

TSX:ADCO | OTCQX:ADCOF

# Adcore's Q3 2025 Earnings Call

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November,  
2025

ADCORE



# Hosts

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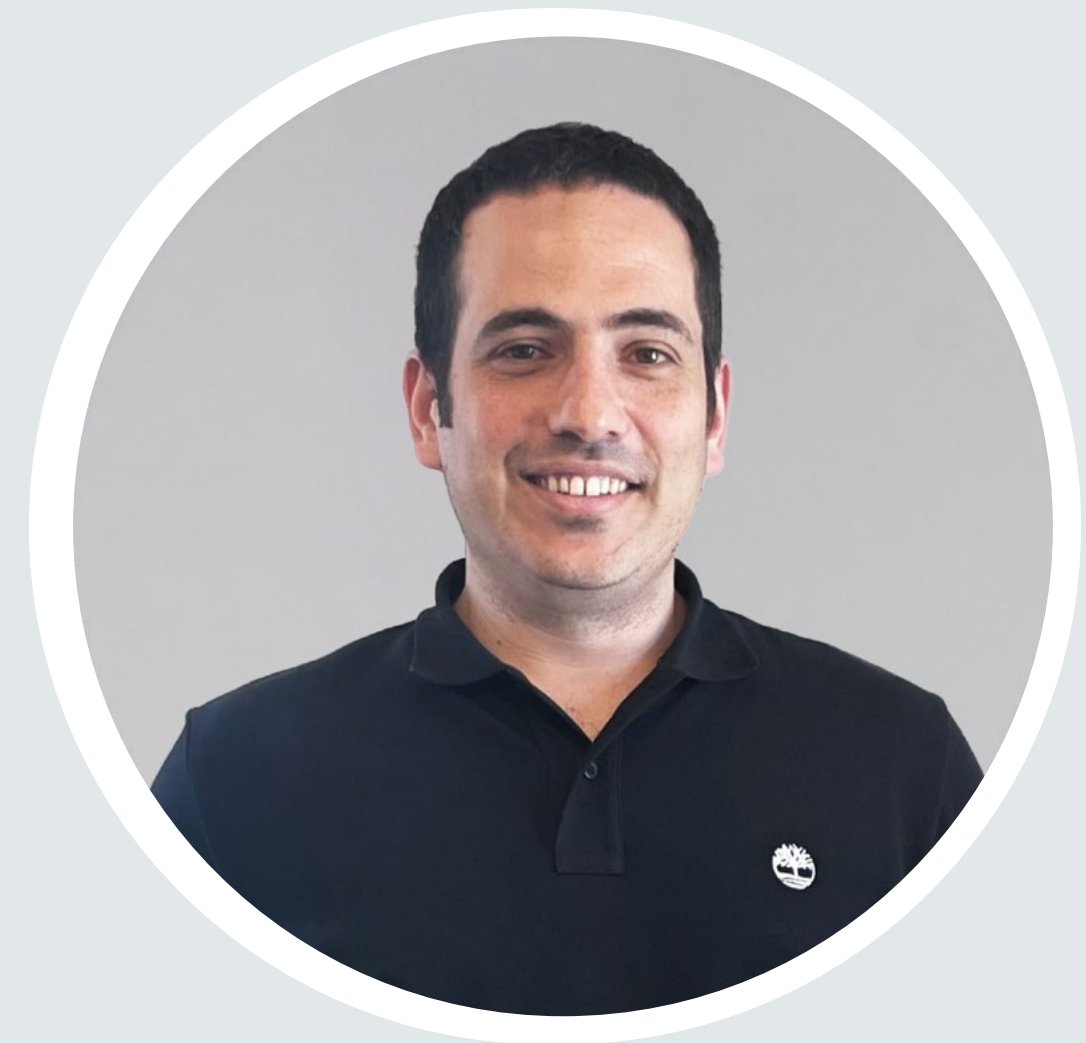
**Nick Campbell**

Investor Relations



**Omri Brill**

CEO



**Amit Konforty**

CFO

# Agenda

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

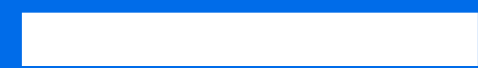
# Forward Looking Statements and Information

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





# Q3 2025 Report Highlights

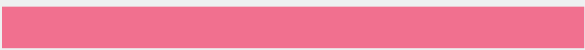
Q3 was steady operationally with regional strength in EMEA, up 25%, and APAC, up 7%, offsetting softness in North America.

