NowVertical

Q2 2026 Update

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

www.nowvertical.com

NowVertical Group TSXV: NOW

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Non-IFRS Financial Measures

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 six months ended June 30, 2026, 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 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.

"TTM Adjusted EBITDA" means Adjusted EBITDA for the trailing month period ending June 30, 2026.

This presentation also includes various supplementary financial measures as such term is defined in National Instrument 52-112 – Non-GAAP and Other Financial Measures, including:

"Gross Margin %" is a supplementary financial measure that indicates the percentage of revenue remaining after costs of revenue. This ratio is calculated by dividing gross profit by revenue.

"% Revenue from top 30 accounts", "Revenue from top 30 accounts", "% Revenue from clients with relationships over 1 year", "Data & Analytics Solutions and Services Revenue %", "Technology Licence Reselling Revenue %" and "Google Cloud Performance Revenue", which are supplementary financial measure used to present the Company's revenue by segment or source and are calculated by dividing the applicable category of revenue by total revenue for the applicable period and, where applicable, expressing the result as a percentage.

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Q2 Management Updates

About NowVertical

NowVertical
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Domain Expertise	Delivery Excellence	Superior Value
We're experts in connecting customer and finance data	**We start small, prove it fast, then scale**	**We leverage AI & offshore for speed and efficiency**

Resulting in

Global Client base including 30+ accounts with lifetime values exceeding $5 million

HALEON · Taylor & Francis Group (an informa business) · Rank Group · NAOS · NHS · LATAM · Telefónica · speedo · Disney · AstraZeneca · Nike · Adobe · The Economist · sky · informa · LACOSTE · GSK · logitech · RX · raizen · paloalto networks · Macro · Liberty Latin America · NaranjaX · La Voz · Bayer

All figures expressed in USD.

Revenue & Operating Model

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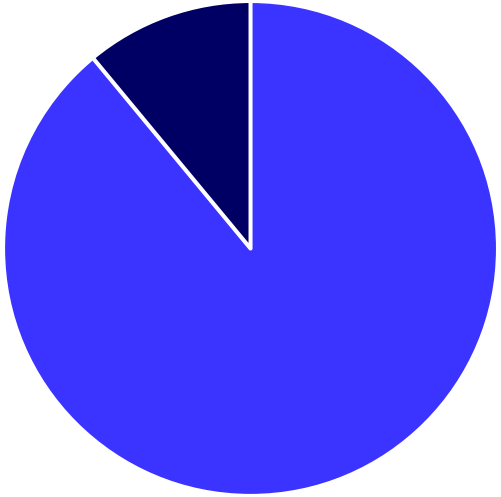
Core Revenue Streams



89%[1]
Data & Analytics Solutions and Services

11%[1]
Technology Licence Reselling

Sustained Strong Margins

50%[1]
Gross Margin

High Value Delivery

85%[1]
Revenue comes from Top 30 Accounts

Sticky Client Relationships

92%[1]
Revenue from clients with relationship over 1 year

All figures expressed in USD.
1 Supplementary financial measures. See “Non-IFRS Financial Measures” on slide 3.

