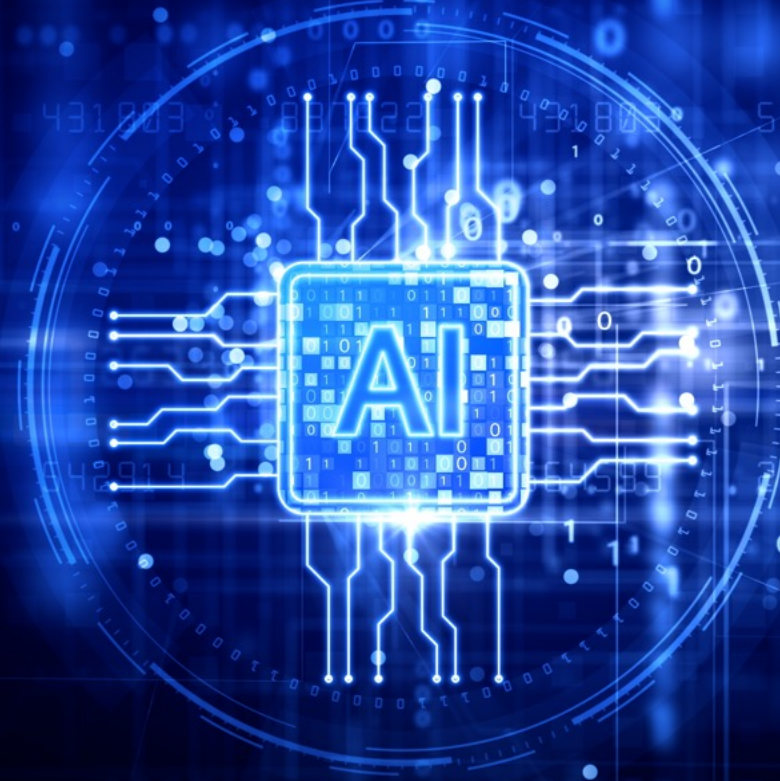




Delivering Client Value through AI Enablement



January 15, 2024

INVESTOR PRESENTATION / TSXV: NOW OTCQB: NOWVF

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DISCLAIMER AND FORWARD-LOOKING STATEMENTS

Non-IFRS Measures

This presentation refers to certain non-International Financial Reporting Standards (“IFRS”) measures “CLTV”, “2023 Annualized Revenue”, “EBITDA” and “Free Cash Flow” are financial performance measures that are not defined by, and do not have standardized meanings under, IFRS.

- Customer lifetime value (“CLTV”) is calculated by the annual spend of a customer multiplied by the years of the relationship.
- EBITDA is calculated as net income (loss) before depreciation and amortization expenses, net interest costs and provision for income taxes.
- Free Cash Flow is the net cash inflows (outflows) from operations after accounting for cash inflows (outflows) used in investing and financing activities
- 2023 Annualized Revenue is calculated by taking the year to date Q3 2023 revenue and pro rating for four quarters

Non-IFRS measures are used by management to assess the financial and operational performance of NowVertical. The Company believes that these non-IFRS measures, in addition to conventional measures prepared in accordance with IFRS, enable investors to evaluate the Company’s operating results, underlying performance and prospects in a similar manner to the Company’s management. As there are no standardized methods of calculating these non-IFRS measures, the Company’s approach may differ from those used by others, and accordingly, the use of these measures may not be directly comparable. Accordingly, these non-IFRS measures are intended to provide additional information and should not be considered in isolation or as a substitute for measures of performance prepared in accordance with International Financial Reporting Standards.

