

SECOND QUARTER RESULTS WEBINAR

Q2 2026

For the three and six-month periods
ended June 30, 2026

Duncan McCready, CEO and Director

John Penhale, CFO

TSX-V: ICGH

August 27, 2026

STRICTLY CONFIDENTIAL



Forward-Looking Statements

To the extent any forward-looking information constitutes "future-oriented financial information" or "financial outlooks" ("FOFI") within the meaning of applicable Canadian securities laws, such information is provided to demonstrate anticipated results, may not be appropriate for any other purpose, and readers should not place undue reliance on it. Forward-looking statements and FOFI are not guarantees of future performance and are subject to risks that could cause actual performance and financial results to vary materially from those described in this presentation. Any FOFI presented has been approved by management as of August 25, 2026.

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All financial and operating figures are as of June 30, 2026, and are Canadian dollars (CAD), unless otherwise indicated.



Duncan McCready

CEO and Director



“We are building a diversified consumer engagement platform with recurring enterprise revenue, improving operating leverage, and multiple paths to long-term growth.”

A Consumer Engagement Company

We help the world's leading brands turn audiences into customers and customers into fans. Creating the moments, delivering them at scale, simplifying the complexities, and managing the risks behind it.

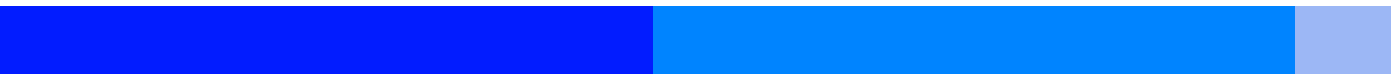
\$30.4M

TTM REVENUE¹

~68%

TTM RECURRING

WHERE THE REVENUE COMES FROM ¹



■ **IC Engage** **\$13.9M**
Promotions, loyalty & fan engagement

■ **IC Mobile** **\$14.0M**
Enterprise messaging at scale

■ **IC Insurance** **\$2.5M**
Risk management solutions for live events and promotions

1. Financial information as of June 30, 2026; amounts expressed in CAD.

Fortune 500

CUSTOMERS

30+

COUNTRIES SERVED

100+

SPORTS TEAMS

2B+

CONSUMER ENGAGEMENTS ANNUALLY

Q2 2026 Key Performance Indicators

26% revenue growth in the second quarter, driven 97% organically, while sustaining recurring revenue and demonstrating consistent operating leverage.

	Q3 2025	Q4 2025	Q1 2026	Q2 2026
Revenue (\$M)	7.3	7.2	7.8	8.2
Gross Profit (\$M)	3.3	3.4	3.3	3.4
Gross Margin	45%	47%	43%	42%
Adjusted EBITDA (\$M)	0.41	0.63	0.67	0.67
ARR (% Revenue)	66%	69%	68%	67%

Q2 FINANCIAL METRICS

\$2.3M

CASH POSITION
June 30, 2026

345%

IMPROVEMENT IN ADJUSTED
EBITDA
Q2 2026 vs Q2 2025

\$1.5M

BANK DEBT REDUCTION
June 30, 2026 vs June 30, 2025

* Amounts are expressed in CAD.

IC Engage



\$3.3M

Revenue · +12% YoY

\$2.5M

Gross Profit · +23% YoY

75%

Gross Margin · up from 69%

240%

Operating income growth YoY

TRAILING 12
MONTHS Q3 2025
TO Q2 2026

\$13.9M

Revenue

\$9.5M

Gross Profit

69%

Gross Margin

NEAR-TERM FOCUS

Grow the Live Network across teams, venues and enterprise partners in North America and Europe.

Expand sales funnel and win new customer logos across brands, sports teams, and live events.

Increase platform utilization and monetize brand activations and data across the Live Network.

* Amounts are expressed in CAD.



MOBILE MESSAGING

REVENUE MODEL

Messaging traffic fees

Professional service fees

THE ONLY

Tier-One aggregator in Canada (3 in Total) with 100% Canadian data residency and data sovereignty.

Enterprise Messaging at National Scale

CUSTOMER EXAMPLES*



BRAND TRAFFIC THROUGH MESSAGING GATEWAY**



*A selection of current or past clients of IC Group Holdings Inc. and its subsidiaries. **A selection of brands whose messaging is or has been processed through our gateway. Not exhaustive; for illustrative purposes only.

IC Mobile



\$3.9M

Revenue · **+25% YoY**, fully organic

\$0.38M

Gross Profit

10%

Gross Margin · carrier pass-through through costs and platform transition transition

95%+

of revenue recurring

TRAILING 12 MONTHS Q3 2025 TO Q2 2026

\$15.4M

Revenue

\$2.4M

Gross Profit

16%

Gross Margin

* Amounts are expressed in CAD.

NEAR-TERM FOCUS

Complete the gateway migration to improve operating efficiency and enable new messaging channels.

Improve margin profile through customer pricing alignment, new messaging channels, and operational efficiencies.

Pursue business expansion opportunities driven by growing data sovereignty and residency requirements.



PROTECTING MOMENTS

REVENUE MODEL

Transactional premiums

Services and professional fees

Profit commissions

Lloyd's-backed MGA

Binding authority across multiple jurisdictions, with no with no balance-sheet risk.

Specialty Insurance for Live Events and Promotions

Event Cancellation

Crisis Management

Terrorism

Liability

Prize Pools — Skills-Based Events

Promotions and Incentives

Contractual Bonus

Niche, high-value coverages where underwriting complexity and regulatory requirements create barriers to entry, sold through the proprietary Glide platform and a platform and a direct broker sales team.