We maintained strong cost discipline - R&D down 10%, SG&A down 12%, and Adjusted EBITDA up 56% year-to-date.





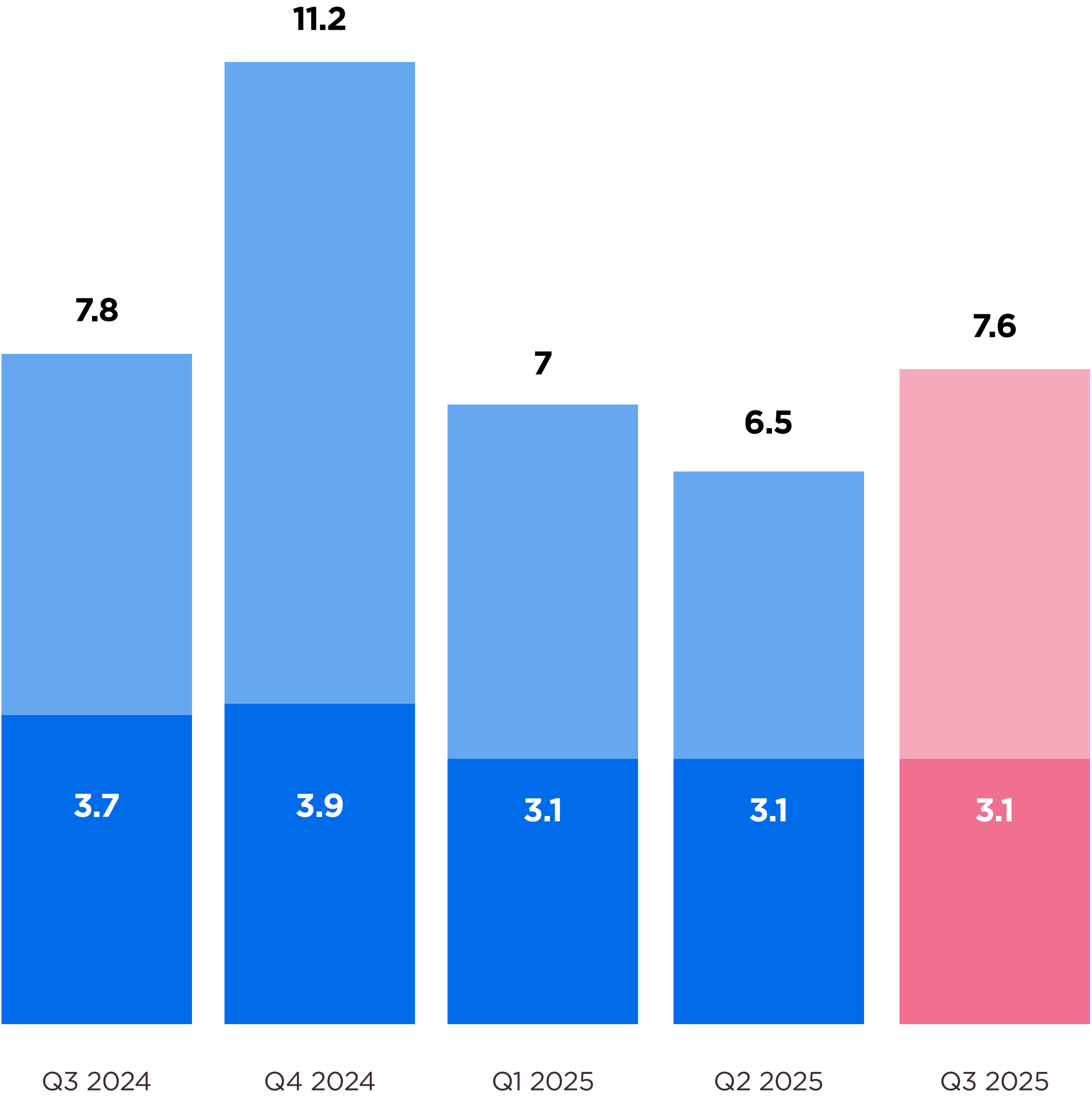
# Quarterly Revenue



CAD in million

Quarterly Revenue

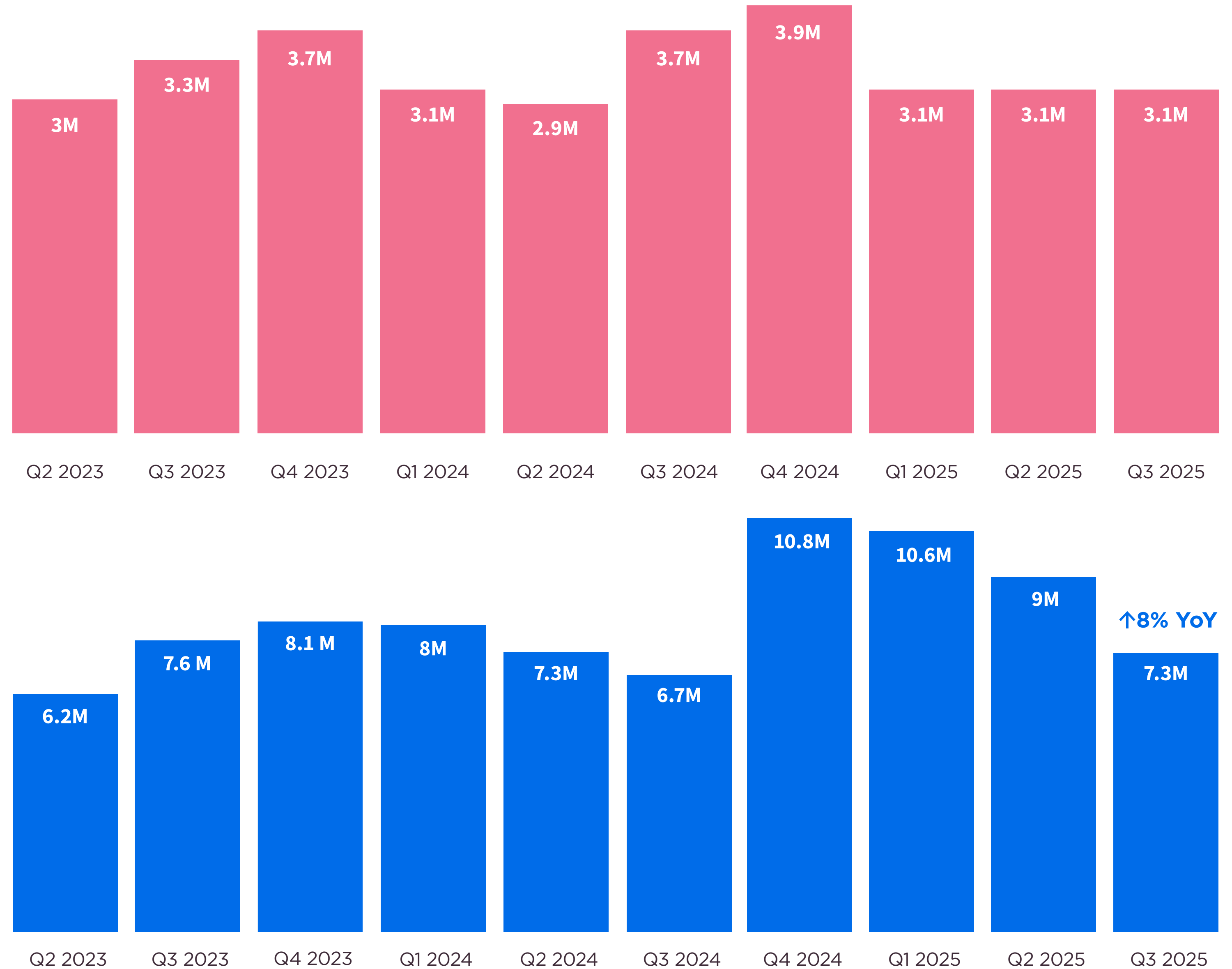
Gross Profit



# Quality Growth KPIs

CAD in millions

- Gross profit
- Cash and cash equivalent





# Earnings Report Highlights Q3 2025

- **EMEA revenue growth:** grew by 25% YoY increase.
- **APAC revenue growth:** grew by 7% YoY increase.
- **Cash and Cash equivalent:** grew 8% YoY.
- **R&D expenses:** decreased from 7% to 6% of total revenues, reflecting improved cost efficiency.
- **SG&A expenses:** amounted to CAD\$2,856 compared to CAD\$3,232, reflecting a reduction of CAD\$376 thousand YoY.

# Highlights 01-09/25

- **Positive Adjusted EBITDA:** CAD\$485 thousands for the nine months ended 30 September, 2025 compared to CAD\$310 thousand in the same period last year .
- **Reduced net loss:** decreased from CAD\$1,262 to CAD\$1,075 thousand, reflecting a reduction of CAD\$187 thousand or 15% YoY.
- **Gross Margins:** 44%, compared to 45% in the same period last year.
- **R&D expenses:** decreased from 8% to 7% of total revenues, reflecting improved cost efficiency.



