

ADCORE

# Investor Factsheet

February, 2024

TSX:ADCO | OTCQX:ADCOF

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

Instagram

Google Ads

FACEBOOK

Microsoft Advertising

LinkedIn

Taboola

amazonadvertising

## Investment Highlights

ALL NUMBERS ARE IN CAD

43%

### Increased Efficiency

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

183%

### Attractive Share Price

EV/EBITDA (adj.)  
multiple upside vs.  
comparable  
As of November 9, 2023

69%

### Tightly Held Ownership

By founders and  
directors

Q4 2022

Q1 2023

Q2 2023

Q3 2023

\$8.8M

Revenue

\$6.8M

Revenue

\$6.9M

Revenue

\$8.2M

Revenue

↑ 10% YoY

\$0.6

EBITDA (adj.)

\$0.1

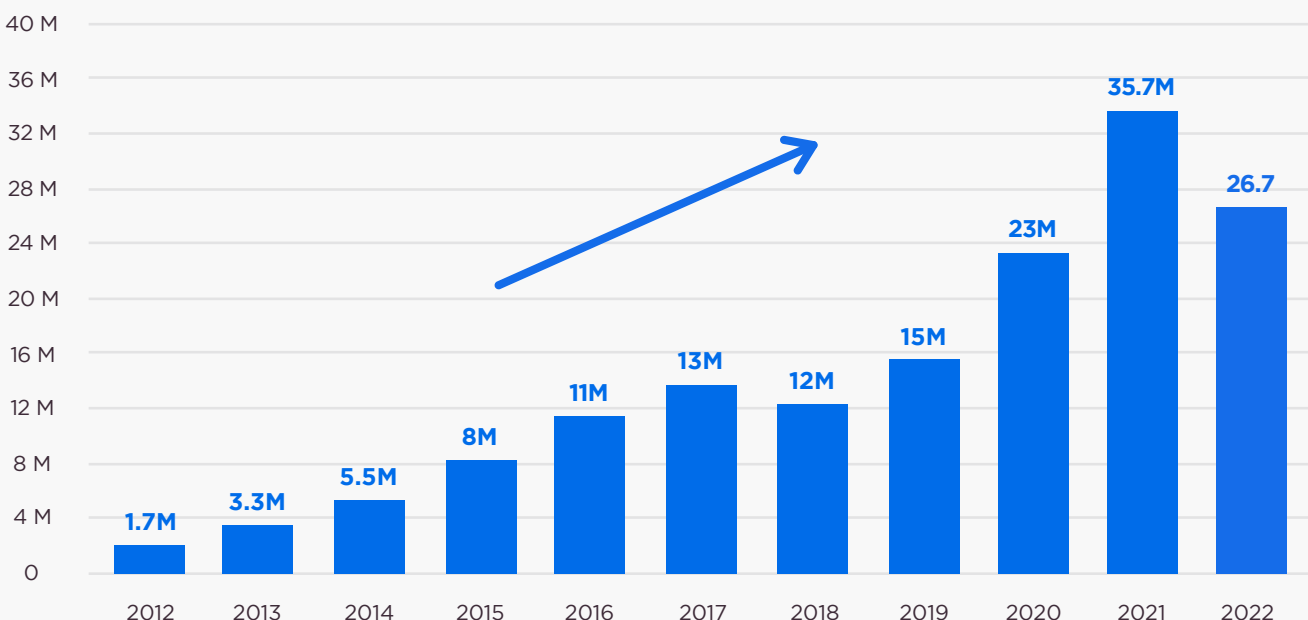
EBITDA (adj.)

\$0.1

EBITDA (adj.)

\$0.2

EBITDA (adj.)



## Business Highlights

ALL NUMBERS ARE IN CAD

\$11.5M

Market  
Cap

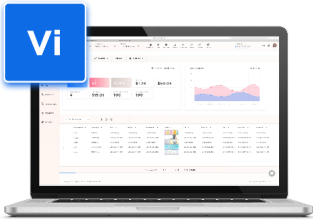
\$700M

Ad Spend  
Managed  
(2022)

500+

Agency &  
Direct  
Clients

## 7 Proprietary Machine Learning Technologies



### VIEWS

Ultimate AI powered  
ad automation tool

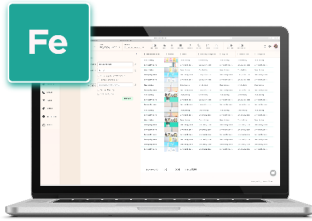
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### SEMDOC<sup>2</sup>

A visual account audit  
in under 30 seconds

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### FEEDITOR

Ultimate AI powered  
shopping & feed tool

[LEARN MORE](#)



### EFFORTLESS MARKETING

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

[LEARN MORE](#)

## 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

\$11.5M

Share price (February 5th, 2024)

\$0.18

IPO date

May 27, 2019

Year-end

Dec-31

Cash balance (September 30, 2023)

\$7.6M

Basic shares outstanding

61M

Options, RSUs & Warrants

9M

Management & Founders

42M

Trading float (MGMT estimate)

19M

## IR Contacts

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INVESTOR PRESENTATION](#)

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