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Philip Jones

Financial Update

YoY Revenue Summary

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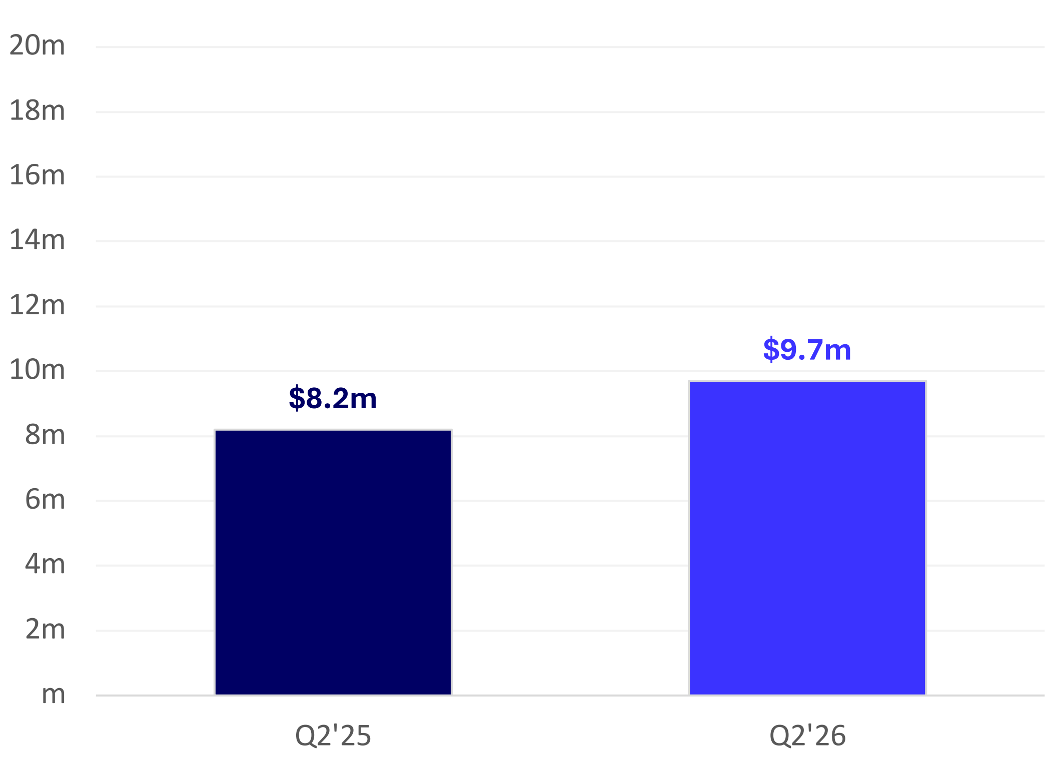
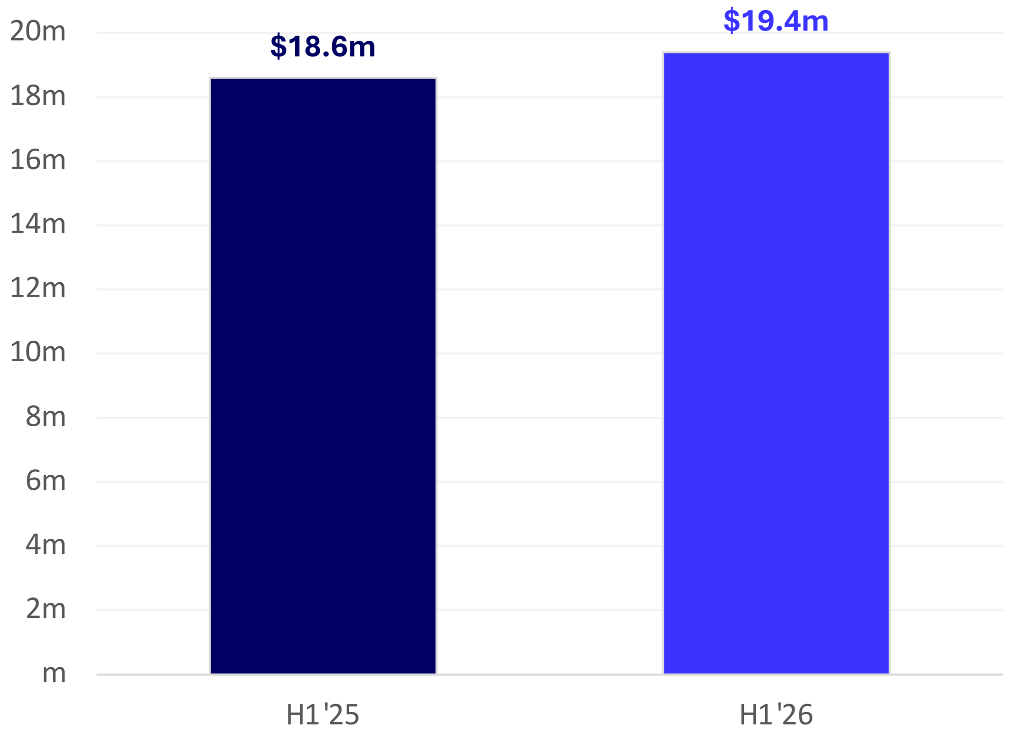
Q2 Revenue

18% YoY



H1 Revenue

4% YoY



All figures expressed in USD.

