NowVertical

July 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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NowVertical At A Glance

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

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

Key Investor Considerations

NowVertical
Transforming Data into Business Value with AI, Fast

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 20301

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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

Examples of how we deliver value to our clients

$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%	1. Customer / Finance Data Specialization 2. AI-Automated Delivery 3. 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)

TAM

$588bn

AI consulting, implementation, managed services (Gartner)

18% YoY growth

SAM

$206bn

Regional & Technical Footprint

SOM

$14bn

Expected AI Spend on AI Solutions and Services for Existing Strategic and Emerging Accounts in Next 2 Years

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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.

Data Governance: The bottleneck we remove

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

How we grow accounts

Stage 1:

Prove Value

($50k - $150k)

6–8 week engagement focused on one specific, measurable business outcome

- **Example: $5bn Revenue Airline** - $50K data tools assessment, delivered clear ROI on existing technology stack
- **Example: $4.5bn Financial Services Client** - started with a single data migration project

Stage 2:

Expand Across Teams

($250k - $500k)

Proven approach applied to additional departments, data domains, or geographies

- **Example: $5bn Revenue Airline** - expanded from assessment to $250K+ partnership, displacing Microsoft and Informatica
- **Example: $25bn E-Comm Giant** - won vs. Accenture, became Google Cloud showcase, grew to $600K+

Stage 3:

Enterprise-wide

($1m+ Annually)

Embedded in client's data infrastructure with high switching costs and multiple active workstreams

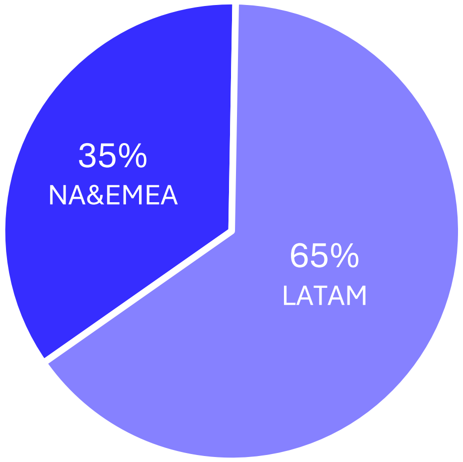
- **Example: $1.5bn Trade Show Giant**- started with one event, rolled out globally, 28% engagement increase, now $3M+ annually
- **Example: $22bn+ Tech Giant** - 15-year relationship, 500+ projects, $150M+ cumulative revenue

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

Revenue & Operating Model

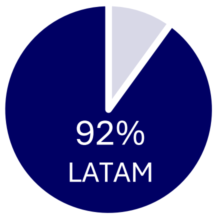
Our Revenues

83%
Solution & Services



Enterprise Accounts

17%
Products & Reselling



Enterprise + Midmarket

Our Business Model

Proven Sustainable Operations

50%
Gross Margin

19%
EBITDA Margin

Proven Enterprise Value

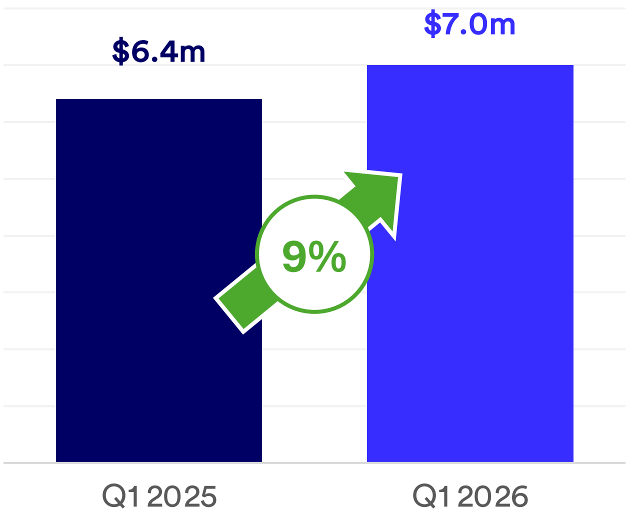
67%
Revenue comes from Top 30 Strategic Accounts

$5.2m
Current Average LTV Top 30 Strategic Accounts

Operator First, Invested Leadership
(15% Management Ownership)

