

TSX:ADCO | OTCQX:ADCOF

Adcore's Q2 2025 Earnings Call

August,
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

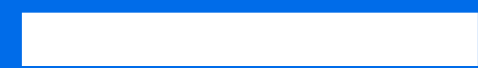
Forward Looking Statements and Information

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

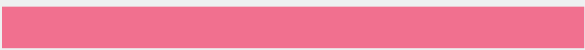


Q2 2025 Report Highlights

Adcore delivered a strong Q2 2025 with higher gross profit, improved margins, positive Adjusted EBITDA, and a 35% surge in APAC revenue driven by Media Blast adoption and continued client growth.

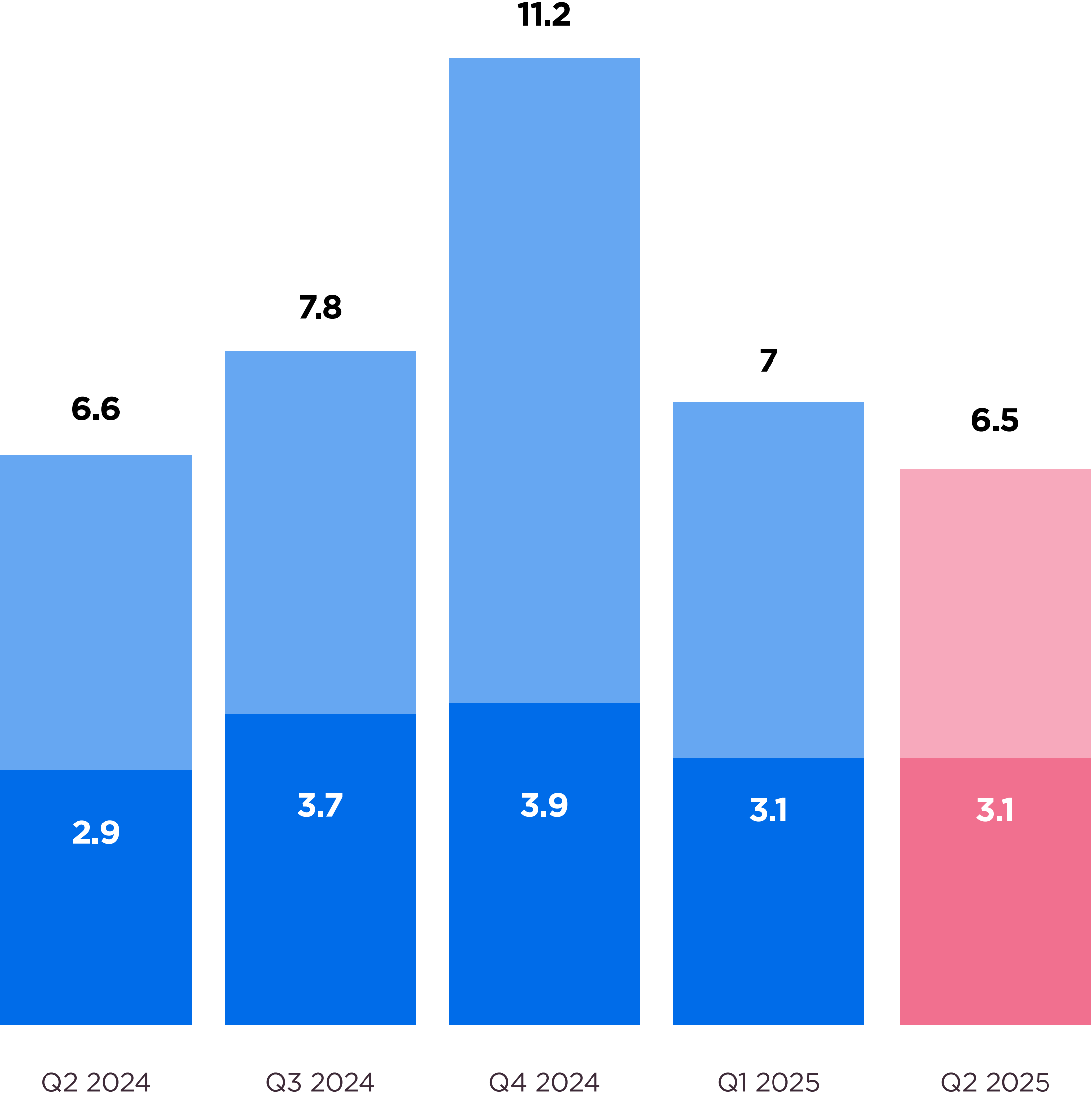


Quarterly Revenue



CAD in million

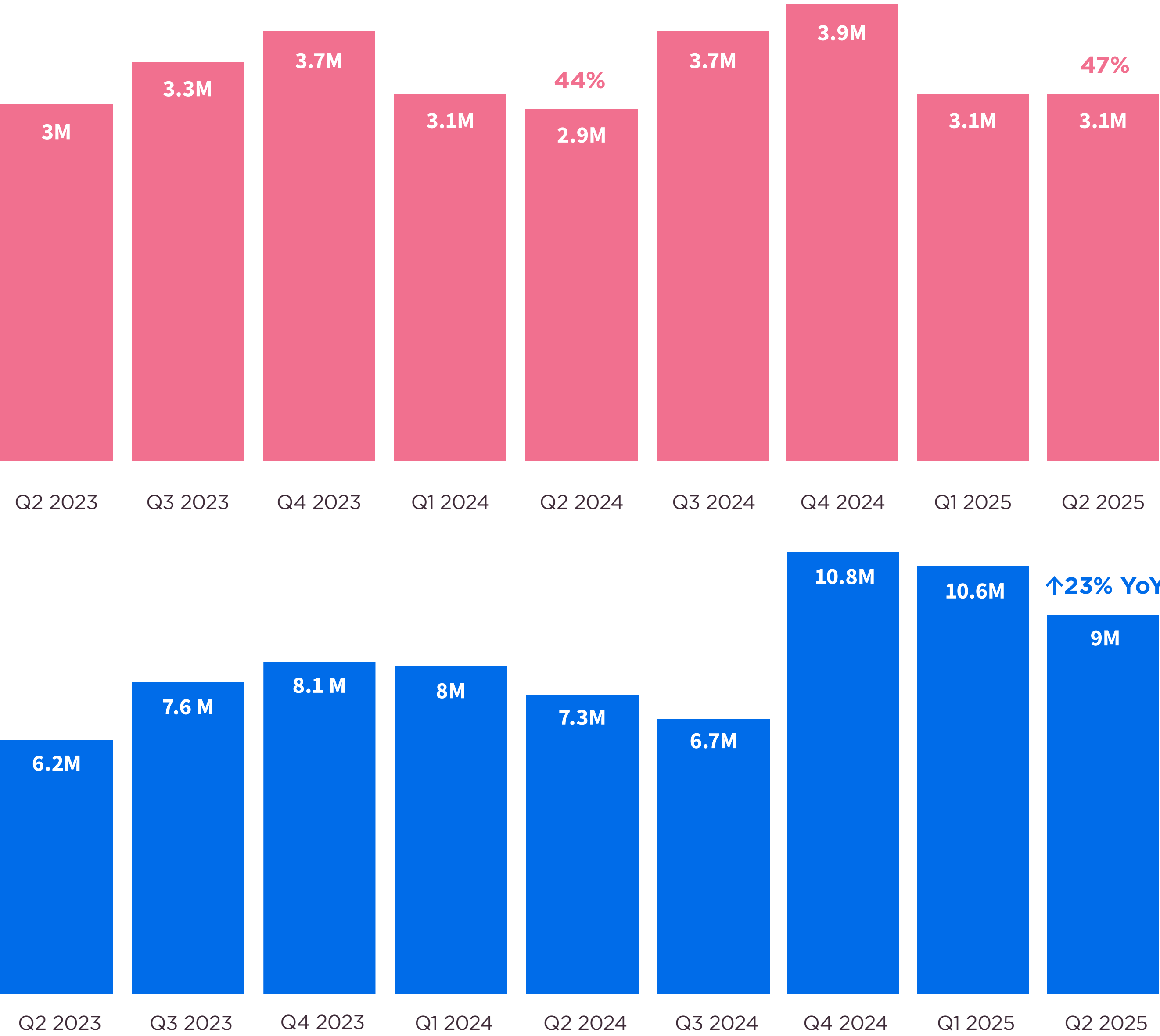
- Quarterly Revenue (↓1% YoY)
- Gross Profit (↑6% YoY)



Quality Growth KPIs

CAD in millions

- Gross profit
- Cash and cash equivalent



Earnings Report Highlights Q2 2025

- **Gross margin:** For the three months ended June 30, 2025, was 47%, compared to 44% for the three months ended June 30, 2024.
- **Cash and cash equivalents:** Grew by 23% YoY.
- **Reduced Net loss:** by nearly half to CAD\$425K from CAD\$691K in Q2 2024.
- **Positive Adjusted EBITDA:** CAD\$156K in Q2 2025 compared to a negative CAD\$173K in the same quarter last year.
- **Gross profit:** Rose to CAD\$3,076K, an increase of CAD\$163K or 6% from the three months ended June 30, 2024.
- **APAC revenue growth:** Grew by 35% YoY increase.

