

Investor Presentation / November 2025

# building the future of digital marketing

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TSXV : INIK | OTCQX : INIKF

IONIK

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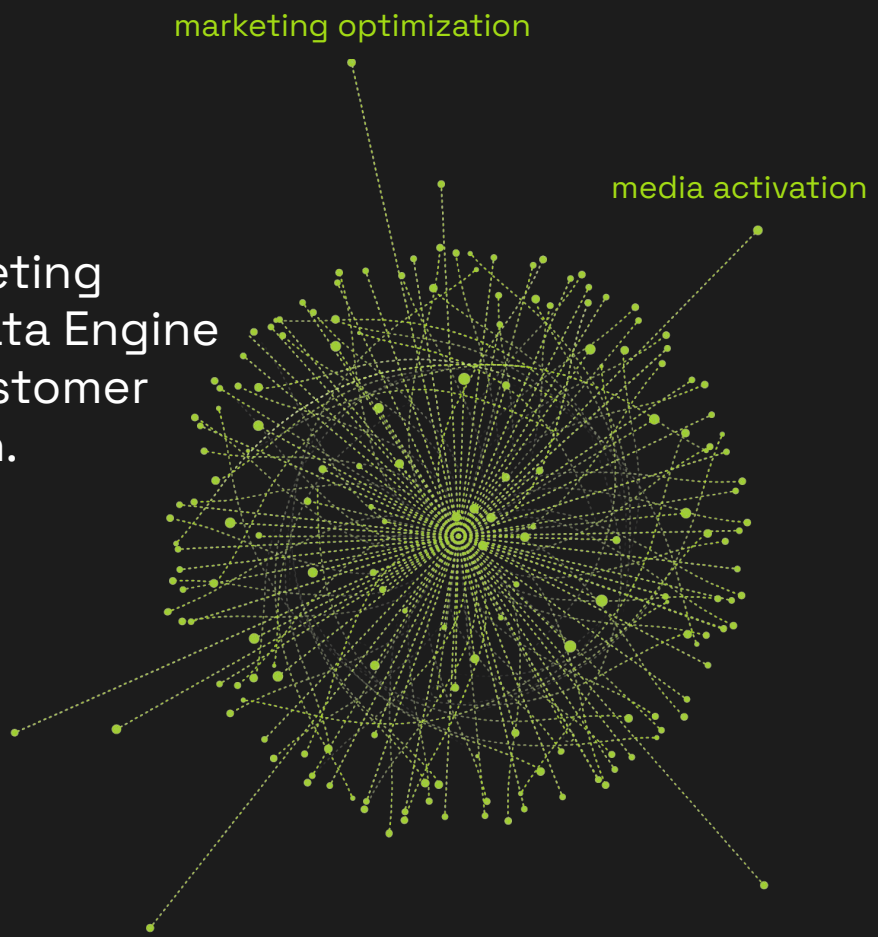
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**Non-GAAP Measures**

The Company prepares its financial statements in accordance with IFRS. However, the Company considers certain non-GAAP financial measures as useful additional information to assess its financial performance. These measures, which it believes are widely used by investors, securities analysts and other interested parties to evaluate its performance, do not have a standardized meaning prescribed by GAAP and therefore may not be comparable to similarly titled measures presented by other publicly traded companies, nor should they be construed as an alternative to financial measures determined in accordance with IFRS. This presentation refers to Non-GAAP measures including "Adjusted EBITDA" and "Free Cash Flow Conversion".

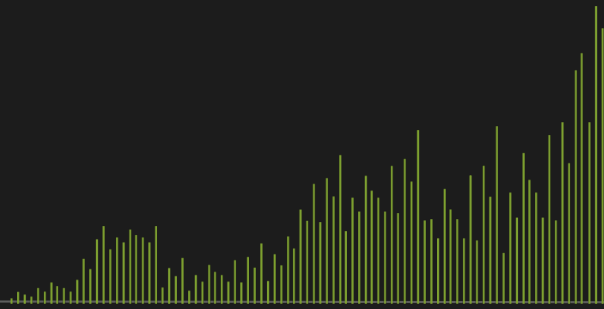
Ionik unites Media Activation and Marketing Optimization through its AI-Powered Data Engine to energize new possibilities across customer acquisition, engagement, and retention.



We help brands, advertisers, and publishers connect with audiences through:

- data-driven automation
- first-party data
- integrated marketing technology

to break down silos and turn incremental efficiencies into exponential gains.



