



(TSX-V: ICGH)

INVESTOR PRESENTATION

Kelowna | July 19, 2025



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Updated: 07.08.2025

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CAPTURE THE POWER OF LIVE AUDIENCES TO DRIVE COMMERCE

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We Are a Technology Led, Consumer Engagement Company Driving Commerce!



“We have a powerful combination of cutting-edge solutions and a highly skilled leadership team, positioning IC Group for unstoppable growth and success!”

Duncan McCready

CEO – Board Director

Q1 2025 Financials Highlight Progress

\$6 million

Total Revenue
Q1 2025 vs Q1 2024

56%



Over 68%

Annual Recurring Revenue

\$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%



\$0.2M

Adjusted EBITDA

We Help Brands:

Drive Sales
Capture Consumer Data
Build Customer Loyalty
Manage Risk

By simplifying engagement of consumer audiences across live events and digital platforms.

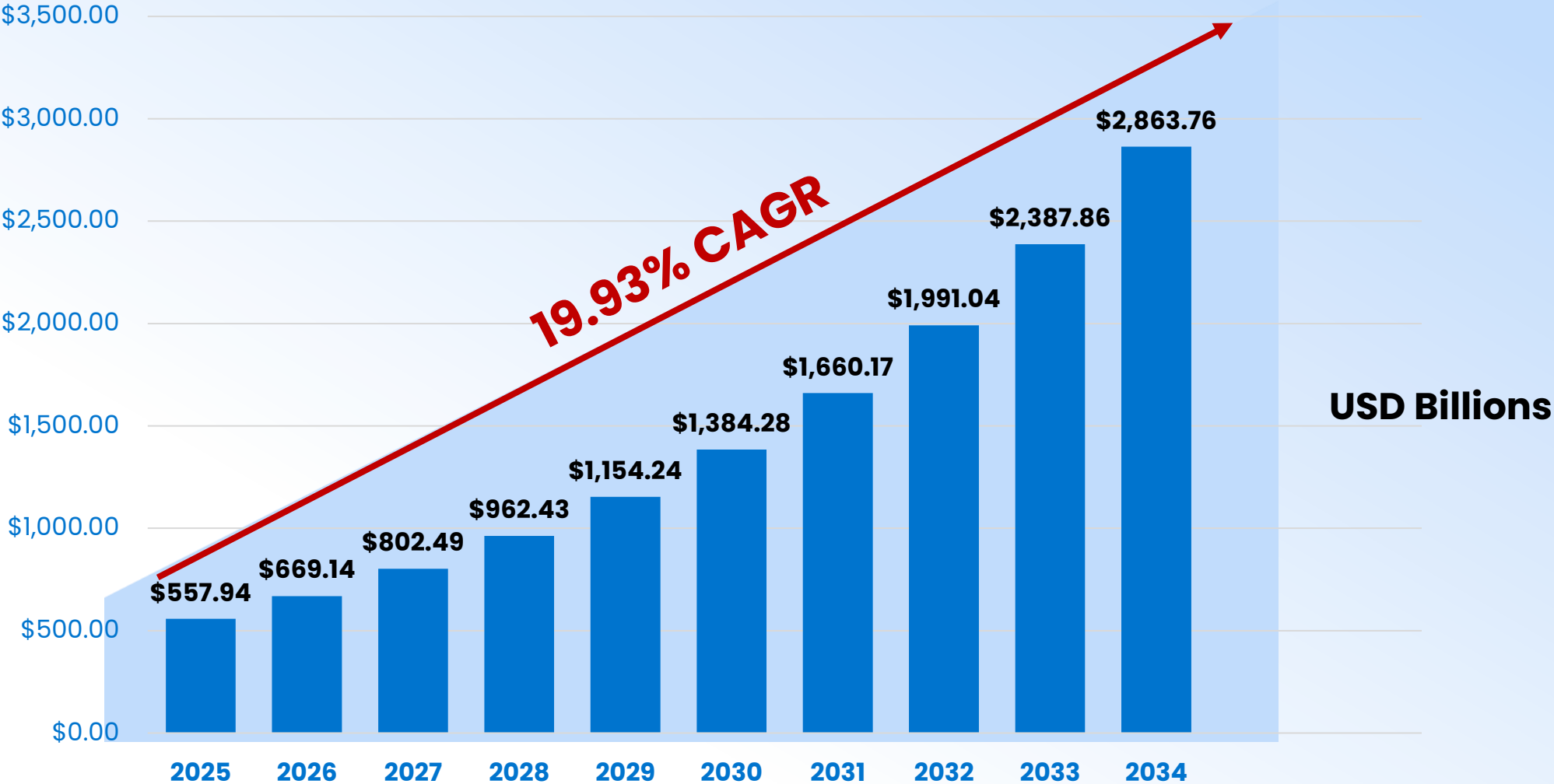
Covering everything from technology, data, security, regulatory, financial, and risk management.



