



(TSX-V: ICGH)

# INVESTOR PRESENTATION

Q2 2025



STRICTLY CONFIDENTIAL

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Updated: 05/01/2025

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

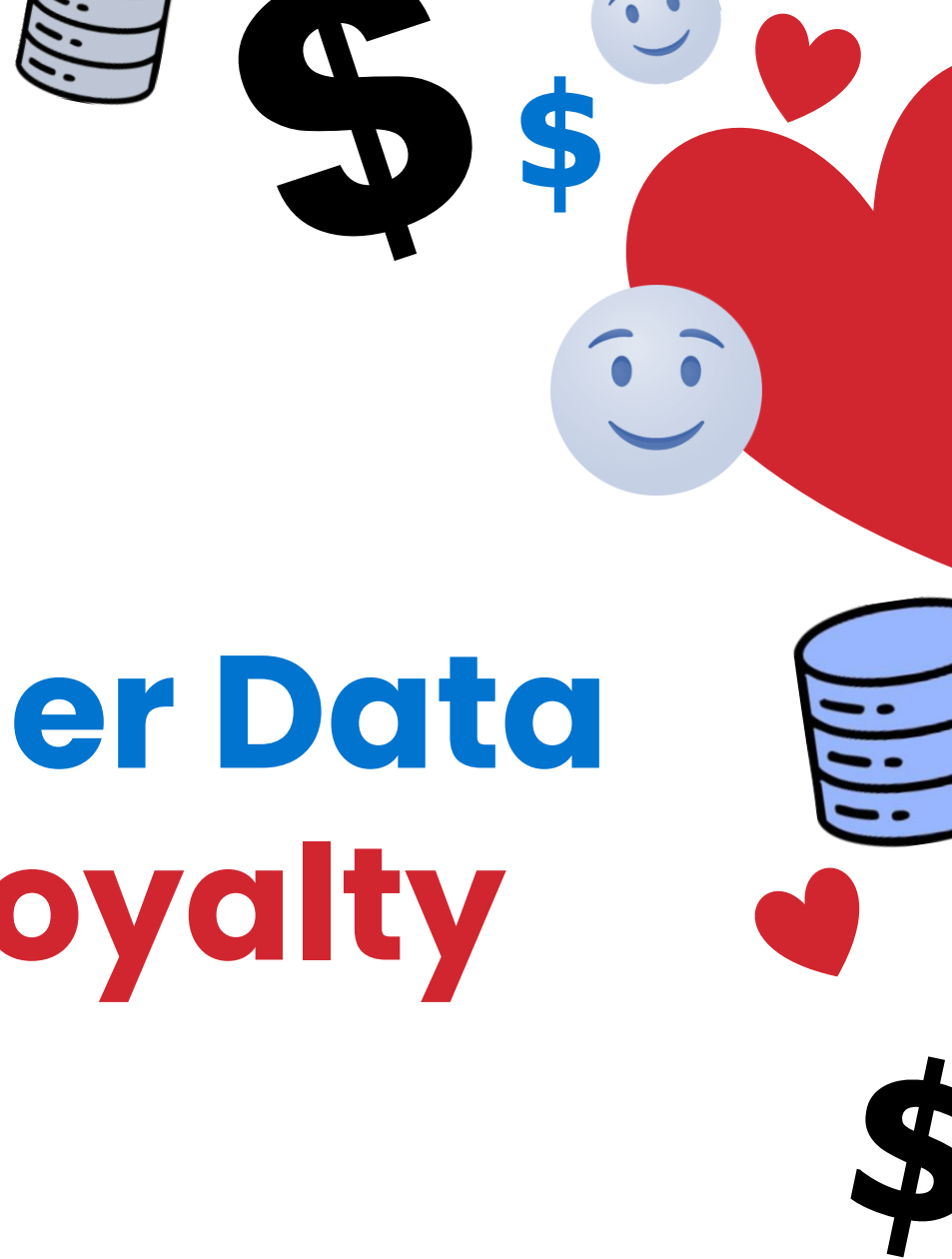
