

TSX:ADCO | OTCQX:ADCOF

Adcore's Investor Presentation

August 2026

ADCORE

Disclaimer

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We Are Adcore

A leading AI-powered marketing&sales 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



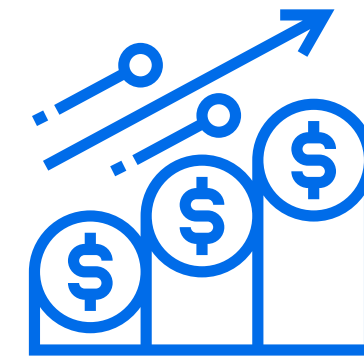
Fast Growing

16% revenue YoY growth
in H1 2026



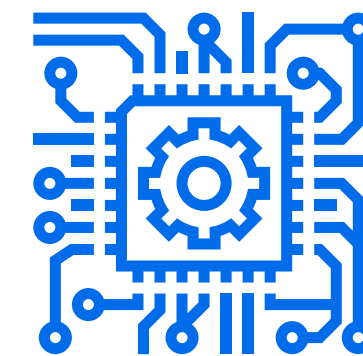
Good Margins

51% gross margins in
Q2 2026



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, 2025-2028



\$800B
(2025)

\$965B
(2028)

**21%
GROWTH**

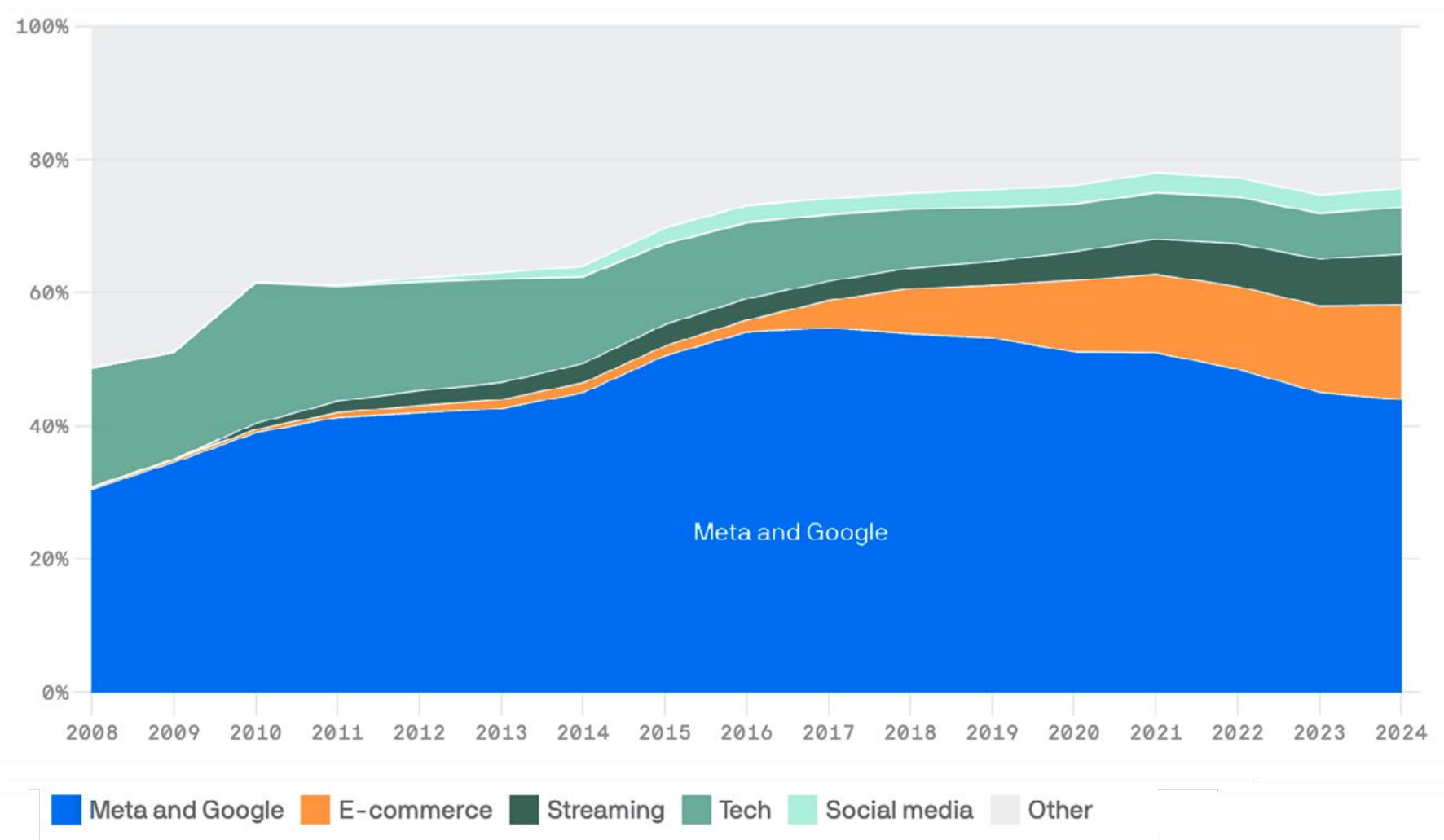
Source: Insider Intelligence

Tectonic Industry Changes

Google and Meta's ad dominance fades

Share of U.S. digital ad spend, by channel type

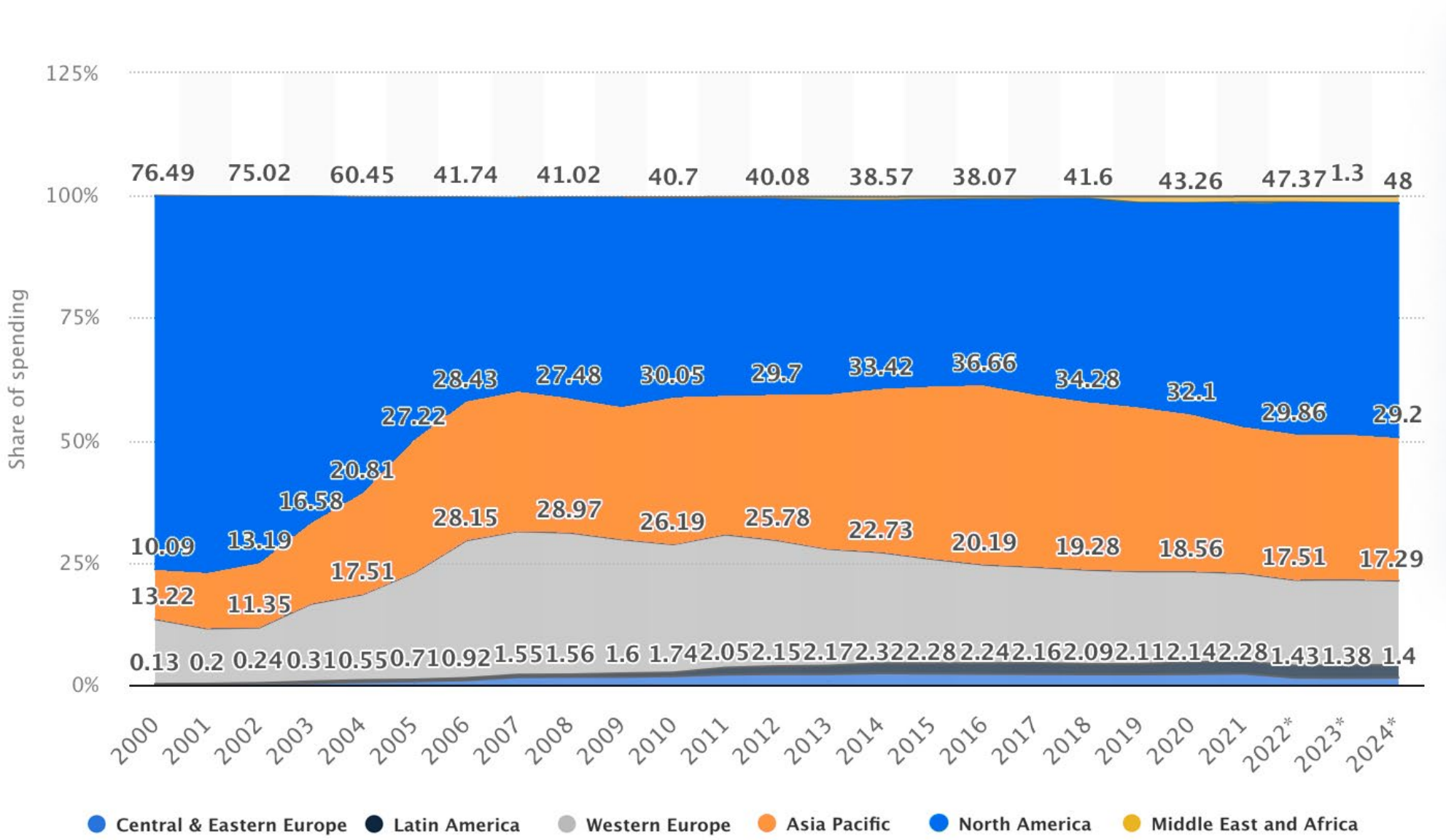
Annual; 2008–2024 (projected).



Source: axios

Raise of emerging markets and channels

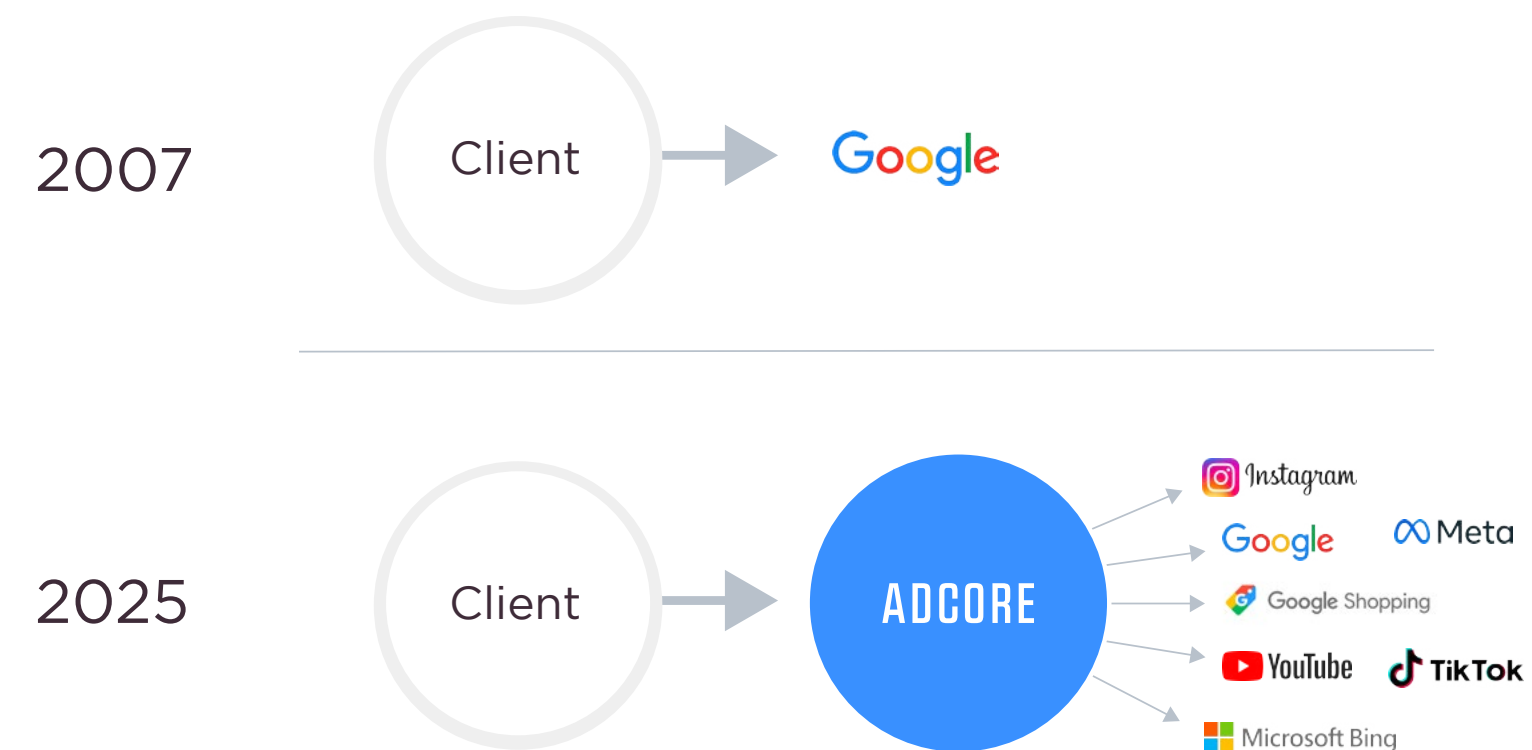
Distribution of internet advertising spending worldwide from 2000 to 2024, by region.