Revenue Drivers In Q1

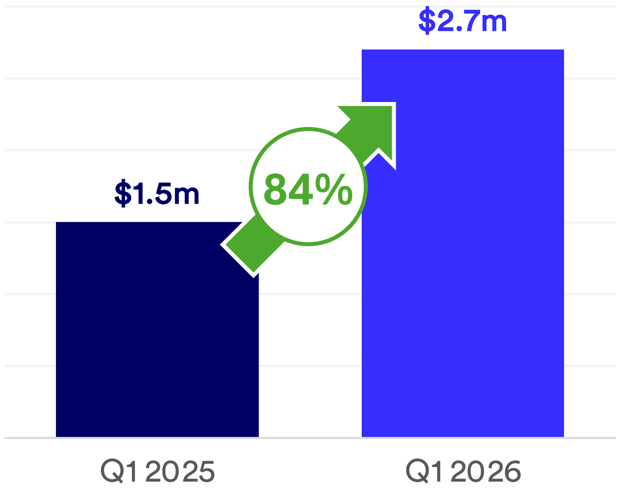
Top 30 Strategic Accounts



% Of Total Revenue

Q1 25	Q1 26
62%	73%

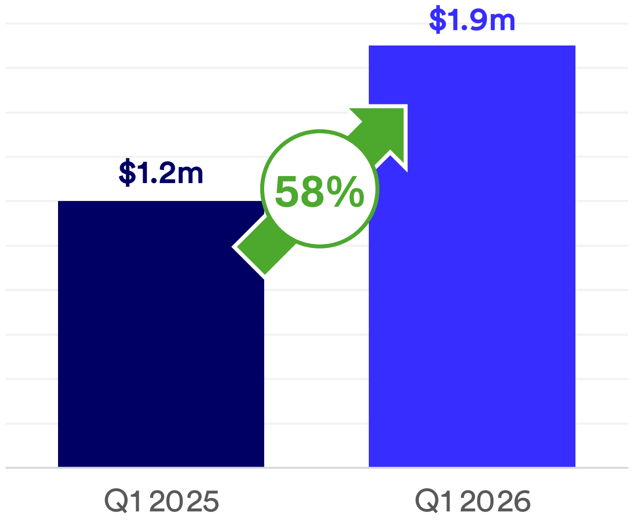
Google Cloud Revenue



% Of Total Revenue

Q1 25	Q1 26
13%	27%

Integration Revenue



% Of Total Revenue

Q1 25	Q1 26
11%	19%

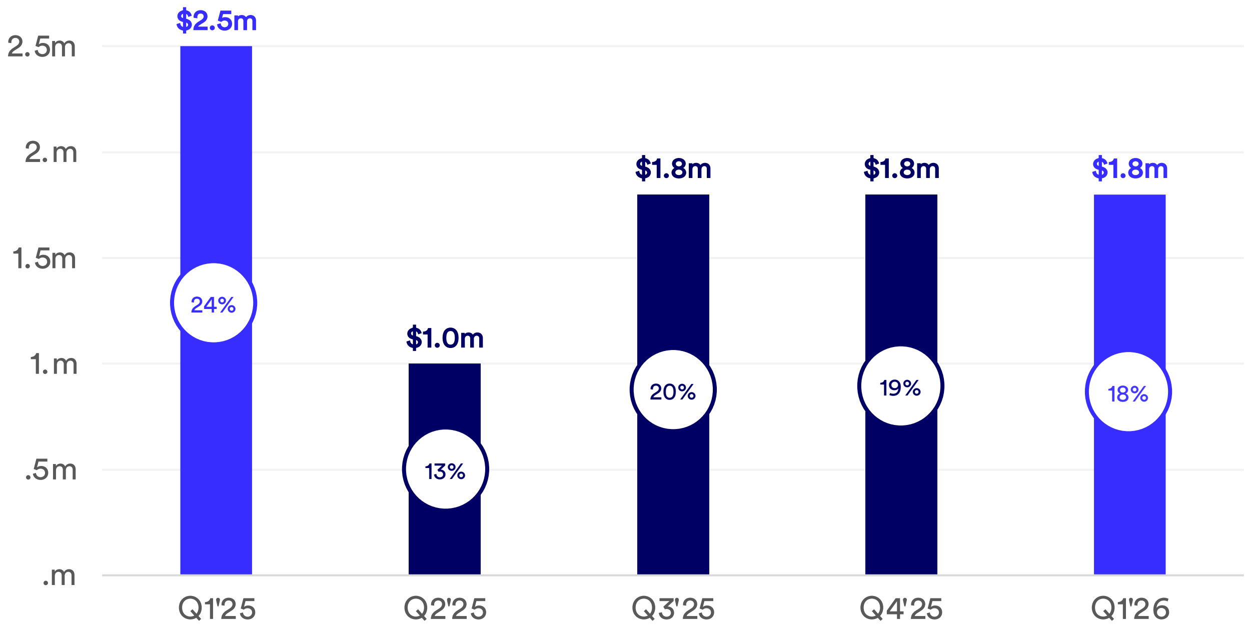
All figures expressed in USD.

