



April 2026

Investor Overview Presentation

Enterprise AI That
Delivers Results, Fast.

Connecting Enterprise Data to
Revenue With AI

TSXV: NOW

www.nowvertical.com

NowVertical Group



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By leveraging cutting-edge technologies, we help large enterprises turn their customer and financial data into measurable revenue growth using AI - faster and more efficiently than traditional consultants.

\$37.3m

FY 2025 Revenue

\$7.2m

FY 2025 EBITDA

250+

Clients

500+

Strong Team

\$25.0m

Top 30 Strategic
Accounts FY

50%

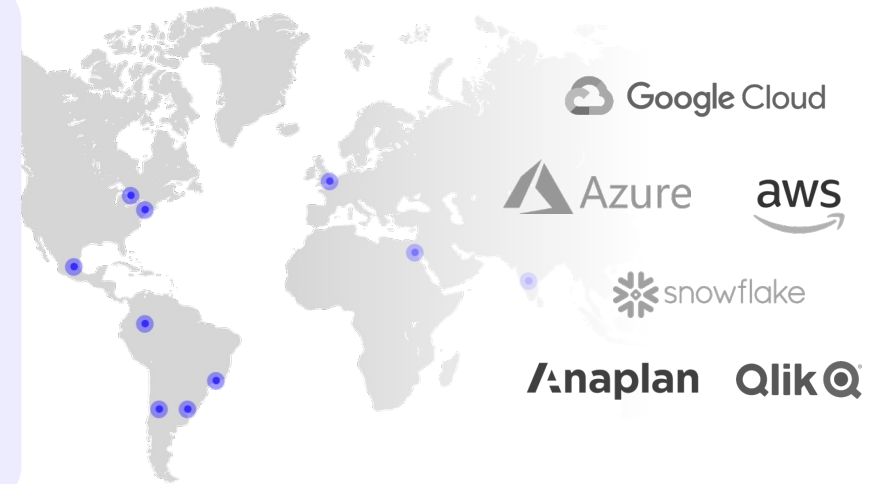
Gross Margin Vs.
30-40% industry

19%

EBITDA margin
Vs. 14% industry

\$5.3m

Google Cloud revenue
(36% YoY growth)



100+ Enterprise Clients



Key Investor Considerations



Three structural competitive advantages

Customer/finance data specialization, low-friction entry with rapid scaling, and AI-driven delivery economics that key competitors cannot replicate.



Accelerating Revenue Growth

Strategic Revenue +14% YoY, Google Cloud revenue +36% YoY, integration revenue +69% YoY, with a clear path to \$50M revenue run rate



Best-in-Class Margins Through Proprietary AI

50% gross and 19% EBITDA vs. 30–40% and 14% industry. Proprietary Agentic AI tools automate 60% of delivery



Blue-Chip Enterprise Customers & Strategic Partners

100+ enterprise clients including Adobe, Palo Alto Networks, The Economist. Google Cloud Premier Partner - 1 of 17 globally with D&A, ML, and GenAI specializations
Top 30 clients deliver 67% revenue



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



Aligned Management

~27% insider ownership, operator-first leadership significantly invested alongside shareholders

How We Win: Three Structural Advantages Competitors Cannot Copy

	We connect customers to revenue	We start small, prove it fast, then Scale	We leverage AI for speed and efficiency
Description:	Domain expertise in the intersection of customer and finance data (58% of revenue).	\$50K–\$150K pilots prove ROI in 6–8 weeks, then expand company-wide.	Proprietary Agentic AI can automate up to 60% of data engineering work
Example:	Won vs. BCG at a market intelligence company – delivering analytics to support a 5% revenue uplift, \$1.5M+ per annum account.	Demonstrated \$750k revenue uplift at one large global event for the client - now scaling across 500+ yearly events. Now, a \$25M+ LTV account.	Won against Accenture / Globant at a \$4.5bn Bank. 1 person with AI replaces 5–6, ~50% cost reduction, 60% faster delivery
Competitor constraint:	Big Four rotate consultants across 50+ practice areas and cannot build this depth in one specialty.	Competitor cost structures require \$5M minimums and 18-month timelines – they cannot compete and lose money on small engagements.	Competitors’ entire business model is selling people-hours - they cannot match these economics without rebuilding their business
Supporting metric:	100+ enterprise engagements with repeatable playbooks.	10 accounts over \$1M LTM, top 30 growing 16% YoY	52% gross margins vs. 30–40% industry standard



\$1.5bn Revenue Trade Show Giant

Problem:

Fragmented exhibitor and attendee data hindered Sales and Marketing effectiveness as they were not able to see the true impact of their events

Solution:

NowVertical unified event and customer data across markets to improve visibility into event impact and demand trends allowing sales and marketing to engage exhibitor and attendees more effectively

28%

Increase in show turnout

\$3bn Revenue Multi-Brand Retailer

Problem:

Lack of a single, trusted view of customers, products, and digital behaviour limited the ability to understand true customer value

Solution:

End-to-end analytics modernisation on Google Cloud, consolidating customer, product, transactional, data into a scalable BigQuery platform with advanced analytics.

15%

Increase in marketing ROI

\$2.5bn Revenue Large Scale Manufacturer

Problem:

Lack of early detection of production line quality issues led to material waste, delayed intervention, and higher levels of faulty output

Solution:


AI-powered computer vision analyses live video streams from production lines, reducing faulty production, improving manufacturing efficiency, and lower operational waste.

