



MARKETING | TECHNOLOGY | COMMERCE
Powering Consumer Engagement

AlphaNorth Capital Event- 2026 Investor Presentation

(TSX-V: ICGH)



Duncan McCreedy, CEO and Director

January 17, 2026 | Confidential

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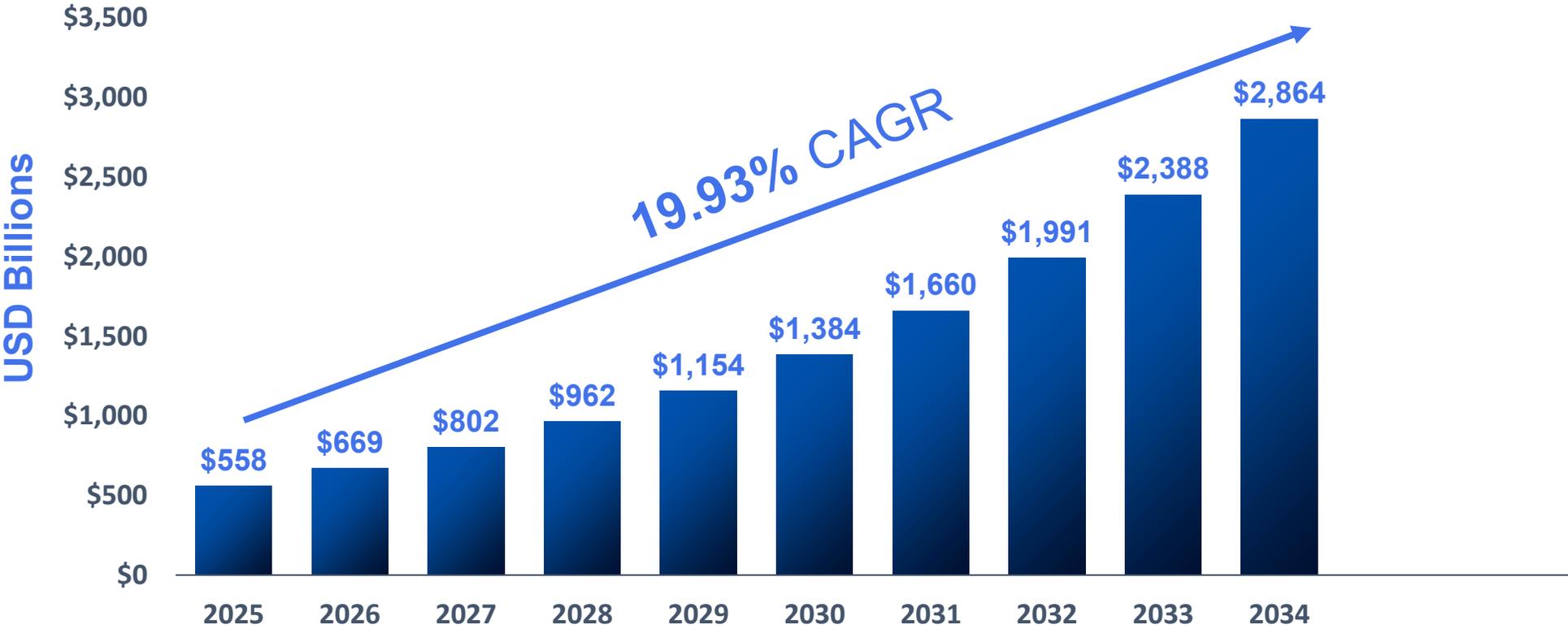
“

We engage consumer audiences at scale driving commerce and data for brands and 90+ professional sports teams.

”

Duncan McCready, CEO and Director

Marketing Technology Sector Experiencing Strong Growth



Source: Grand View Research: Marketing Technology Market Summary

Strong 2025 Growth – YoY

9-month Period Ending September 30, 2025

\$19.8 million **+ 59%**

Total Revenue
YTD 2025 vs YTD 2024

\$9.2 million **+ 103%**

Mobile Messaging Revenue
YTD 2025 vs YTD 2024

\$9.0 million **+ 39%**

Gross Profit (46% of Revenue)
YTD 2025 vs YTD 2024

\$9.1 million **+ 36%**

Digital Engagement Revenue
YTD 2025 vs YTD 2024

Over 68% **+ 10%**

Annual Recruiting Revenue
YTD 2025 vs YTD 2024

\$0.7 million

Adjustment EBITDA
YTD 2025 vs YTD 2024

One Business

3 Growth Engines

ic engage

Digital Promotions

ic mobile

Mobile Messaging

ic insurance

Insurance Solutions



Digital Engagement

- Marketing Technologies
- Digital Promotions
- Social Media
- Incentives and Rewards
- Gamification