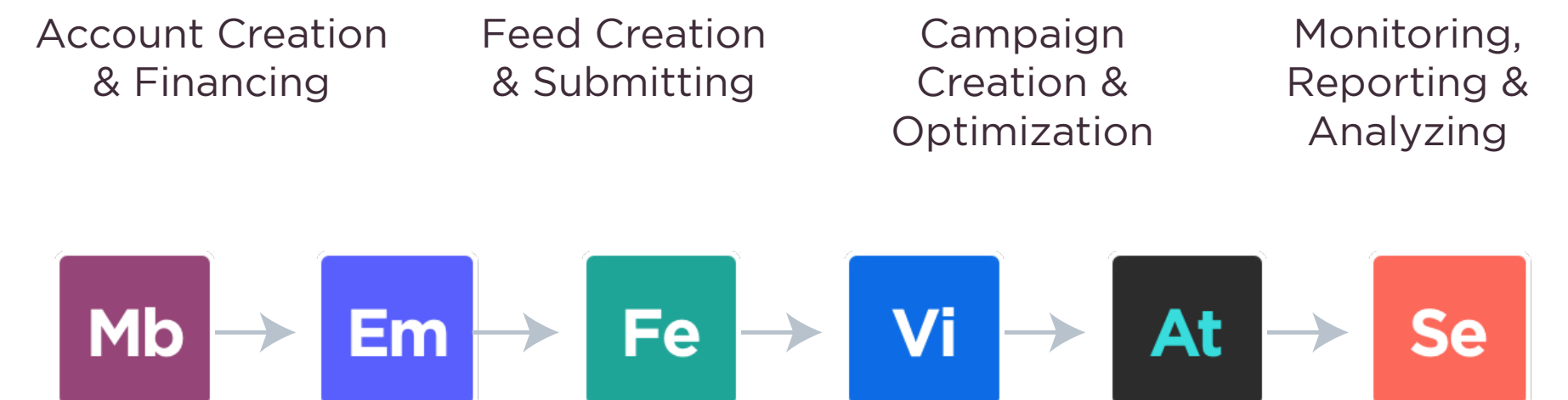
Source: statista

Adcore's Strategic Opportunities

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

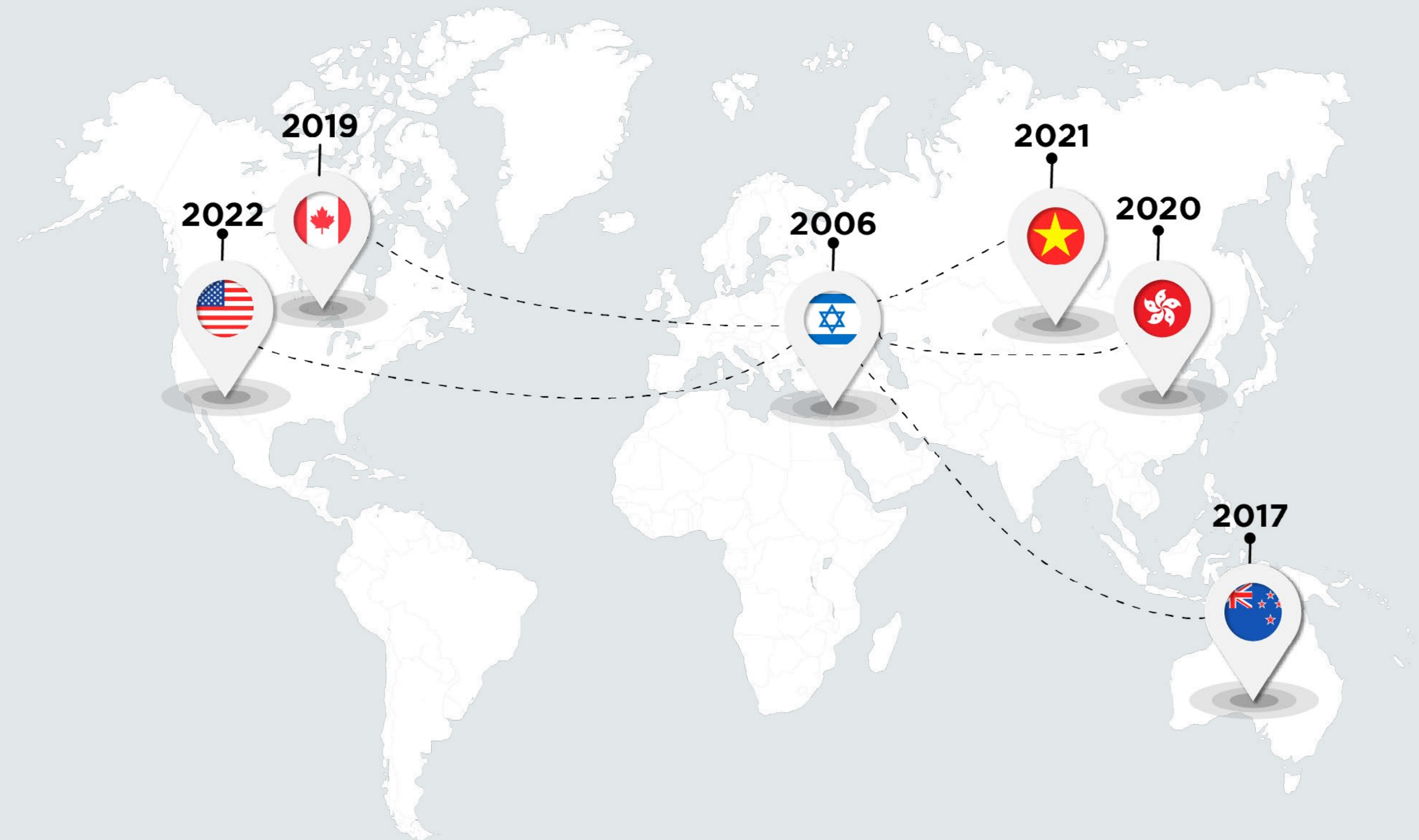


Complete oversight of the entire media journey



Marketing & Sales Strategy: Geographical Expansion

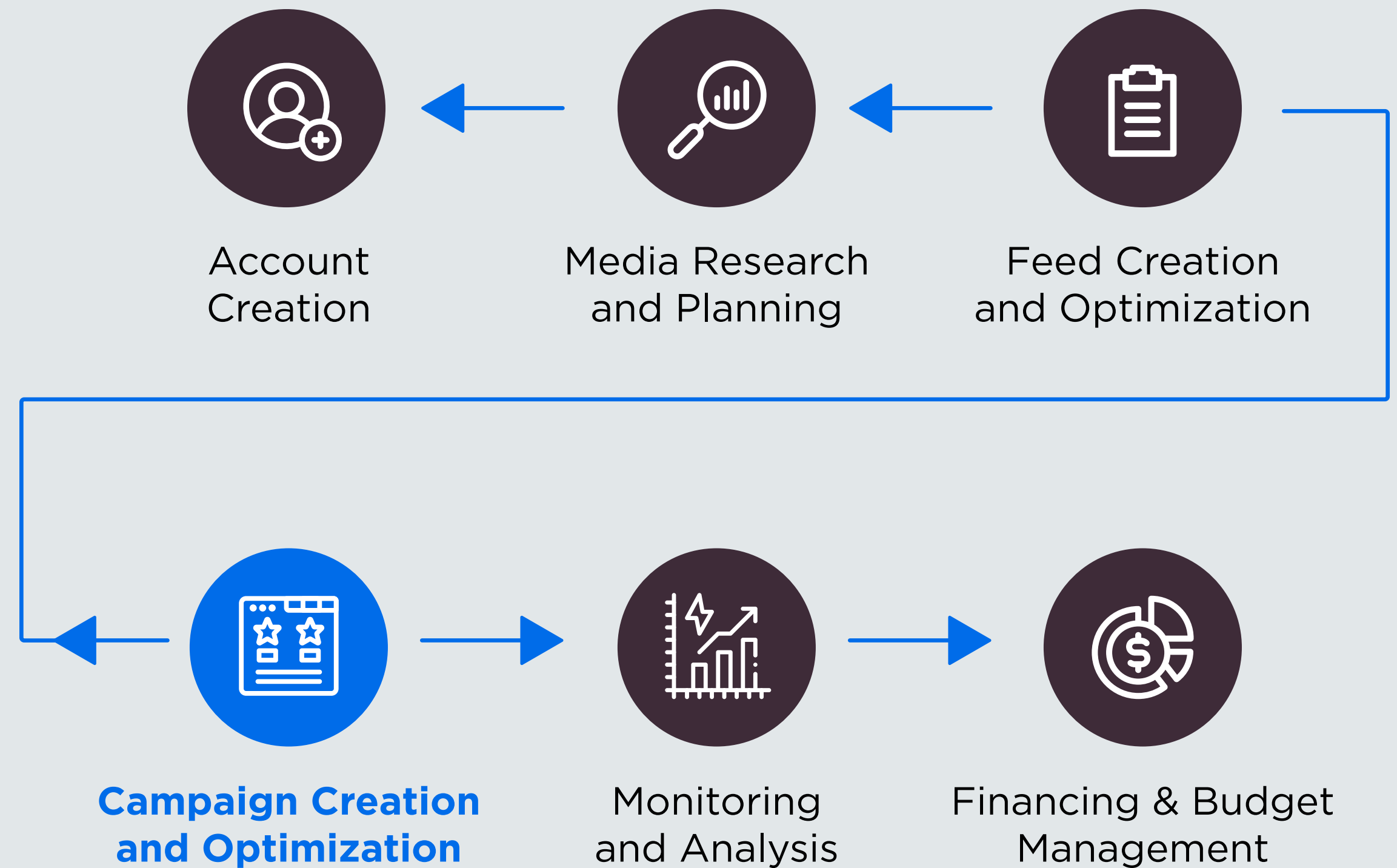
