

Our Investment Story:

**Going beyond the AI wave
to deliver tangible
business value**

January 2024



NowVertical Group TSXV: NOW / OTC: NOWVF

DISCLAIMER AND FORWARD-LOOKING STATEMENTS

This presentation has been prepared by NowVertical Group Inc. (“**NowVertical**” or the “**Company**”). The data, information and opinions contained or referenced herein (collectively, the “**Information**”) is for general informational purposes only and is not tailored to specific investment objectives, the financial situation, suitability, or particular need of any specific reader or recipient of the Information. Neither the Information nor anything contained or referenced herein is intended to be, nor should it be construed or used as, investment, tax, legal or financial advice or an opinion of the appropriateness of any investment.

This presentation is not, and under no circumstances is to be construed as an offering memorandum, prospectus, an advertisement or a public offering of securities by the Company in the United States, Canada or any other jurisdiction. No securities commission or similar authority of the United States, Canada, or any other jurisdiction has reviewed or in any way passed upon this Presentation, and any representation to the contrary is an offence. This presentation is not intended, and under no circumstances is to be construed as, as an offer or solicitation with respect to the purchase or sale of any financial instrument, including securities of the Company. The Company does not make any representation or warranty as to the accuracy or completeness of the Information, and Information may not be relied upon by you in evaluating the merits of investing in any securities of the Company. This presentation does not contain, nor does it purport to contain, a summary of all of the material information concerning the Company or the terms and conditions of any potential investment in the Company. This presentation includes market and industry data which was obtained from various publicly available sources and other sources believed by the Company to be true. Although the Company believes it to be reliable, the Company has not independently verified any of the data from third party sources referred to in this presentation, or analyzed or verified the underlying reports relied upon or referred to by such sources, or ascertained the underlying assumptions relied upon by such sources. Unless expressly stated otherwise, any opinion expressed herein are opinions of the Company held as of the date appearing in the Information. The Company disclaims any obligation to update the Information contained herein, except as required by law. Unless otherwise indicated, all financial information in this presentation is reported in Canadian dollars.

Forward Looking Statements

Except for any historical information contained herein, the Information and other matters contained or referenced herein contain “forward-looking information” and “forward-looking statements” as such terms are defined under applicable securities laws (together, “**forward-looking statements**”). These statements relate to future events or future performance and reflect management’s expectations, beliefs, plans, estimates, intentions and similar statements concerning anticipated future events, results, circumstances, performance or expectations that are not historical facts, including estimates, projections and potential impact of the proposals and plans set forth herein such as the Company’s pillars of action for 2024 and the implementation thereof and anticipated effects resulting therefrom. Such forward-looking statements reflect management’s current beliefs and are based on information currently available to management. In some cases, forward-looking statements can be identified by terminology such as “may”, “will”, “should”, “expect”, “plan”, “anticipate”, “believe”, “estimate”, “predict”, “potential”, “continue”, “target”, “intend”, “could” or the negative of these terms or other comparable terminology. By their very nature, forward-looking statements involve inherent risks and uncertainties, both general and specific, and a number of factors could cause actual events or results to differ materially from the results discussed in the forward-looking statements. In evaluating these statements, readers should specifically consider various factors that may cause actual results to differ materially from any forward-looking statement. These factors include, but are not limited to market and general economic conditions, the nature of the investor services and investor relations industry and the risks and uncertainties discussed from time to time in the Company’s interim and annual financial statements and associated management discussion and analysis and other public disclosure and filings made available by the Company under its profile on www.sedarplus.com. Although the forward-looking statements contained herein are based upon what management believes are reasonable assumptions, there can be no assurance that actual results will be consistent with these forward-looking statements. Unless otherwise indicated herein, the forward-looking statements herein are made as of **January 15, 2024** and should not be relied upon as representing the Company’s views as of any date subsequent to such date. Except as may be required by applicable law, the Company does not undertake, and specifically disclaims, any obligation to update or revise any forward-looking statements, whether as a result of new information, further developments or otherwise.



DISCLAIMER AND FORWARD-LOOKING STATEMENTS

Non-IFRS Measures

This presentation refers to certain are 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.

