



Q4 2025 Update

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

www.nowvertical.com

NowVertical Group TSXV: NOW



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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 twelve months ended December 31, 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.



We transform data into business value with AI, Fast.



HALEON  Taylor & Francis Group
an informa business  Rank Group  NAOS

  AstraZeneca   Adobe

logitech   raizen  paloalto[®]
NETWORKS

  LATAM  Telefónica  speedo

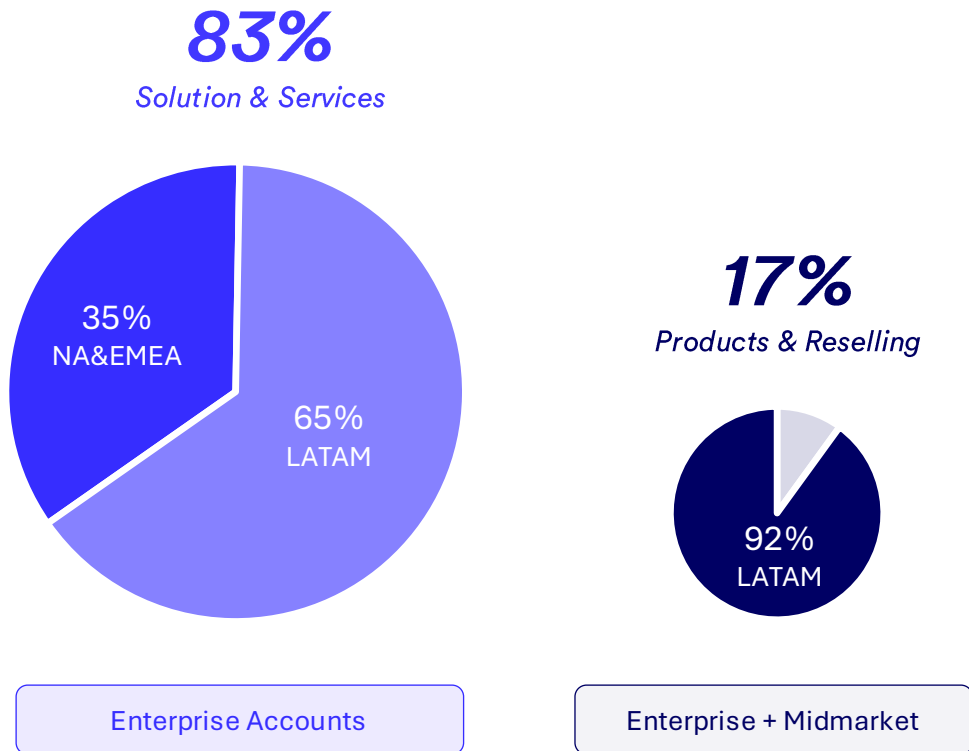
 The Economist  sky  informa  LACOSTE  GSK