40%

Reduction in faulty production through AI vision

Competitive Considerations



	Minimum Size Engagement	Time to first ROI	Gross Margin	Due to:
 NowVertical	\$50k-\$150k	6-8 Weeks	50%	<ol style="list-style-type: none">1. Customer / Finance Data Specialization2. AI-Automated Delivery3. Google Cloud Partner Status
Competition	Big 4: \$5m+	6+ Months	30-40%	

Our market opportunity is large and growing

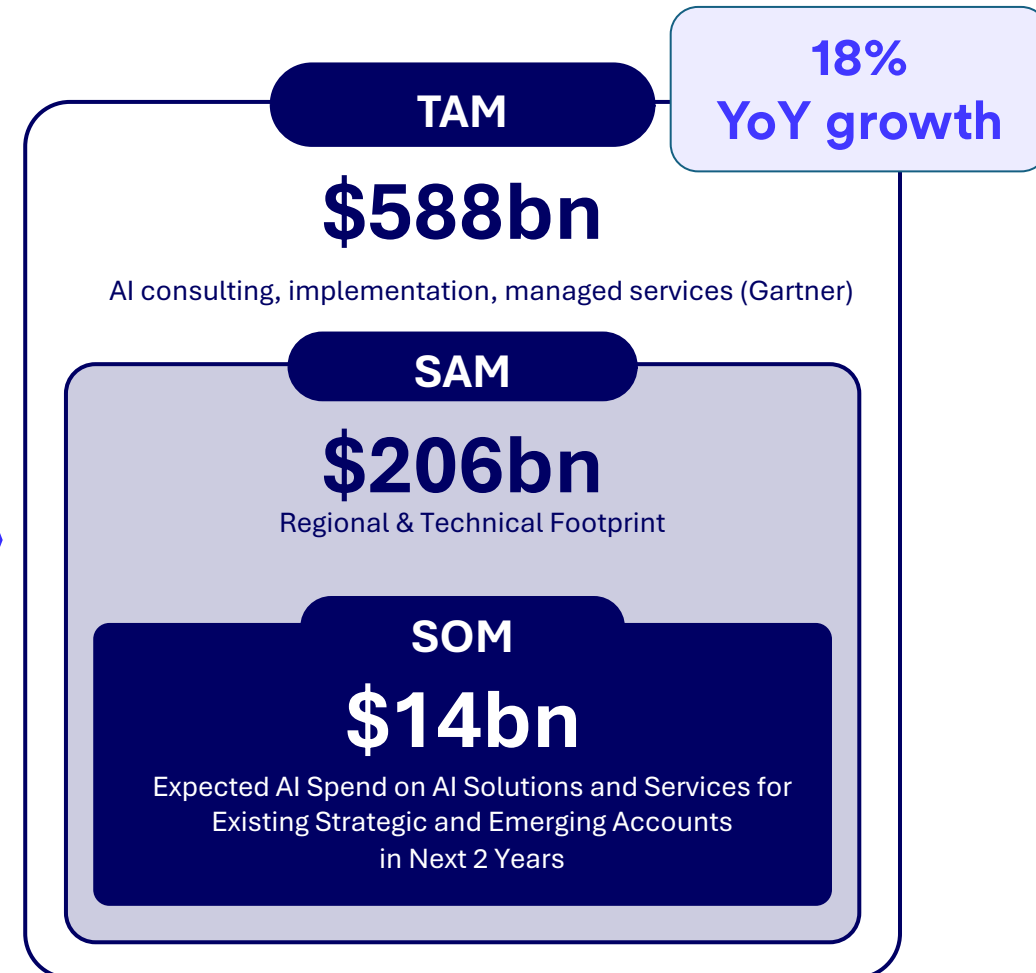
Enterprises face significant challenges in implementing and scaling AI investments:

- Lack of in-house skills and expertise
- Poor quality & siloed data
- Legacy systems & integration needs and
- Data compliance and confidentiality requirements

However, there are strong Board level mandates to demonstrate AI benefits.

“Only 5% of companies in our 2025 study... are achieving AI value at scale. Fully 60% of companies are not achieving material value at all, reporting minimal revenue and cost gains despite substantial investment.” - The Widening AI Value Gap, BCG (September 2025)

“95% of generative AI pilots failed to meet expected outcomes, and 42% of companies abandoned most of their AI initiatives before they reached production, up from just 17% the year before.” - Gartner 2025 Hype Cycle Analysis (via Forbes, Feb 2026)



Our Proprietary AI Tools Are Why We Deliver 52% Gross Margin



\$4.5bn Revenue Banking Client

What the AI does:

Automates cloud data migration work that traditionally required 5–6 engineers to one 1 person in the loop supervising

Result:

~50% cost reduction, 60% faster delivery

Reuse:

Now deployed across multiple client engagements

Large Scale Healthcare Provider

What the AI does:

Automates data catalog creation, classification, and compliance - work that normally takes months of manual effort

Result:

90%+ reduction in governance effort

Reuse:

IP deployed 3+ additional clients

\$3bn Revenue Food Manufacturer

What the AI does:

Replaces manual reporting with plain-English queries - any business user asks a question and gets instant answers from their data

Result:

40% reduction in reporting team workload

Reuse:

Deployed for 5+ additional clients

These tools automate 60% of delivery work, enabling profitable \$50K pilots that competitors cannot serve and 50% gross margins vs. 30–40% industry. 20+ client deployments in the last year - this is production IP, not R&D.



