

TSX:ADCO | OTCQX:ADCOF

Adcore's Investor Presentation

May 2026

ADCORE

Disclaimer

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We Are Adcore

A leading AI-powered marketing technology company. Adcore offers an unparalleled digital marketing solution, seamlessly managing and automating the digital marketing journey in an effortless and accessible way.

Adcore Inc. (TSX:ADCO) (OTCQX:ADCOF) was established in 2006. The Company employs over sixty people across six offices located in Tel Aviv Israel, Toronto Canada, Charlotte United States, Melbourne Australia, Hong Kong, and Shanghai Great China.

OUR VISION

Effortless Marketing

We believe marketing should be
effortless and accessible to everyone.

Investment Thesis



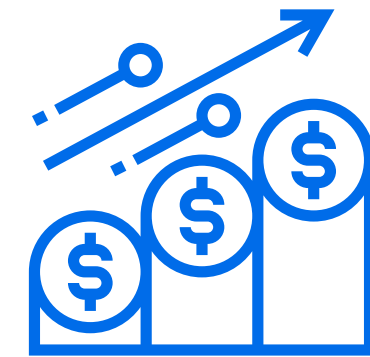
Fast Growing

22% revenue YoY growth
in Q1 2026



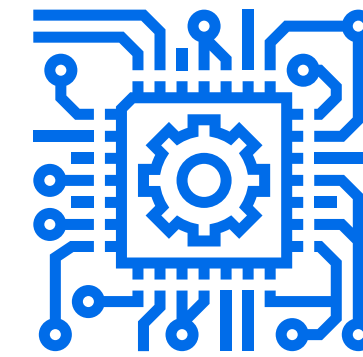
Good Margins

39% gross margins
in 2025



Profitable

\$1M Adjusted EBITDA
in 2025



Proprietary Technology

An all-inclusive
marketing app suite
for the complete
media journey

Huge Addressable Market

Digital Ad spending
Worldwide, 2023-2026



\$906B
(2023)

\$1,166B
(2026)