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.



AI-Driven Innovation

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



Grow SaaS Recurring Revenue

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

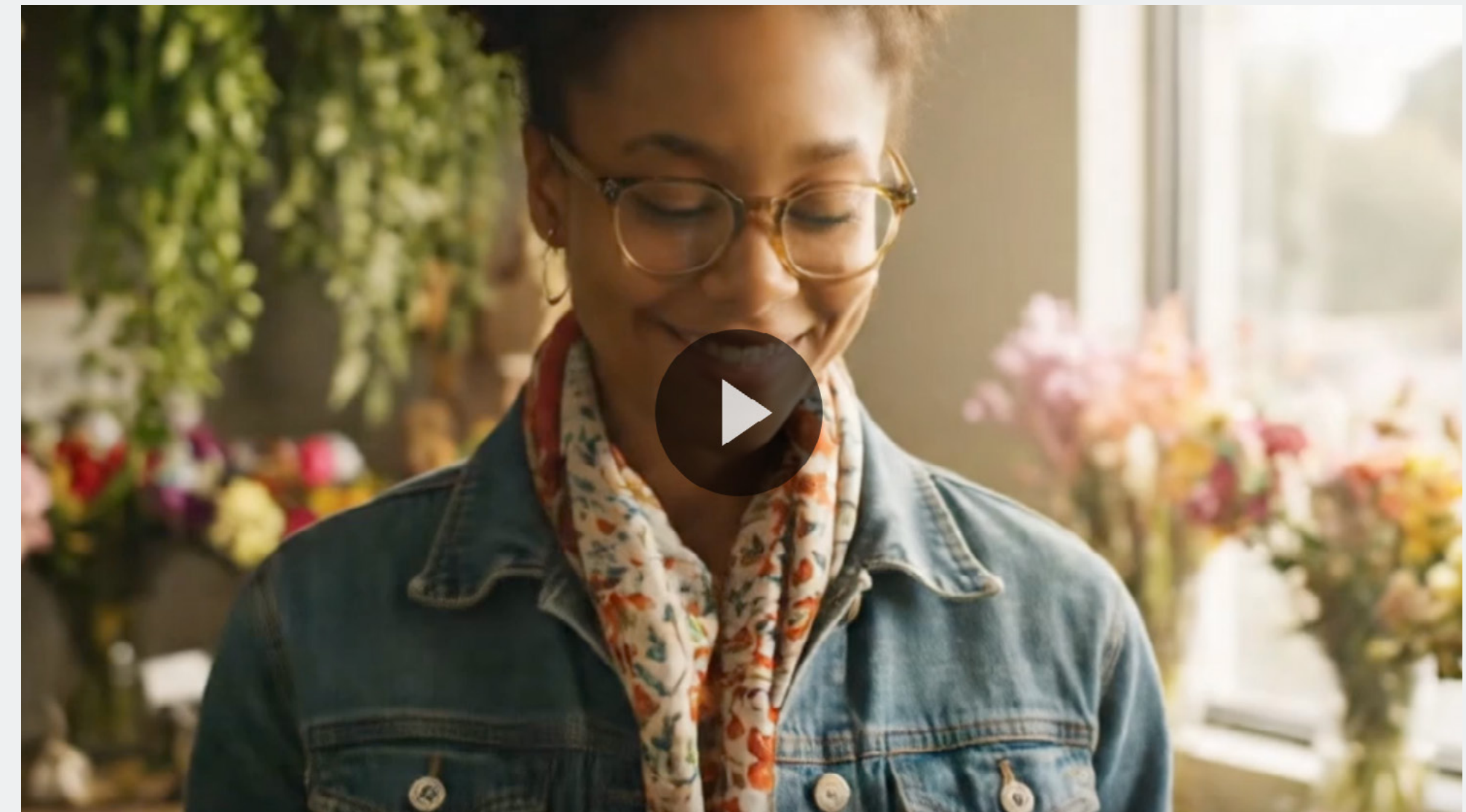


Proposal New Features ✨



Skeleton Feature

AI-built proposals in seconds, tailored to client needs, budget, and brand style.