# 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.



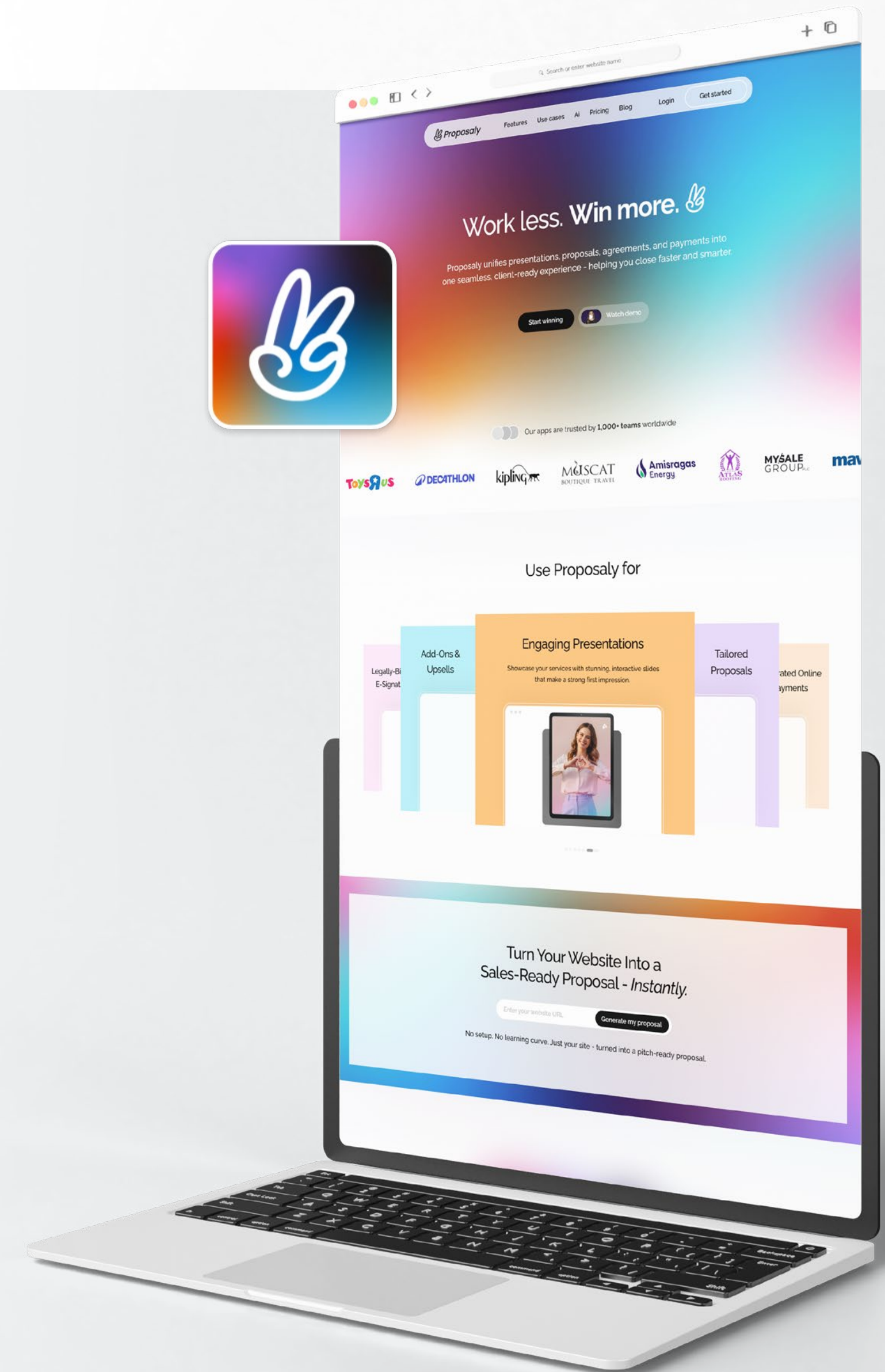
KEY GROWTH INITIATIVES THIS QUARTER

# Proposal Website & Blog Launch

A key milestone in Proposal's go-to-market strategy. The new website strengthens brand positioning and lead generation through refined messaging and UX. The new blog expands our content strategy and builds thought leadership to drive organic growth.