Revenue Model

- SaaS fees
- Professional service fees
- Commissions

**The customer logos shown represent a selection of organizations that are either current or past clients of IC Group Holdings Inc. and its subsidiaries. This is not an exhaustive list of clients and is provided for illustrative purposes only.*

***The logos shown represent a selection of leagues in which current or past clients of IC Group Holdings Inc. and its subsidiaries operate in. This is not an exhaustive list and is provided for illustrative purposes only.*

SELECT ENTERPRISE CUSTOMERS*



Wild Fork



PEPSICO

SELECT TEAM CUSTOMERS*



Toronto Blue Jays



Orlando Magic



Atlanta Falcons



Winnipeg Jets

90+ LIVE EVENT OPERATORS ACROSS THE FOLLOWING LEAGUES**





Mobile Messaging

- 1 of only 3 Aggregators in Canada
- Billions of Messages Annually Delivering:
 - Security Authentication
 - Notifications and Transactions
 - Marketing and Promotions

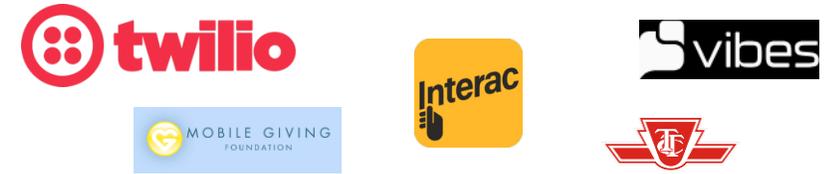
Revenue Model

- Messaging Traffic Fees
- Professional Service Fees

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*** Represents a selection of brands that we currently or have processed messaging through our messaging gateway on behalf of our customers.*

CUSTOMER EXAMPLES*

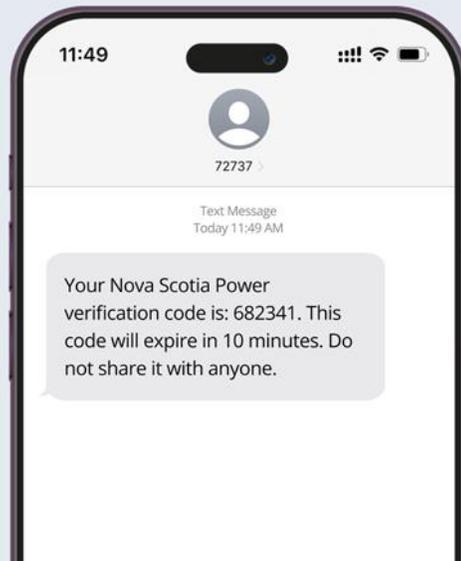


BRAND TRAFFIC THRU MESSAGING GATEWAY**



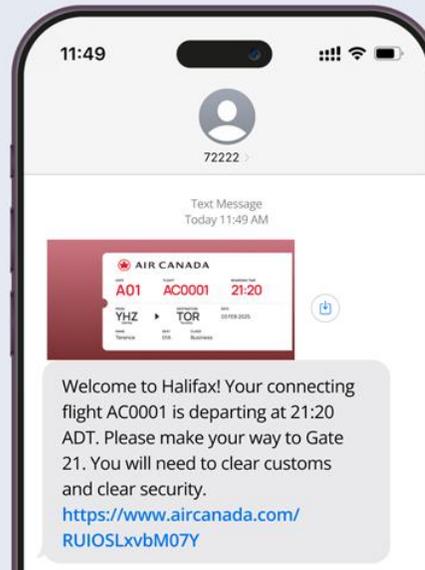
Two-factor authentication

SMS



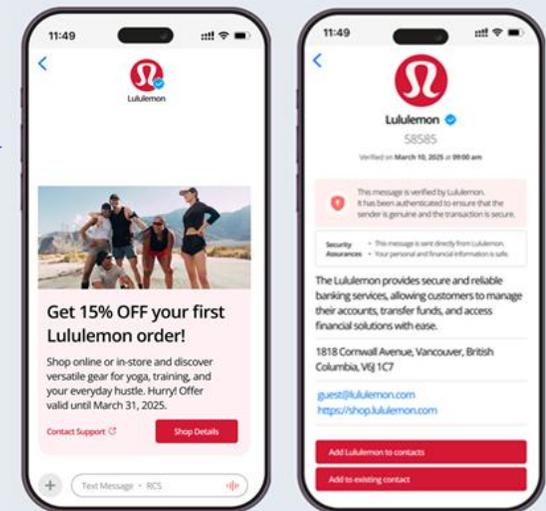
Real-time notifications with graphics.

