NowVertical

November 2025

Investor Overview Presentation

A global data & AI company who makes enterprise AI possible.

- ✓ Growing AI, data, and analytics market
- ✓ Organic revenue growth with strong EBITDA
- ✓ 27% management ownership
- ✓ Operator first leadership

www.nowvertical.com

NowVertical Group TSXV: NOW

Disclaimer and Forward-looking Statements

This presentation has been prepared by NowVertical Group Inc. (“**NowVertical**” or the “**Company**”). The data, information and opinions contained or referenced herein (collectively, the “**Information**”) is for general informational purposes only and is not tailored to specific investment objectives, the financial situation, suitability, or particular need of any specific reader or recipient of the Information. Neither the Information nor anything contained or referenced herein is intended to be, nor should it be construed or used as, investment, tax, legal or financial advice or an opinion of the appropriateness of any investment.

This presentation is not, and under no circumstances is to be construed as an offering memorandum, prospectus, an advertisement or a public offering of securities by the Company in the United States, Canada or any other jurisdiction. No securities commission or similar authority of the United States, Canada, or any other jurisdiction has reviewed or in any way passed upon this Presentation, and any representation to the contrary is an offence. This presentation is not intended, and under no circumstances is to be construed as, as an offer or solicitation with respect to the purchase or sale of any financial instrument, including securities of the Company. The Company does not make any representation or warranty as to the accuracy or completeness of the Information, and Information may not be relied upon by you in evaluating the merits of investing in any securities of the Company. This presentation does not contain, nor does it purport to contain, a summary of all of the material information concerning the Company or the terms and conditions of any potential investment in the Company. This presentation includes market and industry data which was obtained from various publicly available sources and other sources believed by the Company to be true. Although the Company believes it to be reliable, the Company has not independently verified any of the data from third party sources referred to in this presentation, or analyzed or verified the underlying reports relied upon or referred to by such sources, or ascertained the underlying assumptions relied upon by such sources. Unless expressly stated otherwise, any opinion expressed herein are opinions of the Company held as of the date appearing in the Information. The Company disclaims any obligation to update the Information contained herein, except as required by law. Unless otherwise indicated, all financial information in this presentation is reported in US dollars.

Forward Looking Statements

Except for any historical information contained herein, the Information and other matters contained or referenced herein contain “forward-looking information” and “forward-looking statements” as such terms are defined under applicable securities laws (together, “**forward-looking statements**”). These statements relate to future events or future performance and reflect management’s expectations, beliefs, plans, estimates, intentions and similar statements concerning anticipated future events, results, circumstances, performance or expectations that are not historical facts, including estimates, projections and potential impact of the proposals and plans set forth herein such as the Company’s growth strategy for 2025 and the implementation thereof and anticipated effects resulting therefrom. Such forward-looking statements reflect management’s current beliefs and are based on information currently available to management. In some cases, forward-looking statements can be identified by terminology such as “may”, “will”, “should”, “expect”, “plan”, “anticipate”, “believe”, “estimate”, “predict”, “potential”, “continue”, “target”, “intend”, “could” or the negative of these terms or other comparable terminology. By their very nature, forward-looking statements involve inherent risks and uncertainties, both general and specific, and a number of factors could cause actual events or results to differ materially from the results discussed in the forward-looking statements. In evaluating these statements, readers should specifically consider various factors that may cause actual results to differ materially from any forward-looking statement. These factors include, but are not limited to market and general economic conditions, the nature of the investor services and investor relations industry and the risks and uncertainties discussed from time to time in the Company’s interim and annual financial statements and associated management discussion and analysis and other public disclosure and filings made available by the Company under its profile on www.sedarplus.com. Although the forward-looking statements contained herein are based upon what management believes are reasonable assumptions, there can be no assurance that actual results will be consistent with these forward-looking statements. Unless otherwise indicated herein, the forward-looking statements herein are made as of November 12, 2025 and should not be relied upon as representing the Company’s views as of any date subsequent to such date. Except as may be required by applicable law, the Company does not undertake, and specifically disclaims, any obligation to update or revise any forward-looking statements, whether as a result of new information, further developments or otherwise.

Disclaimer and Forward-looking Statements (Con’t)

<u>Non-IFRS Financial Measures</u>

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.

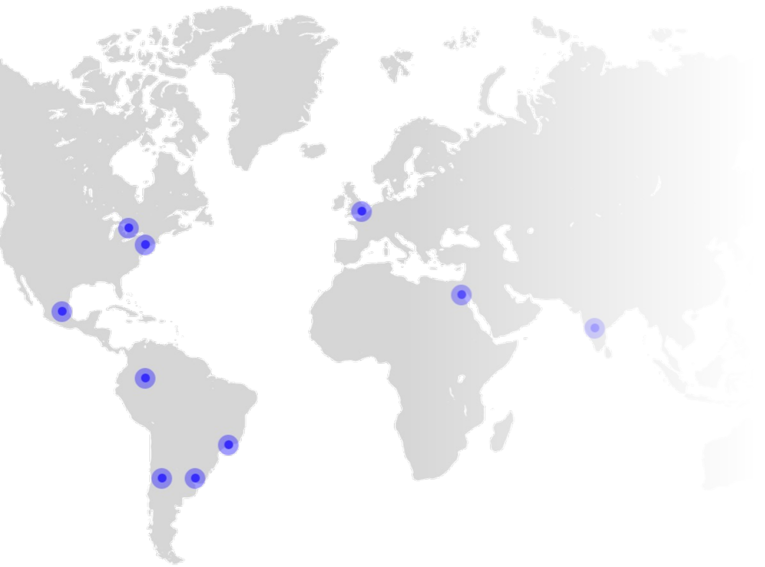
NowVertical

www.nowvertical.com

Transforming Data into Business Value with AI, Fast

Executive Summary

NowVertical



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

Google Cloud
Azure
aws
snowflake
Anaplan
Qlik

250+	500+	$27.7m	$5.4m	$19.0m
Clients	Strong Team	Q3 2025 YTD Revenue	Q3 2025 YTD EBITA	Top 30 Strategic Accounts YTD

100+ Enterprise Clients

Adobe, sky, Disney, GSK, informa, NHS, The Economist, RX, paloalto networks, Telefónica, AstraZeneca, BAYER, HALEON

Summary

Key Investor Considerations

Targeting significant organic revenue growth
Includes high margin recurring and reoccurring revenues

Strategic Partnerships with Global Cloud Leaders Driving Client Acquisition

Over 250 Global Customers - Including over 100 top-tier Enterprise clients
Top 30 clients deliver ~70% revenue

Global Delivery Model creates significant ability to scale

Deep AI expertise - Technology & Solutions Differentiation
Proprietary technology along with strong partnerships contributes to competitive advantages

Enterprise AI spending is surging
The current market is estimated at $400B USD in 2025 and is expected to reach $1.3T USD by 2030[1]

Delivering very strong ROI for enterprise clients

Led by a new and accomplished management team
Aligned with shareholders though significant equity buy in (27% ownership)

NowVertical

NowVertical

www.nowvertical.com

Transforming Data into Business Value with AI, Fast

Our Market Opportunity & Industry Trends

The Challenge faced by enterprises

A single enterprise will spend $125m - $170m p.a. on solutions and services that deliver AI value[1,2]