 <https://proposal.io/>

 <https://blog.proposal.io/>



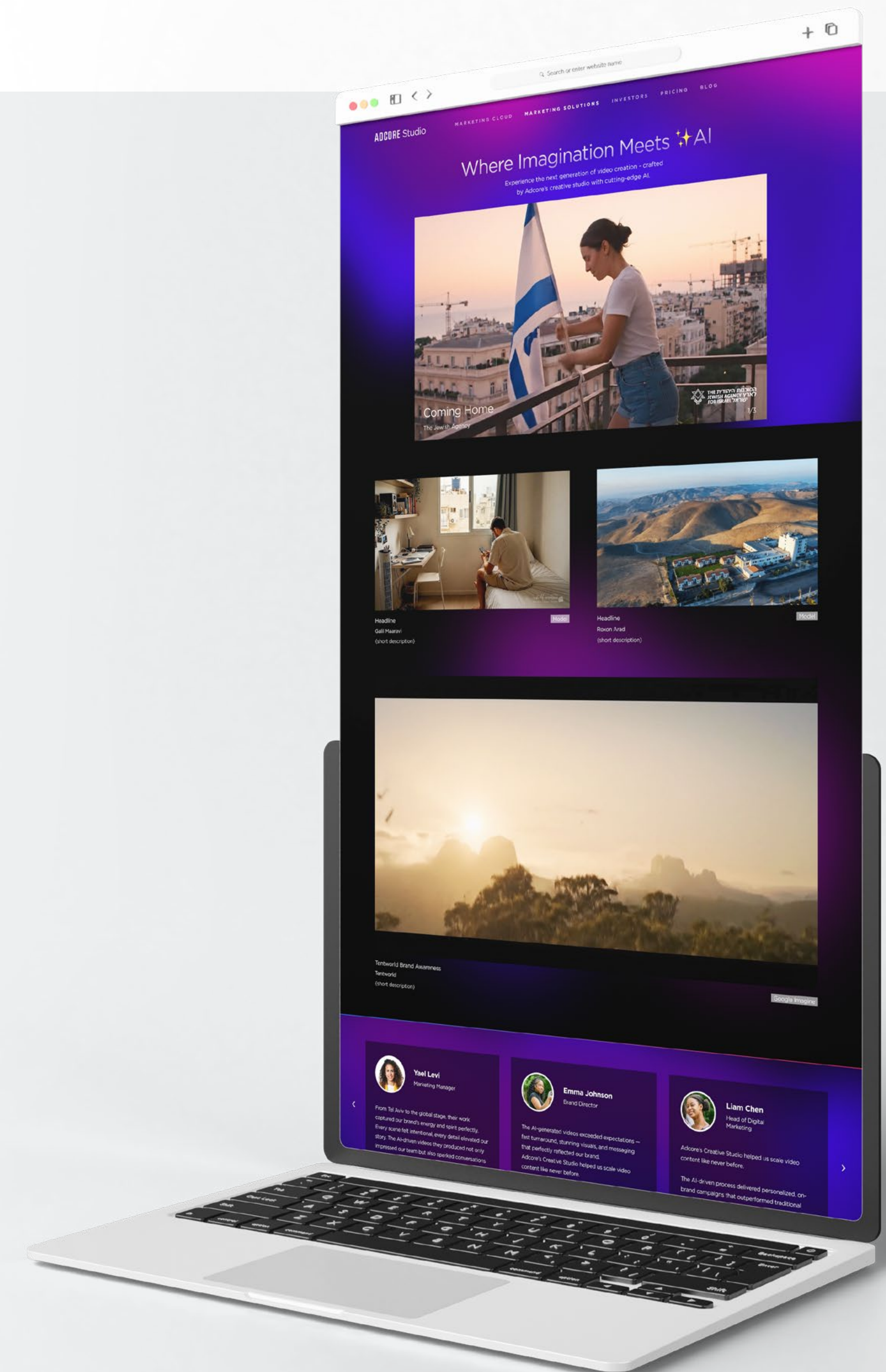


KEY GROWTH INITIATIVES THIS QUARTER

# Creative Studio: AI Showreel Launch

Introduced a new AI Showreel section on Adcore's website, showcasing AI-generated video campaigns created for global clients. This initiative highlights Adcore's leadership in AI-driven creative production and strengthens our positioning in performance marketing innovation.

 <https://www.adcore.com/adcore-studio/>





KEY GROWTH INITIATIVES THIS QUARTER

# Community Impact: Ofir's Park, Ruhama

Adcore initiated and delivered Ofir's Park, a new community bike and skate park honoring the memory of Ofir Libstein and the children of Sha'ar HaNegev.

The park stands as a symbol of resilience and renewal, supporting youth and local recovery efforts in Israel's southern region.





