



ic | group™

(TSX-V: ICGH)

INVESTOR PRESENTATION

Q1 2025



DISCLAIMER.

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. Future Oriented Financial Information: To the extent any forward-looking information in this Presentation constitutes "future-oriented financial information" or "financial outlooks" within the meaning of applicable Canadian securities laws, such information is being provided to demonstrate anticipated results and the reader is cautioned that this information may not be appropriate for any other purpose and the reader should not place undue reliance on such future-oriented financial information and financial outlooks. These forward-looking statements and "future oriented financial information" are not guarantees of future performance and subject to certain risks which could cause actual performance and financial results in the future to vary materially from those described in this presentation. For additional information on these risks, please see the Company's Filing Statement filed on SEDAR+ under the heading "Risk Factors". This presentation does not constitute an "offering memorandum" under applicable securities laws.

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**WE ARE A
TECHNOLOGY LED,
CONSUMER ENGAGEMENT
COMPANY**

We Help Brands:

Drive Sales

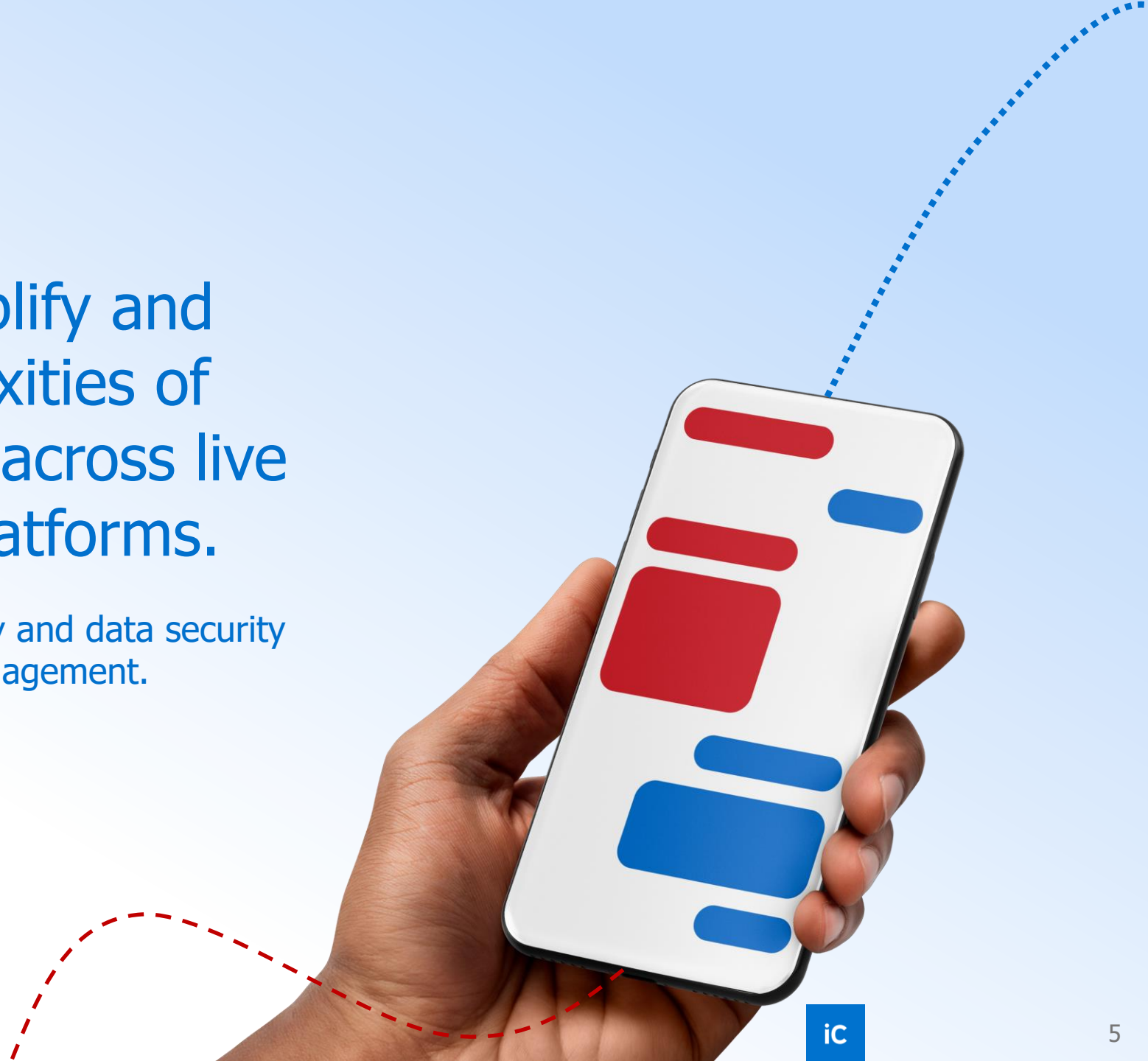
Capture Consumer Data

Build Customer Loyalty

Manage Risk

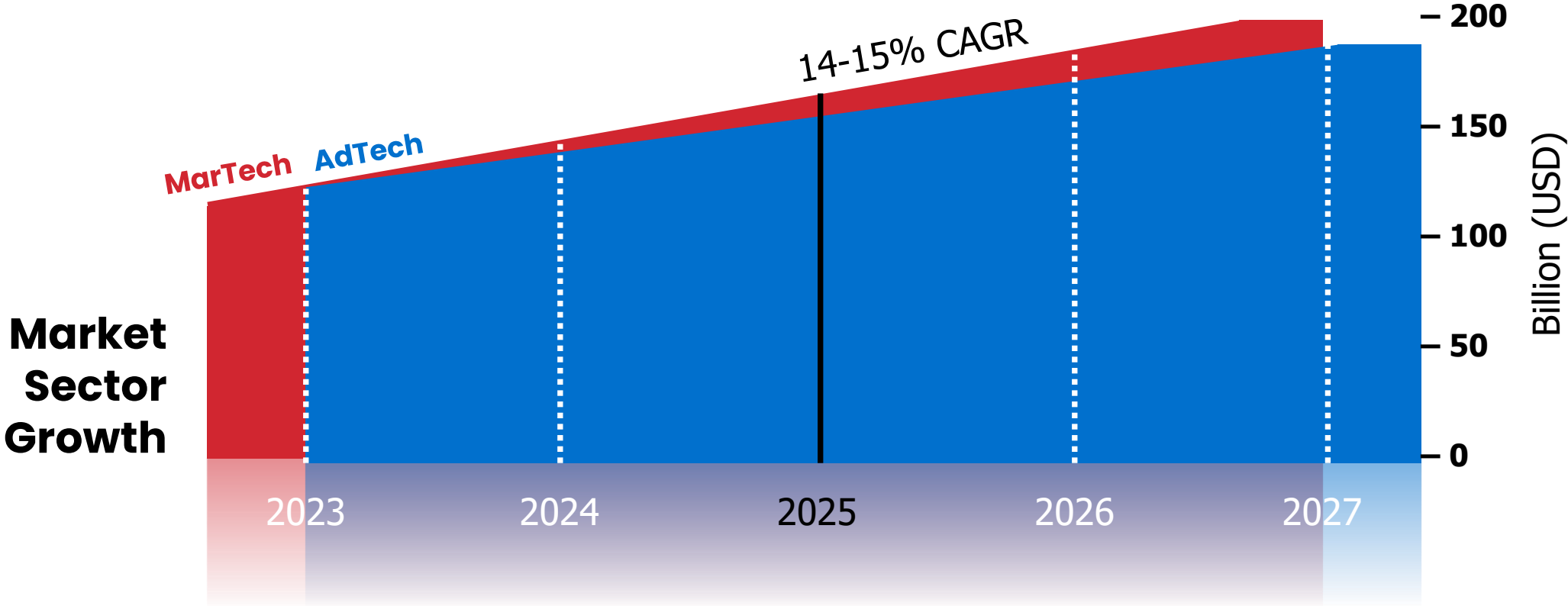
We help brands simplify and navigate the complexities of engaging audiences across live events and digital platforms.