$722bn
Global Cloud Market[3]

17%
CAGR next 5 years

63%
Market Share[4]:

This growth is driven by enterprises investing in AI and Data Automation[5]

However,

74%
of companies are yet to generate meaningful AI investment returns[6]

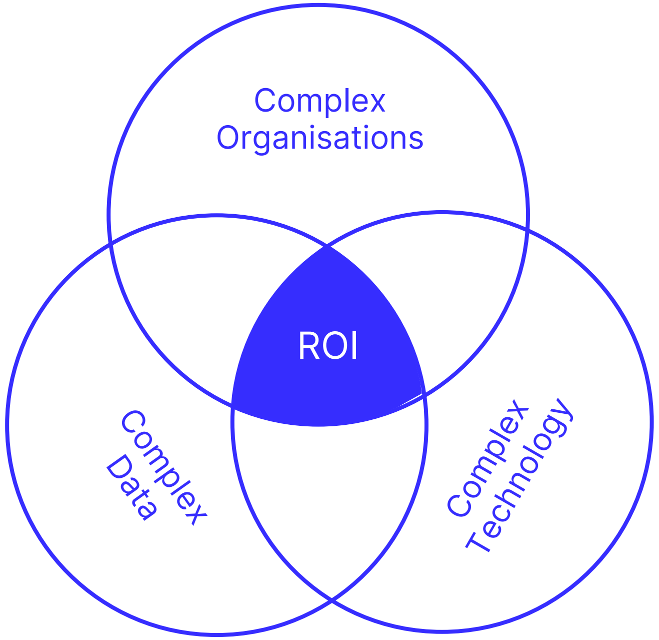
52%
of CEOs expect to see return on within 3 to 5 years.[7]

NowVertical

The Challenge

Enterprises cannot unlock AI on their own

70% of data challenges stem from people and process issues



1 in 4 enterprises say ”too much data complexity”

Limited AI skills and expertise was the number-one barrier to AI deployment in an IBM global index

Businesses now realises enterprise AI value is locked in its application and enablement:

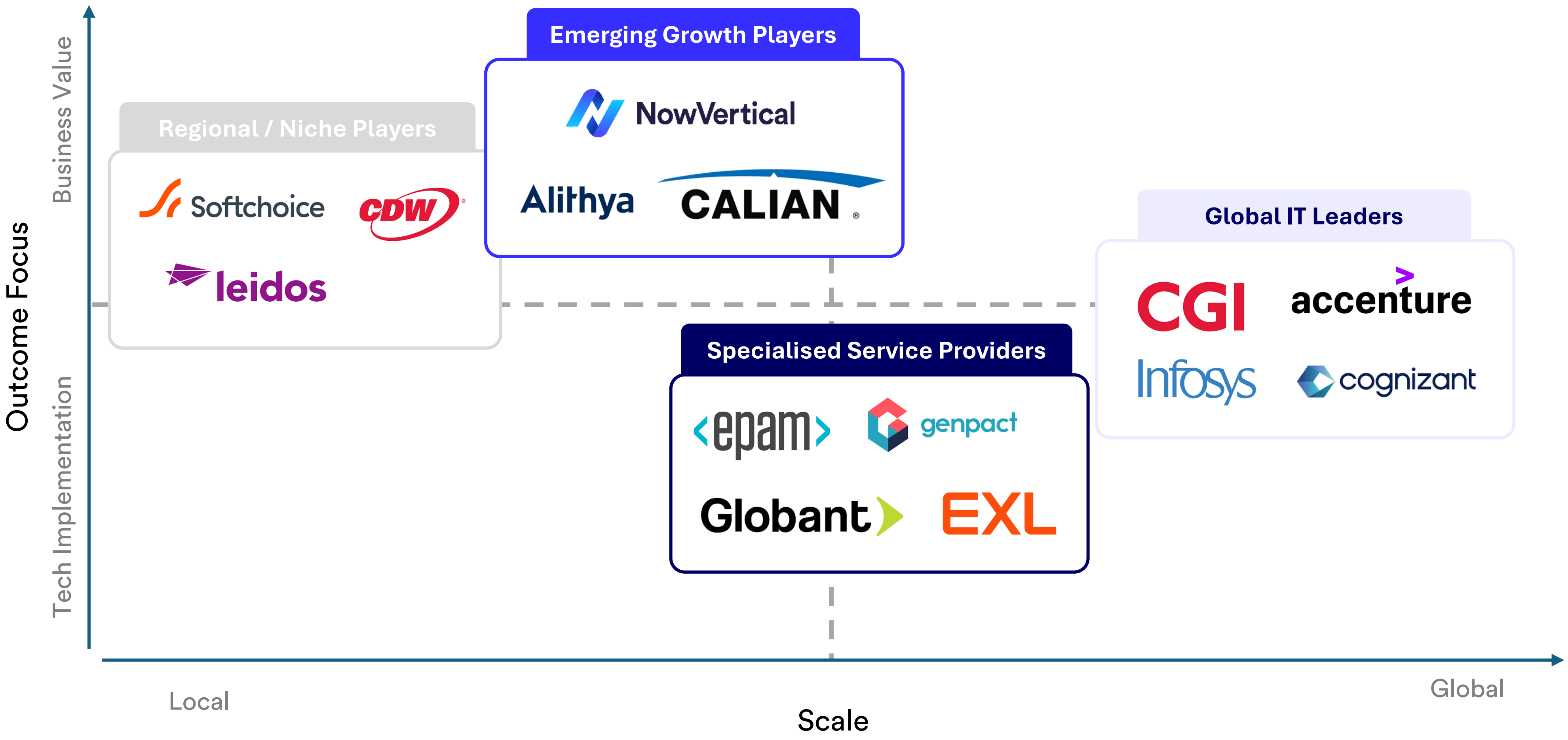
129% Increase in businesses looking to use 3rd party vendors or consultants[8]

100% Of Google Cloud Relationships targeted to be with a partner[9]

NowVertical

Competitors

We compete in the specialized data, analytics,and AI services market that focuses on delivering business value



Unlike traditional IT firms, we are **purpose-built** to modernize enterprise data for AI — fast

We specialize in **unlocking value** through data governance, transformation, and AI deployment with a deep focus on customer and financial data datasets

NowVertical

NowVertical

www.nowvertical.com

Transforming Data into Business Value with AI, Fast

Our Offering Delivers ROI for clients

NowVertical

We transform data into business value with AI, Fast.

Value In Action

Proven Results with leading enterprises

The Economist

Problem:

The Economist struggled to grow revenue due to high churn and limited insights into subscriber behaviour.

Solution:

NowVertical built a customer data platform to track behaviour and developed tailored offer recommendations to retain subscribers and increase upsell opportunities.

