Enabling AI in INDUSTRY through Vertical Intelligence
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.
What is Vertical Intelligence (VI)?

**Vertical Intelligence (VI):** Industry-specific application of AI solutions that unlock value for the modern enterprise & government.
Why Invest, Why NOW

✓ Opportunity in every sector and industry
✓ Track record of successful acquisitions
✓ Experienced management team
✓ Positioned to consolidate a fragmented market
✓ A deep pipeline of organic growth opportunities

~37% Insider Ownership

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TSXV: NOW  OTCQB: NOWVF

<table>
<thead>
<tr>
<th>Illustrative Share Price (C$)</th>
<th>$0.37</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Cap. (C$)</td>
<td>$26M</td>
</tr>
<tr>
<td>Common Shares</td>
<td>44,613,317</td>
</tr>
<tr>
<td>Shares Outstanding</td>
<td>66,978,417</td>
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<tr>
<td>Options</td>
<td>4,446,693</td>
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<tr>
<td>Fully Diluted</td>
<td>87,793,157*</td>
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*Includes options outstanding, warrants issued and outstanding, convertible debentures issued and outstanding, and shares held for future issuance

Analyst Coverage

<table>
<thead>
<tr>
<th>Consensus Rating</th>
<th>Buy</th>
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</thead>
<tbody>
<tr>
<td>12 month consensus price target</td>
<td>$1.45</td>
</tr>
</tbody>
</table>
The NOW Difference: A Universal VI Maturity Process

- Data Migration
  - Data M&A
  - Investigations & Audit
  - Data Governance
  - Information Security
  - Privacy/Regulatory
  - Data Management

- Operational Benchmarking
  - Efficiency identification
  - Data-Driven Decision Making

- Surfacting ‘knowledge’
  - Digital & IT Transformation
  - Data Analytics & Intelligence
  - Data Sharing
  - Data monetization

- Predictive Analytics,
  - Prescriptive Analytics,
  - Automation Enablement
The NOW Difference: A Vertical Intelligence Operating System

ML/DL Models
- Churn Analysis
- Customer Classification
- Next Product
- Test Analytics
- Digital and Acquisition Propensity
- Anomaly Detection
- Speech to Text Analytics
- Video Analytics

Data Science Apps
- NOW SnowGraph

Data Engineering
- Reveal
- Privacy
- Fusion

Multiple
IP patents

NOW Vertical Group
TSXV: NOW / OTC: NOWVF
THE VERTICAL INTELLIGENCE COMPANY
The NOW Difference:
A Highly Efficient Global Delivery Model

Operating in
+8
Countries
The NOW Difference:
A Highly Efficient Global Delivery Model

<table>
<thead>
<tr>
<th>Consumer Goods</th>
<th>Industrials</th>
<th>Commercial Services</th>
<th>Public Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nike</td>
<td>Latam Airlines</td>
<td>Lloyds Bank</td>
<td>Department of Defense</td>
</tr>
<tr>
<td>Ralph Lauren</td>
<td>Aermexico</td>
<td>Western Union</td>
<td>Office of Naval Research</td>
</tr>
<tr>
<td>Nestle</td>
<td>Porsche</td>
<td>Adobe</td>
<td>National Geospatial-Intelligence</td>
</tr>
<tr>
<td>Bayer</td>
<td>Fiat</td>
<td>Metlife</td>
<td>Intelligence Community</td>
</tr>
<tr>
<td>Gsk</td>
<td>Tenaris</td>
<td>Paragon</td>
<td>National Reconaissance</td>
</tr>
<tr>
<td>Ablin Bev</td>
<td>Air liquide</td>
<td>Efg</td>
<td>Intelligence</td>
</tr>
<tr>
<td>Abbvie</td>
<td>Chevron</td>
<td>AIG</td>
<td></td>
</tr>
<tr>
<td>The Economist</td>
<td>Raigen</td>
<td>Efg</td>
<td></td>
</tr>
<tr>
<td>Adidas</td>
<td>Pan american</td>
<td>AIG</td>
<td></td>
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<tr>
<td>Disney</td>
<td>Energy</td>
<td>Efg</td>
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<tr>
<td>Paloalto Network</td>
<td>Pembina</td>
<td>AIG</td>
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</tr>
<tr>
<td>Telefónica</td>
<td>Monsanto</td>
<td>Efg</td>
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</tr>
</tbody>
</table>

250+ Customers
On Five Continents
The Evolution of NOW: 2021 to Today

~$60M
2022 Pro Forma* Revenue

600+
Employees
Five Continents

250+
Global Customers

4
Key Verticals Served

12
Acquisitions

Enabling AI for Industry & Government through Vertical Intelligence (VI)

TSX: NOW.V  OTCQB: NOWVF 2023

*Includes all completed acquisitions
According to a recent Global Study, Artificial Intelligence (AI) has the potential to contribute

$15.7 Trillion

to the Global Economy by 2030*

Global Studies Anticipate Artificial Intelligence and Big Data will reach a market size of