Covering everything from technology and data security to regulatory, financial, and risk management.



Driving Growth in MarTech & AdTech.

We are positioned in high-growth sectors which have a track record of consistent CAGR expansion.



Source: Chat GPT 01.2025

We are Hyper Focused on Live Events.

Our Opportunity:

60%+

of fan data from live events is not captured or monetized well.

Category set for
5x Expansion
In 10 Years

FAN ENGAGEMENT
(Market Size)

\$5.24B (2023)

\$27.3B (2033)

Source: Future Market Insights: 2023

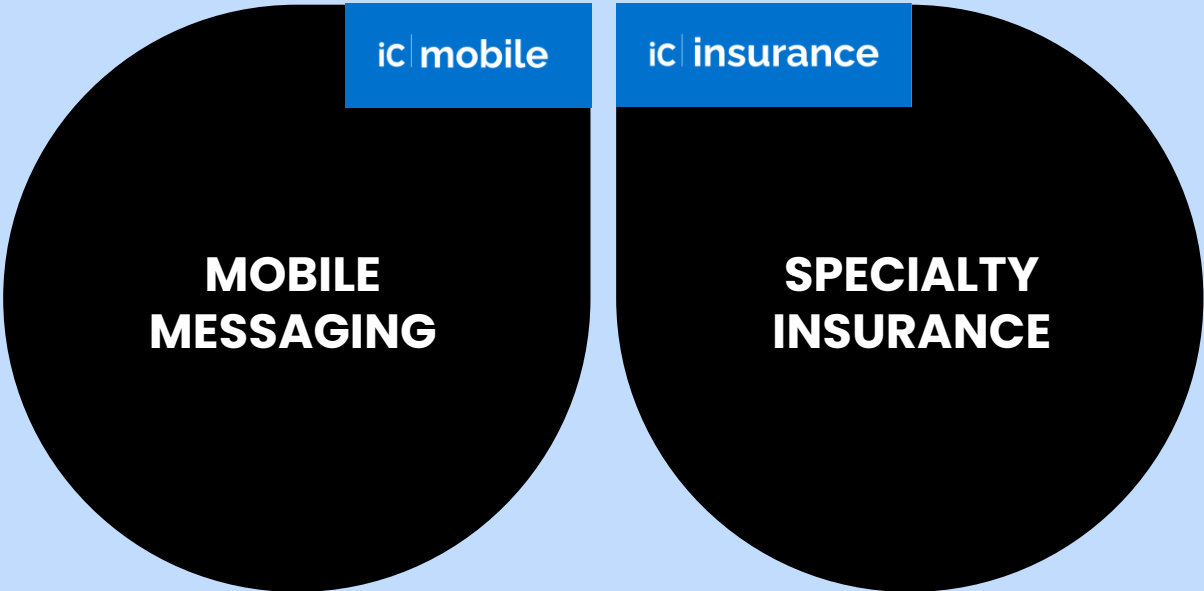
 5X

3 Core Business Units Power Our Growth.

Our diverse solutions provide a one-stop shop for customers, unlocking cross-selling opportunities across multiple markets.



- Live Events
- Digital Promotions
- Social Media
- Rebates & Rewards
- Fan Engagement



- 2-Factor Authentication
- Marketing Messaging
- Transaction Messages

- Live Event Insurance
- Prize Insurance
- Sponsorship Insurance

Global Customer Footprint

Our Customers and Delivery Network spans the globe, conducting campaigns in over **30+ countries.**



70+%

of Revenue comes from International Customers



Our Live Event Fan Engagement Platform.

Fannex is a highly scalable, leading enterprise SaaS platform.

The Platform is utilized by live event organizers and sponsors to create, manage, and control interactive digital experiences to drive revenue, engage fans and capture data.

Operated over **10,000** live events.

NHL, NFL, MLB, NBA, NCAA, USGA and many minor leagues.

