



Q2

2025

Investor Webinar

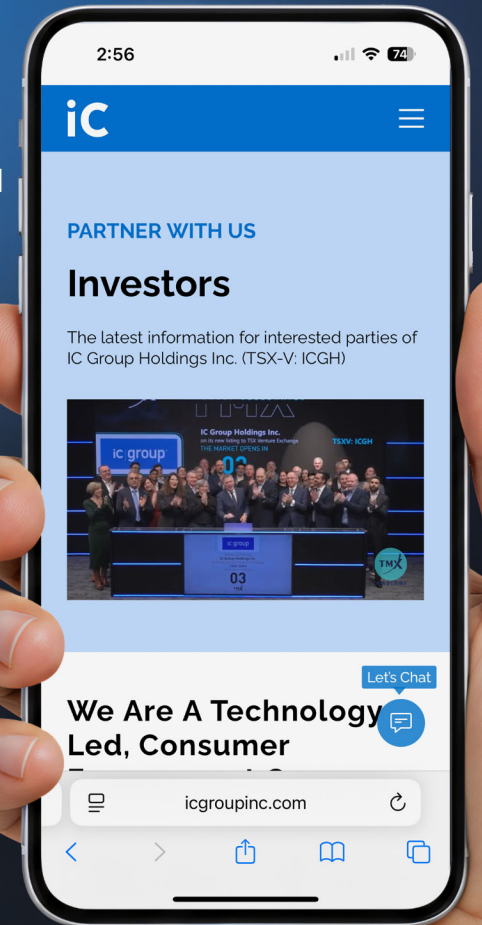
August 28, 2025
(TSX-V: ICGH)



DUNCAN McCREADY, CEO and Director
Duncan.McCready@icgroupinc.com



John Penhale, CFO
John.Penhale@icgroupinc.com



Forward looking Statements 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.

This presentation does not constitute an offer to sell or the solicitation of an offer to buy and securities of the Company, nor shall there be any sale of the securities in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of such jurisdiction. The Company's securities have not been and will not be registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act"), or any state securities laws and may not be offered or sold within the United States or to, or for the account or benefit of, "U.S. persons" as such term is defined in Regulation S under the U.S. Securities Act, unless an exemption from such registration is available

We Are a Technology Led, Consumer Engagement Company Driving Commerce for Brands Across Digital Platforms and Live Event Ecosystems!



“Working with the world’s most recognizable brands, we offer a powerful mix of innovative solutions, expanding verticals, and a highly skilled team with extensive experience to harness the energy of live audiences, driving commerce and increasing revenue.”

Duncan McCready

CEO – Board Director

We Help Brands:

Drive Sales
Capture Consumer Data
Build Customer Loyalty
Manage Risk

By Simplifying & Scaling

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

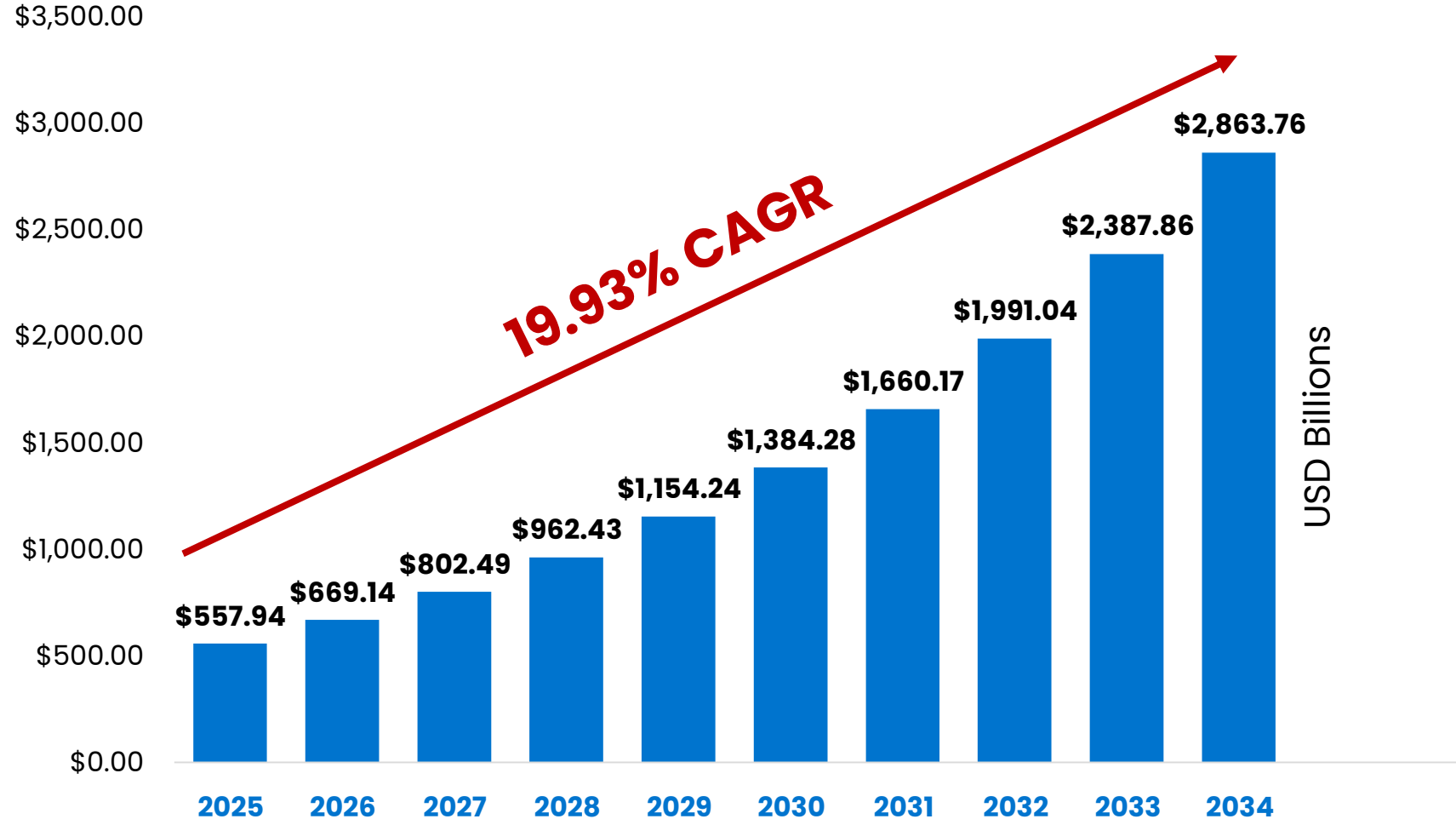


Driving Growth in MarTech

(TSX-V: ICGH)

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

ONE BUSINESS

Three Growth Engines

**Powering Consumer
Engagement & Commerce**

ic|engage



**Digital
Promotions**

ic|mobile



**Mobile
Messaging**

ic|insurance



**Insurance
Solutions**

Q2 2025 Highlights

\$3.0 M

Total Revenue

69%

Gross Margin

Digital Engagement

- Marketing Technologies
- Digital Promotions
- Incentives and Rewards
- Gamification
- Social Media
- Loyalty Programs
- Regulatory and Risk Management

Revenue Model

- SaaS fees
- Professional services
- Commissions

Intellectual Property

- Proprietary Digital, Social, and Fan Engagement Platforms operating at scale.

Customer Portfolio

BRANDS

(Promotions,, Social)



LIVE EVENT OPERATORS

Live Event Customer Network (Fannex)





*Trust to Engage Fans in
the Moment*

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**



Q2 2025 Highlights

\$3.2 M
Total Revenue

22%
Gross Margin

Mobile Messaging

- Security Authentication
- Notifications and Transactions
- Marketing and Promotions

Revenue Model

- Transaction Fees
- Professional Service fees

Intellectual Property

- 1 of 3 Tier-One Aggregators in Canada with Direct Connections to all Mobile Carriers and access to 100% of Consumer Mobile Market

Customer Portfolio



MOBILE GIVING
FOUNDATION



Q2 2025 Highlights

\$0.4 M

Total Revenue

70%

Gross Margin

Specialty Insurance

- Sports, Entertainment and Live Events
 - Event Cancellation
 - Crisis Management
 - Liability
 - Contractual Bonus
 - Prize Pools – Skill Based Events
 - Promotions & Incentives

Revenue Model

- Transactional
- Services & Professional Fees
- Profit Commissions

Intellectual Property

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

Customer Portfolio

BRIT


LOCKTON

 **Marsh**


HUB

 **Gallagher**


 **BFL**
CANADA

Q2 2025 Financials Highlights

\$6.5 million ^{47%}


Total Revenue

Q2 2025 vs Q2 2024

Over 70% ^{15%}


Annual Recurring Revenue

Q2 2025 vs Q2 2024

\$3.0 million ^{28%}


Gross Profit (45% of Revenue)