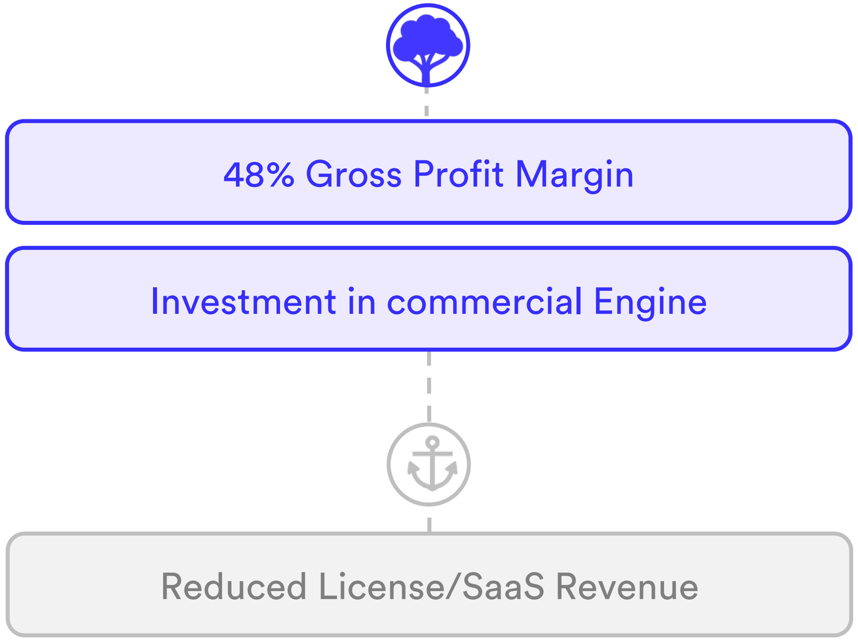
Revenue Summary

- 9% Strategic Account Growth
- 58% in Integration Growth
- 84% GCP Revenue Growth
- 26% Reduction in License Reselling & SaaS

All figures expressed in USD.

