint \$10 million term loan. The Company received a full release from Fulcrum.

	September 30 2018	Requirement	Dec 31 2017	Requirement
Fixed Charge coverage ratio	0.98	Must exceed 0.95	10.94	Must exceed 1.00
Eligible capital expenditures	752,064	Not to exceed 2,241,600	\$ 903,714	Not to exceed \$ 1,050,000

(1) EBITDA is non-IFRS measures which the Company defines as earnings before interest, taxes, depreciation and amortization, share-based payments and one-time adjustments. (See page 16 for a further explanation of these non-IFRS measures).

The minimum covenants are noted in the above table. The Company monitors its covenants on an ongoing basis and reports on its compliance to its lender on a monthly basis. As at September 30, 2018, the Company was in compliance with all financial covenants.

## Q3 MANAGEMENT DISCUSSION & ANALYSIS – September 30, 2018

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### *Cash Requirements for Capital Expenditures*

Historically, the Company has financed its capital expenditures and acquisitions through its ABL Facility, subordinated debt and equity. The budgeted future capital expenditures for the remainder of 2018 are approximately \$450,000 (2017 - \$350,000) which may include a truck for the USA blending and packaging division, an upgrade to the Company's ERP system along with smaller improvements to facilities in Canada and the USA. Capital expenditures typically are comprised of betterments and upgrades to existing assets, and additions incurred during the period. The Company ensures equipment is efficient and profitable or the equipment is replaced when the cost of maintenance and operating the equipment is not feasible.

### **Off-balance sheet arrangements**

The Company did not enter into any off-balance sheet arrangements during the current or comparable reporting period.

### **Transactions with related parties**

During the three and nine months ended September 30, 2018, the Company incurred office sharing costs of \$9,000 and \$27,000 respectively (September 30, 2017 – \$9,000 and \$27,000) that were paid to a company over which a director has control.

### **RISK FACTORS AND RISK MANAGEMENT**

**The following information is a summary only of certain risk factors and is qualified in its entirety by reference to and must be read in conjunction with the detailed information appearing elsewhere in this MD&A and Bri-Chem's other public disclosure documents, including the Annual Information Form for the Company for the year ended December 31, 2017. These risks and uncertainties are not the only ones facing Bri-Chem. Additional risks and uncertainties not currently known to the Company or that the Company currently considers remote or immaterial, may also impair the operations of the Company. If any such risks actually occur, the business, financial condition, or liquidity and results of operations of the Company could be materially adversely affected.**

In the normal course of business, The Company is exposed to financial and operating risks that may potentially impact its operating results. The Company employs risk management strategies with a view to mitigating these risks on a cost-effective basis. There have been no significant changes in risk and risk management since the 2017 Annual Information Form other than as described below.

#### **Industry Conditions**

There continues to be significant uncertainty and volatility in the oil and gas industry and North American oil and natural gas drilling and completion activity remains relatively low. These low industry activity levels have resulted in fierce price competition for the products and services provided by the Company. While the Company has been proactive in managing its operating cost structure to adapt to the current environment, continued low industry activity levels may require additional substantive measures be taken to preserve the Company's financial strength and flexibility.

#### **Credit Risk**

As a result of the continued volatility in the North American oil and natural gas market conditions, the Company continues to face heightened credit risk as a substantial portion of the Company's dealings are with entities involved in the oil and gas industry. In regards to accounts receivable, the Company remains focused on actively managing credit risk. Specifically, management has remained diligent in assessing credit levels granted to customers, monitoring the aging of receivables and taking proactive steps to collect outstanding balances.

The top 6 customers (2017: top 6) of the Company account for approximately 28% (2017: 33%) of revenue for the nine months ended September 30, 2018, of which no one customer accounts for over 10%. The Company does not usually enter into long term contracts with its customers and there can be no assurance that the current customers will continue their relationships with the Company. The loss of one or more major customer, any significant decrease in sales to a customer, or prices paid or any other

### Q3 MANAGEMENT DISCUSSION & ANALYSIS – September 30, 2018

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changes to the terms of service with customers, could have a material adverse effect on the financial results, cash flows, and the overall financial condition of the Company.

#### **Transportation and Distribution Network Risk**

The Company relies on a wide distribution network to manage its inventory flow between locations and from the point of initial material inventory purchase to final customer sale. Common to industry practice, the Company has no formal long-term contract with its major inventory storage and distribution supplier. If they were to experience a breakdown in this network, it could have a potential material effect on sales, margins and profitability.

