Creating Vertically Intelligent Organizations
Disclaimer

Cautionary Note Regarding Forward-Looking Information

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", "risk", "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, 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 the 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 revise 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.

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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 in relation to acquisitions.

All figures in this document are in US$ unless otherwise stated.
The confidence to make bold data-backed decisions

A Network of Big Data/A.I. and Enterprise Technologies Led by Industry Experts

Provides

Delivers

Data Governance, Security, Automation and Predictive and Prescriptive Analytics

Resulting in

The confidence to make bold data-backed decisions

TSXV: NOW
INVESTING IN VERTICAL INTELLIGENCE (VI)

NOW’s Opportunity

IPO

July 5, 2021

9
Acquisitions

$31.2M
Pro Forma TTM Adjusted Revenues¹

150
Customers

7
Verticals Served

~355
Employees

State of Corporate Data Initiatives 2022²
Organizations across a range of industry segments, including retail, consumer packaged goods, manufacturing, publishing, high-tech, government, and professional sports

92%
of companies report increasing investment in Data and Ai in 2022

56.5%
of enterprises are driving business innovation with Data

39%
of companies are managing data as a business asset

19%
of companies have become data-driven

How enterprises are using data

64%
of companies report using data for Growth and Innovation

36%
of companies report using data for Regulatory and Efficiency

TSXV: NOW
As at August 25, 2022

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Share Price (C$)</td>
<td>$0.77</td>
</tr>
<tr>
<td>Market Cap. (C$)</td>
<td>$48.2M</td>
</tr>
<tr>
<td>Issued Common Shares</td>
<td>43,287,748</td>
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<tr>
<td>Options</td>
<td>4,323,227</td>
</tr>
<tr>
<td>Total Fully Diluted</td>
<td>62,895,685</td>
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¹ Includes 2021 trailing 12-month revenue (TTM) from completed acquisitions
² New Vantage Partners Data and Ai Leadership Executive Survey 2022
THE VERTICAL INTELLIGENCE (VI) ADVANTAGE

Building Vertical Intelligence Through Software

Vertical Data

Data Security, Discovery, Fusion & Mobility (NOW Origin)

Analytics, Business Intelligence & Visualization (NOW Analytics)

Machine Learning, Deep Learning & Predictive Analytics (NOW Intelligence)

Industry Specialization

Government
Automotive
Media
Commerce
Energy
Finance
Services

Data Maturity

TSXV: NOW
Driving Customer Transformation Through Services

THE VERTICAL INTELLIGENCE (VI) ADVANTAGE

Deep Industry Consultants and Experts (NOW Vertical Intelligence Services)

Business Intelligence and Technology Integration Experts (NOW Analytic Services)

Data and Systems Generalists (NOW Origin Services)

Vertical Data

Industry Specialization

Data Maturity

Government  Automotive  Media  Commerce  Energy  Finance  Services

VI for Government  VI for Automotive  VI for Media  VI for Commerce  VI for Energy  VI for Finance  VI for Services
INVESTING IN VERTICAL INTELLIGENCE (VI)

NOW Highlights

Flexible acquisition & integration capabilities
9 acquisitions in 18 months
Targeting 3 to 5 additional acquisitions in 2022

2021 Completed Acquisitions
- FY 2020: Acquired Signafire Technologies & Seafront Analytics
- August 2021: Acquired Integra Data & Analytic Solutions Corp.
- October 2021: Acquired DocAuthority
- November 2021: Acquired Affinio Inc.

2022 Acquisitions to Date
- February 2022: Acquired CoreBI S.A.
- March 2022: Acquired Exonar Ltd.
- April 2022: Acquired Allegient Defense Inc.
- July 2022: Resonant Analytics, LLC
## Select Software and Solutions Use Cases

### NOW Fusion

**Use Case**
- Implemented NOW fusion to fuse up to 50 structured and unstructured databases, removing silos and increasing cross-organization data access
- Conducted Machine + Human analysis of billions of data records in real-time.