$1.8 Trillion

Globally by 2029*

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* Source: [IBM](https://www.ibm.com/downloads/cas/GVAGA3JP)
* Source: [Fortune Business Insights](https://www.fortunebusinessinsights.com/big-data-analytics-market-106179)
* Source: [Precedence Research](https://www.precedenceresearch.com/artificial-intelligence-market)
## Transforming AI into VI

AI currently takes too long to generate value

### Barriers to Value

| Lack of skilled people of difficulties in hiring for the required roles | Global NOW team with deep, technical skill sets |
| Lack of data or data quality issues | Data discovery technologies and processes |
| Difficulties in identifying appropriate business use cases | Servicing 250+ customers with industry experts |
| Technical infrastructure challenges | Modular VI-OS Technology suite that integrates with legacy systems and modern data stacks |
| Legal concerns risks, or compliance issues | Proprietary data governance technologies and practice |

Data Infrastructure Transformation

SITUATION

General Motors was forced to issue a 30 million-vehicle recall after an unidentified issue with faulty ignition switches led to over a hundred deaths and countless more accidents. The analytic team responsible for identifying the root cause of these problems was unable to catch it sooner because their massive data holdings were spread across 50+ siloed databases and no user could work across the full set at once.

Indicators were missed. Lives were lost. And the organization had a billion-dollar problem on their hands.

FROM

DATA SILOS ➔ FULLY FUSED DATA SET
125 DEATHS OVER 12 YEARS ➔ FINDING SAFETY ISSUES IN WEEKS, NOT YEARS
$2.6B IN LEGAL PENALTIES ➔ STREAMLINED VEHICLE SAFETY PROGRAM

RESULTS

NOW’s data fusion engine was used to ingest, fuse and enrich GM’s full dataset of structured and unstructured data into a single location. With their new unified access, analytic readers are now able to scan across the entirety of their data to unearth potential indicators, catching issues before they arise to help the organization save money and, more importantly, lives.

CHALLENGE

Transform a legacy system built on data silos into a streamlined system to support state-of-the-art threat detection and preemptive vehicle recalls.
Increasing Revenue and LTV

SITUATION
Adobe knew the importance of building strong relationships. But they lacked the customer view necessary for truly powerful and segmented communications. They had all the data. But they couldn’t make the connections necessary for user-based messaging.

RESULTS
Over a two-year analysis, customer LTV increased by 39%, resulting in an incremental value of $815 MM USD. Data integration, model and segmentation development and targeted communications all increased Adobe’s customer value, driving increased revenues without requiring an increase in headcount or cost.

From

- Disparate Sources
- Unclear Customer View
- Generic Communications

To

- Centralized CRM
- Integrated Platform
- Segmented Messaging by Customer Profile

$815M
Incremental Value

Challenge
Identify and integrate the data sources necessary to increase revenue and LTV.
Improve Advertising ROI
Media Planning Optimization

SITUATION
Novartis was inundated with data but gaps in customer knowledge make it difficult to tie advertising spending to marketing and sales results. Media metrics were reported by the ad agencies and showed overwhelmingly positive results — regardless of the business outcome that the client achieved. The Novartis Brand Team needed to ensure that consistent metrics are utilized to evaluate performance.

SOLUTIONS
- Crested operational metrics tracked monthly
- Delineated points of contact with the target audience
- Developed reporting dashboard

RESULTS
Developed a media program with media spend budget of $12 million. The program acquired 6K+ new patients for the treatment. The program produced $17 million in additional revenue to generate an overall program ROI of 42%.

CHALLENGE
The brand teams needed to make the most of limited budgets to generate the greatest business impact.
Q1 2023 at a Glance

- **$13.6M** Revenue
  - 425% Increase (vs Q1 ’22)

- **$234K** Adjusted EBITDA
  - 327% Increase (vs Q1 ’22)

- **$6.2M** Gross Profit
  - 330% Increase (vs Q1 ’22)

- **3** Completed Acquisitions

- **$580K** Annualized Cost Reductions

Enabling AI for Industry through Vertical Intelligence (VI)

TSX: NOW.V  OTCQB: NOWVF 2023
Financial Growth
Consistently Adding to Topline Performance

Adjusted Revenues\(^1\) ($millions)

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Adjusted Revenues ($millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 2022</td>
<td>$2.77</td>
</tr>
<tr>
<td>Q2 2022</td>
<td>$7.65</td>
</tr>
<tr>
<td>Q3 2022</td>
<td>$8.52</td>
</tr>
<tr>
<td>Q4 2022</td>
<td>$8.57</td>
</tr>
<tr>
<td>Q1 2023</td>
<td>$13.68</td>
</tr>
</tbody>
</table>

\(^1\) Adjusted Revenues adjusts revenue to eliminate the effects of acquisition accounting on the Company’s revenues.
Adj. EBITDA + Gross Profit

Delivering Positive Adjusted EBITDA
($millions)

