

Q3 earnings call
will start at 8:30AM +3

November
2021

ADCORE



Adcore's Q3 2021 Earnings Call

November
2021

ADCORE

Hosts



Omri Brill

CEO



Yatir Sadot

CFO



Barak Frank

CORPORATE SECRETARY

Agenda

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

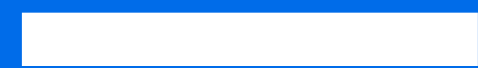
Forward Looking Statements

This conference call contains certain forward-looking statements, including statements about the Company. 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. These statements reflect management’s current beliefs and are based on information currently available to management as at the date hereof.

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. These factors should be considered carefully and listeners 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 that actual results will be consistent with these forward-looking statements. These forward-looking statements are made as of the date of this 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

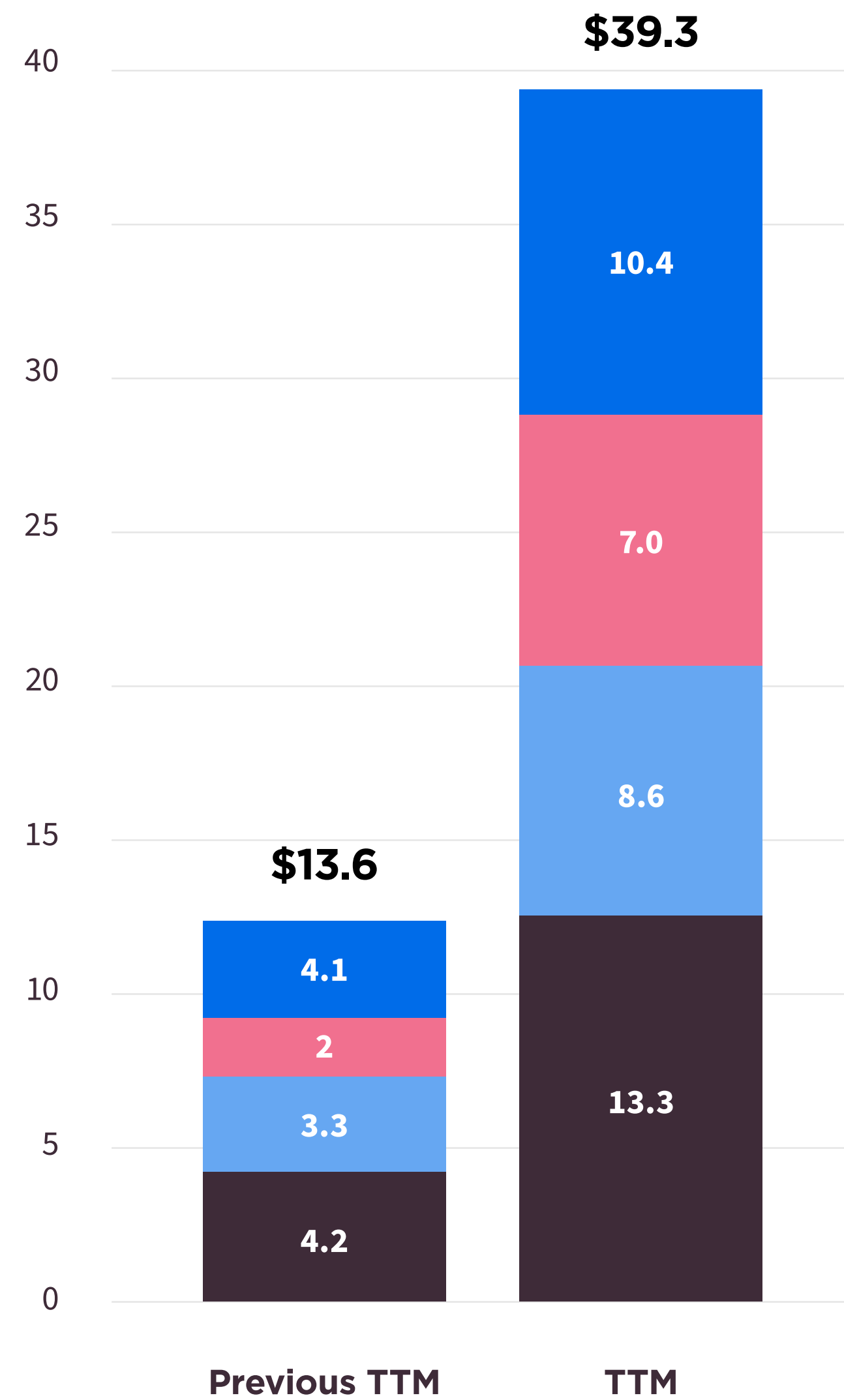


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4 Quarters of Triple Digit Growth