**Outcomes**
- Improved R&D
- Preemptive Recalls
- Manufacturing efficiencies
- Early threat detection

### NOW Privacy

**Use Case**
- Arrow needed to scale access and control for highly sensitive, multi-structured financial data
- Approached Exonar, a part of NOW Origin, to gain total visibility over a data estate exceeding 160TB

**Outcomes**
- Achieved top-down, bottom-up, left-to-right visibility over its data
- Increased revenues, cost savings on data storage, regulatory compliance with easy-to-use workflows and dashboards

### NOW Affinio

**Use Case**
- Needed real-time information on viewing/listening audiences
- Looking for ways to better target content to customers

**Outcomes**
- Better insight for content creation decisions
- More fine-tuned recommendation engines
- Stronger insights into marketing and ad placements

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[STARZ Prime logo]
Leveraging Deep Expertise and Proven Experience on a Global Scale

Select Clients

**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

**Enterprise**
- General Motors
- Porsche
- Danone
- Nestle
- Prosegur
- Technofarma
- ABInbev
- Monsanto
- General Electric

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

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

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1. Including current, and former clients.
### INVESTING IN VERTICAL INTELLIGENCE (VI)

#### Attractive and Expanding Client Base

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of Total Revenue</td>
<td>Count of Clients</td>
</tr>
<tr>
<td>Above $1M</td>
<td>46.90%</td>
<td>3</td>
</tr>
<tr>
<td>$500k - $999k</td>
<td>11.39%</td>
<td>4</td>
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<tr>
<td>$250k - $499k</td>
<td>29.47%</td>
<td>12</td>
</tr>
<tr>
<td>$100k - $249k</td>
<td>4.06%</td>
<td>6</td>
</tr>
<tr>
<td>Up to $99k</td>
<td>8.18%</td>
<td>63</td>
</tr>
</tbody>
</table>

#### Average Revenue by Client (M$)

- **Top 5**: $0.61
- **Top 10**: $0.61
- **Top 20**: $1.30
- **Top 50**: $2.10

#### Revenue Concentration by Client

- 51% for Top 10
- 42% for Top 20
- 7% for Top 5

#### Pro Forma TTM

- **$30.1M**
  - Pro Forma TTM
  - Adjusted Revenues

#### Estimated 2022 Run Rate

- **~$40M**
  - Top 10
  - Top 20
  - Top 50
INVESTING IN VERTICAL INTELLIGENCE (VI)

A Virtuous Value Business Model

Vertical Intelligence Creation

NOW Software

Revenue Enhancement
Integrated sales

NOW Service

Profit Enhancement
Incremental, no-cost sales

Immediate Value Chain

Vertical Intelligence Deployment

Global AI Total Addressable Market*

2021: $215B
2026: $394B

Long-term Addressable Market

Naturally Positioned to Consolidate a Fragmented Market

M&A strategy
- Cash and Equity approach
- Targeting Adjusted EBITDA Margin >15%
- 70%+ Gross Margins

What makes a target compelling?
- Clear synergies with potential for cross customer selling
- Platform expansion
- Footprint expansion
- A large portion of recurring revenue business
- Experienced staff

Why companies choose NOW
- Full or partial payout
- Fast process
- Performance upside
- Expanded offering for existing clients
- Centralized marketing operations
- Long-term outlook

Targeting 10x revenue growth through accretive, in-motion acquisition targets
INVESTING IN VERTICAL INTELLIGENCE (VI)

Experienced Management Team

Daren Trousdell
Chairman & Chief Executive Officer

Technology and Digital Media entrepreneur with 20+ years of experience founding and growing companies across Fintech, Advertising and Media

- Founded NowVertical in 2020, following the foundational acquisitions of Signafire Technologies & Seafront Analytics
- Previously founded Mindblossom Inc., a leading Digital Media and Technology Agency, later sold to Dentsu Aegis Media
- Responsible for North American Digital Strategy, M&A and for clients including Citibank, GM, Adidas, P&G, Unilever, Home Depot and TD Bank
- Co-founder and director of Clip Money which services businesses by extending retail banking into non-traditional locations and providing an easy-to-use mobile experience

Sasha Grujicic
Chief Operating Officer

Andre Garber
EVP Corp. Development & Legal

Teri Anderson
Chief Financial Officer

Cody Shankman
Chief Marketing Officer

Dave Whitmire
President, NOW Solutions

Farid Kassam
President, NOW Origin
INVESTING IN VERTICAL INTELLIGENT TRANSFORMATION

Directors With Experience Across All Verticals

Elaine Kunda
Director
- Managing Partner at Disruption Ventures
- Founder and Managing Director of Disruption Ventures Ltd.
- Previously CEO for B5media, Inc., RedCity Search Co., Inc.