Q2 2025 vs Q2 2024

30+ countries

Global Market Reach

\$3.2 million ^{107%}


Mobile Messaging Revenue Growth

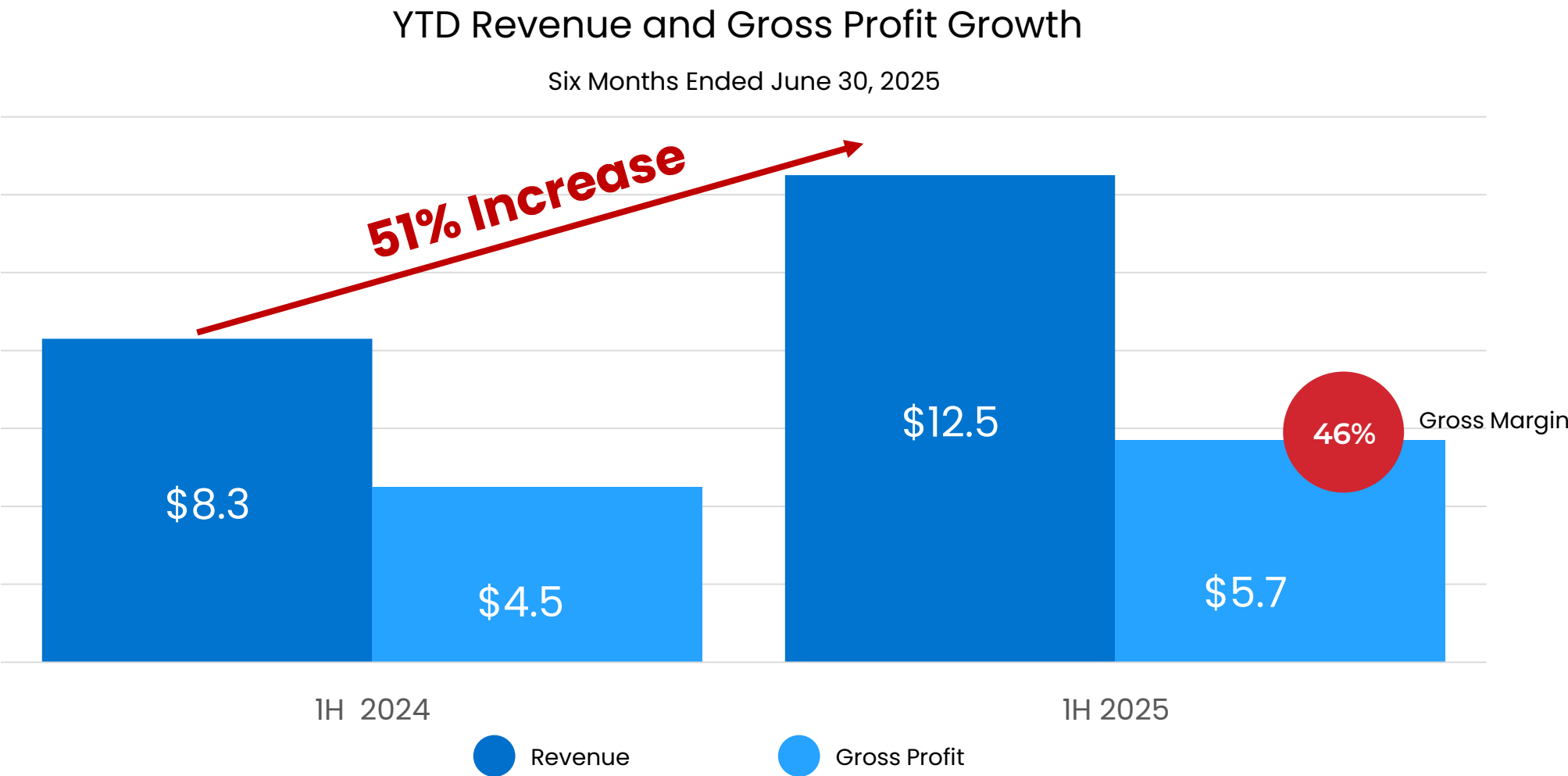