Trusted Partner to **80+ Clubs**

Real Time Fan Engagement

Data Rich

Highly Scalable





Diversified Customer Portfolio

LIVE EVENT CUSTOMER NETWORK (FANNEX)



BRANDS (PROMOTIONS, LIVE EVENTS, SOCIAL)



Intellectual Property

- Proprietary, highly scalable Cloud Based Solutions supporting business units.
- Deep Live Event Expertise delivering 10,000+ Live Events
- Embedded Technology in Customer Solutions

Diversified Customer Portfolio

MOBILE MESSAGING



Intellectual Property

- Only Solution Provider with 100% made-in-Canada Solution Processing and Storing All Data in Canada.
- 1 of 3 Tier-One Aggregators in Canada.

Diversified Customer Portfolio

SPECIALTY INSURANCE



Intellectual Property

- 20+ years MGA for Lloyd's of London
- Global Binding Authority – 60+ countries

Our Strategic Focus in 2025.

Our solutions are proven, scalable, and primed for revenue growth—backed by a strong team and the right infrastructure to drive success.

2025 Key Initiatives

SCALE REVENUE

IC Mobile

- Scale message volume and # of customer short codes.
- Introduce new solutions with higher revenue per transaction.
- Promote Made In Canada solution to Canadian regulated industry groups.

IC Insurance

- Expand customer footprint with Liability product solutions.
- Expansion of product solutions in Live Event space.
- Cross sell solutions to newly acquired Fannex customer base.

IC Engage

- Scaling # of Live Event Operators.
- Cross sell solutions across broad customer base.

IMPROVE MARGIN

IC Mobile

- Increase customer pricing to reflect carrier price increases.
- Drive efficiencies through technology and automation.
- Introduce new messaging solutions with higher margins.

IC Insurance

- Improve pricing models (Take Rate) to increase overall margin.
- Expand online insurance products to improve efficiencies.

IC Engage

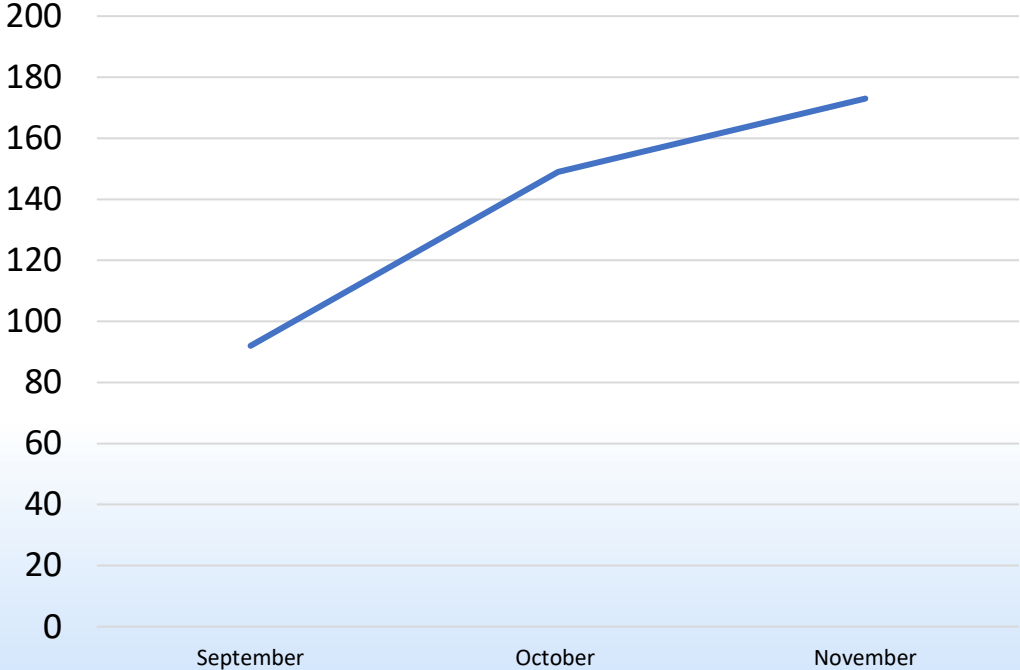
- Integrate IC Group solutions into Fannex SaaS platform.

Mobile Messaging Growth.