 Macro  LIBERTY
LATIN AMERICA  NaranjaX  La Voz  BAYER

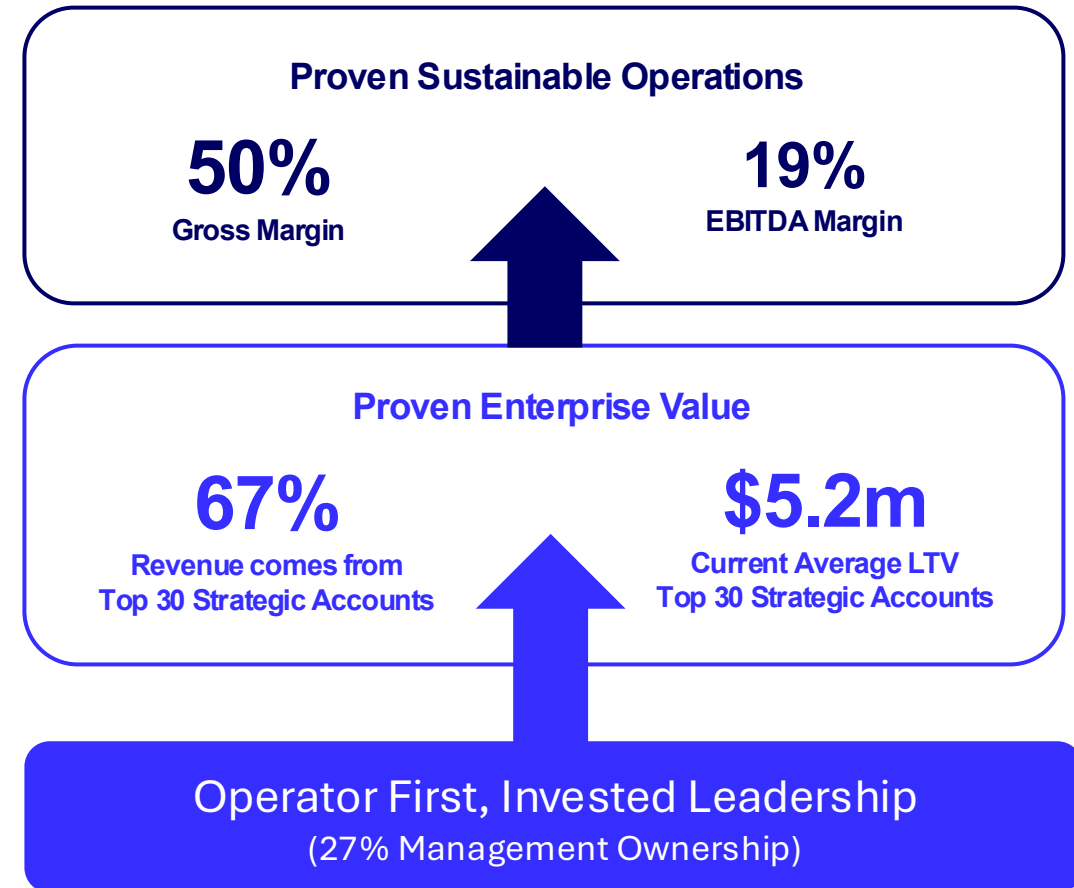


Revenue & Operating Model

Our Revenues



Our Business Model



1. We connect customers to revenue

We're experts in connecting customer and finance data (58% of revenue)

2. We start small, prove it fast, then Scale

3. We leverage AI for speed and efficiency



A \$3Bn+ retailer lacked a trusted view of customers, products, and digital behaviour.



We brought together customer, product and transactional data into Google Cloud enabling the client to target market more effectively.

They saw a 15% uplift in Marketing ROI

1. We connect customers to revenue

2. We start small, prove it fast, then Scale

\$50K–\$150K pilots prove ROI in 6–8 weeks, then expand company-wide.

3. We leverage AI for speed and efficiency



A \$1.5Bn+ trade show provider wanted to use data to understand attendees buying decisions.



We demonstrated through leveraging AI/ML on their data they could generate up to \$750k extra revenue per event.

They're now rolling this out across their 500+ event portfolio



1. We connect customers to revenue

2. We start small, prove it fast, then Scale

3. We leverage AI for speed and efficiency

Proprietary Agentic AI can automate up to 60% of data engineering work



A \$4.5Bn+ banking client was slowed down by old on-premise technology.



We developed their new analytics platform and migrated their data using our AI agents at 50% cost to us and 60% faster for the client.

They benefitted from their new platform in half the time

Key 2025 Organizational Milestones

Completed One Brand, One Business Strategy

13% revenue



Reduced Cost of Capital & Cleaned Up Balance Sheet

30% reduction

NowVertical Secures Up to \$26 Million USD in Financing with HSBC to Fuel Growth

New facility significantly lowers cost of capital and enhances access to non-dilutive funding



May 30, 2025 08:00 ET | Source: [NowVertical Group Inc](#)

Follow

Launched and Grew Strategic Account Program

67% revenue

\$836k
Current Average Revenue P.A. Top 30 Strategic Accounts



Deepened & Grew Global GCP Relationship

14% revenue

1 of 17 Globally with GenAI, ML and Data Analytics



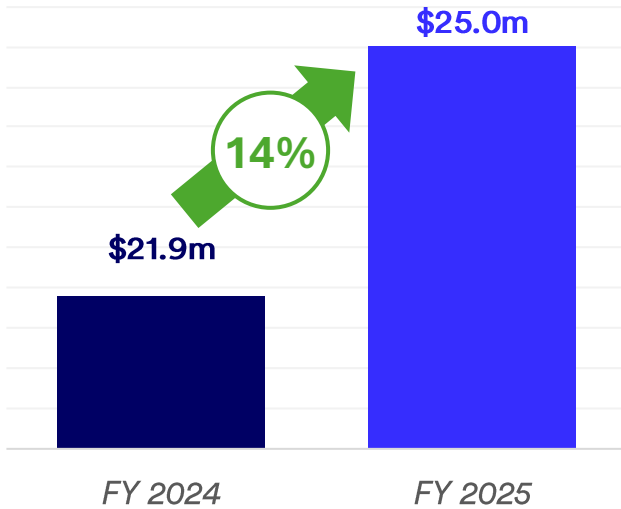
Developed and Release Proprietary AI Solutions

