Kidoz Inc. Investor Fact Sheet

Company Overview

Kidoz Inc. creates valuable connections between brands and mobile gamers through contextual intelligence (matching ads to content and moment) rather than user tracking. We operate the leading privacy-compliant mobile advertising platform, delivering measurable business results without personal data collection in mobile applications.

150+

premium brand clients











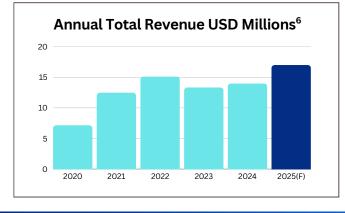
Investment Highlights

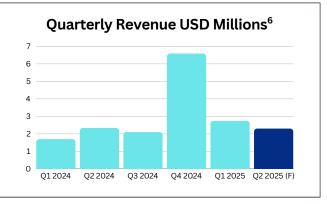
- Financial Turnaround: Achieved \$353K profit vs 2023 \$2M loss with 54.1% margins
- Valuation Gap: Trading at 10x discount to market leaders
- Market Leadership: Leading kids gaming, expanding into privacy-first all-ages gaming
- Blue-Chip Validation: 150+ premium brands including Mattel, Lego, Disney
- Essential Gaming Infrastructure: Large-scale network with Kite IQ AI and 1000s SDKs













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<u>investor.kidoz.net</u> TSXV: KDOZ | OTCQB:KDOZF

100K+

apps in mobile ad network

Gaming Edge

43%

better engagement⁴

500M+

global monthly unique users

Financial Turnaround

- \$353K profit vs \$2M loss; \$14M revenue, 54.1% margins
- \$2.8M cash, No debt, target 10x rev. growth
- \$80B mobile gaming market¹; contextual ads growing 13.3% CAGR²

Essential Infrastructure

- Proprietary Kite IQ AI: designed to deliver category leading contextual targeting at scale
- End-to-end: SSP, DSP, exchange with direct SDK integration
- Foundational privacy-first compliance

Valuation Gap

- Trading 10x discount vs gaming/adtech leaders
- \$25M market cap vs \$80B addressable market

Market Leadership

- Leading compliant kids gaming; expanding contextual to all-ages
- Privacy-first advantage: 14% iOS opt-in³, 40% CTR decline⁵, 86% reject data collection

Blue-Chip Validation

- 150+ premium brands across over 60+ countries
- Multi-tier interactive mobile ad formats; expanding performance marketing and social boosting
- Premium CPI services, recurring revenues

Capital Structure

- Share Price: \$0.18 | Market Cap: \$25M
- Shares: 131.3M outstanding | 141.7M fully diluted
- Insider Ownership: ~20.4% | Cash: \$2.8M | Debt: \$0

Leadership Team



Jason Williams CEO, Leading since 2011



Henry Bromley CFO, Chartered Accountant



Eldad Ben Tora President + Co-Founder



TJ WilliamsEVP Product +
Technology

T.M. Williams:

Chairman, ex EA Canada CEO

Stacey McDowall:

Head Brand & Marketing Independent Directors: Fiona Curtis (Finance), C. Kalborg (Licensing), M. David (Tech)

1. Sensor Tower State of Mobile 2025, 2.Grand View Research: Global Contextual Advertising Market projections 3. Singular: ATT Opt-in Rates 2024 4. GumGum: Study on Contextual Ad Engagement 5. GeistM: Q4 Meta Advertising Insights 6. FRC

