



MARKETING | TECHNOLOGY | COMMERCE  
Powering Consumer Engagement

# Investor Presentation

(TSX-V: ICGH)



Duncan M'Creedy, CEO and Director



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Certain statements herein relating to IC Group Inc. (“IC Group” or the “Company”) constitute “forward-looking statements”, within the meaning of applicable securities laws, including without limitation, statements regarding future estimates, business plans and/or objectives, sales programs, forecasts and projections, assumptions, expectations, and/or beliefs of future performance. Forward-looking statements include, but are not limited to, statements with respect to commercial operations, anticipated revenues, the overall projected size of the market and other information that is based on forecasts of future results and other key management assumptions. The Company assumes no responsibility to update or revise forward-looking information to reflect new events or circumstances unless required by law.

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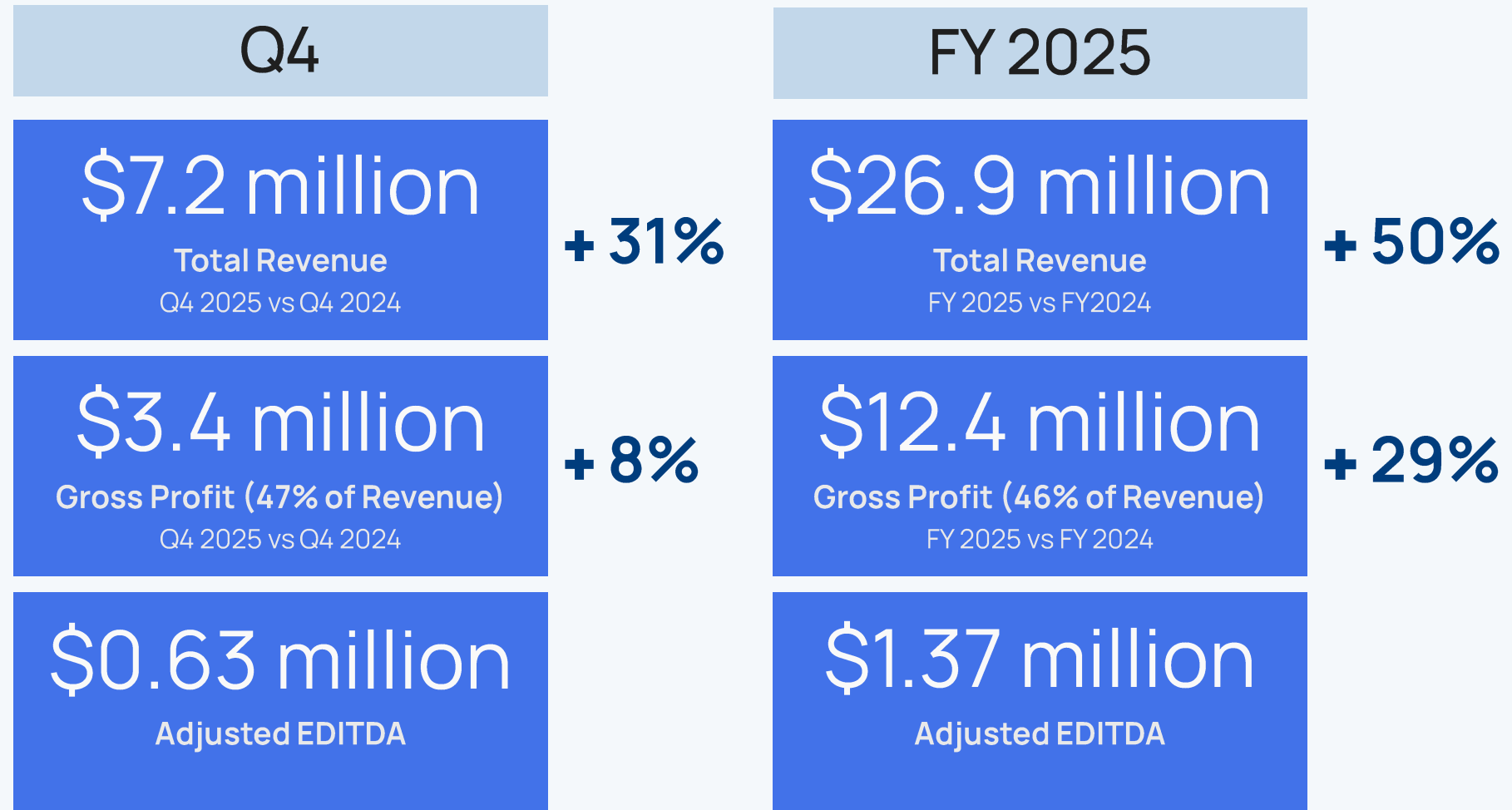
Duncan M<sup>c</sup>Cready,  
CEO and Director