Darrell MacMullin
Director
- SVP, Product & Platform at Mastercard
- Chief Commercial Officer, SecureKey Technologies
- Former Managing Director of PayPal and eBay Canada
- Former CEO Goldmoney, a TSX-listed Fintech where he played an instrumental role in the first blockchain tech IPO in Canada

Scott Nirenberski
Director
- CFO & Secretary for MCI OneHealth Technologies Inc., a TSX-listed Healthcare company
- Previously, COO at Globalive Technology Inc.
- Sr. Analyst roles at Credit Suisse and Deutsche Bank

John Adamovich
Director
- Public company CFO with over 30 years exp. in senior public accounting
- Former CFO of Aeroflex Holding Corporation (NYSE), Pall Corporation (NYSE), Cablevision
- Previous CFO NowVertical Group
- Former Sr. Partner at KPMG

Daren Trousdell
Chairman & Chief Executive Officer
- Founder of Clip Money Inc., Mindblossom Inc., and multiple early-stage start-ups
- Sold Mindblossom Inc. to Dentsu Aegis Media (DAN) and went on to run North America digital and M&A for the group
Why Investors Choose Us

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

<table>
<thead>
<tr>
<th>Feature</th>
<th>Palantir</th>
<th>Alteryx</th>
<th>C3.ai</th>
<th>NOW</th>
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<tr>
<td>Data Transformation</td>
<td>✓</td>
<td>✓</td>
<td>x</td>
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<tr>
<td>Search Flexibility</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Multi-structured Data Ingestion</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>x</td>
</tr>
<tr>
<td>Built for Compatibility</td>
<td>✓</td>
<td>x</td>
<td>x</td>
<td>✓</td>
</tr>
<tr>
<td>Affordable</td>
<td>✓</td>
<td>x</td>
<td>✓</td>
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<table>
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<tr>
<th>Market Cap.</th>
<th>Palantir</th>
<th>Alteryx</th>
<th>C3.ai</th>
<th>NOW</th>
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<tr>
<td>$43M</td>
<td>$19.3B</td>
<td>$3.7B</td>
<td>$2.0B</td>
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<tr>
<td>TSXV: NOW</td>
<td>NYS:PLTR</td>
<td>NYS:AYX</td>
<td>NYS:AI</td>
<td></td>
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</table>

Peer Comparables

EV/Revenue

- TTM Average = 7.1x
- NTM Average = 4.8x

<table>
<thead>
<tr>
<th>Company</th>
<th>EV/Revenue TTM</th>
<th>EV/Revenue NTM</th>
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<tbody>
<tr>
<td>Alteryx</td>
<td>4.3x</td>
<td>3.5x</td>
</tr>
<tr>
<td>Palantir</td>
<td>10.2x</td>
<td>7.4x</td>
</tr>
<tr>
<td>C3. AI</td>
<td>4.8x</td>
<td>6.7x</td>
</tr>
<tr>
<td>NOW</td>
<td>0.9x</td>
<td>0.6x</td>
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NTM Average = 4.8x
Building Momentum

Q2 Adjusted Revenues1 ($millions)

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<thead>
<tr>
<th>Quarter</th>
<th>Adjusted Revenue</th>
<th>Pro Forma Adjusted Revenue</th>
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<tbody>
<tr>
<td>Q2 2021</td>
<td>$0.8</td>
<td>$7.9</td>
</tr>
<tr>
<td>Q3 2021</td>
<td>$1.0</td>
<td>$7.3</td>
</tr>
<tr>
<td>Q4 2021</td>
<td>$1.5</td>
<td></td>
</tr>
<tr>
<td>Q1 2022</td>
<td>$2.9</td>
<td></td>
</tr>
<tr>
<td>Q2 2022</td>
<td>$7.9</td>
<td></td>
</tr>
</tbody>
</table>