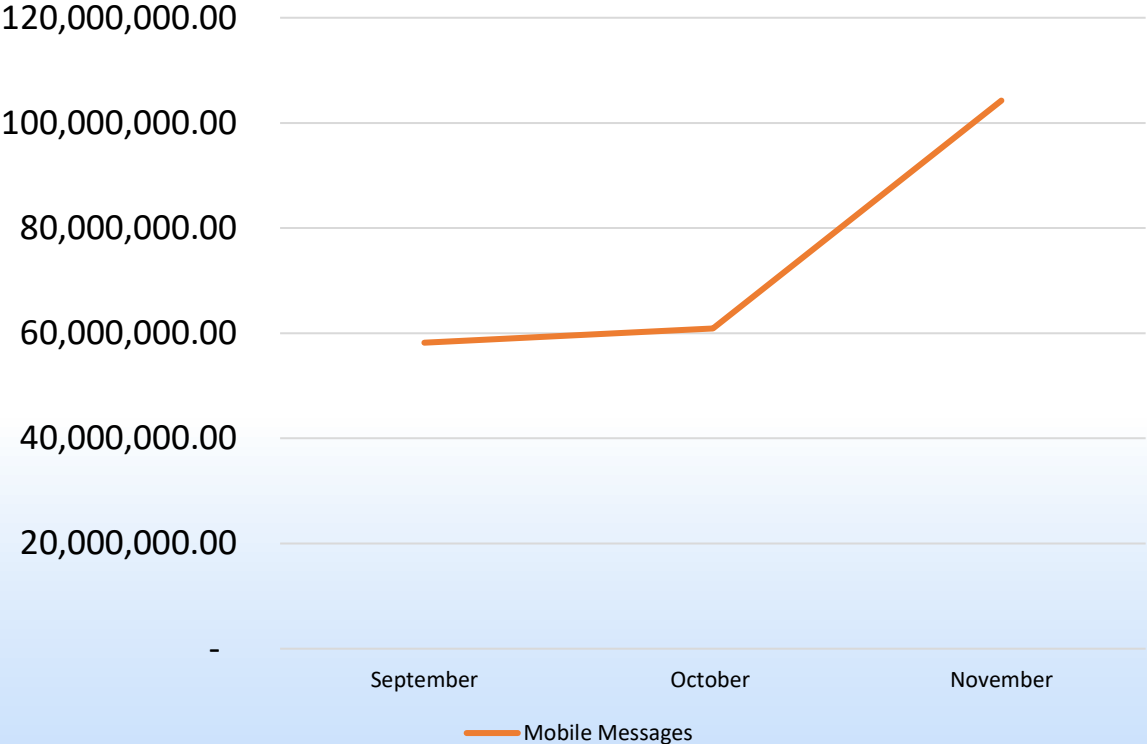
Our Mobile Messaging Solution is Proven and Highly Scalable.

Sept vs Nov 2024

New Customer Short Code Growth



Message Volume Growth



PRESS RELEASE JANUARY 15, 2025

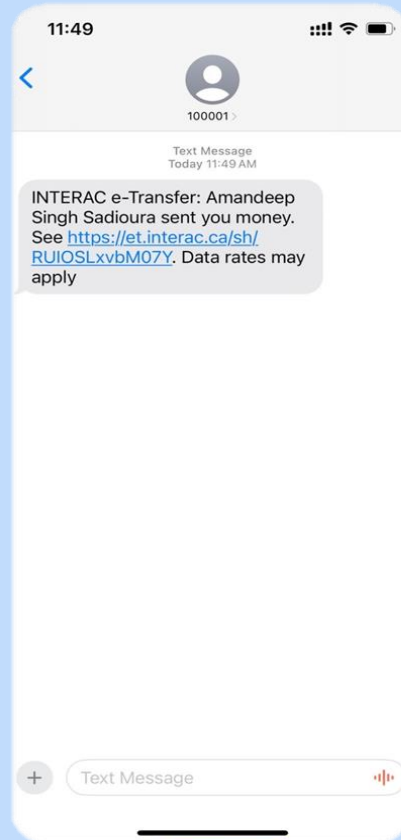


Innovating Growth.