CAD in million



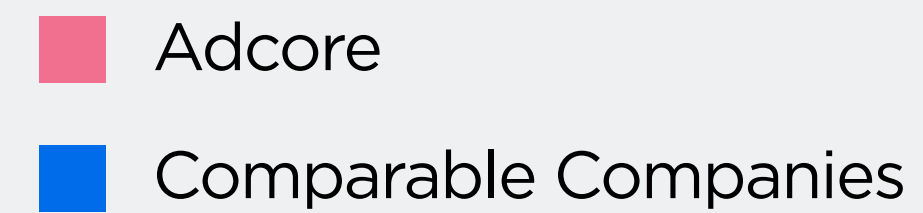
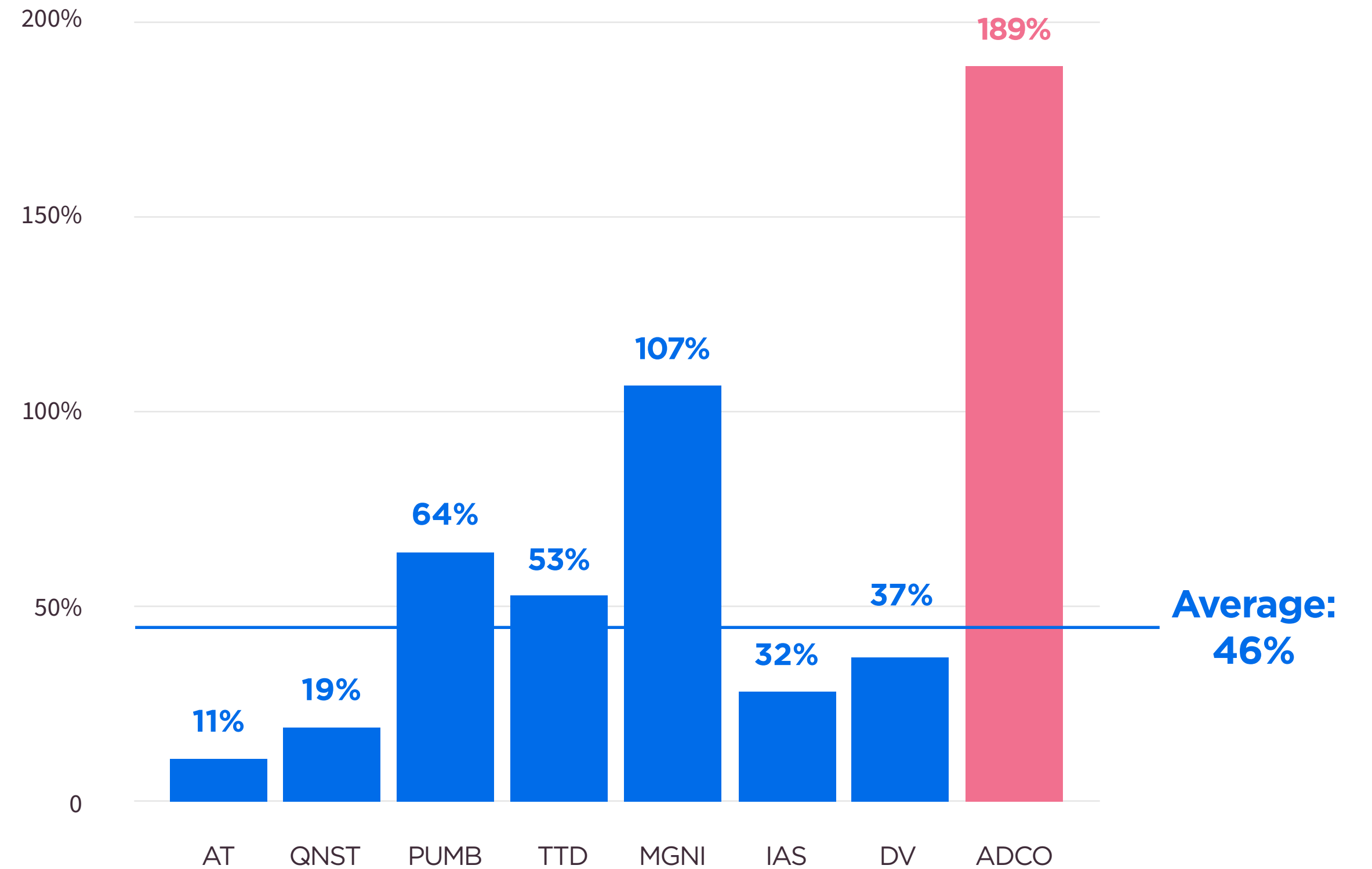
YoY Revenue Growth

