



CISCO

CORP

**INVEST IN A BIG DATA AND
MARTECH POWERHOUSE
THROUGH CISCOM'S
UNIQUE WEALTH
TRANSFER PLATFORM
FOR SMES.**

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All dollar figures are in Canadian currency unless otherwise stated.

Entrepreneurs are in need of succession plans

Ciscom facilitates Succession Plans and 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

\$31 Billion:
Estimated Net Worth transfers in the next 10 years

Source: Statistics Canada

Ciscom invests in established businesses in the MarTech and AdTech sectors

Businesses with a track record and:

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



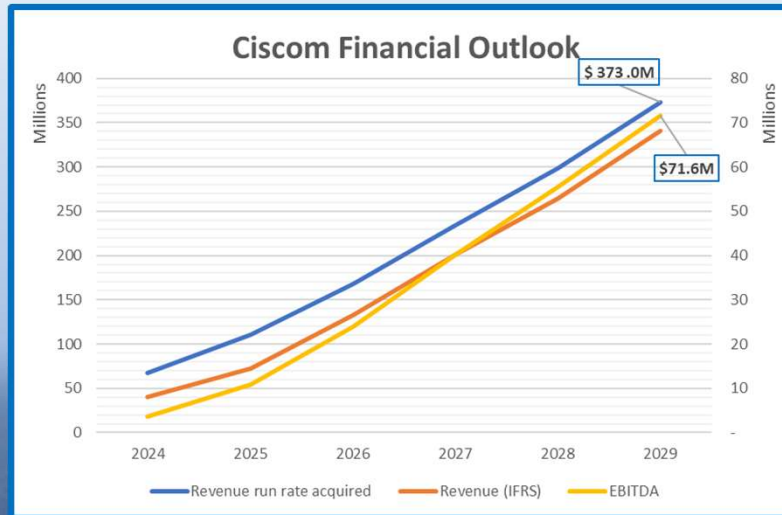
OUR ADVANTAGE

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



OUR PROFITABLE GROWTH PLANS



2023

- Revenue of \$35.2M (audited)
- Cash-adjusted EBITDA of \$1.8M

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

5 REASONS TO INVEST IN SMALLER CAP ISSUERS NOW:



- The movement or rotation of investment to SCI is just getting started
- Interest rates are coming down – significantly increasing net profit and cash flows
- SCI have better earnings growth potential
- SCI are undervalued in the market – averaging 23% lower multiples vs larger cap issuers
- Money is flowing back to SCI – more liquidity favors growth

REASONS TO INVEST IN CISCOM

Ciscom is:

- Profitable Acquisition Company
- Forward Looking
- Building on Strength
- Entering a New Market Cycle
- Actively Acquiring Businesses
- Delivering on its Mandate
- Positioned for Value Creation



ADTECH & MARTECH VALUATION MULTIPLES

“... the median EV/Revenue multiple for AdTech companies reaching 2.7x in Q4 2024.”

Source: [Ycharts \(finerva.com\)](#)

“... In Q4 2023, the median EV/EBITDA multiple for AdTech companies was 14.2x.”

Source: [Ycharts \(finerva.com\)](#)

Applying these multiples to Ciscom’s 2023 results, market valuation would be:

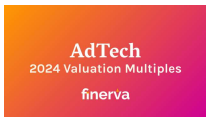
EV/Revenue (gross profit): \$18.6M

EV/EBITDA (cash adjusted): \$19.0M

Adding an acquisition with Revenue of \$4.0M and an EBITDA of \$750k*:

EV/Revenue (gross profit): \$29.4M

EV/EBITDA (cash adjusted): \$29.7M



**CISC current market cap: ~\$5.0M
(undervalued, significant upside)**

* Please refer to forward looking statements on slide 2

OPPORTUNITY TO INVEST IN CISCOM

Ciscom Limited Private Placement of Shares.

- Capital to extent M&A Activity
- Current Low Market Cap points to high Upside (ROI)
- Investors get an bonus of one full warrant per share
- Open to anyone meeting criteria
- Limited offer.



CISCOM PRIVATE PLACEMENT TERMS

- Purpose: M&A expenses and Convertible Debenture Repayment
- Announcement: November 12, 2024
- Closing: December 12, 2024
- Placement Amount: \$800,000
- Price: \$0.08 per Common share
- Warrant:
 - 1 full Warrant per Common share
 - Price: \$0.15
 - Expiry: December 12, 2026
- Share Issuance: 10,000,000
- Open to all Investors meeting criteria
- Management/Board Buy-in: 53.75%



Management and board members are currently subscribing to over 50% of the placement, indicating the confidence insiders have in Ciscom's business strategy and potential.

FOR MORE INFORMATION ON CISCOM PRIVATE PLACEMENT CONTACT

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

TO VIEW CISCOM'S PRESENTATIONS SCAN ONE OF THE CODES



Private Placement
presentation



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