**We Help Brands:**

**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.

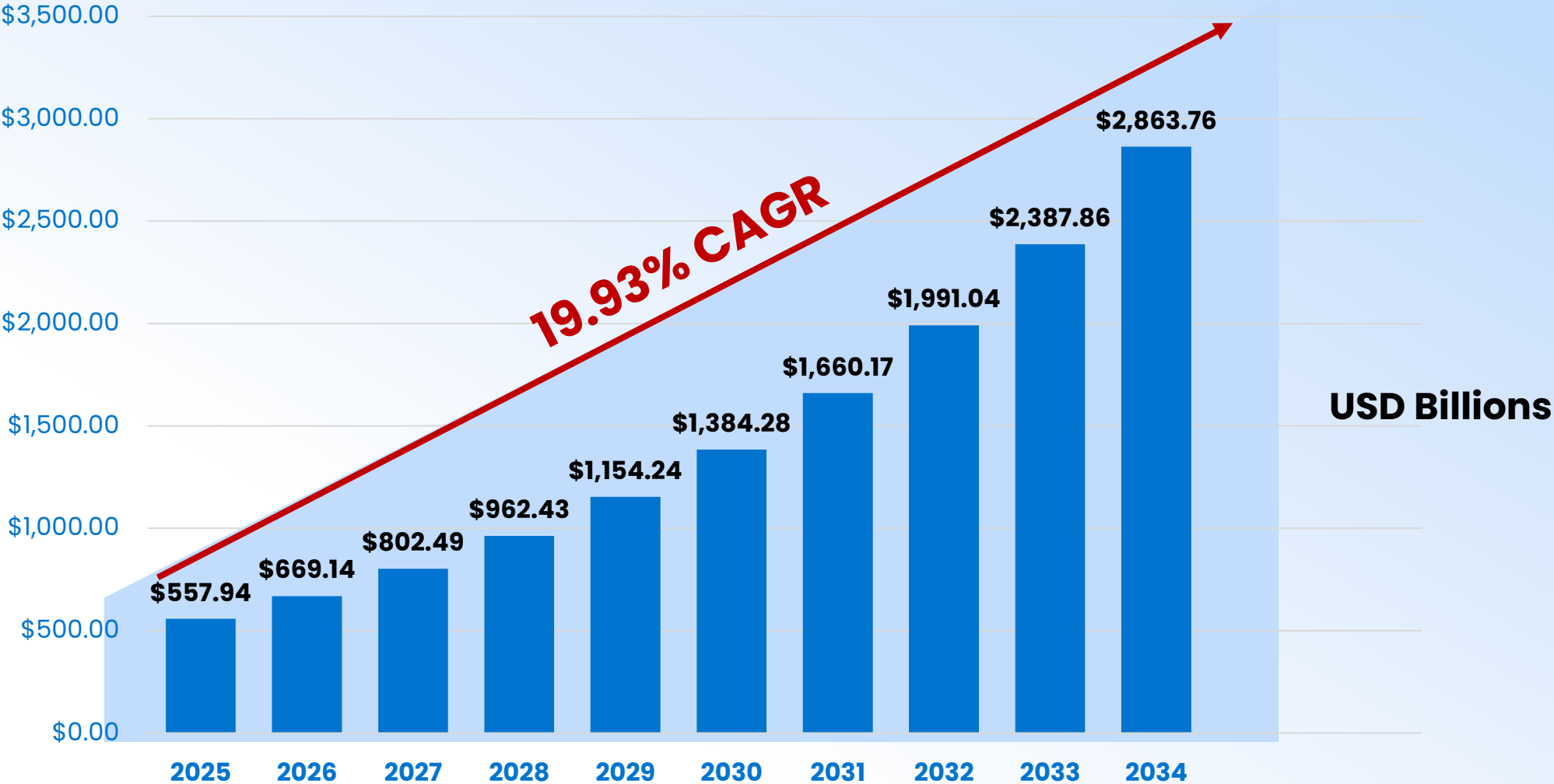
Covering everything from technology and data security to regulatory, financial, and risk management.



