

ADCORE

TSX:ADCO | OTCQX:ADCOF

# Investor Factsheet

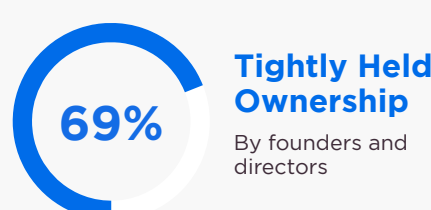
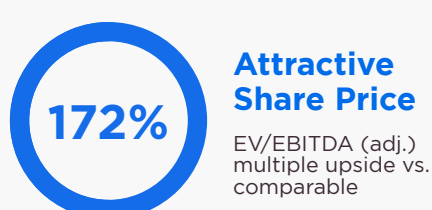
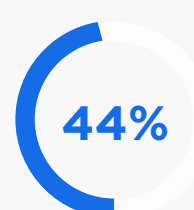
August, 2024

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

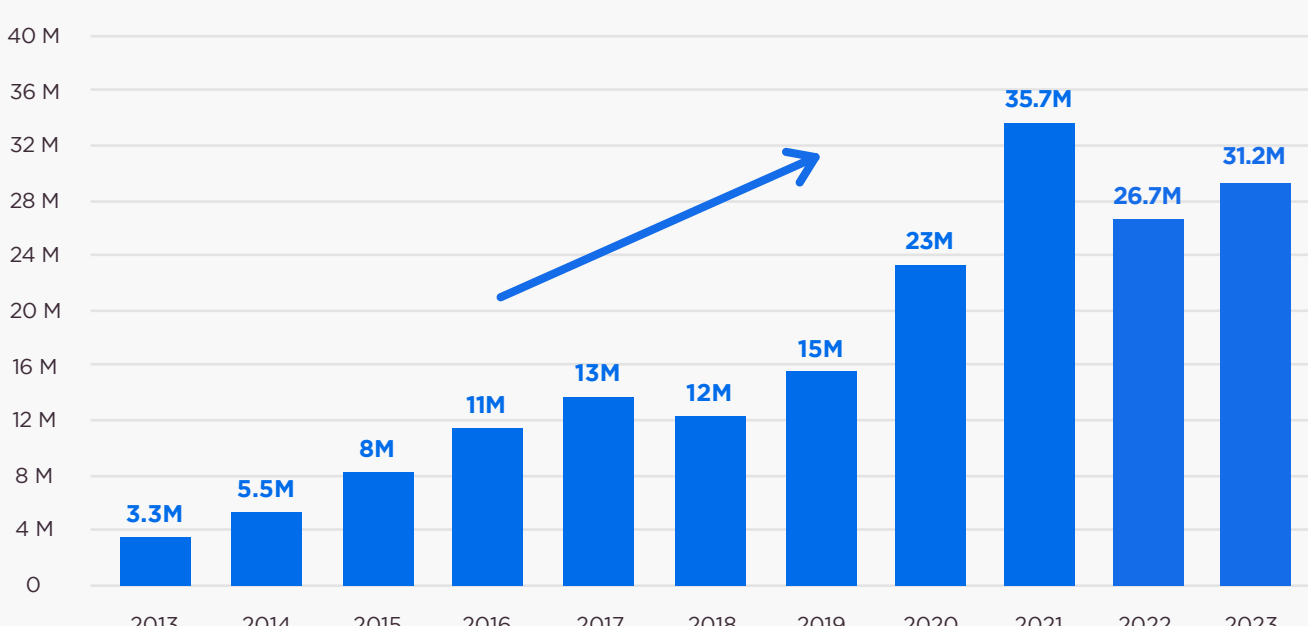


## Investment Highlights

ALL NUMBERS ARE IN CAD



Q3 2023	Q4 2023	Q1 2024	Q2 2024
<b>\$8.2M</b> Revenue	<b>\$9M</b> Revenue	<b>\$6.9M</b> Revenue	<b>\$6.6M</b> Revenue
<b>\$0.2</b> EBITDA (adj.)	<b>\$0.5</b> EBITDA (adj.)	<b>\$0.2</b> EBITDA (adj.)	<b>\$(0.2)</b> EBITDA (adj.)

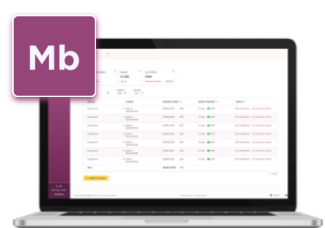


## Business Highlights

ALL NUMBERS ARE IN CAD



## 7 Proprietary Machine Learning Technologies



### MEDIA BLAST

Regain control of your advertising accounts

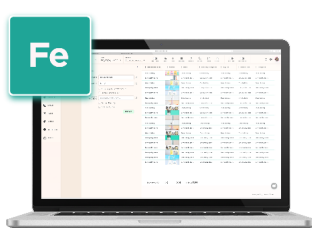
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### SEMDOC<sup>2</sup>

A visual account audit in under 30 seconds

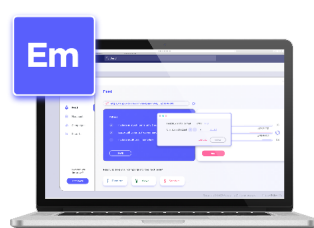
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### FEEDITOR

Ultimate AI powered shopping & feed tool

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### EFFORTLESS MARKETING

Add AI to your product to easily sell your products anywhere online

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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	\$12.35M
Share price (Aug 6, 2024)	\$0.205
IPO date	May 27, 2019
Year-end	Dec-31
Cash balance (June 30, 2024)	\$7.3M
Basic shares outstanding	60.3M
Options, RSUs & Warrants	7.4M
Management & Founders	42.2M
Trading float (MGMT estimate)	18.1M

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