



CISCOM CORP (CISC) Technology Update

(Toronto, ON. September 11, 2023) Ciscom Corp. (CISC) (“**Ciscom**” or “the **Company**”) an ICT roll-up corporation, is pleased to announce that its subsidiaries are moving forward with their technology initiatives.

Market Focus Direct (“MFD”) developed advanced proprietary software (“Intellectual Property” or “IP”) enabling faster and more efficient client campaign customization, optimization, and deployment. This IP is now available and being implemented for the benefit of all Prospect Media Group (“PMG”) clients.

As PMG and MFD are using big data from various sources that comes in different forms and formats, work has been initiated on artificial intelligence (“AI”) to review potential applications within clients’ servicing and deliveries.

“Technology and big data are the cornerstones of our Company, and we are working at maintaining our leadership position in the market”, said Drew A. Reid Ciscom’s Executive Chair & CEO.

“This is exciting! AI is now providing us with the opportunity to manipulate data in a way that enables us to further improve our analytics to benefit our clients. Our team members are embracing technology and the future looks very bright for us”, said Dave Mathews, President and Managing Director of PMG.

Ciscom is investing in and managing qualified companies active in the Information, Communication and Technology (“ICT”) sector – a broad area. The first 2 acquisitions are in the AdTech/MarTech sector dealing with big data, analytics, and technology.



About Ciscom

Ciscom Corp. is a Canadian company investing, acquiring, and managing companies in the ICT sector. Potential acquisition targets are entrepreneurs seeking equity, transition or that do not have a defined succession plan. Target companies are generally substantial SMEs and have a proven track record/history of profitability.

With this approach Ciscom enables owners/founders to crystalize the equity, while remaining active in the business. Consequently, acquisitions are immediately accretive to shareholders’ value. For more information, please visit www.ciscomcorp.com



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This news release contains certain statements that constitute forward-looking statements as they relate to Cisco and its management. Forward-looking statements are not historical facts but represent management's current expectation of future events and can be identified by words such as "believe", "expects", "will", "intends", "plans", "projects", "anticipates", "estimates", "should", "continues" and similar expressions. Although management believes that the expectations represented in such forward-looking statements are reasonable, there can be no assurance that they will prove to be correct or will come to pass.

By their nature, forward-looking statements include assumptions and are subject to inherent risks and uncertainties that could cause actual future results, conditions, actions, or events to differ materially from those in the forward-looking statements. The future outcomes that relate to forward-looking statements may be influenced by many factors, including but not limited to; COVID-19; reliance on key personnel; shareholder and regulatory approvals; jurisdictional risk; risks of future legal proceedings; income tax matters; availability and terms of financing; rising costs related to inflation; effect of market interest on price of securities and potential dilution, all of which are addressed in greater detail in the Company's prospectus dated June 5, 2023 and filed under Cisco's profile at www.sedar.com. Except as expressly required by applicable securities laws, Cisco assumes no obligation to update or revise any forward-looking statements.

