NowVertical

Q3 2025 Update

Transforming data into business value with AI, **Fast**.

www.nowvertical.com

NowVertical Group TSXV: NOW

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This presentation refers to certain non-international financial reporting standards ("**IFRS**") defined measures. These measures are not recognized measures under IFRS, do not have a standardized meaning prescribed by IFRS and are therefore unlikely to be comparable to similar measures presented by other companies. Rather, these measures are provided as additional information to complement those IFRS measures by providing further understanding of the Company's results of operations from management's perspective. The Company's definitions of non-IFRS measures used in this news release may not be the same as the definitions for such measures used by other companies in their reporting. Non-IFRS measures have limitations as analytical tools and should not be considered in isolation nor as a substitute for analysis of the Company's financial information reported under IFRS. The Company uses non IFRS financial measures including "Adjusted Revenue", "EBITDA", and "Adjusted EBITDA". These non-IFRS measures are used to provide investors with supplemental measures of our operating performance and to eliminate items that have less bearing on our operational performance or operating conditions and thus highlight trends in our core business that may not otherwise be apparent when relying solely on IFRS measures. The Company believes that securities analysts, investors and other interested parties frequently use non-IFRS financial measures in the evaluation of issuers. The Company's management also uses non-IFRS financial measures to facilitate operating performance comparisons from period to period and prepare annual budgets and forecasts.

The non-IFRS financial measures referred to in this presentation are defined below. For a reconciliation of such non-IFRS measures, please see the Company's management's discussion and analysis for the three and nine months ended September 30, 2025, which are available on the Company's SEDAR+ profile.

"EBITDA" adjusts net income (loss) before depreciation and amortization expenses, net interest costs, and provision for income taxes.

"Adjusted Revenue" adjusts revenue to eliminate the effects of acquisition accounting on the Company's revenues, which predominantly pertain to free market value adjustments to the opening deferred revenue balances of acquired companies.

"Adjusted EBITDA" adjusts EBITDA for acquisition accounting revenue adjustments in "Adjusted Revenue" and items such as acquisition accounting adjustments, transaction expenses related to acquisitions, transactional gains or losses on assets, asset impairment charges, non-recurring expense items, non-cash stock compensation costs, foreign exchange gains and losses and the full-year impact of cost synergies related to the reduction of employees.

"Annualized EBITDA" adjusts EBITDA by taking the calculated EBITDA from a shorter period, which is in this presentation the first three fiscal quarters, and multiplying it to reflect a full year.

"Annualized Revenue" adjusts Revenue by taking the Revenue from a shorter period, which is in this presentation the first three fiscal quarters, and multiplying it to reflect a full year.

NowVertical

We transform data into business value with AI, Fast.

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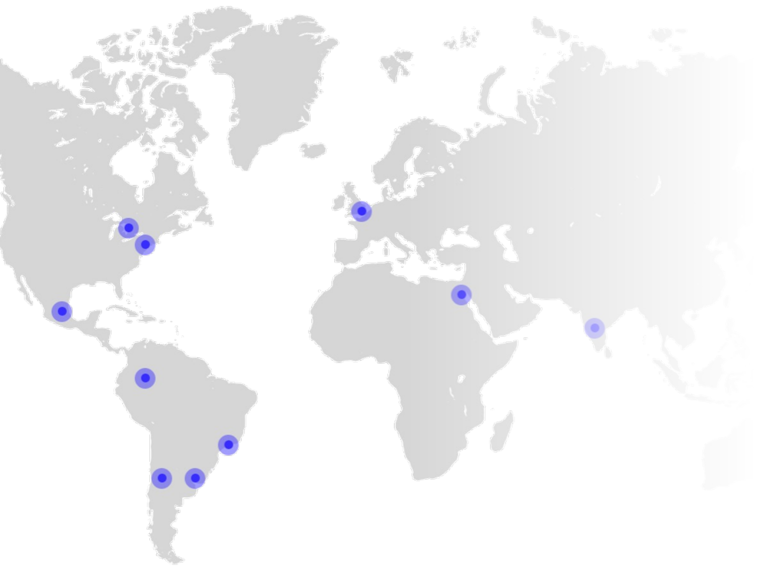

We're a global data & AI services company that makes enterprise AI possible.

By leveraging cutting-edge technologies we deliver measurable business outcomes for large enterprises using data and AI

NA&EMEA + LATAM
Core Markets

250+
Clients

100+
Enterprise Clients

600+
Strong Team

Key Pillars of NowVertical

Strategic Accounts

Growing the value and volume of enterprise accounts.