# Driving Growth in MarTech.

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

Market  
Sector  
Growth



# 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)**

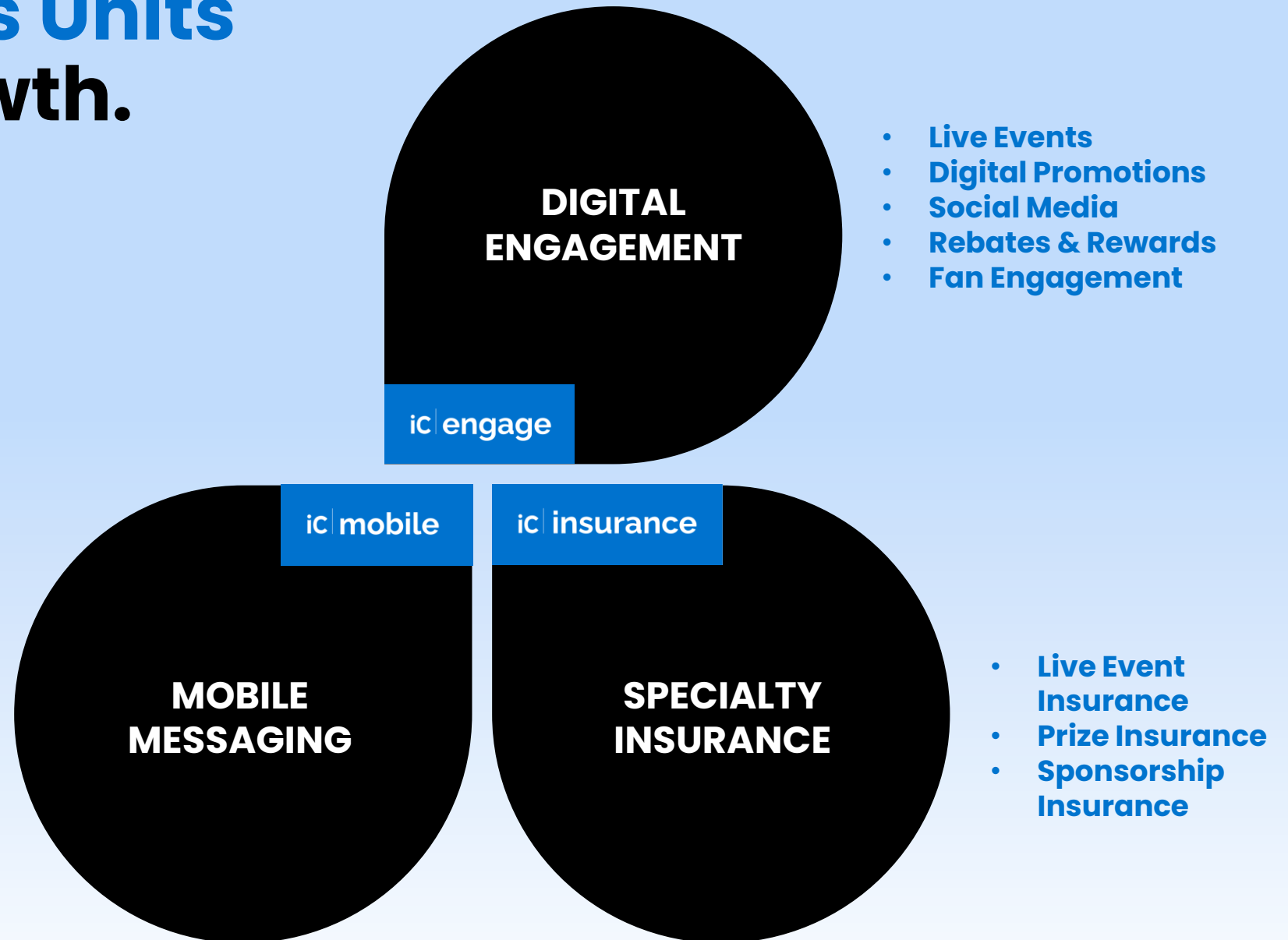
Source: Future Market Insights: 2023

 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.

- 2-Factor Authentication
- Marketing Messaging
- Transaction Messages





# Global Customer Footprint

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



**70+%**

of Revenue comes  
from International  
Customers

## GAMIFIED DIGITAL ENGAGEMENT

- Digital Promotions
- Social Media Contest
- Loyalty Programs
- Rebates & Rewards
- Regulatory & Risk Management Services
- Live Event Digital Fan Engagement

## Diversified Customer Portfolio

### BRANDS (PROMOTIONS, LIVE EVENTS, SOCIAL)



### LIVE EVENT CUSTOMER NETWORK (FANNEX)



## Intellectual Property

- Simplifying technology, regulatory environments, and customer engagement at scale in markets around the globe.
- Simplified fan engagement solutions integrated into customer venues and digital ecosystems at scale.
- Deep Live Event Expertise delivering 10,000+ Live Events