BRANDS*

BRIT

Marsh

Gallagher

HUB

BFL
CANADA

LOCKTON

*A selection of current or past clients or partners of IC Group Holdings Inc. and its subsidiaries. Not exhaustive; for illustrative purposes only.

IC Insurance



\$0.9M

Revenue · **+147% YoY**

\$0.56M

Gross Profit · **+119% YoY**

62%

Gross Margin

\$0.13M

Operating income · up from a loss in Q2 in Q2 2025

TRAILING 12
MONTHS Q3 2025
TO Q2 2026

\$2.5M

Revenue

\$1.6M

Gross Profit

64%

Gross Margin

* Amounts are expressed in CAD.

NEAR-TERM FOCUS

Expand the product suite across sports, entertainment, and live events.

Increase recurring revenue through new product offerings.

Grow distribution networks and international activity within existing delegated authority frameworks.

TSX-V: ICGH

CAPITALIZATION SUMMARY		
Share price		C\$0.42
52-week range		C\$0.35 – C\$0.74
Average daily volume		13.3K
Shares outstanding		41.3M
Market capitalization		~ C\$17.3M
Options / Warrants		3.3M / 5.6M
Fully diluted shares		50.2M
Cash / Debt		C\$2.3M / C\$8.5M



~0.86x

EV / TTM REVENUE

Less than 1x enterprise value to trailing revenue, despite strong organic growth and improving profitability.

Market data as of August 26, 2026. EV/TTM Revenue, share price, options, warrants, cash and debt figures as of June 30, 2026.

Milestones and Catalysts

Following three acquisitions and the renewal of a Fortune 50 anchor customer, the focus is on organic growth and margin expansion.

2024–2025

PLATFORM BUILT

One company, assembled

Engagement, messaging and specialty risk brought under one roof.

Market & customer validation

Fortune 50 anchor customer, on multi-year contracts.

100+ pro teams and live-event operators.
1B+ mobile messages delivered.

FY2025 revenue +50%

C\$26.9M, approximately 68% recurring.

2026

SCALING ORGANICALLY

Organic Growth Engine

Q2 revenue +26% YoY, ~97% organic.

Scaling Mobile More Efficiently

IC Mobile +25% YoY, fully organic.

Operating Leverage Now

Adjusted EBITDA +345% YoY, consistent over 3 quarters.

New Solutions – New Channels

C\$1.0M ARR deal; new venue channel partnership, renews Fortune 50 Mandate.

2027 & beyond

MARGIN & OPTIONALITY

Margin expansion

Margin recovery as pricing and operating efficiency actions annualize.

Platform monetization

Live event network, data, and enterprise relationships.

Channel optionality

Venue network scaling into revenue.

Disciplined Capital Allocation

Organic base case; debt down C\$1.5M.

* Amounts are expressed in CAD.

Four positions a competitor cannot simply buy.

Licences, carrier agreements, installed relationships and 30 years of delivery capability take years and regulators to assemble — and they are the reason our revenue recurs.

GLOBAL DELIVERY 30+ Countries served Thirty years of delivery experience, regulatory expertise and supplier networks — consumer engagement executed end to end in over 30 countries. Barrier: 30 years of operating know-how	INSTALLED FOOTPRINT 100+ Teams and live-event operators Fan engagement inside venues across the NHL, MLB, NBA, NFL, North American and European minor leagues. Barrier: relationships won season by season	CARRIER ACCESS 1 of 3 Tier-1 Canadian mobile mobile aggregators Direct connectivity to every major Canadian carrier. The Only Aggregator with 100% Canadian data residency and Sovereignty — the compliant route into regulated industries. Barrier: carrier agreements, years to earn	UNDERWRITING Lloyd's MGA Global binding authority authority We bind specialty risk ourselves, worldwide — a licence held by few, and why brands can run million-dollar promotions with us. Barrier: Lloyd's approval, not purchasable
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Scalable Growth, Recurring Revenue & Alignment

A diversified consumer engagement company priced below one times trailing revenue.

+26%

Strong revenue growth

Q2 revenue +26% YoY, with ~97% of the growth generated organically.

~ 67%

Recurring revenue

Recurring revenue remained strong in Q2. Transactional, service, license, SaaS and subscription revenue with real visibility.

53%

Insider alignment

Held by directors, officers and executives — management invested alongside shareholders.

+ 345%

Operating leverage

Q2 Adjusted EBITDA up 345% YoY to C\$0.67M, continuing to outpacing revenue growth.

3

Ways to earn per customer

Create, deliver and protect — one customer relationship, three revenue lines.

~ 0.86x

EV / TTM revenue

A compelling valuation against strong organic growth and improving profitability.



Thank You!

We'll now open the floor for Q&A.

Duncan McCready, CEO and Director

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Non-IFRS Measures & Confidentiality

Adjusted EBITDA and Annual Recurring Revenue are referenced throughout this presentation.

Non-IFRS financial measures

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Adjusted EBITDA refers to earnings before interest, taxes, depreciation, amortization, stock-based compensation, one-time transaction expenses and financing costs. It is reconciled to its most directly comparable IFRS measure in the Company's MD&A. Annual Recurring Revenue is calculated as expected yearly revenue from recurring transactional, service, licence, SaaS or subscription fees.

These measures should not be considered in isolation or as a substitute for net profit or cash flow data prepared in accordance with IFRS.

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