The company's global presence ensures relevancy and connection with the local audience, helps drive business growth, and enhances its global footprint.



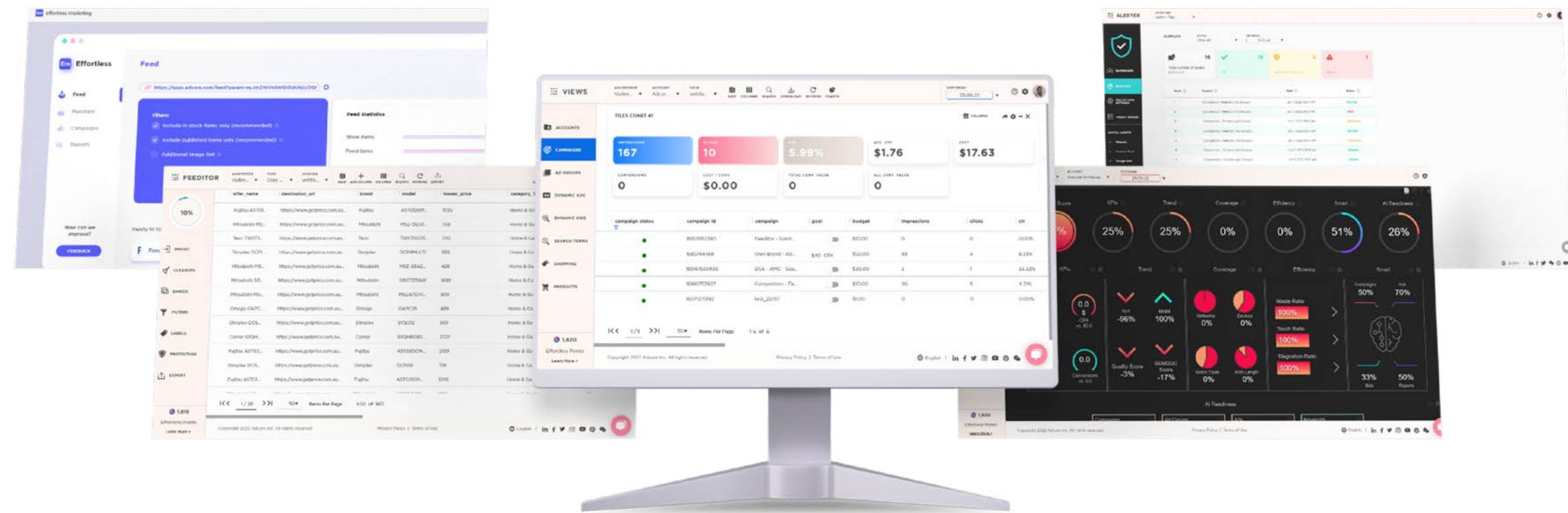
Marketing & Sales Strategy: Vertical Integration

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.