Partnerships

Leverage partnerships to enhance GTM and enterprise revenues.

Integration

Utilizing our One Brand, One Business strategy for cross-sell and margin.

Excluding divested businesses - Allegient Defense, Inc., Seafront Analytics LLC and Affinio Social
All figures expressed in USD.

Performance Overview

Overview

Q3

Revenue

$9.1m ↓15% YoY

EBITDA

$1.8m ↓9% YoY

Operating Income

$0.4m ↓72% YoY

YTD

Revenue

$27.7m ↓3% YoY

EBITDA

$5.4m ↑17% YoY

Operating Income

$2.5m ↑55% YoY

Strategic KPIs

Top 30 SA YTD

$19.0m ↑23% YoY

Q3 Gross Margin

51%

Q3 EBITDA Margins

20%

Excluding divested businesses - Allegient Defense, Inc., Seafront Analytics LLC and Affinio Social
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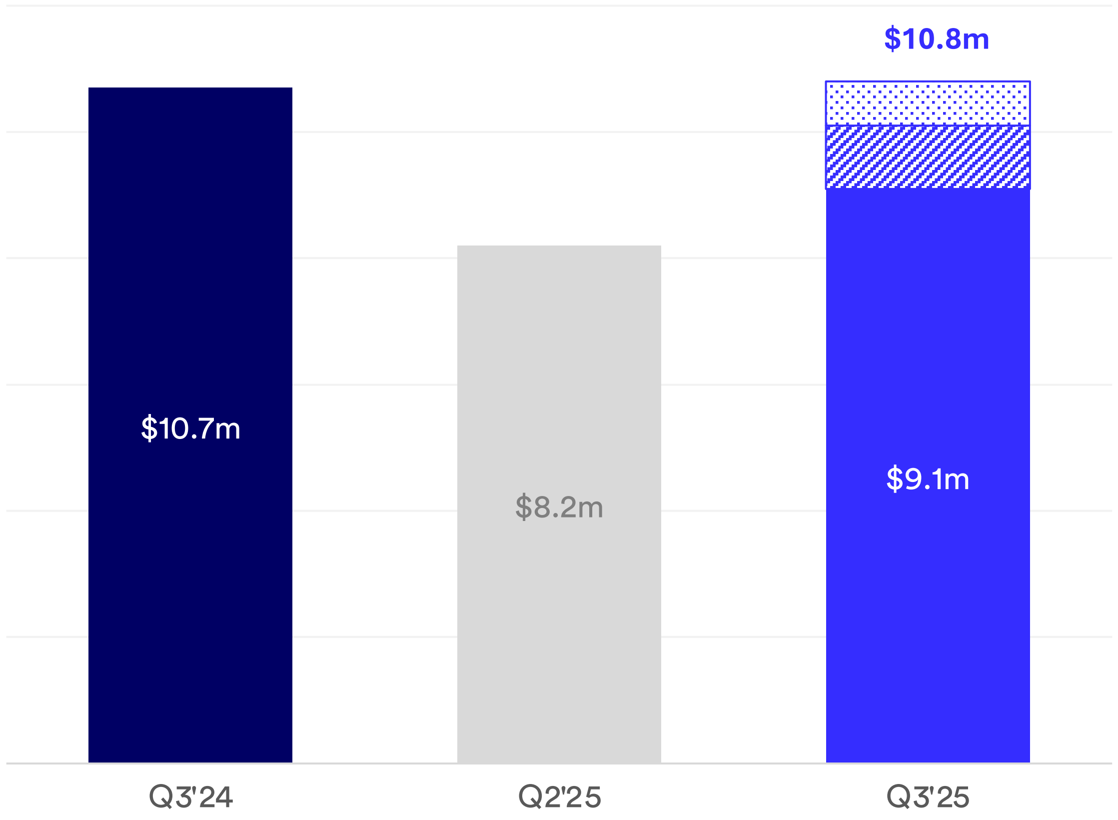
Financial Update

Revenue Performance



Reduced revenue as a result of:

- $1.0m Argentina FX Impact
- $0.7m Re-structuring & Multi-Year Adjustments (Disclosed in Q2)