Today's Announcement

- Appointment of Sandeep Mendiratta as Chief Executive Officer
- Elevation of two business unit leaders
- Update on important initiatives underway



Andre Garber

Chief Development Officer



Elaine Kunda

Board Chair

Initiatives to put NowVertical on a course for long-term organic and inorganic global growth

- Empowering business leadership
- Aligning all key stakeholders
- Cost efficiencies
- Integration, simplification and execution



An Engaged and Highly Qualified Board



Elaine Kunda
Board Chair



Elaine Kunda
Board Chair



Chris Ford
Director



Andre Garber
Director



Darrell MacMullin
Director



David Charron
Director

Pillars of action for 2024



Integration



Simplification



Execution

- 1 Strategic Account Growth Opportunities**
- 2 Integrating Business Units**
- 3 Unifying our Global Design Strategy**
- 4 Driving stronger proposition mix for greater profitability**

A position of strength as we start the new year

 Signafire Technologies	 Seafront Analytics	 Integra Data & Analytics Solutions Corp.	 DocAuthority	 Affinio Inc.	 CoreBI S.A.
 Exonar Ltd.	 Allegiant Defense Inc.	 Resonant Analytics, LLC	 Analytics 10	 Smartlytics Consultancy	 Acrotrend Solutions
5 Continents Operating in			600+ Strong Phenomenal team		
    ... and more Key Technology Expertise			250+ Clients		

