

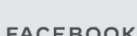
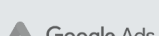
ADCORE

TSX:ADCO | OTCQX:ADCOF

# Investor Factsheet

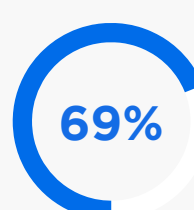
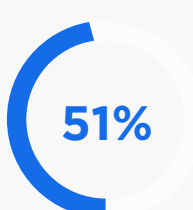
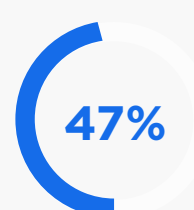
November, 2024

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

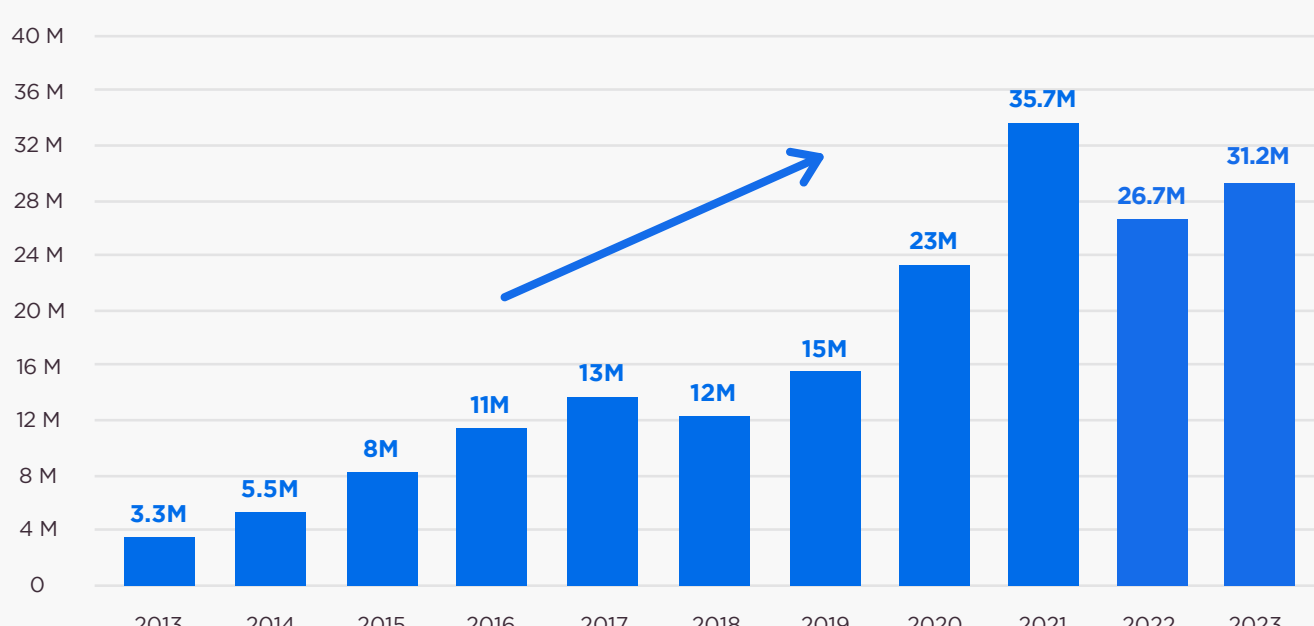


## Investment Highlights

ALL NUMBERS ARE IN CAD

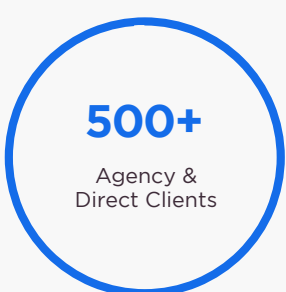


Q4 2023	Q1 2024	Q2 2024	Q3 2024
<b>\$9M</b> Revenue	<b>\$6.9M</b> Revenue	<b>\$6.6M</b> Revenue	<b>\$7.8M</b> Revenue
<b>\$0.5</b> EBITDA (adj.)	<b>\$0.2</b> EBITDA (adj.)	<b>\$(0.2)</b> EBITDA (adj.)	<b>\$0.3</b> EBITDA (adj.)

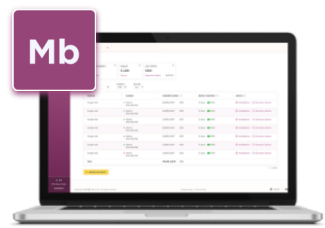


## Business Highlights

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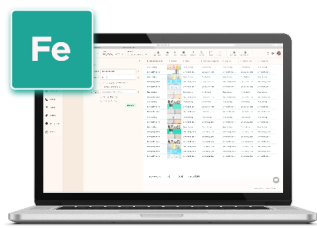
## 9 Proprietary Machine Learning Technologies



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Regain control of your advertising accounts

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### FEEDITOR

Ultimate AI powered shopping & feed tool

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### EFFORTLESS MARKETING

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

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

A visual account audit in under 30 seconds

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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	\$11.44M
Share price (Nov 12, 2024)	\$0.19
IPO date	May 27, 2019
Year-end	Dec-31
Cash balance (September 30, 2024)	\$6.7M
Basic shares outstanding	60.5M
Options, RSUs & Warrants	7.4M
Management & Founders	41.9M
Trading float (MGMT estimate)	18.6M

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