

Media Sentiment, Inc.

500 S Australian Avenue; Suite 600
West Palm Beach, FL 33401

otcmsez.com
+1 5616319221
corporate@otcmsez.com

Quarterly Report

For the period ending June 30, 2024 (the "Reporting Period")

Outstanding Shares

The number of shares outstanding of our Common Stock was:

405,278,082 as of June 30, 2024. *(Current Reporting Period Date or More Recent Date)*

405,278,082 as of December 31, 2023. *(Most Recent Completed Fiscal Year End)*

Shell Status

Indicate by check mark whether the company is a shell company (as defined in Rule 405 of the Securities Act of 1933, Rule 12b-2 of the Exchange Act of 1934 and Rule 15c2-11 of the Exchange Act of 1934):

Yes: No:

Indicate by check mark whether the company's shell status has changed since the previous reporting period:

Yes: No:

Change in Control

Indicate by check mark whether a Change in Control⁴ of the company has occurred during this reporting period:

Yes: No:

⁴ "Change in Control" shall mean any events resulting in:

- (i) Any "person" (as such term is used in Sections 13(d) and 14(d) of the Exchange Act) becoming the "beneficial owner" (as defined in Rule 13d-3 of the Exchange Act), directly or indirectly, of securities of the Company representing fifty percent (50%) or more of the total voting power represented by the Company's then outstanding voting securities;
- (ii) The consummation of the sale or disposition by the Company of all or substantially all of the Company's assets;
- (iii) A change in the composition of the Board occurring within a two (2)-year period, as a result of which fewer than a majority of the directors are directors immediately prior to such change; or
- (iv) The consummation of a merger or consolidation of the Company with any other corporation, other than a merger or consolidation which would result in the voting securities of the Company outstanding immediately prior thereto continuing to represent (either by remaining outstanding or by being converted into voting securities of the surviving entity or its parent) at least fifty percent (50%) of the total voting power represented by the voting securities of the Company or such surviving entity or its parent outstanding immediately after such merger or consolidation.

1) Name and address(es) of the issuer and its predecessors (if any)

In answering this item, provide the current name of the issuer and names used by predecessor entities, along with the dates of the name changes.

Media Sentiment, Inc., 500 S Australian Ave, Suite 600, West Palm Beach, FL 33401

Formerly = California News Tech until December 2006

Current State and Date of Incorporation or Registration: Wyoming, 2006

Standing in this jurisdiction: (e.g. active, default, inactive): Active

Prior Incorporation Information for the issuer and any predecessors during the past five years:

None

Describe any trading suspension or halt orders issued by the SEC or FINRA concerning the issuer or its predecessors since inception:

None

List any stock split, dividend, recapitalization, merger, acquisition, spin-off, or reorganization either currently anticipated or that occurred within the past 12 months:

None

Address of the issuer's principal executive office:

500 S Australian Avenue,
Suite 600
West Palm Beach, FL 33401

Address of the issuer's principal place of business:

X Check if principal executive office and principal place of business are the same address:

Has the issuer or any of its predecessors been in bankruptcy, receivership, or any similar proceeding in the past five years?

No: Yes: If Yes, provide additional details below:

2) Security Information

Transfer Agent

Name: Securities Transfer Corporation

Address: 2901 N. Dallas Parkway, Suite 380
Plano, TX 75093

Phone: +1 469-633-0101

Website: www.stctransfer.com

Publicly Quoted or Traded Securities:

The goal of this section is to provide a clear understanding of the share information for its publicly quoted or traded equity securities. Use the fields below to provide the information, as applicable, for all outstanding classes of securities that are publicly traded/quoted.

Trading symbol:	MSEZ
Exact title and class of securities outstanding:	405,278,082
CUSIP:	
Par or stated value:	0,00
Total shares authorized:	7,380,000,000 as of date: 06/30/2024
Total shares outstanding:	405,278,082 as of date: 06/30/2024
Total number of shareholders of record:	N/A as of date: 06/30/2024

Please provide the above-referenced information for all other publicly quoted or traded securities of the issuer.

Other classes of authorized or outstanding equity securities that do not have a trading symbol:

The goal of this section is to provide a clear understanding of the share information for its other classes of authorized or outstanding equity securities (e.g., preferred shares that do not have a trading symbol). Use the fields below to provide the information, as applicable, for all other authorized or outstanding equity securities.