Driving Growth in MarTech.

High-growth sector with 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)

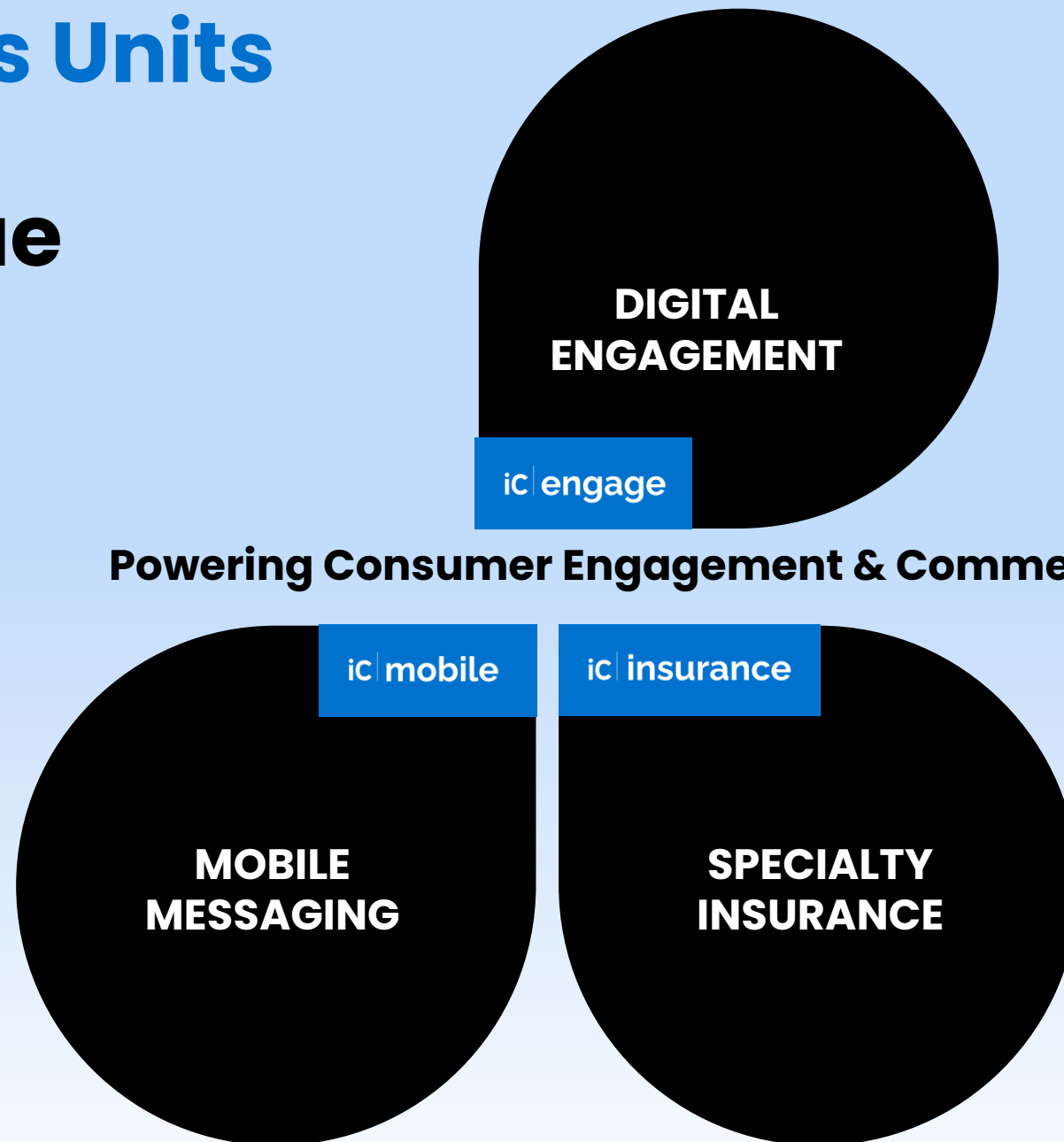
\$27.3B (2033)