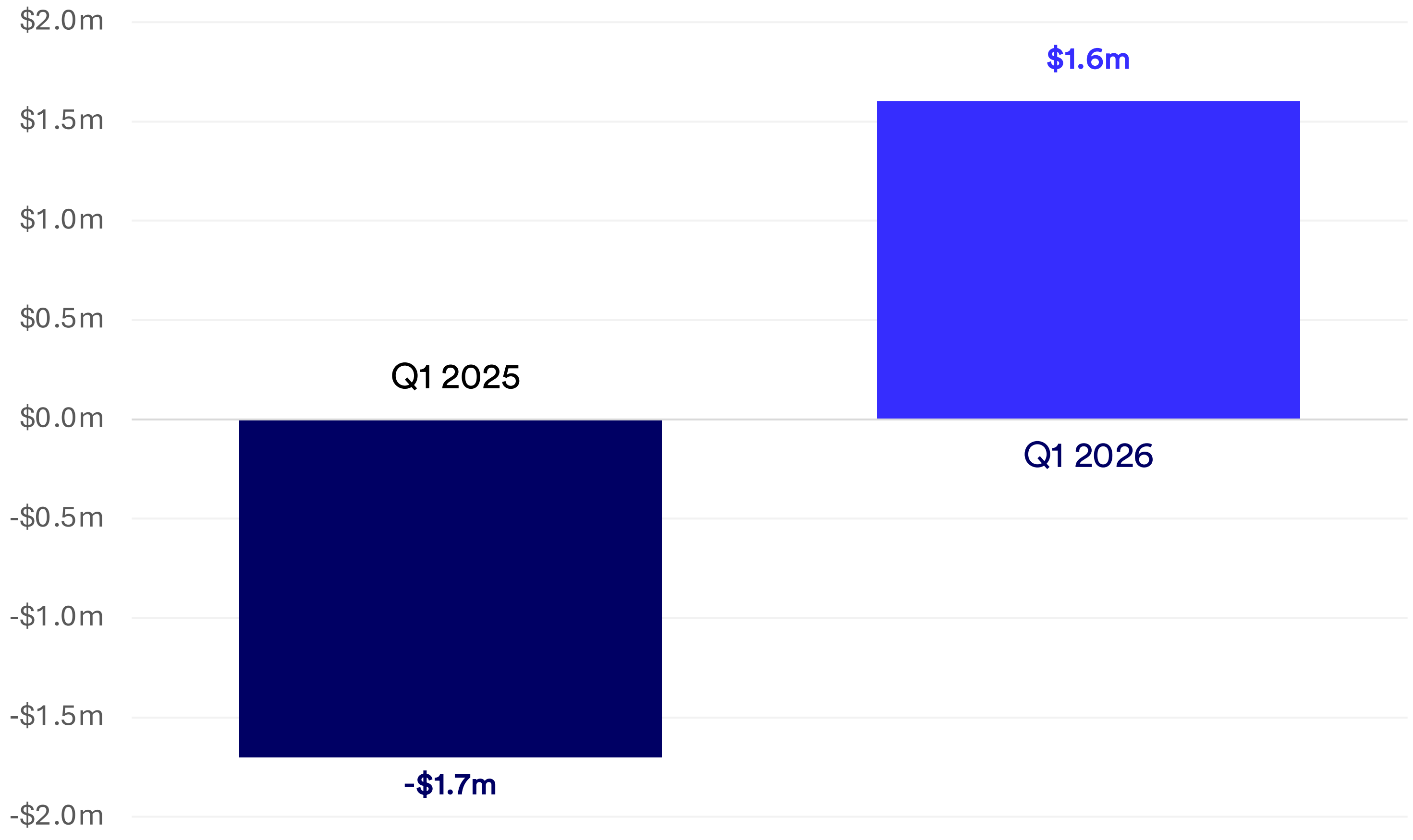
Adj. EBITDA Performance





All figures expressed in USD.

Operating Cashflow



$3.4m

improvement in operating cashflow

All figures expressed in USD.

Q1 Balance Sheet & Income KPIs

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Net Income		Cash & Liquidity		Leverage
Positive First time since 2024	Driven by **>$1.1m** Income from Ops	**$1.0m** Working Capital	**$4.4m** Cash in Bank	**1.8x** Net Debt: TTM Adj. EBITDA

All figures expressed in USD.

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Operating Model & Margins

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AI-automated delivery enables margins competitors structurally cannot achieve.

