



June 2026

# Investor Overview Presentation

Enterprise AI That  
Delivers Results, Fast.

Connecting Enterprise Data to  
Revenue With AI

**TSXV: NOW**

[www.nowvertical.com](http://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%**

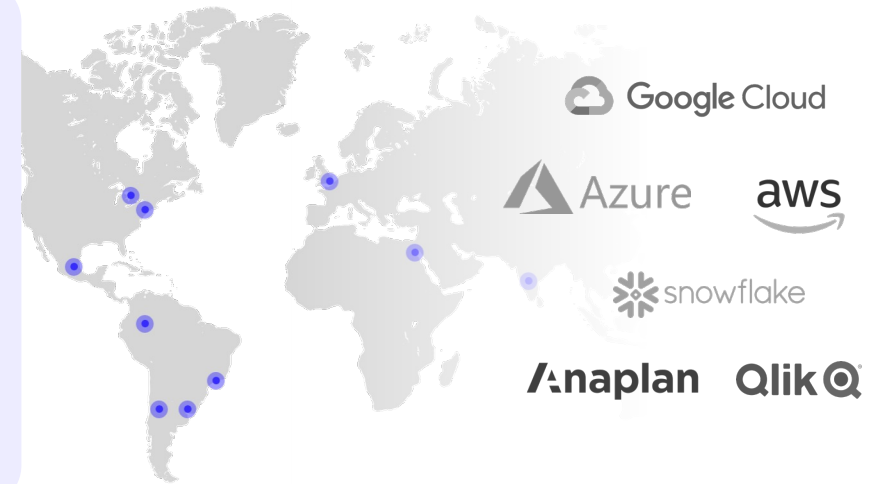
Gross Margin Vs.  
30-40% industry

**19%**

EBITDA FY 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

2025 FY: 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
<b>Description:</b>	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
<b>Example:</b>	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
<b>Competitor constraint:</b>	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
<b>Supporting metric:</b>	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	<b>\$50k-\$150k</b>	<b>6-8 Weeks</b>	<b>50%</b>	<ol style="list-style-type: none"><li>1. Customer / Finance Data Specialization</li><li>2. AI-Automated Delivery</li><li>3. Google Cloud Partner Status</li></ol>
Competition	<b>Big 4: \$5m+</b>	<b>6+ Months</b>	<b>30-40%</b>	

# Our market opportunity is large and growing

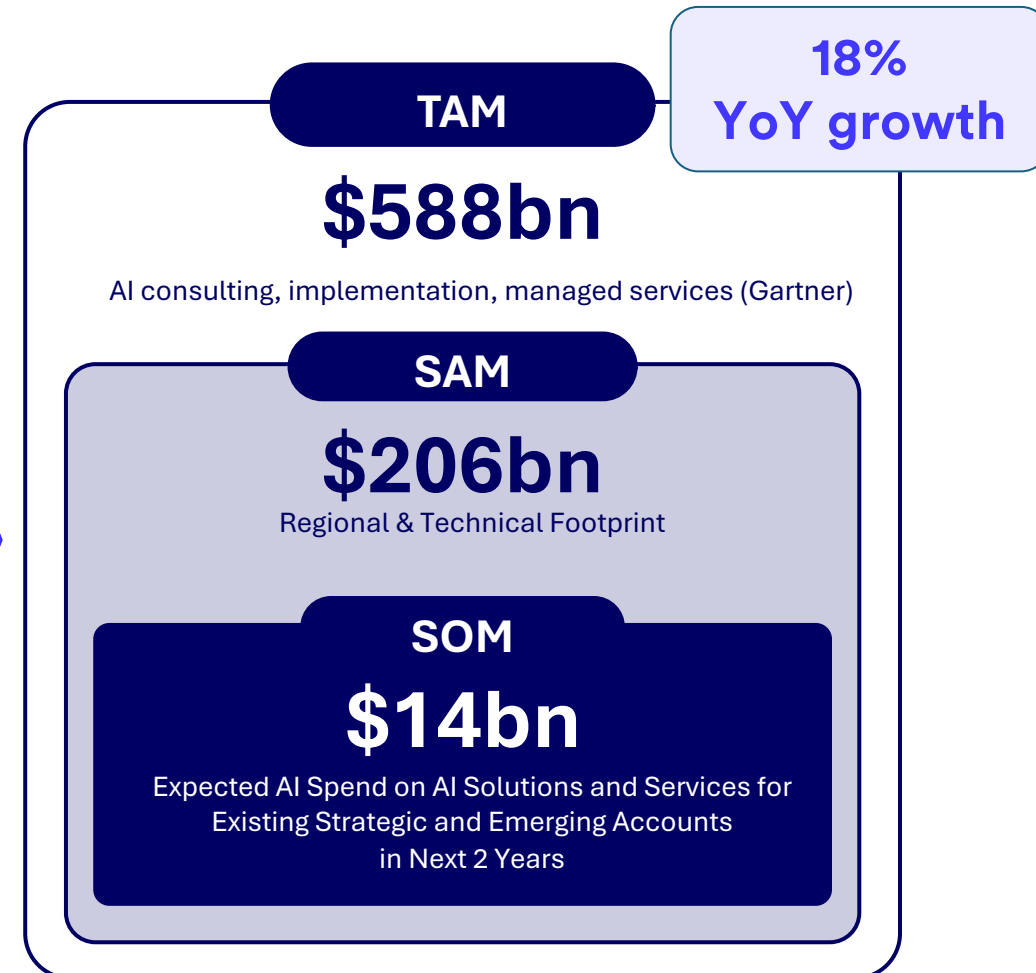
Enterprises face significant challenges in implementing and scaling AI investments:

- 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.



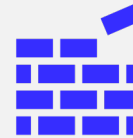
## The Problem:

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



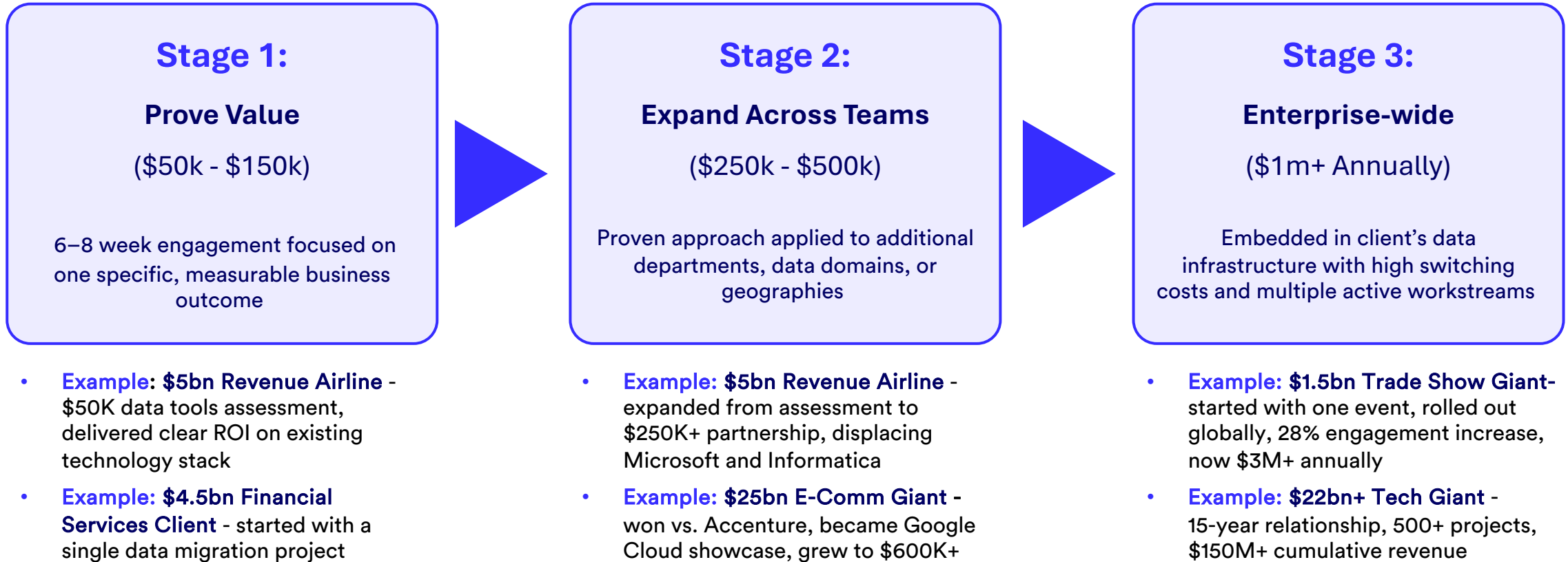
## NOW's Solution:

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



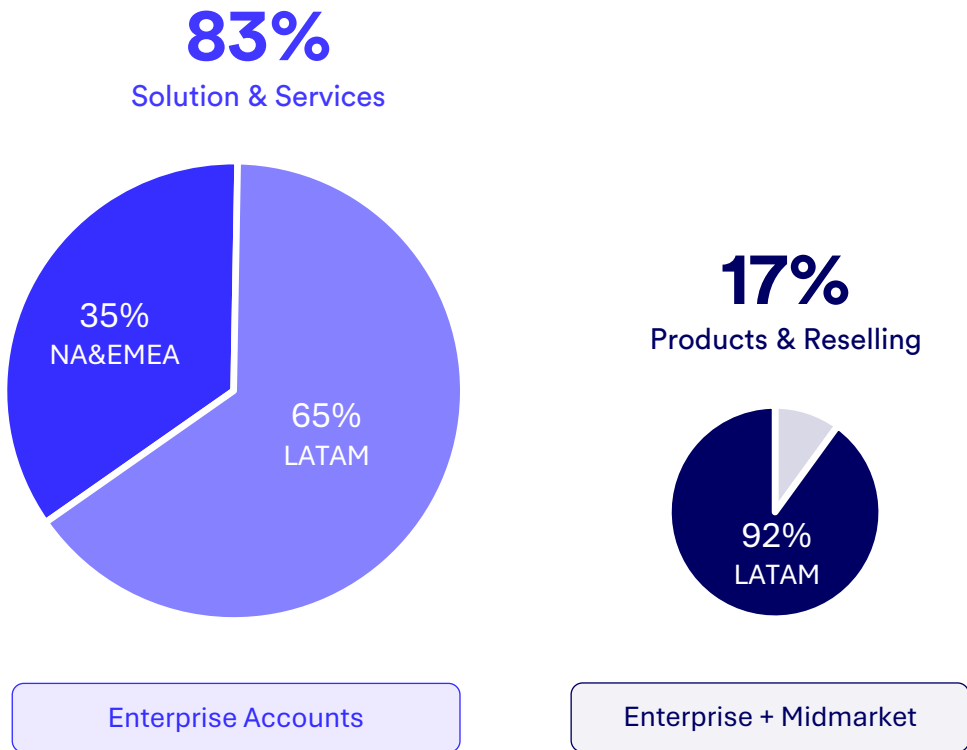
## The Moat:

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

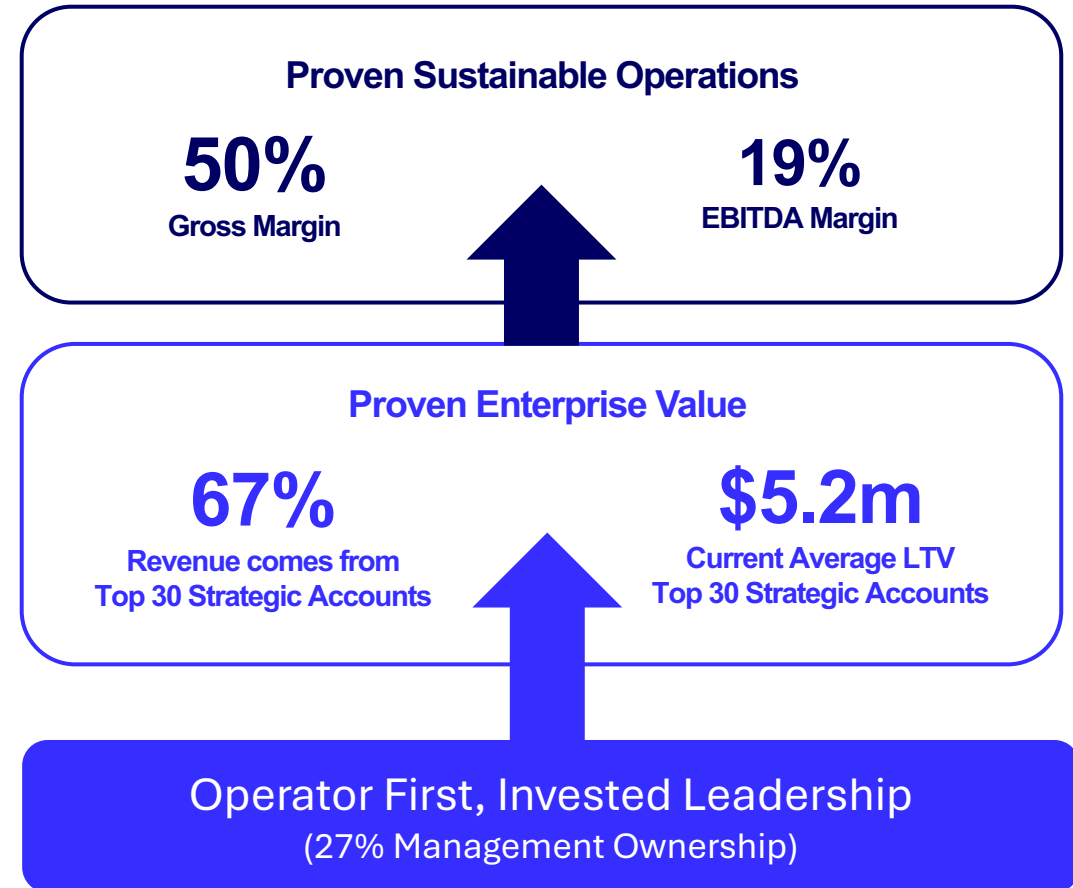


Top 30 strategic accounts average \$836K and are growing 14% YoY.  
100+ enterprise relationships represent similar expansion potential.