Excluding divested businesses - Allegient Defense, Inc., Seafront Analytics LLC and Affinio Social
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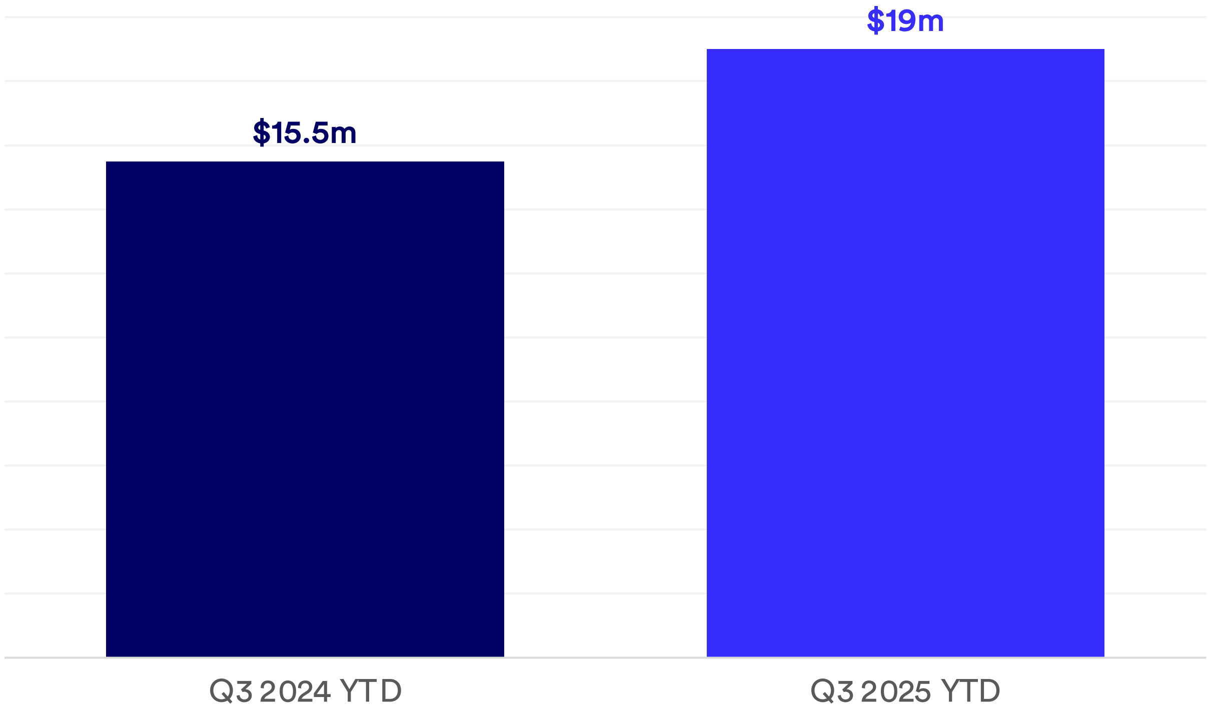
Financial Update

