

TSX:ADCO | OTCQX:ADCOF

Adcore's Q1 2025 Earnings Call

May,
2025

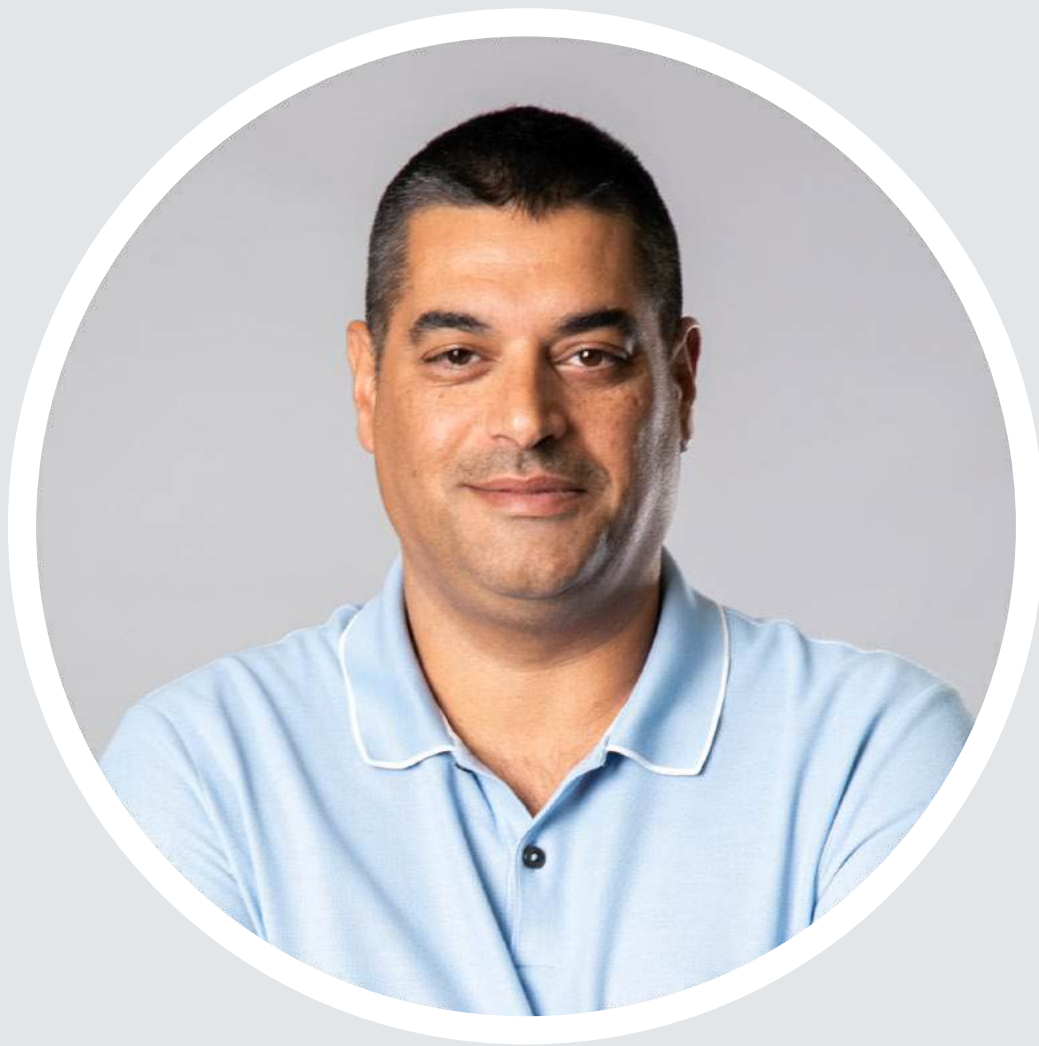
ADCORE

Hosts



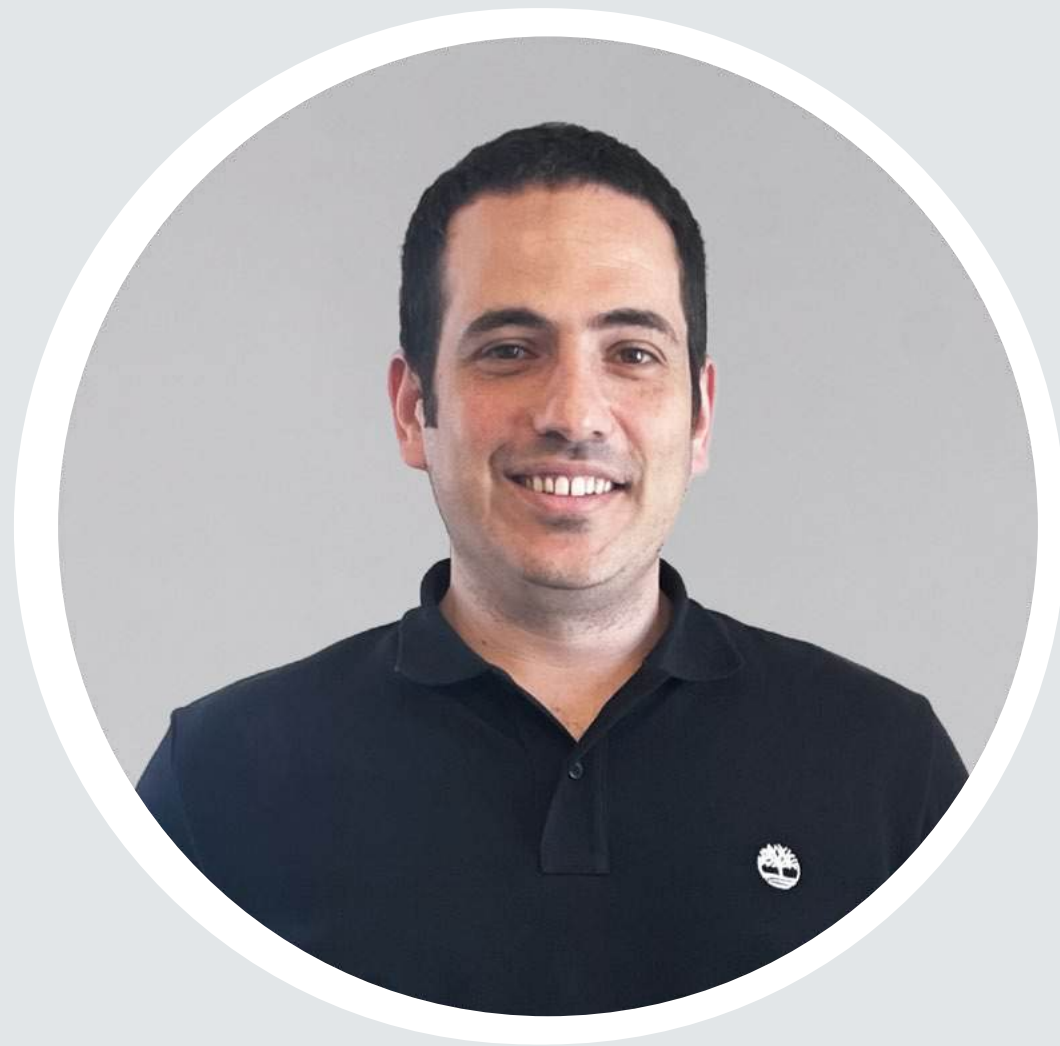
Nick Campbell

Investor Relations



Omri Brill

CEO



Amit Konforty

CFO

Agenda

- Forward Looking Statements
- CEO Opening Remarks
- CFO Financial Highlights
- Q&A

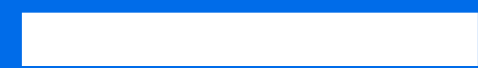
Forward Looking Statements and Information

This conference call contains certain forward-looking information and forward-looking statements (collectively “forward-looking information”), including statements about the Company. Forward-looking information may relate to the Company’s financial outlook and guidance (including revenue, gross profit, gross margin and Adjusted EBITDA), and anticipated events or results and may include information regarding the Company’s financial position, business strategy, growth strategies, addressable markets, budgets, operations, financial results, taxes, plans and objectives. Particularly, information regarding the Company’s expectations of future results, performance, achievements, prospects or opportunities or the markets in which the Company operates, the achievement of advances in and expansion of the Company’s technologies and platforms, expectations regarding the Company’s revenue, gross margins and future profitability, the future impact of the COVID-19 pandemic and the Russian invasion of Ukraine and reactions thereto, is forward-looking information. Wherever possible, words such as “may”, “will”, “should”, “could”, “expect”, “plan”, “intend”, “anticipate”, “believe”, “estimate”, “predict” or “potential” or the negative or other variations of these words, or similar words or phrases, have been used to identify these forward-looking statements and forward-looking information. These statements reflect management’s current beliefs and are based on information currently available to management as at the date hereof. In addition, any statements that refer to expectations, intentions, projections or other characterizations of future events or circumstances contain forward-looking information. Statements containing forward-looking information are not historical facts but instead represent management’s expectations, estimates and projections regarding future events or circumstances.