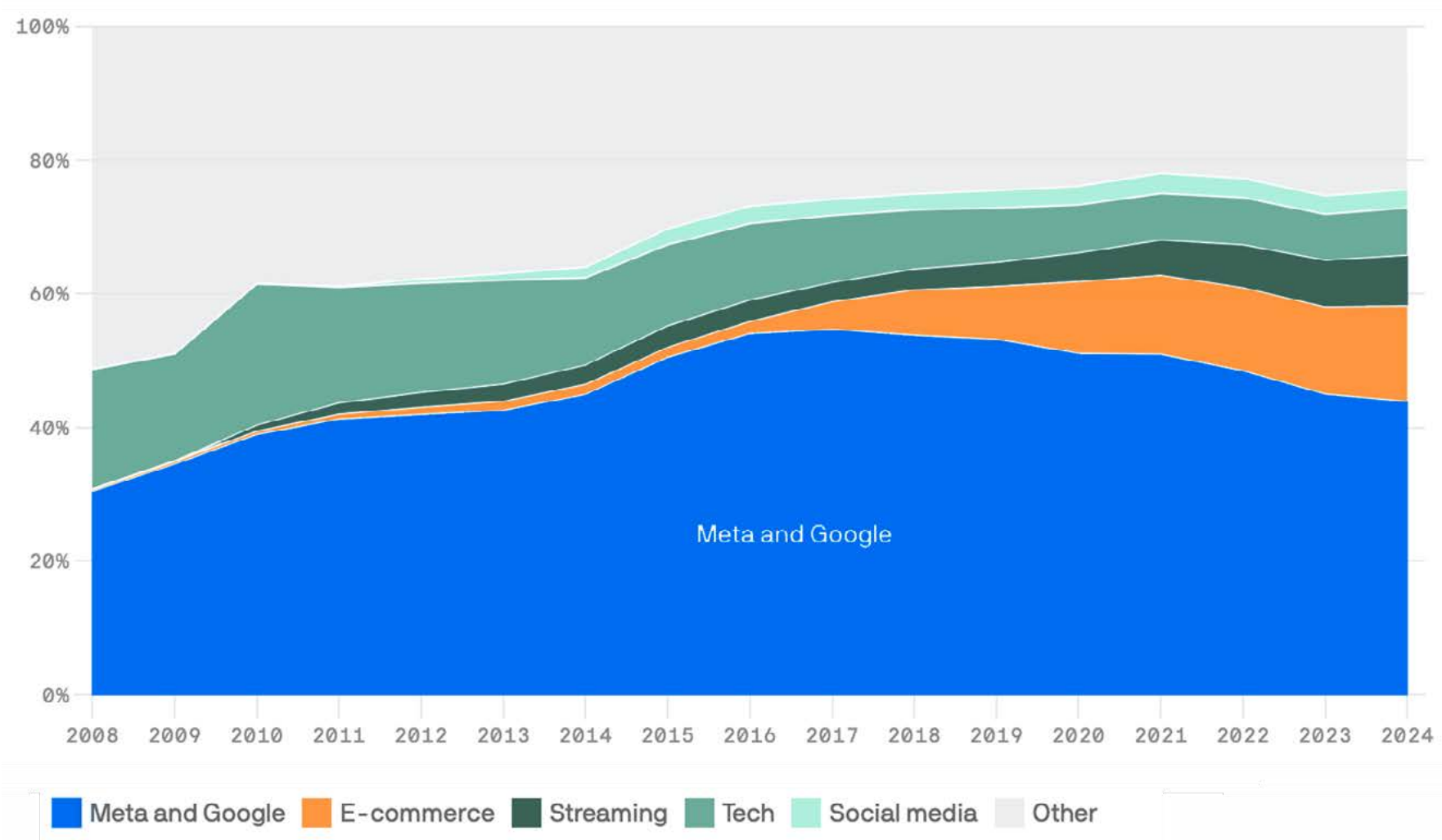
29%
GROWTH

Source: Insider Intelligence

Tectonic Industry Changes

Google and Meta's ad dominance fades

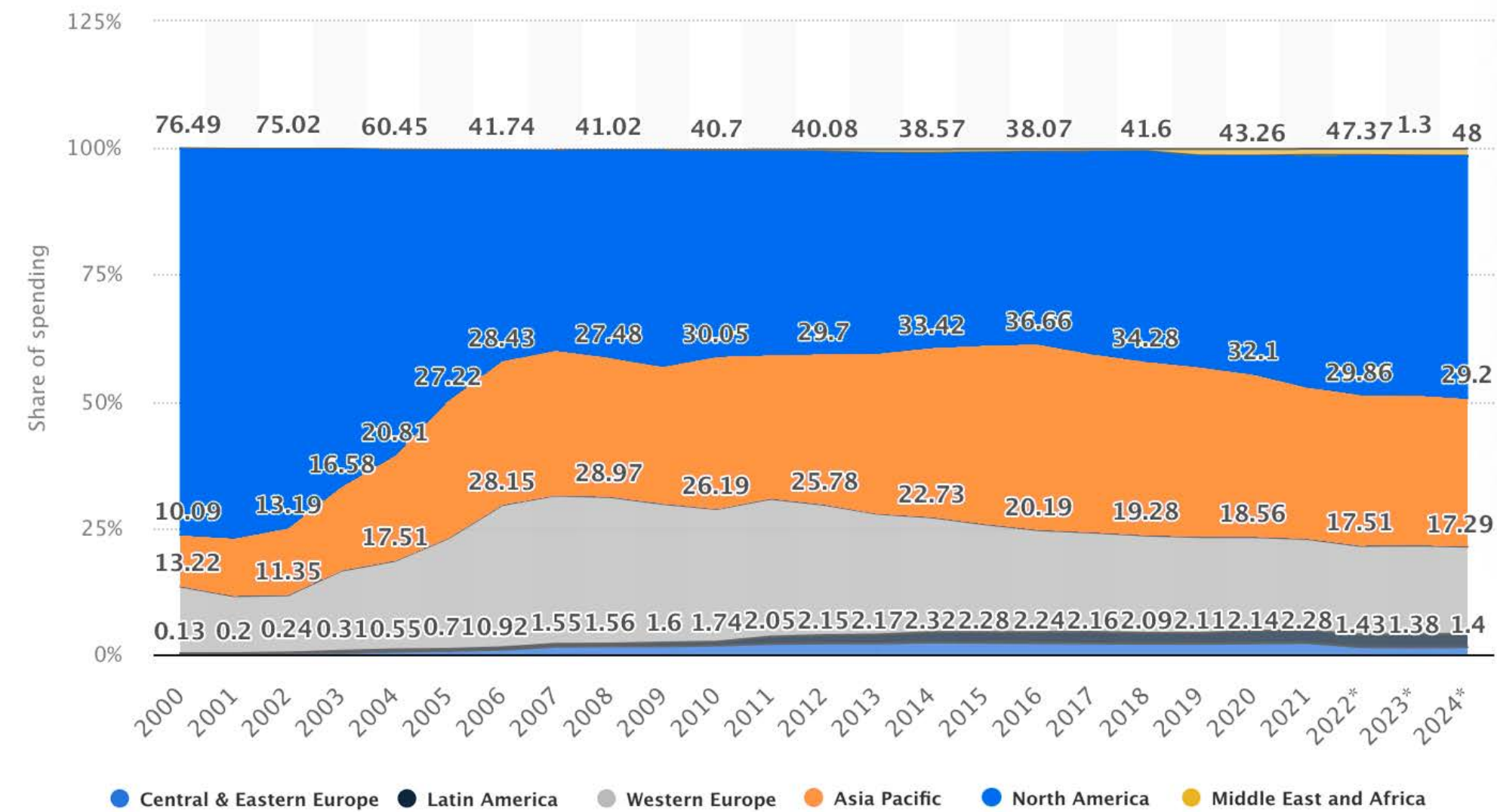
Share of U.S. digital ad spend, by channel type