Source: Future Market Insights: 2023

 5X

3 Core Business Units

Driving Revenue Growth.



DIGITAL ENGAGEMENT

- Promotions
- Gamification
- Messaging
- Social Media
- Loyalty Programs
- Rebates & Rewards
- Data

Diversified Customer Portfolio

BRANDS (PROMOTIONS, LIVE EVENTS, SOCIAL)



LIVE EVENT CUSTOMER NETWORK (FANNEX)



Intellectual Property

- Simplifying engagement solutions at scale in markets around the globe.
- Proprietary Digital, Social, and Fan Engagement Platforms
- Deep Live Event Expertise delivering 10,000+ Live Events

Digital Engagement

Data Collection

Customer Acquisition

Retail/Commerce

Loyalty



Our Live Event Fan Engagement Platform.

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



ic|mobile

MOBILE MESSAGING

- Notifications
- Security
- Commerce
- Marketing

Diversified Customer Portfolio

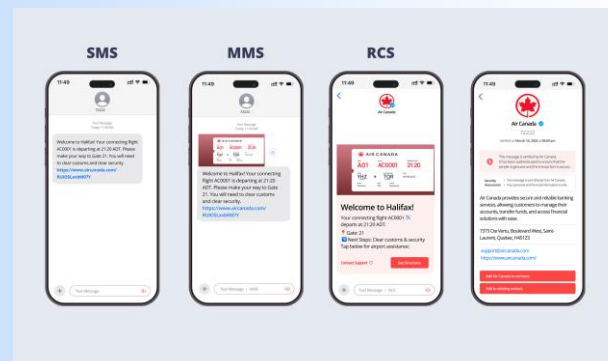
MOBILE MESSAGING



MOBILE GIVING
FOUNDATION



RCS (RICH COMMUNICATION SERVICES)



Intellectual Property

- 1 of 3 Tier-One Aggregators in Canada.

Data Residency & Compliance

- Only Solution Provider with 100% made-in-Canada Solution
- Active/active infrastructure in AWS Canada Central & Canada West
- All data securely stored and processed within Canada



ic|insurance

FOCUS

- **Live Events**
- **Promotions**
- **Incentives**

Diversified Customer Portfolio

SPECIALTY INSURANCE



Intellectual Property

- 20+ years MGA for Lloyd's of London
- Global Delegated 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 & INCENTIVES



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

Our Strategic Focus in 2025–26!



- **Expanding our Reach to Live Audiences**
- **Commercial Innovation including AI and RCS Messaging**
- **Product & Capabilities Expansion Driving Recurring Revenue**
- **IC Group Awareness & Investor Growth**

Thank You For Your Time and Interest.

LET'S CONNECT

CEM Conferences:

Kelowna – July 18–19, 2025

Muskoka – September 26–27, 2025



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