



Building a Profitable Data & MarTech Platform



CSE: CISC / OTCQB: CISCF
March 2026



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March 2026



Investment Highlights

- **Target-rich opportunity:** thousands of profitable Canadian SMEs owned by retiring founders with limited succession plans.
- **Buy well, hold long term:** acquire at 4.0–5.5× EBITDA with earn-outs; operate for cash and compounding.
- **Stand-alone model:** preserve culture and customers while unlocking cross-sell and back-office synergies.
- **Data & MarTech focus:** resilient demand for measurable performance; data is foundational to AI-driven marketing.
- **Experienced operators:** entrepreneurs for entrepreneurs with a proven record in data-driven media.



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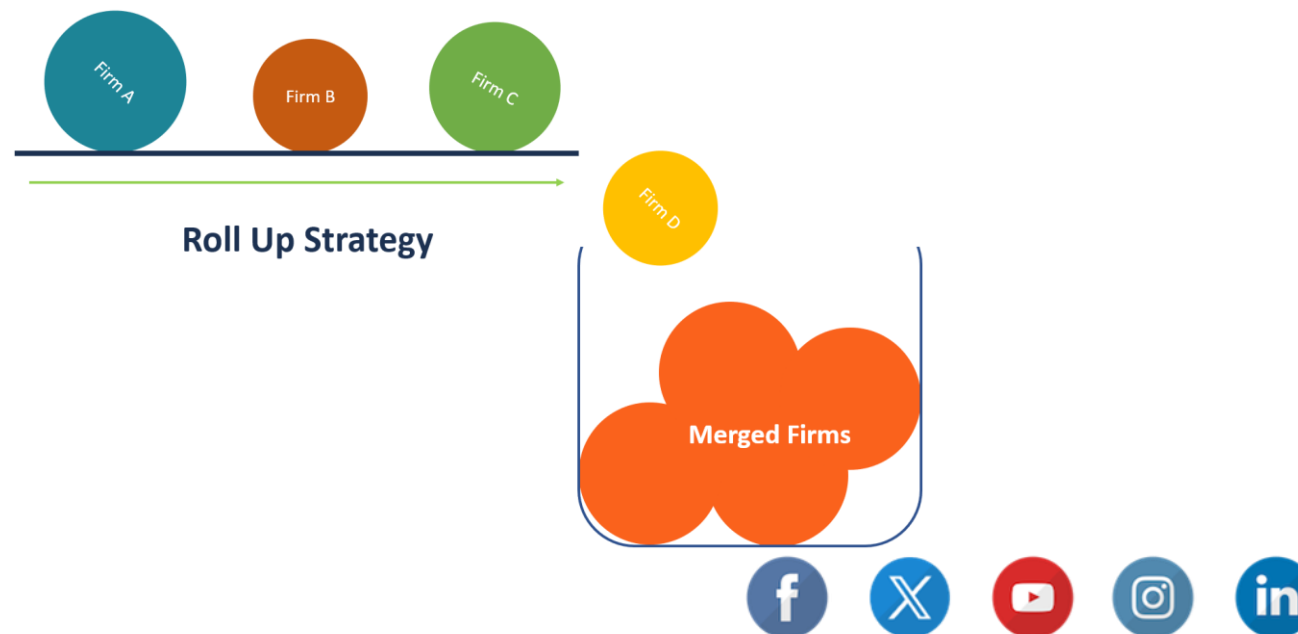
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Market Opportunity

In Canada, there are over 300,000 Boomer owned businesses, employing under 20 people. Thousands of SME's are undergoing generational transitions.

- **Building an SME roll-up** strategy in a key Data & MarTech growth sector, capitalizing on an overlooked and underestimated market segment.
- **Demographic transition:** a large share of SME owners are nearing retirement; many lack formal succession plans.
- **SMEs are the backbone of Canada's** economy, employing a significant portion of the private sector workforce.
- **Limited buyers and fragmented valuations** create attractive entry multiples for disciplined acquirers.



Our Model: Buy, Empower, Compound



Creating a winning formula to accelerate growth for investors and key stakeholders.

- **Acquisition criteria:** profitable SMEs in Data/Ad/MarTech with \$3–15M revenue, sticky clients, positive cash flow.
- **Deal design:** ~25% cash at close + 3-year share-based earn-out tied to performance.
- **Operating system:** governance matrix, KPI cadence, centralized balance sheet, shared services as needed.
- **Value creation:** cross-sell across client lists, procurement leverage, productization of data/analytics assets, synergies.