AI Studio

AI-powered creative automation tool that generates on-brand digital ad assets like banners & videos, ready to deploy across top advertising platforms.



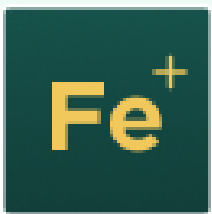
Proposaly

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.



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.



Effortless Feed

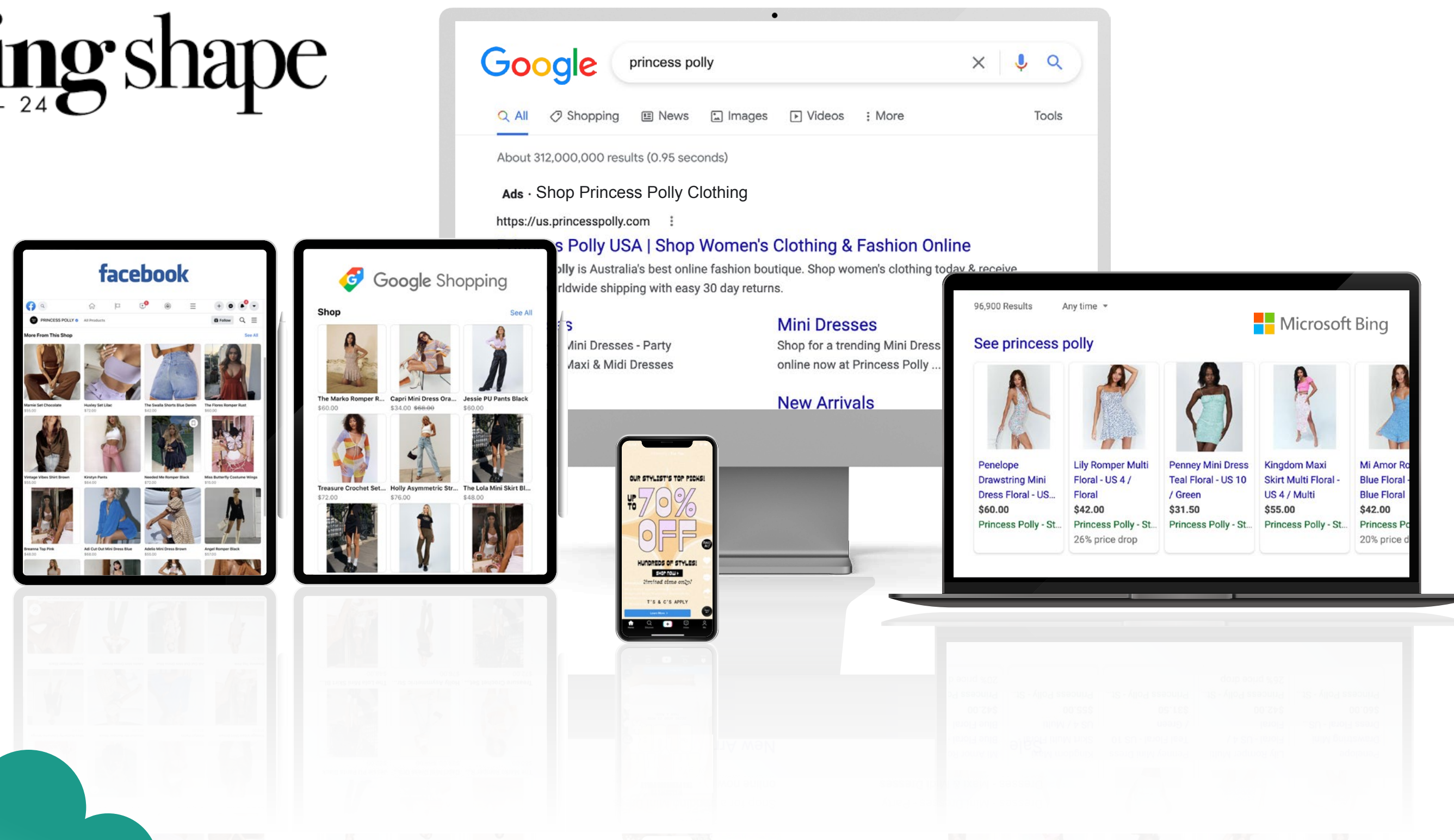
Generate, edit and promote your products feed with our free Shopify app.