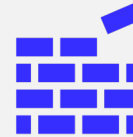
The Problem:

95% of GenAI pilots failed expectations (Gartner); 42% of organizations abandon AI entirely - most fail on data quality, not technology



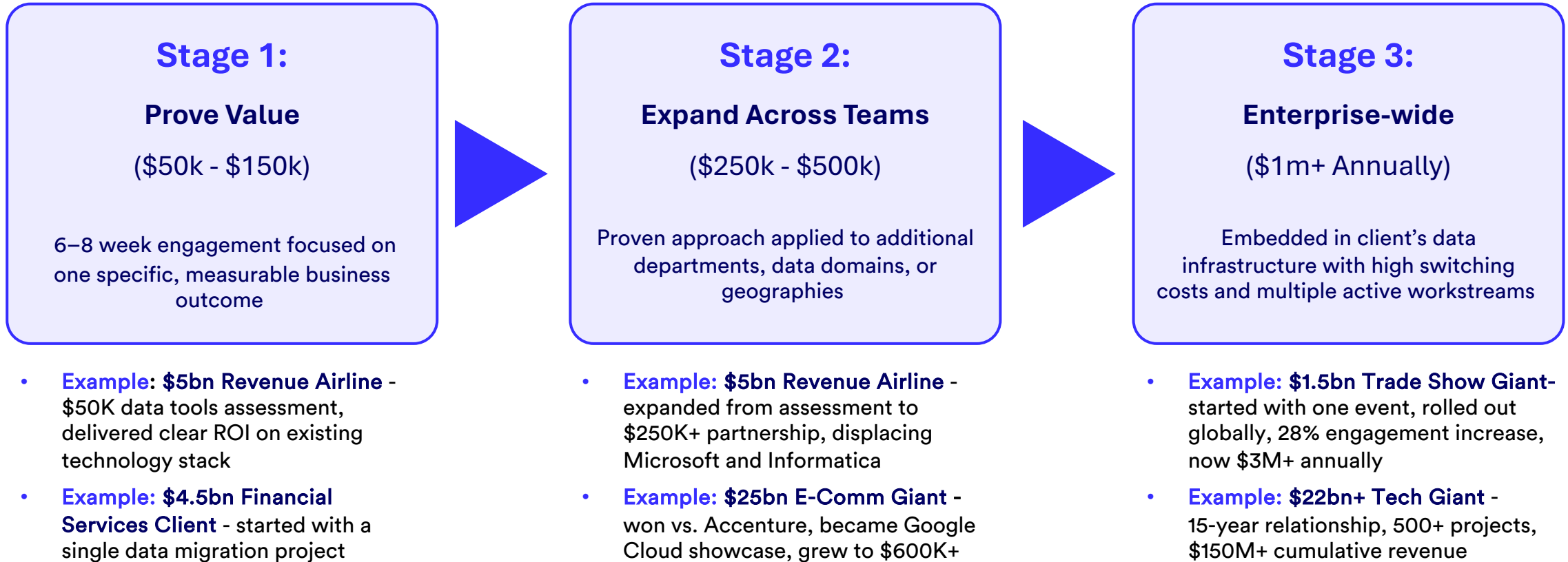
NOW's Solution:

Proprietary AI agents automate data catalog creation, classification, and compliance. MEDIFÉ proof point: 90%+ reduction in governance effort



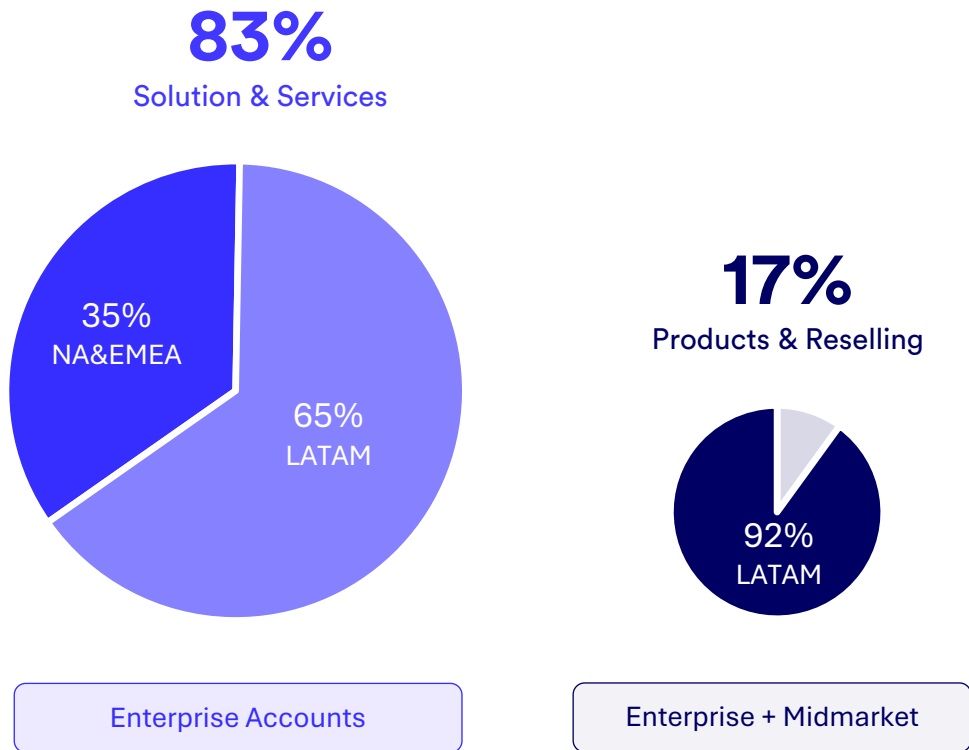
The Moat:

Once embedded in a client's governance infrastructure, switching costs rise significantly - pilots become permanent, expanding partnerships