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

# Strong 2025 Growth – YoY

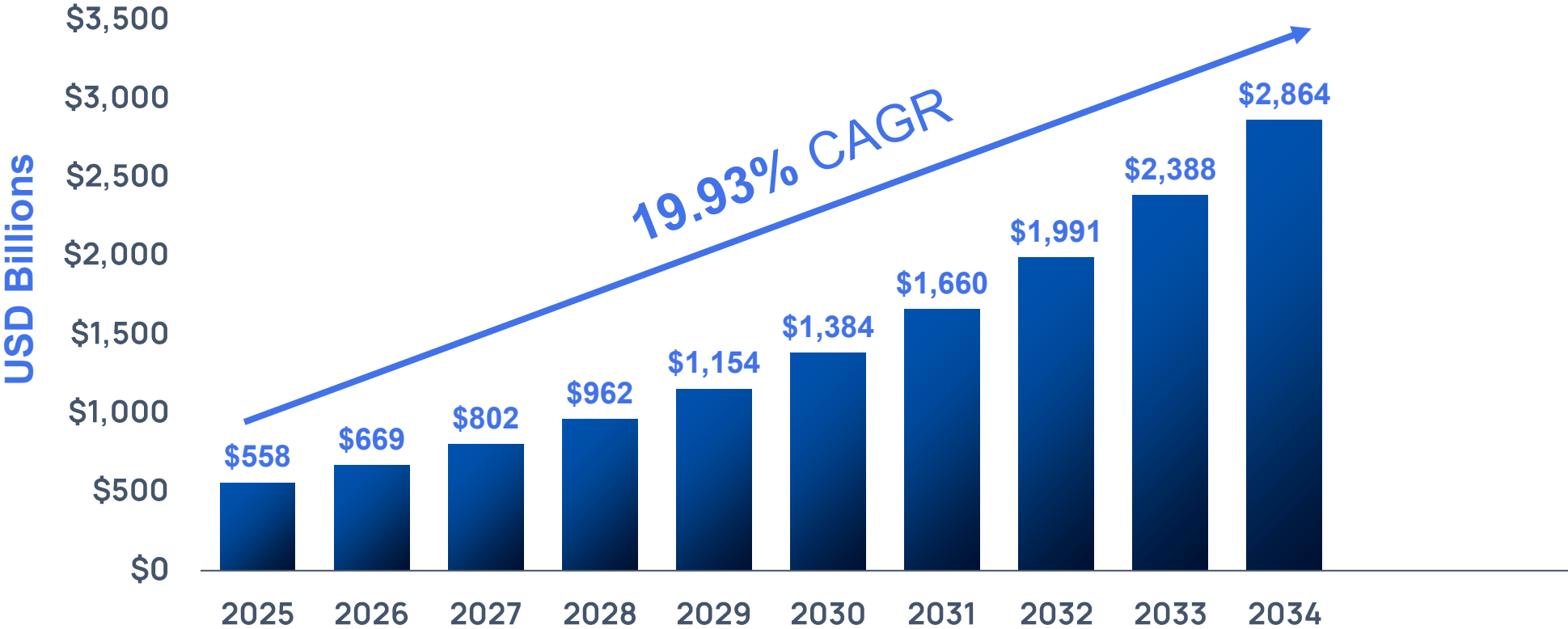
3 and 12-month Period  
Ending December 31, 2025



## Over 68%

Annual Recurring Revenue

# Marketing Technology Sector Experiencing Strong Growth



Source: Grand View Research: Marketing Technology Market Summary

# Building a Diversified, Integrated Consumer Engagement Platform

 **engage**

Digital Promotions

 **mobile**

Mobile Messaging

 **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\*\*





Draft Kings  
Trend  
Genius



Microsoft  
Ultimate  
Giveaway



Hockey Canada  
2025 World Juniors

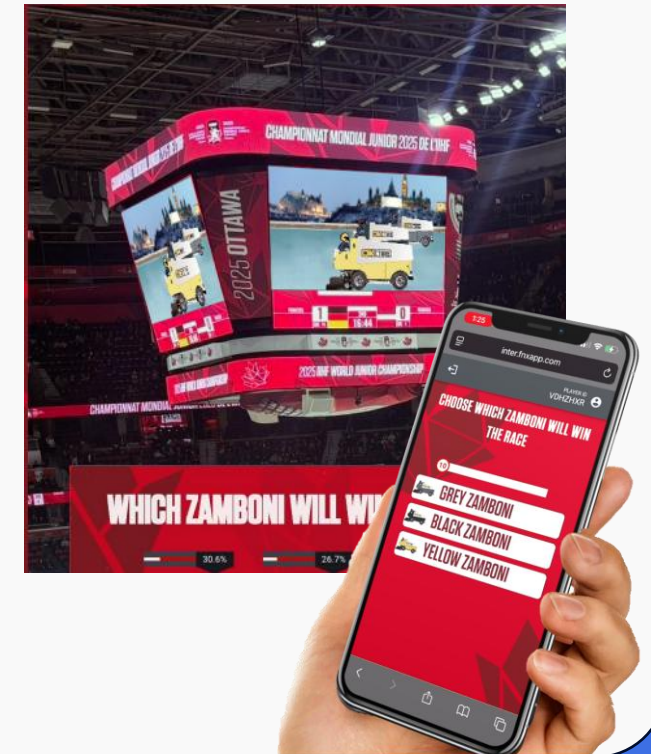
Activating offers based on social trends like sport outcomes to generate leads.