MMS



Interactive experience with rich content and utilization of AI

RCS





Specialty Insurance

- Event Cancellation
- Crisis Management
- Terrorism
- Liability
- Prize Pools – Skills Based Events
- Promotions & Incentives
- Contractual Bonus

Revenue Model

- Transactional
- Services & Professional Fees
- Profit Commissions

**The brand logos shown represent a selection of organizations that are either current or past clients or partners of IC Group Holdings Inc. and its subsidiaries. This is not an exhaustive list of clients and is provided for illustrative purposes only.*

BRANDS*



Live Event Coverage

Concerts, festivals, conferences, and sports.



Prize Promotions

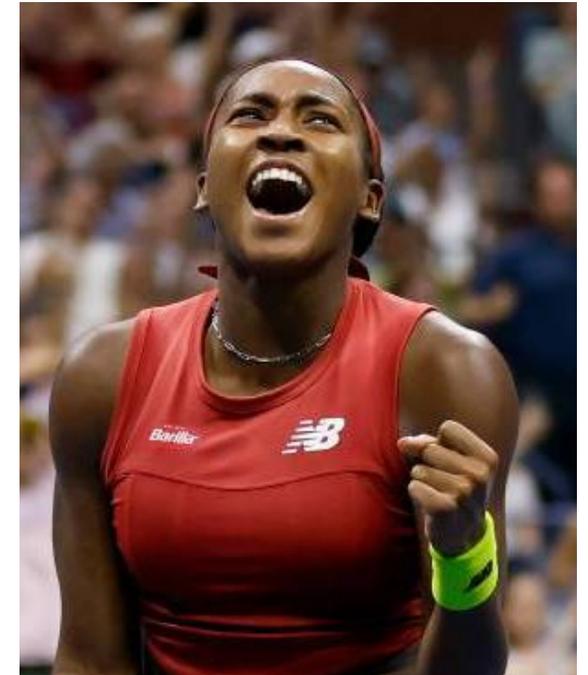
Empowering brands to deliver bold, high-dollar value promotions with confidence.

Wild Fork.
Summer Sizzle
OVER **\$1 MILLION** IN PRIZES UP FOR GRABS
PLAY FOR A CHANCE TO WIN INSTANTLY