## Our Revenues

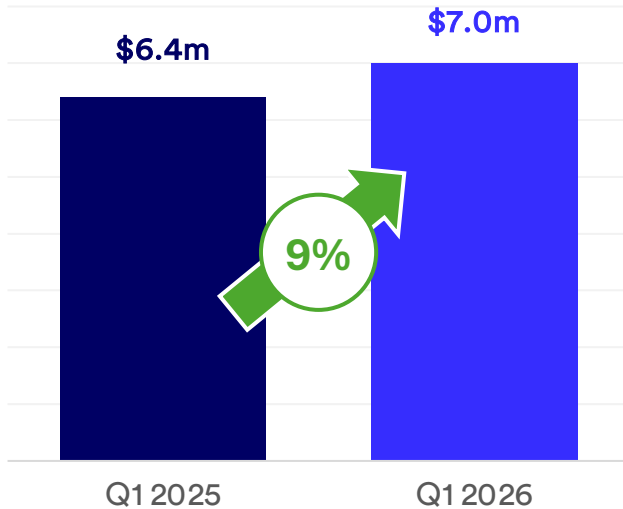


## Our Business Model



# Revenue Drivers In Q1

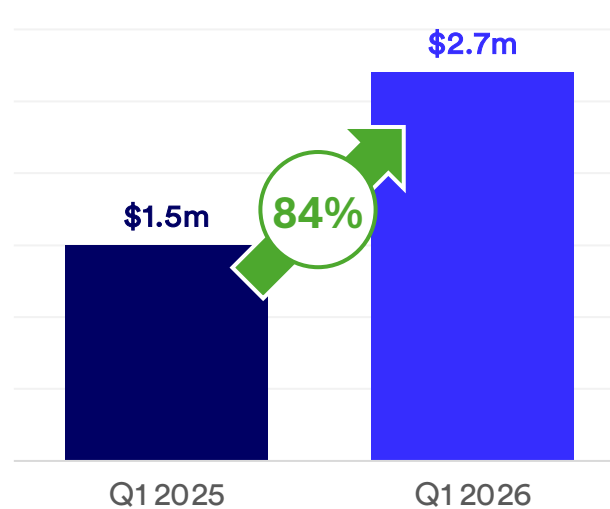
## Top 30 Strategic Accounts



### % Of Total Revenue

Q1 25	Q1 26
62%	73%

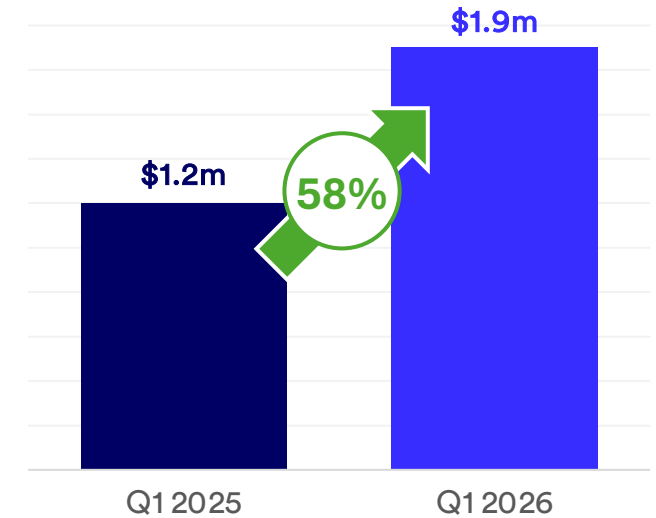