Forward-looking statements involve significant risk, uncertainties and assumptions. Many factors could cause actual results, performance or achievements to differ materially from the results discussed or implied in the forward-looking statements. Such risks include the factors discussed under the “Risk and Uncertainties” section in the Company’s quarterly and annual MD&A’s. Other factors that could cause actual results or events to differ materially include, but are not limited to, loss of major clients, inability to acquire new clients, significant changes to policies and guidelines of media partners and any significant change to the global business environment and/or in specific territories in which the Company operates. These factors should be considered carefully and listeners and readers should not place undue reliance on the forward-looking statements. Although the forward-looking statements contained in this call and financial results press release are based upon what management believes to be reasonable assumptions, the Company cannot assure listeners and readers that actual results will be consistent with these forward-looking statements. These forward-looking statements are made as of the date of this conference call, and the Company assumes no obligation to update or revise them to reflect new events or circumstances, except as required by law.

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CEO Opening Remarks



Q1 2025 Report Highlights

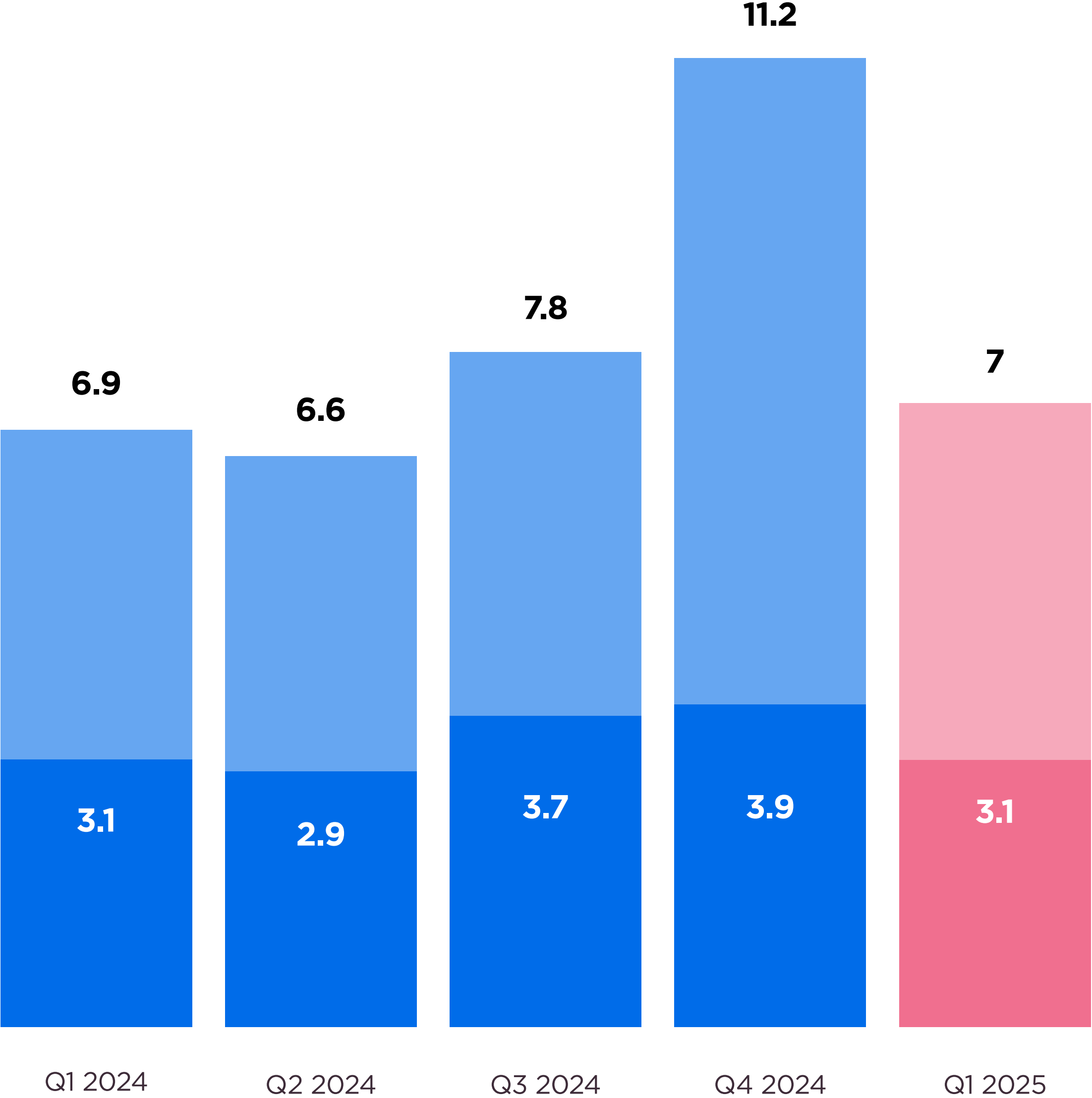
A resilient Q1 2025 with strong cash growth, positive operating cash flow and record-breaking momentum from MediaBlast.