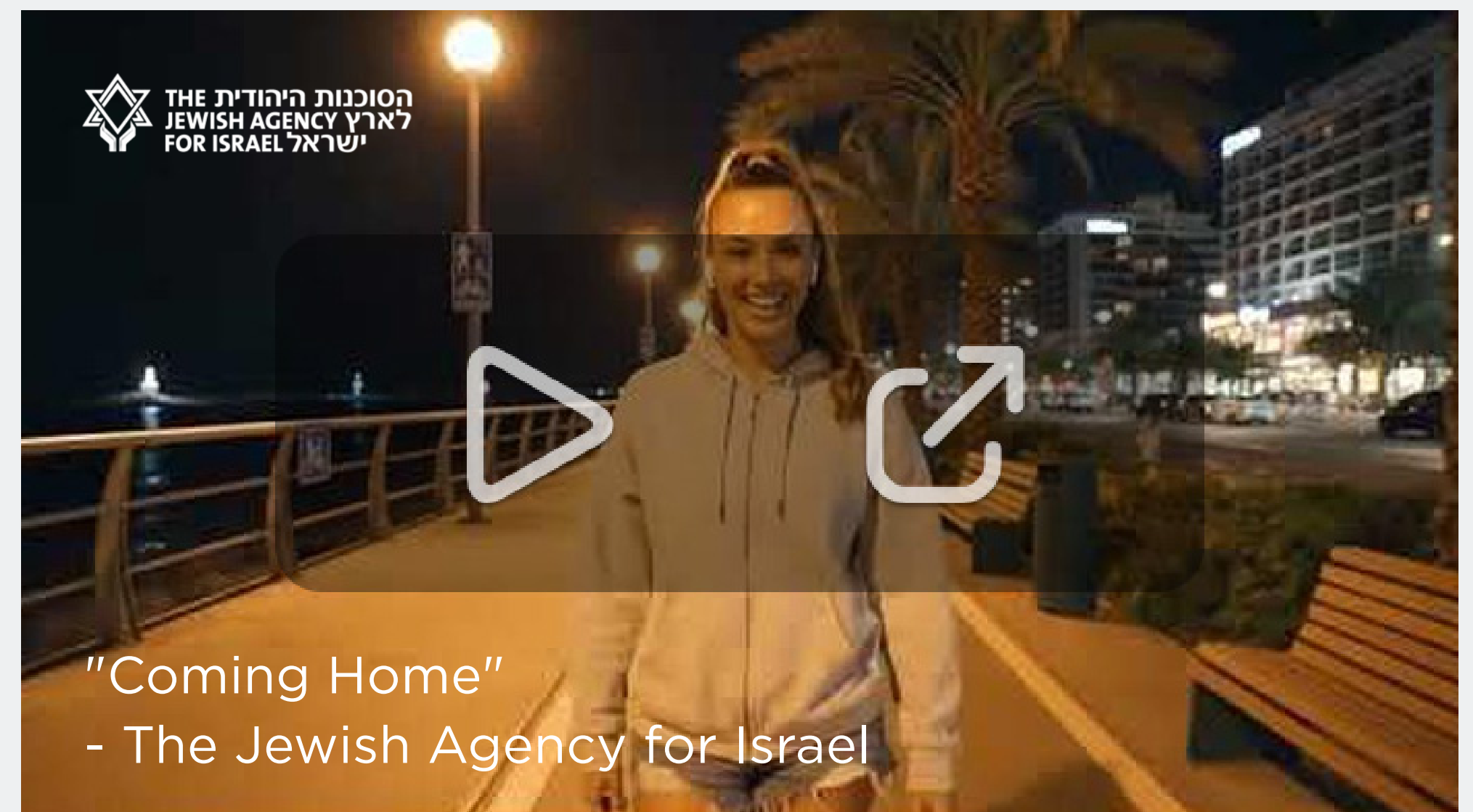


Secure Payment Requests

Seamless, direct payment requests with no unnecessary steps.

Creative Studio AI Excellence ✨

Demonstrating our capabilities with the latest
and most advanced tools in the market.