## Google Cloud Revenue



### % Of Total Revenue

Q1 25	Q1 26
13%	27%

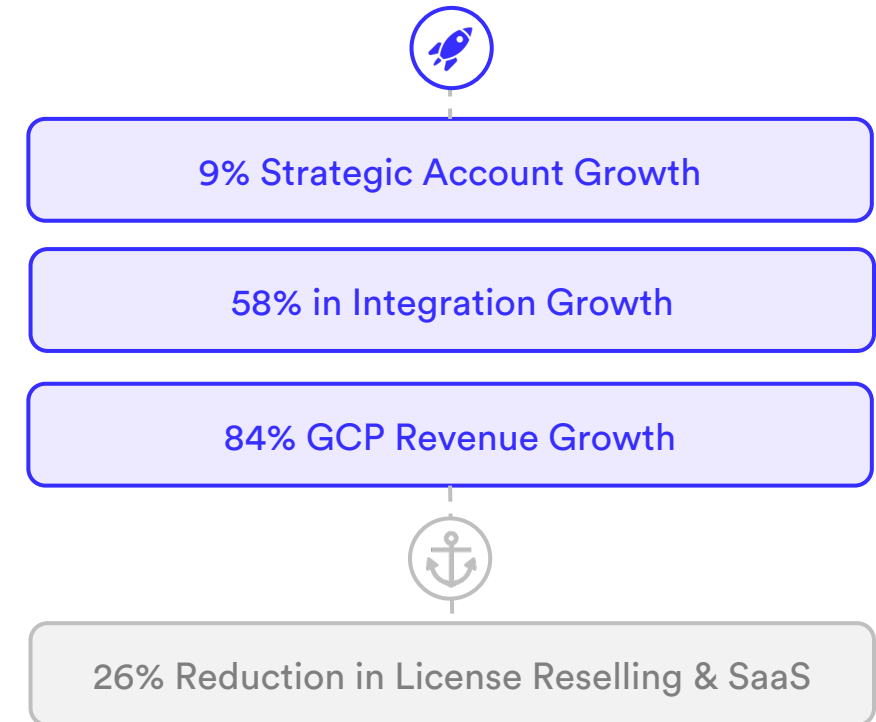
## Integration Revenue



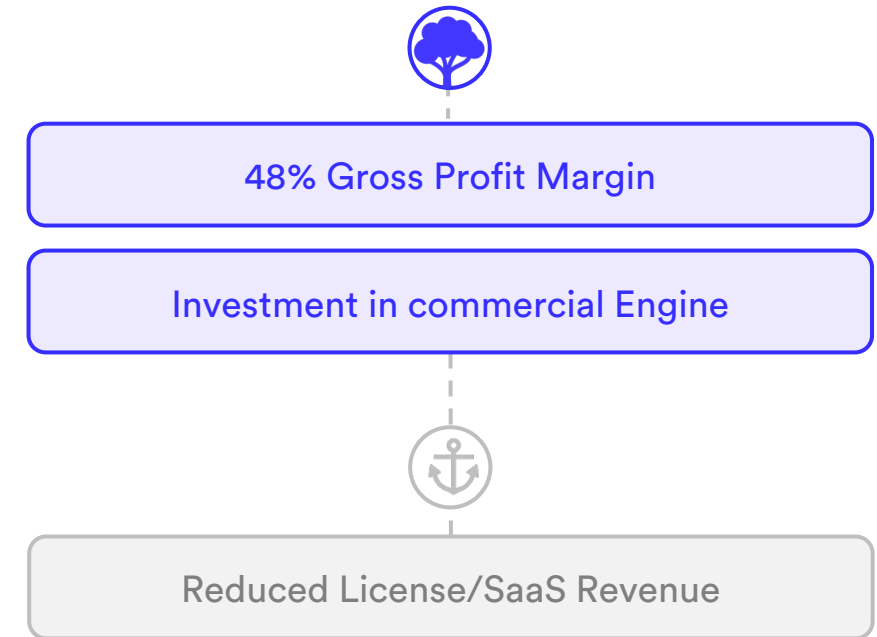
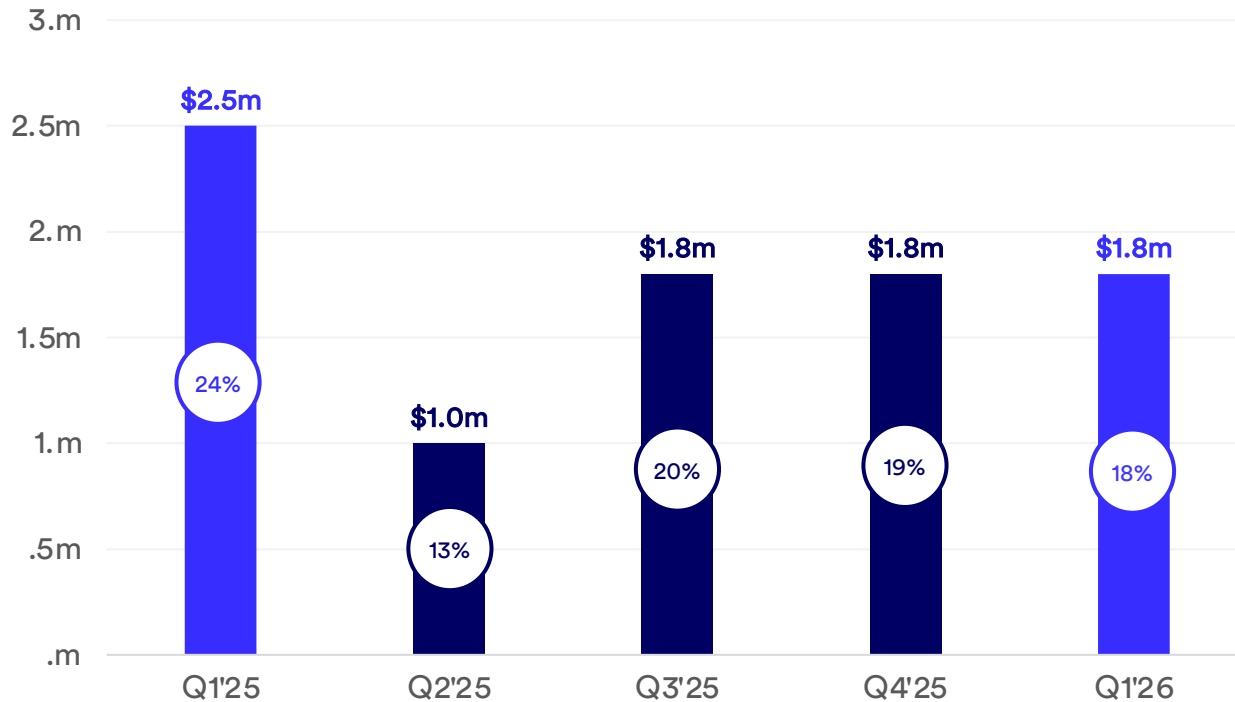
### % Of Total Revenue

