



WEALTH BUILDING, WEALTH TRANSITION & PLANNED EXITS FOR SME ENTREPRENEURS

CSE: CISC, OTCQB: CISCF

November 2024

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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
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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
- Digital/Online/Offline Advertising, Marketing & Communications
 - All forms – broad market
 - Social Media
 - Content Management
- Business Intelligence
- Artificial Intelligence (AI) Driven SaaS Platforms
- Application Programming Interface (API)



OUR SUCCESSFUL AND UNIQUE APPROACH

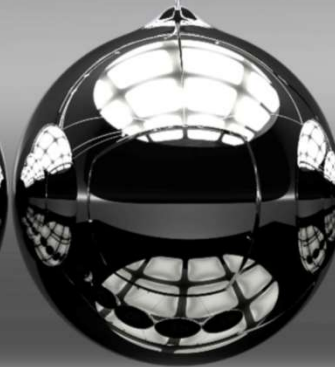
Ciscom is becoming a significant market force through:

- 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 the rollover of shares

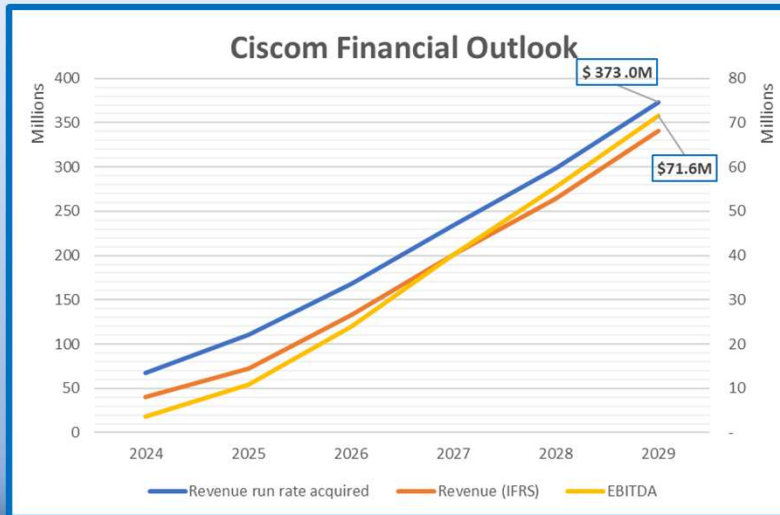


OUR PERFORMANCE ACCELERATORS

- 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



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