

ADCORE

Investor Factsheet

October, 2023

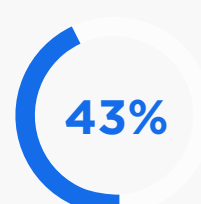
TSX:ADCO | OTCQX:ADCOF

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

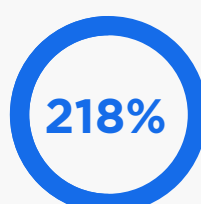


Investment Highlights

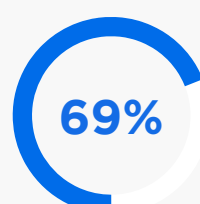
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Gross margin growth
43% in 2022 vs.
30% in 2021

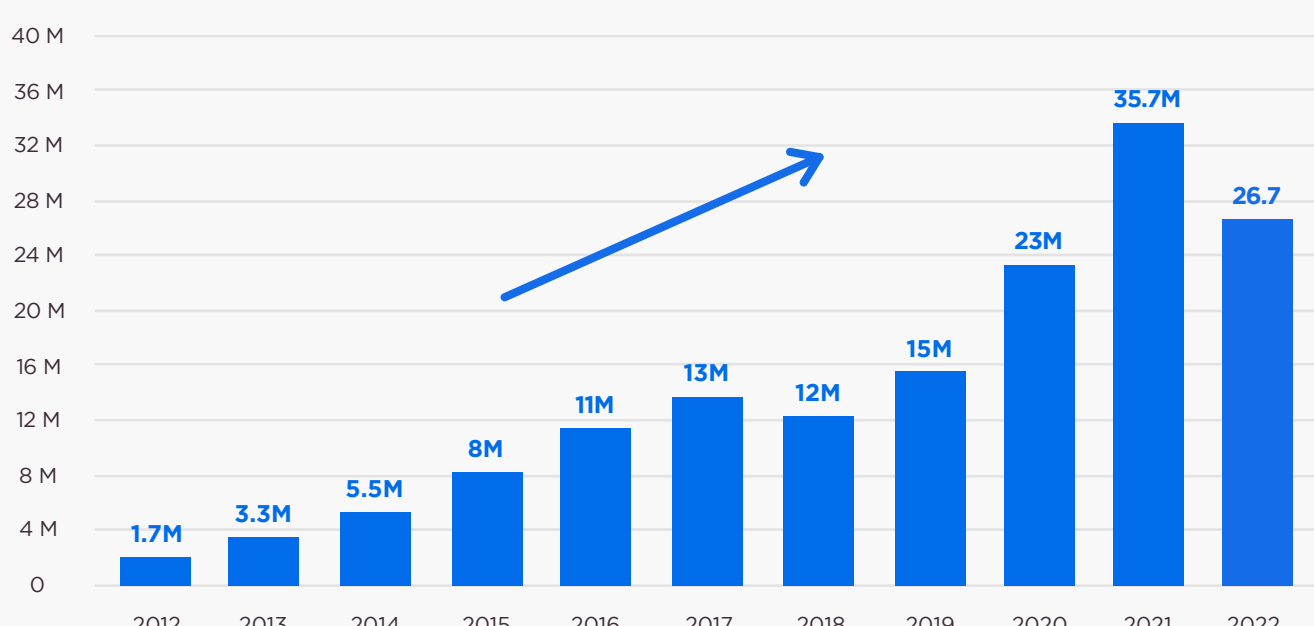


EV/EBITDA (adj.)
multiple upside vs.
comparable
As of August 8, 2023



By founders and
directors

| Q3 2022 | Q4 2022 | Q1 2023 | Q2 2023 |
|-------------------------------|-------------------------------|-------------------------------|---------------------------------------|
| \$7.5M Revenue | \$8.8M Revenue | \$6.8M Revenue | \$6.9M Revenue ↑ 33% YoY |
| \$0.7 EBITDA (adj.) | \$0.6 EBITDA (adj.) | \$0.1 EBITDA (adj.) | \$0.1 EBITDA (adj.) |



Business Highlights

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7 Proprietary Machine Learning Technologies



VIIEWS

Ultimate AI powered
ad automation tool

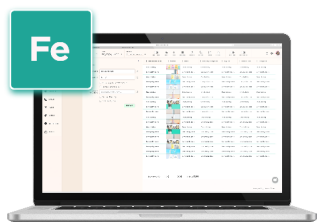
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A visual account audit
in under 30 seconds

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Ultimate AI powered
shopping & feed tool

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EFFORTLESS MARKETING

Add AI to your product
to easily sell your products
anywhere online

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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

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TSX : ADCO

OTCQX : ADCOF

| | |
|-----------------------------------|--------------|
| Market capitalization | \$13M |
| Share price (September 1st, 2023) | \$0.21 |
| IPO date | May 27, 2019 |
| Year-end | Dec-31 |
| Cash balance (June 30, 2023) | \$6.2M |
| Basic shares outstanding | 61M |
| Options, RSUs & Warrants | 9M |
| Management & Founders | 42M |
| Trading float (MGMT estimate) | 19M |

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