Annual; 2008-2024 (projected).



Source: axios

Raise of emerging markets and channels

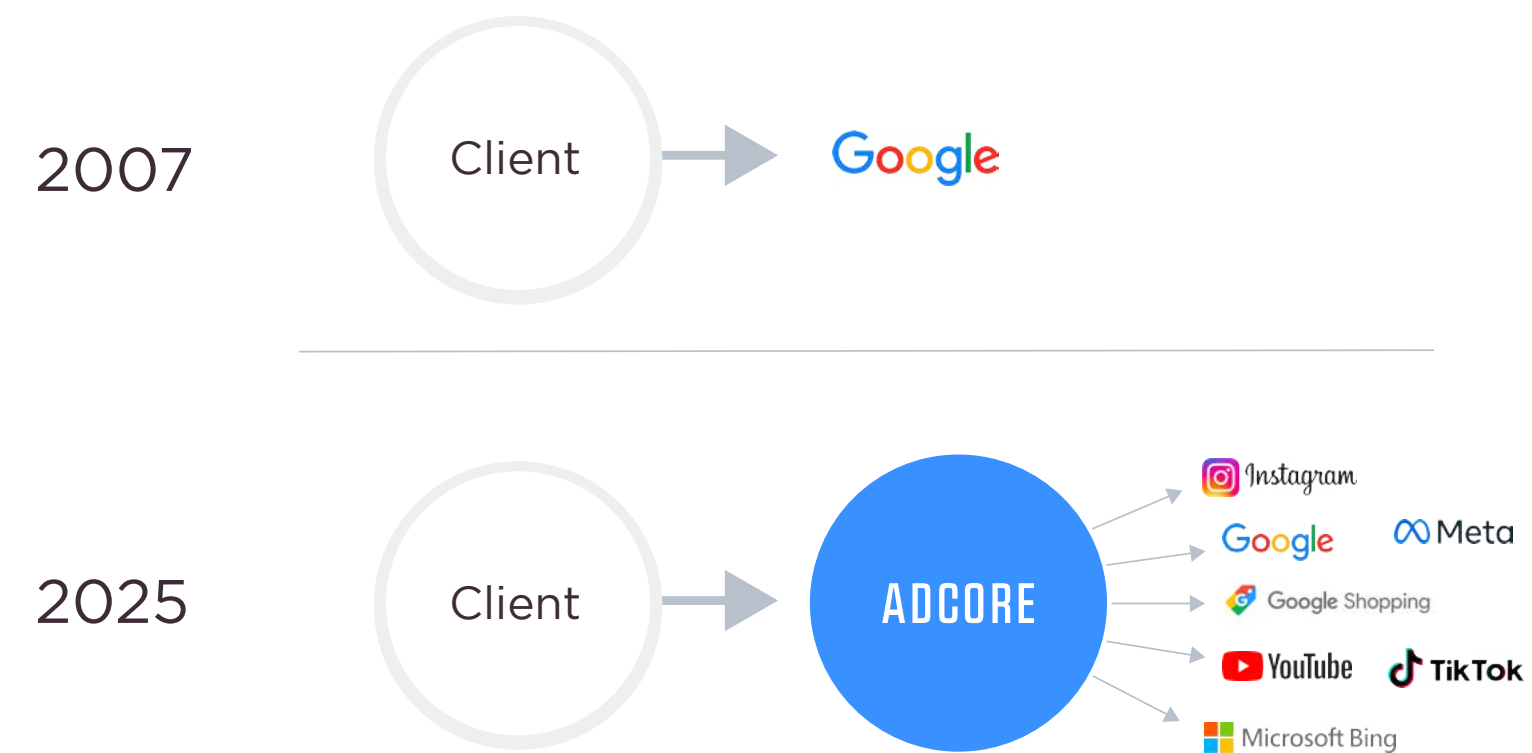
Distribution of internet advertising spending worldwide from 2000 to 2024, by region.