Marketing Cloud In Action

One integrated technology to create & manage
digital ads across platforms

taking shape
SIZES 12 - 24



facebook

Instagram

Google

Google Shopping

YouTube

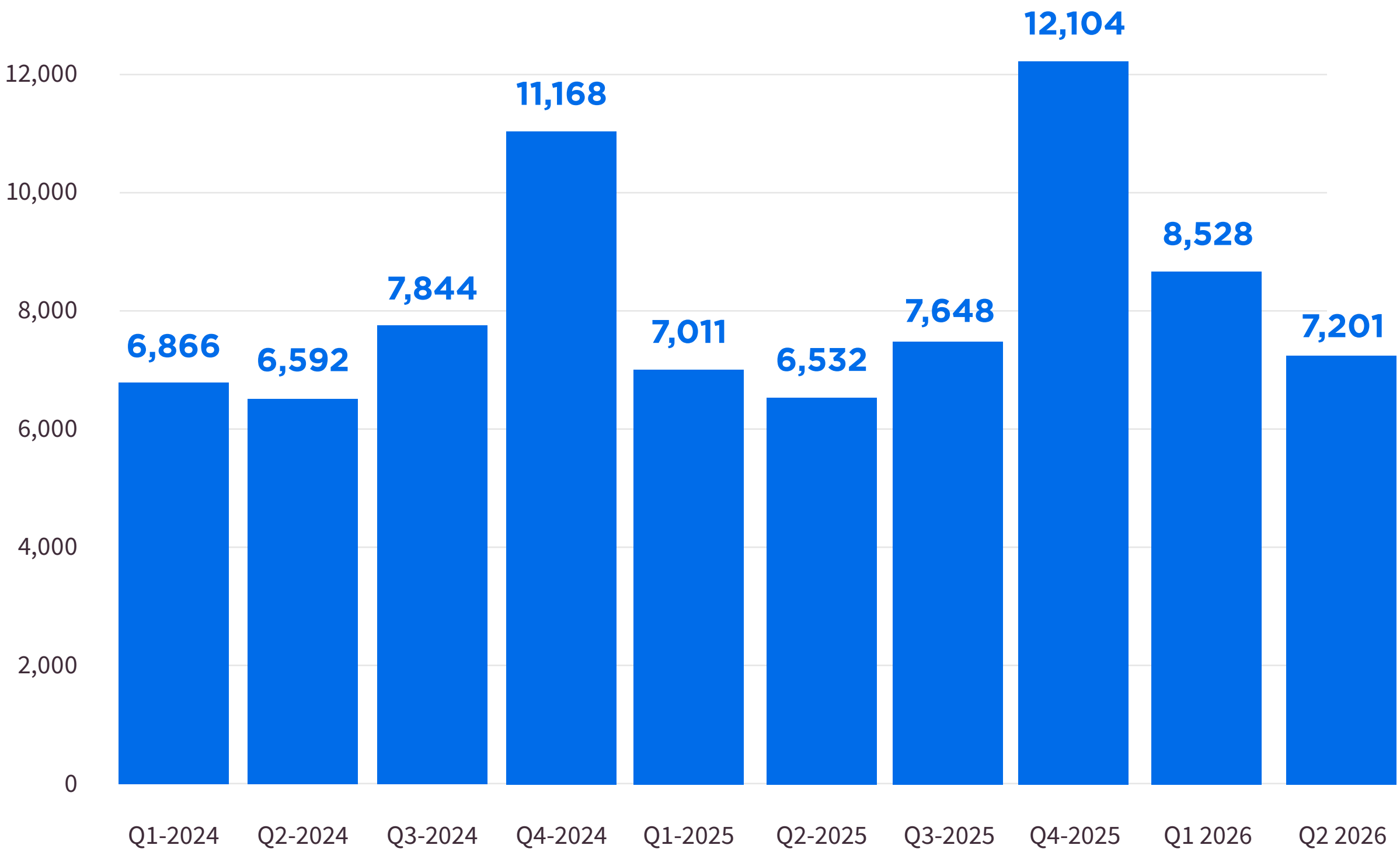
Microsoft Bing

TikTok

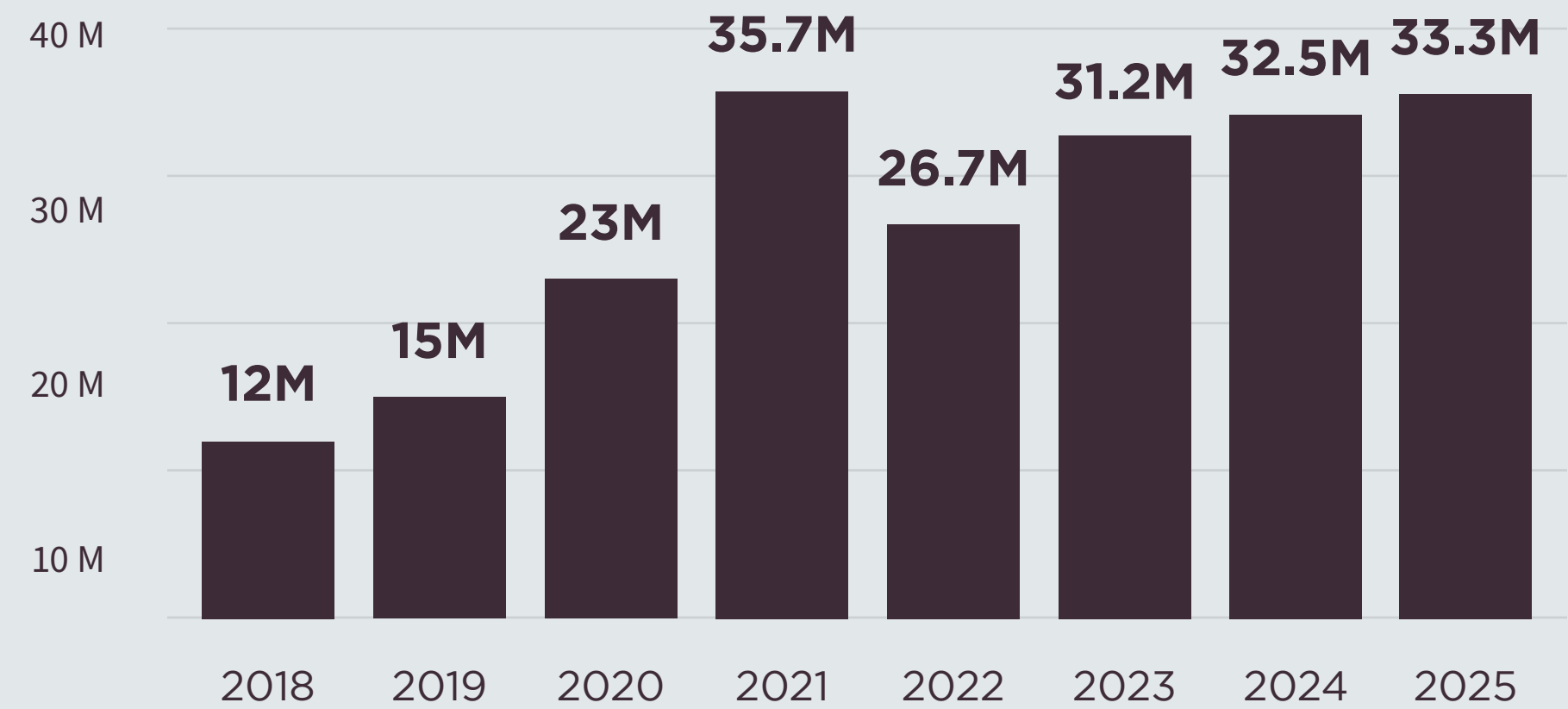
Solid Financial Model

CAD in thousands currency

Quarterly revenue



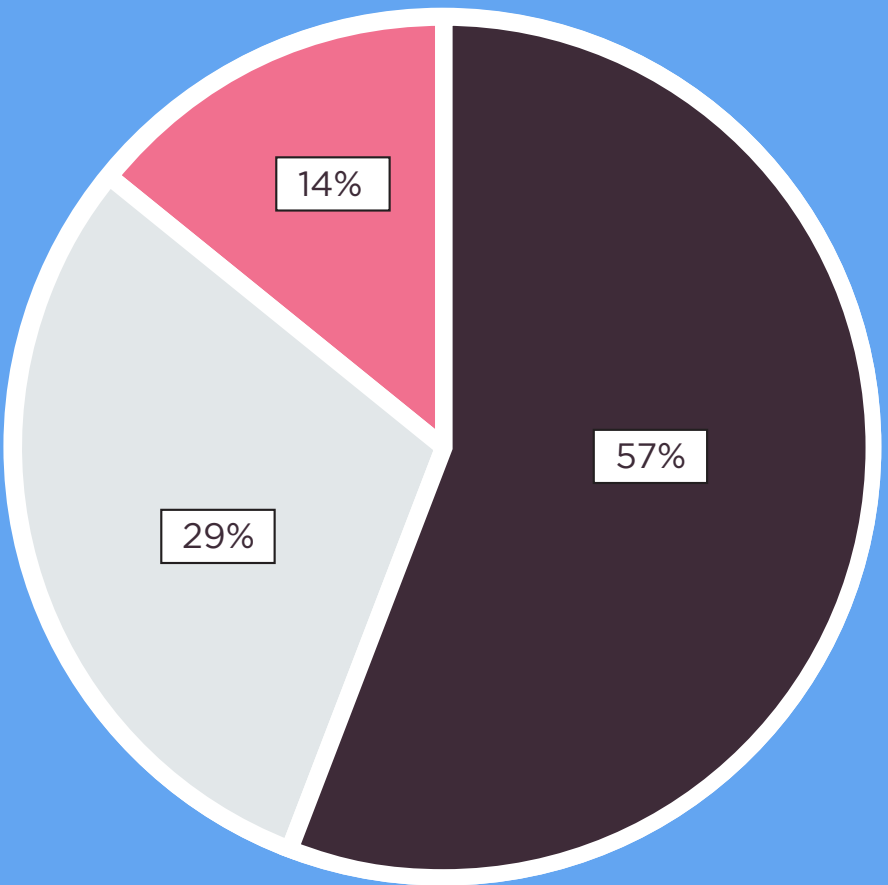
Yearly revenue



Healthy mix of global revenues