9%

Boost in subscriber retention

Nuffield Health:
Reduced gym membership churn by **11%**

Haleon:
Reduced cost of risk by **37%**

Reed Exhibitions:
Increased show turnout by **28%**

Palo Alto Networks:
Improved partner attribution by **50%**

Liberty Telecommunications:
Reduced cancellations by **60%**

NaranjaX:
Increased product activations by **40%**

NowVertical

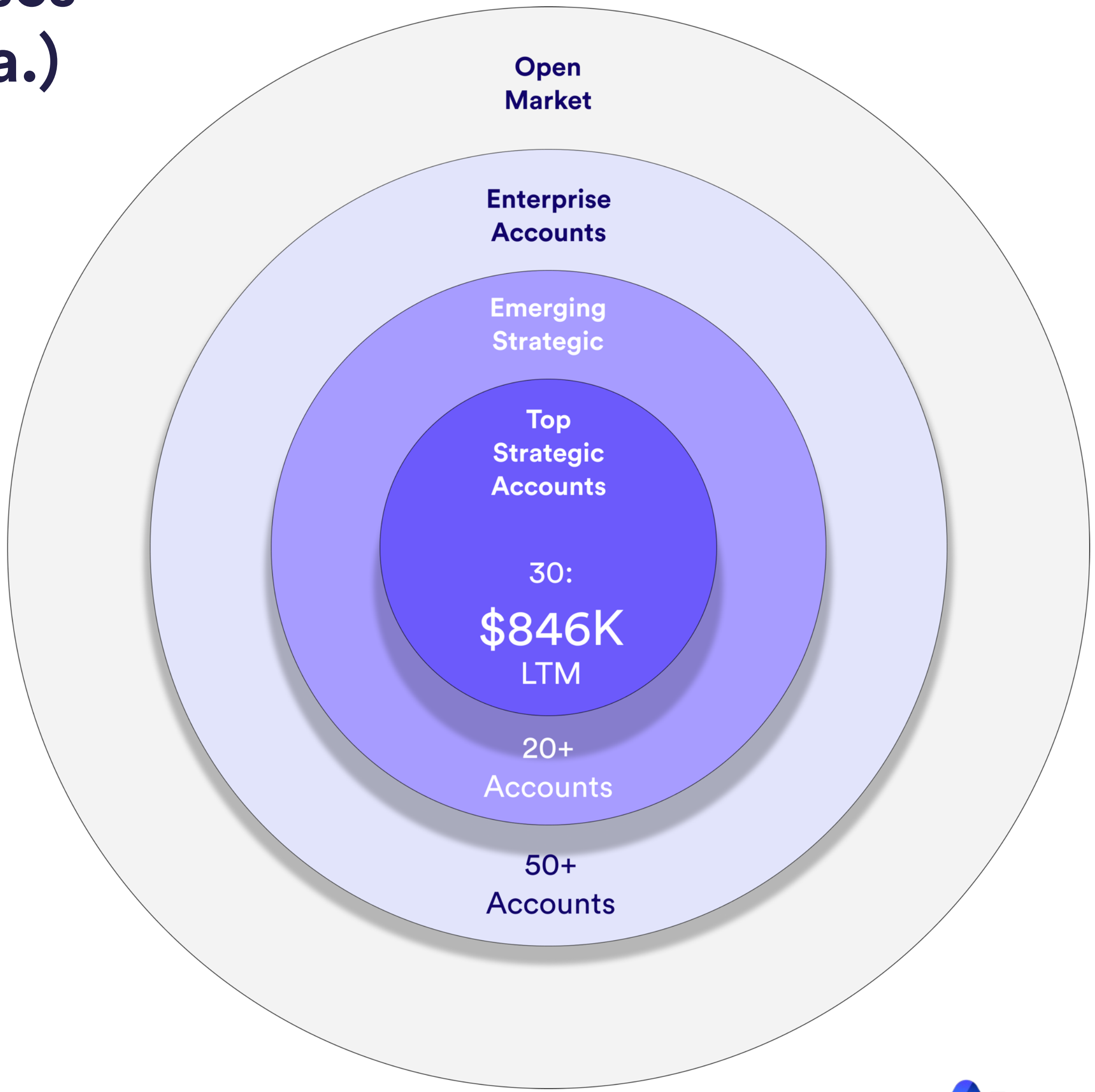
Enterprise Focus

We're build to unlock ROI for enterprises on their data and AI spend ($125m+ p.a.)

We Are
BUILT FOR ENTERPRISE

We Model Can
SELL INTO ENTERPRISE

We Nurture Enterprise Accounts Through
STRATEGIC ACCOUNT PROGRAMME



All figures expressed in USD.

Our Revenue Model

Diverse revenue streams across offering type & geography, which build in recurring revenue

Revenue Composition

Diverse revenue streams across offering type and geography, which build in recurring revenue.

By business line

83% Solution & Services

17% Products & Reselling

Delivery Type	Solutions & Services			Products & Reselling	
Revenue Streams	Advisory & Consulting	Transformation & Project	Managed Services	NowVertical Products	Industry Reselling
	Reoccurring Revenue	Reoccurring Revenue	Recurring Revenue	Recurring Revenue	Recurring Revenue

By Geography

71% LATAM

29% NA&EMEA

Revenue Concentration

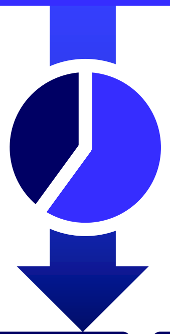
We nurture strategic accounts, to grow significant re-occurring revenue, expanding both share of wallet and number of accounts

Top 30 Strategic Accounts

$846k Average LTM Per Client Revenue

23% YoY Growth YTD

10 Clients Over $1m revenue LTM



69% of Total Revenue YTD

100+ Total enterprise relationships which have similar characteristics to top 30 strategic accounts

5.5% Average percent of enterprise revenues spent on Data & Technology[8]