# Ionik snapshot

## Performance + agency expertise

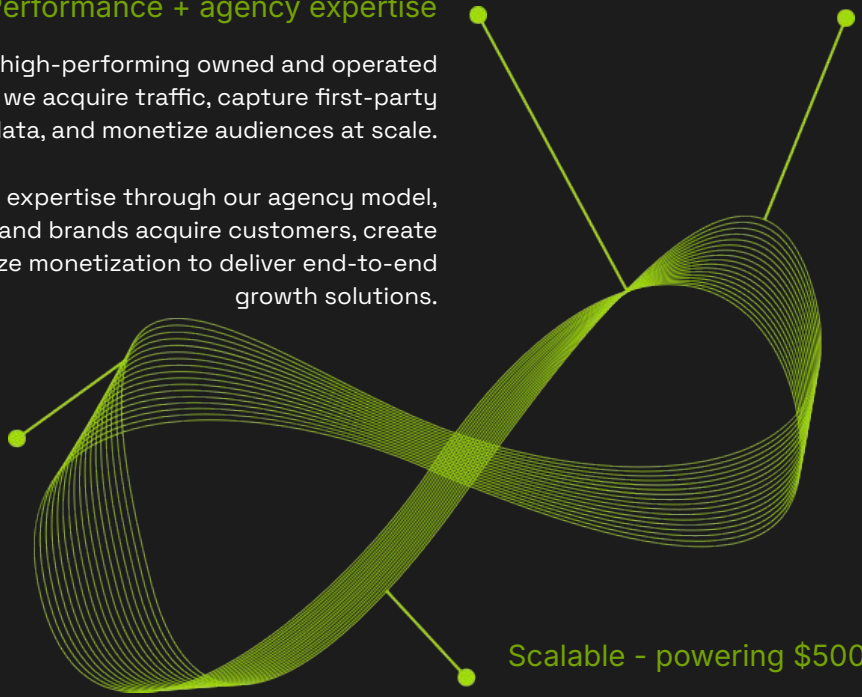
We operate high-performing owned and operated properties where we acquire traffic, capture first-party data, and monetize audiences at scale.

We also extend this expertise through our agency model, helping publishers and brands acquire customers, create content, optimize monetization to deliver end-to-end growth solutions.

## Diversified, sustainable model

With performance, agency, and network models operating across all major verticals and multiple monetization channels, Ionik is built to adapt to market shifts.

We leverage omnichannel traffic sources, multiple revenue streams, across all major marketing channels to drive sustainable growth and protect against industry volatility.



## Our technology advantage

Ionik integrates proprietary tools and capabilities across Media Activation and Marketing Optimization underpinned by an AI-Powered Data Engine to unify data, automate campaigns, and optimize performance across verticals, traffic sources, and publisher types.

Our connected tech stack powers precision targeting, personalization, and AI-driven optimization.

## Scalable - powering $500M+ in advertising

The Ionik Marketing Platform facilitates more than $500 million in advertising spend and revenue, demonstrating the scale of our operations in the digital advertising ecosystem.

# Ionik marketing platform

Ionik is built around two customer acquisition platforms, Marketing Optimization and Media Activation, driven by our AI-Powered Data Engine

## marketing optimization

- Full-funnel automation and performance optimization
- Omnichannel user acquisition and monetization
- Lead generation and affiliate marketing
- Full suite of delivery capabilities (SMS, email, and push notification platforms)
- First-party data capture