Upto 60% Data Governance & Data Engineering Efficiency through Agents



Revenue Drivers Post A Year Of Integration

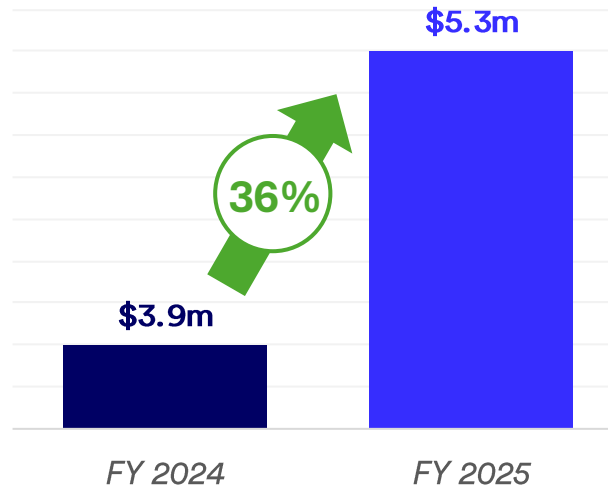
Top 30 Strategic Accounts



% Of Total Revenue

2024	2025
55%	67%

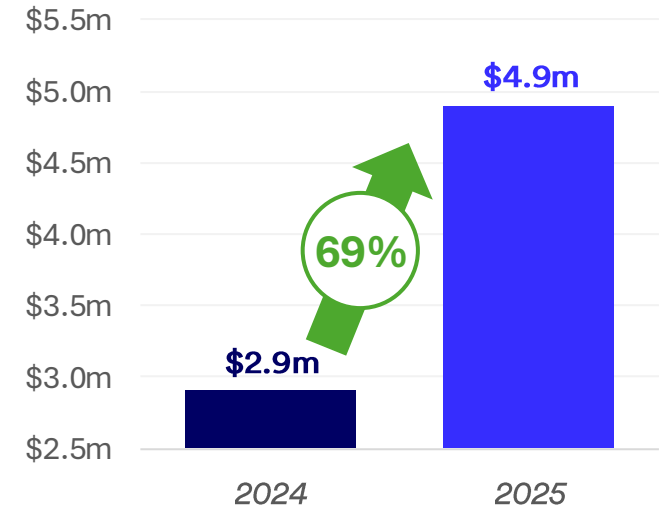
Google Cloud Revenue



% Of Total Revenue

2024	2025
10%	14%