#### **Risks Related to the Ongoing Effects of the U.S. Tax Cuts and Jobs Act and the Refinement of Provisional Estimates**

On December 22, 2017 the US Tax Cuts and Jobs Act was enacted. Various U.S government departments, standard-setters, and tax consultants will be required to make significant judgements and estimates in the interpretation and calculation of the various provisions of the Act. The company has significant recorded and unrecorded tax assets that may be impacted and adjusted as additional communication and understanding of the specific rules is communicated.

#### **Risks Related to Cybersecurity Breaches or Business System Disruptions**

The company has deployed numerous management information systems and tools throughout its business units and branches. It also employs the services of third party information technology firms, and third-party information systems to ensure the continuous availability of its system and tools. Our reliance on our business partners, customers and employees to ensure that proper security protocols are maintained is significant. A breach of our security systems can lead to the lost of intellectual property, reputation and competitiveness which could have a material adverse effect on our business, operations, and financial condition.

#### **Government Regulation**

Bri-Chem's business and the business of its customers are subject to significant and evolving laws and government regulations, including in the areas of environment, health and safety. The implementation of a "carbon tax" by the Government of Alberta in 2017 and anticipated carbon tax by the Federal Government of Canada is expected to increase the Company's operating costs although the Company is not able to quantify the full impact of such tax at this time.

#### **CRITICAL ACCOUNTING ESTIMATES**

There have been no material changes to our Critical Accounting Estimates since December 31, 2017. For further information, see page 17 of our December 31, 2017 Annual Audited Consolidated Financial Statements which is available on the System for Electronic Document Analysis and Retrieval ("SEDAR") at [www.sedar.com](http://www.sedar.com).

#### **FUTURE ACCOUNTING POLICIES CHANGES**

There have been no significant future accounting policy changes since December 31, 2017. For further information, please see page 18 of our December 31, 2017 Annual Audited Consolidated Financial Statements which is available on the System for Electronic Document Analysis and Retrieval ("SEDAR") at [www.sedar.com](http://www.sedar.com).

#### **ACCOUNTING POLICIES**

The interim consolidated financial statements for the nine months ended September 30, 2018 have been prepared in accordance with the accounting policies adopted in the Company's annual financial statements for the year ended December 31, 2017. For further information, please see page 10 of our December 31, 2017 Annual Audited Consolidated Financial Statements which is available on the System for Electronic Document Analysis and Retrieval ("SEDAR") at [www.sedar.com](http://www.sedar.com).

## Q3 MANAGEMENT DISCUSSION & ANALYSIS – September 30, 2018

### SHARE DATA

As at November 13, 2018, the Company had 23,932,981 common shares issued and outstanding. As of September 30, 2018, options to purchase 1,120,000 common shares were outstanding at an average price of \$2.40 per common share.

### NON-IFRS MEASURES

Management believes that, in addition to net earnings, EBITDA is a useful supplemental measure that provides a measure of operating performance without reference to financing decisions, depreciation or income tax impacts, which are not controlled at the operating management level. Investors should be cautioned that EBITDA should not be construed as alternatives to net earnings determined in accordance with IFRS as an indicator of the Company's performance. The Company's method of calculating EBITDA may differ from that of other entities and accordingly may not be comparable to measures used by other entities.

EBITDA is defined as earnings before interest, taxes, depreciation, amortization, impairment charges, restructuring costs and share-based payments. The following is a reconciliation of EBITDA to net earnings for each of the periods presented in this MD&A.

Adjusted EBITDA	For the three months ended September 30		For the nine months ended September 30	
	2018	2017	2018	2017
Net earning/(loss)	\$ 61	\$ 921	\$ (3,785)	\$ 1,352
Add:				
Interest	723	848	2,115	2,492
Income taxes (recovery)	32	332	(115)	549
Depreciation and amortization	268	236	790	713
Share-based payment	-	-	-	52
Restructuring costs	72	-	720	-
Lost margin on one-time product sales <sup>(1)</sup>	220	-	2,145	-
<b>EBITDA</b>	<b>\$ 1,376</b>	<b>\$ 2,337</b>	<b>\$ 1,870</b>	<b>\$ 5,158</b>

(1) Losses are due to the One-time sale of inventory as part of the Company's restructuring of its Texas warehouses. These one-time sales are due to selling oil-based products at discounts to liquidate inventory.