Q2 2025 vs Q2 2024

\$0.2M

Adjusted EBITDA

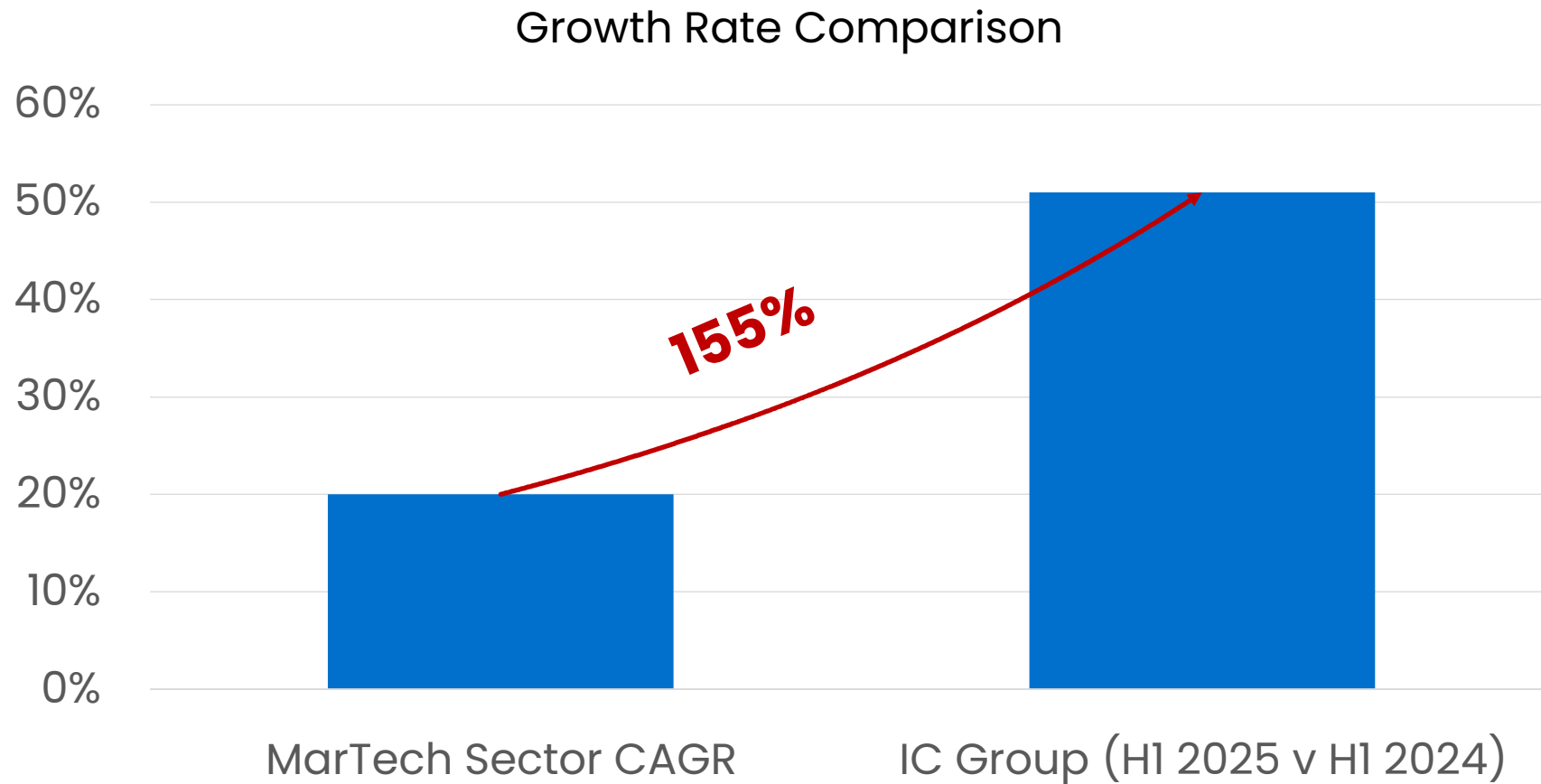
Double Digit Revenue and Gross Profit Growth