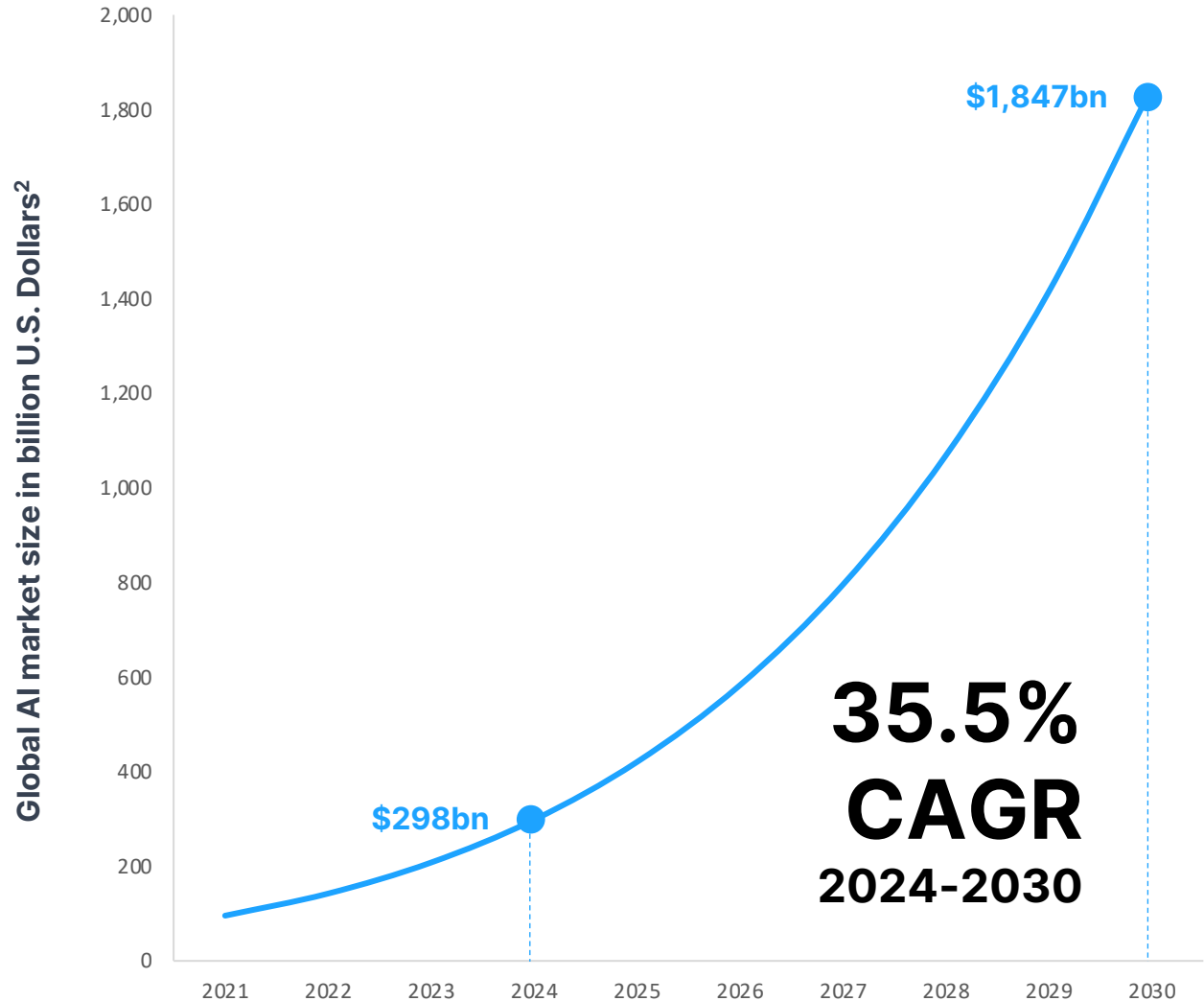


MARKET

We are in a transformative era where AI spending is surging.

70% of CEOs are heavily investing in generative AI, viewing it as a competitive edge for the future.