Q1 25	Q1 26
11%	19%

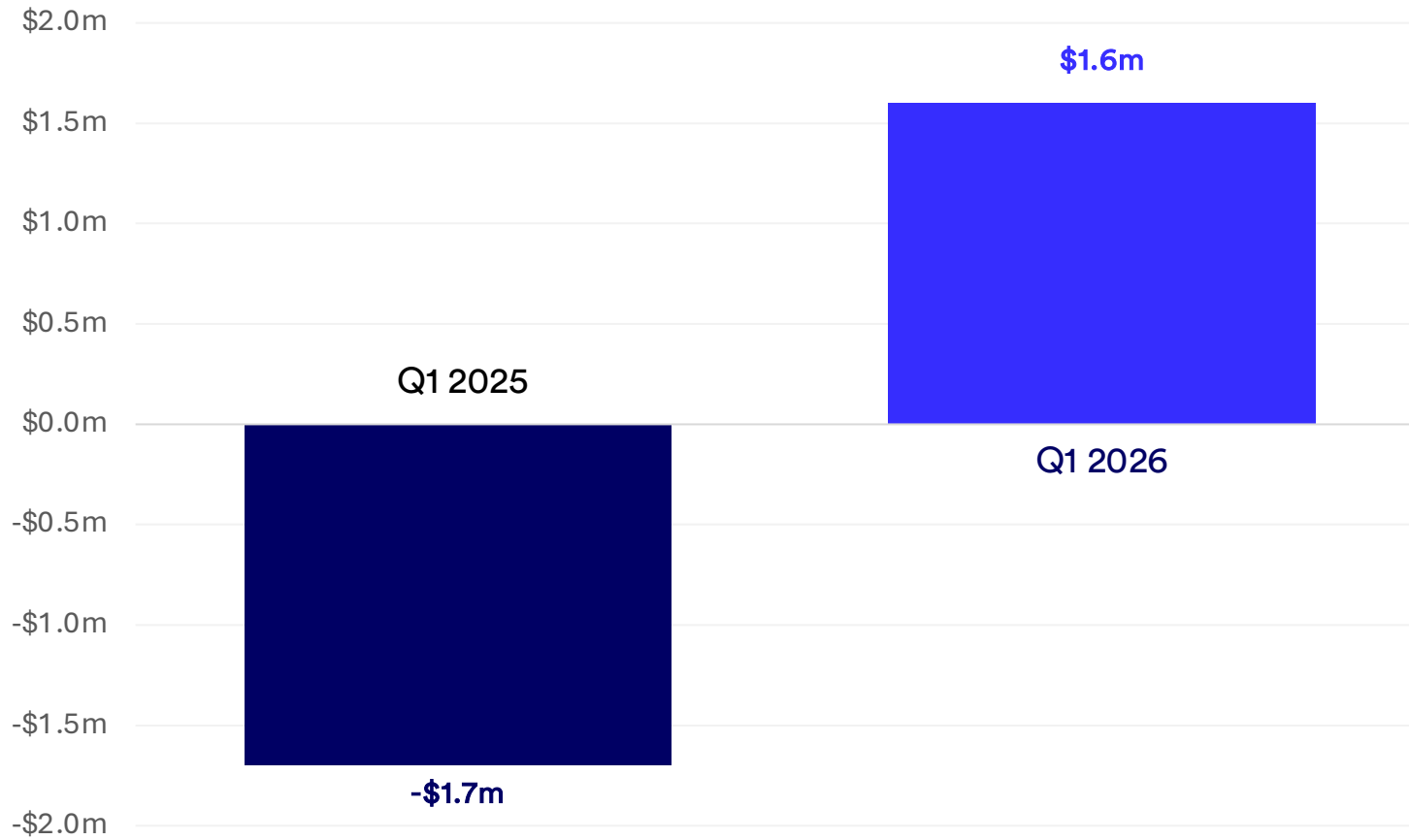
# Revenue Summary



# Adj. EBITDA Performance



# Operating Cashflow



**\$3.4m**  
improvement in  
operating cashflow

# Q1 Balance Sheet & Income KPIs

## Net Income

**Positive**

First time  
since 2024

Driven by  
**>\$1.1m**  
Income from Ops

## Cash & Liquidity

**\$1.0m**

Working  
Capital

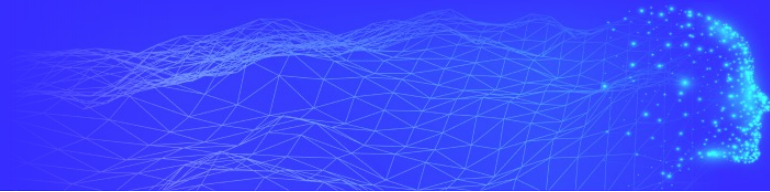
**\$4.4m**

Cash in  
Bank

## Leverage

**1.8x**

Net Debt:  
TTM Adj. EBITDA



AI-automated delivery enables margins competitors structurally cannot achieve.