Owner Demographics:

42% of small businesses are owned by baby boomers, highlighting a significant transition phase.

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Risk Mitigation Built-In



"Give me six hours to chop down a tree, and I will spend the first four sharpening the axe"
Abe Lincoln

- **Earn-outs** align seller incentives and reduce downside on forward expectations.
- **Preserve corporate memory:** founders remain engaged to ensure continuity of client relationships.
- **Diversification:** pluralization approach reduces single-client and single-vertical exposure over time.

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Why We Win



Using key metrics to drive decisions that build synergies.

- **Founder-friendly:** autonomy within a clear delegation-of-authority framework; culture preserved.
- **Operator DNA:** we have grown and run businesses through cycles—pragmatic focus on cash and ROI.
- **Data advantage:** proprietary and partner data assets enhance targeting, measurement and client outcomes.
- **Structured earn-outs** in shares over 3 years, contingent on performance.

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Traction and Platform



An established and solid foundation, poised for growth.

- **Cash-flow positive operations:** focus on recurring and resilient revenue streams.
- **Active in omni-media** with data-driven planning, buying, and analytics capabilities.
- **Big Data AI enabled** delivery proficiency.
- **Public listings on CSE and OTCQB** increase visibility and access to capital.

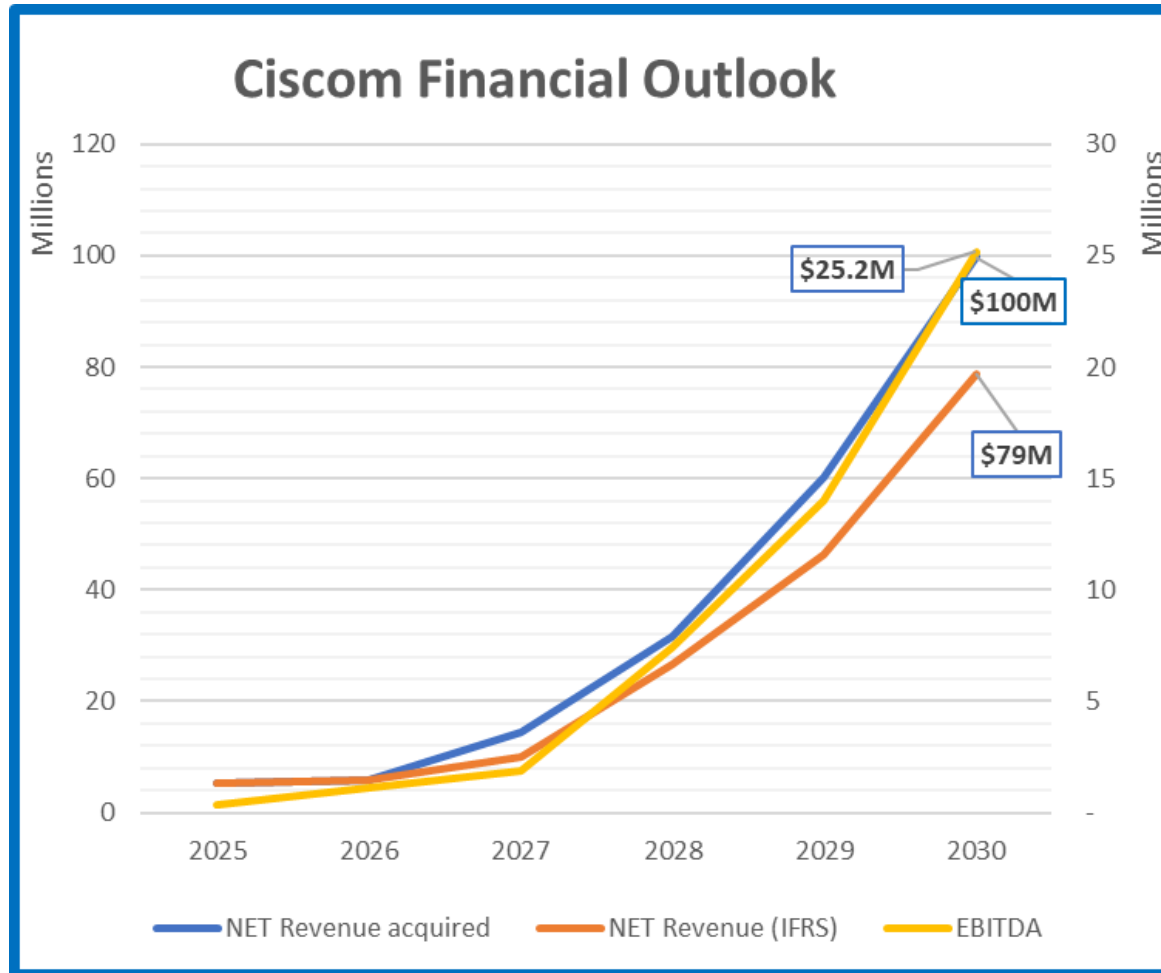
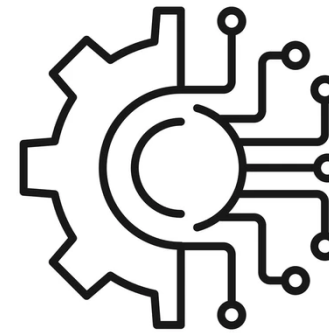


