

ADCORE

# Investor Factsheet

August, 2025

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

47%

### Efficiency

47% Gross margin in Q2 2025

798%

### Attractive Share Price

EV/Gross Profit As of August 8, 2025

69%

### Tightly Held Ownership

By founders and directors

Q2 2024

Q3 2024

Q4 2024

Q1 2025

Q2 2025

\$6.6M

Revenue

\$7.8M

Revenue

\$11.2M

Revenue

\$7M

Revenue

\$6.5M

Revenue

\$(0.2)

EBITDA (adj.)

\$0.3

EBITDA (adj.)

\$1.3

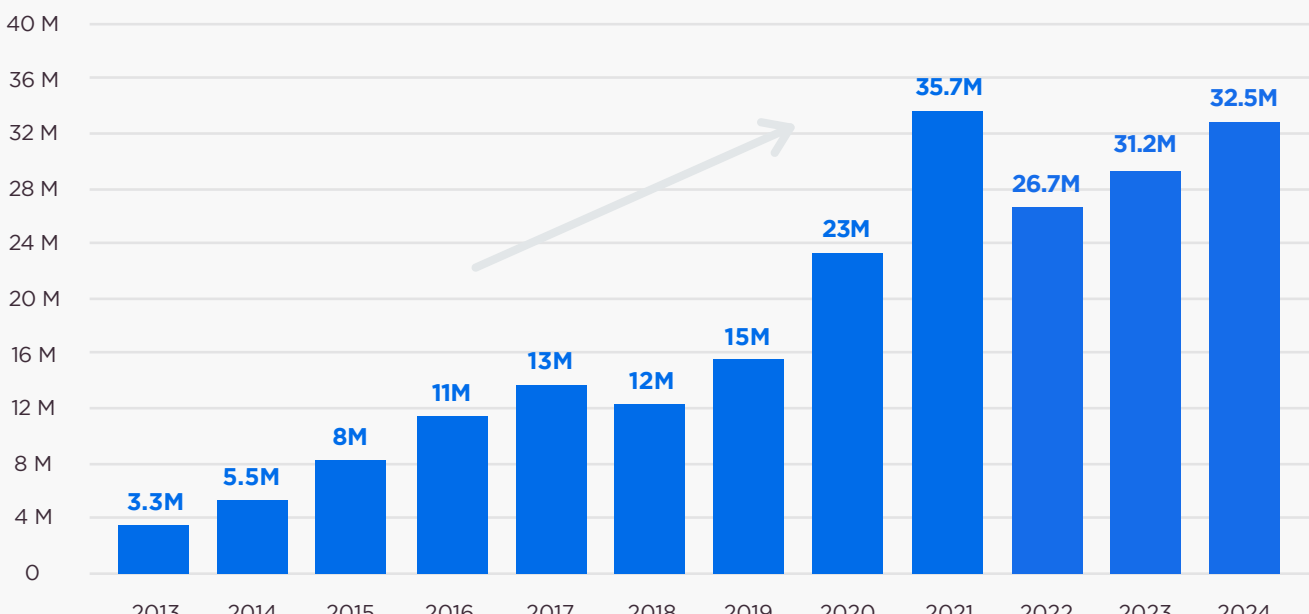
EBITDA (adj.)

\$0.2

EBITDA (adj.)

\$0.2

EBITDA (adj.)



## Business Highlights

ALL NUMBERS ARE IN CAD

\$15.7M

Market Cap (August 5th, 2025)

\$750M

Ad Spend Managed (2024)

500+

Agency & Direct Clients

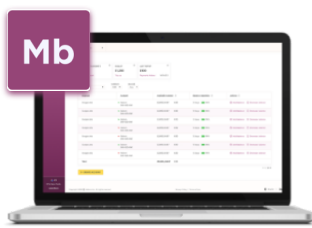
## 9 Proprietary AI Powered Technologies



### PROPOSAL

Streamline and automate your sales process

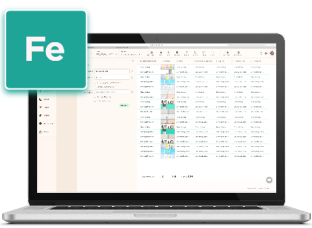
[COMING SOON](#)



### 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](#)

## 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 Sales Automation

\$21.5B by 2030

## Capitalization Table & Key Metrics

ALL NUMBERS ARE IN CAD

### TSX : ADCO

### OTCQX : ADCOF

Market capitalization

\$15.7M

Share price (August 5th, 2025)

\$0.26

IPO date

May 27, 2019

Year-end

Dec-31

Cash balance (June 30, 2025)

\$9M

Basic shares outstanding

60.7M

Options, RSUs & Warrants

7.9M

Management & Founders

42.1M

Trading float (MGMT estimate)

18.6M

## IR Contacts

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