Exact title and class of the security:	Preferred A Shares
CUSIP (if applicable):	_____
Par or stated value:	\$0.00000001
Total shares authorized:	10,000,000 as of date: 06/30/2024
Total shares outstanding (if applicable):	2,000,000 as of date: 06/30/2024
Total number of shareholders of record	(if applicable): as of date: _____

Exact title and class of the security:	Preferred B Shares
CUSIP (if applicable):	_____
Par or stated value:	\$0.00000001
Total shares authorized:	90,000,000 as of date: 06/30/2024
Total shares outstanding (if applicable):	1, 999,840 as of date: 06/30/2024
Total number of shareholders of record	(if applicable): _____ as of date: _____

Exact title and class of the security:	Preferred C Shares
CUSIP (if applicable):	_____
Par or stated value:	\$0.00000001
Total shares authorized:	20,000,000 as of date: 06/30/2024
Total shares outstanding (if applicable):	0 as of date: _____
Total number of shareholders of record	(if applicable): _____ as of date: _____

Please provide the above-referenced information for all other classes of authorized or outstanding equity securities.

Security Description:

The goal of this section is to provide a clear understanding of the material rights and privileges of the securities issued by the company. Please provide the below information for each class of the company's equity securities, as applicable:

1. **For common equity, describe any dividend, voting and preemption rights.**
NONE

2. For preferred stock, describe the dividend, voting, conversion, and liquidation rights as well as redemption or sinking fund provisions.

If at least one share of Series A Preferred Stock is issued and outstanding, then the total aggregate issued shares of Series A Preferred Stock at any given time, regardless of their number, shall have voting rights equal to four times the sum of: i) the total number of shares of Common Stock which are issued and outstanding at the time of voting, plus the total number of shares of Series B and Series C Preferred Stocks which are issued and outstanding at the time of voting.

Each share of Series B Preferred Stock shall have ten votes.

Each share of Series C Preferred Stock shall have one vote

3. Describe any other material rights of common or preferred stockholders.

NONE

4. Describe any material modifications to rights of holders of the company's securities that have occurred over the reporting period covered by this report.

NONE

3) Issuance History

The goal of this section is to provide disclosure with respect to each event that resulted in any changes to the total shares outstanding of any class of the issuer's securities in the past two completed fiscal years and any subsequent interim period.

Disclosure under this item shall include, in chronological order, all offerings and issuances of securities, including debt convertible into equity securities, whether private or public, and all shares, or any other securities or options to acquire such securities, issued for services. Using the tabular format below, please describe these events.

A. Changes to the Number of Outstanding Shares for the two most recently completed fiscal years and any subsequent period.

Indicate by check mark whether there were any changes to the number of outstanding shares within the past two completed fiscal years:

No: Yes: (If yes, you must complete the table below)

Shares Outstanding as of Second Most Recent Fiscal Year End: <p style="text-align: right;"><u>Opening Balance</u></p> Date <u>12/31/2020</u> Common: 5,278,082 Preferred A Shares: 2,000,000 Preferred B Shares: 1, 999,840			*Right-click the rows below and select "Insert" to add rows as needed.						
Date of Transaction	Transaction type (e.g., new issuance, cancellation, shares returned to treasury)	Number of Shares Issued (or cancelled)	Class of Securities	Value of shares issued (\$/per share) at Issuance	Were the shares issued at a discount to market price at the time	Individual/ Entity Shares were issued to. *You must disclose the control person(s)	Reason for share issuance (e.g. for cash or debt conversion) - OR- Nature of	Restricted or Unrestricted as of this filing.	Exemption or Registration Type.

					of issuance? (Yes/No)	for any entities listed.	Services Provided		
Shares Outstanding on Date of This Report: <u>Ending Balance:</u> Date <u>06/30/2024</u> Common: <u>405,278,082</u> Preferred A Shares: 2,000,000 Preferred B Shares: 1, 999,840									

Example: A company with a fiscal year end of December 31st 2023, in addressing this item for its Annual Report, would include any events that resulted in changes to any class of its outstanding shares from the period beginning on January 1, 2022 through June 30, 2024 pursuant to the tabular format above.