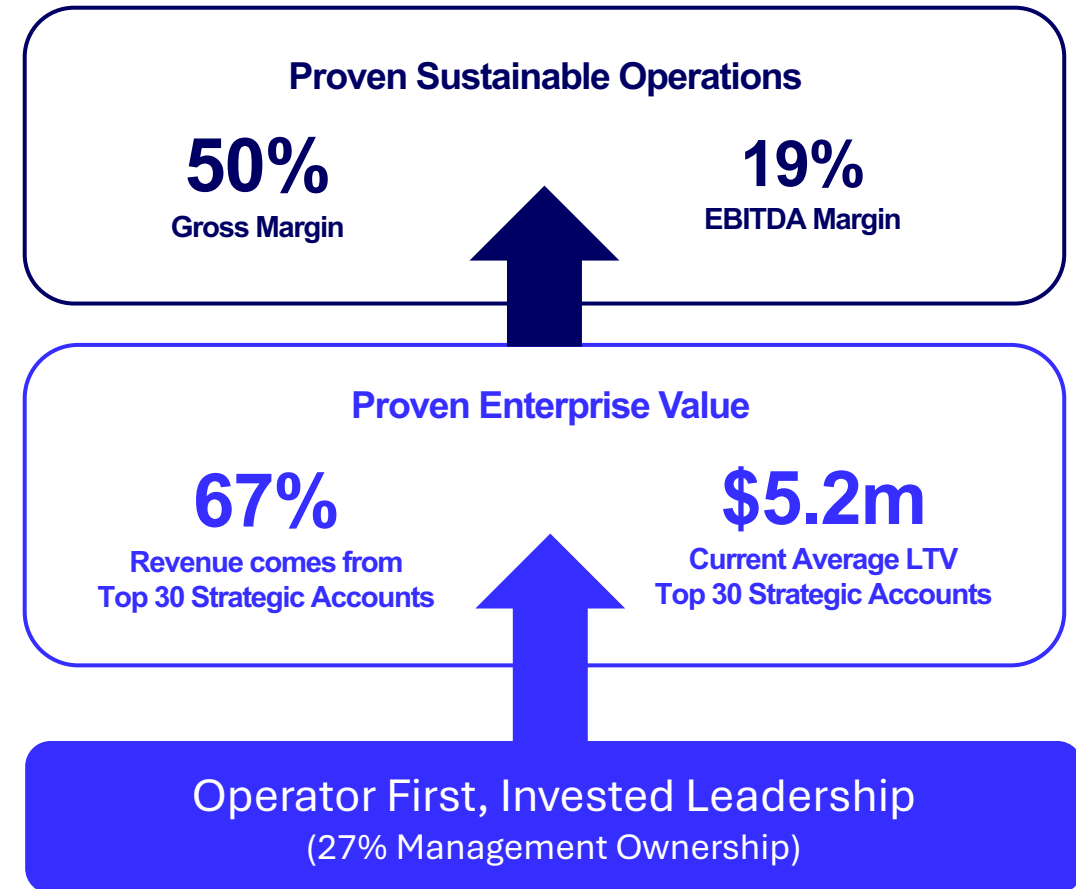


Top 30 strategic accounts average \$836K and are growing 14% YoY.
100+ enterprise relationships represent similar expansion potential.