# Comparable Companies

Significant share price upside opportunity as Adcore rises to peers:

**\$0.24**

Current share price  
November 11th, 2025

COMPANY NAME	TICKER	MARK CAP	ENTERPRISE VALUE (EV)	EV / GROSS PROFIT	EV / EBITDA
Fluent Inc	FLNT US	77	103	1.4	-4.9
Criteo SA	CRTO US	1,672	1,477	1.0	3.1
Evertz Technologies Ltd	ET TO	963	857	2.8	8.4
Inuvo Inc	INUV US	52	53	0.5	-13.9
Kinaxis Inc	KXS TO	4,888	4,624	14.2	72.3
Magnite Inc	MGNI US	2,836	3,030	5.0	15.4
PubMatic Inc	PUBM US	710	582	2.3	12.2
Integral Ad Science Holding Corp	IAS US	2,396	2,253	3.5	12.7
Illumin Holdings Inc	ILLM TO	54	15	0.2	-2.5
DoubleVerify Holdings Inc	DV US	2,349	2,210	2.6	11.5
Average				3.4	11.4
ADCORE	ADCO TO	15	6	0.6	5.8
Upside				445%	97%

As of November 11, 2025. Currency in CAD. All numbers in millions

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# CFO Financial Highlights

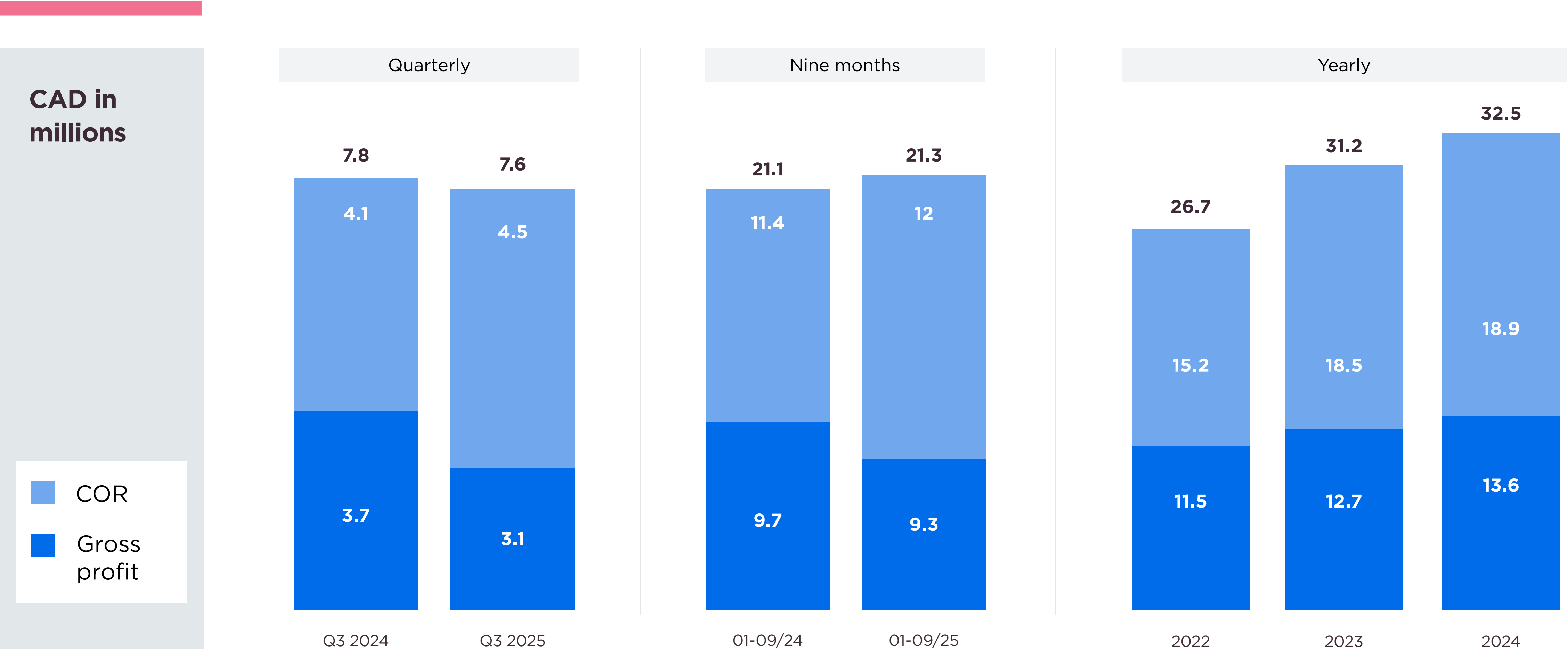




# Comprehensive Income

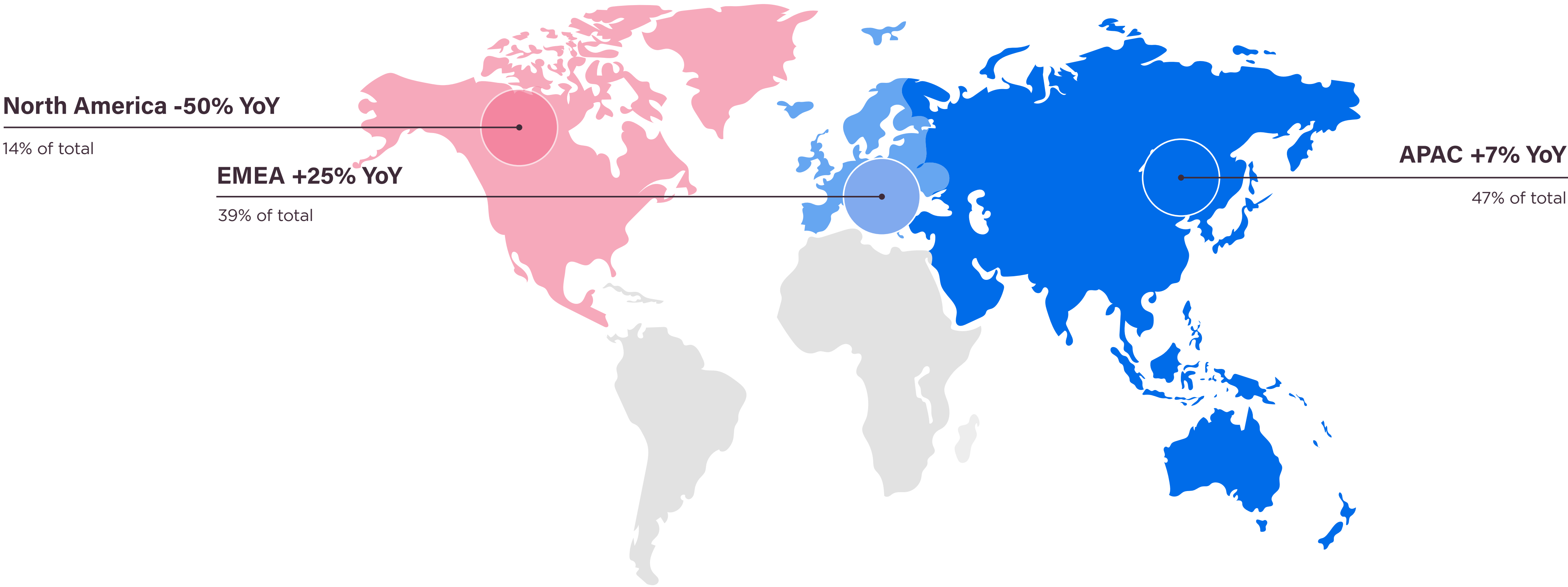
CAD in million	Three months ended September 30, 2025	Three months ended September 30, 2024
Revenues	7.6	7.8
Cost of revenues	4.5	4.1
Gross profit	3.1	3.7
RnD	0.5	0.6
SG&A	2.9	3.2
Operating profit (loss)	(0.3)	(0.1)
Finance expenses	0.2	0.1
Finance income	0.1	0.0
Profit (loss) before taxes on income	(0.4)	(0.2)
Tax expenses (income)	0.0	0.0
Total Comprehensive Profit (loss) for the period	(0.4)	(0.2)