<table>
<thead>
<tr>
<th></th>
<th>Q1 2022</th>
<th>Q2 2022</th>
<th>Q3 2022</th>
<th>Q4 2022</th>
<th>Q1 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adjusted EBITDA</td>
<td>$(0.25)</td>
<td>$(0.70)</td>
<td>$(0.28)</td>
<td>$(0.02)</td>
<td>$0.23</td>
</tr>
<tr>
<td>Gross Profit</td>
<td>$1.49</td>
<td>$3.21</td>
<td>$3.28</td>
<td>$3.60</td>
<td>$6.20</td>
</tr>
</tbody>
</table>

Gross Profit Increase (vs Q1 ’22): 316%
Catalysts and Milestones – Q3/Q4 2023

**M&A**

Targeting strategic acquisitions in the US, EMEA, APAC

($90 million in active pipeline with low double-digit EBITDA margins pre-integration)

**Deal Structure**

Acquisition pipeline focussed on free cashflow targets allowing NOW to finance deals primarily through non-dilutive capital sources

**Technology-Centric Target Profile**

Targeting gross profit of ~70% and EBITDA of ~20% post integration

**Service-Centric Target Profile**

Targeting gross profit of ~50% and EBITDA of ~15% post integration

**Organic**

Accelerate growth with quick integration, sales enablement across global software and services network.

Expand relationships with current portfolio clients

Consolidate recurring revenue offerings to service a broader range of customers

Improve margins by offering NOW Software solutions

Improve standard business processes driving better efficiencies and margins
Sasha Grujicic, CEO

- 20+ Years in Enterprise Technology Development, Sales & Deployment
- Data, AI and Advanced Technology Expertise
- Global M&A and Integration Experience
- Deep Operational Background
- Experience in Scaling Organizations & Turnarounds

Dentsu to buy Aegis for £3.2bn

Japanese marketing services company offers 2.9p a share to buy UK media planning firm
WPP not expected to launch an 11th hour counter-bid
Management & Board

Management Team

Sasha Grujicic  Chief Executive Officer & Director
  • Former Chief Strategy Officer, 1QBit Advanced Quantum Computing.
  • Former Chief Strategy and Digital Officer, Dentsu Aegis Network running product and service development delivery, M&A integration, financial and operational oversight and business development.

Alim Virani  CFO
  • Finance executive with over 10 years of progressive experience in corporate finance, M&A, and operations management
  • Former Senior Vice President of Finance Operations with NowVertical Group Inc.
  • Sr. Associate with PwC
  • CPA, CA, Master of Management and Professional Accounting

Jennifer Carman  Chief People Officer
  • Former Vice President, Human Resources in several public and privately held companies.
  • BA in Sociology paired with postgraduate studies in Human Resources Management from the University of Guelph.
  • Certification programs in Mediation, Dispute Resolution, Conflict Management and Executive Coaching from the University of Windsor, Faculty of Law.

Andre Garber  EVP Corp. Development & Legal, Founder, Director
  • Experienced attorney with corporate finance and M&A expertise.
  • Former Partner and co-chair of the Emerging Companies Group at Fasken Martineau DuMoulin LLP; Founder of the Dentons Canada LLP Startup Program; Strategic Advisor at Nextlaw Ventures.
  • Counsel at Fasken Martineau DuMoulin LLP.

Board of Directors

Elaine Kunda,  Board Chair
  • Founder and Managing Director of Disruption Ventures Ltd.
  • Previously CEO for BSmedia, 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
  • 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
Contact Information

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www.nowvertical.com

**Investor Relations**

Glen Nelson, VP Investor Relations
glen@NowVertical.com www.nowvertical.com

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Enabling AI for Industry & Government through Vertical Intelligence (VI)
### Business Units / Operating Model

<table>
<thead>
<tr>
<th></th>
<th>Three Months Ended March 31, 2023</th>
<th>Three Months Ended March 31, 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td>$13,688,413</td>
<td>$2,882,702</td>
</tr>
<tr>
<td><strong>Cost of Revenue</strong></td>
<td>$(7,486,122)</td>
<td>$(1,003,308)</td>
</tr>
<tr>
<td><strong>Gross Profit</strong></td>
<td>$6,202,291</td>
<td>$1,879,394</td>
</tr>
<tr>
<td><strong>Gross Profit Margin%</strong></td>
<td>45%</td>
<td>65%</td>
</tr>
<tr>
<td><strong>Administrative and other expenses</strong></td>
<td>$(4,233,002)</td>
<td>$(946,267)</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA</strong></td>
<td>$1,979,289</td>
<td>$933,127</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA %</strong></td>
<td>14%</td>
<td>32%</td>
</tr>
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1. Adjusted EBITDA = Gross Profit + Operating Expenses - Other Income (if any)
NON IFRS Measures

The non-IFRS financial measures referred to in this news release are defined below. The management discussion and analysis for the three and nine months ended September 30, 2022 (the “Q3 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.

“Q3 2022 Proforma Adjusted Revenue” adjusts revenue to eliminate the effects of acquisition accounting on the Company’s revenues and includes revenues from all acquisitions completed as at the MD&A issuance date.

“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.

“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 Q3 2022 MD&A. The prior year's comparable amount reflects acquisitions completed through the date of the prior period's MD&A.