TTM

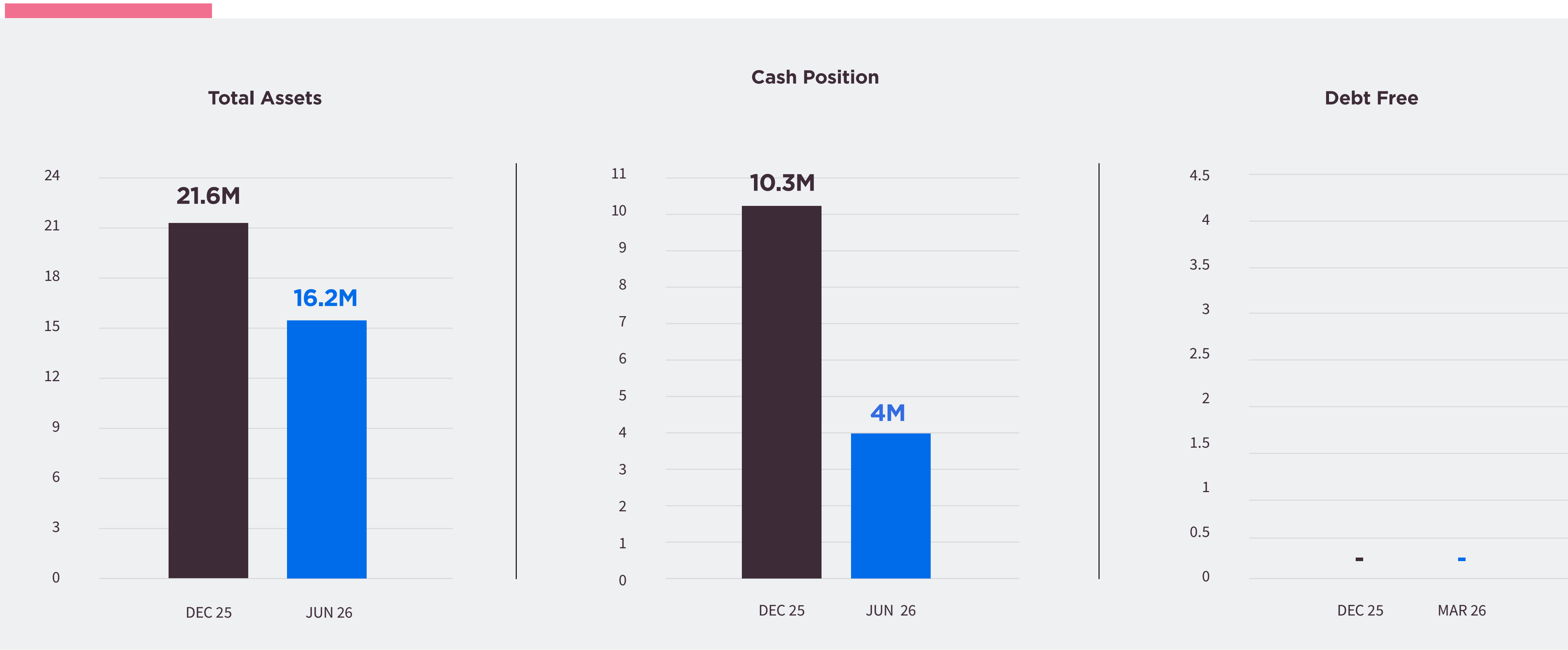
- APAC
- EMEA
- North America



Q3 2025	Q4 2025	Q1 2026	Q2 2026
\$7.6M Revenue	\$12.1M Revenue	\$8.5M Revenue	\$7.2M Revenue
\$3.1M Gross profit	\$3.8M Gross profit	\$3.1M Gross profit	\$3.7M Gross profit
\$0.1 Adjusted EBITDA	\$0.5M Adjusted EBITDA	\$(0.3M) Adjusted EBITDA	\$0.04M Adjusted EBITDA
\$5.8M Working capital	\$5.1M Working capital	\$4.2M Working capital	\$3.1M Working capital



