

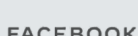
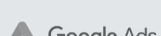
ADCORE

TSX:ADCO | OTCQX:ADCOF

Investor Factsheet

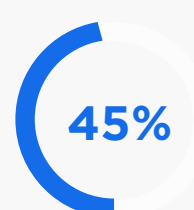
July, 2024

A leading e-commerce marketing management and automation platform to leverage digital marketing in an effortless and accessible way

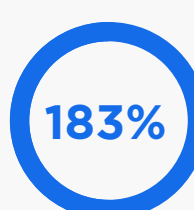


Investment Highlights

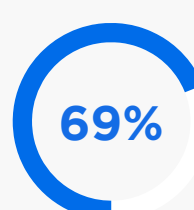
ALL NUMBERS ARE IN CAD



Efficiency
45% Gross margin in Q1 2024

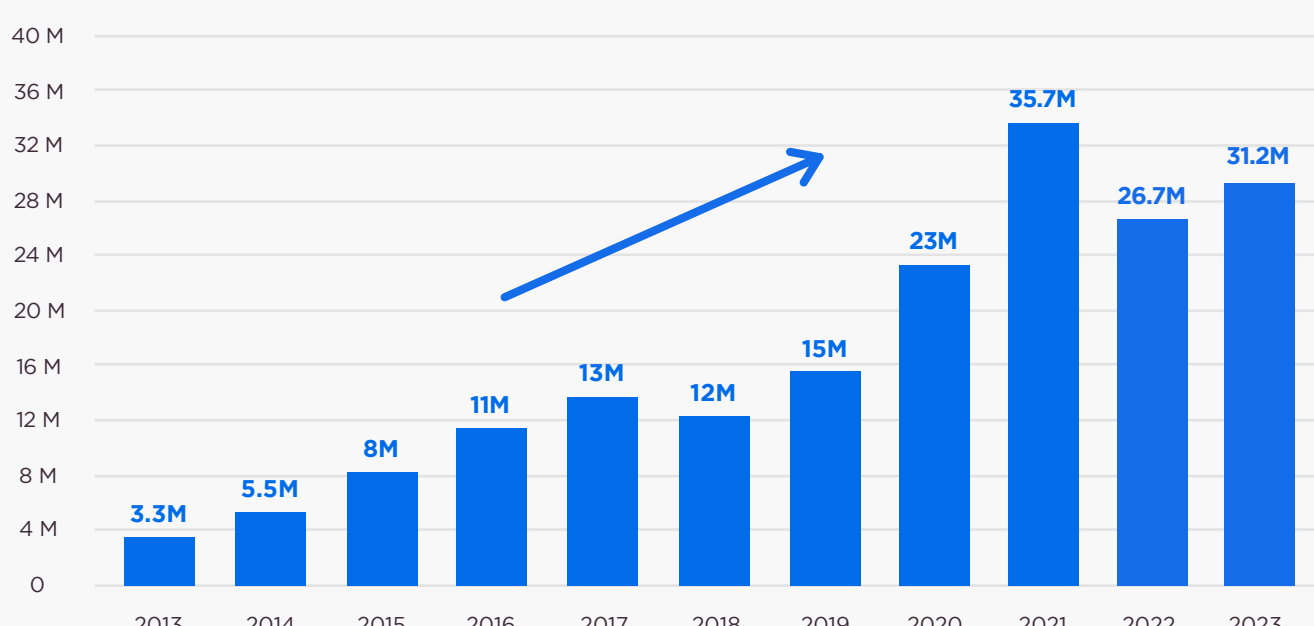


Attractive Share Price
EV/EBITDA (adj.) multiple upside vs. comparable
As of March 11, 2024



Tightly Held Ownership
By founders and directors

Q2 2023	Q3 2023	Q4 2023	Q1 2024
\$6.9M Revenue	\$8.2M Revenue	\$9M Revenue	\$6.9M Revenue
\$0.1 EBITDA (adj.)	\$0.2 EBITDA (adj.)	\$0.5 EBITDA (adj.)	\$0.2 EBITDA (adj.)



Business Highlights

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\$13.9M
Market Cap



\$700M
Ad Spend Managed (2023)



500+
Agency & Direct Clients

7 Proprietary Machine Learning Technologies



VIIEWS

Ultimate AI powered ad automation tool

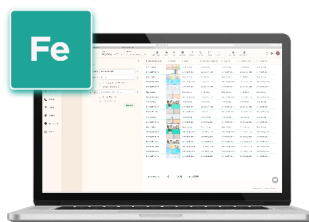
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FEEDITOR

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EFFORTLESS MARKETING

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Growth Initiatives

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Accretive M&A
Leverage public listing



Expand Geographically
Projected \$1,166B digital ad spending by 2026



Deepen Partnerships
Embed Adcore platform



Expand Into Social
\$92B Social ad Market

Capitalization Table & Key Metrics

ALL NUMBERS ARE IN CAD

TSX : ADCO

OTCQX : ADCOF

Market capitalization	\$13.9M
Share price (July 3, 2024)	\$0.23
IPO date	May 27, 2019
Year-end	Dec-31
Cash balance (March 31, 2024)	\$8M
Basic shares outstanding	60.3M
Options, RSUs & Warrants	7.4M
Management & Founders	42.2M
Trading float (MGMT estimate)	18.1M

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