A significant number of them (52%) expect to see a return on their investment within three to five years.¹



1. Global CEO Outlook 2023, KPMG (2023)
2. Artificial Intelligence (AI) Global Opportunity Analysis and Industry Forecast, 2022-2030, Next Move Strategy (2023)



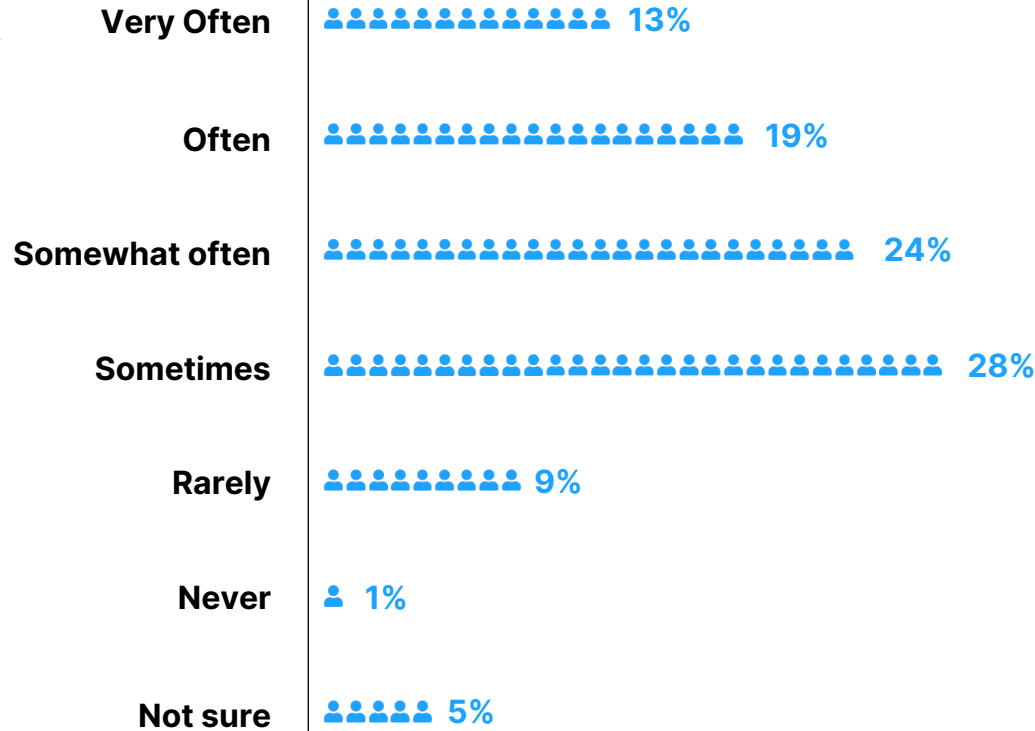
PROBLEM

But enterprises stall to get ROI

36%
of all AI
projects fail¹

Including successful transformations when transformation teams are asked how often their AI initiatives are slowed down by organisational limitations, they respond¹...

In **25%** of organisations
OVER HALF of their AI
projects fail!¹



WHY?

18%
of organizations have adequate knowledgeable staff to work on big data projects.²

39%
of businesses struggle to keep up with the growing volume and complexity of data.³

97%
Data Engineers and Data Scientists are burnt out or calling for relief⁴

1. Altair Frictionless AI Global Survey Report 2023, Altair (2023)
2. Data Integration Market (2023), Nova1Advisor (2023)
3. Essential Data Management Statistics In 2024, ZipDo (2023)
4. 2021 Data Engineering Survey, DataKitchen (2021)

