

ADCORE

TSX:ADCO | OTCQX:ADCOF

Investor Factsheet

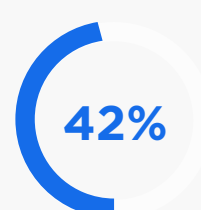
March, 2025

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

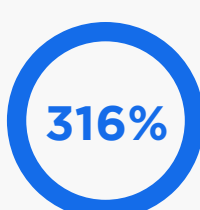


Investment Highlights

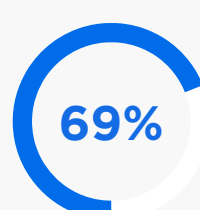
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Efficiency
42% Gross margin in 2024

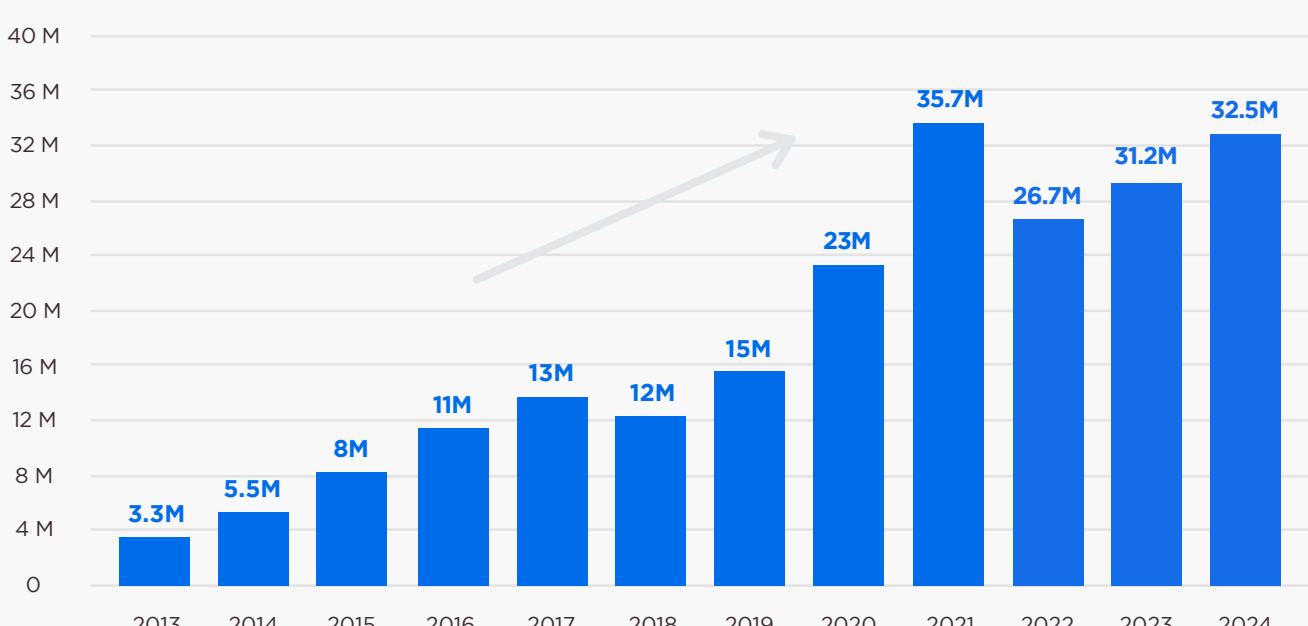


Attractive Share Price
EV/Gross Profit
As of March 20, 2025



Tightly Held Ownership
By founders and directors

| Q1 2024 | Q2 2024 | Q3 2024 | Q4 2024 |
|-------------------------------|---------------------------------|-------------------------------|-------------------------------|
| \$6.9M Revenue | \$6.6M Revenue | \$7.8M Revenue | \$11.2M Revenue |
| \$0.2 EBITDA (adj.) | \$(0.2) EBITDA (adj.) | \$0.3 EBITDA (adj.) | \$1.3 EBITDA (adj.) |



Business Highlights

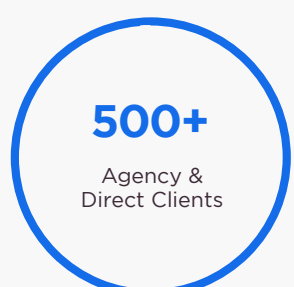
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\$18.1M
Market Cap
(March 20, 2025)



\$750M
Ad Spend
Managed
(2024)



500+
Agency &
Direct Clients

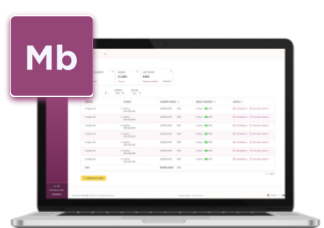
9 Proprietary Machine Learning Technologies



Proposal

Streamline and automate your sales process

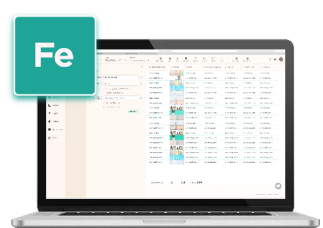
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EFFORTLESS MARKETING

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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 Sales Automation
\$21.5B by 2030

Capitalization Table & Key Metrics

ALL NUMBERS ARE IN CAD

TSX : ADCO

OTCQX : ADCOF

| | |
|----------------------------------|--------------|
| Market capitalization | \$18.1M |
| Share price (March 20, 2025) | \$0.3 |
| IPO date | May 27, 2019 |
| Year-end | Dec-31 |
| Cash balance (December 31, 2024) | \$10.8M |
| Basic shares outstanding | 60.5M |
| Options, RSUs & Warrants | 7.4M |
| Management & Founders | 41.9M |
| Trading float (MGMT estimate) | 18.6M |

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