Quarterly Revenue

CAD in million

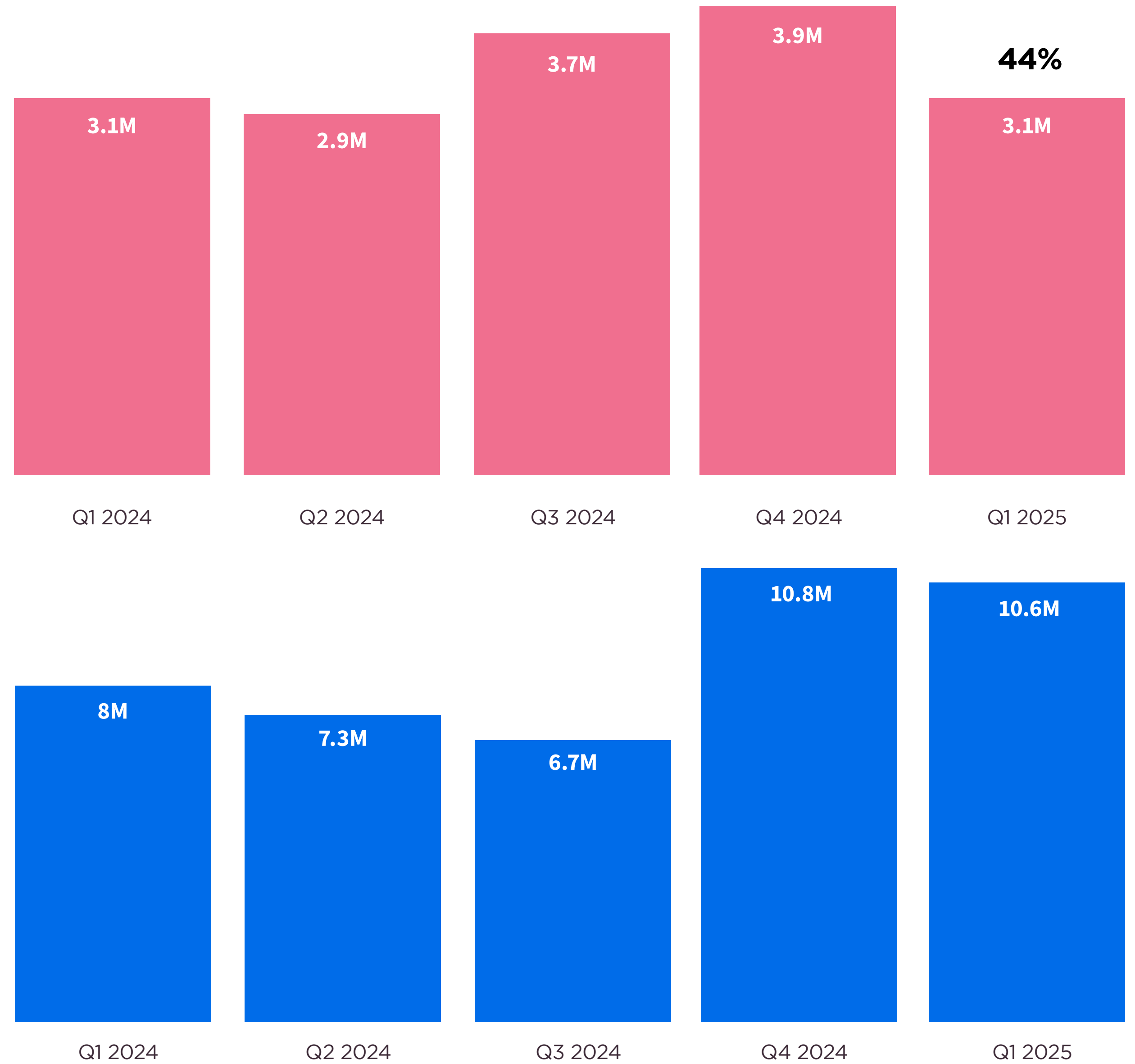
- Quarterly Revenue (↑2% YoY)
- Gross Profit