- Q3 21 - **153%**
- Q2 21 - **250%**
- Q1 21 - **161%**
- Q4 20 - **219%**

Fastest Growing Company Among Comparables

CAD in million

YoY TTM Revenue Growth



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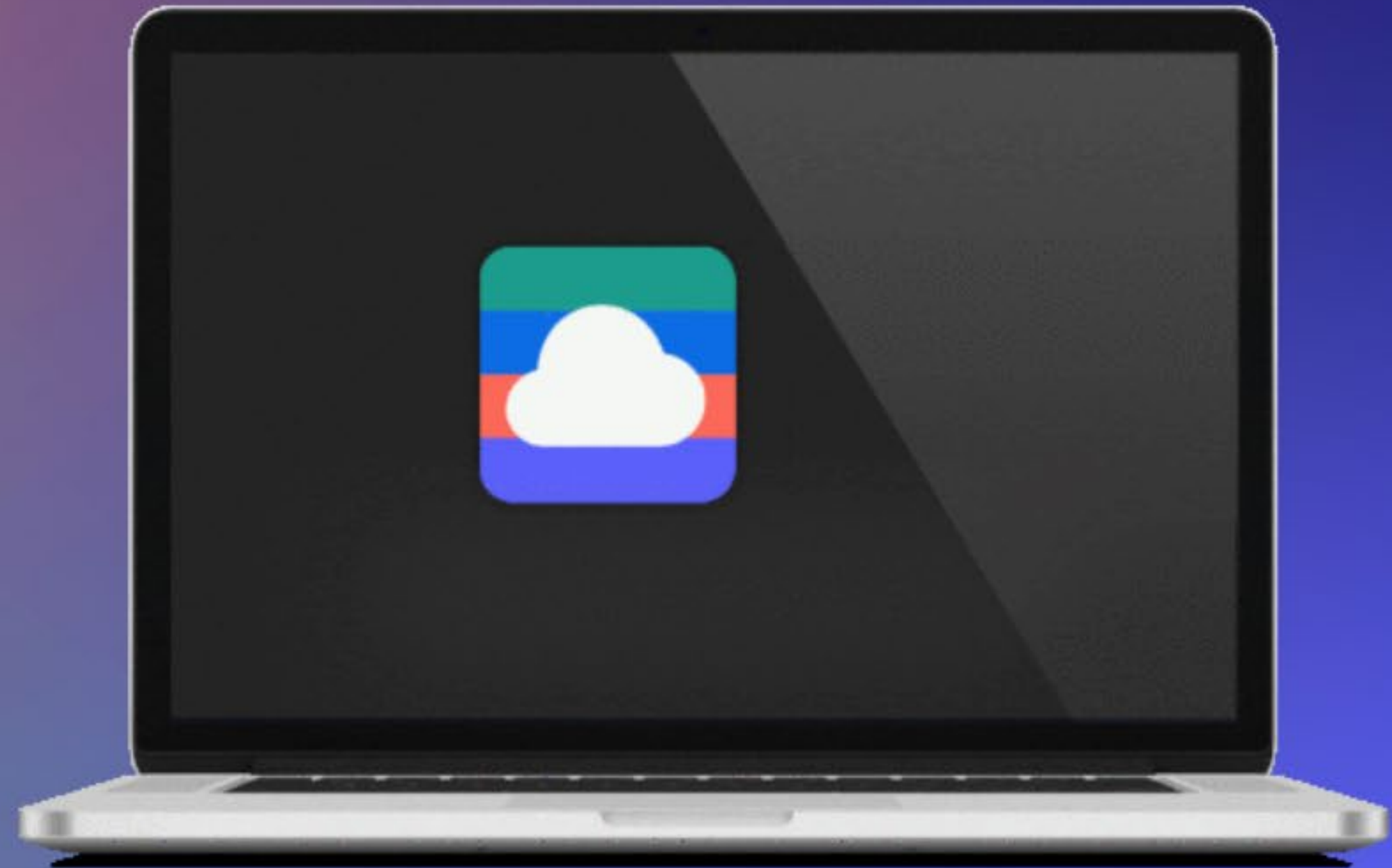
Quarter Highlights