*****Control persons for any entities in the table above must be disclosed in the table or in a footnote here.**

Use the space below to provide any additional details, including footnotes to the table above:

B. Promissory and Convertible Notes

Indicate by check mark whether there are any outstanding promissory, convertible notes, convertible debentures, or any other debt instruments that may be converted into a class of the issuer's equity securities:

No: Yes: (If yes, you must complete the table below)

Date of Note Issuance	Outstanding Balance(\$)	Principal Amount at Issuance (\$)	Interest Accrued (\$)	Maturity Date	Conversion Terms (e.g. pricing mechanism for determining conversion of instrument to shares)	Name of Noteholder (entities must have individual with voting/ investment control disclosed).	Reason for Issuance (e.g. Loan, Services, etc.)
Oct 2010	\$640,000	\$300,000	\$120,000	Oct 2012	Converts in common shares at par value	Marian Munz	Loan (This loan is disputed by issuer Lender unable to justify)
Dec 2022	\$28,745.00	\$25,000.00	\$3,745	Dec 2024	Converts in common shares at 0.00001as backstop	Miro Zecevic	loan
Dec 2023	\$2,624.50	\$2,500.00	124.5	Dec 2025	Converts in common shares at 0.00001 as backstop	Miro Zecevic	loan

*****Control persons for any entities in the table above must be disclosed in the table or in a footnote here.**

Use the space below to provide any additional details, including footnotes to the table above:

4) Issuer's Business, Products and Services

The purpose of this section is to provide a clear description of the issuer's current operations. Ensure that these descriptions are updated on the Company's Profile on www.OTCMarkets.com.

- A. Summarize the issuer's business operations (If the issuer does not have current operations, state "no operations")

Media Sentiment, Inc. owns and operate an online news media analysis research service. The service is called Media Sentiment(R) and it measures the sentiment of twitter coverage of publicly traded companies, or what we refer to as Media Sentiment. The central premise behind Media Sentiment is that media reports about the American economy in general and about specific, publicly traded companies contain important information which can be quantified, graphed, and presented to our customers in a manner that helps them understand media sentiment in order to make more informed decisions related to it. This can benefit our customers as they interpret and track the potential impact of media sentiment on the overall financial markets and as it may affect particular companies.

- B. List any subsidiaries, parent company, or affiliated companies.

None

- C. Describe the issuers' principal products or services.

The main product is located at aheadsup.com and provides alerts on publicly traded stocks for investors and traders to stay informed. These alerts are based on the company's algorithmic interpretation of twitter sourced information. The alerts are provided in real-time and indicated with thumbs up and thumbs down symbols to indicate the estimated impact of the information. The alerts can be accessed directly on the main site at www.mediasentiment.com or on individual stock symbol pages deriving from the aheadsup.com service. These alerts can also be easily embedded into other web sites for ease of distribution.

5) Issuer's Facilities

The goal of this section is to provide investors with a clear understanding of all assets, properties or facilities owned, used or leased by the issuer and the extent in which the facilities are utilized.

In responding to this item, please clearly describe the assets, properties or facilities of the issuer. Describe the location of office space, data centers, principal plants, and other property of the issuer and describe the condition of the properties. Specify if the assets, properties, or facilities are owned or leased and the terms of their leases. If the issuer does not have complete ownership or control of the property, describe the limitations on the ownership.

The main web sites are located on dedicated servers at godaddy.com and nationbuilder.com. These companies are in the internet service provider business. The company is a virtual company with main services provided on these web servers.

6) All Officers, Directors, and Control Persons of the Company

Using the table below, please provide information, as of the period end date of this report, regarding all officers and directors of the company, or any person that performs a similar function, regardless of the number of shares they own.

In addition, list all individuals or entities controlling 5% or more of any class of the issuer's securities. If any insiders listed are corporate shareholders or entities, provide the name and address of the person(s) beneficially owning or controlling such corporate shareholders, or the name and contact information (City, State) of an individual representing the corporation or entity. Include Company Insiders who own any outstanding units or shares of any class of any equity security of the issuer.

The goal of this section is to provide investors with a clear understanding of the identity of all the persons or entities that are involved in managing, controlling or advising the operations, business development and disclosure of the issuer, as well as the identity of any significant or beneficial owners.

