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## **Kidoz Introduces Prado : Mobile In-App Technology that Reaches Over 1 Billion Monthly Active Users**

Vancouver, B.C. Canada, April 10, 2023 – Kidoz Inc. (TSXV:KIDZ) (the “Company”), mobile AdTech developer and owner of the market-leading Kidoz Contextual Ad Network ([www.kidoz.net](http://www.kidoz.net)) and the Kidoz Publisher SDK, announced today the launch of Prado ([www.prado.co](http://www.prado.co)), a wholly owned division led by Eldad Ben Tora, Kidoz’s co-founder, as President.

Prado is a cutting-edge mobile advertising platform, developed by Kidoz, that can access hundreds of thousands of the world’s most famous apps and reach over a billion monthly active users. Kidoz software engineers have now completed the challenging transformation of their market leading kid safe Ad Network to also reach the significantly larger digital ad market of teens, families, and audiences over 13 years old whilst not compromising the safety of our existing kids marketplace. The Prado technology plus our internal controls will ensure that no inappropriate advertisements will be served to children and thereby compromise kids safety.

Prado connects brands with targeted digital audiences inside their favorite games and apps.

With the global mobile games market predicted to reach a massive \$218.7B in 2024, advertisers are looking to leverage gaming audiences with effective and efficient targeting capabilities. Prado meets those needs by reaching teen, parent, and grown-up audiences across the world’s top apps. The Prado technology creates a mobile SSP (Supply-side Platform), DSP (Demand-side Platform) and Ad Exchange. Prado makes in-app targeting more effective by simplifying the process across a connected platform. When connected to the Prado programmatic system, ad buyers gain direct access to the highest performance and premium inventory available in the in-app market.

“We’re thrilled to announce the launch of Prado and Eldad Ben Tora’s appointment as President of the Prado” said Jason Williams, CEO of Kidoz. “With Eldad’s experience and leadership combined with Prado’s strong technical and commercial position, we believe this new division will result in rapid growth and success.” added Williams.

"Prado is an exciting business unit for Kidoz that comes after years of requests from advertisers to reach not just children, but parents and families as well," said Eldad Ben Tora, Prado President. "Using advanced targeting capabilities and the incredible reach our systems have created, advertisers can now engage with the complete family. Prado has created a unique gateway into in-app media and the scale is incredible. In America alone over 220 million people are playing mobile games and Prado can reach them. The opportunity for advertisers to build their brands and secure new customers using the Prado system is here. We have created a new commercial strategy to bring Prado to market and expect our efforts in 2023 to lay the foundation for a powerful new division and revenue source in the Kidoz organization."

Management believes that the Company’s commercial strategy and proprietary stack of advertising technology, combined with the dominance of mobile entertainment as consumers' preferred choice, will have a profound effect on its financial results in the years to come. Management is pleased with the Company’s strong growth in 2022 despite the ongoing weakness in the wider advertising market which we expect to continue through the first half of fiscal 2023. Early macro indicators show a return to normalcy expected to commence in the second half of fiscal 2023 and as a result management believes that our growth in 2022 will place the Company in a strong position to benefit and that the Company’s full fiscal 2023 results will be greater than fiscal 2022.

For full details of the Company's operations and financial results, please refer to the Securities and Exchange Commission website at [www.sec.gov](http://www.sec.gov) or the Kidoz Inc. corporate website at <https://investor.kidoz.net> or on the [www.sedar.com](http://www.sedar.com) website.

## **About KIDOZ INC.**

Kidoz Inc. (TSXV:KIDZ) ([www.kidoz.net](http://www.kidoz.net)) owns the leading COPPA & GDPR compliant contextual mobile advertising network that safely reaches hundreds of millions of kids, teens, and families every month. Google certified, and Apple approved, Kidoz provides an essential suite of advertising technology that unites brands, content publishers and families. Trusted by Disney, Hasbro, Lego and more, the Kidoz Contextual Ad Network helps the world's largest brands to safely reach and engage kids across thousands of mobile apps, websites and video channels. The Kidoz network does not use location or PII data tracking commonly used in digital advertising. Instead, Kidoz has developed advanced contextual targeting tools to enable brands to reach their ideal customers with complete brand safety. A focused AdTech solution provider, the Kidoz SDK and Kidoz Programmatic network have become essential products in the digital advertising ecosystem.

The Prado ([www.prado.co](http://www.prado.co)) technology provides a leading mobile SSP (Supply-side Platform), DSP (Demand-side Platform) and Ad Exchange programmatically to the entire Ad Tech universe. By activating high-performance programmatic campaigns across thousands of apps on their network, Prado makes digital advertising more efficient and effective by simplifying the process across a connected technology platform.

The Private Securities Litigation Reform Act of 1995 provides a "safe harbor" for forward-looking statements. Certain information included in this press release (as well as information included in oral statements or other written statements made or to be made by the company) contains statements that are forward-looking, such as statements relating to anticipated future success of the company. Such forward-looking information involves important risks and uncertainties that could significantly affect anticipated results in the future and, accordingly, such actual results may differ materially from those expressed in any forward-looking statements made by or on behalf of the company. In particular, (i) information regarding the preliminary unaudited Q4 2022 and Fiscal 2022 revenue, net income and adjusted EBITDA results contained in this press release; and (ii) remarks regarding the anticipated growth and record financial performance in fiscal 2023 constitute forward-looking information within the meaning of securities laws. In preparing this press release including the forward-looking statements contained herein, the Company completed an initial review of operations for the three months ended December 31, 2022, however actual audited results may differ materially from the preliminary numbers provided in this press release as the financial figures have not been audited or reviewed. Further, at this stage, a variety of factors including market and competitive conditions may cause 2023 results to differ materially from management's current expectations. When relying on the Company's forward-looking statements and information to make decisions, investors and others should carefully consider the foregoing factors and other uncertainties and potential events. The Company has assumed that the material factors referred to herein will not cause such forward-looking statements and information to differ materially from actual results or events. However, there can be no assurance that such assumptions will reflect the actual outcome of such items or factors. Other than as required under securities laws, we do not undertake to update this information at any particular time. Forward-looking information contained in this news release is based on our current estimates, expectations, and projections, which we believe are reasonable as of the current date. The reader should not place undue importance on forward-looking information and should not rely upon this information as of any other date. All forward-looking information contained in this news release is expressly qualified in its entirety by this cautionary statement. For a description of additional risks and uncertainties, please refer to the company's filings with the Securities and Exchange Commission and on SEDAR.com. Specifically, readers should read the Company's Annual Report on Form 10-K, filed with the SEC and on SEDAR.com on March 30, 2022, and the prospectus filed under Rule 424(b) of the Securities Act on March 9, 2005 and the SB2 filed July 17, 2007, and the TSX Venture Exchange Listing Application for Common Shares filed on June 29, 2015 on SEDAR, for a more thorough discussion of the Company's financial position and results of operations, together with a detailed discussion of the risk factors involved in an investment in Kidoz Inc.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

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