Quality Growth KPIs

CAD in millions

- Gross profit
- Cash and cash equivalent



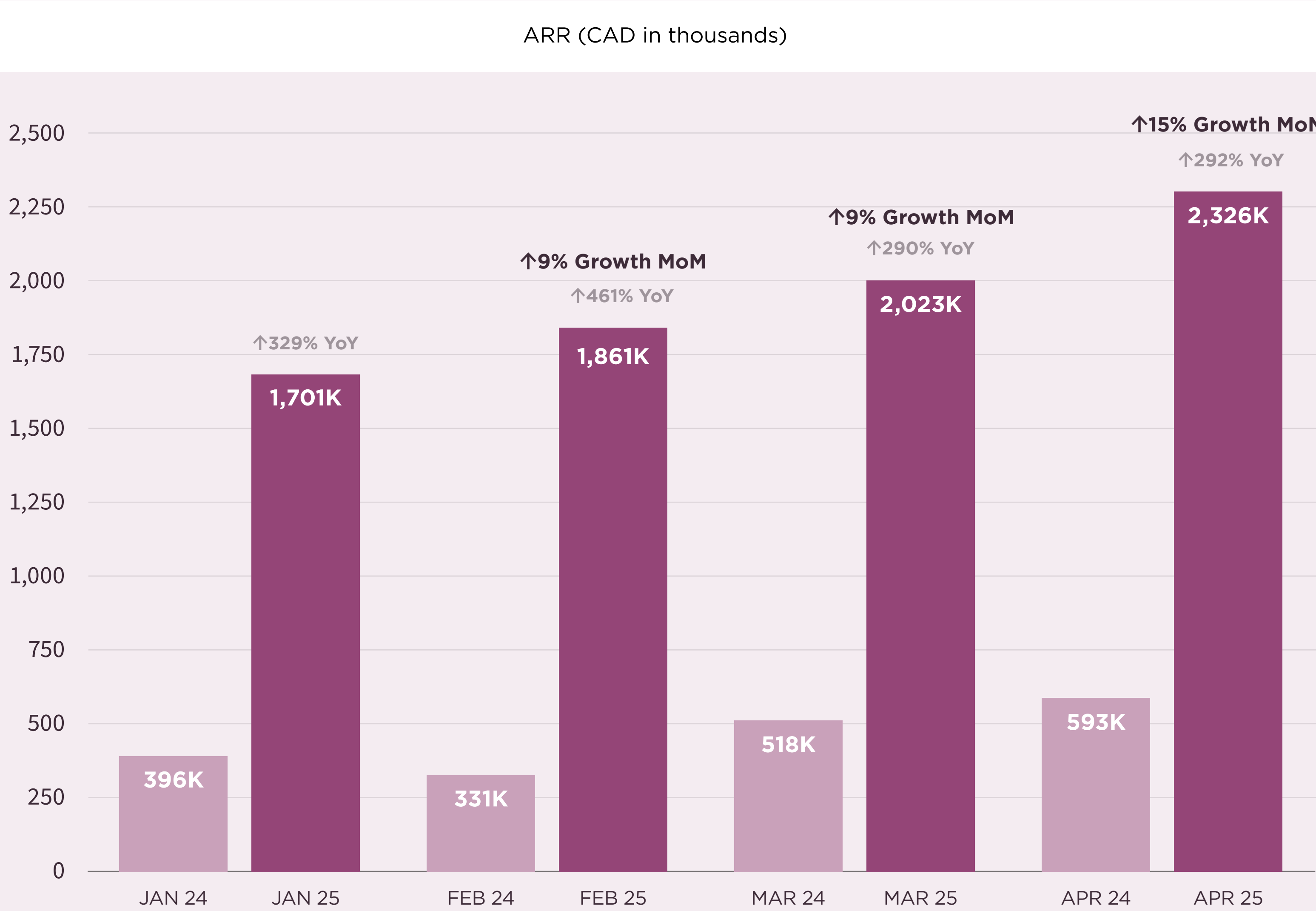
Earnings Report Highlights Q1 2025

- **Strong Cash Position** - Cash and cash equivalents at \$10.6M — up 33% YoY.
- **Positive Operating Cash Flow** - \$263K net cash from operations vs. \$13K last year — consistent improvement.
- **Revenue Growth** - Revenue rose 2% YoY to \$7.01M, despite macroeconomic headwinds.
- **Reduced Net Loss** - Net loss cut nearly in half to -\$202K (from -\$399K in Q1 2024).
- **Positive Adjusted EBITDA** - \$208K in Q1 2025 vs. \$201K last year — key profitability milestone.



Media Blast

Strong momentum



2025 Growth Strategy: Accelerating Momentum



Scale Revenue

Targeting **25% growth** to reach **\$40 million** in annual revenue.



Strengthen Profitability

6 straight quarters of positive Adjusted EBITDA and **positive cash flow** from operations in 2025.



AI-Driven Innovation

Deep AI integration across R&D, apps, and marketing solutions.