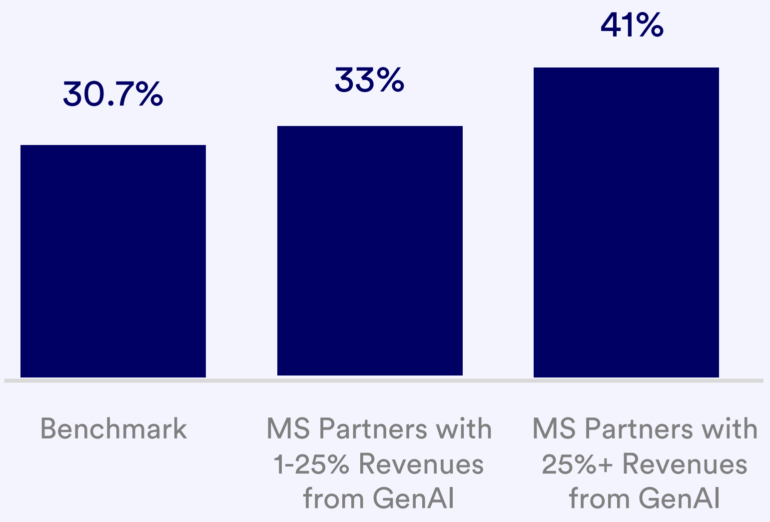
EBITDA Margin

Information Technology Services[16]	14%
NowVertical	19%

Underlying Services Margin

Microsoft Partners Gross Margin[17]	30.7%
NowVertical Gross Margin	52%

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



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Capital Structure

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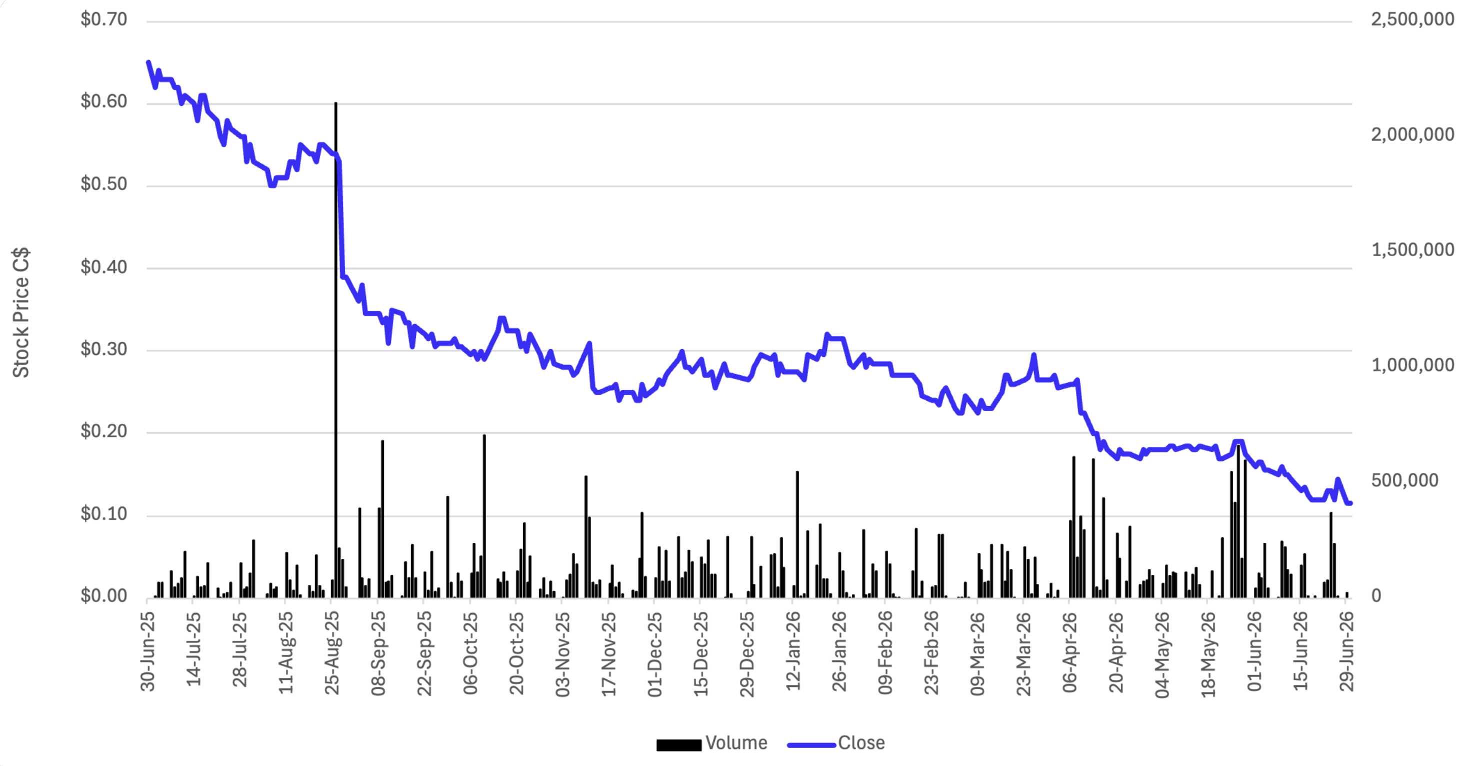

All values as of June. 30 2026, unless otherwise indicated		
Price	CAD$0.105	**$0.08**
Shares I&O		**97.8M**
Options, RSU, PSU		**9.4M**
Fully Diluted Shares		**107.2M**
Market Cap	CAD$11.3M	**$8.1m**
Cash (Mar. 31, 2026)	CAD$6.1M	**$4.4M**
Total Debt (Mar. 31, 2026)	CAD$23.5M	**$16.9M**
Enterprise Value	CAD$28.7M	**$20.7M**
Management Ownership*		**~15%**

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Growth Strategy

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Transforming Data into Business Value with AI, Fast

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

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

Critical Technology Partnerships

aws

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

Growth Markets

Primed for future inorganic growth to accelerate returns

Proven acquisition and integration model

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The Huge AI Opportunity For NowVertical

NowVertical
Transforming Data into Business Value with AI, Fast

$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

NowVertical

2026 Outlook

NowVertical

Transforming Data into Business Value with AI, Fast

Accelerating the Growth Flywheel

Key Differentiators repeatable with NowUnlock

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

Investing on Solid Foundations

- Integration Blueprint
- Profitable Operations
- Balance Sheet with Optionality

Leadership

NowVertical
Transforming Data into Business Value with AI, Fast

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

Andre Garber ✓
Interim Chief Executive Officer

DENTONS
FASKEN

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

Santiago Trógolo ✓
EVP, LATAM

corebi
DIRECTV
SWISS MEDICAL

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

Christine Nelson, CPA, CA
Chief Financial Officer

Brookfield

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

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

NowVertical Acquired Business

✓ Significantly invested

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

B5 MEDIA | ziplocal | toronto.com

Sandeep Mendiratta *(Director)*

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

Acrotrend | DATAMATICS | Deloitte.

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

tiny | REDKNEE | TeraGo

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

CAPCO | ElectricMind | FIS

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

DUNDEE CORPORATION | ECHELON | NATIONAL BANK

All figures expressed in USD.

Closing Summary

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.

Appendix

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