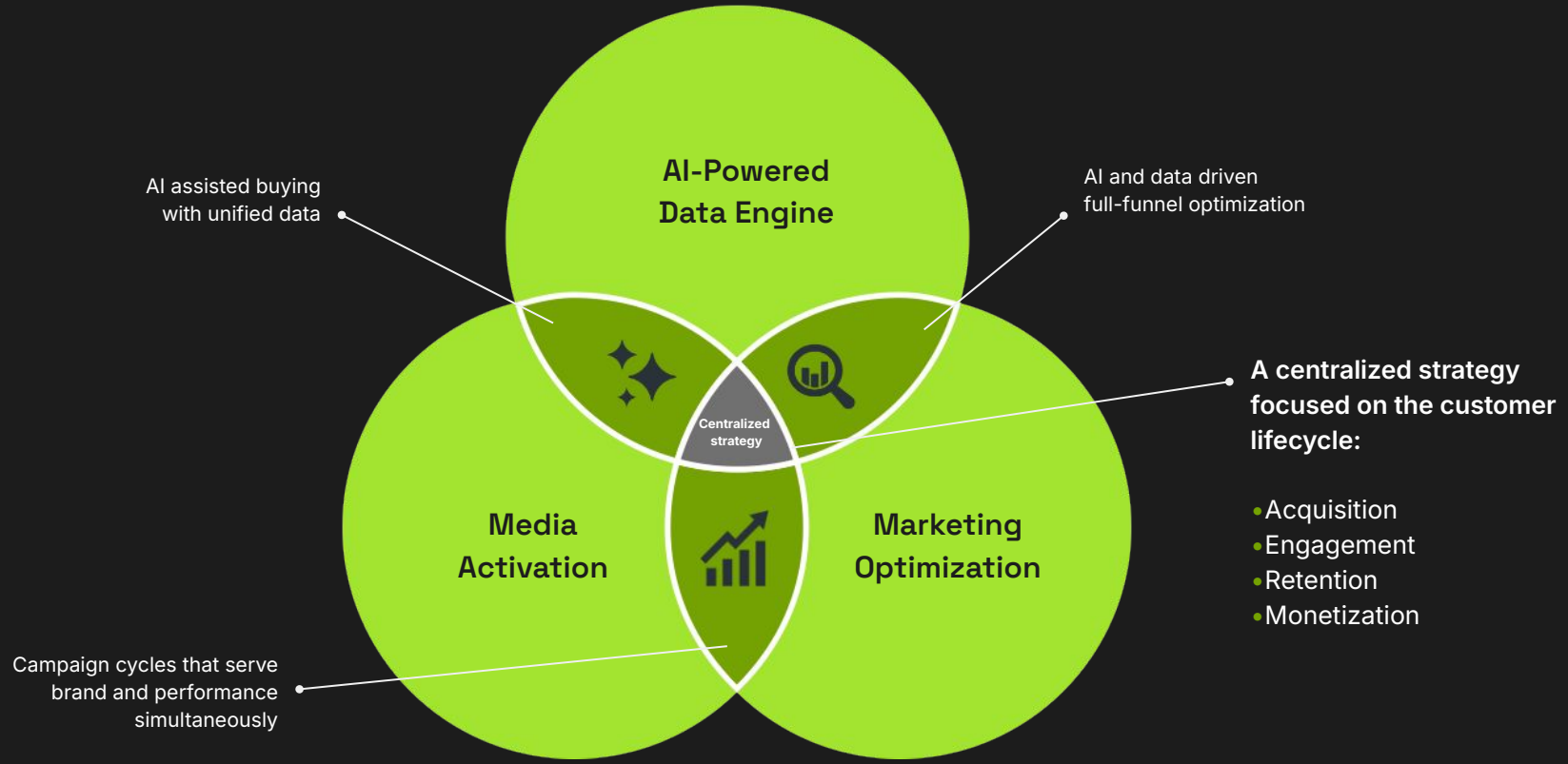
## media activation

- Full-service media strategy and execution
- Programmatic and performance media buying
- Cross-channel activation
- Creative development and campaign optimization

## ai-powered data engine

- First-party data aggregation and unification
- Audience building and segmentation
- AI-driven creative and landing page generation
- Machine learning optimization

# Unified under a lifecycle-driven strategy




**A centralized strategy focused on the customer lifecycle:**

- Acquisition
- Engagement
- Retention
- Monetization

# Ionik AI Capabilities That Energize Performance

Behind-the-scenes intelligence that protects spend, reduces waste, and maximizes client results

## Optimization AI

Machine learning dynamically adjusts offers and placements, maximizing conversion rates and ROI

- **Next-Best Action Engine**
- **Keyword & Topic Intelligence**

## Creative AI

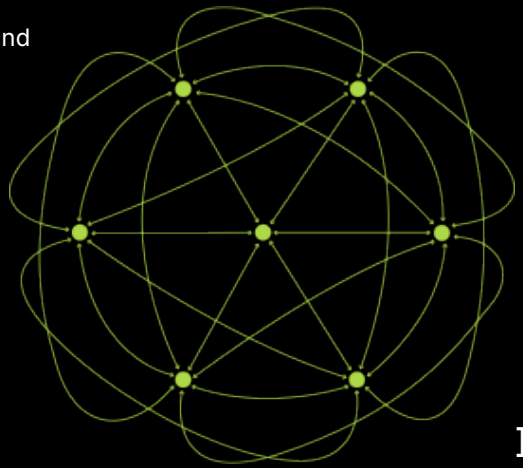
Automated tools create and test content that is relevant, fast, and outcomes-focused

