

Kidoz Inc.

Investor Fact Sheet (US\$)

October 2025

investor.kidoz.net
TSXV: KDOZ | OTCQB:KDOZF

Company Overview

Kidoz operates an AdTech Platform enabling brand safe mobile gamer engagement at scale. Brands advertise compliantly using comprehensive adtech technology, Kite IQ contextual intelligence, and essential SDK integrations, all without personal data. Data privacy laws like COPPA and GDPR favor Kidoz's privacy-compliant platforms, enhancing its value proposition. Kidoz strategically realigned beyond its kids focus to serve the broader mobile gaming audience (teens & adults). Expanding brand partnerships (Mattel, Lego, McDonald's) drive recurring revenue, delivering increased Return on Advertising Spend (ROAS) for clients and margins.

150+ premium brand clients



Investment Highlights

- **Strong Trends:** Privacy and compliance, mobile gaming, and platform solutions
- **Defensibility:** Strong moat based on comprehensive infrastructure, Kite IQ, and 1000s of SDK
- **Inflection Point:** After expensing ~\$20m R&D (5 years), now achieving record results
- **Earnings Quality Focus:** Grow recurring revenues from partnerships and high-value services
- **Valuation Discount:** Trading at > 10x less revenue multiple than market leaders

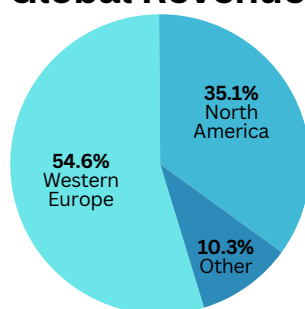
Annual Revenue

2024

\$14M

↑5.1% YoY

Global Revenue



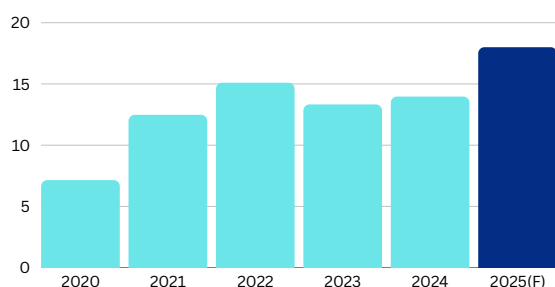
YE Cash

2024

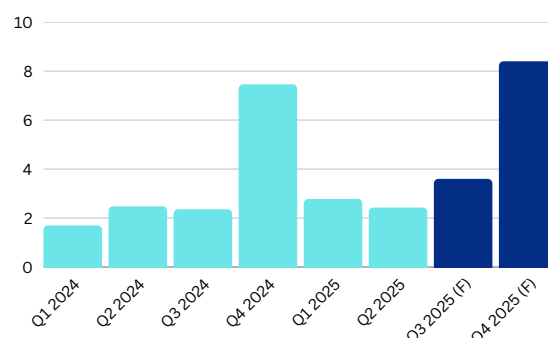
\$2.8m

↑89% YoY

Annual Total Revenue USD Millions⁶



Quarterly Revenue USD Millions⁶



Contact:

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100K+

apps in mobile ad
network

Gaming Edge

43%

better engagement⁴

500M+

global monthly
unique users

2024 Financial

- \$353K profit vs \$2M loss; \$14M revenue, 54.1% margins, record H1 in 2025
- \$2.8M cash, No debt, target 10x growth
- ~\$20m expensed R&D in last 5 years
- \$81B mobile gaming market¹; contextual ads growing 13.3% CAGR²

Essential Infrastructure

- Brand Safe Mobile Gamer Engagement
- Proprietary Kite IQ AI: designed to deliver contextual targeting at scale.
- End-to-end: SSP, DSP, exchange with direct SDK integration
- No personal data

Valuation Gap

- Trading >10x discount vs market leaders
- \$24M market cap vs \$81B addressable market

Leadership Team



Jason Williams
CEO, Leading
since 2011



Henry Bromley
CFO, Chartered
Accountant



Eldad Ben Tora
President +
Co-Founder



TJ Williams
EVP 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)

Market Leadership

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

Blue-Chip Validation

- 150+ premium brands in 60+ countries
- Multi-tier service offering; expanding interactive, performance marketing, and social boosting driving growth potential
- Repeat clients driving recurring revenues

Capital Structure June 30 2025

- Share Price: \$0.18 | Market Cap: \$24M
- Shares: 131.3M o/s | 141.7M fully diluted
- Insider Ownership: ~20.4% | Cash: \$2.4M | Debt: \$0

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

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