



Brand Safe Mobile Gamer Engagement

Presented by:

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All cautionary statements made herein should be read as being applicable to all forward-looking statements wherever they appear. The forward-looking statements contained in this presentation are based on our current expectations and beliefs concerning future developments and their potential effects on us taking into account information currently available to us. These forward-looking statements are subject to risks, uncertainties and other factors, some of which are beyond our control, which could cause actual results to differ materially from this forecast or anticipated in such forward-looking statements.



Kidoz Inc. enables effortless advertising with AI-driven precision inside mobile games without using customer data

Mobile Gaming Then :

- Negative Audience Preconceptions
- Agency Bias to Other Channels
- Lack of Understanding & Acceptance

Mobile Gaming Now :

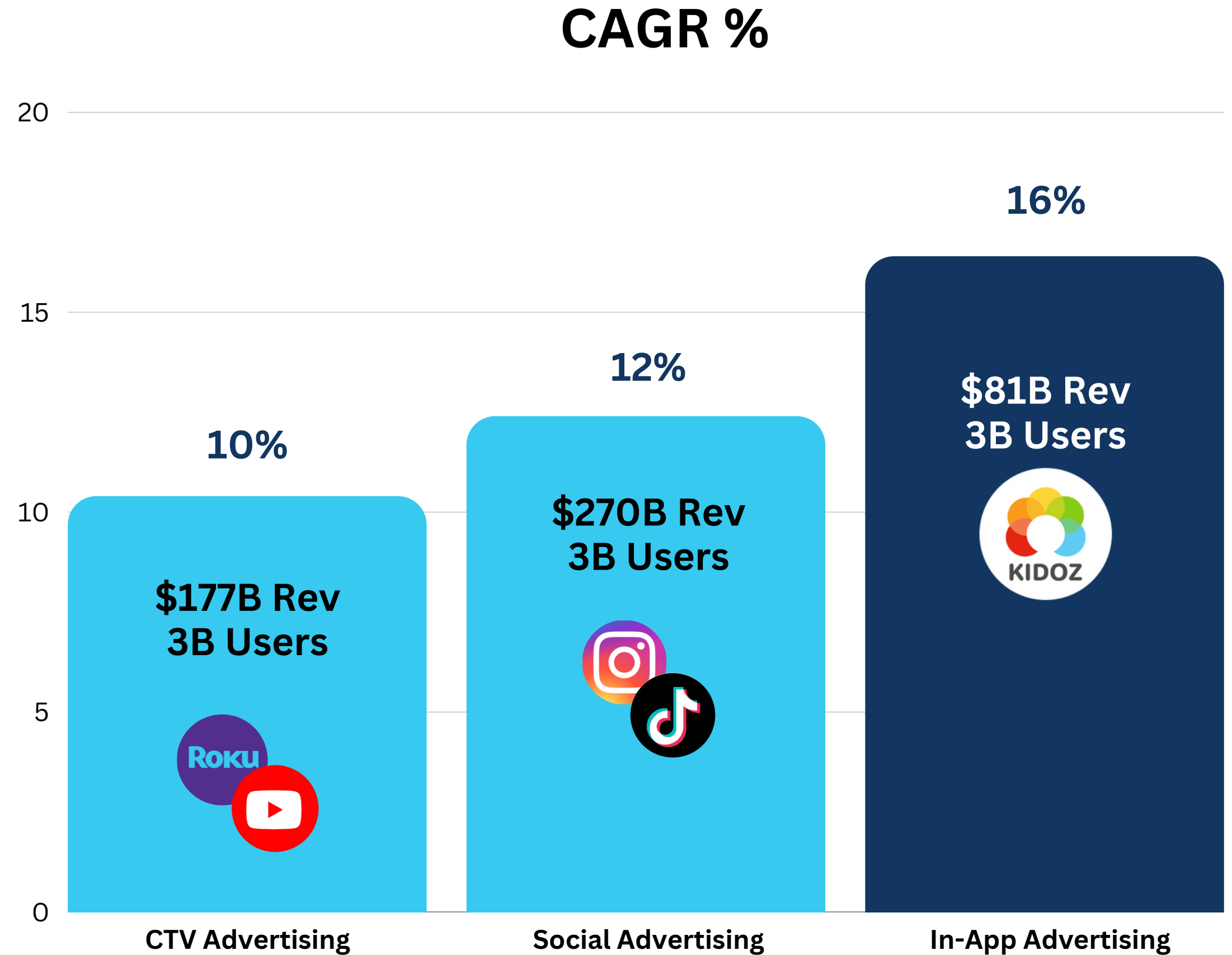
- AI Resilient : "Zero-Click" Internet
- Superior Engagement
- Innovative Formats