CUSTOMER VALUE PROPOSITION

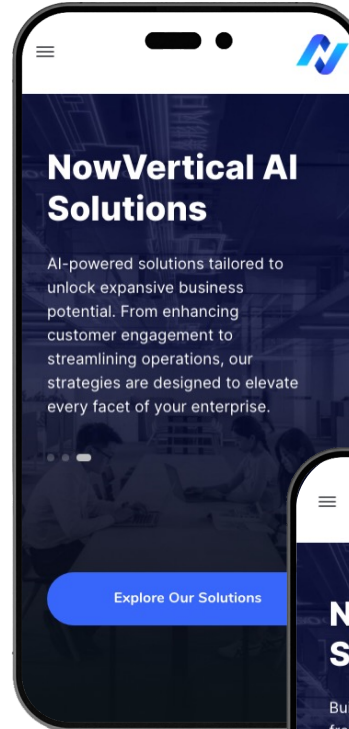
**That's the
problem
we solve**

**We transform data
into business value
with AI, *fast.***

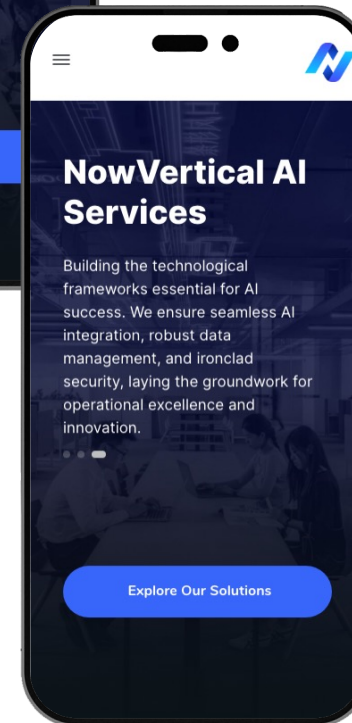


OUR SOLUTION

Across 12 strategic acquisitions we have amassed client winning capabilities

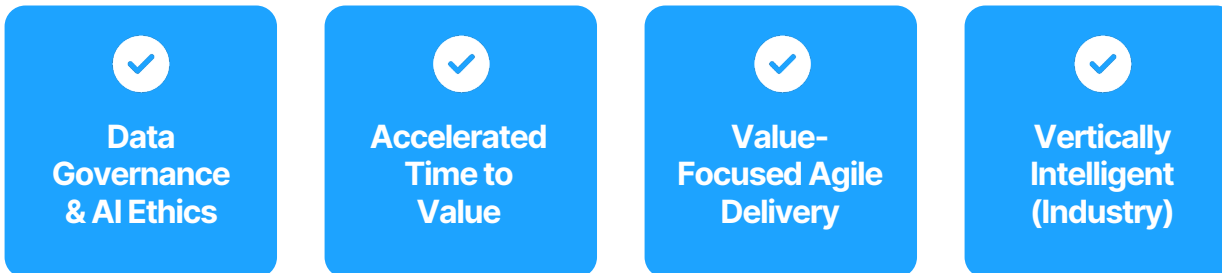


- Increasing CLTV
- Increasing retention
- Increasing Revenue Per Customer
- Increasing Campaign Performance
- Enabling Strategic Decision Making
- Increasing Customer Satisfaction



- Data Management
- Data Science
- Data Engineering
- MLOps
- Data Analysis
- Data Architecture

Our USPs



OUR CLIENTS

We're proud of the caliber of clients and scale we've achieved to date.

\$60m

USD Annualised Revenue

35+

Clients with CLTV over \$1m



600+

Strong Team across 5 continents

Key Technology Expertise

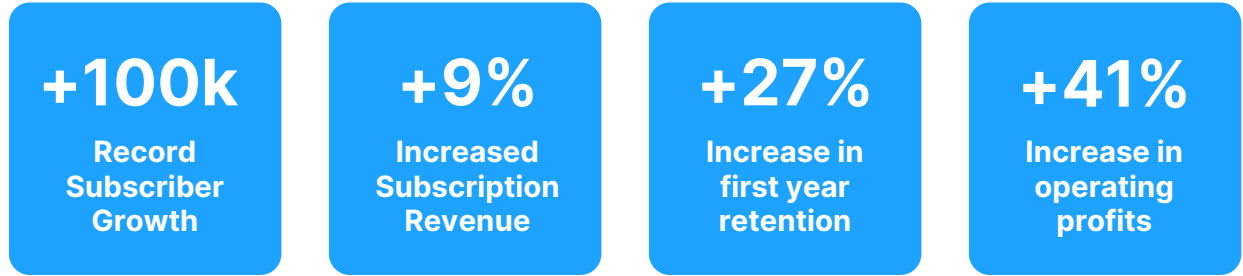
See "Disclaimer and Forward Looking Statements – Non-IFRS Measures" for information on CLTV.