NowVertical

NowVertical

www.nowvertical.com

Transforming Data into Business Value with AI, Fast

Financial Overview

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%

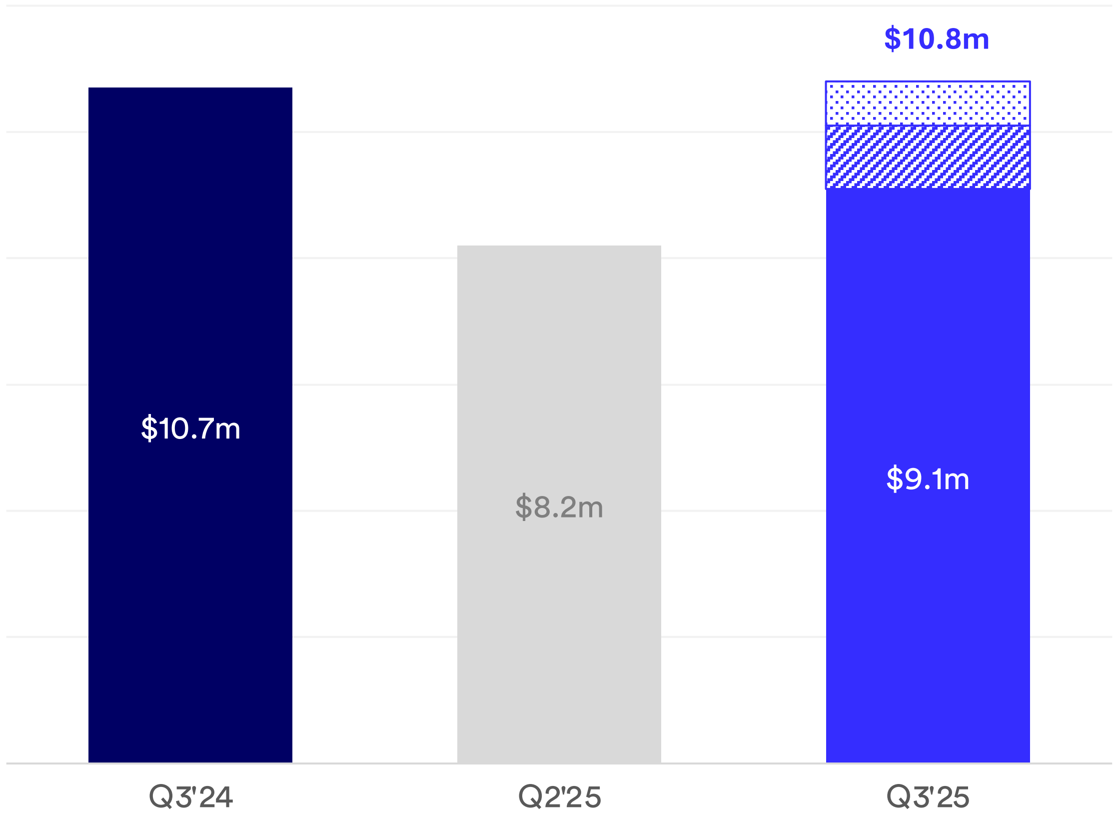
Q3 EBITDA Margins

20%

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

NowVertical

Revenue Performance



Reduced revenue as a result of:

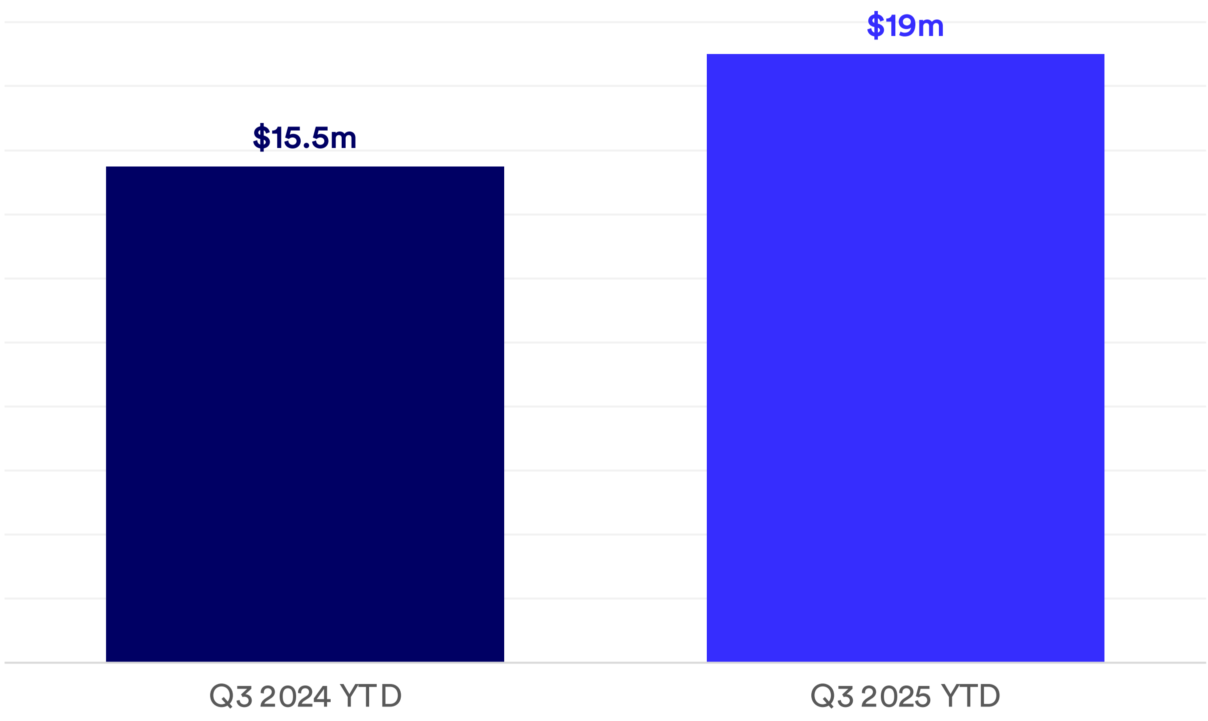
$1.0m Argentina FX Impact

$0.7m Re-structuring & Multi-Year Adjustments — Disclosed in Q2

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

NowVertical

Revenue Performance – Top 30 Strategic Accounts



23%

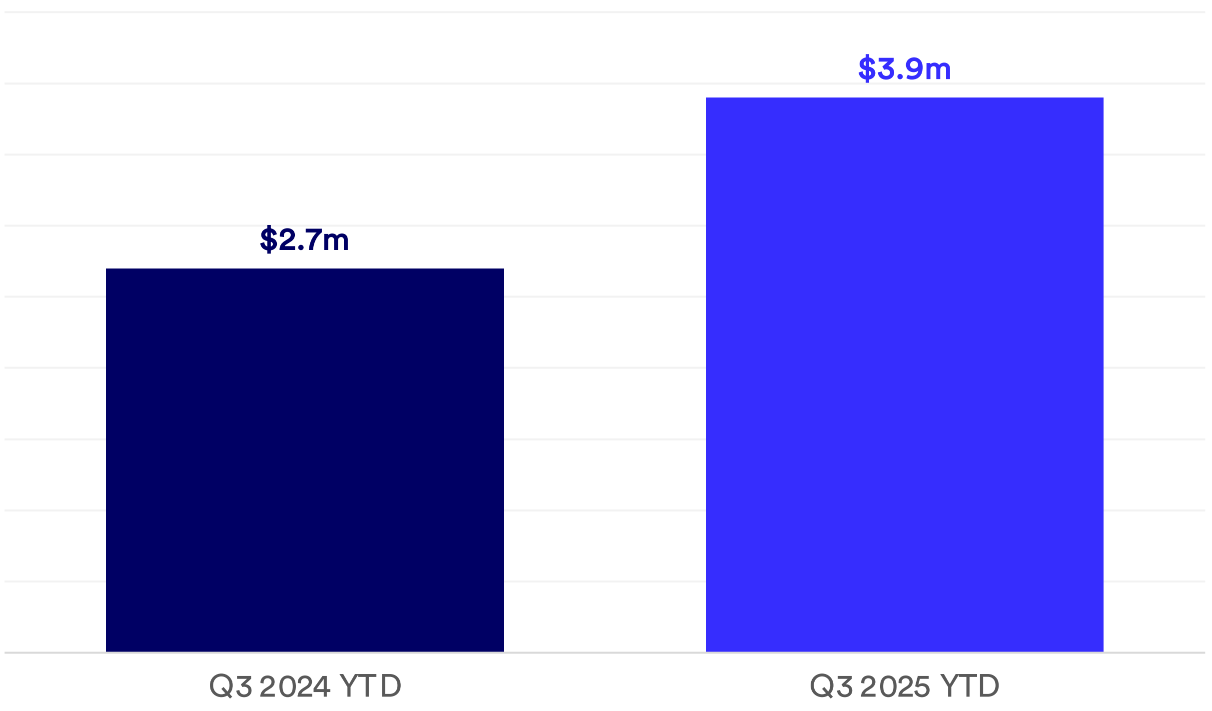
Year-On-Year Growth

69%

Of Total Revenue YTD

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

Revenue Performance – Google Cloud Revenue

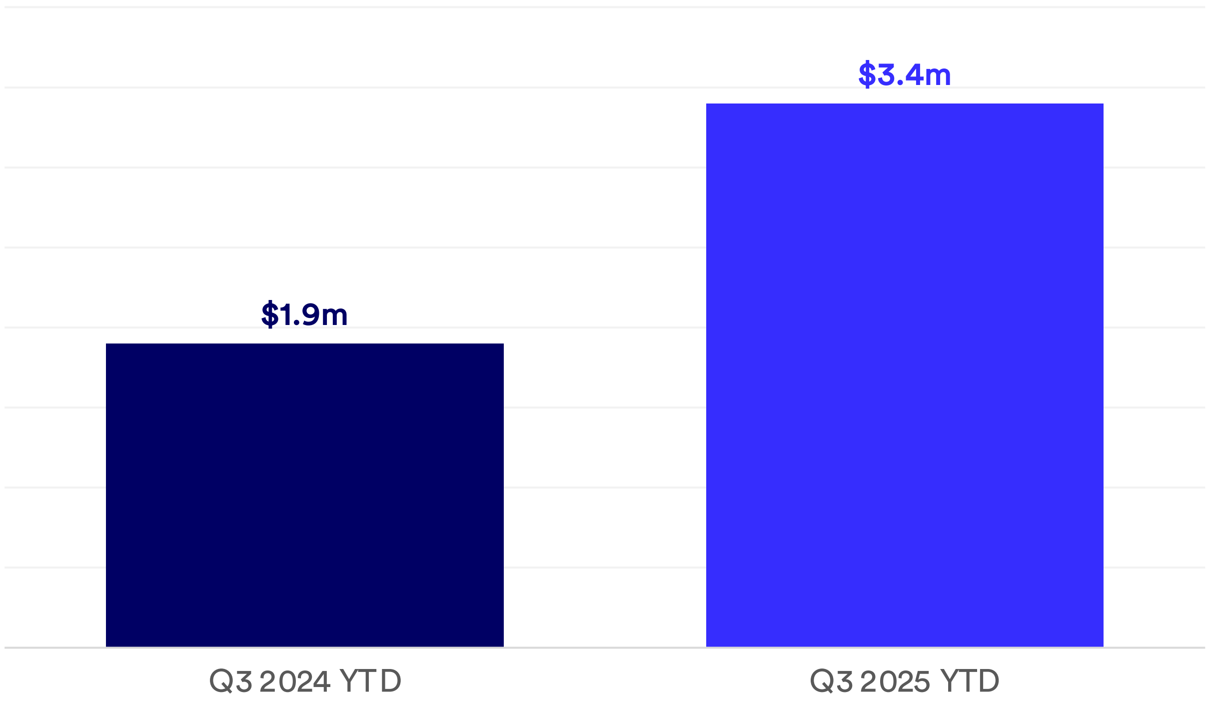


42%

Year-On-Year Growth

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

Revenue Performance – Integration Revenue



82%
Year-On-Year Growth

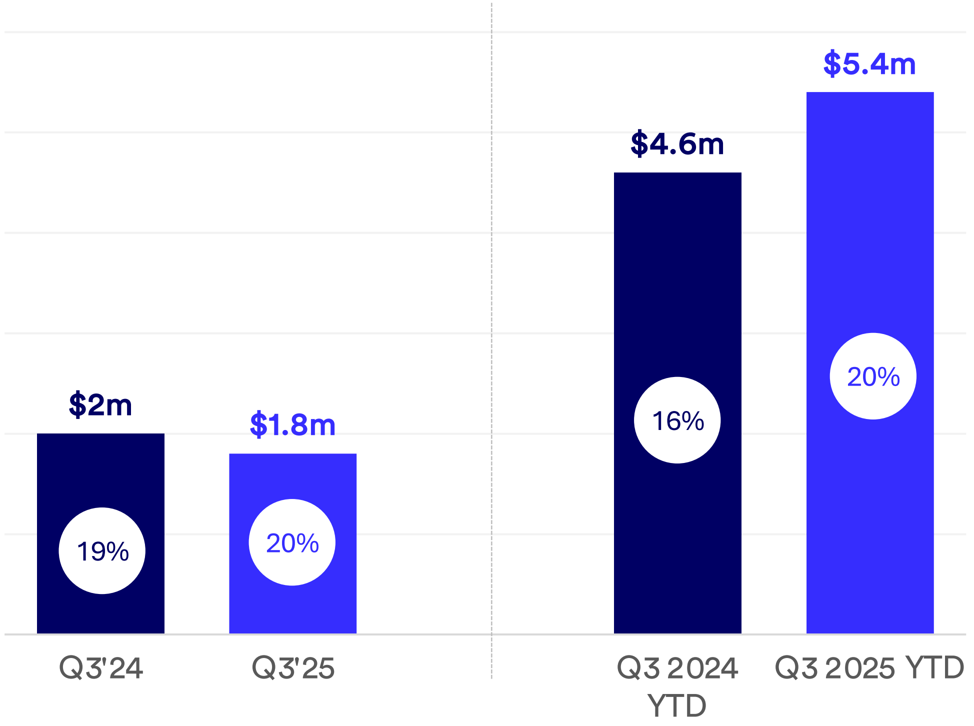
12%
Of Total Revenue YTD

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

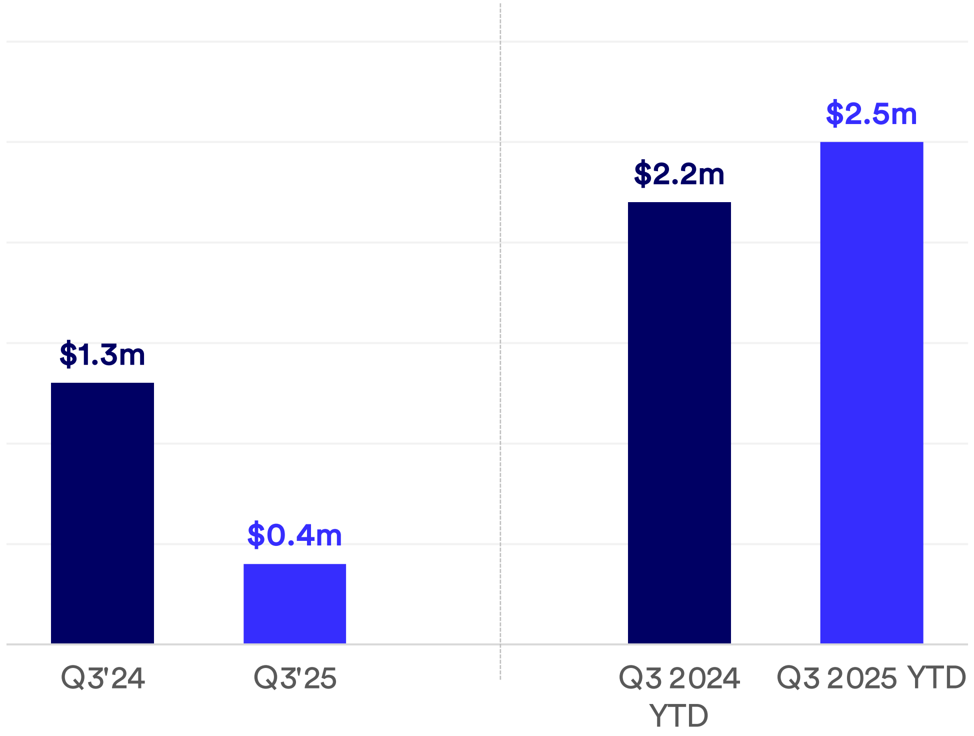
Financial Update

Adj. EBITDA and Income From Operations Performance

Adjusted EBITDA



Income from Operations



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

NowVertical

Our integrated scalable operating model

We operate with best-in-class margins, underlying business performance provides both flexibility and opportunity.