Of the
250+
Clients

100+
Enterprise Clients

35+
Clients with CLTV over \$1m

The
Economist

GSK

Disney

Taylor & Francis Group
an informa business

HALEON



Telefónica

Adobe

paloalto
NETWORKS

AstraZeneca

LATAM

NAOS

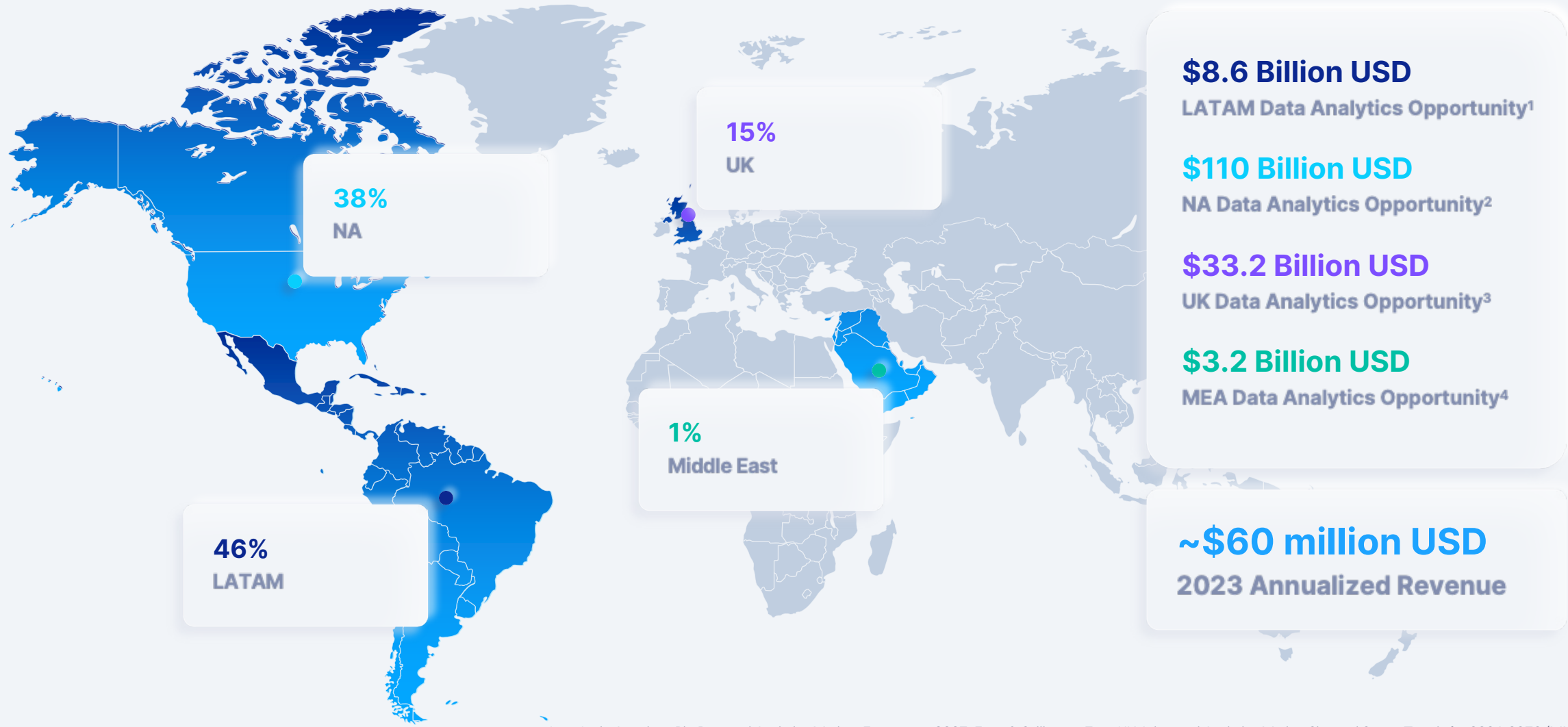
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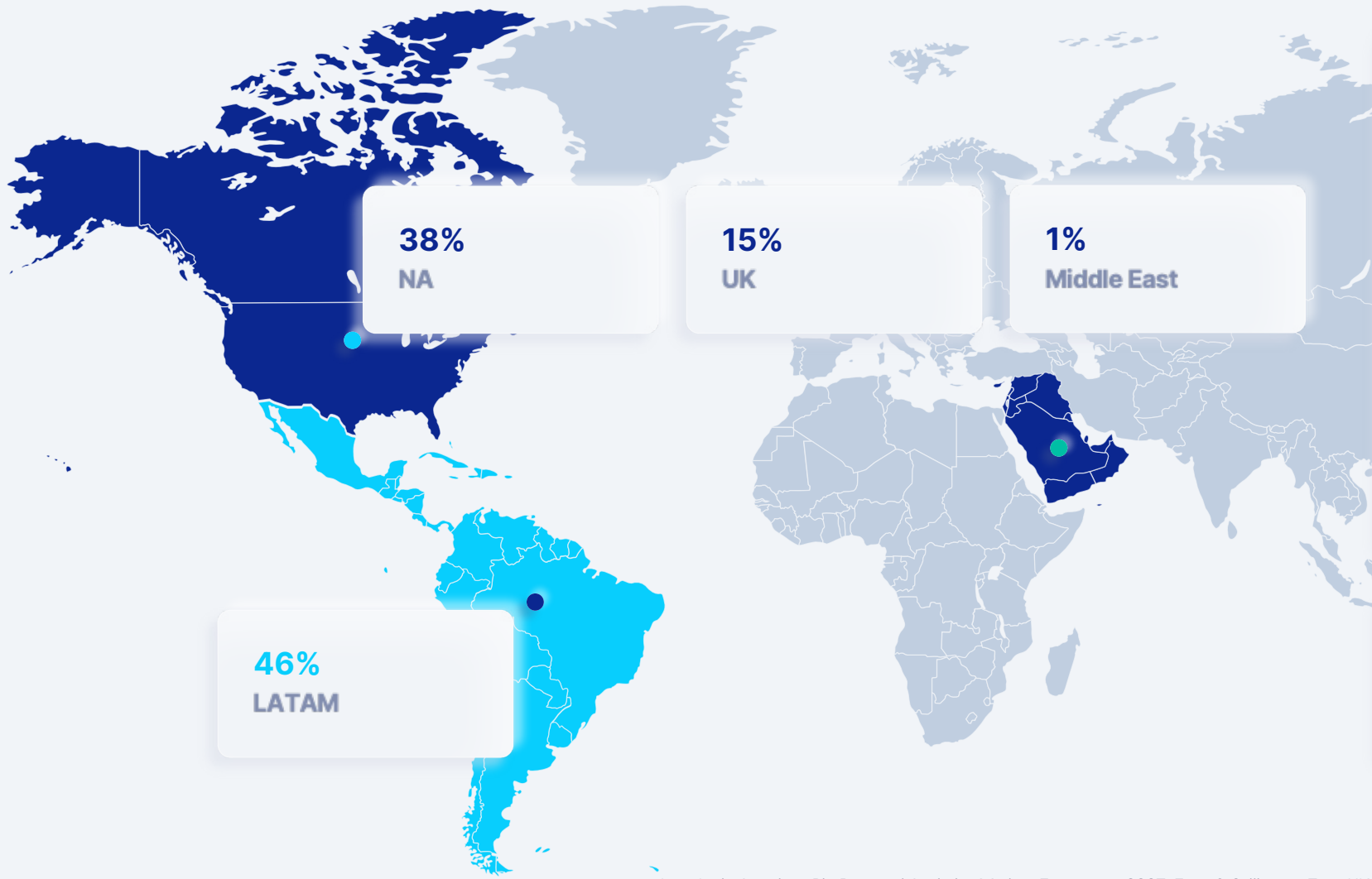
1

