

ADCORE

TSX:ADCO | OTCQX:ADCOF

Investor Factsheet

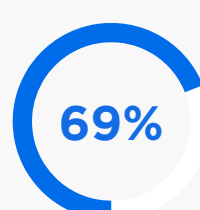
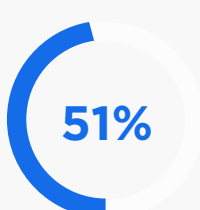
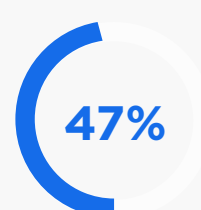
February, 2025

A leading e-commerce marketing management and automation platform to leverage digital marketing in an effortless and accessible way

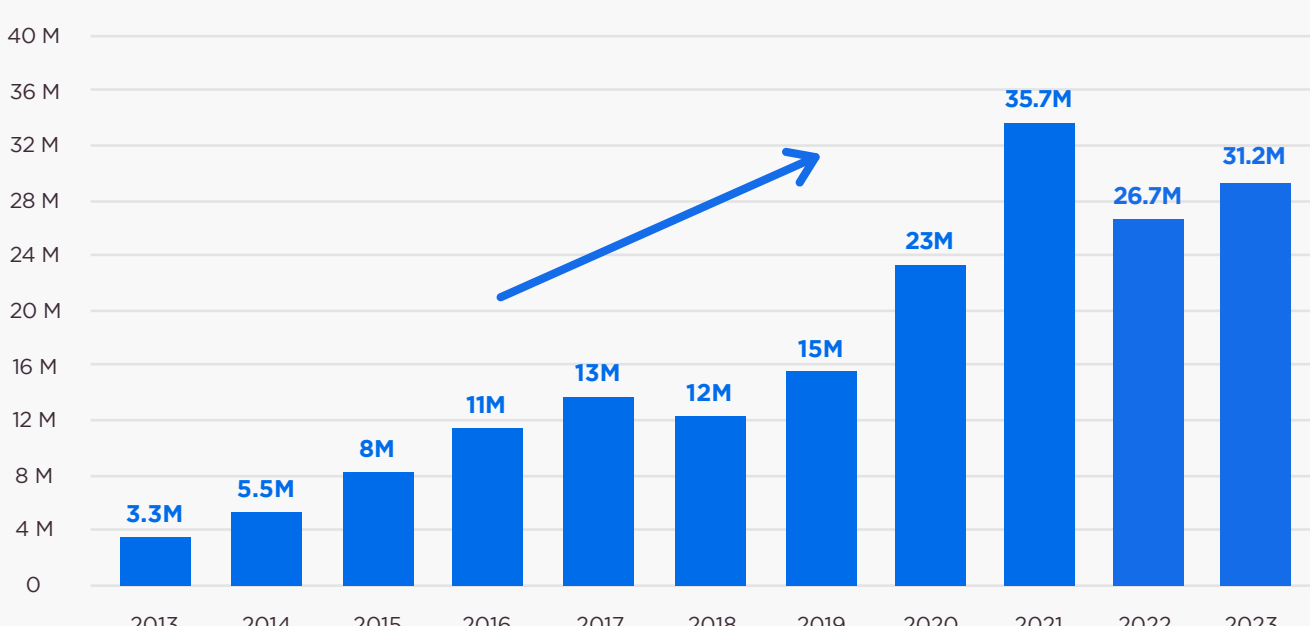


Investment Highlights

ALL NUMBERS ARE IN CAD

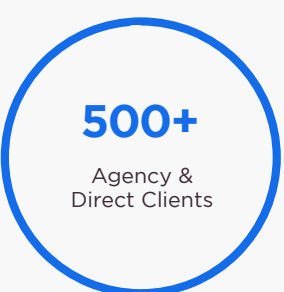


Q4 2023	Q1 2024	Q2 2024	Q3 2024
\$9M Revenue	\$6.9M Revenue	\$6.6M Revenue	\$7.8M Revenue
\$0.5 EBITDA (adj.)	\$0.2 EBITDA (adj.)	\$(0.2) EBITDA (adj.)	\$0.3 EBITDA (adj.)

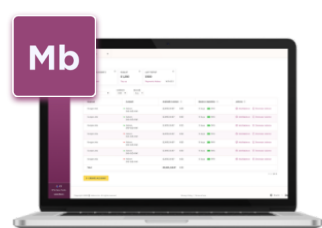


Business Highlights

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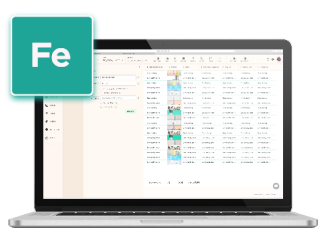
9 Proprietary Machine Learning Technologies



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Growth Initiatives

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Accretive M&A
Leverage public listing



Expand Geographically
Projected \$1,166B digital ad spending by 2026



Deepen Partnerships
Embed Adcore platform



Expand Into Social
\$92B Social ad Market

Capitalization Table & Key Metrics

ALL NUMBERS ARE IN CAD

TSX : ADCO

OTCQX : ADCOF

Market capitalization	\$21.2M
Share price (Feb 18, 2025)	\$0.35
IPO date	May 27, 2019
Year-end	Dec-31
Cash balance (September 30, 2024)	\$6.7M
Basic shares outstanding	60.5M
Options, RSUs & Warrants	7.4M
Management & Founders	41.9M
Trading float (MGMT estimate)	18.6M

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