250+ Clients
100+ Enterprise Clients



CASE STUDY

How we drove record subscriber growth with The Economist Group



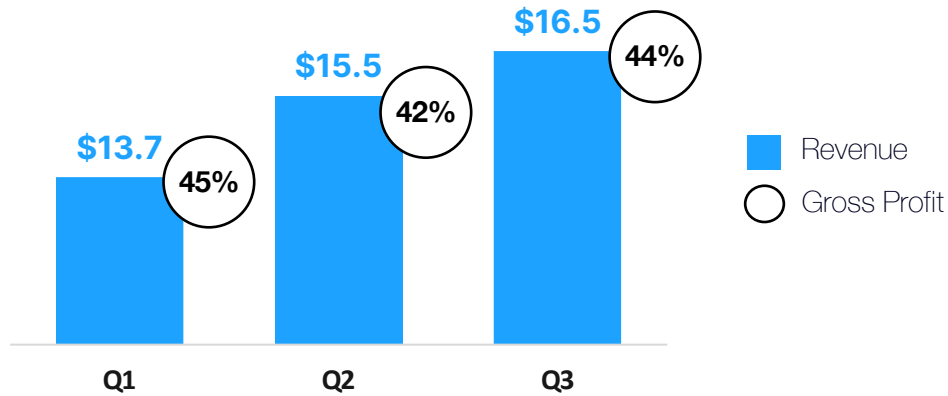
The Economist Group needed to enhance subscriber engagement, build trust in data platforms, drive innovation, adopt modern technologies, improve operational efficiency, achieve revenue growth and profitability, and develop internal data capabilities.



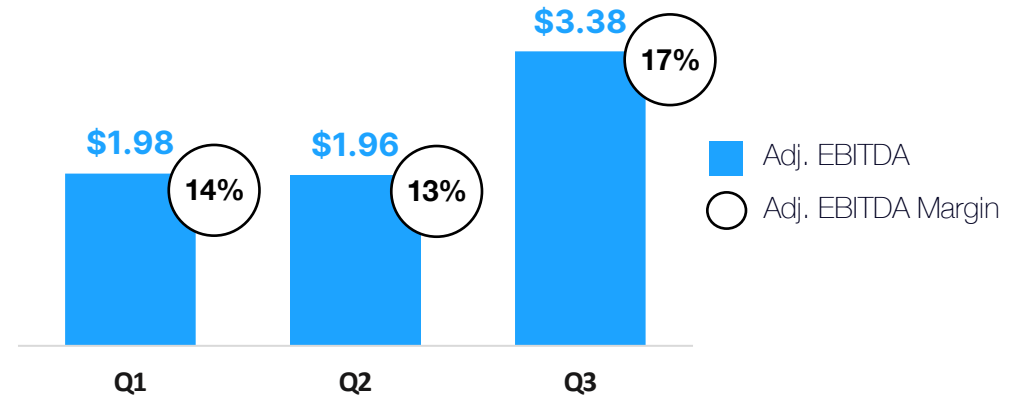
- Discovery:**
We assessed current data landscape and capabilities and envision future state.
- Prove:**
We started by creating a modern data platform by onboarding business-to-consumer digital subscribers, prospects, and registered users. Onboarded 100+ business users onto the platform and proved the client value.
- Transform:**
We extended the platform to include relevant data from subscribers and assisted in developing internal data capabilities to unlock the full ROI.

We see this success in our numbers

YTD 2023 Revenue (millions)



YTD BU Adjusted EBITDA (millions)



Q3 2023

\$16.5m

Revenue

110% Increase (vs Q3 '22)

\$16.5m

Gross Profit (44%)

121% Increase (vs Q3 '22)