Our Revenues



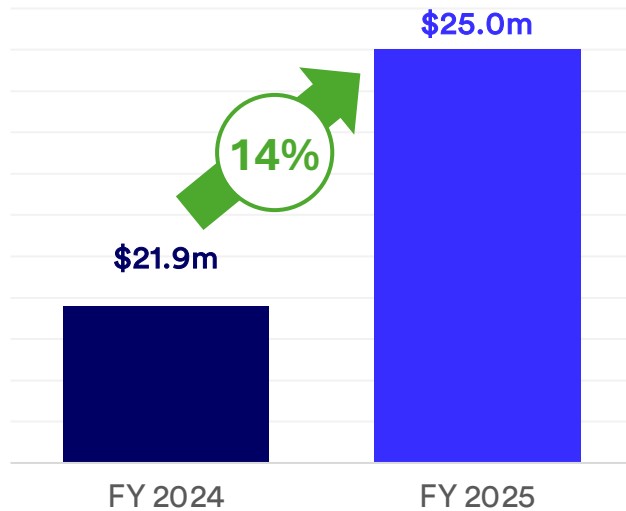
Our Business Model



Revenue Drivers Post A Year Of Integration



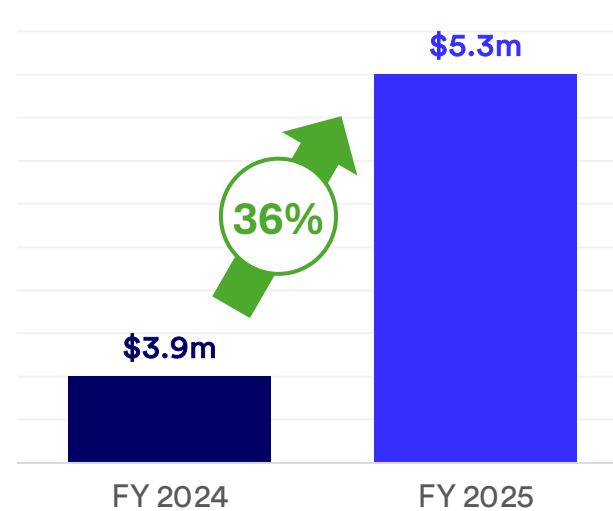
Top 30 Strategic Accounts



% Of Total Revenue

2024	2025
55%	67%

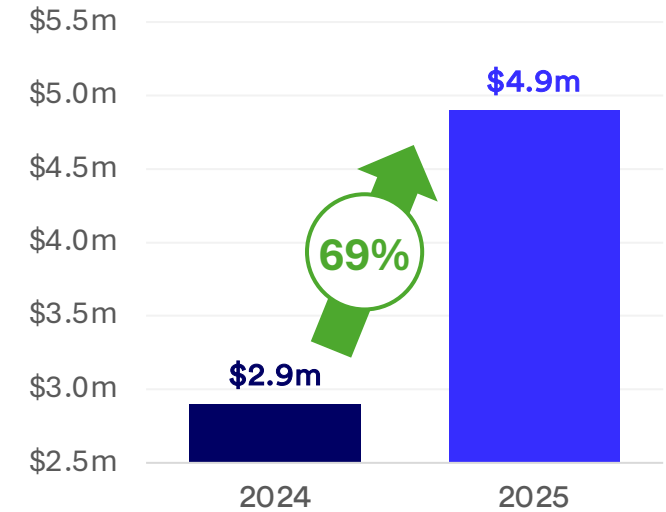
Google Cloud Revenue



% Of Total Revenue

2024	2025
10%	14%

Integration Revenue



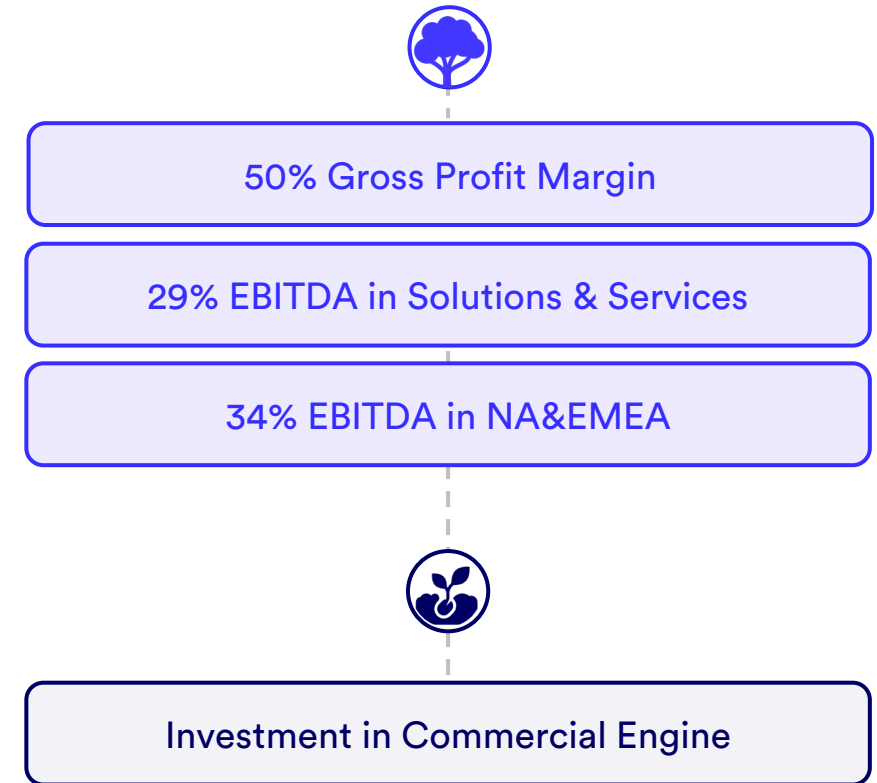
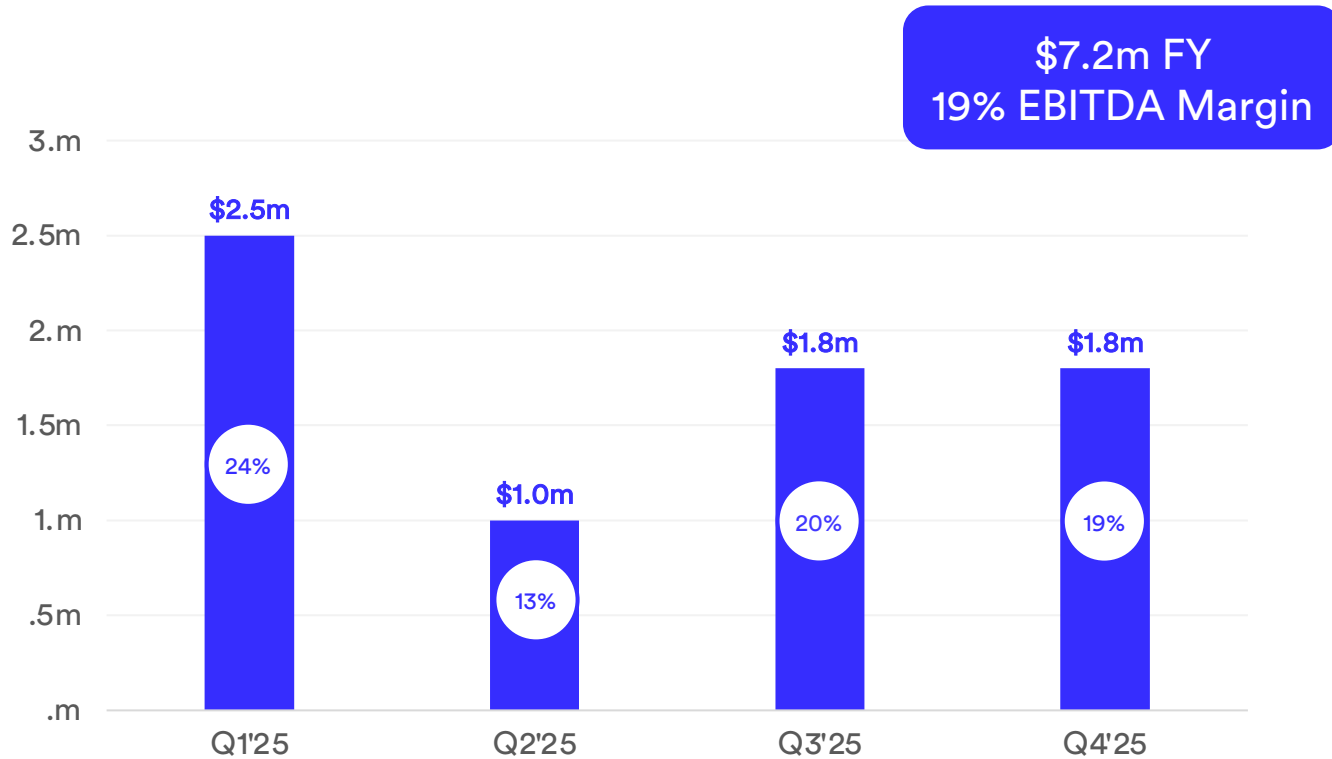
% Of Total Revenue