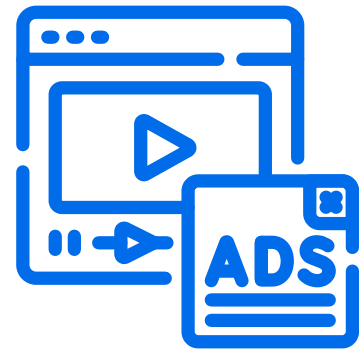
Solid Balance Sheet



Capitalization Table & Comparables

			COMPANY NAME	TICKER	MARK CAP	ENTERPRISE VALUE (EV)	EV / GROSS PROFIT
Common Shares	61.0m	88%	Inuvo Inc	INUV US Equity	23.7	21.2	0.3
Options, RSUs & Warrants	7.9m	11%	Illumin Holdings Inc	ILLM TO Equity	41.5	8.5	0.1
Fully Diluted	69m	100%	Fluent Inc	FLNT US Equity	167.9	196.7	2.8
Founders/Management/Insiders	42.2m	69%	PubMatic Inc	PUBM US Equity	1129.1	994.7	3.8
Trading Float (MGMT estimate)	18.8m	31%	Criteo SA	CRTO US Equity	1287.4	1122.4	0.8
Total accumulated shares canceled	4m		Evertz Technologies Ltd	ET TO Equity	1267.5	1265.3	3.0
Share Price - August 11, 2026	\$0.15		Integral Ad Science Holding Corp	IAS US Equity	2,419.6	2274	3.6
Market Capitalization - August 8, 2026	\$9.1m		DoubleVerify Holdings Inc	DV US Equity	2826.2	2716.2	3.1
Cash & Cash Equivalents - June 30, 2026	\$4m		Magnite Inc	MGNI US Equity	4942.7	5060.3	7.6
Enterprise Value - August 8, 2026	\$5.1m		Kinaxis Inc	KXS TO Equity	4,715.2	4,340.0	7.8
Latest Financing (IPO & PP)	MAY 2019		Average				3.4
Price (\$)	0.50		ADCORE	ADCO TO	9.1	4.7	0.4
Type	UNITS					Upside	860%
Proceeds (Net)	\$2.5m						

Roundup: Adcore's Value Proposition



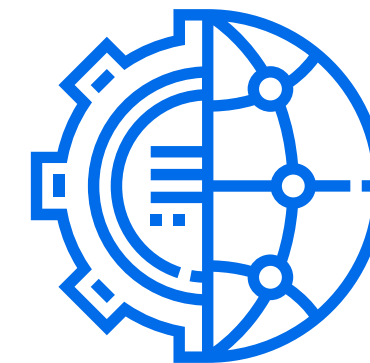
Tectonic Change

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



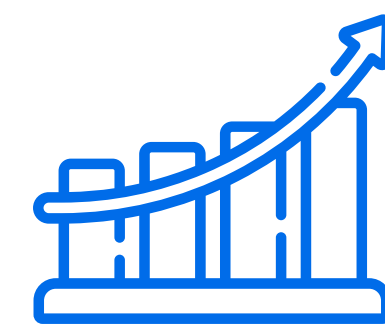
Fast Growing

In H1 2026, our YoY revenue increased by 16%.



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.

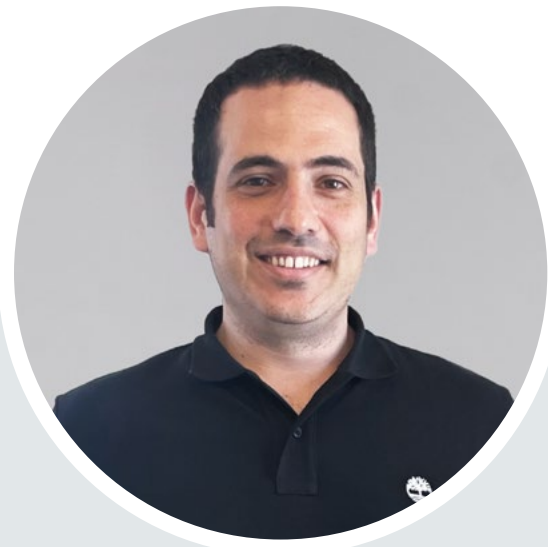
Key Leadership Team



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 

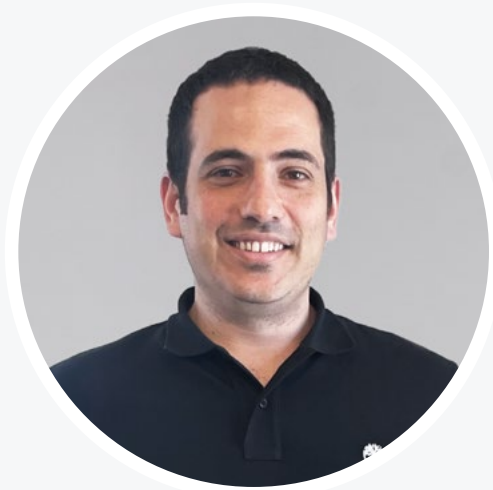
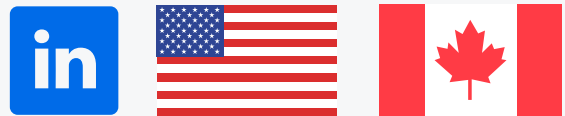
IR Contacts



Martijn van den Bemd

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Thank You.

ADCORE