- **Messaging & Personalization Optimization**
- **Generative AI Content Studio**

## Targeting AI

Predictive models focus delivery on high-propensity segments, cutting wasted impressions

- **Predictive Audience Management**
- **Propensity Scoring Engine**



## Protection AI

AI monitors compliance and quality rules, blocking bots and suspicious traffic before it compromises performance

- **Traffic Quality Scoring Engine**
- **Brand Safety & Compliance Guardrails**

## Budget AI

We layer proprietary tools on top of ad platform AI to maintain control and improve ROI/ROAS

- **Cross-Channel Spend Efficiency Modelling**
- **Pacing, Forecasting & Anomaly Alerts**

# Built for scale and powered by first-party data

Ionik operates at meaningful scale including Revenues, EBITDA and the reach of its integrated marketing technology platform

**3k+**

direct advertisers driving measurable performance through our platform

**8k+**

subscribed sites connected across our publisher network

**140m+**

active multichannel subscribers engaged through email, SMS, push, and O&O properties

**199m+**

monthly addressable identifiers collected across O&O and network properties

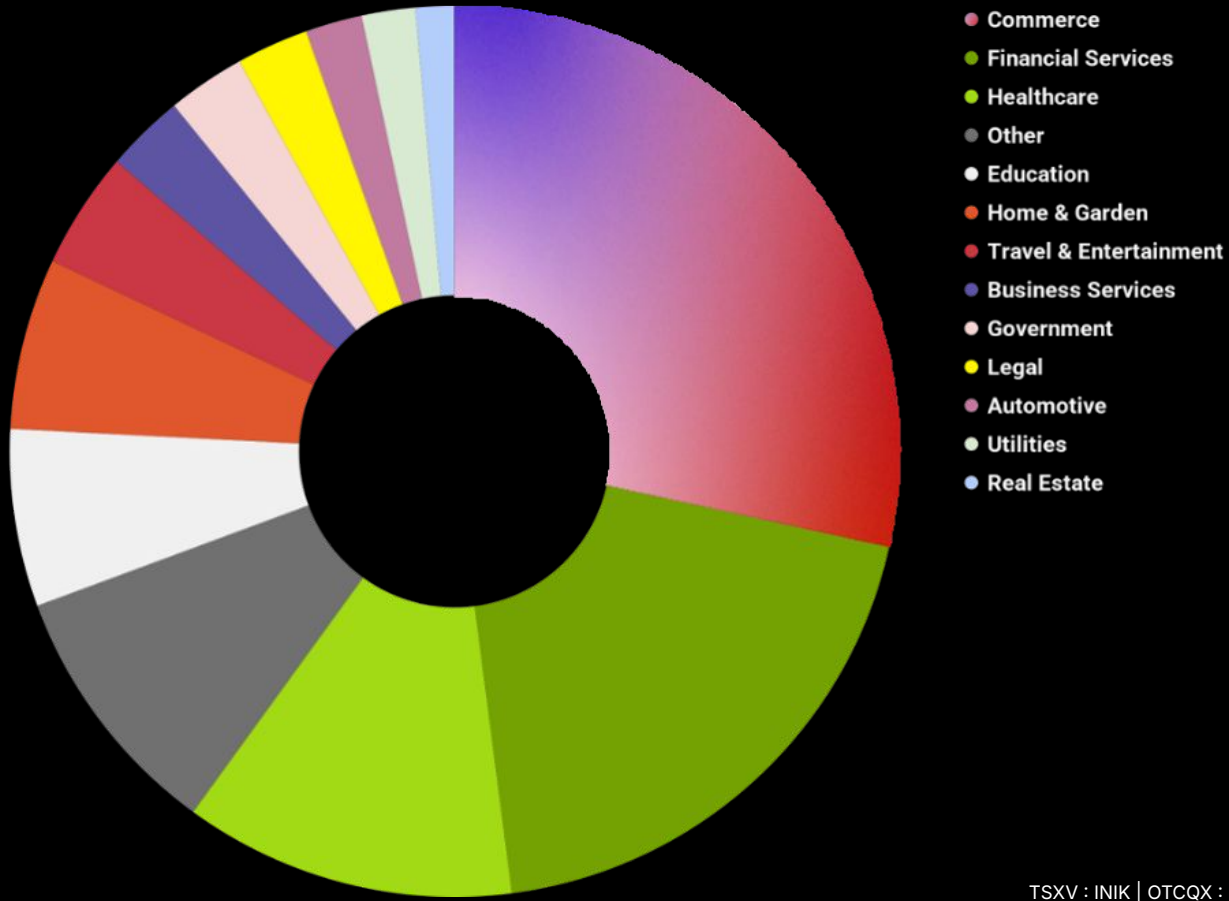
**37b+**

annual user signals processed, continuously fueling the Ionik CDP

**108b+**

annual ad impressions delivered

# Revenue Diversification



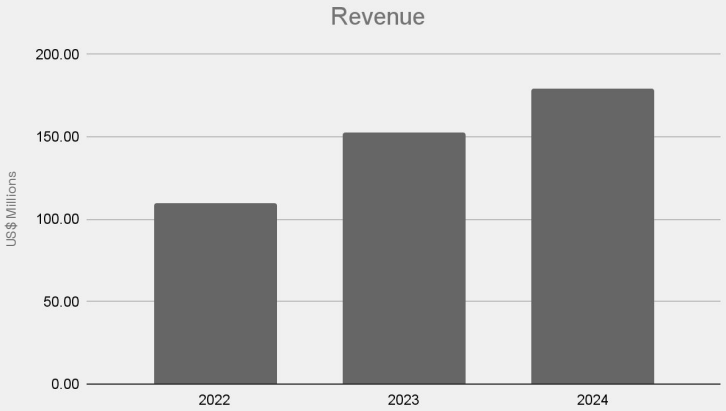
# Strong Revenues, EBITDA and Free Cash Flow Conversion
(all figures USD)