Grow SaaS Recurring Revenue

Reaching **\$4M-\$5M ARR** from our applications.



Comparable Companies

Significant share price upside opportunity as Adcore rises to peers:

\$0.29

Current share price
May 7, 2025

COMPANY NAME	TICKER	MARK CAP	ENTERPRISE VALUE (EV)	EV / GROSS PROFIT	EV / EBITDA
Fluent Inc	FLNT US	66	105	1.2	-4.6
Criteo SA	CRTO US	2,043	1,751	1.3	4.5
Evertz Technologies Ltd	ET TO	849	773	2.6	7.7
Inuvo Inc	INUV US	80	78	0.8	-20.8
Kinaxis Inc	KXS TO	5,300	4,950	16.8	131.4
Magnite Inc	MGNI US	2,446	2,613	4.6	16.8
PubMatic Inc	PUBM US	675	542	2.1	7.9
Integral Ad Science Holding Corp	IAS US	1,682	1,640	2.8	9.5
Illumin Holdings Inc	ILLM TO	100	50	0.5	110.6
DoubleVerify Holdings Inc	DV US	3,058	2,752	3.7	14.7
Average				3.6	27.8
ADCORE	ADCO CA	18	8	0.6	8.9
Upside				520%	213%

As of May 7, 2025. Currency in CAD. All numbers in millions

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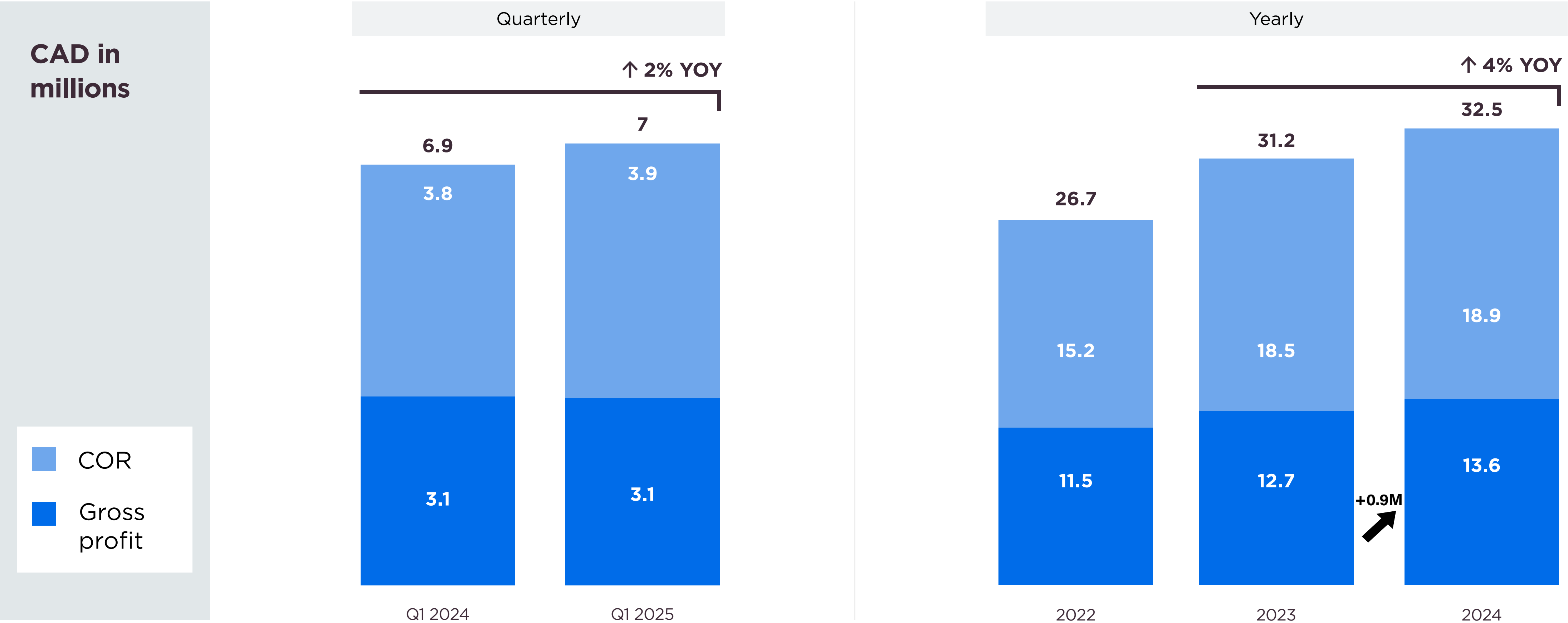
CFO Financial Highlights