Revenue Expansion with Resilient Gross Margin



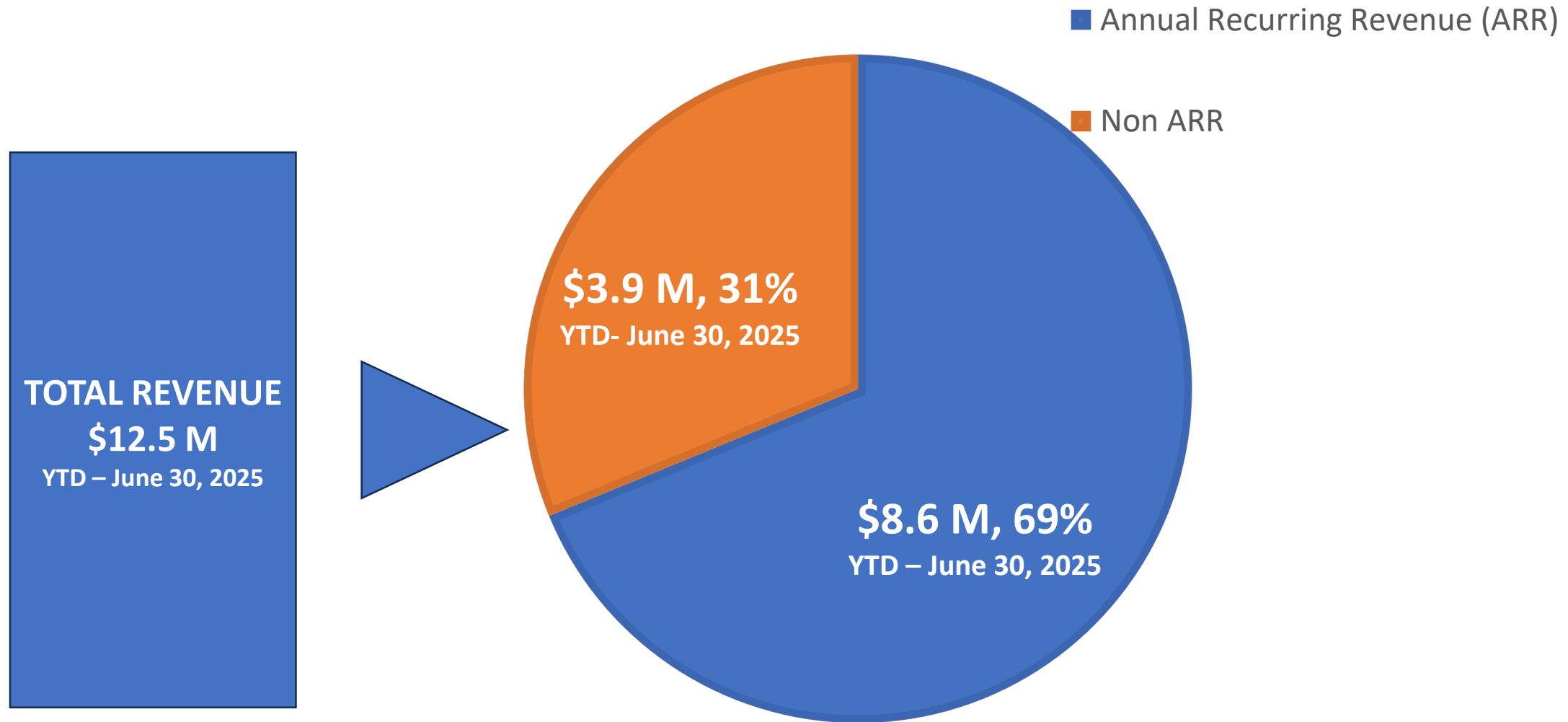
1.5 Times Average Industry Growth Rate

Highlighting Our Ability to Perform and Scale



Annual Recurring Revenue Mix

Improving Revenue Visibility, Predictability, Sustainability, and Market Valuation



Our Strategic Focus on Growth



**Expanding our Reach
To More Live Audiences**

**Commercial
Innovation including AI
and RCS Messaging**

**Product & Capabilities
Expansion Driving
Recurring Revenue**

**IC Group Awareness
& Investor Growth**

LET'S CONNECT

Conferences:

- CEM – Muskoka – September 26–27, 2025
- Small Cap Discoveries – Vancouver – September 30, 2025



DUNCAN McCREADY, CEO
Duncan.McCready@icgroupinc.com



JOHN PENHALE, CFO
John.Penhale@icgroupinc.com



JAY MILES, SVP Marketing
Jay.Miles@icgroupinc.com



GLEN NELSON, IR and Comms
Glen.Nelson@icgroupinc.com