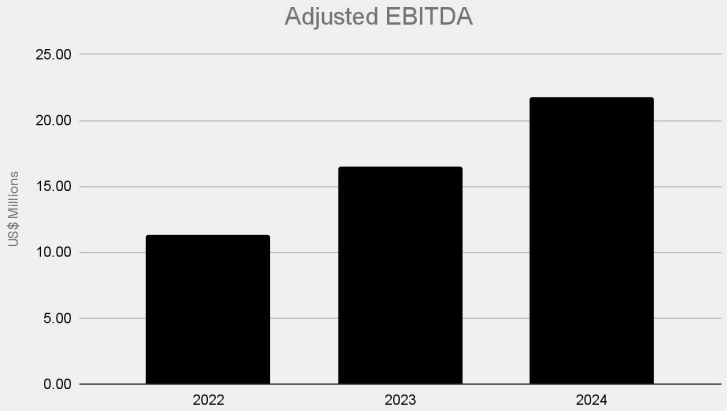


**$192.6m**
TTM revenue[1]

**$32.1m**
TTM adjusted EBITDA[1,2]

**99 %**
Q3 2025 FCF Conversion [2]



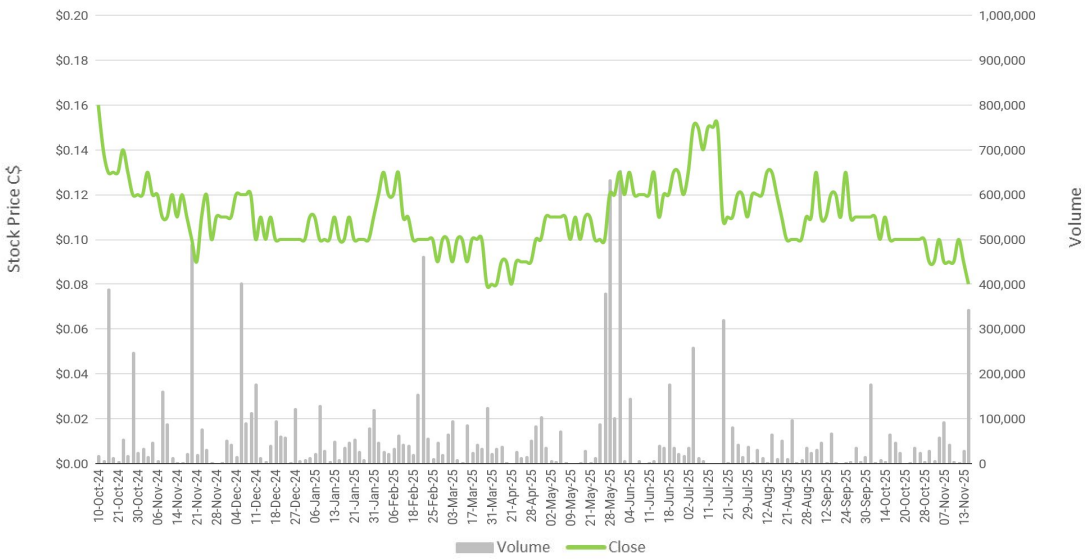

(Unaudited)
1 For the 12 months ended September 30, 2025
2 Please refer to Non-GAAP Measures in Disclaimer

# Stock Chart / Cap Table

## Capital Structure

All values C$ as of September 30, 2025 (unless otherwise indicated)

| | |
|---|---|
| Price (November 5, 2025) | $0.095 |
| 52-Week High | $0.19 |
| 52-Week Low | $0.075 |
| Common Shares I&O | 356.6M |
| Class B Shares | 55.86M |
| RSUs | 9.6M |
| Options (avg expiry 2.33yrs; avg cost $0.63) | 7.1M |
| Total Common Shares (Fully Diluted) | 429.16M |
| Market Cap | $39.2M |
| Cash | $6.1M |
| Debt | $177.3M |
| Enterprise Value | $210.4M |
| Closely Known Shareholders | ~85% |



# Management

Experienced team that has collectively completed more than 60 acquisitions, sold 12 companies, raised more than C$800 million in capital and held executive roles at TSX, TSXV, AIM, and NYSE listed companies



## Ted Hastings

CHIEF EXECUTIVE OFFICER

- 20+ years in executive and board roles
- Prior to co-founding Ionik (formerly Federated Foundry), Ted was CEO of RhythmOne (AIM: RTHM) acquired by Taptica (Nexxen - NEXN), CEO of Perk.com (TSX:PER) acquired by RhythmOne, and CEO of Global Beverage Group acquired by 3M (NYSE:MMM)
- Named to Canada's Top 40 under 40



## Kevin Ferrell

PRESIDENT

- 20+ years of experience in executive roles advising private and public companies in the technology space in the areas of finance, operations and tax
- Prior to co-founding Ionik, (formerly Federated Foundry) was President of System1 Canada and President of System1's (NYSE:SST) Publishing and Agency operations