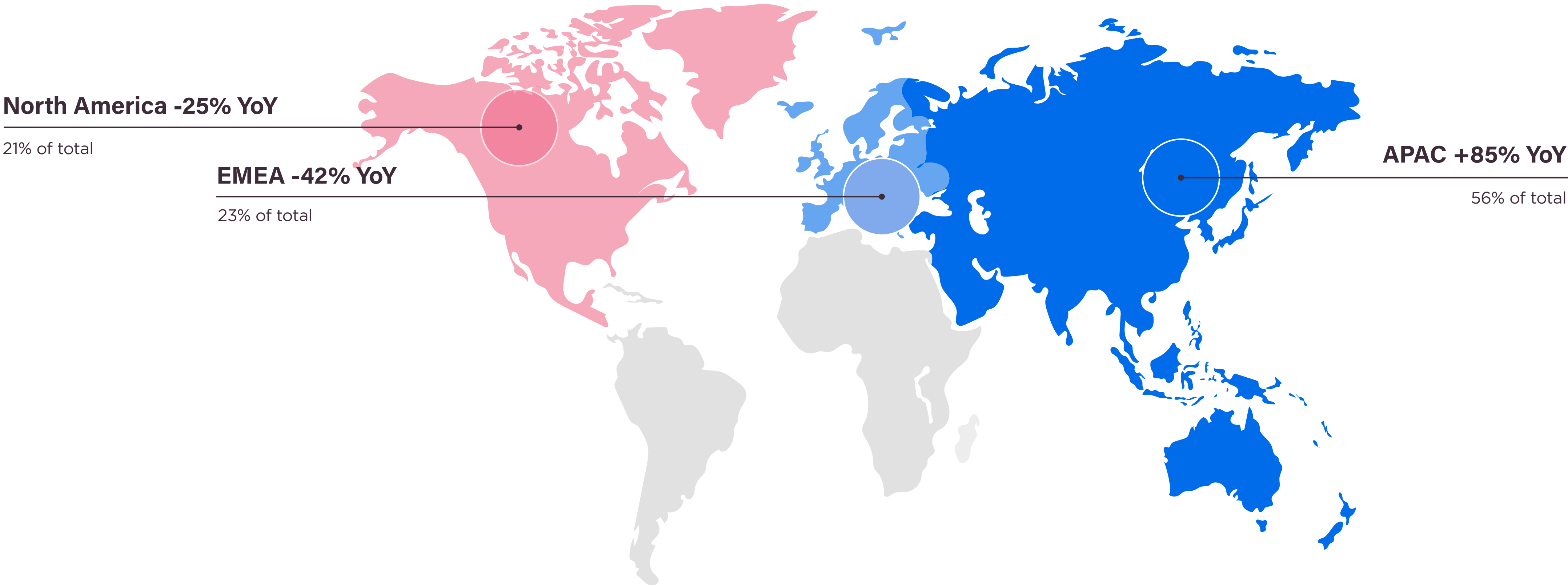
Comprehensive Income

CAD in million	Three months ended March 31, 2025	Three months ended March 31, 2024	YoY
Revenues	7.0	6.9	+2%
Cost of revenues	3.9	3.8	
Gross profit	3.1	3.1	
RnD	0.6	0.6	
SG&A	2.8	2.7	
Operating profit	(0.3)	(0.2)	
Finance expenses	0.1	0.2	
Finance income	0.2	0.0	
Profit (loss) before taxes on income	(0.2)	(0.4)	
Tax expenses (income)	0.0	0.0	
Total Comprehensive Profit (loss) for the period	(0.2)	(0.4)	