YTD Adjusted Revenues1 ($millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Adjusted Revenue</th>
<th>Pro Forma Adjusted Revenue</th>
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</thead>
<tbody>
<tr>
<td>Q2'21</td>
<td>$1.60</td>
<td>$15.40</td>
</tr>
<tr>
<td>YTD'21</td>
<td>$10.2</td>
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On-Track to Delivering Positive Adjusted EBITDA

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Adjusted EBITDA</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2'21</td>
<td>$10.2</td>
<td></td>
</tr>
<tr>
<td>Q3'21</td>
<td>$10.2</td>
<td></td>
</tr>
<tr>
<td>Q4'21</td>
<td>$10.2</td>
<td></td>
</tr>
<tr>
<td>Q1'22</td>
<td>$10.2</td>
<td></td>
</tr>
<tr>
<td>Q2'22</td>
<td>$10.2</td>
<td></td>
</tr>
</tbody>
</table>

1. Adjusted Revenues adjusts revenue to eliminate the effects of acquisition accounting on the Company’s revenues.

2. Current Pro Forma TTM Adjusted Revenues adjusts Pro Forma TTM Adjusted Revenue to include the Pro Forma TTM Adjusted Revenue of all acquisitions completed through the date of the Q2 2022 MD&A. The prior year’s comparable amount reflects acquisitions completed through the date of the prior period’s MD&A.
Inplay new acquisitions could add an additional ~$35M

10X Plus Annual Growth

Adjusted Revenue as Reported
2022 EST. Adjusted Revenue

Adjusted Revenue

Organic Growth

+ Adjusted EBITDA

Q1’21 Q2’21 Q3’21 Q4’21 Q1’22 Q2’22 Q3’22e Q4’22e

1. Internal estimate Current Pro Forma TTM Adjusted Revenues in combination with organic growth
INVESTING IN VERTICAL INTELLIGENCE (VI)

Why Invest, Why NOW

• Opportunity in every sector and industry

• Deep experience and relationships in core verticals

• Experienced management team and solid independent oversight

• Positioned to consolidate a fragmented market

• A deep pipeline of organic growth opportunities

1. *Current Pro Forma TTM Adjusted Revenues* adjusts Adjusted Revenues to include the Q1 TTM Adjusted Revenues of all acquisitions completed through the date of the prior period’s MD&A (available on SEDAR)

2. *Internal estimate of Current Pro Forma TTM Adjusted Revenues in combination with organic growth*

3. Assumes ability to complete additional transactions
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NON IFRS Measures

The non-IFRS financial measures referred to in this news release are defined below. The management discussion and analysis for the quarter ended March 31, 2022 (the “Q1 2022 MD&A”), available at www.nowvertical.com and on the Company’s SEDAR profile, also contains supporting calculations for Adjusted Revenue, EBITDA, Adjusted EBITDA and Pro Forma TTM Adjusted Revenue.

“Adjusted Revenue” adjusts revenue to eliminate the effects of acquisition accounting on the Company’s revenues.

“EBITDA” represents net income (loss) before depreciation and amortization expenses, net interest costs, and provision for income taxes.

“Adjusted EBITDA” adjusts EBITDA for revenue adjustments in “Adjusted Revenue” and items such as acquisition accounting adjustments, transaction expenses related to acquisitions, transactional gains or losses on assets, asset impairment charges, non-recurring expense items, non-cash stock compensation costs, and the full-year impact of cost synergies related to the reduction of employees in relation to acquisitions.

“Pro Forma TTM Adjusted Revenue” represents the trailing twelve months of Adjusted Revenue of all acquisitions completed as of the end of the respective period presented.

“Current Pro Forma TTM Adjusted Revenue” adjusts Pro Forma TTM Adjusted Revenue to include the Pro Forma TTM Adjusted Revenue of all acquisitions completed through the date of the Q1 2022 MD&A. The prior year’s comparable amount reflects acquisitions completed through the date of the prior period’s MD&A.

“Q1 Pro Forma 2022 Adjusted Revenue” adjusts Adjusted Revenue to include the Adjusted Revenue of all acquisitions completed through the date of the Q1 2022 MD&A. The prior year’s comparable amount reflects acquisitions completed through the date of the prior period’s MD&A.