Product overview

Adcore Marketing Cloud 2021



+US Subsidiary



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Client Acquisition

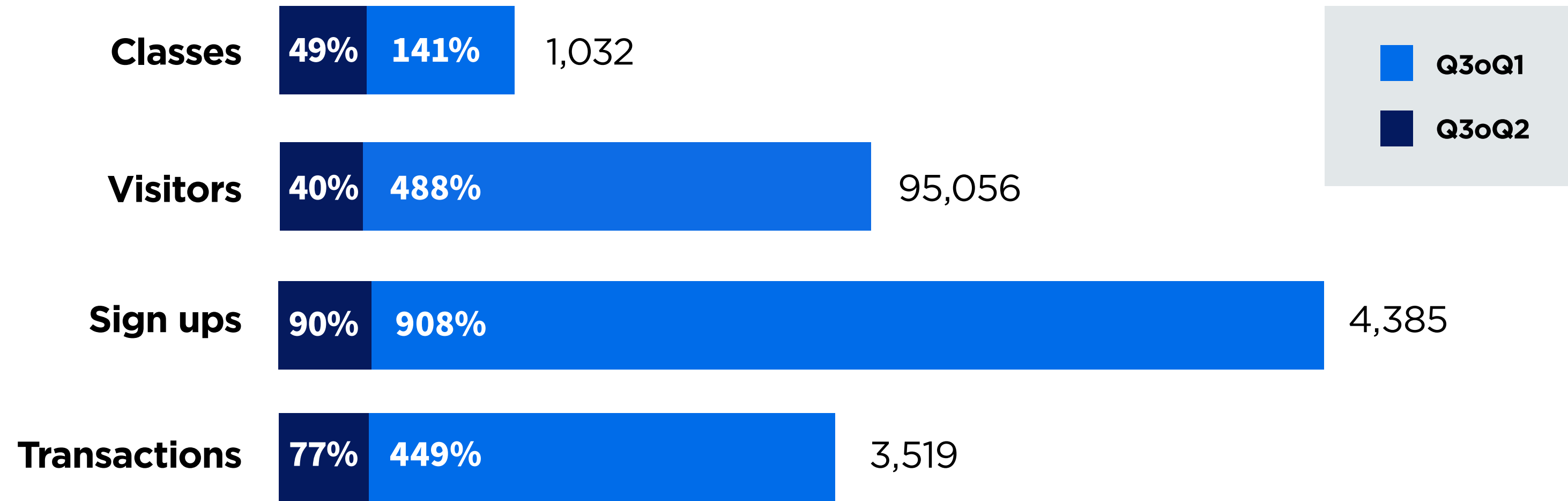
New contracts \$4M CAD in ad budget

Expanding the Team

10 New Employees

AMPHY Q3 Highlights

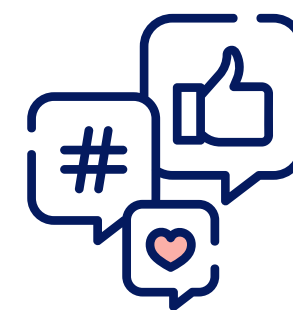
AMPHY MASTER SERIES



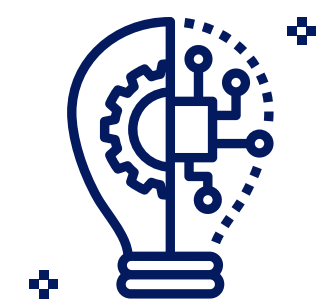
155 Participants
The Great British Bake off 2014 Winner

Avg. Transaction Value - \$19.44

Social Commerce



AI Recommendation Back Engine



What's Next?