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QoQ Revenue Focus

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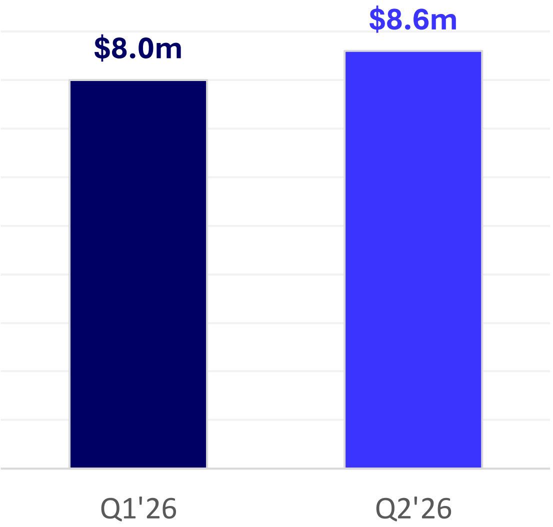
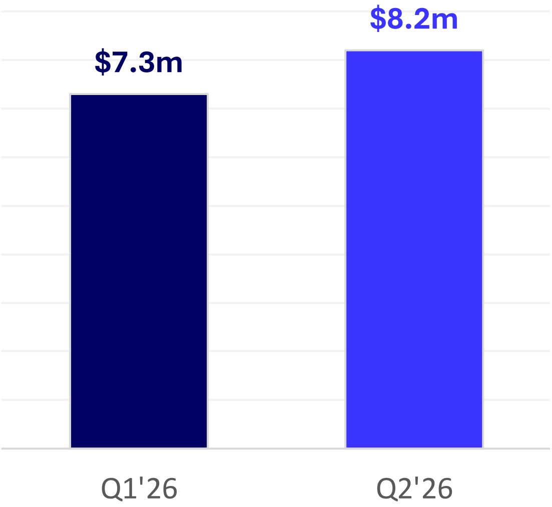
Data Analytics Solutions & Services Revenue



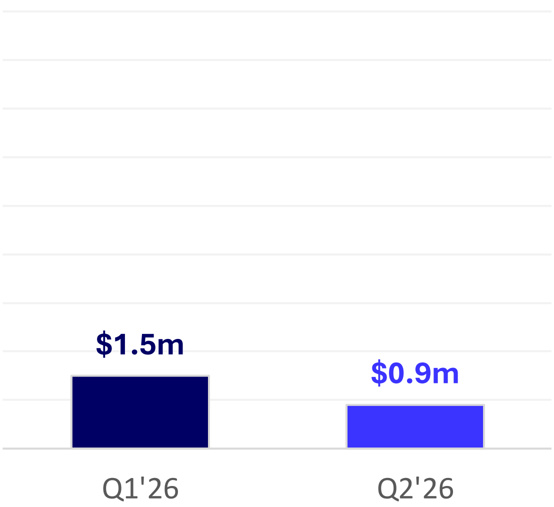
⬆ 7% QoQ

Revenue from Top 30 Accounts



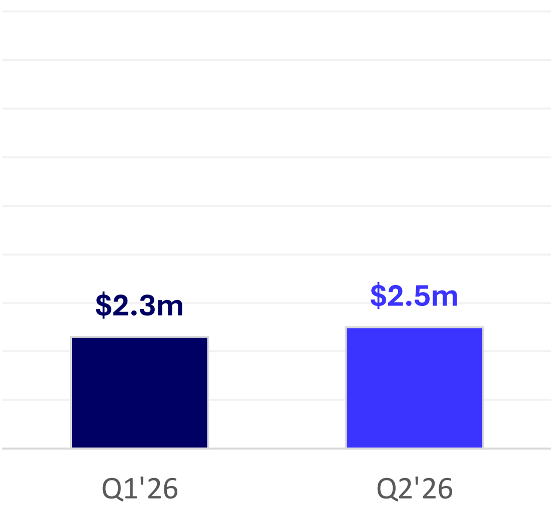
⬆ 12% QoQ

Reselling Revenue



⬇ 40% QoQ

Google Cloud Platform Revenue[1]



⬆ 10% QoQ

All figures expressed in USD. |
Note: [1] Revenue from Top 30 Accounts and Google Cloud Platform Revenue are (i) included within the Data Analytics and Reselling revenue streams, and (ii) supplementary financial measures – see "Non-IFRS Financial Measures" on slide 3.

