

Big Data and MarTech Roll-Up

CISCOM, based in Toronto Canada, actively acquires and manages companies focused in ICT sector with a specialty in AdTech & MarTech.

Ciscom is raising capital to finance its cohesive growth strategy.

Wealth Creation

- Growth via M&A
- Siloed SMEs priced at private market
- Instant accretion of the pubco vehicle
- Buying and holding to build a Big Data and MarTech Powerhouse.

Diversified and Experienced Management Team

- Solid Executives
- Veteran Board Members.
- Building and Transition Successes
- Engaged Staff members
 - Low turnover
 - Stock and option holders
- High client satisfaction. Tenure is 10+ years

Current Operations (2 subs)

- Revenue \$35.2M in 2023 (audited)
- YTD Q3-2024 Gross Profit up 13%
- Normalized/cash 2023 EBITDA of \$2.3M
- Q3-2024 YoY Cash EBITDA up 158%
- Increasing operational positive cash flows – low capex

Growing Sector/Industry

- Potential acquisitions targets are in the ICT sector, specifically the MarTech and AdTech sectors, which have over 30,000 operating companies.
- This massive succession-based, wealth transfer will be mostly completed within the next couple of decades
- \$31B: Estimated Net Worth to transfer in the next 10 years

Wealth Transition

- Canada has over 1.6M SMEs
- Most don't have defined succession plans
- Limited exit channels/options
- This opportunity creates a great opportunity for Ciscom Investors/Shareholders.

"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

Ciscom invests in established businesses:

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

Share float: 59.3M (100%)
Free Trading: 45.7M (77%)
In escrow: 13.6M (23%)



Ciscom is self-funding. Investments are 100% for M&A growth

Our Core Investment Areas of Products and Services



- Big Data Analytics
- Digital/Online/Offline Marcom and Ad Agencies
- Business Intelligence
- SaaS AI
- Social Media Integration



Big Data and MarTech Roll-Up



- Ciscom harnesses the talent, smarts an agility of independent entrepreneurs
- Exponentially enhancing individual contributions to cohesive and powerful team collaborations
- Uniting forces to create a technology powerhouse with delivery proficiency and big data expertise

"... 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 the multiples to Ciscom's 2023 results, market valuation are:

EV/Revenue (gross profit):	\$18.6M
EV/EBITDA (cash adjusted):	\$19.0M

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

EV/Revenue (gross profit):	\$29.4M
EV/EBITDA (cash adjusted):	\$29.7M

Leverage & Synergies

- Cross selling respective client bases
- Back-office cost synergies and economies of scale
- Best practices and limited SG&A
- Financial Optimization: Capex, Taxes, Debt leverage, Cash Flow Management

Acquisitions & Organic Growth

- Continue to acquire profitable businesses
- No "over" diversification – staying focused
- Realizing full potential of each acquisition
- Maintaining Culture



5 MAJOR REASONS TO INVEST IN SMALLER CAP ISSUERS (SCI):

- 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

SUCCESS FACTORS:

- General Perception
- Board Experience
- Management Expertise
- Financial Performance
- Growing Cash Flows
- Right time & place
- Business Model



CISCOM IS:

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

Q1 2025
Close Significant
Financing

Q2-Q4 2025
Close 3rd, 4th & 5th
Acquisition

Q1-2 2026
Close 2
Acquisitions

Q3-4 2026
Add'l Funding
& more M&As

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For Investors



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Private Placement

Disclaimer & forward-looking statements



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