



TSX-V: ICGH

# Q1 2026

Duncan McCready, CEO and Director

John Penhale, CFO

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Duncan McCready,  
CEO and Director



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

# Trailing 12 Months Q2 2025 to Q1 2026

**\$28.6 M**

Revenue Performance

**\$9.1 M**

Gross Profit

**43%**

Gross Margin

Q1

3-month Period  
Ending March 31, 2026

Strong YoY  
Growth

**\$7.8 million**

Total Revenue

Q1 2026 vs Q1 2025

**+ 29%**

**\$3.3 million**

Gross Profit (43% of Revenue)

Q1 2026 vs Q1 2025

**+ 22%**

**\$0.67 million**

Adjustment EBITDA

Q1 2026 vs Q1 2025

**+ 300%**

**Over 68%**

Annual Recurring Revenue

# Q1 2026 Key Performance Indicators

29% revenue growth in the first quarter, driven almost entirely organically, while expanding recurring revenue and demonstrating clear operating leverage

	Q2	Q3	Q4	Q1
Revenue (\$M)	6.5	7.3	7.2	<b>7.8</b>
Gross Profit (\$M)	3.0	3.3	3.4	<b>3.3</b>
Gross Margin	46%	45%	47%	<b>43%</b>
Adjusted EBITDA (\$M)	0.15	0.41	0.63	<b>0.67</b>
ARR (% Revenue)	70%	66%	69%	<b>68%</b>

## Q1 Investor Metrics

**\$3.4 M**

CASH POSITION  
March 31, 2026

**300%**

IMPROVEMENT IN ADJUSTED EBITDA  
Q1 2026 vs Q1 2025

**\$0.6 M**

LONG-TERM DEBT REDUCTION  
Q1 2026 vs Q1 2025

# Building a Diversified, Integrated Consumer Engagement Platform



Digital Promotions



Mobile Messaging



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\*\*



CEBL





Trailing 12 Months  
Q2 2025 to Q1 2026

**\$13.5 M**

Revenue Performance

**\$9.1 M**

Gross Profit

**68%**

Gross Margin

## Q1 2026 PERFORMANCE

- \$3.7M Revenue
- +36% YoY Growth
- \$2.44M Gross Profit
- 66% Gross Margin

## NEAR-TERM FOCUS

- Expand platform reach across live event ecosystem.
- Increase customer and brand utilization.
- Commercialize data and brand activations.



## Mobile Messaging

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

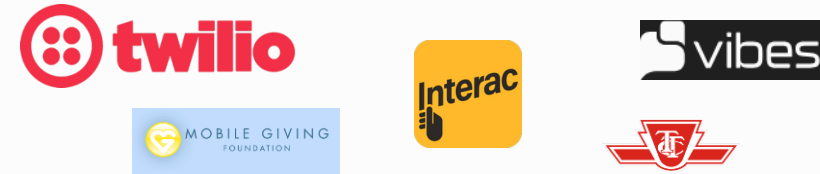
## Revenue Model

- 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\*\*





Trailing 12 Months  
Q2 2025 to Q1 2026

**\$14.6 M**

Revenue Performance

**\$2.7 M**

Gross Profit

**18%**

Gross Margin

## Q1 2026 PERFORMANCE

- \$3.5 M Revenue
- +27% YoY Growth
- \$0.61 M Gross Profit
- 17% Gross Margin

## NEAR-TERM FOCUS

- Expand high-volume messaging traffic
- Improve margin profile through new messaging channels, pricing and operational efficiencies.
- Convert platform scale into operating leverage



## 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\*





**Trailing 12 Months  
Q2 2025 to Q1 2026**

**\$2.0 M**

Revenue Performance

**\$1.3 M**

Gross Profit

**65%**

Gross Margin

### Q1 2026 PERFORMANCE

- \$0.46 M Revenue
- \$0.26M Gross Profit
- 56% Gross Margin

### NEAR-TERM FOCUS

- Expand product suite across sports, entertainment, and live events
- Increase recurring revenue through new products.
- Grow distribution network.

# Cap Table\*

Total Shares Outstanding	41.2M
Directors, Officers, Executives	53%
Other Insiders	14%
Employees & Retail Investors	33%

\* Estimates only. Go to SEDAR+ for full disclosure.

# 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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