Comparable Companies

Significant share price upside opportunity as Adcore rises to peers:

\$0.26

Current share price
August 5th, 2025

COMPANY NAME	TICKER	MARK CAP	ENTERPRISE VALUE (EV)	EV / GROSS PROFIT	EV / EBITDA
Fluent Inc	FLNT US	63	93	1.3	-35
Criteo SA	CRTO US	1,696	1,622	1.2	4.1
Evertz Technologies Ltd	ET TO	920	830	2.8	8.3
Inuvo Inc	INUV US	104	102	1.0	-38.2
Kinaxis Inc	KXS TO	5,844	5,580	18.1	113.3
Magnite Inc	MGNI US	4,325	4,581	8.0	26.3
PubMatic Inc	PUBM US	775	639	2.5	10.8
Integral Ad Science Holding Corp	IAS US	1,820	1,791	3.0	9.6
Illumin Holdings Inc	ILLM TO	113	65	0.7	-56.0
DoubleVerify Holdings Inc	DV US	3,446	3,352	4.4	17.0
Average				4.3	9.2
ADCORE	ADCO TO	16	6	0.5	6.2
Upside				798%	49%

As of August 5th, 2025. Currency in CAD. All numbers in millions

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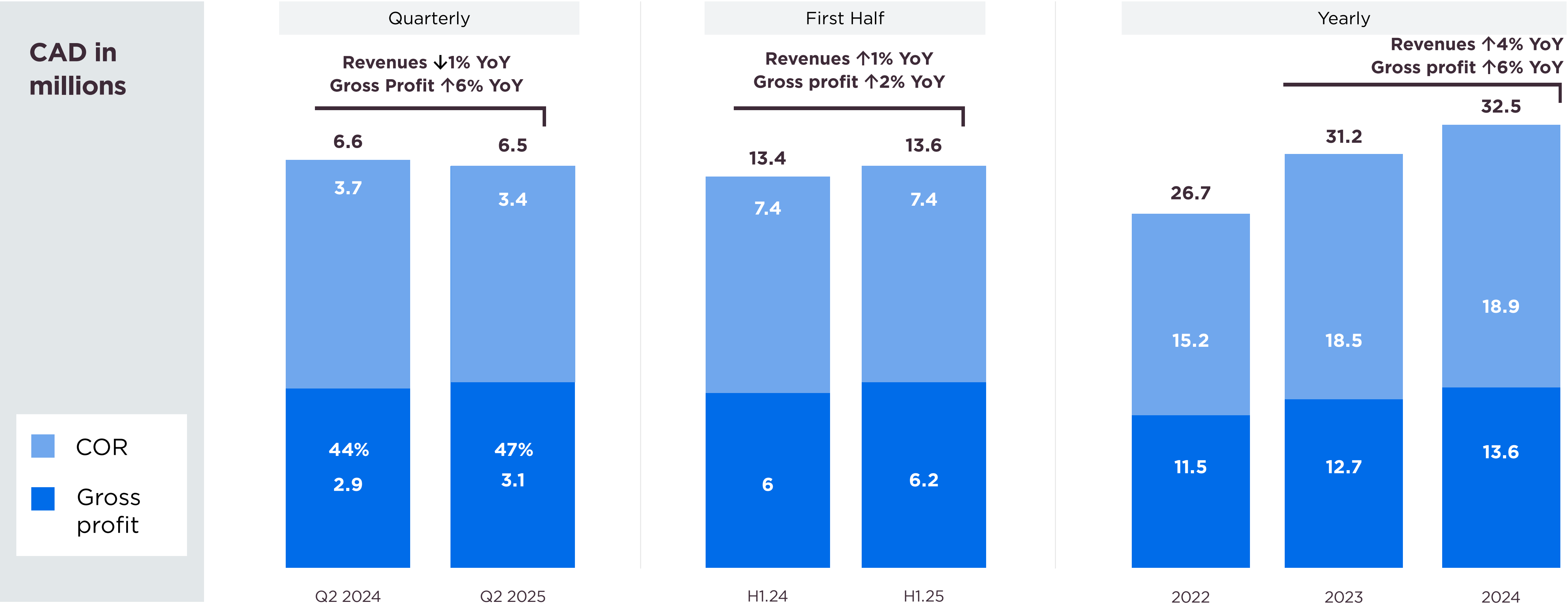
CFO Financial Highlights