Names of All Officers, Directors, and Control Persons	Affiliation with Company (e.g. Officer Title /Director/Owner of 5% or more)	Residential Address (City / State Only)	Number of shares owned	Share type/class	Ownership Percentage of Class Outstanding	Names of control person(s) if a corporate entity
Marian Munz	Preferred shareholder	USA	<u>Preferred A Shares: 2,000,000</u> <u>Preferred B Shares: 1,999,840</u>	<u>Preferred</u>	<u>100%</u>	_____
Marian Munz	Majority Shareholder	USA	<u>400,083,335</u>	<u>Common</u>	<u>98.71%</u>	_____
<u>Irina Veselinovic</u>	<u>Interim CEO, CFO</u>	<u>West Palm Beach, Florida</u>	<u>/</u>	_____	_____	_____
<u>Zoran Cvetojevic</u>	<u>Chairman</u>	<u>West Palm Beach, Florida</u>	<u>/</u>	_____	_____	_____

Confirm that the information in this table matches your public company profile on www.OTCMarkets.com. If any updates are needed to your public company profile, log in to www.OTCIQ.com to update your company profile.

7) Legal/Disciplinary History

A. Identify and provide a brief explanation as to whether any of the persons or entities listed above in Section 6 have, in the past 10 years:

1. Been the subject of an indictment or conviction in a criminal proceeding or plea agreement or named as a defendant in a pending criminal proceeding (excluding minor traffic violations);

No

2. Been the subject of the entry of an order, judgment, or decree, not subsequently reversed, suspended or vacated, by a court of competent jurisdiction that permanently or temporarily enjoined, barred, suspended or otherwise limited such person's involvement in any type of business, securities, commodities, financial- or investment-related, insurance or banking activities;

No

3. Been the subject of a finding, disciplinary order or judgment by a court of competent jurisdiction (in a civil action), the Securities and Exchange Commission, the Commodity Futures Trading Commission, a state securities regulator of a violation of federal or state securities or commodities law, or a foreign regulatory body or court, which finding or judgment has not been reversed, suspended, or vacated;

No

4. Named as a defendant or a respondent in a regulatory complaint or proceeding that could result in a "yes" answer to part 3 above; or

No

5. Been the subject of an order by a self-regulatory organization that permanently or temporarily barred, suspended, or otherwise limited such person's involvement in any type of business or securities activities.

No

6. Been the subject of a U.S Postal Service false representation order, or a temporary restraining order, or preliminary injunction with respect to conduct alleged to have violated the false representation statute that applies to U.S mail.

No

B. Describe briefly any material pending legal proceedings, other than ordinary routine litigation incidental to the business, to which the issuer or any of its subsidiaries is a party to or of which any of their property is the subject. Include the name of the court or agency in which the proceedings are pending, the date instituted, the principal parties thereto, a description of the factual basis alleged to underlie the proceeding and the relief sought. Include similar information as to any such proceedings known to be contemplated by governmental authorities.

None

8) Third Party Service Providers

Provide the name, address, telephone number and email address of each of the following outside providers. You may add additional space as needed.

Confirm that the information in this table matches your public company profile on www.OTCMarkets.com. If any updates are needed to your public company profile, update your company profile.

Securities Counsel (must include Counsel preparing Attorney Letters).

Name: Donald R. Keer Firm: Donald R. Keer, Esq.
Address 1: 3663 Greenwood Circle
Address 2: Chalfont, PA 18914
Phone: 215-962-9378
Email: keeresq@gmail.com

Accountant or Auditor

Name: Asad Arif
Firm: Accounting Services
Address 1: 15673 Southern Blvd., Suite 107/104
Address 2: Loxahatchee, FL 33407 Suite 107/104
Phone:
Email:

Investor Relations

Name: _____
Firm: _____
Address 1: _____
Address 2: _____
Phone: _____
Email: _____

All other means of Investor Communication:

X (Twitter): _____
Discord: _____
LinkedIn _____
Facebook: _____
[Other] _____

Other Service Providers

Provide the name of any other service provider(s) that **that assisted, advised, prepared, or provided information with respect to this disclosure statement**. This includes counsel, broker-dealer(s), advisor(s), consultant(s) or any entity/individual that provided assistance or services to the issuer during the reporting period.