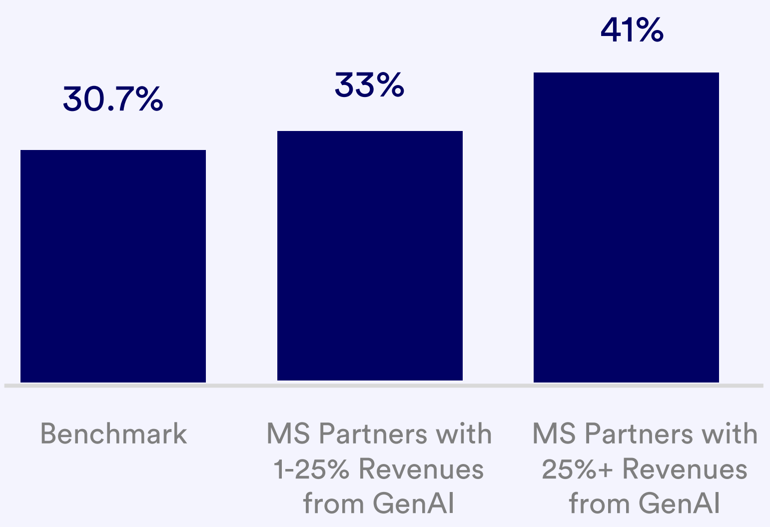
EBITDA Margin

Information Technology Services[16]	14%
NowVertical	20%

Underlying Services Margin

Microsoft Partners Gross Margin[17]	30.7%
NowVertical Gross Margin	50%

Impact of Gen AI on Margins[17]
Microsoft Partner Gross Margins (Proxy)