Revenue Performance – Top 30 Strategic Accounts



23%

Year-On-Year Growth

69%

Of Total Revenue YTD

Excluding divested businesses - Allegient Defense, Inc., Seafront Analytics LLC and Affinio Social
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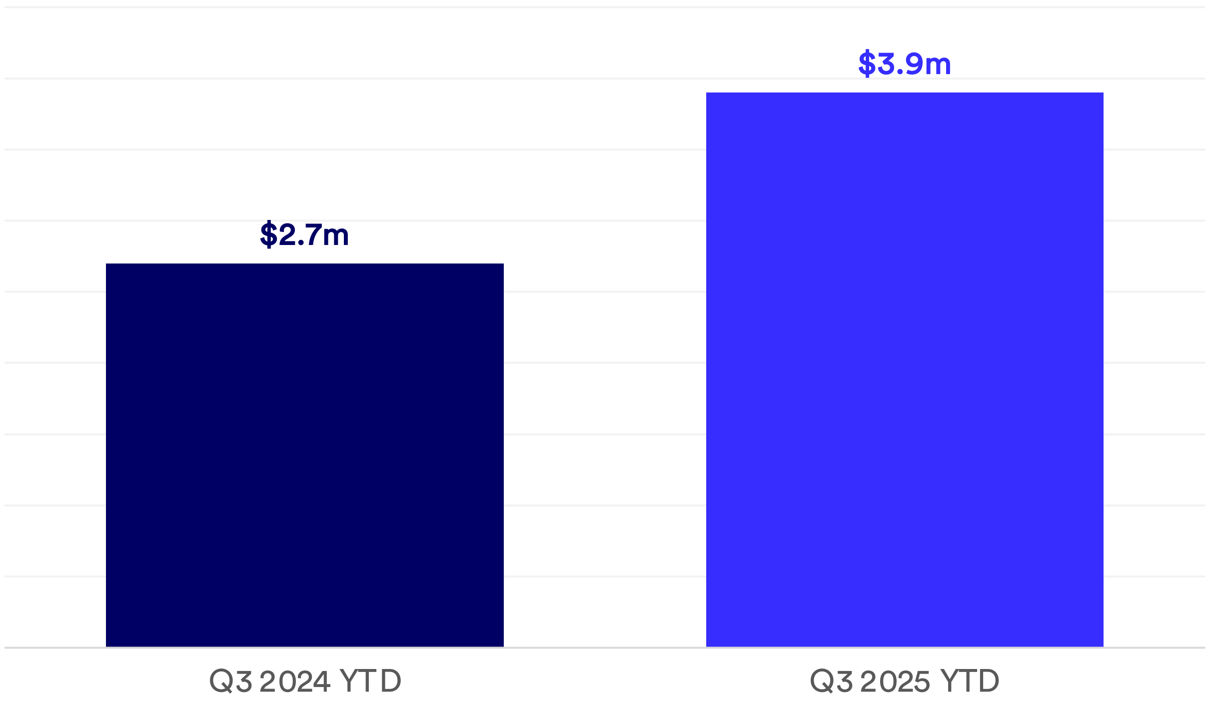
Financial Update

Revenue Performance – Google Cloud Revenue



42%

Year-On-Year Growth

Excluding divested businesses - Allegient Defense, Inc., Seafront Analytics LLC and Affinio Social
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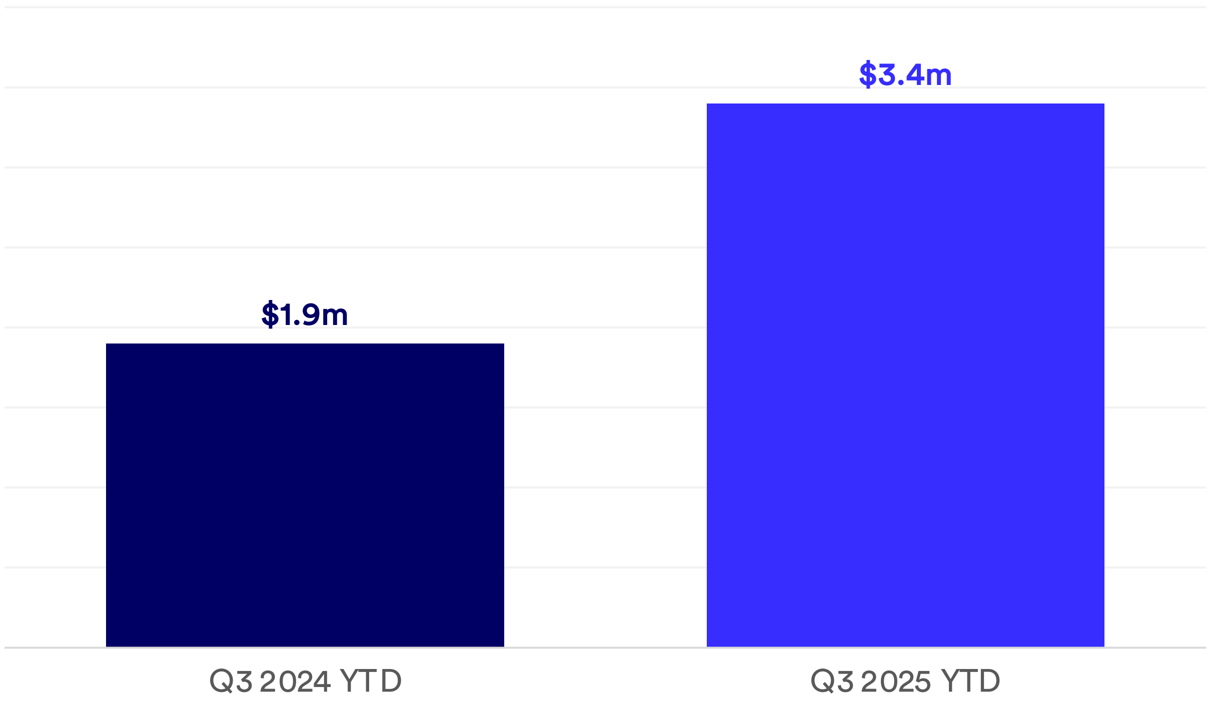
Revenue Performance – Integration Revenue