Revenues and Gross Profit



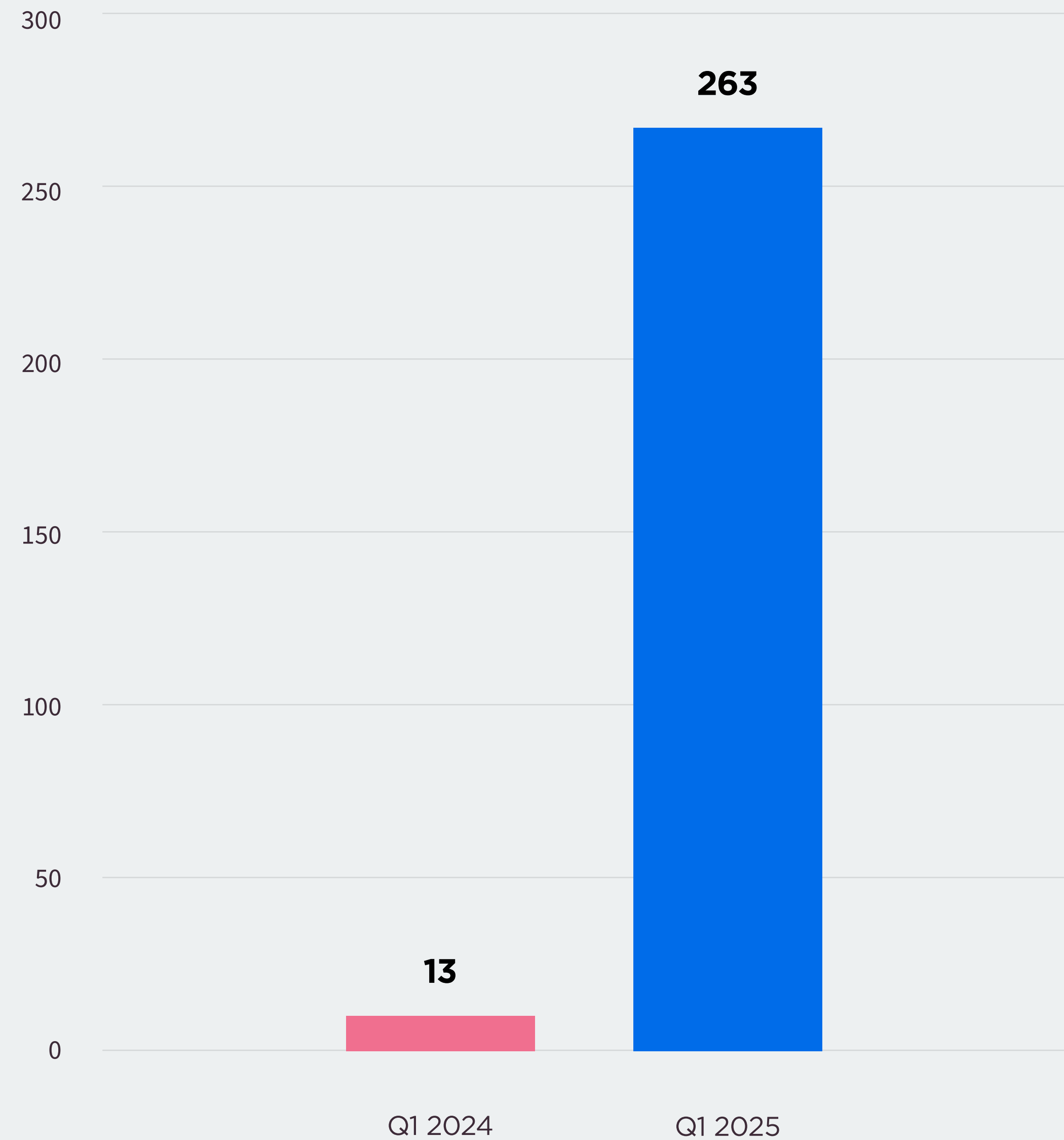
Q1 2025 Revenue Breakdown



Net Cash Generated by Operating Activities



CAD in thousands



Financial Position - Assets

Total capitalization in the 3 months ended March 31, 2025 was 0.39

CAD in million	31.03.25	31.12.24
CURRENT ASSETS		
Cash and cash equivalents	10.6	10.8
Trade accounts receivable, net	4.0	6.7
Other accounts receivable	0.6	0.6
Total current assets	15.2	18.1
NON-CURRENT ASSETS		
Property, plant and equipment, net	0.5	0.5
Intangible assets, net	4.1	4.1
Lease asset, net	0.8	0.8
Total non-current assets	5.4	5.4
TOTAL ASSETS	20.6	23.5

Financial Position - Liabilities

Debt free

CAD in million

31.03.25

31.12.24

CURRENT LIABILITIES

Trade accounts payable	5.7	8.1
Other accounts payable	2.2	2.4
Lease liability	0.2	0.2
Total current liabilities	8.1	10.7

NON-CURRENT LIABILITIES

Lease liability	0.6	0.7
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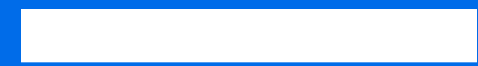
Total Non-current liabilities	11.9	0.7
Total Equity	10.8	12.1
TOTAL LIABILITIES & EQUITY	20.6	23.5

Adjusted EBITDA

CAD in thousands	Three months ended March 31, 2025	Three months ended March 31, 2024
Operating profit (loss)	(254)	(168)
Depreciation and amortization	446	344
Share-based payments	2	25
Other non-operational items	14	0
Total Adjustments	462	369
Adjusted EBITDA	208	201

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Q&A



Thank You.

For more information visit adcore.com/investors

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