16. FullRatio. (2025). EBITDA Margin by Industry.
17. IDC (2024) Microsoft Partners Report

Full references in appendix

NowVertical

Financial Update

Balance Sheet Strengthening Through 2025

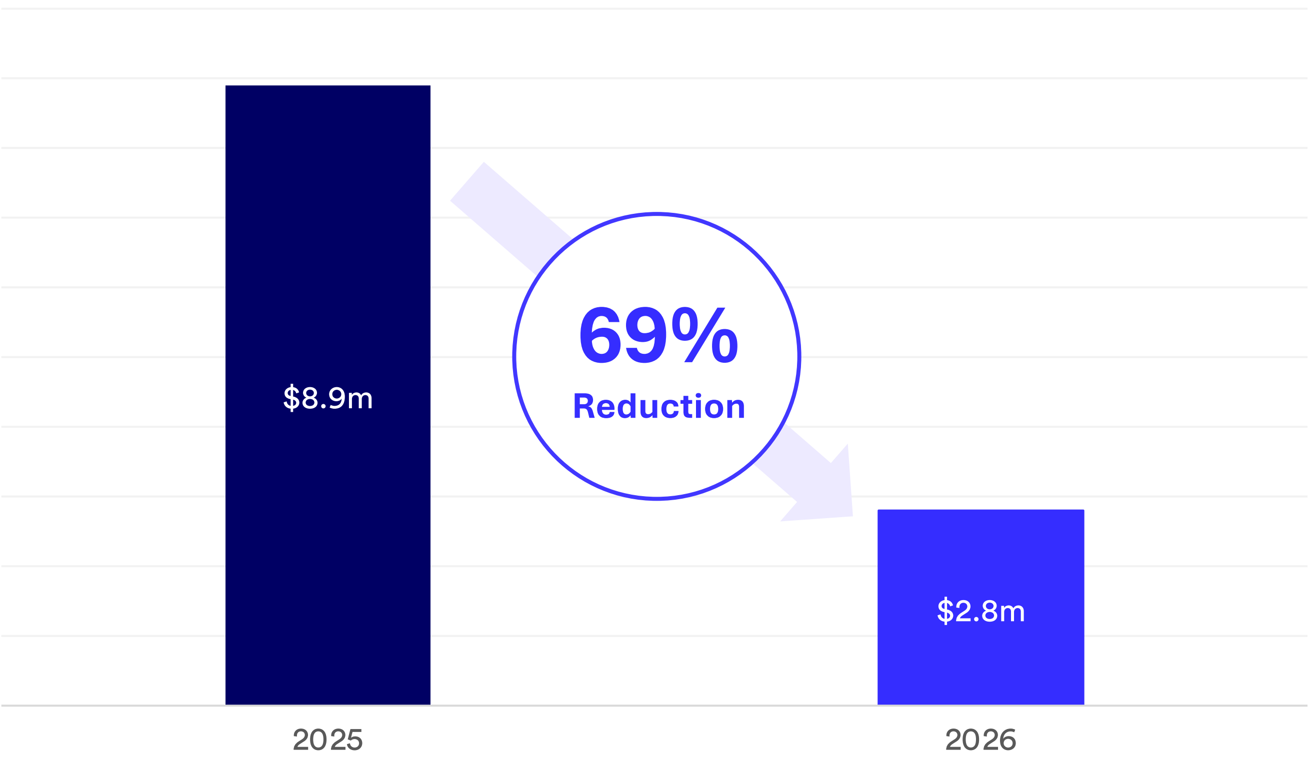
Year To Date Progress

Short Term Liabilities
$4.7m
Reduction

Accounts Payable
$2.7m
Reduction

Convertible Debentures
$3.7m
Paid off in October 2025

Acquisition & LTD Cash Obligations

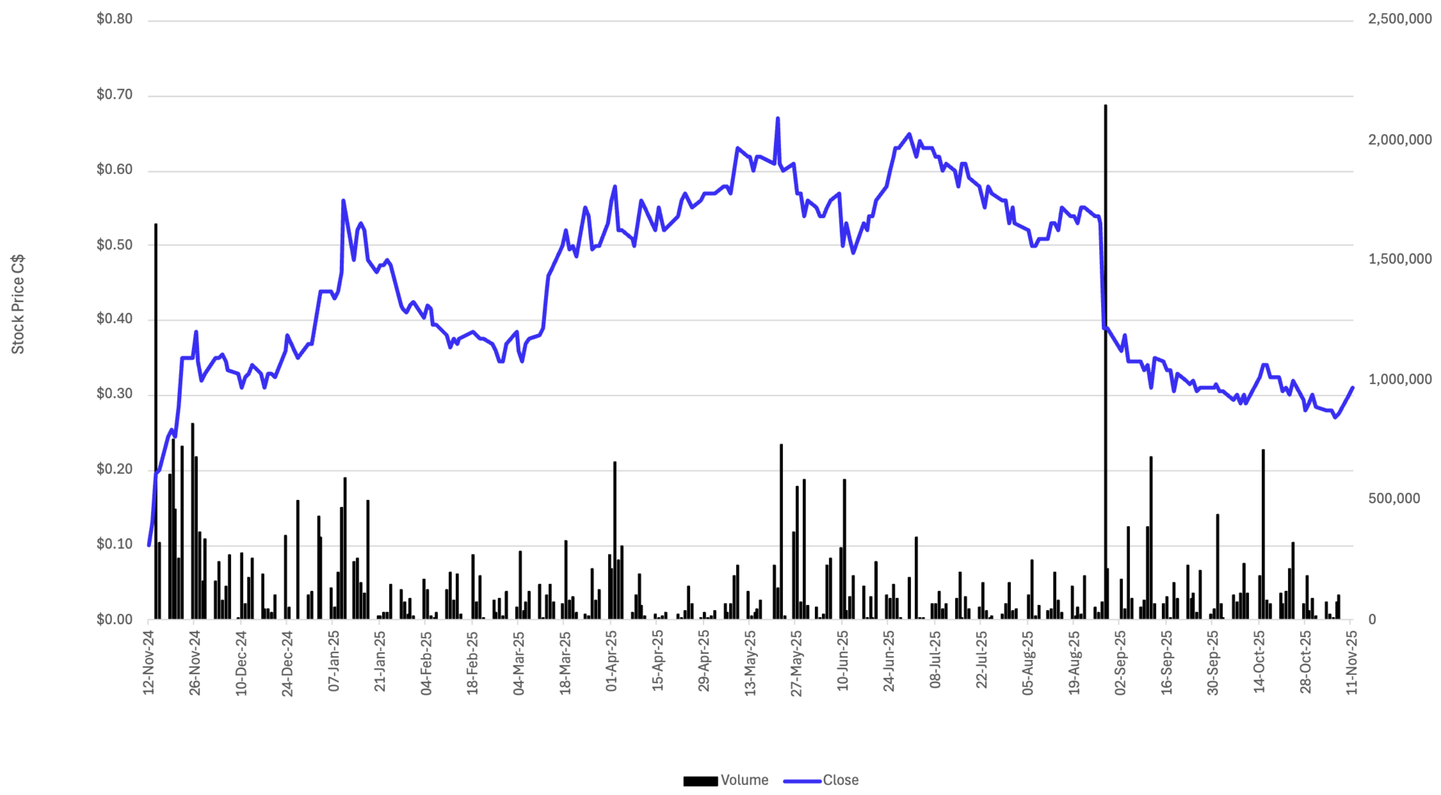


Excluding divested businesses - Allegient Defense, Inc., Seafront Analytics LLC and Affinio Social
All figures expressed in USD.

NowVertical

The opportunity for investors

Stock Chart and Capital Structure



All values as of Nov. 12 2025, unless otherwise indicated		
Price	CAD$0.31	$0.22
Shares I&O		97.8M
Options, RSU, PSU		9.1M
Warrants		9.6M
Fully Diluted Shares		116.6M
Market Cap	CAD$36.1M	$25.7m
Cash (Sep. 30, 2025)	CAD$3.7M	$2.6M
Total Debt (Sep. 30, 2025)	CAD$26.1M	$18.6M
Enterprise Value	CAD$58.6M	$41.6M
Management Ownership*		~27%

NowVertical

NowVertical

www.nowvertical.com

Transforming Data into Business Value with AI, Fast

Growth Strategy

Growth Strategy

We've commenced our accelerated growth trajectory

- Consistent operating income with best-in-class margins
- Scalable operating model
- Optimal debt leverage
- 27% leadership buy-in
- Manageable acquisition liabilities
- Strategic position in market with tremendous tailwinds
- Proven acquisition integration model

Global Organic Growth and Enterprise Value

$50m Revenue Run Rate

$10m EBITDA Run Rate

10% Integration Revenue

Impact
Sustainable organic growth driving consistent shareholder value. Ability to act on opportunistic acquisitions.

Account Integration
Scaling existing enterprise clients across NA & EMEA and LATAM.

Partnership Integration
Deepening technology partnerships with enhanced scale.

Capability Integration
Expanding capabilities to serve clients on a global scale

Strategy
Core activities which provide outsized returns by leveraging the strategic advantages found across the group.

- Enterprise Account Headroom
- Embedded in Key Growth Markets
- High Value Client Contracts
- Operational Scalability with Deep Technical Expertise
- Critical Technology Partnerships (Google, Microsoft, Anaplan)

Opportunity
Ingredients for accelerated growth built from a history of proving significant client value across our offerings.

One brand, One business
All acquisitions working towards the same goal through an operator first leadership model which targets NA&EMEA and LATAM Markets.

Foundation
An operating model which breaks down historic acquisition silos and aligns high impact delivery with client demand.

Growth Strategy

Core Components of Growth

Organic Growth Engine powered by 5 key levers

Enterprise account headroom

50+ Enterprise Accounts identified with a TAM over $2bn+

Critical Technology Partnerships

Google Cloud
DATA AND ANALYTICS
Partner of the Year
Latin America
2025

Qlik Partner
LATIN AMERICA
Channel Growth Partner of the Year
Inteligência de Negócios Sistemas e Informática Ltda
2024

High Value Contracts

US$500k - $1m+
56% YoY growth in Q1'25 within top 30 accounts.

Scalability

500+ Global Team with India & Argentina Delivery Powerhouse

Growth Markets

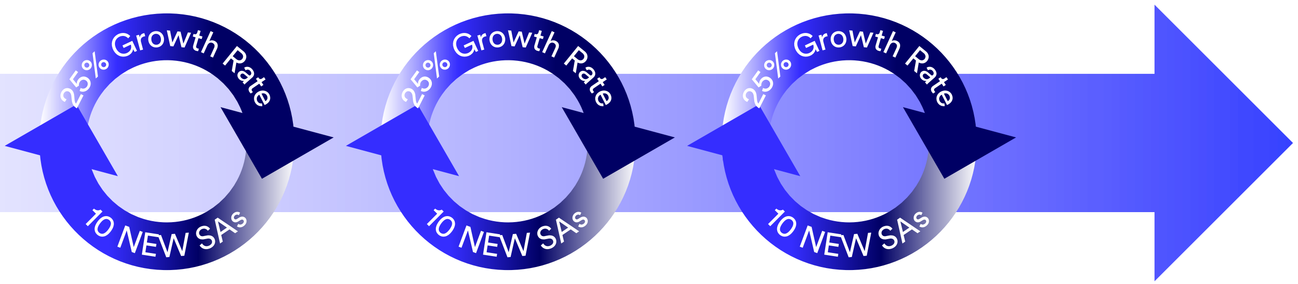
Primed for future inorganic growth to accelerate returns

Proven acquisition and integration model

NowVertical

Growth Flywheel Multiplies The Impact of Strategic Accounts and Partner Relations