Name: _____
Firm: _____
Nature of Services: _____
Address 1: _____
Address 2: _____
Phone: _____
Email: _____

9) Disclosure & Financial Information

A. This Disclosure Statement was prepared by (name of individual):

Name: Irina Veselinovic
Title: Interim CEO
Relationship to Issuer: Interim CEO

B. The following financial statements were prepared in accordance with:

- IFRS
 U.S. GAAP

C. The following financial statements were prepared by (name of individual):

Name: Asad Arif – Accounting Services

Title: Principal

Relationship to Issuer: Service Provider

Describe the qualifications of the person or persons who prepared the financial statements: Accountant

Provide the following qualifying financial statements:

- Audit letter, if audited;
- Balance Sheet;
- Statement of Income;
- Statement of Cash Flows;
- Statement of Retained Earnings (Statement of Changes in Stockholders' Equity)
- Financial Notes

Financial Statement Requirements:

- Financial statements must be published together with this disclosure statement as one document.
- Financial statements must be “machine readable”. Do not publish images/scans of financial statements.
- Financial statements must be presented with comparative financials against the prior FYE or period, as applicable.
- Financial statements must be prepared in accordance with U.S. GAAP or International Financial Reporting Standards (IFRS) but are not required to be audited.

Media Sentiment Inc.
(A development stage company)
Balance Sheet
As at June 30, 2024 (Unaudited)

	Notes	As at June 30, 2024 (Unaudited) (\$)	As at December 31, 2023 (Unaudited)
ASSETS			
Current Assets			
Cash and cash equivalents	4	781,363	851,185
Accounts receivable	5	51,144	42,620
Other assets	6	72,884	31,827
Total Current Assets		905,391	925,632
Total Assets		905,391	925,632
EQUITY & LIABILITIES			
Current Liabilities			
Accounts payable and accrued expenses	7	1,735	2,196
Accounts payable - related party	8	42,970	53,712
Notes payable	9	17,848	14,750
Notes payable - related party	10	175,045	200,235
Convertible notes - interest accrued		120,000	120,000
Total Current Liabilities		357,598	390,893
Convertible notes	11	646,600	640,000
Total Liabilities		1,004,198	1,030,893
SHAREHOLDER'S EQUITY			
Common stock, \$0.001 Par Value, 7,380,000,000 shares authorized)		405,278	405,278
Preferred Stock A (\$0.00000001 Par Value, 10,000,000 shares authorized)		2,000	2,000
Preferred Stock B (\$0.00000001 Par Value, 90,000,000 shares authorized)		2,000	2,000
Preferred Stock C (\$0.00000001 Par Value, 90,000,000 shares authorized)		-	-
Additional paid in capital		1,994,004	1,994,004
Accumulated deficit		(2,502,089)	(2,508,543)
Total Shareholders' Equity		(98,807)	(105,261)
Total Liabilities and Shareholders' Equity		905,391	925,632

Media Sentiment Inc.
(A development stage company)
Statement of Operations
For the period ended June 30, 2024

Notes	For the period ended June 30, 2024	For the period ended June 30, 2023
	(Amount in \$)	
Sales	41,866	30,448
Cost of sales	-	-
Gross profit	<u>41,866</u>	<u>30,448</u>
Selling, general and administrative expenses	(35,412)	(33,694)
Income / (Loss) from operations	<u>6,454</u>	<u>(3,246)</u>
Other Income / (expense)		
Interest expense	-	-
Net Profit / (loss) before provision for Income taxes	<u>6,454</u>	<u>(3,246)</u>
Provision for income tax	-	-
Net Profit / (loss)	<u><u>6,454</u></u>	<u><u>(3,246)</u></u>

Media Sentiment Inc.
(A development stage company)
Statement of Shareholders' Equity
As at June 30, 2024 (Unaudited)

	Common Stock		Preferred Stock A		Preferred Stock B		Additonal Paid in capital	Accumulated Profit / (Deficit)	Total
	Shares	Amount	Shares	Amount	Shares	Amount			
	Amount is \$								
As at January 1, 2024 (Unaudited)	405,278,082	405,278	2,000,000	2,000	1,999,840	2,000	1,994,004	(2,508,543)	(105,261)
Profit / (loss) for the period								6,454	6,454
As at June 30, 2024 (Unaudited)	405,278,082	405,278	2,000,000	2,000	1,999,840	2,000	1,994,004	(2,502,089)	(98,807)

Media Sentiment Inc.
(A development stage company)
Statement of cashflows
As at June 30, 2024 (Unaudited)

2024

Cash flow from operating activities

(Loss) / profit before income tax 6,454

Adjustment for non cash charges and other items:

Depreciation / amortization -

Unrealized exchange loss / (gain) -

6,454

Changes in working capital

(Decrease) / increase in accounts receivable (8,524)

