

ADCORE

Investor Factsheet

January, 2025

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

47%

Efficiency

47% Gross margin in Q3 2024

51%

Attractive Share Price

EV/EBITDA multiple upside vs. comparable
As of November 12, 2024

69%

Tightly Held Ownership

By founders and directors

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

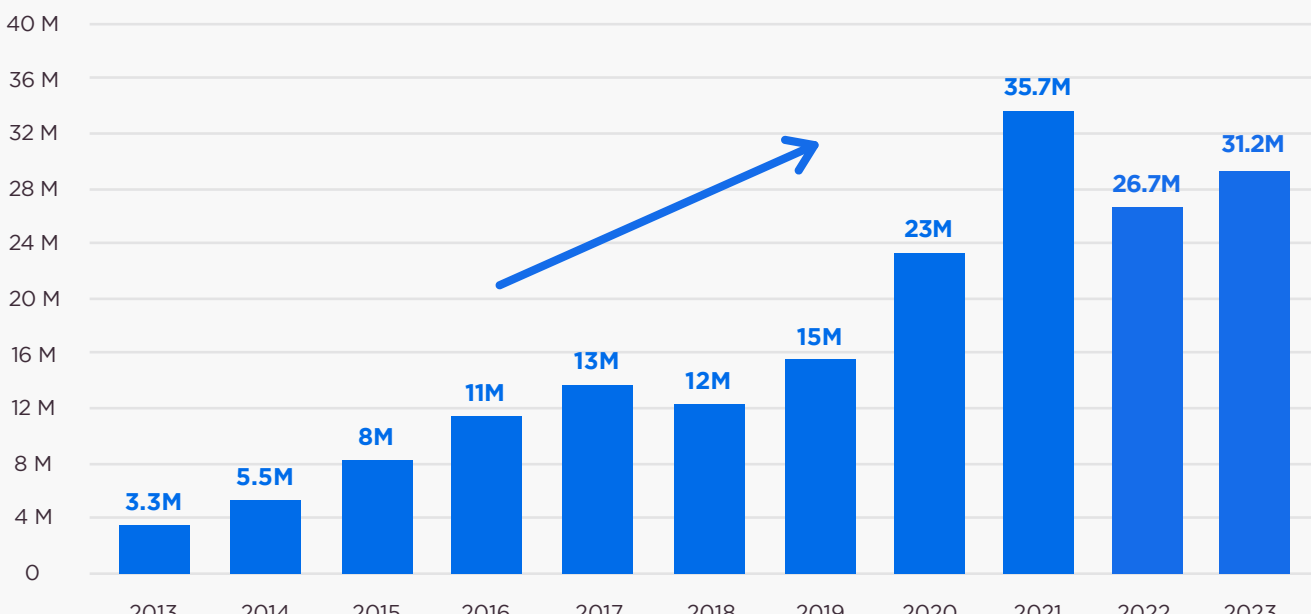
EBITDA (adj.)

\$(0.2)

EBITDA (adj.)

\$0.3

EBITDA (adj.)



Business Highlights

ALL NUMBERS ARE IN CAD

\$11.5M

Market Cap
(Jan 8, 2024)

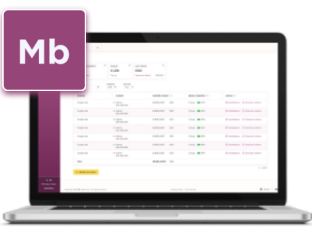
\$700M

Ad Spend
Managed
(2023)

500+

Agency &
Direct Clients

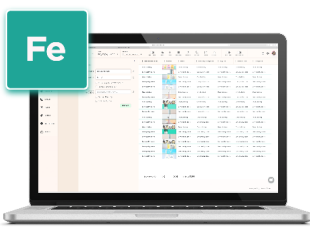
9 Proprietary Machine Learning Technologies



MEDIA BLAST

Regain control of your advertising accounts

[LEARN MORE](#)



FEEDITOR

Ultimate AI powered shopping & feed tool

[LEARN MORE](#)



EFFORTLESS MARKETING

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

[LEARN MORE](#)



SEMDOC²

A visual account audit in under 30 seconds

[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 (Jan 8, 2025)

\$0.19

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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