Digital Engagement

Data Collection

Customer Acquisition

Retail/Commerce

Loyalty

ic|mobile

## MOBILE AGGREGATOR

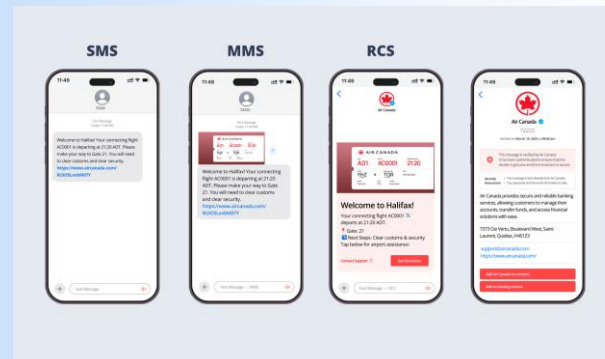
- **Marketing Messaging**
- **Security / 2-Factor Authentication transactions**
- **Transaction based Messaging**
- **Text-based Promotions**

## Diversified Customer Portfolio

### MOBILE MESSAGING



### RCS (RICH COMMUNICATION SERVICES)



## Intellectual Property

- 1 of 3 Tier-One Aggregators in Canada connect to all Carriers.

## Data Residency & Compliance

- Only Solution Provider with 100% made-in-Canada Solution Processing and Storing All Data in Canada
- Active/active infrastructure in AWS Canada Central & Canada West
- All data securely stored and processed within Canada
- AWS gateway peering available for Canadian customers and carriers



# Mobile Messaging Growth.

Driving Mobile Messaging Growth and Recurring Revenue

## Customer Growth

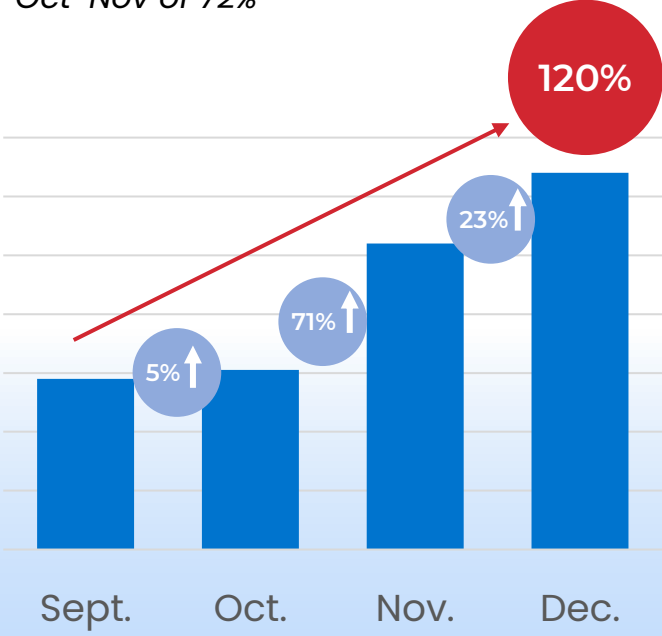
Strongest month-over-month increase  
Sept-Oct of 62%



● Customers    ● Monthly increase    ● Sept to Dec % increase

## Message Growth

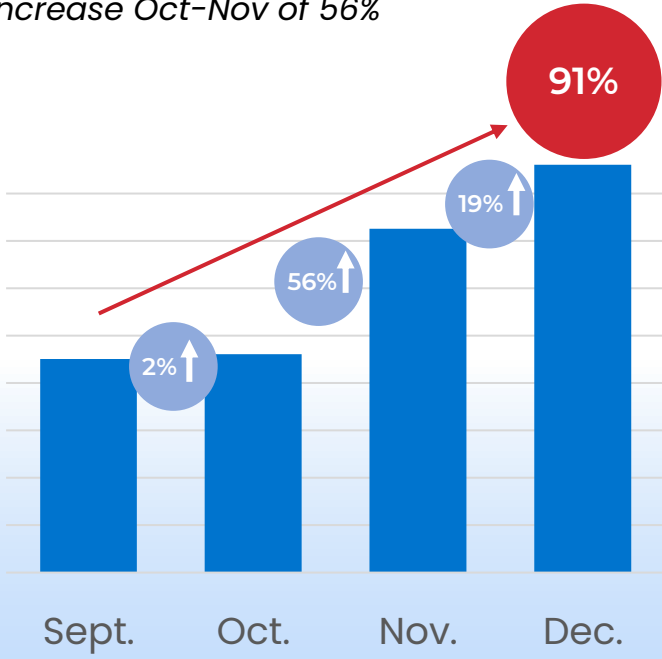
Strongest month-over-month increase  
Oct-Nov of 72%



