



# WEALTH BUILDING & TRANSITION FOR ENTREPRENEURS

CSE: CISC, OTCQB: CISCF

January 2025

# DISCLAIMER & FORWARD-LOOKING STATEMENTS

This corporate presentation (the “Presentation”) has been prepared by Ciscum Corp. (“Ciscum” or the “Company”) management and is based on public information and the Company’s confidential information. This Presentation is for information purposes only and is being made available solely to enable prospective stakeholders to evaluate the Company’s business model. This Presentation does not constitute an offer to buy/sell to any person. Any unauthorized use of this Presentation is strictly prohibited. The information contained in the Presentation, made to you verbally and any other information provided to you (in writing or otherwise) in connection with Ciscum and its business (the “Presentation Materials”) is subject to updates, completion, revision, verification and amendment without notice which may result in material changes. The Presentation Materials are not intended to provide financial, tax, legal or accounting advice and do not purport to contain all the information that a prospective vendor may require. Each stakeholder should perform and rely on its own investigation and analysis of the Company and the terms of any offering of the Securities, including the merits and risks involved, and are advised to seek their own professional advice on the legal, financial and taxation consequences of investing or selling their business to the Company.

Certain statements in this disclosure may constitute “forward-looking” statements which involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company, or industry results, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. When used in this presentation, such statements use such words as “may”, “would”, “could”, “will”, “intend”, “expect”, “believe”, “plan”, “anticipate”, “estimate”, and other similar terminology. These statements reflect the Corporation’s current expectations regarding future events and operating performance and speak only as of the date of this presentation. Forward-looking statements involve significant risks and uncertainties, should not be read as guarantees of future performance or results, and will not necessarily be accurate indications of whether or not such results will be achieved. Risk of not being able to find target acquisitions on an economically viable or at all. Lack of debt and/or equity financing to support closing on acquisitions. Reliance on key personnel. Rising interest rates. A number of factors could cause actual results to differ materially from the results discussed in the forward-looking statements, including, but not limited to, the factors discussed below. For example, disclosures may contain forward-looking statements pertaining to the following subject matter: capital expenditure programs; supply and demand for the Corporation’s products and services and industry activity levels; target company acquisitions; go public transaction; income tax considerations; and, treatments under governmental regulatory regimes. Financial reporting and disclosure may contain non-IFRS financial measures and ratios, such as Notice to Reader (NTR) financial statements, organic growth, revenue growth from acquisitions, comparable growth, EBITA, EBITDA, adjusted EBITDA, adjusted EPS, free cash flow and net debt, which are not recognized measures of financial performance or liquidity under IFRS. No securities commission or other similar regulatory authority has passed on the merits of the securities described herein. Nor has any securities commission or similar regulatory authority reviewed this presentation and any representation to the contrary is an offense.

All dollar figures are in Canadian currency unless otherwise stated.

**Entrepreneurs are in need of succession plans.**

**Ciscom creates opportunities for Wealth Transfer for with Small and Medium Businesses (SME)**

In Canada, there are over 300,000 Boomer owned businesses, employing under 20 people. *Source: Statistics Canada*

Most do not have defined succession plans.

## Ciscom invests in established businesses:

- Sales/revenue of \$5M to \$30M
- Gross profit \$2.5M+
- 4+ years history
- Growth minded
- Profitable
- Cash flow positive

Ciscom is publicly traded  
CSE: CISC, OTCQB: CISCF

# ADTECH & MARTECH SECTOR

“The AdTech market is projected to grow from USD \$579.4 billion in 2023 to **USD \$1,496.2 billion** by 2030, at a compound annual growth rate (CAGR) of **14.5%**”

MarketsandMarkets report

“The USA AdTech market size was estimated at USD \$276.3 billion in 2023 and is projected to grow at a CAGR of 11.4% from 2024 to 2030.”

Grand View Research



# OUR SEGMENTS FOCUS

➤ Cisco's areas of focus:

- Big Data Analytics
- AdTech/ MarTech
- Digital/Online/Offline Advertising, Marketing & Communications
- Social Media
- Content Management
- Business Intelligence
- Artificial Intelligence (AI) Driven SaaS Platforms
- Application Programming Interface (API)



# OUR SUCCESSFUL AND UNIQUE APPROACH

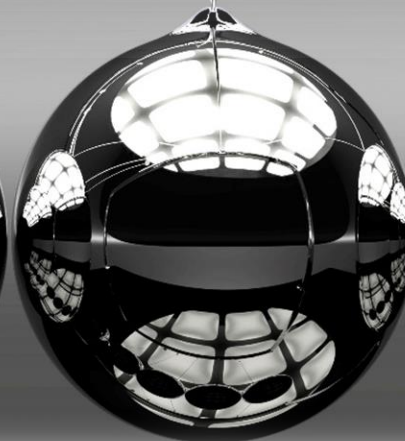
Ciscom is becoming a significant market force through:

