NowVertical Group Inc. (“NOW”) (TSXV: NOW) is a Canadian big data technology company that provides artificially intelligent software and transformational services (Vertical Intelligence “VI”) to businesses, government institutions, and large enterprises. Its solutions are underpinned by a core stack of software technologies that fuse, secure, and mobilize data and then customized by industry vertical. Once implemented the VI solutions suite enables the creation of high-value solutions that are predictive in nature and drive automation, giving clients the confidence to make bold data-informed decisions.

**Why Invest**
- Large, rapidly growing market
- Deep industry experience, and track record
- Rapid revenue and adjusted EBITDA growth model
- Deep acquisition pipeline
- Attractive valuation

### Data Transformation

<table>
<thead>
<tr>
<th>NOW</th>
<th>Palantir</th>
<th>Alteryx</th>
<th>Cloudera</th>
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### Search Flexibility

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### Built for Compatibility

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### Multi-structured Data Ingestion

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### Affordable

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**Market Cap.**

- NOW: $56.5M
- Palantir: $33.7B
- Alteryx: $4.6B
- Cloudera: $2.1B

**Select Notable Past and Current Customers**

**Service Providers**
- Metlife
- IPG
- Stroke Association
- Saga

**Financial Services**
- Lloyds Banking Group
- Paragon Bank
- Anon
- Prisma

**Enterprise**
- General Motors
- Porsche
- Danone
- Nestle
- Prosegur
- Technoarma
- ABlinbev
- Monsanto
- General Electric

**Government**
- Department of Defense
- Department of State
- United States Coast Guard

**Media**
- Universal Music Group
- HBO
- DirectTV
- Lions Gate
- Twitter

**Energy**
- Suncor Energy
- Pembina Pipeline
- Viola

**Security**
- Guide Post
- Chubb
- National Cyber Deception Lab

**Revenue Targets**

<table>
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<tr>
<th>NOW</th>
<th>$30.5M</th>
<th>$100M</th>
<th>$400M</th>
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<tbody>
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<td>2022</td>
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**Building Scale through M&A**

- FY 2020: Signafire Technologies & Seafront Analytics
- Oct. 2021: DocAuthority
- Nov. 2021: Affinio Inc.
- Jan. 2022: CoreBI S.A.
- Mar. 2022: CoreBI S.A.
- Apr. 2021: Acquired Exonar Ltd.
- Acquired Allegient Defense, Inc.

**Share Price**
- 52 week high/low: $1.43/0.77
- Market Cap.: $56.5M
- Subordinate Voting Shares: 37.3M
- Proportionate Voting Shares: 0.247M
- Options: 4.8M
- Comp Warrants: 0.587M
- Warrants: 6.5M
- Management’s % (Fully diluted): 46%

**IPO**
- July 2021

**TSXV: NOW**
- Current 2021 TTM Pro Forma Revenue: $30.5M

1. Includes (i) the issuance of 10,894,756 Subordinate Voting Shares in connection with the Unit Offering and (ii) the conversion of 23,704 Proportionate Voting Shares to 2,370,400 Subordinate Voting Shares
2. Includes 510,000 Options and 200,000 Options granted to certain non-executive employees of the Corporation on November 26, 2021 and December 20, 2021, respectively
3. Issued by NVG Canada Finco, Inc., a wholly-owned subsidiary of the Corporation
4. Issued to Echelon and Haywood Securities Inc. in connection with a Convertible Note financing prior to the QT

**Revenue Targets**

- FY 2020
- FY 2021
- FY 2022

**ir@nowvertical.com**
Vertical Intelligence
A Differentiated Offering

Vertical intelligence is NOW’s artificially intelligent software and transformational services that:

- Are specifically designed for each industry and unique operations
- Accelerates the adoption of predictive and prescriptive analytics
- Facilitates next-generation, industry-specific automation
- Bends technology to their application, not the other way around

M&A Strategy

- Cash and equity approach
- Targeting Adjusted EBITDA Margins >15%
- Targeting 70%+ Gross Margins

Milestones

Q2 2022
Integrations of new acquisitions
Initiate new acquisitions

Q3 2022
Evaluate US listing
Initiate new acquisitions

A Virtuous Value Business Model

This document includes information, statements, beliefs and opinions which are forward-looking, and which reflect current estimates, expectations and projections about future events. Statements containing the words "believe", "expect", "intend", "should", "seek", "anticipate", "will", "positioned", "project", "trend", "plan", "may", "estimate" or, in each case, their negative and words of similar meaning are intended to identify forward-looking statements. By their nature, forward-looking statements involve a number of known and unknown risks, uncertainties and assumptions concerning, among other things, the NOWVertical Group Inc.'s ("NOW" or the "Company") anticipated business strategies including future acquisitions, anticipated trends in the Company's business and anticipated market share, that could cause actual results or events to differ materially from those expressed or implied by these forward-looking statements. These risks, uncertainties and assumptions could adversely affect the outcome and financial effects of the plans and events described herein. In addition, even if the outcome and financial effects of the plans and events described herein are consistent with the forward-looking statements contained in this document, those results or developments may not be indicative of results or developments in subsequent periods. Although NOW has attempted to identify important risks and factors that could cause actual actions, events or results to differ materially from those described in forward-looking information, there may be other factors and risks that cause actions, events or results not to be as anticipated, estimated or intended. Forward-looking information contained in this presentation is based on the Company’s current estimates, expectations and projections, which the Company believes are reasonable as of the current date. The Company can give no assurance that these estimates, expectations and projections will prove to have been correct. Forward-looking statements contained in this document are made as of the date of this presentation and, except as required by applicable law, the Company assumes no obligation to update or release them to reflect new events or circumstances. Historical statements contained in this document regarding past trends or activities should not be taken as a representation that such trends or activities will continue in the future. In this regard, certain financial information contained herein has been extracted from, or based upon, information available in the public domain and/or provided by the Company. No statement in this document is intended to be nor may be construed as a profit forecast.

The extent any forward-looking information in this presentation constitutes "future-oriented financial information" or "financial outlook" within the meaning of applicable Canadian securities laws, such information is being provided to demonstrate the anticipated market penetration and the reader is cautioned that this information may not be appropriate for any other purpose and the reader should not place undue reliance on such future-oriented financial information and financial outlook. Future-oriented financial information and financial outlook, as with forward-looking information generally, are, without limitation, based on the assumptions and subject to the risks set out above under the heading "Cautionary Note Regarding Forward-Looking Information". The Company’s actual financial position and results of operations may differ materially from management’s current expectations and, as a result, the Company’s revenue and expenses may differ materially from the revenue and expenses projected in this presentation. Such information is presented for illustrative purposes only and may not be an indication of NOW’s actual financial position or results of operations.

This document refers to Adjusted Revenues, Adjusted EBITDA and EBITDA because certain investors may use this additional information to assess the Company’s performance and also determine the Company’s ability to generate cash flow. These non-IFRS measures do not have any standardized meaning prescribed by IFRS, should not be considered in isolation or as a substitute for measures of performance prepared in accordance with IFRS, and are not necessarily indicative of operating results presented under IFRS. The Company presents Adjusted Revenues to eliminate the impact of acquisition accounting adjustments to its reported Revenues and presents Adjusted EBITDA to adjust EBITDA for items such as stock-based compensation expenses, acquisition accounting adjustments, transaction expenses related to acquisitions, transactional gains or losses on assets, asset impairment charges, operational restructuring costs, non-recurring expense items, and restructuring costs, and may include impact to the full year of cost synergies related to the reduction of employees or in relation to acquisitions. All figures in this document are in CAD unless otherwise stated.