There are clear signals that
Strategic Account Growth Opportunities
provide a Win-Win





1. Latin American Big Data and Analytics Market, Forecast to 2023, Frost & Sullivan (2018)
 2. North America Big Data and Business Analytics Market Size, EMR (2023)
 3. UK Advanced Analytics Market Size and Scope Trends for 2024-2030 (MMM, 2023)
 4. Big data and business analytics in Middle East and Africa, Statista (2023)



\$8.6 Billion USD
LATAM Data Analytics Opportunity¹

\$110 Billion USD
NA Data Analytics Opportunity²

\$33.2 Billion USD
UK Data Analytics Opportunity³

\$3.2 Billion USD
MEA Data Analytics Opportunity⁴

~\$60 million USD
2023 Annualized Revenue

1. Latin American Big Data and Analytics Market, Forecast to 2023, Frost & Sullivan (2018)
 2. North America Big Data and Business Analytics Market Size, EMR (2023)
 3. UK Advanced Analytics Market Size and Scope Trends for 2024-2030 (MMM, 2023)
 4. Big data and business analytics in Middle East and Africa, Statista (2023)

2

**Integrating business units
creating laser-focus
in targeting & measuring
our greatest market opportunities**



Simplifying what we do for our clients



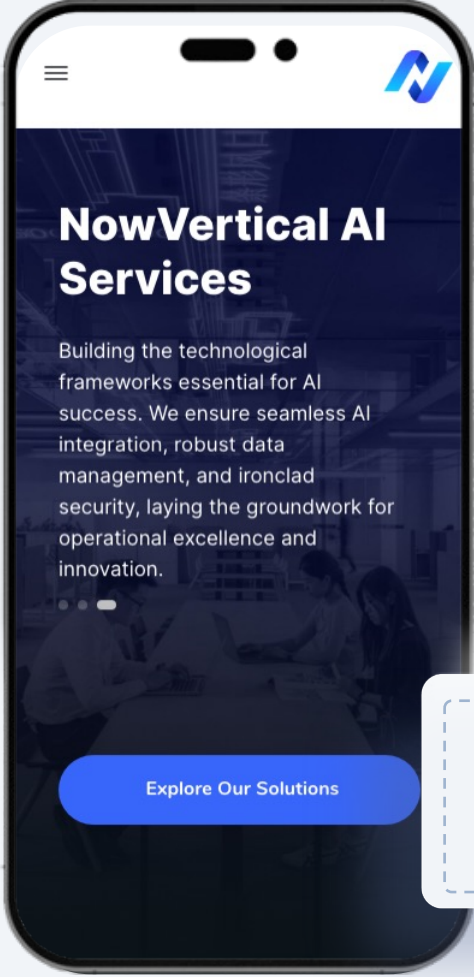
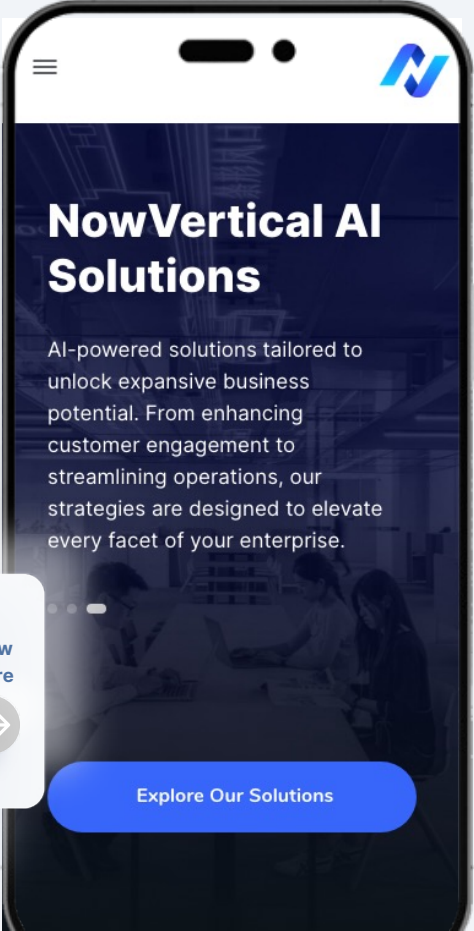
An easy-to-understand framework to engage with prospects