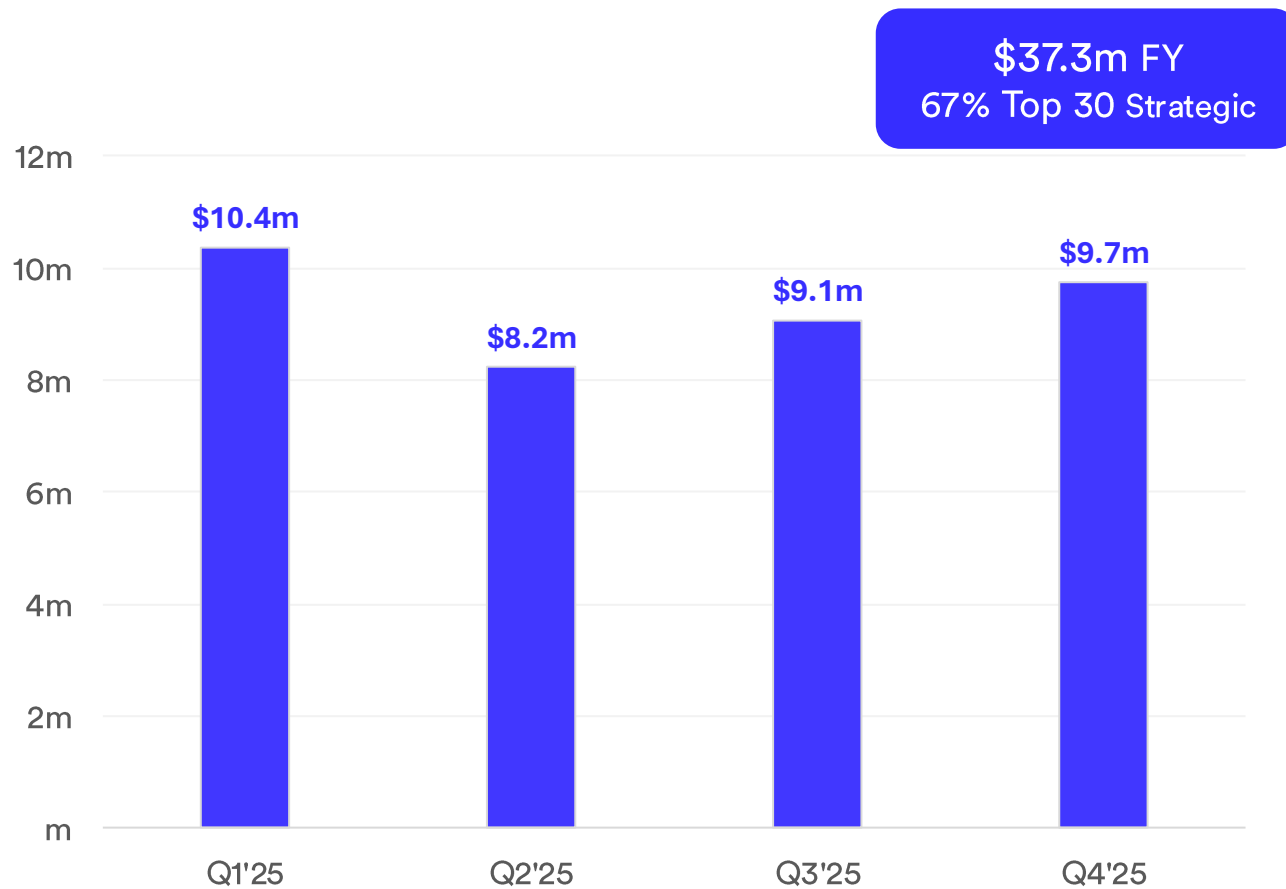
Integration Revenue



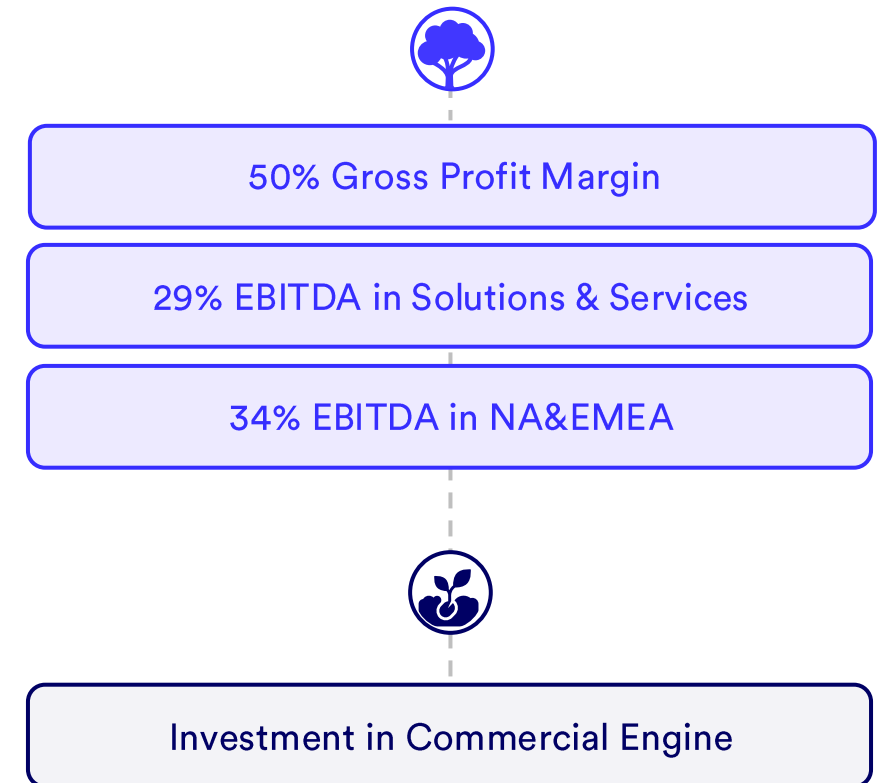
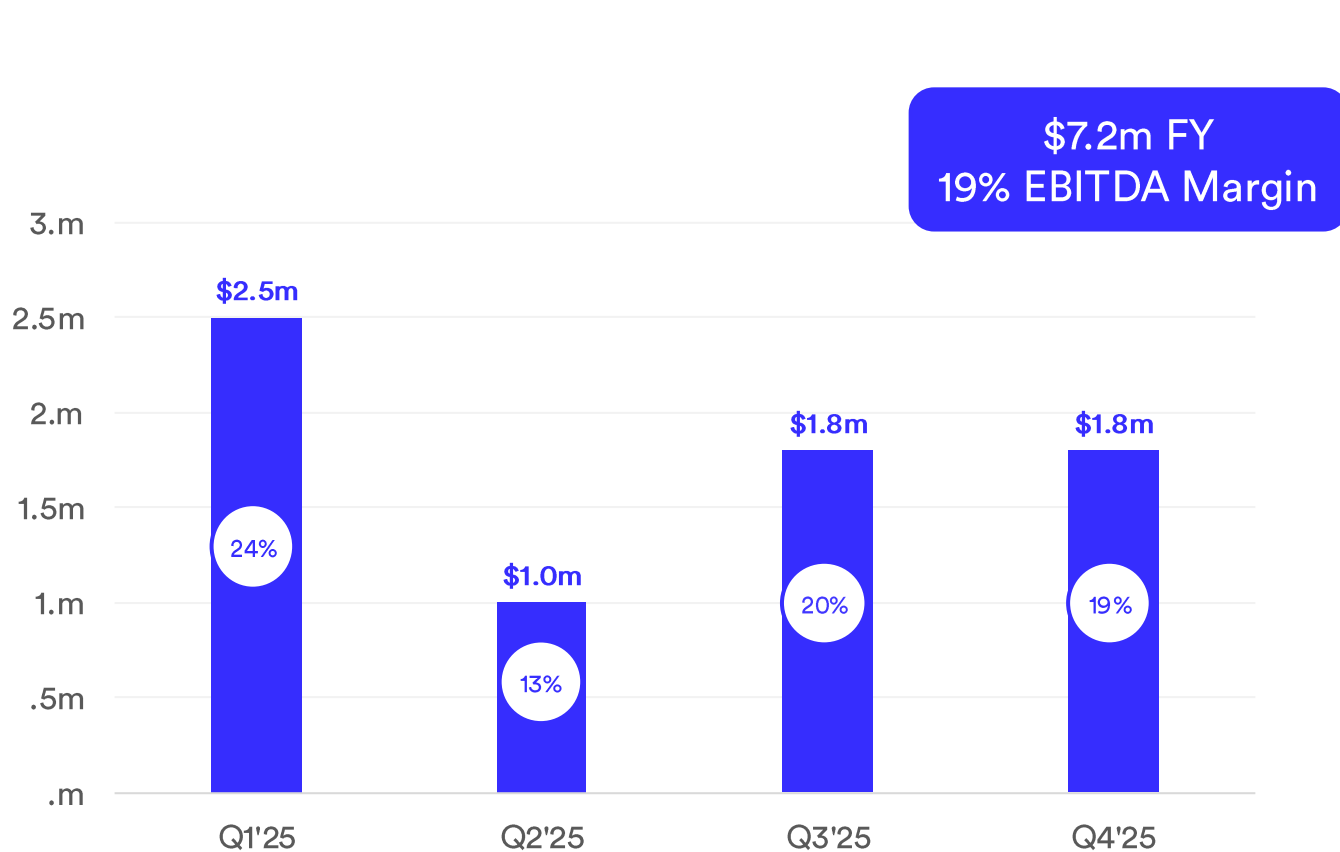
% Of Total Revenue