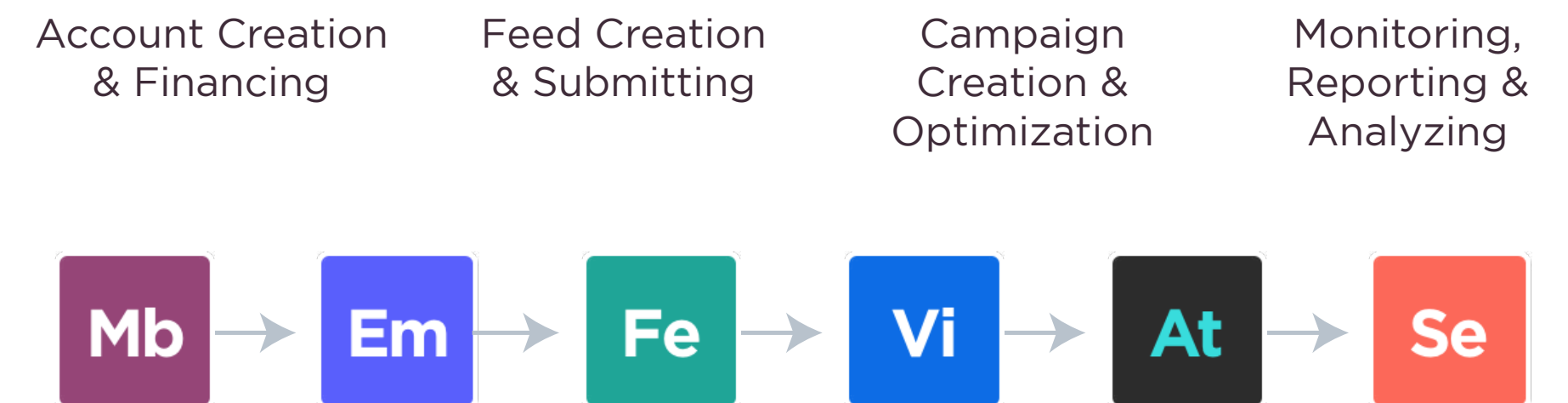
Source: statista

Adcore's Strategic Opportunities

Acting as a gateway to multi-regional and multi-channel reach

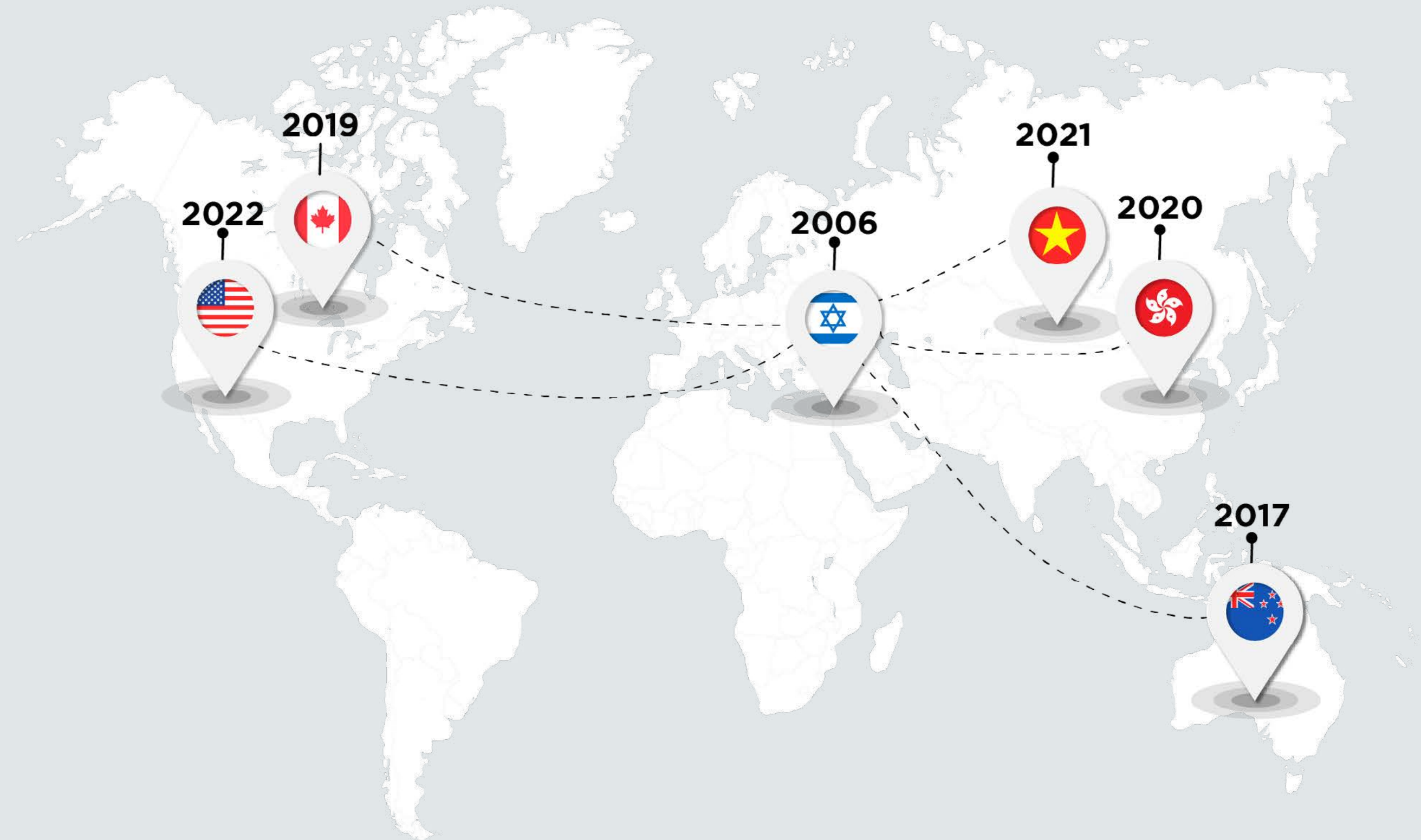


Complete oversight of the entire media journey



Marketing & Sales Strategy: Geographical Expansion

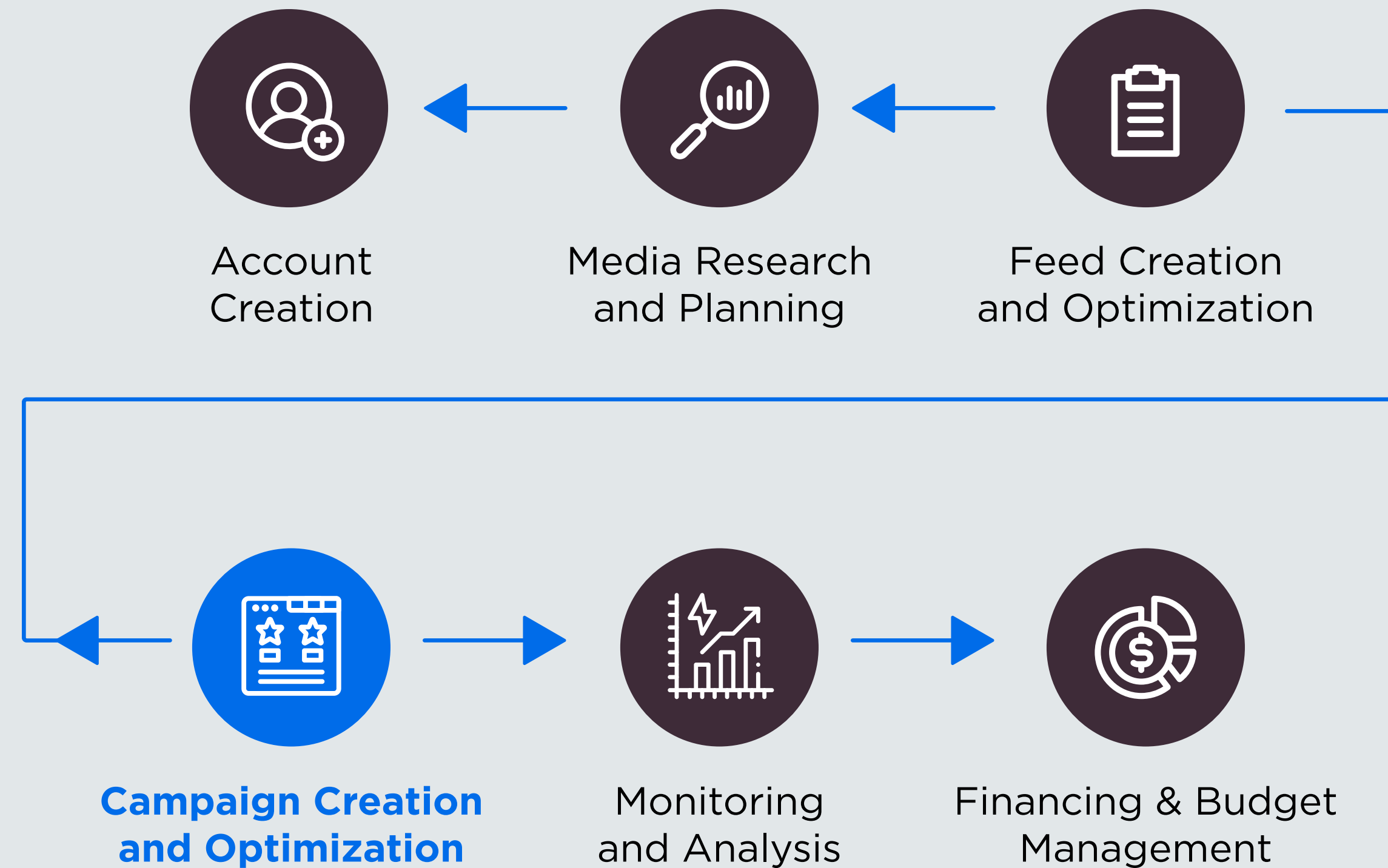
The company's global presence ensures relevancy and connection with the local audience, helps drive business growth, and enhances its global footprint.