Solutions

CLTV Solution

Retention Solution

View More

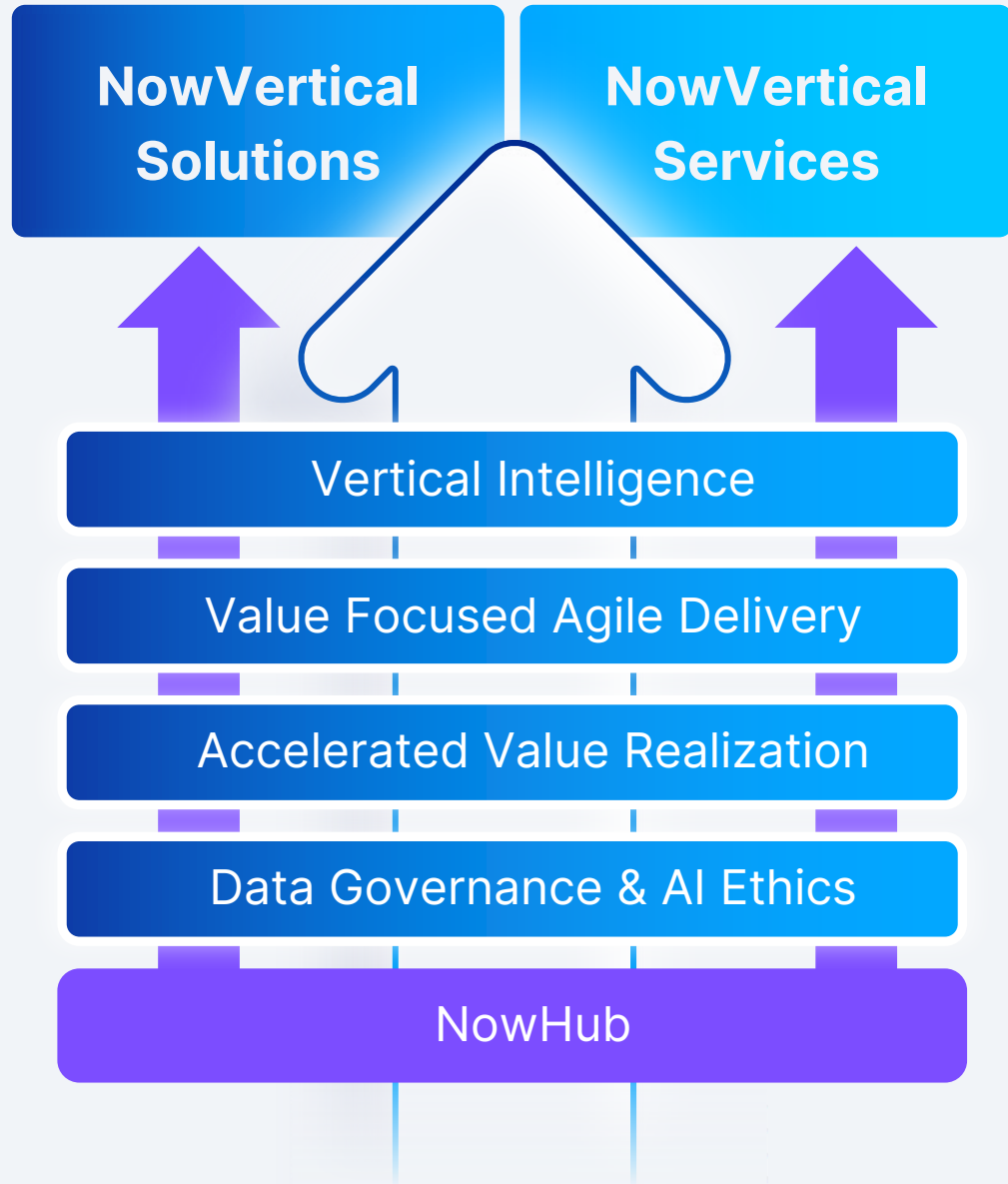


Services

Data Engineering

AI & ML Enablement

View More



A framework which incorporates **how we win** creating client value across all of our propositions

Transforming data into business value with AI

Our Core Competence

The areas we excel, our products and service have this at their heart

Our Client Value

How our clients experience the transformative value of data

Our Future Strategic Imperative

Ensuring we're evolving our solutions with AI technologies, now and in future by delivering value our clients desire