● Mobile messages    ● Monthly increase    ● Sept to Dec % increase

## Recurring Revenue Growth

Strongest month-over-month  
increase Oct-Nov of 56%



● Recurring revenue    ● Monthly increase    ● Sept to Dec % increase

ic|insurance

## Diversified Customer Portfolio

### SPECIALTY INSURANCE



## Intellectual Property

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

## Our Product Suite

### SPORTS, ENTERTAINMENT & LIVE EVENTS



- Event Cancellation
- Non-Appearance
- Crisis Management
- Liability
- Contractual Bonus
- Booking Refund
- Skill Based Games
  - Hole-in-One
  - Basketball Half Court
  - Football Kicks

### PROMOTIONS



- Games of Chance (Probability)
  - Instant Match
  - Collect & Win
- Conditional Rebates
  - Weather Based
  - Sport Based
- Redemption Offers
  - Coupons
  - Money Back Guarantee
  - Gift with Purchase

### SPECIALTY INSURANCE

- Event Coverage
- Promotion Insurance
- Liability & Risk Management





# 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  
**85+ Clubs**

**Real Time Fan Engagement**

**Data Rich**

**Highly Scalable**



# Q1 2025 Financial Highlights

Q1 Momentum: Growth in Motion

**\$6 million**

**Total Revenue**  
Q1 2025 vs Q1 2024

56%



**Over 68%**

**Annual Recurring Revenue**  
Q1 2025 vs Q1 2024

**\$2.7 million**

**Gross Profit (45% of Revenue)**  
Q1 2025 vs Q1 2024

28%



**30+ countries**

**Global Market Reach**

**\$2.8 million**

**Mobile Messaging Revenue Growth**  
Q1 2025 vs Q1 2024

87%



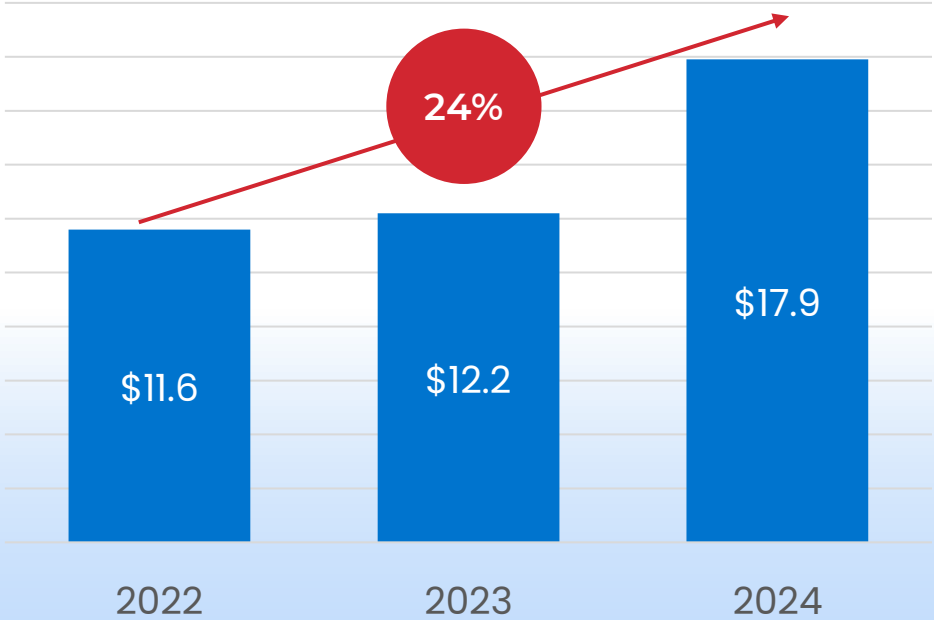