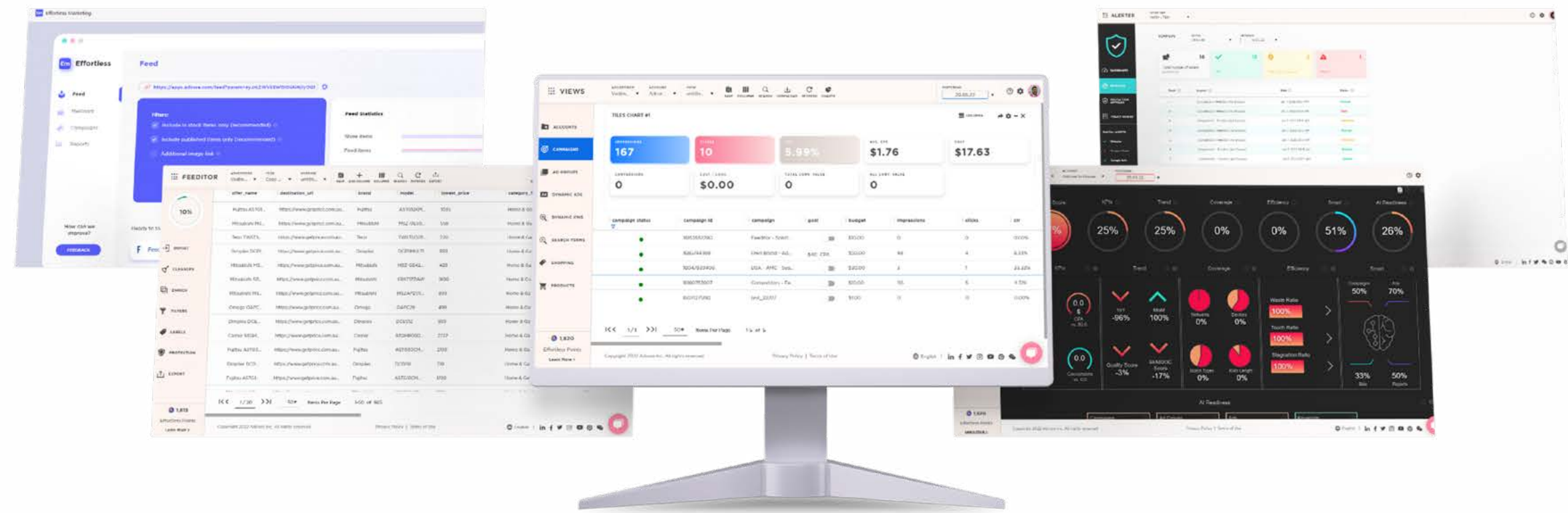
Marketing & Sales Strategy: Vertical Integration

The vertical integration strategy brings together various elements of the marketing ecosystem.

This approach opens doors for multiple upselling and cross-selling opportunities.



Adcore Marketing Cloud



Our suite of marketing apps

Adcore's marketing cloud provides marketers of all sizes with easy access to a wide range of essential marketing apps, all conveniently available in one place. This comprehensive solution enhances their performance effectively.

Adcore is poised to be a frontrunner in the digital marketing app segment, positioning itself as a dominant force in the industry.



Marketing Cloud

All essential marketing apps including feed creation, feed optimization, campaign management and analytics.



Proposaly

Streamline and automate your sales process by integrating presentations, proposal creation, legal agreements, payments, and project updates into one platform.



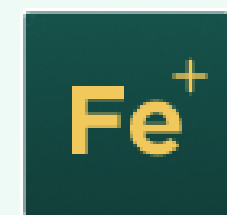
Media Blast

Regain control of your advertising accounts with Media Blast.



Effortless Feed

Generate, edit and promote your products feed with our free Shopify app.



Feeditor

Sell more products across more channels with effortless feed optimization.



Views

Build, optimize and automate your campaigns on Microsoft Ads, with the click of a button.



Alerter

Enable 24/7 monitoring of your website, data feeds, ad accounts and other digital assets.



Semdoc

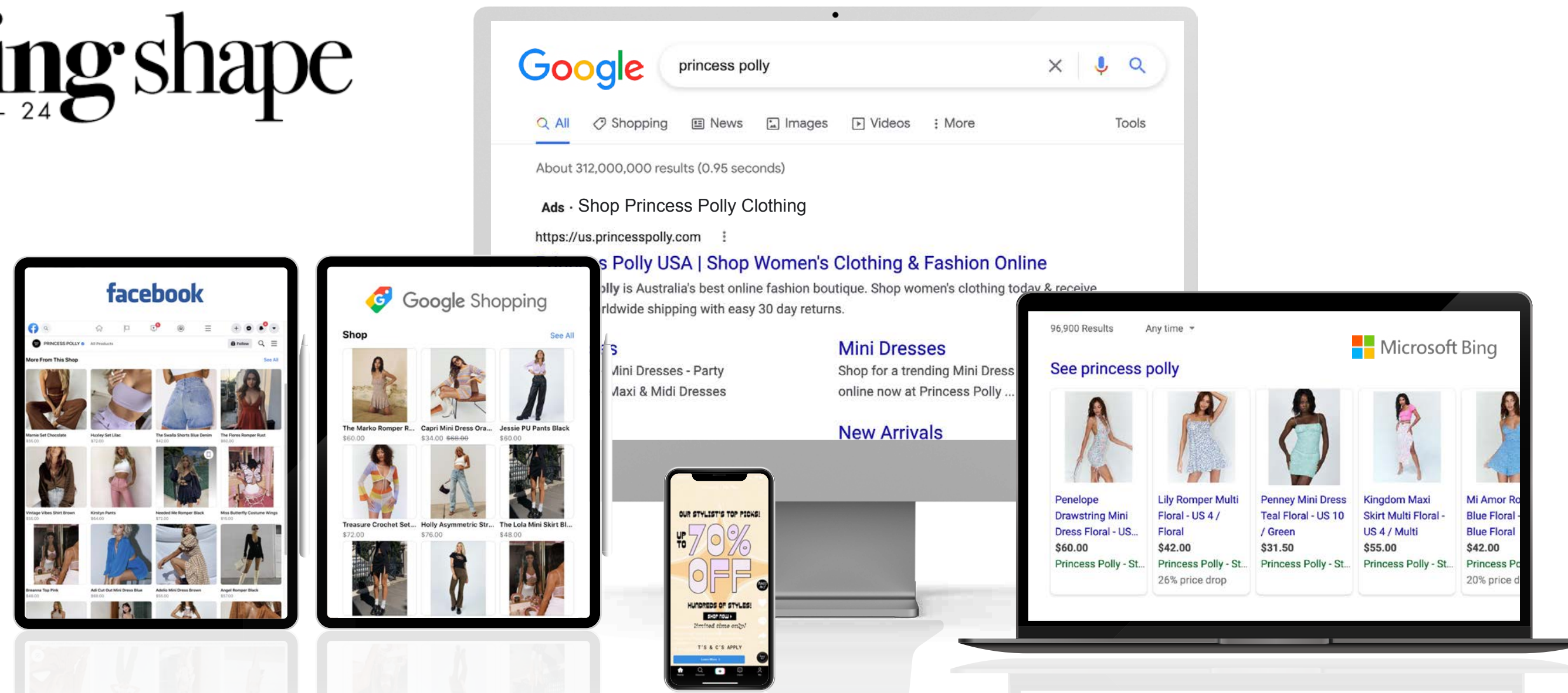
Analyze your ad account performance, fix any issues, and activate account control.