82%

Year-On-Year Growth

12%

Of Total Revenue YTD

Excluding divested businesses - Allegient Defense, Inc., Seafront Analytics LLC and Affinio Social
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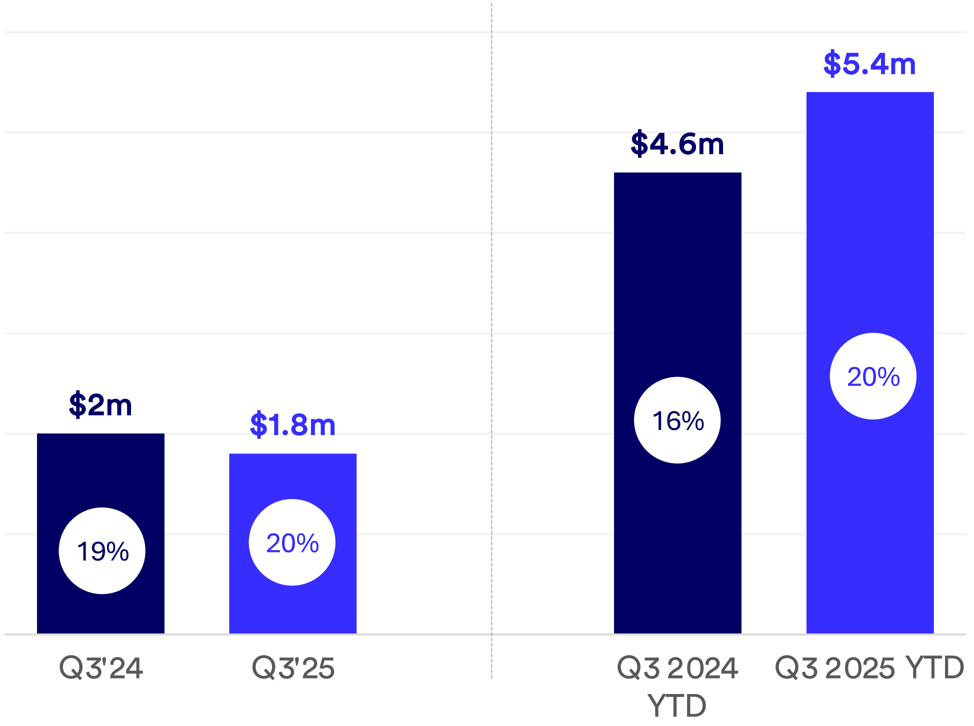
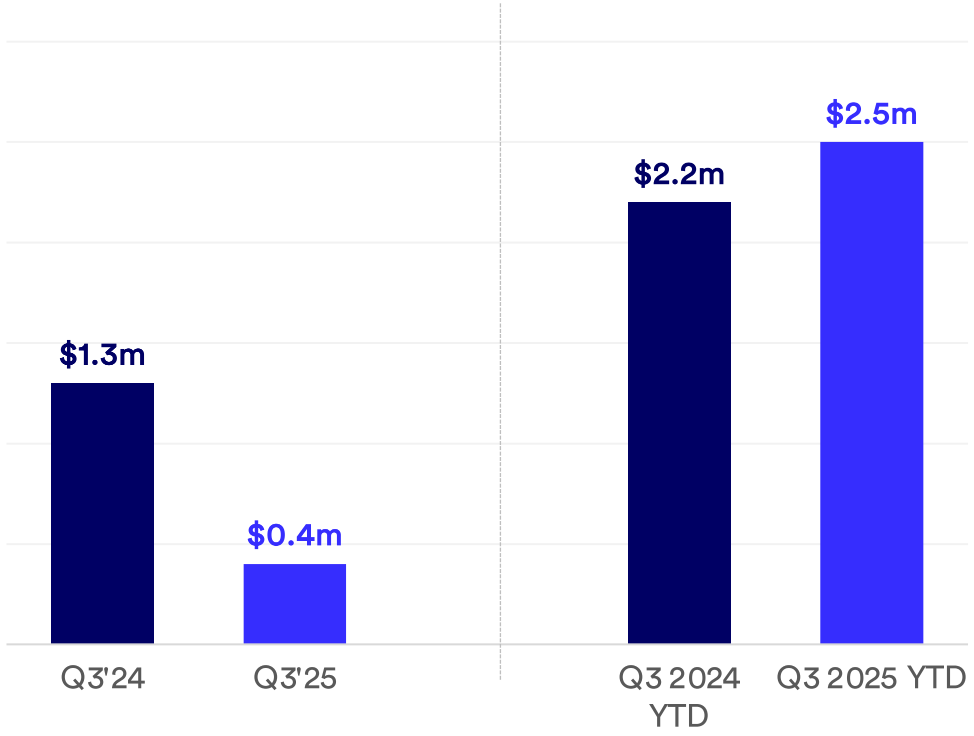
Adj. EBITDA and Income From Operations Performance