(Decrease) / increase in other assets (41,057)

(Decrease) / increase in accounts payable (461)

(Decrease) / increase in accounts payable - related party (10,742)

(Decrease) / increase in notes payable 3,098

(Decrease) / increase in accrued interest -

(Decrease) / increase in notes payable - related party (25,190)

(82,876)

Cash flow from operating activities (76,422)

Cash flow from investing activities

Additions in fixed assets -

Cash flow from / (used) in investing activities -

Cash flow from financing activities

Borrowings during the year 6,600

Common stock issued during the year -

Cash flow from financing activities 6,600

Increase / (decrease) in cash and cash equivalents (69,822)

Cash and cash equivalents at beginning of the year 851,185

Cash and cash equivalents at end of the year 781,363

Media Sentiment Inc.
(A development stage company)
Notes to the financial statements
For the period ended June 30, 2024

1 LEGAL STATUS AND OPERATIONS

Media Sentiment Inc. (the Company) was incorporated on November 20, 2006 under the laws of state of Nevada, as a wholly owned subsidiary of California News Tech (CNT) to market the internet search tools developed by CNT.

2 BASIS OF PREPARATION

2.1 Statement of compliance

The accompanying financial statements have been prepared in conformity with accounting principles generally accepted in the United States of America and pursuant to the rules and regulations of the Securities and Exchange Commission ("SEC") on a going concern.

2.2 Accounting Convention

These financial statements have been prepared on the basis of 'historical cost convention using accrual basis of accounting except as otherwise stated in the respective accounting policies notes.

Going concern

The Company had accumulated losses and had a negative cash flow from operations for the reporting period. Further, the accumulated (deficit) has raised at that date, which raises substantial doubt about its ability to continue as a going concern. The future of the Company is dependent upon its ability to obtain financing and upon future profitable operations from development of its natural properties. Management has plans to seek additional capital through private placement and public offering of its common stock. The financial statements dont contain any adjustments relating to recoverability and classification of its recorded assets, or the amounts of and classification of its liabilities that might be necessary in the event the Company cannot continue to exist.

2.3 Critical accounting estimates and judgements

The preparation of financial statements in conformity with the approved accounting standards require management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses. The estimates and associated assumptions are based on historical experience and various other factors that are believed to be reasonable under the circumstances, the results of which form the basis of making the judgments about carrying values of assets and liabilities that are not readily apparent from other sources. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimates are revised if the revision affects only that period, or in the period of the revision and future periods.

The areas involving higher degree of judgment and complexity, or areas where assumptions and estimates made by the management are significant to the financial statements are as follows:

- i) Equipment - estimated useful life of equipment (note - 3.8)
- ii) Exploration and evaluation cost (note - 3.5)
- iii) Provision for doubtful debts (note - 3.4)
- iv) Provision for income tax (note - 3.1)

3 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

3.1 Income tax

The tax expense for the year comprises of income tax, and is recognized in the statement of earnings. The income tax charge is calculated on the basis of the tax laws enacted or substantively enacted at the balance sheet date. Management periodically evaluates positions taken in tax returns with respect to situations in which applicable tax regulation is subject to interpretation and establishes provisions where appropriate on the basis of amounts expected to be paid to the tax authorities.

Deferred income tax is accounted for using the balance sheet liability method in respect of all temporary differences arising from differences between the carrying amount of assets and liabilities in the financial statements and the corresponding tax bases used in the computation of taxable profit. Deferred income tax liabilities are recognised for all taxable temporary differences and deferred income tax assets are recognised to the extent that it is probable that taxable profits will be available against which the deductible temporary differences and unused tax losses can be utilized. Deferred income tax is calculated at the rates that are expected to apply to the period when the differences are expected to be reversed.

3.2 Trade and other payables

Liabilities for trade and other amounts payable are carried at cost, which is the fair value of the consideration to be paid in future for goods and services received, whether or not billed to the Company.

3.3 Provisions

A provision is recognized in the financial statements when the Company has a legal or constructive obligation as a result of past events and it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation and a reliable estimate can be made of the amount of obligation.

3.4 Accounts Receivable

Accounts receivable are non-interest bearing obligations due under normal course of business. The management reviews accounts receivable on a monthly basis to determine if any receivables will be potentially uncollectible. Historical bad debts and current economic trends are used in evaluating the allowance for doubtful accounts. The Company includes any accounts receivable balances that are determined to be uncollectible in its overall allowance for doubtful accounts. After all attempts to collect a receivable have failed, the receivable is written off against the allowance. Based on the information available, the Company believes its allowance for doubtful accounts as of period ended is adequate.