Marketing Cloud In Action

One integrated technology to create & manage
digital ads across platforms

taking shape
SIZES 12 - 24



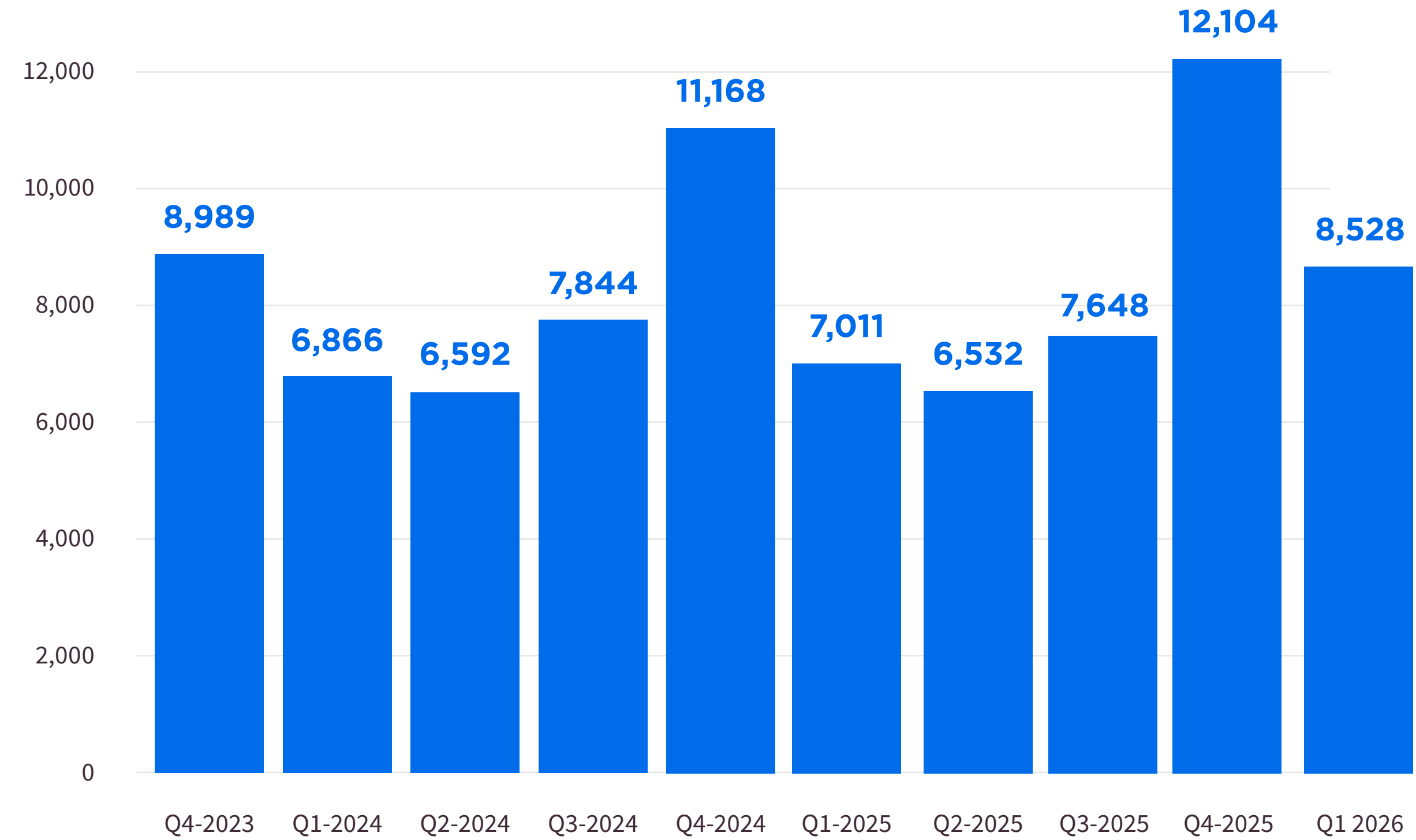
facebook



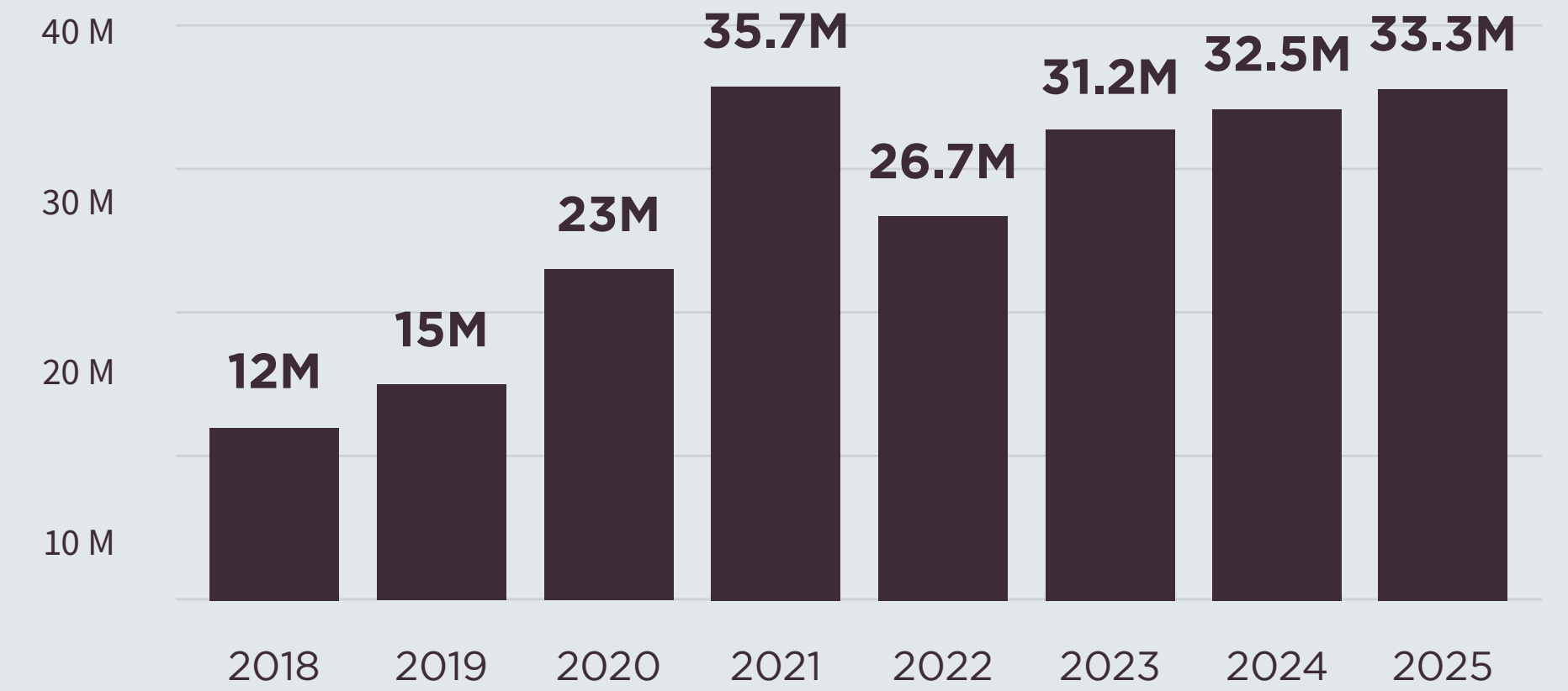
Solid Financial Model

CAD in thousands currency

Quarterly revenue



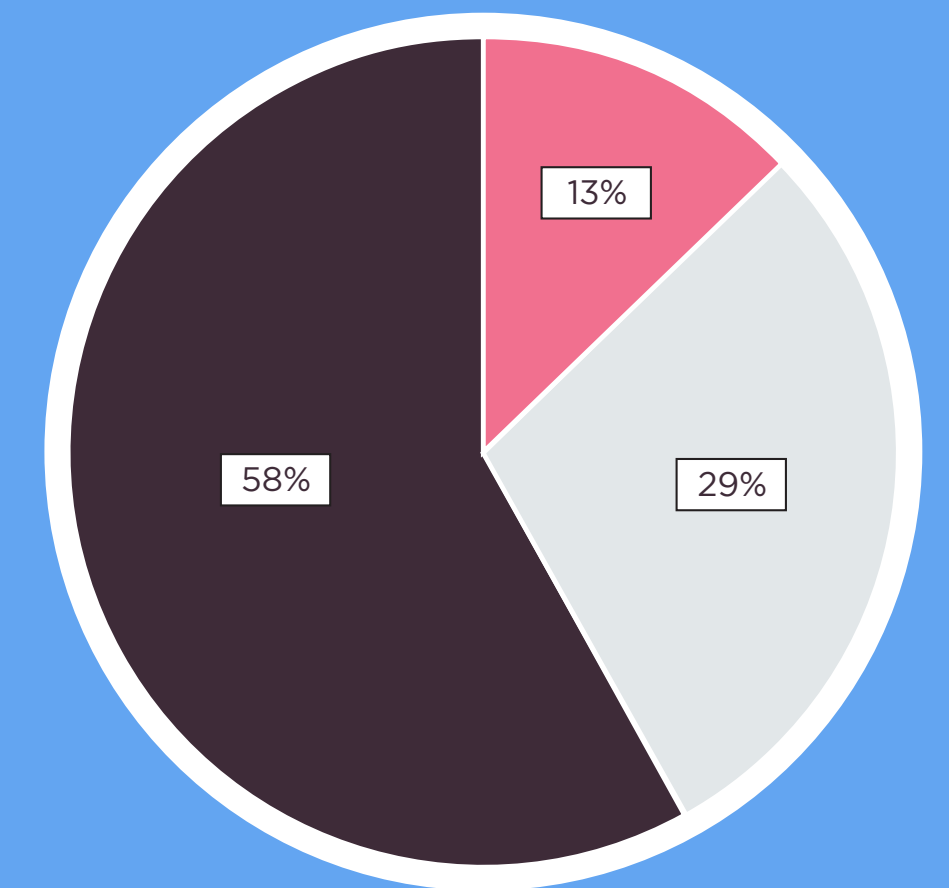
Yearly revenue



Healthy mix of global revenues

TTM

- APAC
- EMEA
- North America



Q2 2025

Q3 2025

Q4 2025

Q1 2026

\$6.5M
Revenue

\$7.6M
Revenue

\$12.1M
Revenue

\$8.5M
Revenue

\$3.1M
Gross profit

\$3.1M
Gross profit

\$3.8M
Gross profit

\$3.1M
Gross profit

\$0.2
Adjusted EBITDA

\$0.1
Adjusted EBITDA

\$0.5M
Adjusted EBITDA

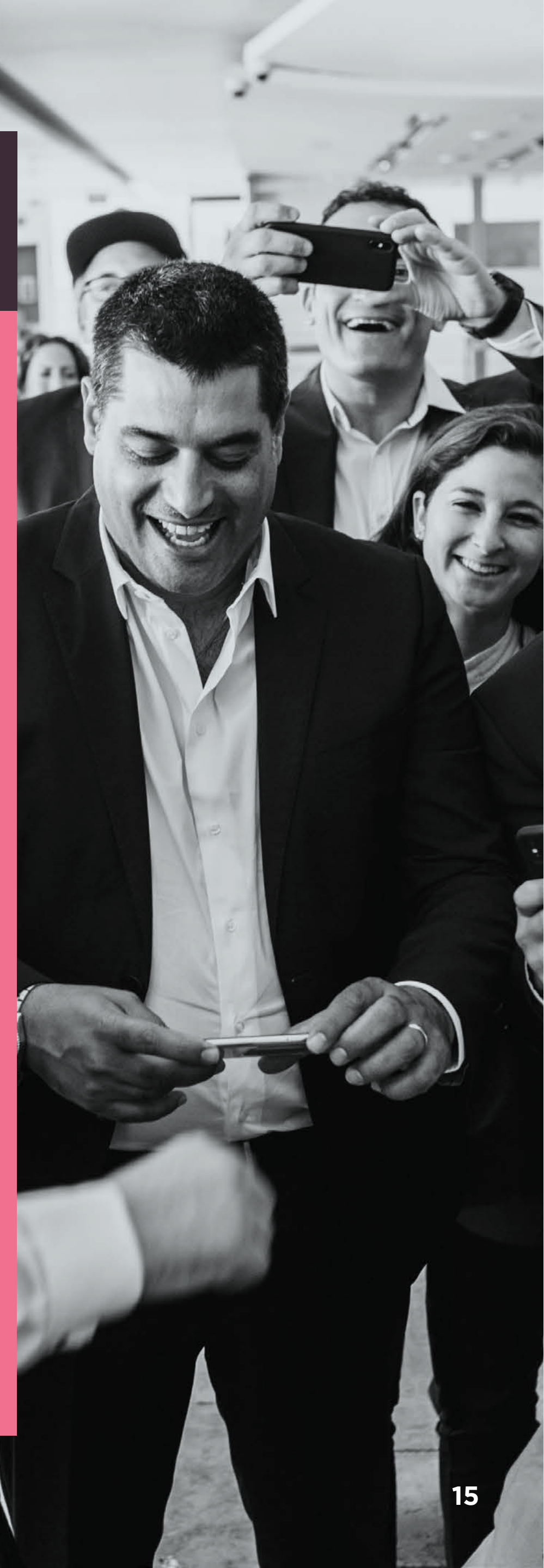
\$(0.3M)
Adjusted EBITDA

\$6.3M
Working capital

\$5.8M
Working capital

\$5.1M
Working capital

\$4.2M
Working capital



Solid Balance Sheet



Capitalization Table & Comparables

Common Shares	60.9m	88%
