

ADCORE

Investor Factsheet

June, 2024

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

45%

Efficiency

45% Gross margin in Q1 2024

183%

Attractive Share Price

EV/EBITDA (adj.) multiple upside vs. comparable
As of March 11, 2024

69%

Tightly Held Ownership

By founders and directors

Q2 2023

Q3 2023

Q4 2023

Q1 2024

\$6.9M

Revenue

\$8.2M

Revenue

\$9M

Revenue

\$6.9M

Revenue

\$0.1

EBITDA (adj.)

\$0.2

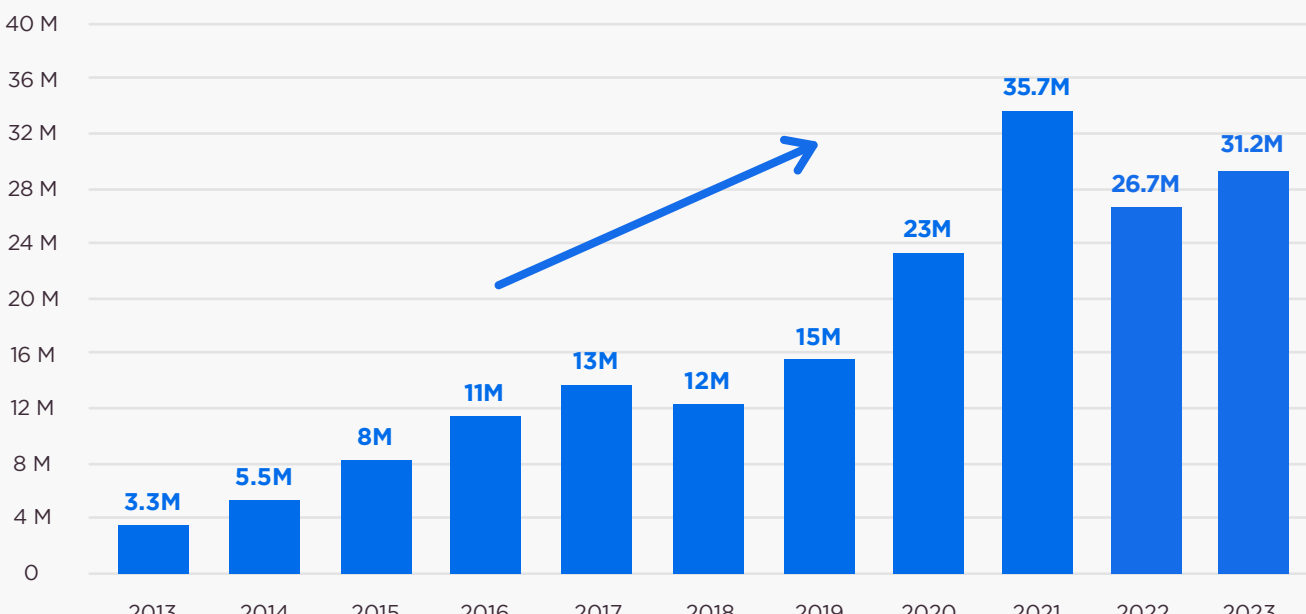
EBITDA (adj.)

\$0.5

EBITDA (adj.)

\$0.2

EBITDA (adj.)



Business Highlights

ALL NUMBERS ARE IN CAD

\$14.4M

Market Cap

\$700M

Ad Spend Managed (2023)

500+

Agency & Direct Clients

7 Proprietary Machine Learning Technologies



VIEWES

Ultimate AI powered ad automation tool

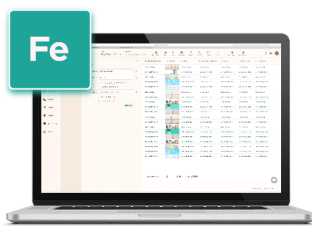
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SEMDOC²

A visual account audit in under 30 seconds

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FEEDITOR

Ultimate AI powered shopping & feed tool

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EFFORTLESS MARKETING

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

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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

\$14.4M

Share price (June 7, 2024)

\$0.24

IPO date

May 27, 2019

Year-end

Dec-31

Cash balance (March 30, 2024)

\$8M

Basic shares outstanding

60.3M

Options, RSUs & Warrants

7.4M

Management & Founders

42.2M

Trading float (MGMT estimate)

18.1M

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