Embedding promotions in customer ecosystems i.e. MS Store, Xbox, Social Channels



Interacting with over 150,000 fans capturing valuable data for sponsors and organizers.





## Mobile Messaging

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

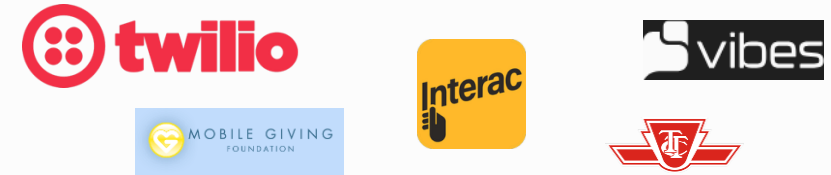
## Revenue Model

- Messaging Traffic Fees
- Professional Service Fees

*\*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.*

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

## CUSTOMER EXAMPLES\*

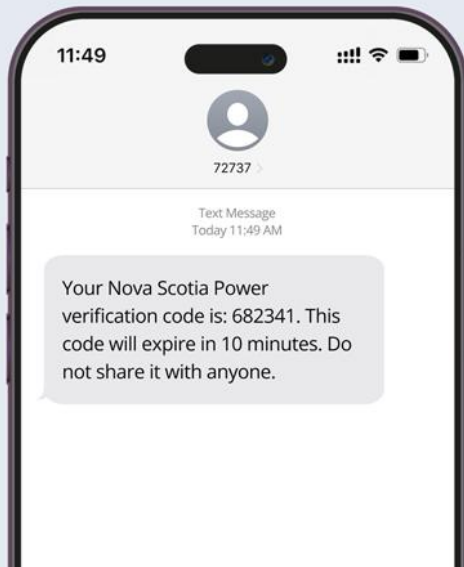


## BRAND TRAFFIC THRU MESSAGING GATEWAY\*\*



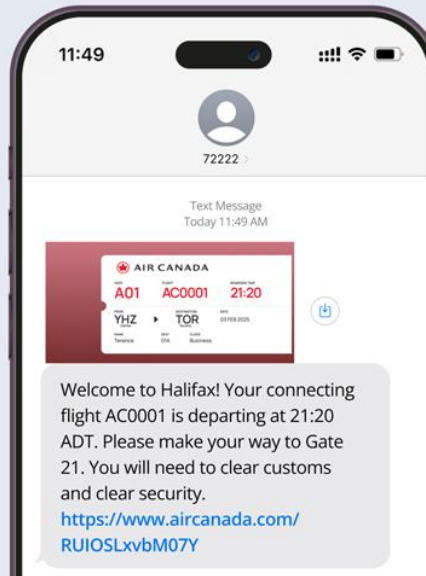
### Two-factor authentication

## SMS



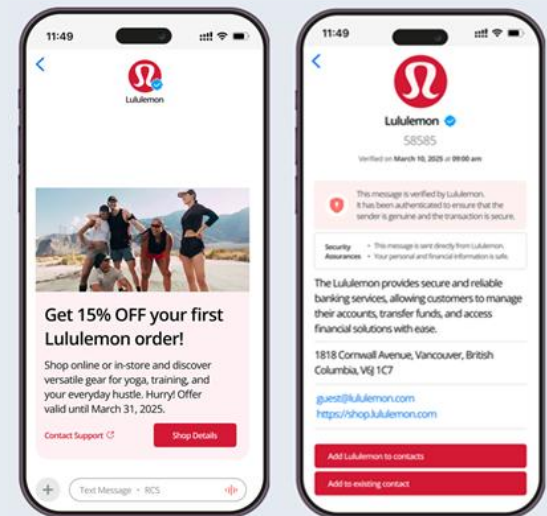
### Real-time notifications with graphics.

## 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.



### Game Promotions

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



### Contractual Bonus

Home

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



# Milestones & Catalyst

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.
- 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 2025 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

# Why Invest?

Duncan M<sup>c</sup>Cready,  
CEO and Director

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



# Let's Connect



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