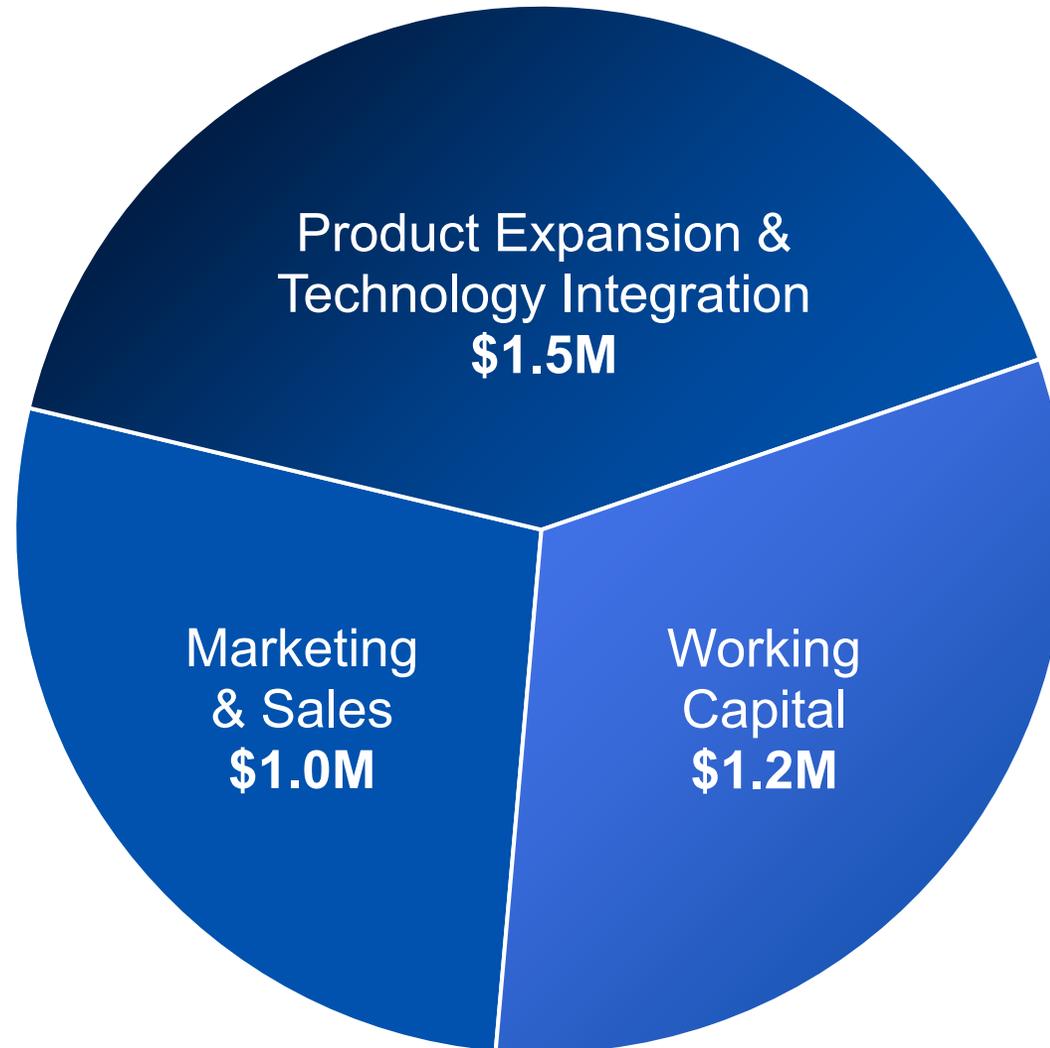


Contractual Bonus

Insuring performance-based incentives for athletes, teams or consumers.



Investment to Drive ARR Growth



2024–2025

Story For 2026

2027 And Beyond

Executed Milestones

- Transitioned to a public company (TSXV) – Feb 21, 2025.
- Completed strategic acquisitions forming IC Engage, IC Mobile, and IC Insurance.
- Successfully raised \$3.75 million to fund growth - Dec 19, 2025.
- Diversified customer base across 3 business segments.
- Secured multi-year enterprise contracts with a Fortune 100 technology leader – Jun 19, 2025.
- Strong operational execution delivering 59% YTD Revenue Growth over same period in 2024.

Mobile Scale & Product Expansion

- Expansion of messaging channels improving revenue and margin take rates.
- Similar Growth to 2024 in messaging volumes with diversity across new messaging channels.
- Strategic investments in technology to support RCS Messaging and the expansion of live event solutions to commercialize data and brand activations.
- Development of new partnerships and enterprise customers to leverage proven consumer engagement platform.

Re-Rating & Strategic Optionality

- Stable, recurring enterprise revenue base established, supports premium valuation multiples
- Cross-sell across Engage, Mobile, and Insurance increases lifetime value
- Improved free cash flow visibility broadens investor universe beyond growth-only mandates
- Strategic optionality emerges

Public platform built • acquisitions integrated • capital secured • revenue quality proven • valuation re-rates

Cap Table

Market Capitalization

Common shares outstanding	41.0M
IC Group Options (\$0.75 exercise price)	2.1M
Capital Options (\$0.86 exercise price)	0.3M
Financing Warrants (\$1.20 exercise price – 02/29/29 - \$1.83M)	1.5M
Financing Warrants (\$0.65 exercise price – 06/29/29)	3.76M
Finder's Warrants (\$0.50 exercise price – 06/29/29)	0.28M
Common share price (as of January 12, 2026)	<u>\$ 0.55</u>
Market capitalization	\$ 22.6M

Why Invest?

- Enterprise-Grade, Global Customers
- Strong, Consistent Revenue Growth
- 68% ARR Providing Visibility to Future Performance
- Diversified, Scalable Business Model
- Attractive Entry Valuation



Duncan M'Creedy, CEO and Director

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Disclaimer & Confidentiality Notice

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