3.5 Exploration and evaluation cost

The Company accounts for costs incurred in accordance with applicable accounting standards. These standards require that all exploration and evaluation expenditures are accounted for using the 'successful efforts' method of accounting. Costs are accumulated on a field-by-field basis. Geological and geophysical costs are expensed as incurred. Costs directly associated with an exploration well, and exploration and property leasehold acquisition costs, are capitalised until the determination of reserves is evaluated. If it is determined that commercial discovery has not been achieved, these costs are charged to expense.

Capitalisation is made within property, plant and equipment or intangible assets according to the nature of the expenditure.

Once commercial reserves are found, exploration and evaluation assets are tested for impairment and transferred to development tangible and intangible assets. No depreciation and / or amortisation is charged during the exploration and evaluation phase.

3.6 Contingent liabilities

A contingent liability is disclosed when the Company has a possible obligation as a result of past events, the existence of which will be confirmed only by the occurrence or non-occurrence, of one or more uncertain future events, not wholly within the control of the Company; or when the Company has a present legal or constructive obligation, that arises from past events, but it is not probable that an outflow of resources embodying economic benefits will be required to settle the obligation, or the amount of the obligation cannot be measured with sufficient reliability.

3.7 Financial liabilities

Financial liabilities are recognized when the Company becomes party to the contractual provision of the instruments and the Company loses control of the contractual right that comprise the financial liability when the obligation specified in the contract is discharged, cancelled or expired. The Company classifies its financial liabilities in two categories: at fair value through profit or loss and financial liabilities measured at amortized cost. The classification depends on the purpose for which the financial liabilities were incurred. Management determines the classification of its financial liabilities at initial recognition.

(a) Financial liabilities at fair value through profit or loss

Financial liabilities at fair value through profit or loss are financial liabilities held for trading. A financial liability is classified in this category if incurred principally for the purpose of trading or payment in the short-term. Derivatives (if any) are also categorized as held for trading unless they are designated as hedges.

(b) Financial liabilities measured at amortized cost

These are non-derivative financial liabilities with fixed or determinable payments that are not quoted in an active market. These are recognized initially at fair value, net of transaction costs incurred and are subsequently stated at amortized cost; any difference between the proceeds (net of transaction costs) and the redemption value is recognized in the profit and loss account.

3.8 Property, plant and equipment

All equipments are stated at cost less accumulated depreciation and impairment loss. The cost of fixed assets includes its purchase price, import duties and non-refundable purchase taxes and any directly attributable costs of bringing the asset to its working condition and location for its intended use.

Depreciation on additions to property, plant and equipment is charged, using straight line method, on pro rata basis from the month in which the relevant asset is acquired or capitalized, upto the month in which the asset is disposed off. Impairment loss, if any, or its reversal, is also charged to income for the year. Where an impairment loss is recognized, the depreciation charge is adjusted in future periods to allocate the asset's revised carrying amount, less its residual value, over its estimated useful life.

Maintenance and normal repair costs are expensed out as and when incurred. Major renewals and improvements are capitalized and assets so replaced, if any are retired.

Gains and losses on disposal of fixed assets, if any, are recognized in statement of profit and loss.

3.9 Cash and cash equivalents

Cash and cash equivalents include cash in hand and deposits held at call with banks. For the purpose of the statement of cash flows, cash and cash equivalents bank balances and short term highly liquid investments subject to an insignificant risk of changes in value and with maturities of less than three months.

3.10 Revenue recognition

Revenue is recognised to the extent it is probable that the economic benefits will flow to the Company and the revenue can be measured reliably. Revenue is measured at the fair value of the consideration received or receivable for goods sold or services rendered, net of discounts and sales tax and is recognised when significant risks and rewards are transferred.

3.11 Functional and presentation currency

Items included in the financial statements are measured using the currency of the primary economic environment in which the Company operates. The financial statements are presented in US (Dollars) which is the Company's presentation currency. All financial information presented in US Dollars has been rounded to the nearest dollar unless otherwise stated.