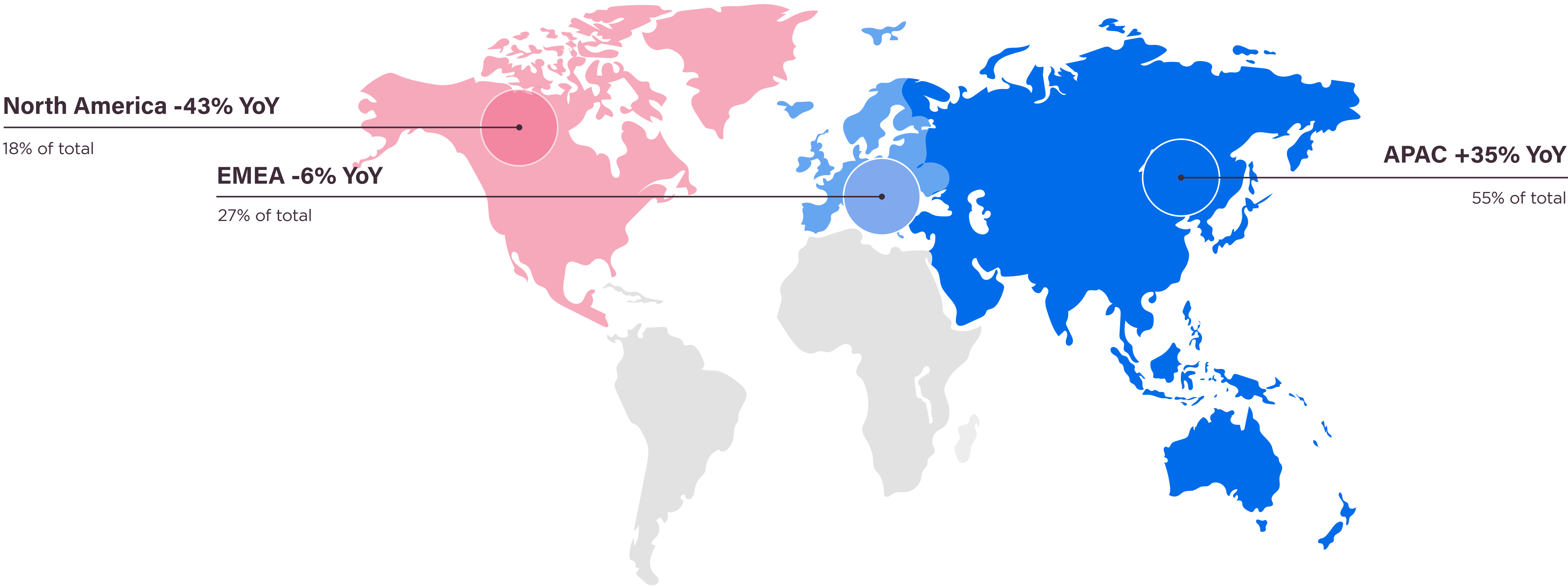
Comprehensive Income

CAD in million	Three months ended June 30, 2025	Three months ended June 30, 2024	YoY
Revenues	6.5	6.6	
Cost of revenues	3.4	3.7	
Gross profit	3.1	2.9	+6%
RnD	0.5	0.6	
SG&A	3.1	3.1	
Operating profit (loss)	(0.5)	(0.8)	
Finance expenses	0.1	0.1	
Finance income	0.2	0.0	
Profit (loss) before taxes on income	(0.4)	(0.9)	
Tax expenses (income)	0.0	(0.2)	
Total Comprehensive Profit (loss) for the period	(0.4)	(0.7)	

Revenues and Gross Profit



Q2 2025 Revenue Breakdown



Financial Position - Assets



CAD in million	30.06.25	31.12.24
CURRENT ASSETS		
Cash and cash equivalents	9.0	10.8
Trade accounts receivable, net	3.7	6.7
Other accounts receivable	0.4	0.6
Total current assets	13.1	18.1
NON-CURRENT ASSETS		
Property, plant and equipment, net	0.4	0.5
Intangible assets, net	4.0	4.1
Lease asset, net	0.7	0.8
Total non-current assets	5.1	5.4
TOTAL ASSETS	18.2	23.5

Financial Position - Liabilities

Debt free

CAD in million	30.06.25	31.12.24
CURRENT LIABILITIES		
Trade accounts payable	4.2	8.1
Other accounts payable	2.4	2.4
Lease liability	0.2	0.2
Total current liabilities	6.8	10.7
NON-CURRENT LIABILITIES		
Lease liability	0.6	0.7
Total non-current liabilities	0.6	0.7
Total Equity	10.8	12.1
TOTAL LIABILITIES & EQUITY	18.2	23.5

Adjusted EBITDA



CAD in thousands	Three months ended June 30, 2025	Three months ended June 30, 2024
Operating profit (loss)	(466)	(778)
Depreciation and amortization	354	380
Share-based payments	65	16
Other non-operational items	203	209
Total Adjustments	622	605
Adjusted EBITDA	156	(173)

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Q&A



Thank You.

For more information visit adcore.com/investors

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