3

**Unifying our Global Design Strategy
to create clarity and efficiency
in our propositional offering.**



Exploring the mix between solutions and services



Higher Profitability
Deeper Engagement



Higher Volume
Faster Engagement

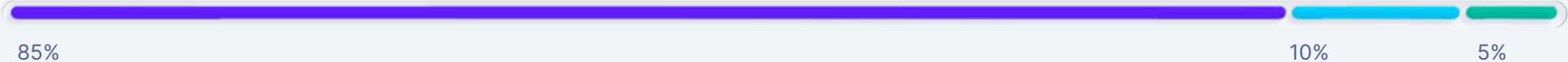
Propositional Mix Impact

● Services

● Solutions

● Products

Current Mix



Targeted Future Mix



Gross Profit



EBITDA



Free Cash Flow

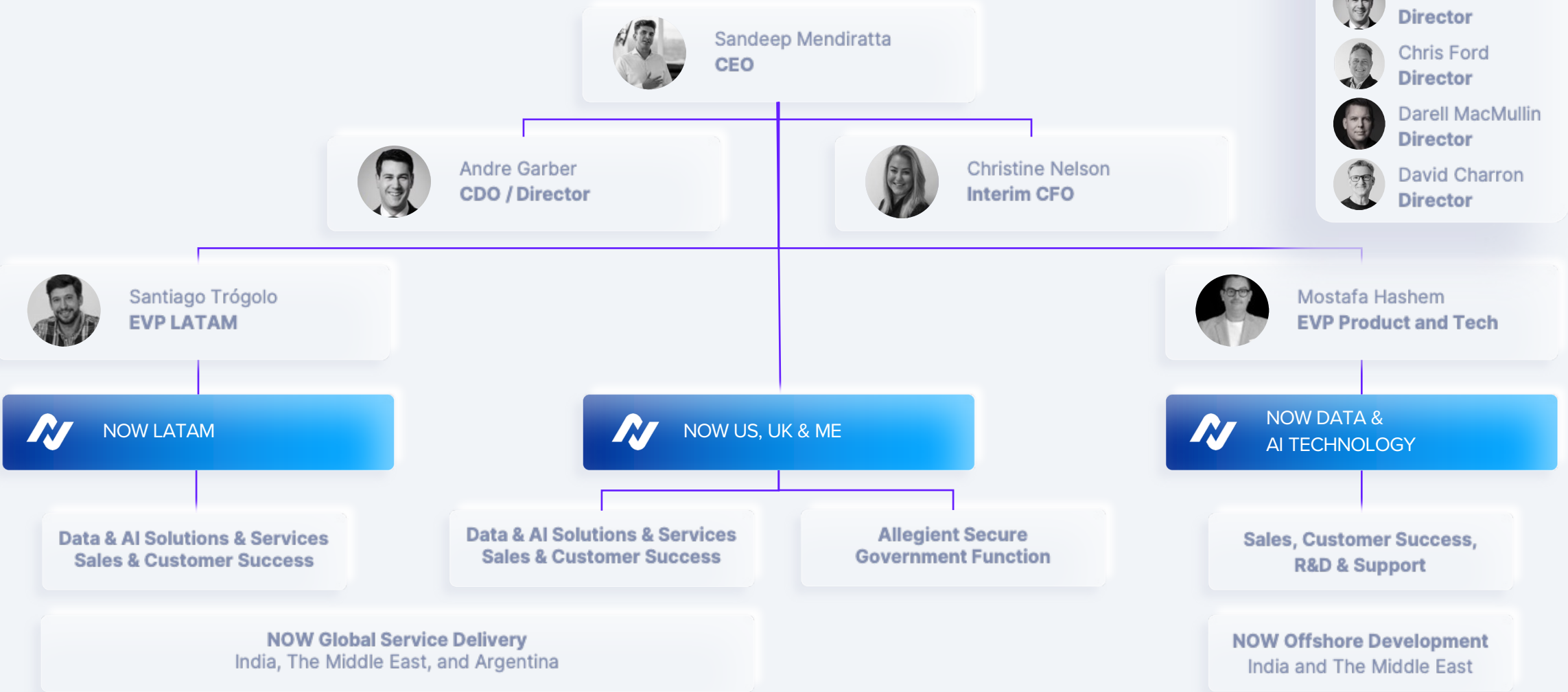


4

**Driving stronger proposition mix
for greater profitability and
deeper engagement
delivering long-term recurring revenue**



Operator First Model



Board

- Elaine Kunda
Board Chair
- Andre Garber
Director
- Chris Ford
Director
- Darell MacMullin
Director
- David Charron
Director

Pillars of action for 2024



Integration



Simplification



Execution

- 1 Strategic Account Growth Opportunities**
- 2 Integrating Business Units**
- 3 Unifying our Global Design Strategy**
- 4 Driving stronger proposition mix for greater profitability**

Thank you

For further information, please contact:

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t: (403) 763-9797

TSXV: NOW OTCQB: NOWVF

Illustrative Share Price (C\$) January 12, 2024	\$0.48
Market Cap. (C\$)	\$49M
Subordinated Voting Shares	61,365,862
Proportionate Voting Shares ¹	164,390
Shares Outstanding (Non-Diluted) ¹	77,804,862
Options	5,815,942
Warrants (Exercisable @ \$1.25) ²	3,962,268
Warrants (Exercisable @ \$0.80) ³	9,631,500
Convertible Debs (Convertible at @ \$1.05) ⁴	4,827,619
Subordinated Shares Outstanding (Fully Diluted) ⁵	102,041,891

1. Proportionate Voting Shares convert to subordinated voting shares at a ratio of 1 PVS = 100 SVS
2. Expire 10/04/25
3. Expire 02/28/26
4. Expire 10/04/25
5. Includes options outstanding, warrants issued and outstanding and convertible debentures issued and outstanding