2024	2025
7%	13%

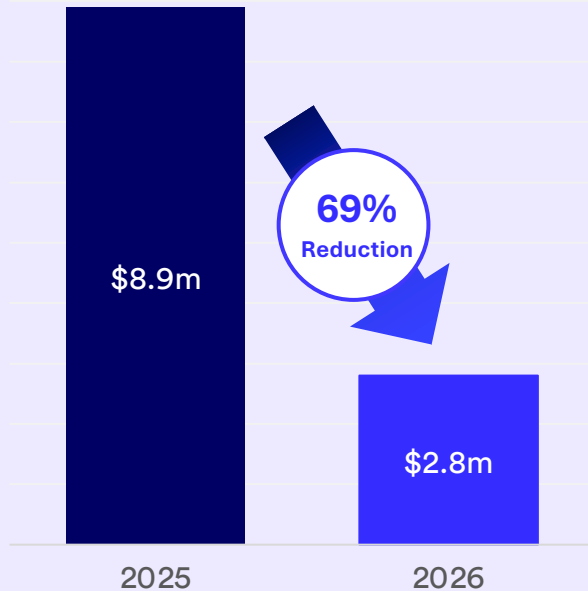
Revenue Performance



Adj. EBITDA Performance



Acquisition & LTD Cash Obligations



Cost of Capital

10.4%
End of 2024



7.3%
End of 2025

Cash & Liquidity

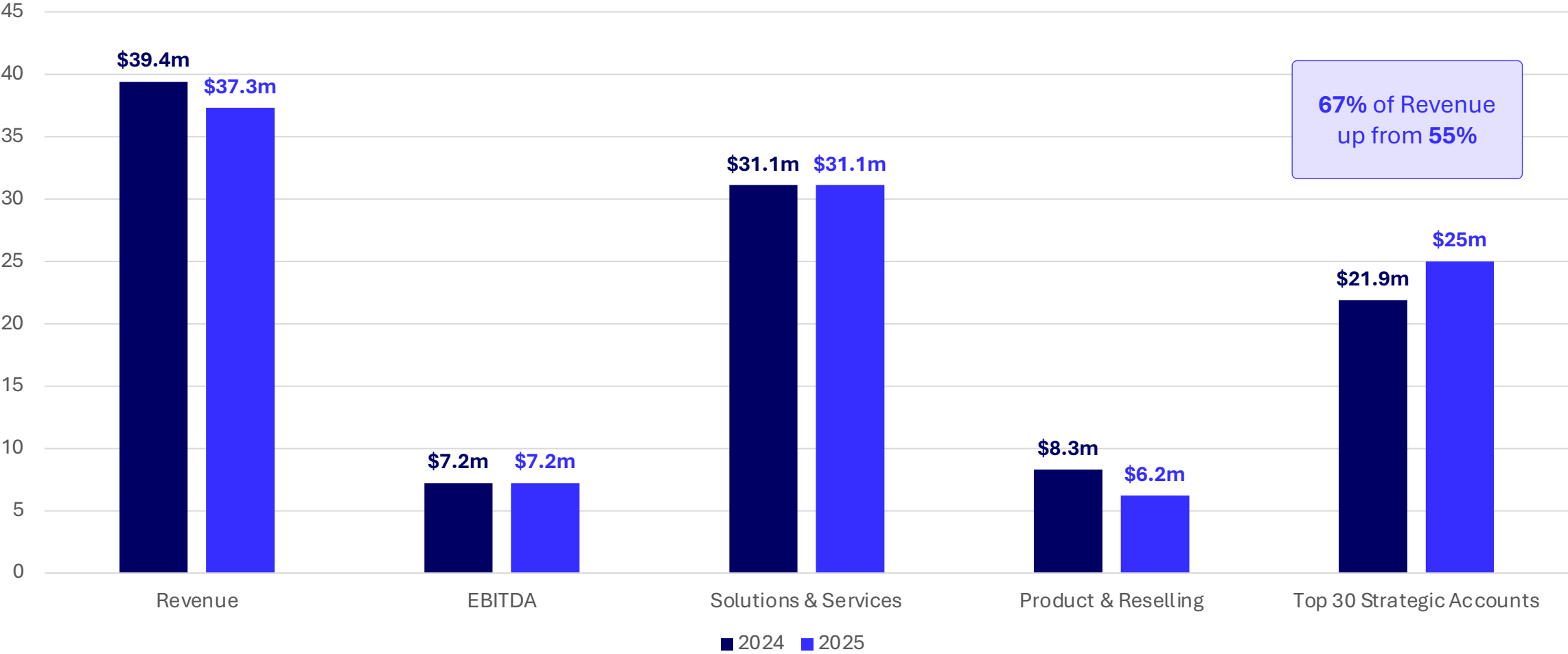
\$0.5m

Positive Working Capital

\$4.1m

Cash in Bank

FY2025 Summary





AI-automated delivery enables margins competitors structurally cannot achieve.