In compliance with IFRS accounting standards, the Company's gross margins must include all direct and overhead costs associated with ongoing activities regardless of whether the loss from sales of products was incurred. Adjusted gross margin reflects the product selling price less the cost of the product in ordinary course of business and exclude losses incurred due to management's decision on warehouse closures and additional write-down from ordinary course of operations. Management believes that the adjusted gross margin is useful information as it provides a more accurate gross margin contribution for comparative purposes.

The following is a reconciliation of adjusted gross margin to IFRS compliant gross margins for each of the periods presented in the MD&A.

### Q3 MANAGEMENT DISCUSSION & ANALYSIS – September 30, 2018

In \$'000s	For the three months ended September 30				For the nine months ended September 30			
	2018	2017	Change		2018	2017	Change	
	\$	\$	\$	%	\$	\$	\$	%
<b>Gross Margin (\$)</b>	<b>5,101</b>	6,006	(905)		<b>12,576</b>	15,680	(3,104)	(20%)
<b>As a percentage of sales</b>	<b>16%</b>	20%		(3%)	<b>13%</b>	18%		(4%)
Addback: Losses from sales related to warehouse closures, onetime sales below cost and additional inventory provision	<b>220</b>	-	220	100%	<b>2,145</b>	-	2,145	100%
<b>Adjusted Gross Margin (\$)<sup>(2)</sup></b>	<b>5,321</b>	6,006	(685)	(11%)	<b>14,721</b>	15,680	(959)	(6%)
Sales	<b>31,159</b>	30,542	617	2%	<b>93,731</b>	88,293	5,438	6%
Less: Sales associated with inventory warehouse closures, one-time sales below cost	<b>973</b>				<b>5,012</b>			
<b>Adjusted sales</b>	<b>30,186</b>	30,542	(356)	(1%)	<b>88,719</b>	88,293	426	0%
<b>Adjusted gross margin as percentage of sales</b>	<b>18%</b>	20%		-2%	<b>17%</b>	18%		-1%

(1) Losses are due to the One-time sale of inventory as part of the Company's restructuring of its Texas warehouses. These one-time sales are due to selling oil-based products at discounts to liquidate inventory.

(2) Adjusted gross margins reflect gross margin under IFRS excluding one-time losses from sales under unfavourable terms due to warehouse shut down and additional valuation allowance outside of normal operations (see Page 15 for further explanation of this non-IFRS measure).

#### Adjusted operating income/(loss)

Adjusted operating income/(loss) has been reported in order to assist in the comparison of historical operating income/(loss) to current results. The calculation of Adjusted operating income/(loss) normalizes the impacts of non-recurring one time unusual transactions which did not occur during the preceding year and are not expected recur within in the next year. The normalization of these expenses is the calculation of Adjusted operating income/(loss) is considered by management to be a more accurate representation of operating income/(loss) from normal operations.

	For the three months ended September 30		For the nine months ended September 30	
	2018	2017	2018	2017
Adjusted operating income/(loss)				
Operating income/(loss)	\$ 755	\$ 1,935	\$ (1,554)	\$ 4,227
Add/(deduct), net of corporate income taxes:				
Restructuring costs	72	-	720	-
Lost margin on one-time product sales <sup>(1)</sup>	220	-	2,145	-
<b>Adjusted operating earnings/(loss)</b>	<b>\$ 1,047</b>	<b>\$ 1,935</b>	<b>\$ 1,311</b>	<b>\$ 4,227</b>

(1) Losses are due to the One-time sale of inventory as part of the Company's restructuring of its Texas warehouses. These one-time sales are due to selling oil-based products at discounts to liquidate inventory.

#### Adjusted Net earnings/(loss) and Adjusted Net earnings/(loss) per share

Adjusted net earnings/(loss) and adjusted net (loss)/earnings per share are measures which have been reported in order to assist in the comparison of historical net earnings to current results. The calculation of Adjusted Net earnings/(loss) normalizes the impacts of non-recurring one time unusual transactions net of corporate income taxes which did not occur during the preceding year and are not expected recur within in the next year, and the related impact on net earnings/(loss) and net earnings/(loss) per share. The normalization of this net expense is the calculation of Adjusted Net earnings/(loss) and Adjusted Net earnings/(loss) per share is considered by management to be a more accurate representation of the net earnings from normal operations.