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YoY Adjusted EBITDA & Net Income

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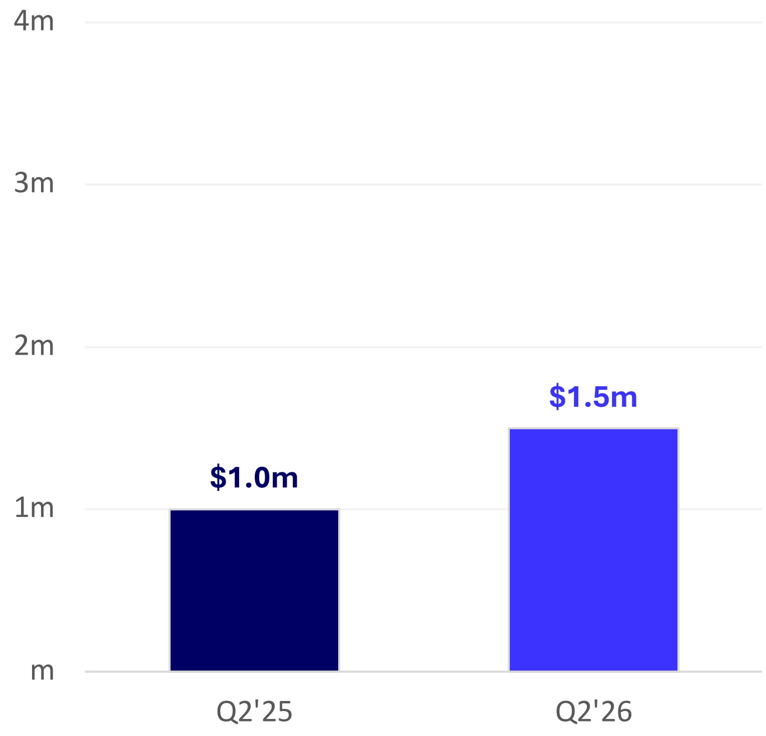
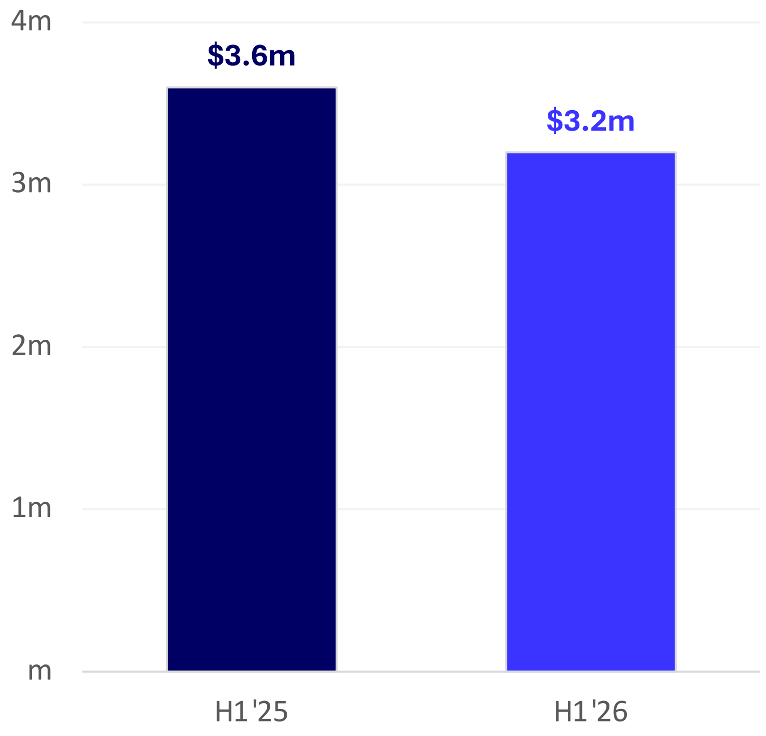
Q2 Adjusted EBITDA[1]

41% YoY



H1 Adjusted EBITDA[1]

10% YoY



Net Income

-$1.3m
2025 H1 Net Income

$0.2m
2026 H1 Net Income

+$1.5m
H1 Net Income Improvement

All figures expressed in USD.
Note: [1] Adjusted EBITDA is a non-IFRS financial measure. See “Non-IFRS Financial Measures” on slide 3.