**\$143 thousand**

**Adjusted EBITDA**  
Q1 2025 vs Q1 2024

# Revenue and Gross Margin (2022–2024)

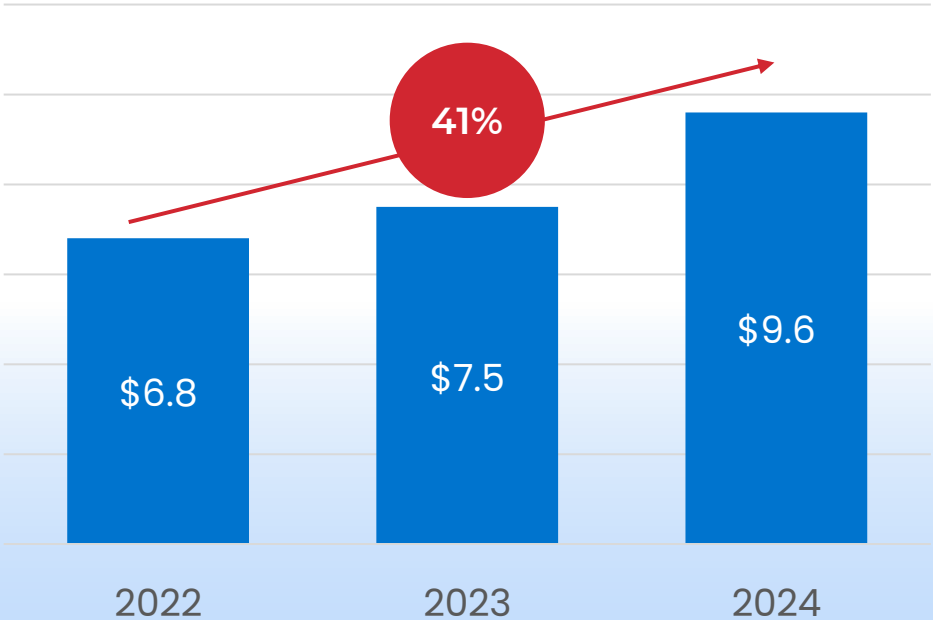
Driving Revenue Expansion with Resilient Gross Margins

Revenue Growth and CAGR (2022–2024)



● Revenue ● Revenue CAGR (2 years)

Gross Margins (2022–2024)



● Gross Margins ● Gross Margin % increase (2 years)



# Building Scale through M&A



Flexible Acquisition  
& Integration Capabilities



3 Acquisitions in  
14 Months

## Successfully Targeted Acquisitive Growth

Nov  
2023

**IC Mobile – November, 2023**  
*Acquisition of Mobile  
Aggregation Platform for ICF  
Next.*

[IC Group Announces Successful Transition of Mobile  
Business Unit – IC Group](#)

June  
2024

**PickAw – June 24, 2024**  
*Enhanced digital engagement  
with creator platform  
acquisition.*

[IC Group Seeks Growth with Acquiring Pickaw – IC  
Group](#)

Jul  
2024

**ICI Full Buyout – July 15, 2024**  
*Secured full control of  
promotional insurance business.*

[IC Group Inc. Acquires Remaining Ownership of  
Insured Creativity](#)

Feb  
2025

**Fannex – February 21, 2025**  
*Strengthened fan interaction via  
live event technology.*

[IC Group Aims to Accelerate Digital Fan Engagement  
Leadership with Strategic Acquisition of Fannex Live –  
IC Group](#)

Feb  
2025

**ICGH Goes Public – February 21, 2025**  
*Completes and RTO with Cuspis  
Capital II and lists on the TSX  
Venture*

[IC Group Holdings Inc. \(Formerly Cuspis Capital II Ltd.\)...](#)

