

## ADCORE INC.

### POSITION DESCRIPTION FOR CHIEF EXECUTIVE OFFICER

The Chief Executive Officer (“**CEO**”) is responsible for leading the business and affairs of Adcore Inc. (the “**Corporation**”) through the development and implementation of plans, policies, values, strategies, specific goals and budgets for the growth and operation of the Corporation with the objective of maximizing the Corporation’s long-term success and creating shareholder value. The CEO will report directly to the Corporation’s Board of Directors (the “**Board**”) and shall respect the Board’s independence and discuss all major corporate commitments and strategies with the Board before they are undertaken. In fulfilling their responsibilities, the CEO shall foster a corporate culture that promotes and encourages high ethical and moral standards, individual integrity and compliance with applicable laws and regulations and policies implemented by the Corporation that further such objectives.

#### Specific Responsibilities

The CEO is specifically responsible for:

- (a) overseeing that the day-to-day business affairs of the Corporation are appropriately managed and taking steps to maintain and enhance an effective senior management team reporting to the CEO;
- (b) recommending to the Board the Corporation’s financial and operating goals and objectives and, following approval by the Board thereof, consistently striving to achieve such goals and objectives;
- (c) formulating, and presenting to the Board for approval, long-term business plans, strategies and policies having the objective of maximizing the Corporation’s long-term success and the creation of shareholder value;
- (d) together with other senior management as are appropriate, developing and recommending to the Board annual business plans and budgets that support the Corporation’s long term business plans and strategies;
- (e) developing and implementing, with senior management of the Corporation, plans, strategies, budgets and policies necessary to achieve the goals and objectives of the Corporation;
- (f) supervising, maintaining and deploying the Corporation’s resources – human, financial or otherwise – with the purpose and objective of achieving the Corporation’s operating goals and objectives;
- (g) keeping the Board informed in a timely and candid manner of the progress of the Corporation towards the achievement of its strategic and operational goals and objectives and of all material deviations from the goals, objectives, plans, strategies, budgets or policies established by the Board;
- (h) overseeing, evaluating and taking steps to enhance, where necessary, the integrity and reliability of the Corporation’s internal controls, including its management information systems and financial reporting, and establishing, maintaining, designing and evaluating disclosure controls and procedures for the Corporation;
- (i) identifying and managing business risks faced by the Corporation, including overseeing the design and implementation of appropriate systems and procedures to effectively monitor, manage and mitigate such risks;

- (j) ensuring that the Board has regular exposure to the Corporation's senior management and overseeing the development and succession of the Corporation's senior management team;
- (k) evaluating the performance of senior management of the Corporation and making recommendations with respect to their compensation;
- (l) maintaining a positive and ethical work climate that is conducive to attracting, retaining and motivating a diverse group of top-quality employees at all levels;
- (m) serving as the Corporation's principal spokesperson and ensuring that information communicated to the public fairly portrays the position of the Corporation and that timely and continuous disclosure obligations of the Corporation are met;
- (n) representing the Corporation in a such a way so as to enhance and maintain the Corporation's reputation and to promote positive relationships with shareholders, suppliers, contractors, clients, service providers, strategic partners, creditors, financial institutions, local communities, all levels of government and the media; and
- (o) fulfilling all other responsibilities as assigned by the Board, in the manner expected by the Board.

In addition, the CEO has the responsibilities specified in their employment agreement with the Corporation.

The Board adopted this "Position Description for Chief Executive Officer" on March 2, 2022.