Options, RSUs & Warrants	8.1m	12%
Fully Diluted	69m	100%
Founders/Management/Insiders	42.1m	69%
Trading Float (MGMT estimate)	18.7m	31%
Total accumulated shares canceled	4m	
Share Price - May 8, 2026	\$0.25	
Market Capitalization - May 8, 2026	\$15.2m	
Cash & Cash Equivalents - March 31, 2026	\$5.1m	
Enterprise Value - May 8, 2026	\$10.1m	
Latest Financing (IPO & PP)	MAY 2019	
Price (\$)	0.50	
Type	UNITS	
Proceeds (Net)	\$2.5m	

COMPANY NAME	TICKER	MARK CAP	ENTERPRISE VALUE (EV)	EV / GROSS PROFIT	EV / EBITDA
Criteo SA	CRTO US	1,141	901	0.6	2.2
Evertz Technologies Ltd	ET TO	1,231	1,224	4.0	11.9
Kinaxis Inc	KXS TO	4,238	4,057	10.6	33.6
Magnite Inc	MGNI US	2,765	3,107	5.0	14.7
PubMatic Inc	PUBM US	672	526	2.1	14.5
Integral Ad Science Holding Corp	IAS US	2,376	2,233	3.6	12.8
DoubleVerify Holdings Inc	DV US	2,327	2,217	2.6	11.5
Average				4.1	14.5
ADCORE	ADCO TO	15	6	0.6	12.8
			Upside	571%	13%

Roundup: Adcore's Value Proposition