**Q3 MANAGEMENT DISCUSSION & ANALYSIS – September 30, 2018**

Adjusted Net earnings/(loss)	For the three months ended September 30		For the nine months ended September 30	
	2018	2017	2018	2017
Net earnings/(loss)	\$ 61	\$ 921	\$ (3,785)	\$ 1,352
Add/(deduct), net of corporate income taxes:				
Restructuring costs	72	-	720	-
Lost margin on one-time product sales <sup>(1)</sup>	220	-	2,145	-
<b>Adjusted Net earnings/(loss)</b>	<b>\$ 353</b>	<b>\$ 921</b>	<b>\$ (920)</b>	<b>\$ 1,352</b>
Weighted average number of shares				
Basic	23,932,981	23,632,981	23,932,981	23,632,981
Diluted	23,932,981	23,962,981	23,932,981	23,962,981
Adjusted net earnings/(loss), per share				
Basic	\$ 0.01	\$ 0.04	\$ (0.04)	\$ 0.06
Diluted	\$ 0.01	\$ 0.04	\$ (0.04)	\$ 0.06

**MANAGEMENT'S EVALUATION OF DISCLOSURE CONTROLS AND PROCEDURES AND INTERNAL CONTROLS OVER FINANCIAL REPORTING**
*Disclosure controls and procedures*

The Chief Executive Officer ("CEO") and the Chief Financial Officer ("CFO") of the Company, together with management, have established and maintain disclosure controls and procedures ("DC&P") for the Company in order to provide reasonable assurance that material information relating to the Company is made known to them in a timely manner, particularly during the period in which the annual filings are being prepared. The CEO and CFO, together with management, have evaluated the design and operating effectiveness of the Company's DC&P as of September 30, 2018 and, based on that evaluation, have concluded that these controls and procedures are effective in providing such reasonable assurance.

*Internal controls over financial reporting*

The Company's Chief Executive Officer and Chief Financial Officer are responsible for establishing and maintaining the Company's disclosure controls and procedures and internal controls over financial reporting in order to provide reasonable assurance regarding the reliability of financial reporting and the preparation of the Company's financial statements for external purposes in accordance with IFRS. The design of the Company's internal control over financial reporting was assessed as of the date of this Management Discussion and Analysis.

The Chief Executive Officer and Chief Financial Officer have concluded, based on their assessment that the design and implementation of the Company's disclosure controls and procedures have deficiencies in ICFR as described below. The deficiencies identified did not result in any material adjustments to the Company's financial statements for the period ended September 30, 2018 or any prior period.

During the process of management's assessment, it was determined that a deficiency existed in the ICFR. Specifically, control limitations were identified relating to segregation of duties, review of journal entries and various IT related weaknesses related to passwords and monitoring of user access in the accounting process. These situations are common to many small companies. While deficiencies in segregation of duties could lead to a material misstatement in the financial statements, other checks and balances including direct involvement of senior management in the day to day operations of the Company are in place, and no material misstatement has occurred. However, these mitigating procedures may not be considered sufficient to reduce the likelihood that a material misstatement would be prevented or detected in the future.

As the Company grows, it plans to expand the number of individuals involved in the accounting function and to implement additional oversight and review type controls around the specific control deficiencies noted above.

### Q3 MANAGEMENT DISCUSSION & ANALYSIS – September 30, 2018

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#### *Changes in internal control over financial reporting*

There were no changes in the Company's internal control over financial reporting that occurred in 2018 that have materially affected, or that are reasonably likely to materially affect, its internal control over financial reporting.

It should be noted that while the CEO and CFO believe that Bri-Chem Corp.'s disclosure controls and procedures and internal controls over financial reporting provide a reasonable level of assurance that they are effective, they do not expect that the disclosure controls and procedures or internal control over financial reporting will prevent all errors and fraud. A control system, no matter how well conceived or operated, can provide only reasonable, not absolute, assurance that the objectives of the control system are met.

### CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING INFORMATION AND STATEMENTS

Certain information and statements contained in this MD&A constitute forward-looking information, including the anticipated costs associated with the purchase of capital equipment, expectations concerning the nature and timing of growth within the various business divisions operated through affiliates of the Company, expectations respecting the competitive position of such business divisions, expectations concerning the financing of future business activities, and statements as to future economic and operating conditions. Readers should review the cautionary statement regarding forward-looking information that appears below.