- Mergers & Acquisitions
- Attractive wealth transfers/successions
- Harnessing talent, intelligence and agility of independent entrepreneurs
- Exponentially enhancing individual contributions
- Uniting forces to create an AdTech/MarTech powerhouse with delivery proficiency and big data expertise
- Empowering Investee Businesses





# WHY ENTREPRENEURS DIVEST TO CISCOM





# OUR WORKINGS

- Ciscom invests in SMEs
- Purchase price is cash plus shares, inclusive of earn-out
  - Tailored to each transaction
  - Pays market price for acquisitions
  - Provides the entrepreneur/seller with a second upside (share appreciation)
- Acquisitions remain a stand-alone entity – preserving successful cultures
- Ciscom is a long-term investor
- Orderly transition plan for the selling entrepreneur (if desired)
- Senior/top managers participating through share options in Ciscom



# FOR ENTREPRENEURS DIVESTING

## Ciscom:

- Creates lasting value
- Works with founders to further build brands and increase revenue
- Is different from Private Equity
  - a long-term owner/investor
  - no need to close the fund
  - No determined exit date
  - Stable and permanent owners
  - No pump and dump play
- Can provide a tax-free capital gain up to \$1.25M per selling shareholder
- Tax-free deferral on rollover of shares

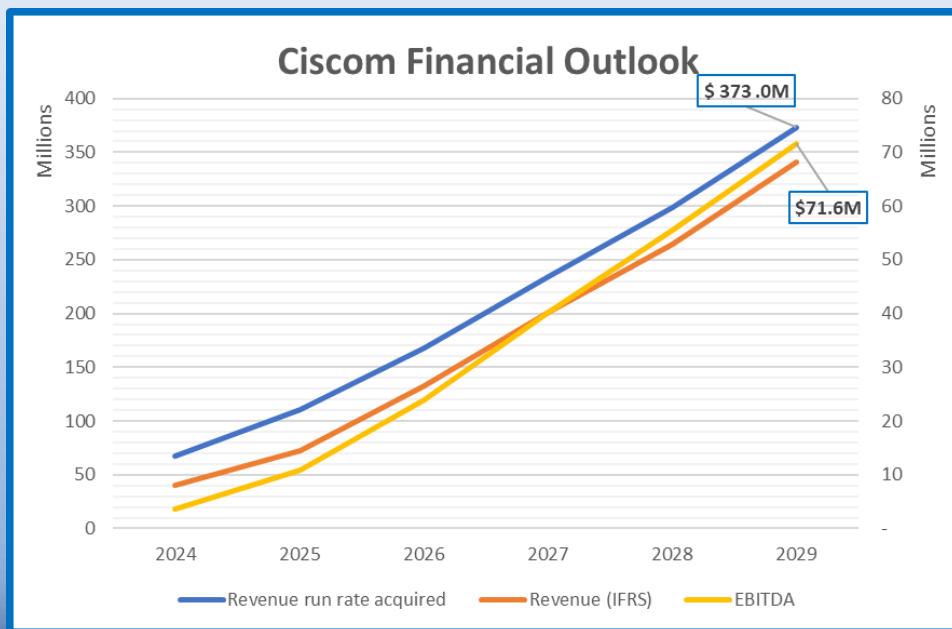


# OUR PERFORMANCE ACCELERATORS

- The Entrepreneur/Founder continues to manage with Ciscom's support framework
- Governance matrix and delegation of authority
- Management deep/diversified collective of talent
- Procurement pooling and cost synergies/savings
- Accelerate growth by expanding products and services from each operation
- Reducing costs through shared services and CoE (Centres of Excellence)



# OUR PROFITABLE GROWTH OBJECTIVES



## 2024 to 2029

- Averaging 3 acquisitions per year starting in 2025
- Targets averaging \$15M to \$20M in revenue p.a.
- Margin improvement through consolidation and cost synergies
- 2029:
  - Sales of \$341.0M (IFRS)
  - EBITDA of \$71.6M

Please refer to forward looking statements at the end of the presentation

# MANAGEMENT AND DIRECTORS

## ➤ Solid and Experienced Management / Board of Directors

- Michel Pepin, CPA, CA: President & CEO (director)
- Paul Gaynor: Board Chair (director)
- Dave Mathews: President PMG/MFD (director)
- Eric Klein, CPA, CA, CBV, ICD.D: President Klein Advisory Services (ind. director)
- Stephen Lautens, JD: Lawyer, Diplomat, Comm. Consultant (ind. director)
- Angel Valov, Ph.D.: Capital Market Investors (ind. director)
- Frank Linhart, CPA, CMA: Chief Financial Officer
- Ciscom has a number of advisors providing advices on a large range of areas

# CONTACT Us



Michel Pepin CPA, CA  
President & CEO

20 Bay Street, Suite #1110  
Toronto, ON M5J 2N8  
Cell: 416 569-3857  
Office: 416 366-9727  
Email: mpepin@ciscomcorp.com



Website



Corporate  
presentation



Entrepreneur  
Video

CSE: CISC, OTCQB: CISCF  
January 2025