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5-Year Plan (through 2030)



- **10 additional acquisitions;** average ~\$8M net revenue per target.
- **Organic growth target: ~10% YoY** via upsell, cross-sell, and new product launches.
- **\$100M+ net revenue run-rate by EOY 2030** with expanding EBITDA margins.

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Capitalization Snapshot

An overview of Ciscom's current position.

- **Issued & outstanding shares:** ~59.5M; options and warrants outstanding as per filings.
- **Self-funded to date** with positive operating cash flow.
- Seeking **non-dilutive debt** to fund next acquisitions.

Focused on key business sectors

Big Data &
Analytics

AdTech
MarTech

AI &
Automation

Media
Activation

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The Ask



What is required to fuel our 5-year growth plan.

- **CAD \$8.0M term debt** at market rates; 4-year amortization.
- **Use of proceeds:** closing cash components for next two acquisitions (~25% per deal), plus fees and due diligence. 3-year earn-out payable in shares.
- **Timing:** deploy between Q4 2026 and Q3 2027.
- **Goal: \$100M+ net revenue run-rate by EOY 2030**

Use of Proceeds

Closing payment acquisition 1	\$3,300,000
Closing payment acquisition 2	\$3,500,000
Total closing payments	\$6,800,000
Deal fees	\$900,000
Working capital	\$300,000
Total debt raise	\$8,000,000

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Milestones & Next Steps

Discussions with key acquisition targets are ongoing.

- **Active discussions** with multiple qualified targets.
- **Financing term sheet** execution and VDR access available now.
- **Close financing:** announce and close the next acquisitions.
- **Timing:** Q4 2026 to Q1 2027

Why Ciscom



Targeting a dynamic and opportunistic sector of businesses in Canada.

- **Why Entrepreneurs partner with Ciscom**
 - Monetization of life's work - **Securitization**
 - Enhancing selling price with **stock appreciation**
 - Part of the entrepreneur **advisory board**
 - "...buying into something bigger with a great upside... **best of both worlds**"
- **M&A Agility**
- **Deal Customization**
 - Each transaction is tailored to the situation – **not a one-size fits all**
- **Buying at low multiples**
 - Acquiring at multiples of 4.0 to 5.5x EBITDA
 - Pubco valuation at +10.0x EBITDA
- **Competitors not typically active in this segment**
 - Looking for bigger scores

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Leadership & Governance

Our Management & Board of Directors:

- A seasoned team with deep M&A, data & analytics, and omni-media experience.
- Independent directors and advisors with capital markets and industry expertise.
- Aligned and focused on mid/long-term value creation.

Ciscom Team:	
Michel Pepin, CPA, CA	President & CEO (Director)
Dave Mathews	Chief Commercial Officer (Director)
Jeff Bisset	Owner/President – Cleanlist (Independent Director)
Paul Gaynor	Former Board Chair (Independent Director)
Angel Valov, PhD	Capital Market Investors (Independent Director)
Frank Linhart, CPA, CMA	Chief Financial Officer
Sheri Rogers	President – Prospect Media

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Thank You

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Issued & Outstanding Shares

Top Line Details:

- Total shares issued: 59,519,582
- Stock Options: 2,825,000 (avg strike price of \$0.20, last maturity February 2031)
- Warrants: 5,668,750 (avg strike price of \$0.15, last maturity December 2026)
- Current Market Cap:
 - Not representative of the Enterprise Value
- Self-Funded:
 - Operations are Cash Flow Positive

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