

ADCORE

Investor Factsheet

February, 2023

TSX:ADCO | OTCQX:ADCOF

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

57%

Outstanding Growth

Revenue growth 2021 vs. 2020

584%

Attractive Share Price

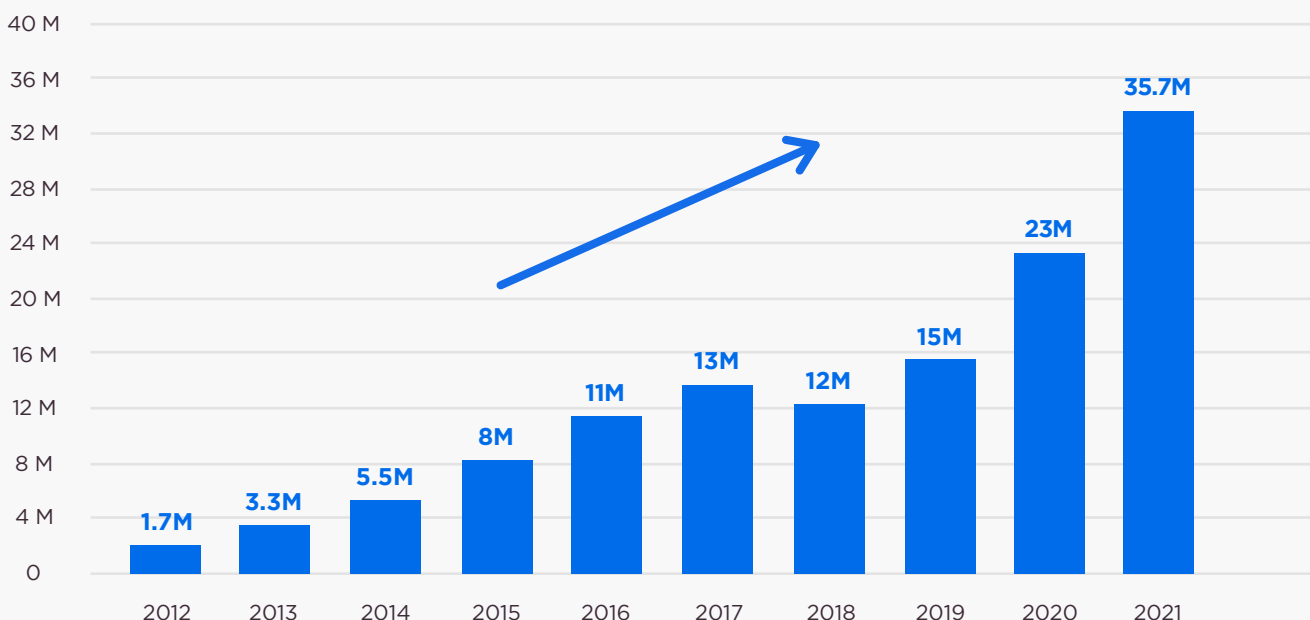
EV/EBITDA (adj.) multiple upside vs. comparable
As of November 11, 2022

69%

Tightly Held Ownership

By founders and directors

Q4 2021	Q1 2022	Q2 2022	Q3 2022
\$9.7M Revenue	\$4.7M Revenue	\$5.2M Revenue	\$7.5M Revenue
\$1.1M EBITDA (adj.)	\$0.1M EBITDA (adj.)	\$0 EBITDA (adj.)	\$0.7 EBITDA (adj.)



Business Highlights

ALL NUMBERS ARE IN CAD

\$15.8M

Market Cap

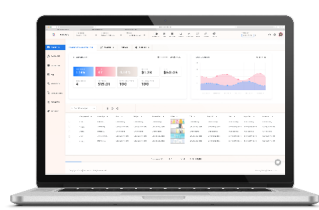
\$700M

Ad Spend Managed (2021)

500+

Agency & Direct Clients

4 Proprietary Machine Learning Technologies



VIEWS

Ultimate AI powered ad automation tool

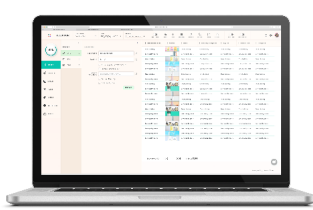
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SEMDOC²

A visual account audit in under 30 seconds

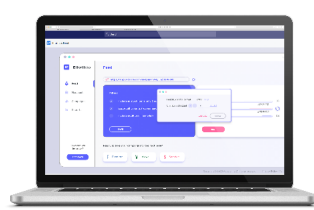
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Growth Initiatives

ALL NUMBERS ARE IN CAD



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	\$15.8M
Share price (Jan 27th, 2023)	\$0.26
IPO date	May 27, 2019
Year-end	Dec-31
Cash balance (Sep 30, 2022)	\$8.2M
Basic shares outstanding	61M
Options, RSUs & Warrants	11M
Management & Founders	42M
Trading float (mgmt estimate)	19M

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[Click here for Adcore's full INVESTOR PRESENTATION](#)

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