- Previously President and co-founder of Qool Media, a performance publisher and marketing agency acquired by System1



## Jeff Collins

CHIEF FINANCIAL OFFICER

- 20+ years of experience managing private and public companies with extensive financial, strategic, operational and transaction experience in software, technology, and digital media industries
- Prior to co-founding Ionik (formerly Federated Foundry), was CEO of Crucial Interactive and CFO of publicly traded companies Perk Inc. (TSX: PER) and Cyberplex (TSX:CX)
- CFO of Global Beverage Group (acquired by 3M)



## Amy Hastings

GENERAL COUNSEL & CORPORATE SECRETARY

- 15+ years in advising both public and private companies on M&A and financing transactions and general corporate matters
- Prior to co-founding Ionik (formerly Federated Foundry), served as General Counsel to each of Perk Inc. (TSX:PER) and RhythmOne plc (AIM:RTHM) where she lead several corporate development initiatives, including RhythmOne's acquisition of Yume, Inc. (NYSE:YUME)
- Has served as a legal advisor to several leading Ad Tech companies, including, TextNow, Inc., Beachfront Media, LLC and Snapsort Inc.

# Board of Directors



Highly accomplished executives and leaders in media and technology industries



## Ben Colabrese

CHAIRMAN

- Chief FInancial Officer at The Ottawa Senators NHL Hockey Club.
- Responsible for Finance, Information Technology, Legal and Business Intelligence
- Previously Executive Vice President – Finance of The Toronto Blue Jays Baseball Club, which is wholly owned by Rogers Communications Inc. (NYSE: RCI).
- At Rogers, previously held the roles of Vice President and General Manager of Mobilicity (which Rogers acquired in 2015), and then Senior Vice President Finance for the X1 Syndication Program.