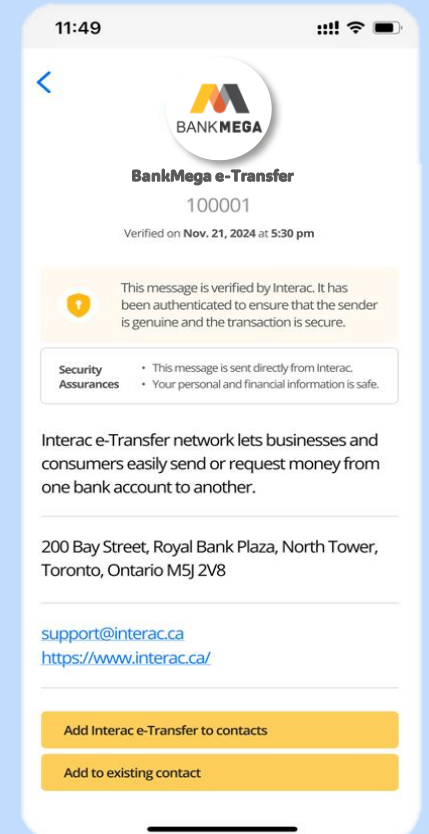
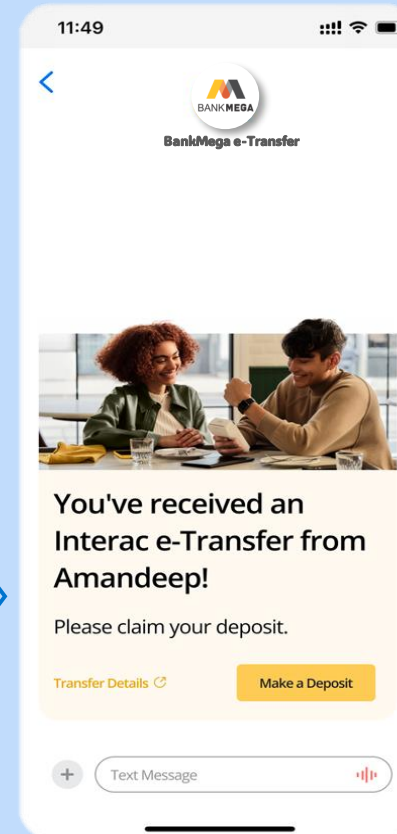
We will utilize new technologies including AI to drive engagement, operational efficiency, and customer satisfaction across our core verticals.

We will also seek to acquire hard to replicate complimentary businesses or technologies to accelerate growth.

SMS



RCS



VS.



Mobile Messaging Innovation Example

Cap Structure.

Capitalization Table (1)

(1) See Filing Statement of the Company Files on SEDAR+ for further Details.

Financing Price	\$1.00
Shares Outstanding	
IC Group Shares	29,000,000
Cuspis Capital Shares	2,900,000
Financing Shares (1,521,918 @ \$1)	1,521,918
Total Shares Outstanding	33,421,918
IC Group Options (\$0.75 exercise price)	2,116,423
Cuspis Capital Options (\$0.86 exercise price)	290,000
Financing Warrants (\$1.2 exercise price – 48mths – \$1.83M)	1,521,918
Fully Diluted Shares Outstanding	37,350,259
Basic Market Capitalization (as of Feb 1, 2025)	\$33,421,918
Insider Ownership	~71%

Debt Summary

Facility	Lender	Original amount	Principle outstanding as at Jul 31-24	Maturity Date	Current Interest Rate
Building Mortgage	BMO	2,000,000	1,751,023	Mar 31 2025	2.99% - 5 year fixed
Project Jabar - Share purchase	BMO	1,355,047	705,754	Aug 31 2026	5.50% - 4 year fixed
IC Mobile Acquisition - Fac #6	BMO	7,500,000	6,937,500	Oct 31 2030	6.60% - 3 year fixed
Miscellaneous - Working Cap Lines	BMO	1,390,000	291,667		-
		12,245,047	9,685,943		

Built for Success: A Proven Leadership Team & Board Driving IC Group Forward.