## Robust Pipeline of Acquisition Opportunities

# 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 new 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.

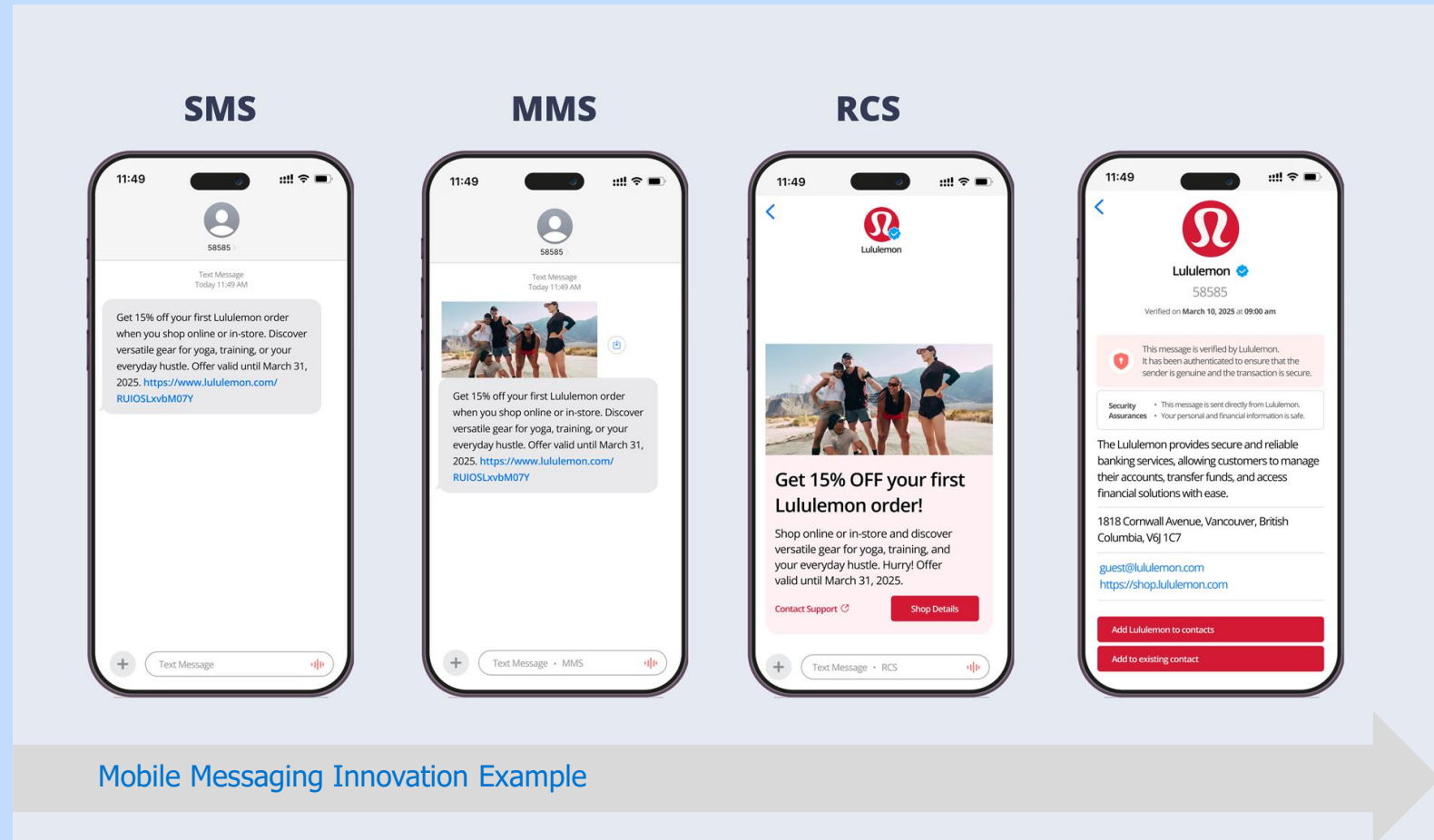
#### **IC Engage**

- Integrate IC Group solutions into Fannex SaaS platform.

# Innovating Growth – Mobile RCS Messaging.

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 complimentary businesses or technologies to accelerate growth.



# Cap Structure.

## Capitalization Table (1)

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

<b>TSXV – ICGH</b> (As at May 2 ,2025)	<b>\$0.72</b>
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
Market Capitalization (as of May 2, 2025)	\$24,063,781
Insider Ownership	~71%

# 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.

## C. Fraser Elliott

Board Chair

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.

## Duncan McCready

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.

## 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.

## 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.

## Robert White

Director

Robert brings over two decades of experience in global capital markets, asset management, and fintech. He is currently a Partner at Legion3 Capital, a private investment firm based in Toronto. He previously served as CEO of Outcome Wealth Management. He held several senior positions at the Bank of Montreal, including Managing Director and Head of Fixed Income Trading, Global Funding, and Capital Markets Asset Management. During his tenure there, he was instrumental in driving significant revenue, liquidity, and risk management initiatives. Robert joined the IC Group Board in May 2025.

# 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.

## 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.

## Jill Goldworn

SVP Sales

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

## Dylan MacTavish

VP of Underwriting 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.

## 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.

## Matan Gamliel

VP Finance

Experienced CPA, CA with a demonstrated history of working in the marketing, insurance, and construction industries. Skilled in Mergers & Acquisitions (M&A), Financial Accounting, and Managerial Finance.



Thank You For Your Time and Interest.

# LET'S CONNECT



**DUNCAN McCREADY**

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**GLEN NELSON**

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