3.12 Foreign currency transactions

Foreign currency transactions are translated into the functional currency using the exchange rate prevailing on the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated into functional currency using the exchange rate prevailing at the statement of financial position date. Foreign exchange gains and losses resulting from the settlement of such transactions and from the translation at year-end exchange rates are recognized in the profit and loss account.

3.13 Contingencies

The assessment of the contingencies inherently involves the exercise of significant judgment as the outcome of the future events cannot be predicted with certainty. The Company, based on the availability of the latest information, estimates the value of contingent assets and liabilities, which may differ on the occurrence / non-occurrence of the uncertain future event(s).

4 **Cash**

This represent cash in hand and cash deposited in bank accounts (current) by the Company.

	Amount in \$
5 Accounts receivable	
Opening balance	42,620
Net movement during the period	8,524
	<u><u>51,144</u></u>
6 Other assets	
Opening balance	31,827
Net movement during the period	41,057
	<u><u>72,884</u></u>
7 Accounts payable and accrued expenses	
Opening balance	2,196
Net movement in liabilities during the period	(461)
	<u><u>1,735</u></u>
8 Accounts payable - related party	
Opening balance	53,712
Net movement in liabilities during the period	(10,742)
	<u><u>42,970</u></u>
9 Notes payable	
Opening balance	14,750
Net movement in liabilities during the period	3,098
	<u><u>17,848</u></u>
10 Notes payable - related party	
Opening balance	200,235
Net movement in liabilities during the period	(25,190)
	<u><u>175,045</u></u>
11 Convertible notes	
Outstanding balance	<u>640,000</u>
Principal amount	<u>300,000</u>
Interest accrued	<u>120,000</u>
Date of note issuance	October 2010

Convertible notes - EMRY Capital

Outstanding balance	<u><u>6,600</u></u>
Date of note issuance	January 2024

The maturity date of this loan agreement is 3 years and bear an annual percentage rate (APR) of 10% accruing monthly from the date hereof until the payment in full to HIRU Corporation.

12 Share Capital

This represents ordinary share capital issued by the Company at the par value. The shares issued by the company, if any, during the period are represented in statement of changes in equity.

13 Contingencies and Commitments

The company has no contingency and commitment as at the end of reporting period.

14 Other Information

i) Evaluation of Disclosure Controls and Procedures

Management of the Company has evaluated, with the participation of the Chief Executive Officer and Chief Financial Officer of the Company, the effectiveness of the Company's disclosure controls and procedures (as defined in Rules 13a-15(e) or 15d-15(e) promulgated by the Securities and Exchange Commission pursuant to the Securities Exchange Act of 1934, as amended (the "Exchange Act")) as of the end of the period covered by this Quarterly Report on Form 10-Q. Based on that evaluation, the Chief Executive Officer and Chief Financial Officer of the Company had concluded that the Company's disclosure controls and procedures as of the period covered by this Quarterly Report on Form 10-Q were effective.

ii) Changes in internal control over financial reporting .

Management of the Company has also evaluated, with the participation of the Chief Executive Officer of the Company, any change in the Company's internal control over financial reporting that occurred during the period covered by this Quarterly Report on Form 10-Q and determined that there was no change in the Company's internal control over financial reporting that has materially affected, or is reasonably likely to materially affect, the Company's internal control over financial reporting.

/s/ Irina Veselinovic

Chief Executive

/s/ Zoran Cvetojevic

Director

10) Issuer Certification

Principal Executive Officer:

The issuer shall include certifications by the chief executive officer and chief financial officer of the issuer (or any other persons with different titles but having the same responsibilities) in each Quarterly Report or Annual Report.

The certifications shall follow the format below:

I, Irina Veselinovic certify that:

1. I have reviewed this Disclosure Statement for Media Sentiment, Inc.;
2. Based on my knowledge, this disclosure statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this disclosure statement; and
3. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer as of, and for, the periods presented in this disclosure statement.

07/22/2024 [Date]

/s/ Irina Veselinovic [CEO's Signature]

(Digital Signatures should appear as "/s/ [OFFICER NAME]")

Principal Financial Officer:

I, Irina Veselinovic certify that:

1. I have reviewed this Disclosure Statement for Media Sentiment, Inc.;
2. Based on my knowledge, this disclosure statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this disclosure statement; and
3. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer as of, and for, the periods presented in this disclosure statement.

07/22/2024 [Date]

/s/ Irina Veselinovic [CFO's Signature]

(Digital Signatures should appear as "/s/ [OFFICER NAME]")