"We've brought together a powerful combination of cutting-edge solutions and a highly skilled leadership team, setting IC Group up for unstoppable growth and success!"

Duncan McCready

CEO – Board Director

Our Experienced Board with Multidisciplinary Expertise.

Duncan McCreedy

CEO – Director

Duncan is a co-founder providing leadership and strategic direction. Duncan led the MBO of IC Group in 2015 and more recently led the acquisition of 2 marketing service businesses. Outside of IC Group, Duncan supports the development of new startups through mentorship and board level participation. Duncan has been on IC Group's board since 2015.

Marc Caron

COO – Director

Marc is a senior executive (BSc. EE, P.Eng., MBA, CMC, ISACA-CRISC) with over 30 years' of international business and M&A experience bridging the disciplines of operations, information technology, data security and business leadership. Marc mentors new entrepreneurs and business startups in the community, playing active board and advisory roles to support growth. Marc has been on IC Group's board since 2015.

Mike Svetkoff

Growth Advisor – Director

Mike is a director and investor in IC Group and brings 30 years of senior executive experience in corporate finance and private equity. Mike has been involved in 100+ transactions and \$1B of private equity. Mike has been on IC Group's board since 2015.

Jack Schoenmakers

Director

Jack is President of Schoevest Investment Inc., Managing Director of Cuspis Capital Partners Ltd., and presently serves on the board of Cuspis Capital II Ltd. (TSX-V: CCII.P). He has served on many venture listed and private company boards, including Thermal Energy International Inc. (from 2012-2018; TSX-V: TMG) and Tribute Resources Inc. (from 2005-2018; TSX-V: TRB). Jack was previously a board member of the Ontario Energy Association and past chair of the Ontario Energy Marketers Association. Jack joined the IC Group Board upon closing of the transaction.

C. Fraser Elliott

Director

Fraser is President of CFE Financial Inc., a private investment banking company since 1987, providing consulting and financial services in both the public and private sectors where he has invested to assist in their growth. He has served as a director of a number public companies including Sylogist Ltd. from 2008 to August 2020, Gowest Gold Ltd. as Chairman since 2009, and of the Cuspis group of Companies. Fraser joined IC Group board upon closing of the transaction.

Our Entrepreneurial Team with Deep Experience.

John Penhale

CFO

Senior finance executive (CPA,CA) with over 30 years' experience leading Finance, Treasury and Risk Management functions for Private and Public companies. Including past senior executive of CIBC's multi-billion-dollar private equity business.

Paul Wheeler

Mobile Messaging Advisor

Seasoned mobile messaging expert and strategic business development leader.

Deep industry knowledge and relationships at carrier and customer levels across North America.

David Sasaki

President of Insured Creativity

Experienced Business Leader with a successful track record in the insurance and marketing industry spanning almost 3 decades.

Jay Miles

SVP Marketing

Past President at McCANN Worldwide 25+ years of marketing and strategy with Fortune 500 brands.

Chris McGarrigle

SVP/CTO IC Mobile

Senior Technology Executive building businesses from start-ups to IPOs or acquisition.

Specialist in developing strategic technology solutions & critical systems.

Dylan MacTavish

Director of Underwriting of Insured Creativity

Working with the world's leading consumer brands, agencies, insurers and brokers, Dylan ensures corporate assets are protected and maximized with the highest levels of delivery and security.

Jill Goldworn

SVP Sales

Entrepreneurial sales leader with 25+ years of technology sales and brand loyalty expertise.

Kemal Leslie

President of Fannex

Founder of Emotion Media (Fannex) scaling a live event network to 60+ teams.

Senior leadership roles at GE Capital and Reynolds & Reynolds.

Sunil Bridgelall

SVP Product Innovation

IT Enterprise Analyst for over 20 years with sound analytical experience spanning a number of industry domains including Online Marketing, Social Media, Energy, Telecommunications, and Financial Services.

Thank You For Your Time and Interest.

LET'S CONNECT



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MIKE SVETKOFF

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