## Natasha De Masi

DIRECTOR

- Based in Austin, Texas, where she manages compensation for the global operations, partnerships and strategy functions at Meta Platforms Inc. (NYSE:FB)
- Previously she was chief of staff to the Chief People Officer at Visa, and also served as director of global talent management at Visa.
- Prior to transitioning to a human resource role, Ms. De Masi spent over a decade in investment banking and capital markets at Bank of America Merrill Lynch and Royal Bank of Canada
- Additionally, she serves as a venture partner at Impact Venture Capital



## Ted Hastings

DIRECTOR

- 20+ years in executive and board roles
- Prior to co-founding Ionik (formerly Federated Foundry), Ted was CEO of RhythmOne (AIM: RTHM) acquired by Taptica (Nexxen - NEXN), CEO of Perk.com (TSX:PER) acquired by RhythmOne, and CEO of Global Beverage Group acquired by 3M (NYSE:MMM)
- Named to Canada's Top 40 under 40



## Iain Klugman

DIRECTOR

- A world-leading innovation strategist and business advisor
- For nearly two decades, he was the CEO of Communitech - one of North America's leading tech organizations
- At Communitech supported the growth of 5,000+ small, mid-sized and large technology companies that collectively raised over $5B in venture capital while also creating 22,000 jobs
- Over the past 30 years he has been involved as Board Member (or Board Chair) of 27 different organizations, including national & regional corporations and social, university & business organizations



## Mike Vorhaus

DIRECTOR

- Founder and CEO of Vorhaus Advisors, a research and consultancy firm to media, internet and game companies
- Previously, President of Magid Advisors; founded their Internet and Gaming practices and advised top digital and gaming companies
- Prominent investor and advisor to US private equity and venture capital
- Strong US media ties appearing on CNBC, CNBC Asia, MSNBC, CBS, NPR, and Fox Business; quoted in The New York Times, WSJ, USA Today, Reuters, MarketWatch, TheStreet, and others as a subject matter expert

# Investment Highlights

## Scaled Platform

Serving every major channel at scale with first-party data and machine learning to create a competitive advantage

## Diversified

A balanced and diversified business spanning industries, customer acquisition paths and revenue streams

## Profitable

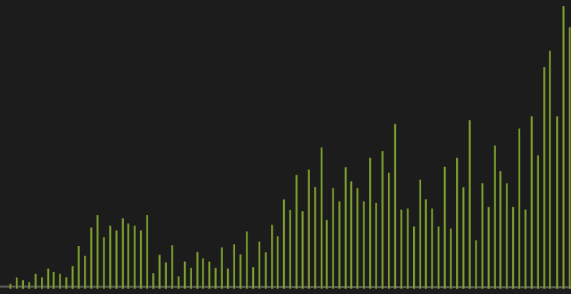
Sustainable growth supported by high-margin, repeatable revenue streams

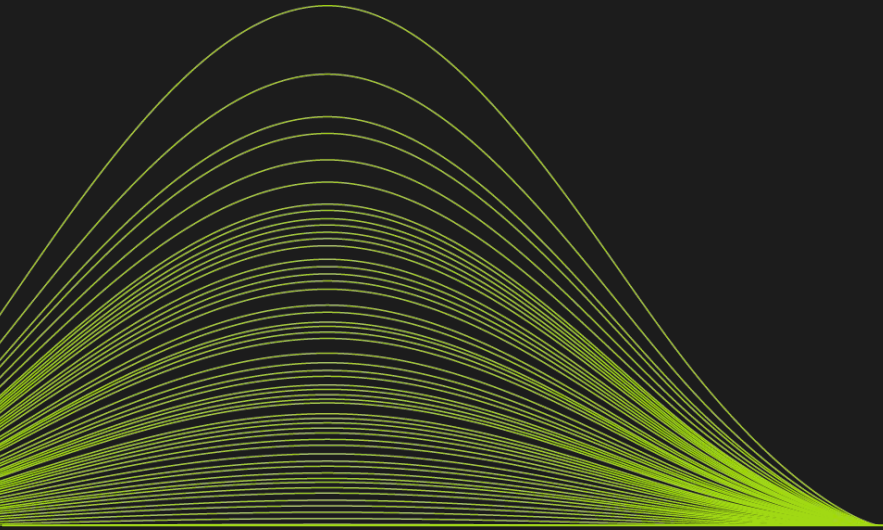
## Proven Leadership

Founder-led team with 15+ years driving $1B+ in industry growth and innovation

## Proven M&A Success

Strategic acquisitions integrated into a unified platform to expand capabilities and accelerate growth





## Contact


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## Investor Relations


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