EBITDA Margin

Information Technology Services¹⁶ 14%

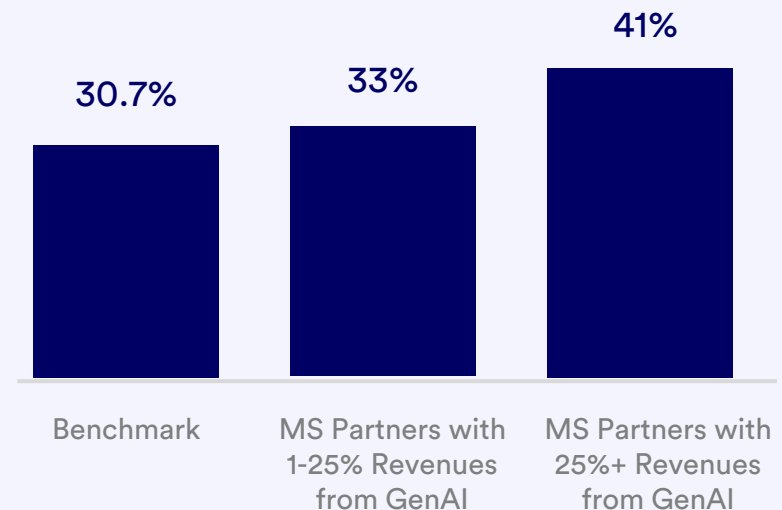
NowVertical 19%

Underlying Services Margin

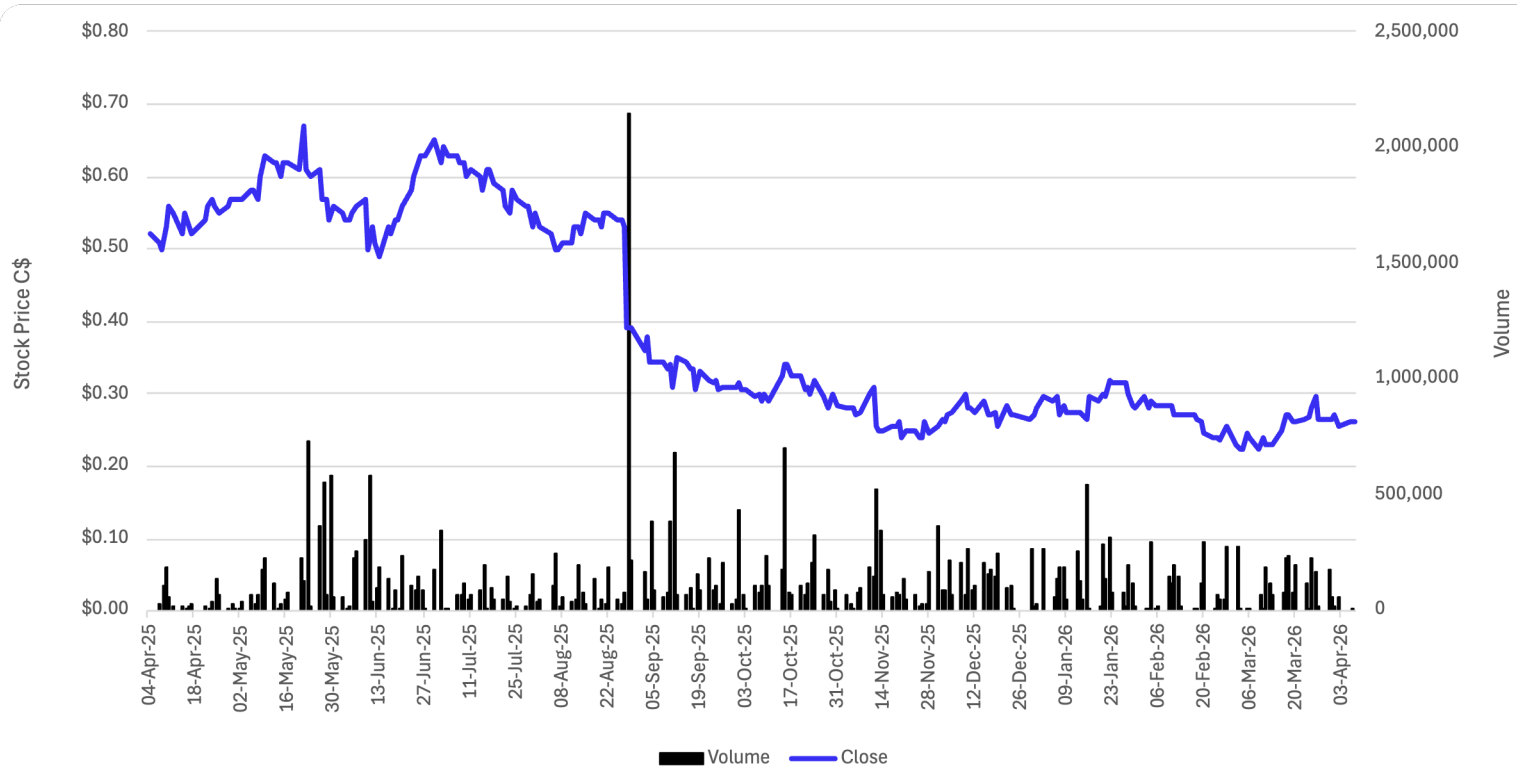
Microsoft Partners Gross Margin¹⁷ 30.7%

NowVertical Gross Margin 52%

Impact of Gen AI on Margins¹⁷
Microsoft Partner Gross Margins (Proxy)





Capital Structure



All values as of Apr. 07 2026, unless otherwise indicated

Price	CAD\$0.26	\$0.19
Shares I&O		97.8M
Options, RSU, PSU		9.4M
Fully Diluted Shares		107.2M
Market Cap	CAD\$27.9M	\$20.1m
Cash (Dec. 31, 2025)	CAD\$4.8M	\$3.5M
Total Debt (Dec. 31, 2025)	CAD\$24.0M	\$17.3M
Enterprise Value	CAD\$47.0M	\$33.9M
Management Ownership*		~27%