Marketing Cloud

- New Apps (both internal and 3rd party)
- Zero touch onboarding funnel
- Improving the company gross margins

M&A

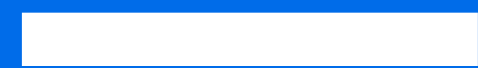
- Geo focus on the US
- Tech focus on expanding AMC offering

Amphy

- Upgraded site
- Robust vision expanding the Amphy universe
- Scaling revenue in 2022

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CFO Financial Highlights



Financial Position - Assets

**Working
Capital
13.2M vs.
7.8M**

CAD in million	30.09.2021	31.12.2020
CURRENT ASSETS		
Cash and cash equivalents	15.5	11.7
Trade accounts receivable, net	3.7	2.4
Other accounts receivable	0.2	0.1
Total current assets	19.4	14.2
NON-CURRENT ASSETS		
Long term deposit	-	0.1
Property, plant and equipment, net	0.3	0.5
Intangible assets, net	2.4	2.2
Total non-current assets	2.7	2.8
TOTAL ASSETS	22.1	17

Financial Position - Liabilities

Zero Debt

CAD in million

30.09.2021

31.12.2020

CURRENT LIABILITIES	30.09.2021	31.12.2020
Trade accounts payable	5.5	3.8
Other accounts payable	0.5	1
Deferred Revenues	-	1.4
Lease liability	0.1	0.1
Total current liabilities	<u>6.1</u>	<u>6.3</u>
NON-CURRENT LIABILITIES	30.09.2021	31.12.2020
Accrued severance pay, net	0.1	0.06
Deferred tax liability, net	0.3	0.1
Derivative liability - warrants	1.3	0.9
Lease liability	-	0.14
Long term loan	-	0.3
Total Non-current liabilities	<u>1.7</u>	<u>1.5</u>

Comprehensive Income

Record
third
quarter
revenue

Q3
Revenues
growth
by 150%
compare
to Q2

CAD in million	Three months ended September 30, 2021	Three months ended September 30, 2020	YoY
Revenues	10.4	4.1	153%
Cost of revenues	8	1.6	
Gross profit	2.4	2.4	0%
Research and development expenses	0.3	0.3	0%
Selling, general and administrative expenses	2	1.4	143%
Operating profit	0.1	0.7	-96%
Finance expenses	0.3	0.1	300%
Finance income	-	(0.01)	
Profit (Loss) before taxes on income	(0.2)	0.6	-133%
Tax expenses	0.1	0.1	
<u>Total comprehensive Profit (Loss) for the period</u>	(0.3)	0.5	-160%

Segments

Adtech
operation
margin-
5%

CAD in million

For the three months ended September 30, 2021

	AdTech	EdTech	Total
<u>Revenues</u>			
External	10.39	0.01	10.4
Inter-segment	-	-	-
Total	10.39	0.01	10.4
Segment Profit (Loss)	0.5	(0.4)	0.1
<u>Unallocated expenses</u>			
Finance expense			0.3
Tax expenses			0.1
Loss			(0.3)

Adjusted EBITDA

**Adtech
Adjusted
EBITDA -
\$1,011**

**YoY
Adtech
EBITDA
Growth
+9.3%**

CAD in thousands

	Three months ended September 30, 2021	Three months ended September 30, 2020
Operating (loss) profit	27	717
Depreciation and amortization	217	213
Share-based payments	318	(5)
Offering, listing & global expansion	12	-
Other non-recurring items	11	-
Total Adjustments	588	208
Adjusted EBITDA	585	925

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Q&A





Thank You.

For more information visit adcore.com/investors

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