The information and statements contained in this MD&A that are not historical facts are forward-looking statements. Forward-looking statements (often, but not always, identified by the use of words such as “seek”, “plan”, “continue”, “estimate”, “project”, “predict”, “potential”, “targeting”, “intend”, “could”, “might”, “should”, “believe”, “expect”, “may”, “anticipate” or “will” and similar expressions) may include plans, expectations, opinions, or guidance that are not statements of fact. Forward-looking statements are based upon the opinions, expectations and estimates of management as at the date the statements are made and are subject to a variety of risks and uncertainties and other factors that could cause actual events or outcomes to differ materially from those anticipated or implied by such forward-looking statements. These factors include, but are not limited to, such things as changes in industry conditions (including the levels of capital expenditures made by oil and gas producers and explorers), the credit risk to which the Company is exposed in the conduct of its business, fluctuations in prevailing commodity prices or currency and interest rates, the competitive environment to which the various business divisions are, or may be, exposed in all aspects of their business, the ability of the Company’s various business divisions to access equipment (including parts) and new technologies and to maintain relationships with key suppliers, the ability of the Company’s various business divisions to attract and maintain key personnel and other qualified employees, various environmental risks to which the Company’s business divisions are exposed in the conduct of their operations, inherent risks associated with the conduct of the businesses in which the Company’s business divisions operate, timing and costs associated with the acquisition of capital equipment, the impact of weather and other seasonal factors that affect business operations, availability of financial resources or third-party financing and the impact of new laws and regulations or changes in existing laws, regulations or administrative practices on the part of regulatory authorities, including without limitation taxation and environmental laws and regulations and changes in how such laws and regulations are interpreted and enforced. Forward-looking information respecting the anticipated costs associated with the purchase of capital equipment are based upon historical prices for various classes of equipment, expectations relating to the impact of inflation on the future cost of such equipment and management’s views concerning the negotiating position of the Company and its affiliates. Forward-looking information concerning the nature and timing of growth within the various business divisions is based on the current budget of the Company (which is subject to change), factors that affected the historical growth of such business divisions, sources of historic growth opportunities and expectations relating to future economic and operating conditions. Forward-looking information concerning the future competitive position of the Company’s business divisions is based upon the current competitive environment in which those business divisions operate, expectations relating to future economic and operating conditions, current and announced build programs and other expansion plans of other organizations that operate in the energy service business. Forward-looking information concerning the financing of future business activities is based upon the financing sources on which the Company and its predecessors have historically relied and expectations relating to future economic and operating conditions. Forward-looking information concerning future economic and operating conditions is based upon historical economic and operating conditions, opinions of third-party analysts respecting anticipated economic and operating conditions. Although management of the Company believes that the expectations reflected in such forward-looking statements are reasonable, it can give no assurance that such expectations will prove to have been correct. Accordingly, readers should not place undue reliance upon any of the forward-looking information set out in this MD&A. All of the forward-looking statements of the Company contained in this MD&A are expressly qualified, in their entirety, by this cautionary statement. The various risks to which the Company is exposed are described in additional detail in this MD&A under the heading “Risk Factors and Risk Management” on page 20 and in the Company’s Annual Information Form (AIF) for the year ended December 31, 2016 which is available on the System for Electronic Document Analysis and Retrieval (“SEDAR”) at [www.sedar.com](http://www.sedar.com). Except as required by law, the Company disclaims any intention or obligation to update or revise any forward-looking information or statements, whether as a result of new information, future events or otherwise.

**Corporate Information**

**Officers and Directors**

Don Caron<sup>(2)</sup>  
 Chairman, President, CEO and Director  
 Edmonton, Alberta

Albert Sharp<sup>(1) (2)</sup>  
 Director  
 Spruce Grove, Alberta

Jason Theiss, CPA, CA  
 CFO  
 Spruce Grove, Alberta

Eric Sauze, CPA, CA CFA<sup>(1) (2)</sup>  
 Director  
 Edmonton, Alberta

Brian Campbell<sup>(1)</sup>  
 Director  
 Edmonton, Alberta

**Auditors**

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**Corporate Office**  
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**Shares Listed**

Toronto Stock Exchange  
 Trading Symbol – BRY

- (1) Member of Audit Committee
- (2) Member of Compensation Committee

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 Edmonton, Alberta T5J 1W5

**Lenders**

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**Transfer Agent**

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**Share Capital**

Issued: 23,932,981

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