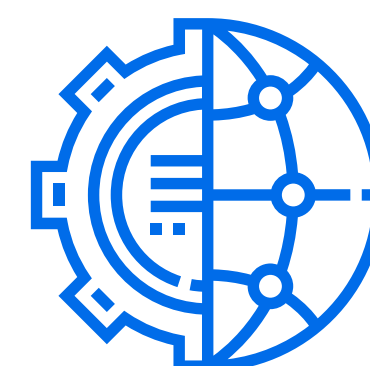
Tectonic Change

With the tectonic shifts in the advertising industry, we're perfectly poised to seize the opportunity.



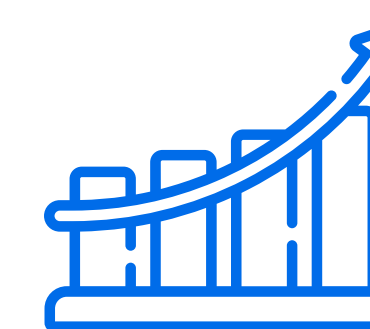
Fast Growing

In Q1 2026, our YoY revenue increased by 22%.



Proprietary Technology

Comprehensive oversight across each phase of the media journey.



Plenty of Headroom

We currently manage a fraction of the global advertising budget, our potential for growth is tremendous.

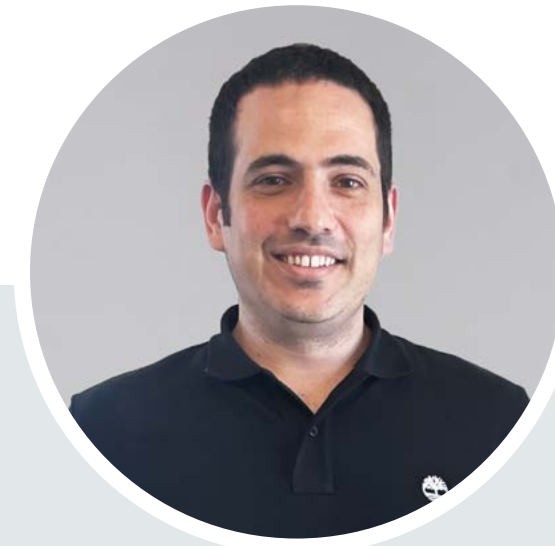
Key Leadership Team



Roy Nevo
COO 



Omri Brill
CEO 



Amit Konforty
CFO 



Vadim Malkin
CTO 



Ronit Moll
CDO Australia 



Martijn van den Bemd
CPO & Investor Relations 



Moon Tsang
GM Greater China 



Zehavit Dan
Legal Counsel 

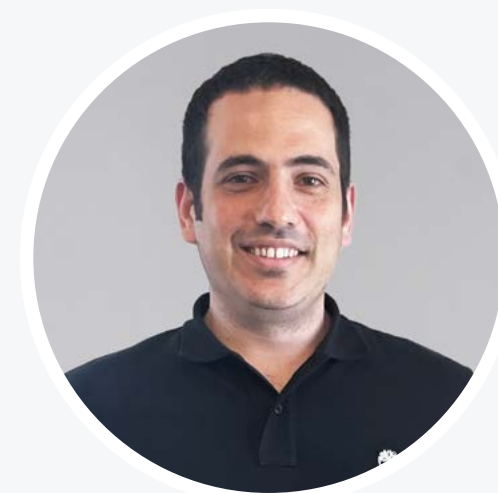
IR Contacts



Martijn van den Bemd

CPO & INVESTOR RELATIONS

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Thank You.

ADCORE