Adjusted EBITDA



Income from Operations



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Balance Sheet Update

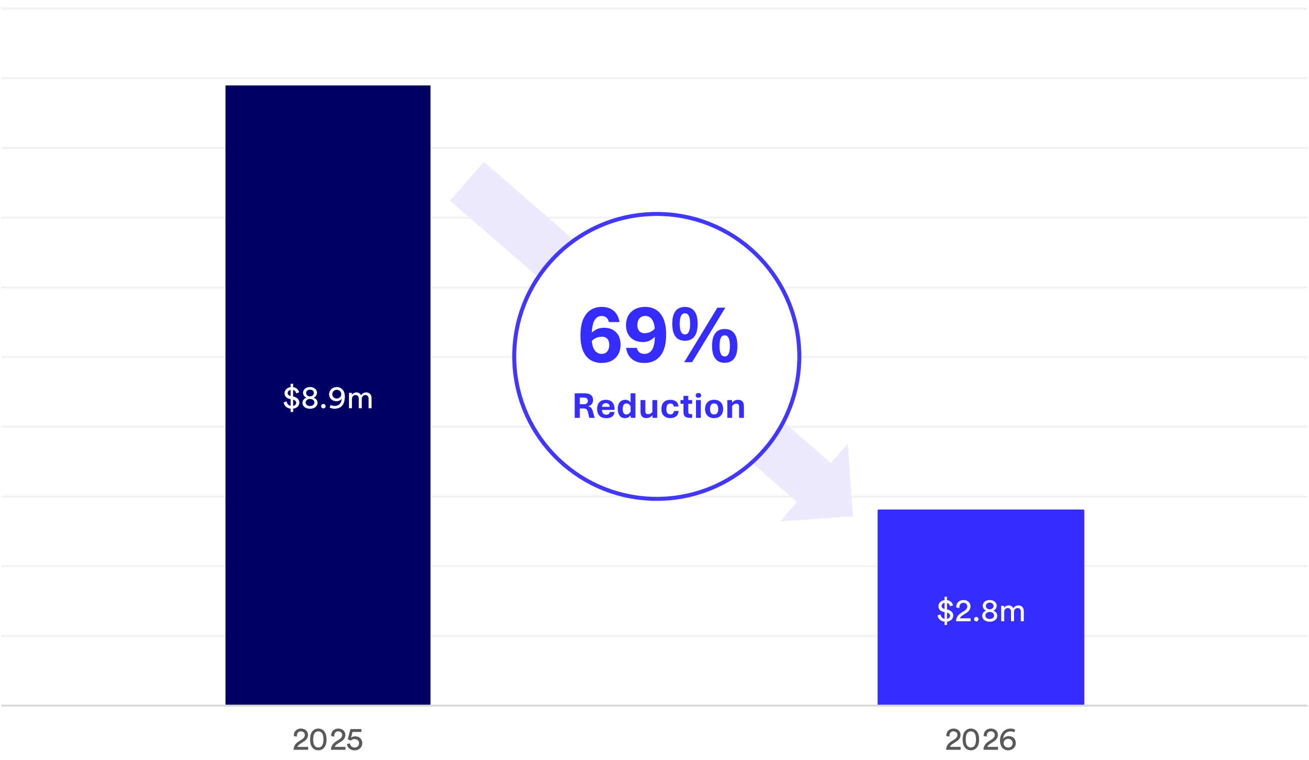
Year To Date Progress

Short Term Liabilities — **$4.7m** Reduction

Accounts Payable — **$2.7m** Reduction

Convertible Debentures — **$3.7m** Paid off in October 2025

Acquisition & LTD Cash Obligations



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Strategic Account Program Update