## EBITDA Margin

Information Technology Services<sup>16</sup> 14%

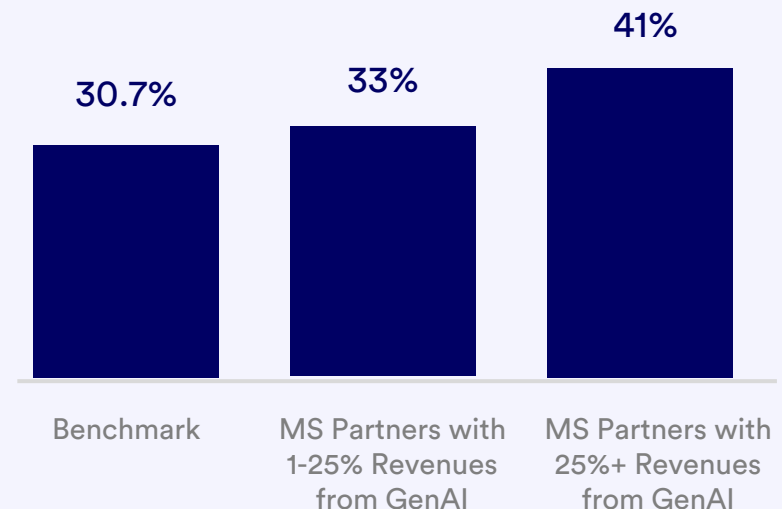
NowVertical 19%

## Underlying Services Margin

Microsoft Partners Gross Margin<sup>17</sup> 30.7%

NowVertical Gross Margin 52%

Impact of Gen AI on Margins<sup>17</sup>  
Microsoft Partner Gross Margins (Proxy)



# Capital Structure



All values as of Apr. 26 2026, unless otherwise indicated

<b>Price</b>	CAD\$0.18	<b>\$0.13</b>
<b>Shares I&amp;O</b>		<b>97.8M</b>
<b>Options, RSU, PSU</b>		<b>9.4M</b>
<b>Fully Diluted Shares</b>		<b>107.2M</b>
<b>Market Cap</b>	CAD\$19.3M	<b>\$13.9m</b>
<b>Cash (Mar. 31, 2026)</b>	CAD\$6.1M	<b>\$4.4M</b>
<b>Total Debt (Mar. 31, 2026)</b>	CAD\$23.5M	<b>\$16.9M</b>
<b>Enterprise Value</b>	CAD\$36.7M	<b>\$26.4M</b>
<b>Management Ownership*</b>		<b>~27%</b>

**Organic Growth Engine powered by 5 key levers**

## Enterprise account headroom

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

Driven By Customer & Finance Data Specialization

## High Value Contracts

US\$500k - \$1m+ within top 30 accounts.

Driven By the start-small-scale-fast model

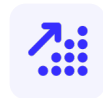
## Scalability

500+ Global Team with India & Argentina Delivery Powerhouse

Driven By AI automation decoupling revenue from headcount



## Critical Technology Partnerships



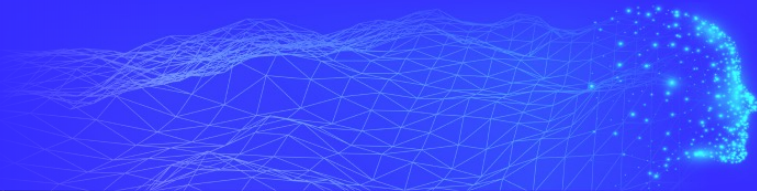
## Growth Markets



**Primed for future inorganic growth to accelerate returns**

**Proven acquisition and integration model**

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

**NowVertical Acquired Business**

**Significantly invested**

## Board of Directors

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