# Revenues and Gross Profit

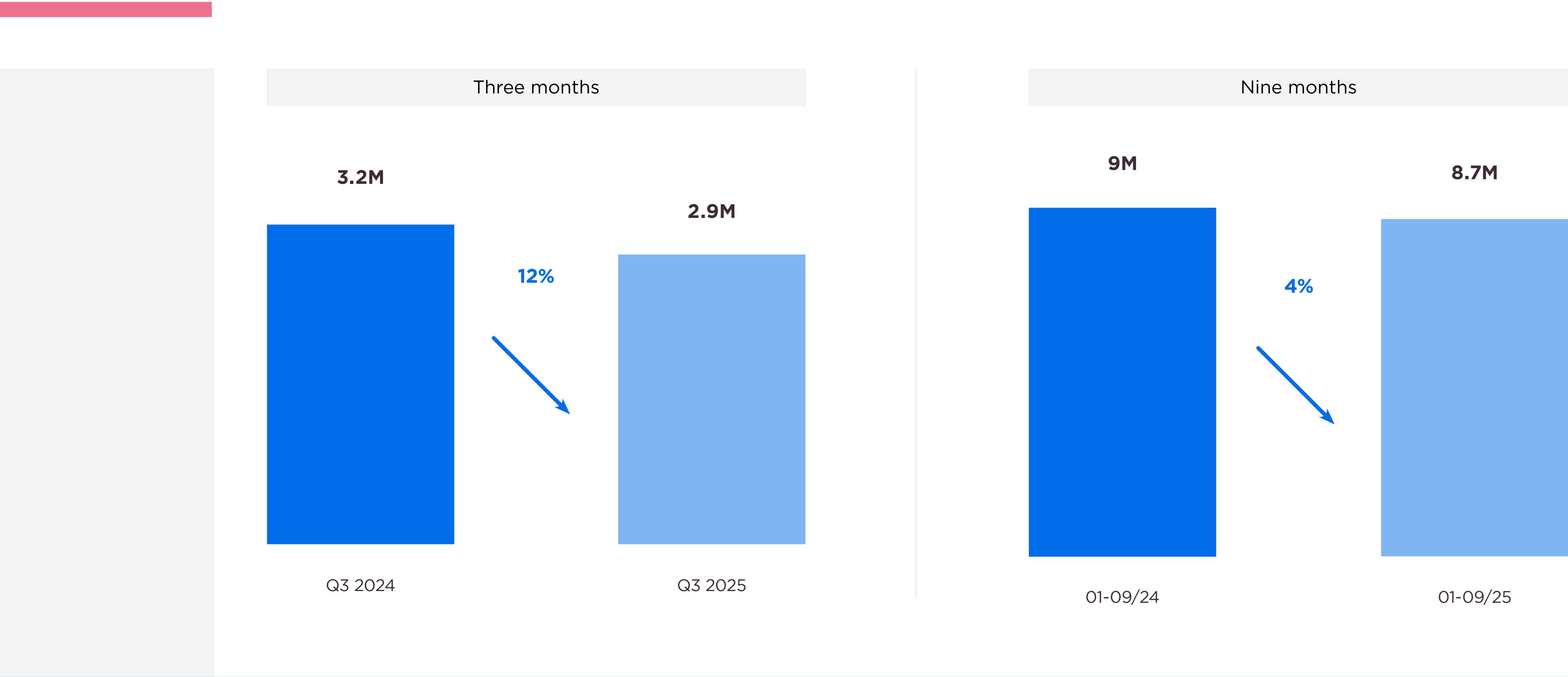




# Q3 2025 Revenue Breakdown



# Selling, General & administrative expenses





# Financial Position - Assets

CAD in million

30.09.25

31.12.24

## CURRENT ASSETS

Cash and cash equivalents

7.3

10.8

Trade accounts receivable, net

5.6

6.7

Other accounts receivable

0.4

0.6

Total current assets

13.318.1

## NON-CURRENT ASSETS

Property, plant and equipment, net

0.4

0.5

Intangible assets, net

4.2

4.1

Lease asset, net

0.7

0.8

Total non-current assets

5.35.4

## TOTAL ASSETS

18.6

23.5

# Financial Position - Liabilities

Debt free

CAD in million	30.09.25	31.12.24
CURRENT LIABILITIES		
Trade accounts payable	5.3	8.1
Other accounts payable	1.9	2.4
Lease liability	0.2	0.2
Total current liabilities	7.4	10.7
NON-CURRENT LIABILITIES		
Lease liability	0.5	0.7
Total non-current liabilities	0.5	0.7
Total Equity	10.7	12.1
TOTAL LIABILITIES & EQUITY	18.6	23.5

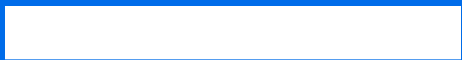


# Adjusted EBITDA

CAD in thousands	Three months ended September 30, 2025	Three months ended September 30, 2024	Nine months ended September 30, 2025	Nine months ended September 30, 2024
Operating profit (loss)	(278)	(122)	(998)	(1,069)
Depreciation and amortization	361	390	1,161	1,114
Share-based payments	20	14	86	54
Other non-operational items	19	0	236	211
Total Adjustments	400	404	1,483	1,379
Adjusted EBITDA	122	282	485	310

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# Q&A





# Thank You.

For more information visit [adcore.com/investors](https://adcore.com/investors)

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