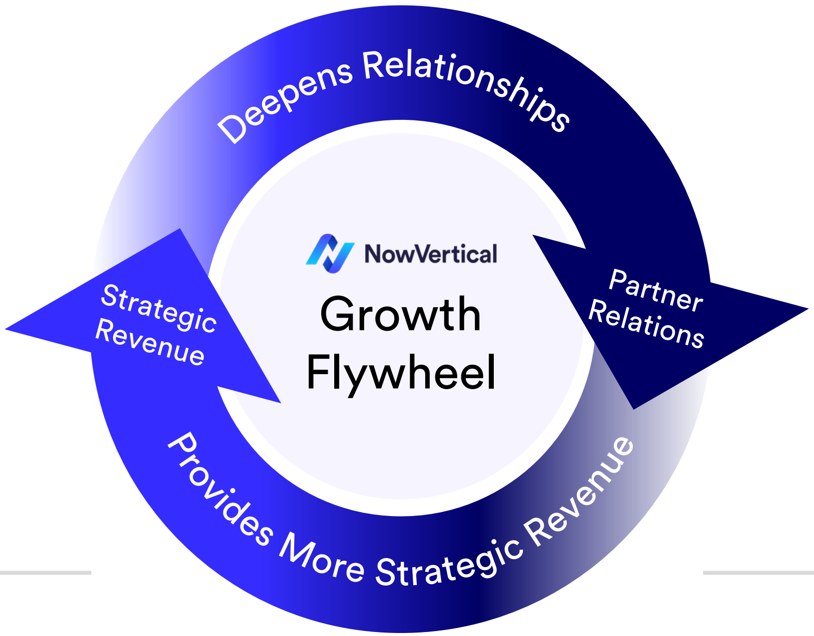
TODAY
- Top 30 SAs: **~$25m**
- Enterprise Accounts: **100+**
- Enterprise spend: **$125-$175m**



$100m+ Revenue

Grow Existing and Acquire New Strategic Accounts (SA)

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



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

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

All figures expressed in USD.

NowVertical

www.nowvertical.com

Transforming Data into Business Value with AI, Fast

Leadership & Summary

Leadership Team

Operations-focused management team with aligned with shareholder outcomes

Sandeep Mendiratta
Chief Executive Officer

20+ years experience in data analytics industry including 15 years CEO at Acrotrend, which was acquired by NowVertical in 2023

Acrotrend, Deloitte, DATAMATICS, MetricSphere

Key:

NowVertical Acquired Business

Significantly invested

Andre Garber
Chief Development Officer

DENTONS, FASKEN

- Co-founder of NowVertical
- 10+ years attorney experience with corporate finance and M&A expertise

Christine Nelson, CPA, CA
Interim Chief Financial Officer

Brookfield, RESPOND. RECLAIM. RENEW.

- Formerly VP Finance with NowVertical
- 10+ years finance executive experience

Mostafa Hashem
EVP, Product and Technology

SMARTLYTICS CONSULTANCY, GeoMingle

- 10+ years in data analytics, including 6 years as Managing Director at Smartlytics, acquired by NowVertical in 2023

Shailesh Mallya
EVP, Solutions and Services Growth

Acrotrend, accenture

- Acrotrend's Co-founder and CTO with 20+ years as a technology leader

Pankaj Ghag
EVP, Program Delivery and Operations

Acrotrend, Microsoft

- 20+ years of proven track record in successfully delivering lobal data & analytics programs
- 12 years in Acrotrend project delivery

Santiago Trógolo
EVP, LATAM

corebi, DIRECTV, SWISS MEDICAL MEDICINA PRIVADA

- 10+ years of experience in the data analytics space
- Former CEO of COREBI Data & Analytics, acquired by NowVertical in 2022

Board

Board of directors

Elaine Kunda *(Board Chair)*

- Managing Partner at Disruption Ventures
- 20+ years of operating experience including CEO of B5media and Ziplocal with a focus on digital and eCommerce

Sandeep Mendiratta *(Director)*

- 20+ years experience in data analytics industry including 15 years CEO at Acrotrend, which was acquired by NowVertical in 2023

David Charron, CPA, CMA, C.Dir *(Independent Director)*

- 30+ years of finance experience including CFO for multiple TSX-listed companies including TeraGo
- Joined NowVertical's Board of Directors in Jan 2024

Chris Ford *(Independent Director)*

- 20+ years as a senior business executives including CEO of Capco Canada for 16 years
- Joined NowVertical's Board of Directors in Jan 2024

David Doritty *(Independent Director)*

- 30+ years experience as a senior business executive
- Vice Chair at Echelon Wealth Partners
- Joined NowVertical's Board of Directors in May 2024

Summary

Key Investor Considerations

Targeting significant organic revenue growth
Includes high margin recurring and reoccurring revenues

Strategic Partnerships with Global Cloud Leaders Driving Client Acquisition

Over 250 Global Customers - Including over 100 top-tier Enterprise clients
Top 30 clients deliver ~70% revenue

Global Delivery Model creates significant ability to scale

Deep AI expertise - Technology & Solutions Differentiation
Proprietary technology along with strong partnerships contributes to competitive advantages

Enterprise AI spending is surging
The current market is estimated at $400B USD in 2025 and is expected to reach $1.3T USD by 2030[1]

Delivering very strong ROI for enterprise clients

Led by a new and accomplished management team
Aligned with shareholders though significant equity buy in (27% ownership)

NowVertical

Appendix

References

[1] Next Move Strategy Consulting, 2023. *Artificial Intelligence (AI) Market Report*. [online] Available at: https://www.nextmsc.com/report/artificial-intelligence-market

[2] KPMG, 2023. *KPMG Global CEO Outlook Survey 2023*. [online] Available at: https://kpmg.com/ua/en/home/insights/2023/10/kpmg-global-ceo-outlook-survey.html

[3] PWC, 2024. *PwC 2024 Global Investor Survey.* [online] Available at: https://www.pwc.com/th/en/press-room/press-release/2024/press-release-26-12-24 en.html#:~:text=%2A%20Over%2060,investment%20to%20reduce%20carbon%20emissions

[4,6] Deloitte, 2024. *State of generative AI in enterprise*. [online] Available at: https://www2.deloitte.com/us/en/pages/consulting/articles/state-of-generative-ai-in-enterprise.html

[5] *Appen, 2024. 2024 State of AI Report: Navigate the Evolving AI Landscape.* [online] Available at: https://www.appen.com/whitepapers/state-of-ai-2024

[7] Mckinsey, 2024, *State of AI*. [online] Available at: https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai#/

[8, 9] Deloitte, 2023. *Global Leadership Study.* [online] Available at: *https://www2.deloitte.com/us/en/insights/topics/leadership/maximizing-value-of-tech-investments.html*

[10] Precedence Research. (2025). *Cloud Services Market Size, Share, and Trends 2025 to 2034*. Retrieved from https://www.precedenceresearch.com/cloud-services-market

[11] IDC (2024)*Microsoft Partners: Driving Economic Value and AI Maturity. White Paper, sponsored by Microsoft. IDC #US52483124. [pdf] IDC. Available at: https://www.idc.com/custom-solutions*

[12] Volpi Capital. (2024). Where Is The Opportunity For Google Cloud Partners? Retrieved from https://www.volpicapital.com/news/where-is-the-opportunity-for-google-cloud-partners

[13]Goldman Sachs. (2024). Cloud revenues poised to reach $2 trillion by 2030 amid AI rollout. Retrieved from https://www.goldmansachs.com/insights/articles/cloud-revenues-poised-to-reach-2-trillion-by-2030-amid-ai-rollout

[14]IoT Analytics. (2024). Who is winning the cloud AI race? Microsoft vs. AWS vs. Google. Retrieved from https://iot-analytics.com/who-is-winning-the-cloud-ai-race/