Balance Sheet Indicators

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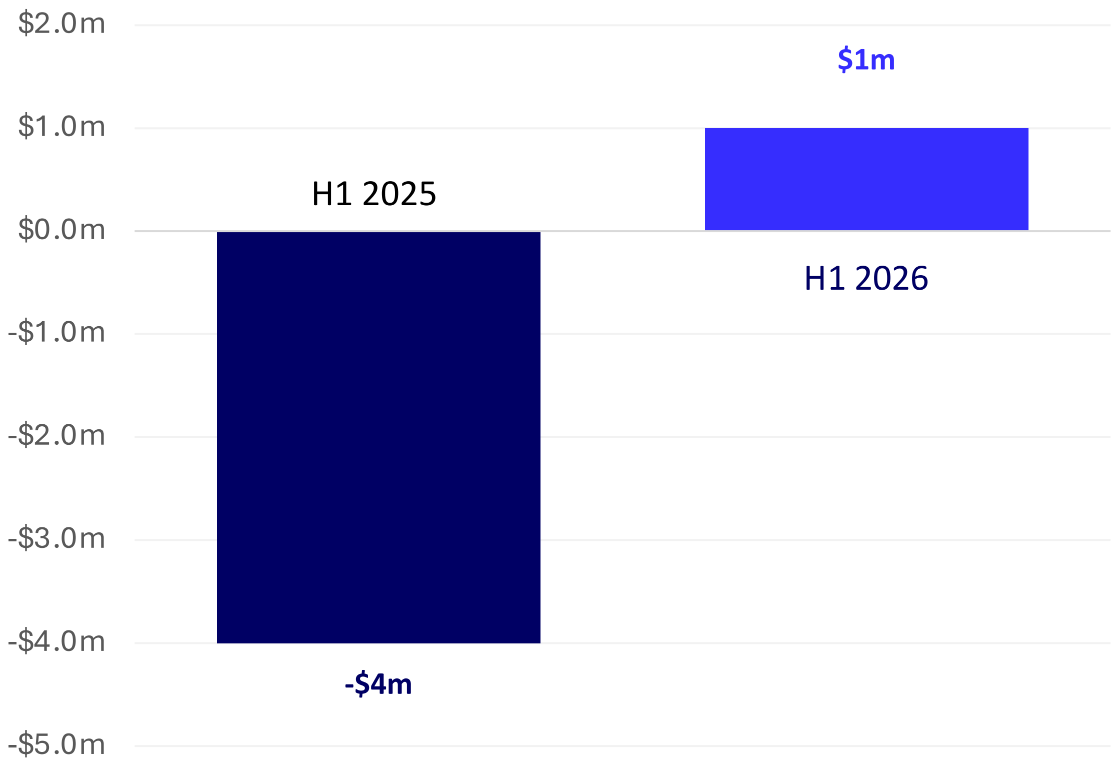
Cashflows from operations



$2.3m Working Capital

1.8x Net Debt: TTM Adj. EBITDA[1]

All figures expressed in USD.
Note: [1] TTM Adj. EBITDA is a non-IFRS measure. See “Non-IFRS Financial Measures” on slide 3.

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Market Opportunity

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Gartner forecasts worldwide spending on AI services to grow at 34%[1]

$439 bn
2025

$589 bn
2026

Enterprises increasingly require integrated, reliable and accessible data and modern technology infrastructure to support AI deployment at scale.

- Expansion within existing accounts
- New client acquisition across all geographic regions
- Growth in partnership with Google Cloud

All figures expressed in USD.
[1] Gartner, "Gartner Says Worldwide AI Spending Will Total $2.5 Trillion in 2026," January 15, 2026.

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NowVertical Metrics

Total Revenue – Q2 2026		Revenue by Client Tenure – Q2 2026		
<$100k Clients	>$100k Clients	<1 Year	1-2 Years	>2 Years
$2.2m	$7.5m	$0.7m	$2.7m	$6.3m

Core Client KPIs

Data Analytics Solutions & Services	Top 30 Accounts	Google Cloud Platform Revenue	Reselling Revenue

All figures expressed in USD.

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Q&A

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