<p>Organic Growth Engine powered by 5 key levers</p>	<p>Enterprise account headroom</p> <p>50+ Enterprise Accounts identified with a TAM over \$2bn+</p> <p>Driven By Customer & Finance Data Specialization</p>	<p>Critical Technology Partnerships</p>  <p>Google Cloud DATA AND ANALYTICS Partner of the Year Latin America 2025</p> <p>Qlik Partner LATIN AMERICA Channel Growth Partner of the Year Inteligência de Negócios Sistemas e Informática Ltda 2024</p>	<p>Primed for future inorganic growth to accelerate returns</p>
<p>High Value Contracts</p> <p>US\$500k - \$1m+ within top 30 accounts.</p> <p>Driven By the start-small-scale-fast model</p>	<p>Scalability</p> <p>500+ Global Team with India & Argentina Delivery Powerhouse</p> <p>Driven By AI automation decoupling revenue from headcount</p>	<p>Growth Markets</p> 	<p>Proven acquisition and integration model</p>

The Huge AI Opportunity For NowVertical



\$588bn
Total Addressable
Market

\$14bn
Serviceable Obtainable
Market

We've codified our wins
into a scalable AI ROI
Engine

Commodities
Intelligence Provider

Won Against:
MBB Consultancy

Connecting customer & finance
data into consistent KPIs

\$2m+ p.a. Account

Major Global Media and
Telecomms Group

Won Against: Big-4 Consultancy &
Tier-1 IT Service Provider

Replace Oracle with GCP by blending Agentic AI with
GCP skills to accelerate engineering processes.

\$2m+ p.a. Account

Leading E-Comm
Provider

Won Against:
Big-4 Consultancy

Delivering a high-specificity multi-
modal AI recommendation model

\$600k+ p.a. Account

Regional Retail
Banking Group

Won Against: Big-4 Consultancy &
Digital Native Engineering Firm


Our AI agents delivering 50% cost optimization in data
management and 60% acceleration in migration.

\$600k+ p.a. Account



NowUnlock AI

2026 Outlook

 **NowVertical**
Transforming Data
into Business Value
with AI, Fast

**Accelerating
the Growth
Flywheel**

**Key
Differentiators
repeatable with
NowUnlock**

**Investing on
Solid Foundations**









1. Connecting Customers to Revenue
2. Start Small, Scale Fast
3. AI-Enhanced Delivery

Integration Blueprint

Profitable Operations

Balance Sheet with Optionality

Operator-first leadership averaging 15+ years in data analytics, with ~27% equity ownership.

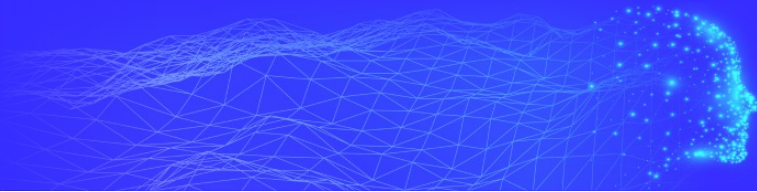
 <p>Sandeep Mendiratta Chief Executive Officer</p> <p>Acrotrend DATAMATICS Deloitte.</p> <p>20+ years experience in data analytics industry including 15 years CEO at Acrotrend, which was acquired by NowVertical in 2023</p>	 <p>Andre Garber Chief Development Officer</p> <p>DENTONS FASKEN</p> <ul style="list-style-type: none"> Co-founder of NowVertical 10+ years attorney experience with corporate finance and M&A expertise
 <p>Santiago Trógolo EVP, LATAM</p> <p>corebi DIRECTV SWISS MEDICAL</p> <ul style="list-style-type: none"> 10+ years of experience in the data analytics space Former CEO of COREBI Data & Analytics, acquired by NowVertical in 2022 	 <p>Christine Nelson, CPA, CA Chief Financial Officer</p> <p>Brookfield</p> <ul style="list-style-type: none"> Formerly VP Finance with NowVertical 10+ years finance executive experience
 <p>Shailesh Mallya EVP, Solutions and Services Growth</p> <p>Acrotrend accenture</p> <ul style="list-style-type: none"> Acrotrend's Co-founder and CTO with 20+ years as a technology leader 	 <p>Pankaj Ghag EVP, Program Delivery and Operations</p> <p>Acrotrend Microsoft</p> <ul style="list-style-type: none"> 20+ years of proven track record in successfully delivering global data & analytics programs 12 years in Acrotrend project delivery

NowVertical Acquired Business

Significantly invested

Board of Directors

<p>Elaine Kunda (Board Chair)</p>  <ul style="list-style-type: none"> Managing Partner at Disruption Ventures 20+ years of operating experience including CEO of B5media and Ziplocal with a focus on digital and eCommerce <p>B5 MEDIA Ziplocal toronto.com</p>
<p>Sandeep Mendiratta (Director)</p>  <ul style="list-style-type: none"> 20+ years experience in data analytics industry including 15 years CEO at Acrotrend, which was acquired by NowVertical in 2023 <p>Acrotrend DATAMATICS Deloitte. MatricSphere</p>
<p>David Charron, CPA, CMA, C.Dir (Independent Director)</p>  <ul style="list-style-type: none"> 30+ years of finance experience including CFO for multiple TSX-listed companies including TeraGo Joined NowVertical's Board of Directors in Jan 2024 <p>MARCPPOST tiny REDKNEE WILCOMMEDIA TeraGo</p>
<p>Chris Ford (Independent Director)</p>  <ul style="list-style-type: none"> 20+ years as a senior business executives including CEO of Capco Canada for 16 years Joined NowVertical's Board of Directors in Jan 2024 <p>CAPCO ElectricMind FIS</p>
<p>David Doritty (Independent Director)</p>  <ul style="list-style-type: none"> 30+ years experience as a senior business executive Vice Chair at Echelon Wealth Partners Joined NowVertical's Board of Directors in May 2024 <p>DUNDEE CORPORATION ECHELON NATIONAL BANK IGENIO CAPITAL</p>



“Three structural advantages competitors cannot replicate, accelerating revenue growth across strategic accounts and Google Cloud, best-in-class margins driven by proprietary AI, blue-chip customers and partners, and a materially strengthened balance sheet position NowVertical to accelerate into 2026.”

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