2024	2025
7%	13%

Revenue Performance

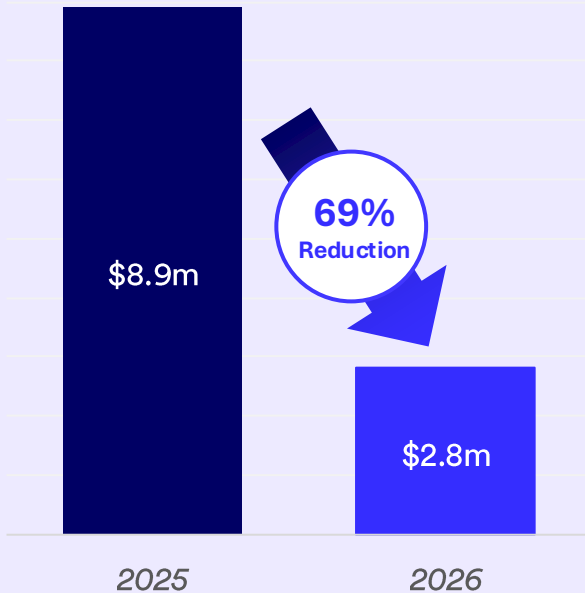


Adj. EBITDA Performance



Balance Sheet Performance KPIs

Acquisition & LTD Cash Obligations



Cost of Capital

10.4%

End of 2024



7.3%

End of 2025

Cash & Liquidity

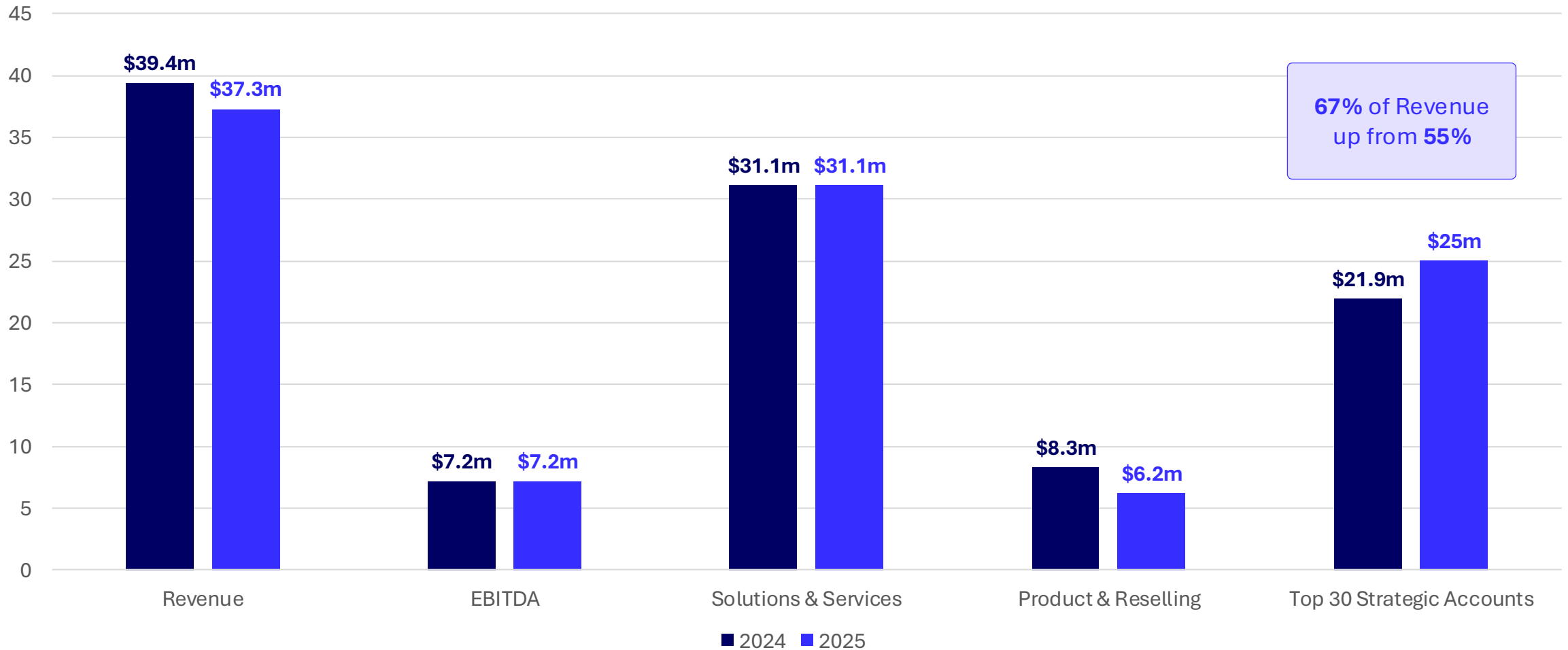
\$0.5m

Positive Working Capital

\$4.1m

Cash in Bank

FY2025 Summary



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



Q&A

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