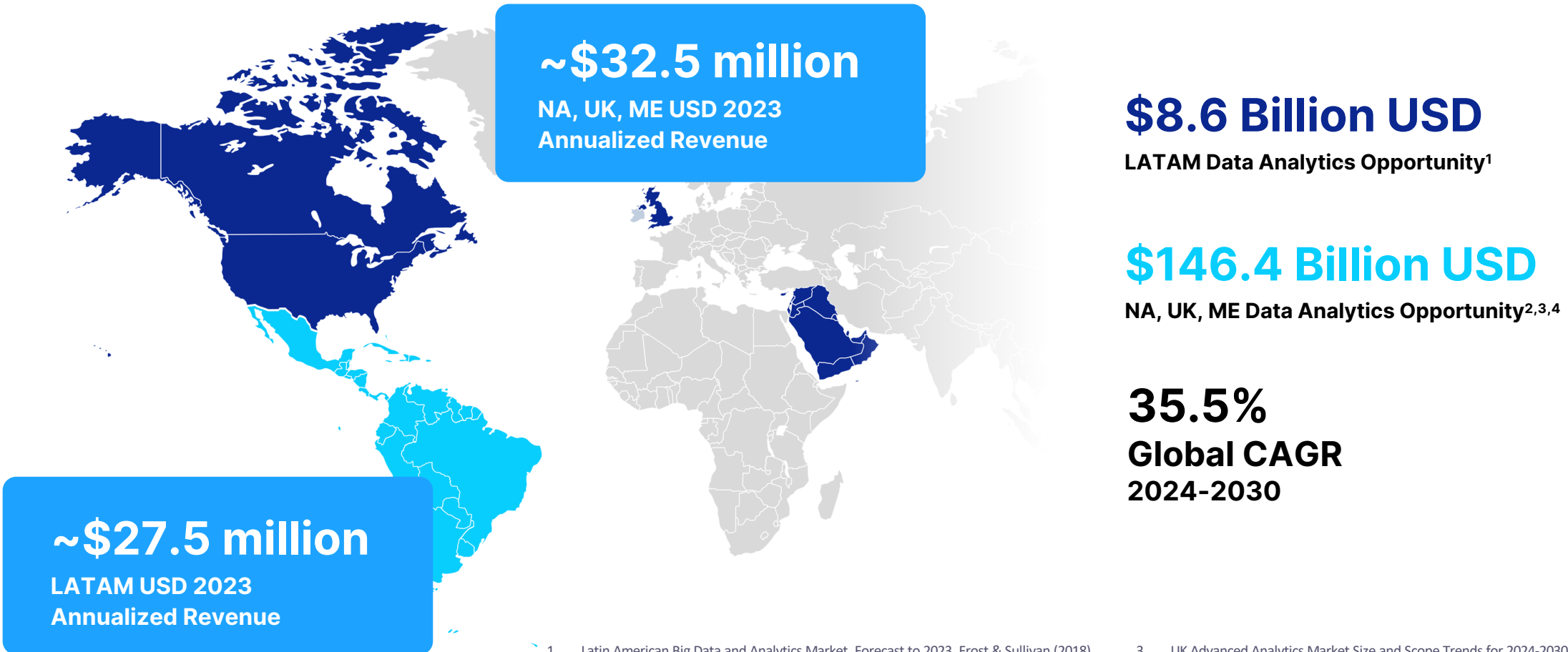
\$2.4m

Adjusted EBITDA

603% Increase (vs Q3 '22)



Yet, there is a huge opportunity to grow



~\$32.5 million
NA, UK, ME USD 2023
Annualized Revenue

\$8.6 Billion USD
LATAM Data Analytics Opportunity¹

\$146.4 Billion USD
NA, UK, ME Data Analytics Opportunity^{2,3,4}

~\$27.5 million
LATAM USD 2023
Annualized Revenue

35.5%
Global CAGR
2024-2030

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)

OUR STORY

This was achieved while our 12 acquisitions have largely operated independently

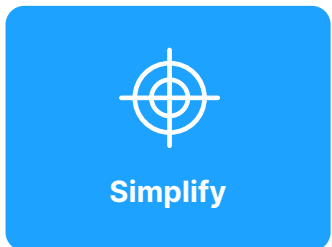
THE *TRUE* OPPORTUNITY

The next chapter in our story unleashes the power of these capabilities operating as a cohesive force to capitalize on this opportunity.



Unleashing the power of the group

We will:



To Deliver:

1. Strategic Account Growth



Increased Revenues

2. Integrated Business Units



Reduced Costs

3. Unified Global Design Strategy



Product Innovation

4. Stronger proposition mix



Greater Profitability

Driving Shareholder Value



OUR TEAM

With an expert team focused on results

Leadership



CEO
Sandeep Mendiratta

Board



Board Chair
Elaine Kunda



EVP LATAM
Santiago Trógolo



EVP Product and Tech
Mostafa Hashem



Interim CFO
Christine Nelson



CDO / Director
Andre Garber



Director
Chris Ford



Director
Darell MacMullin



Director
David Charron



Why invest in NowVertical Group?

Robust Growth Trajectory:

- Twelve acquisitions since 2021, underlining a potent growth model.
- Established operational footprint on five continents, showcasing global scalability.



Market Expansion Potential:

- Strong foothold in an AI market poised for significant growth (35.5% CAGR).
- Strong client relationships, a clear proof-point to the value we offer in the market.



Strategic focus unlocking the power of our acquisitions:

- Revenue growth with large enterprises by offering comprehensive, integrated solutions.
- Reducing costs and improving cash flow by streamlining group operations.
- Increasing profitability through a strategy which creates opportunities to deliver holistic client solutions, improving the propositional mix.

Thank You

For further information, please contact:

Glen Nelson, Investor Relations

e: glen.nelson@nowvertical.com

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