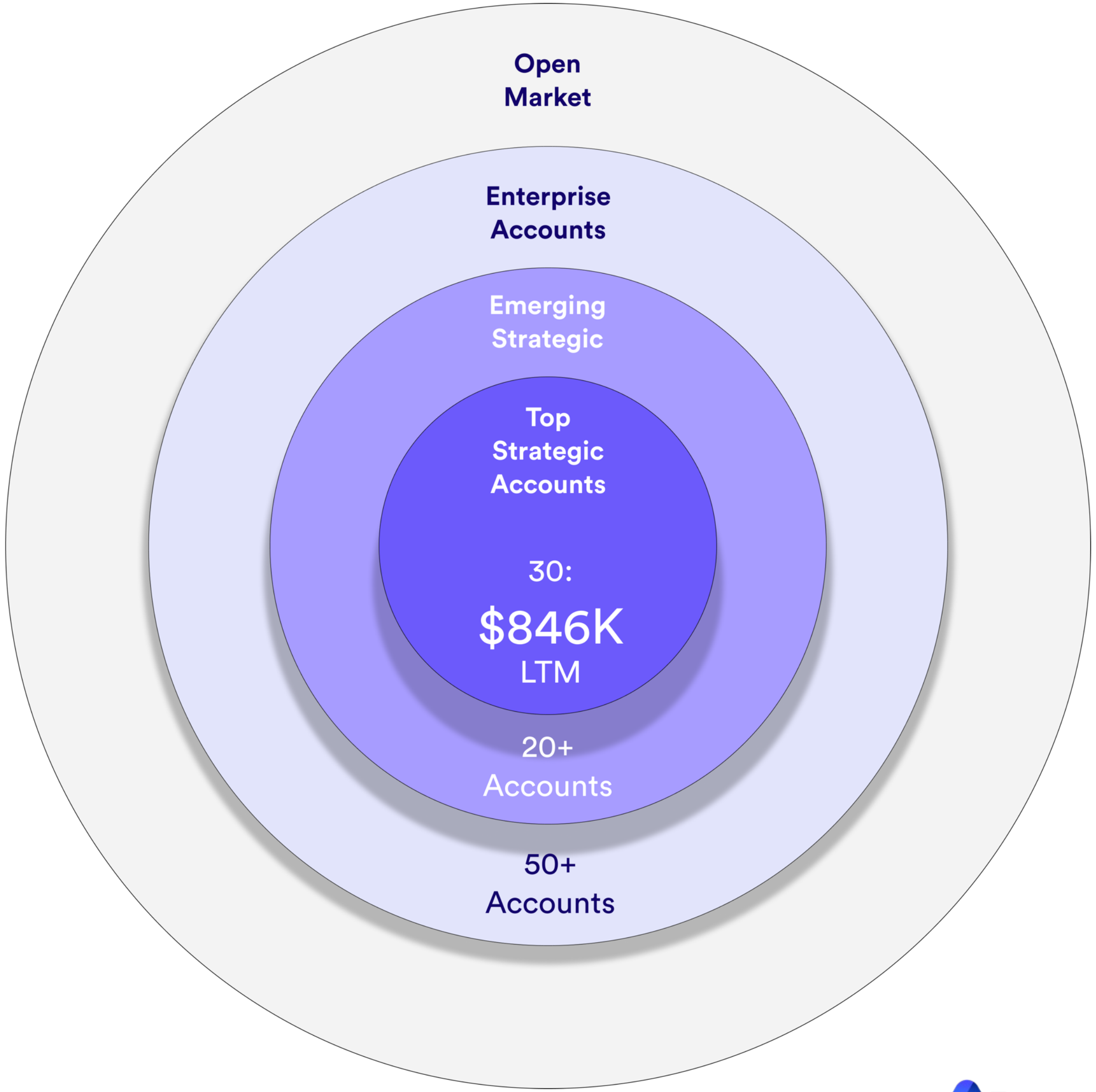
Strategic Account Update

Evolved Model To Further Accelerate Strategic Account Growth

We Are Now
BUILT FOR ENTERPRISE

We Have Proven We Can
SELL INTO ENTERPRISE

We Are Now Scaling
STRATEGIC ACCOUNT PROGRAMME



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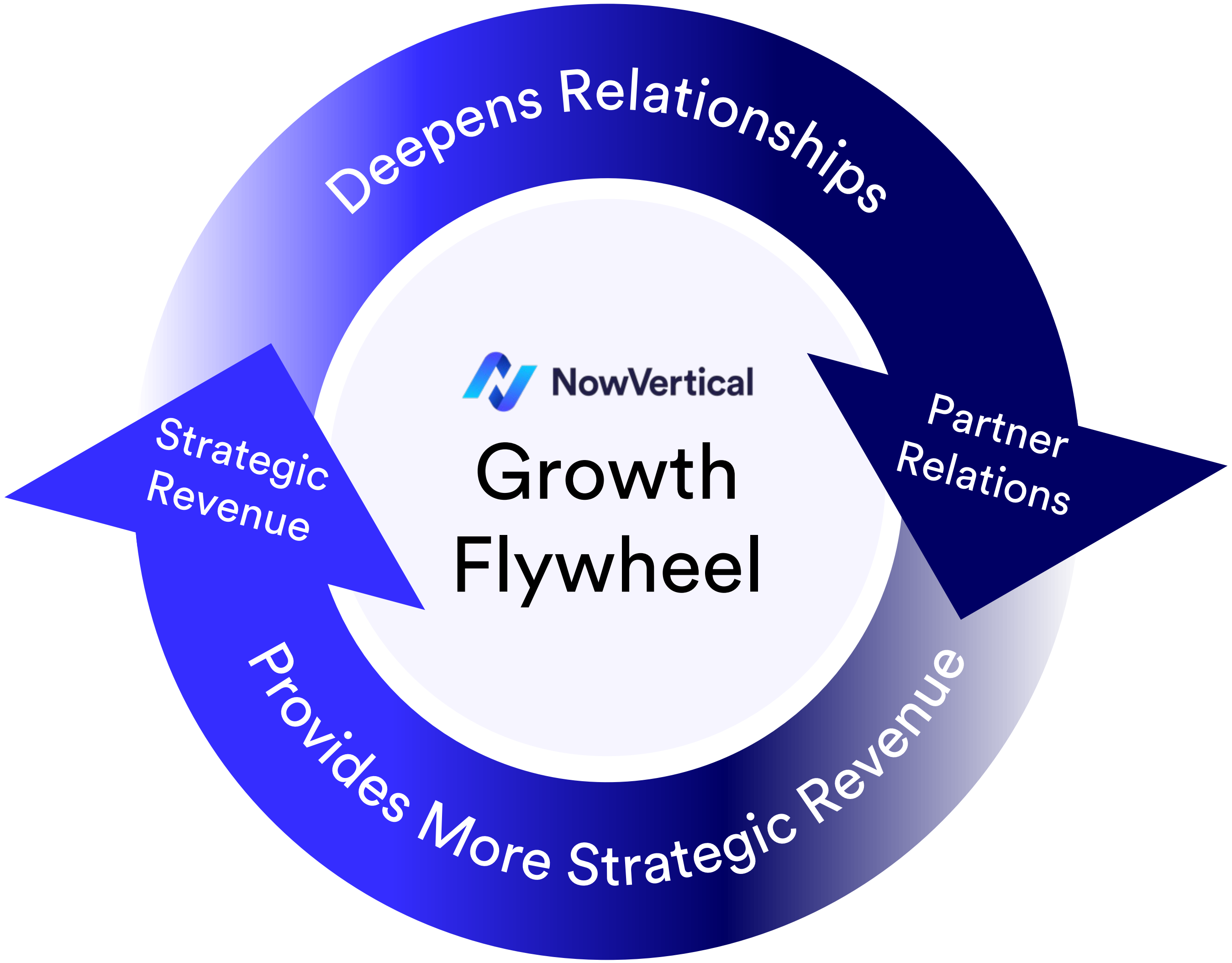

All figures expressed in USD.

Grow Existing and Acquire New Strategic Accounts (SA)

- 23% YTD Top 30 SA Growth
- 10 SAs over $1m LTM
- Record SA Growth to $1m

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Leverage Partner Relationship With Hyperscalers

- $3.9m GCP Services Revenue YTD
- 19 Opportunities introduced YTD
- 1 of 15 companies globally with D&A, ML and GenAI specialisations

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- Strong Gross Margin and Balance Sheet
- Agentic AI Proposition Enhancement
- One Brand, One Business Completion

All figures expressed in USD.

Strategic Update

TODAY

- Top 30 SAs: **~$25m**
- Enterprise Accounts: **100+**
- Enterprise spend: **$125-$175m**

$100m+ Revenue

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Q&A

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