Ad Spend Growth

By Digital Channel

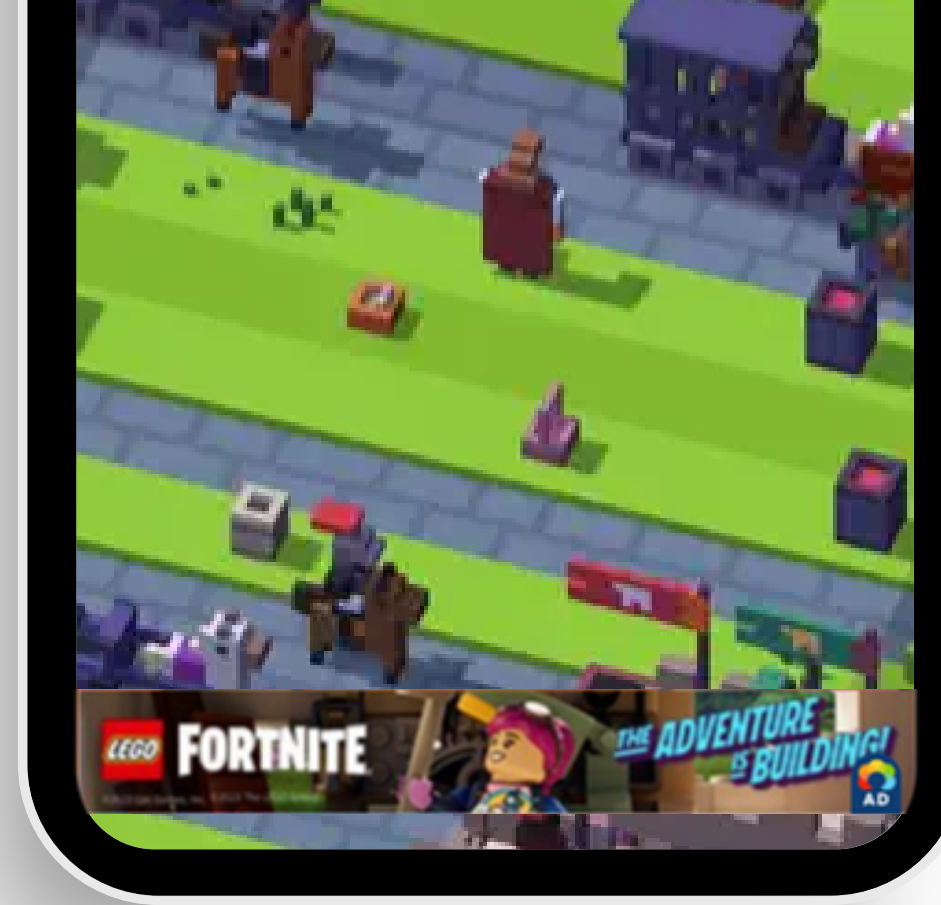
References:
www.businessresearchinsights.com
www.imarcgroup.com
www.marketingreport.one

*2024 Data



Why Kidoz?

Advertisers demand solutions that engage customers at scale without using customer data



Kidoz Solution

Brand-Safe Adtech Platform

High-performance, privacy-first infrastructure to meet the highest regulatory standards.

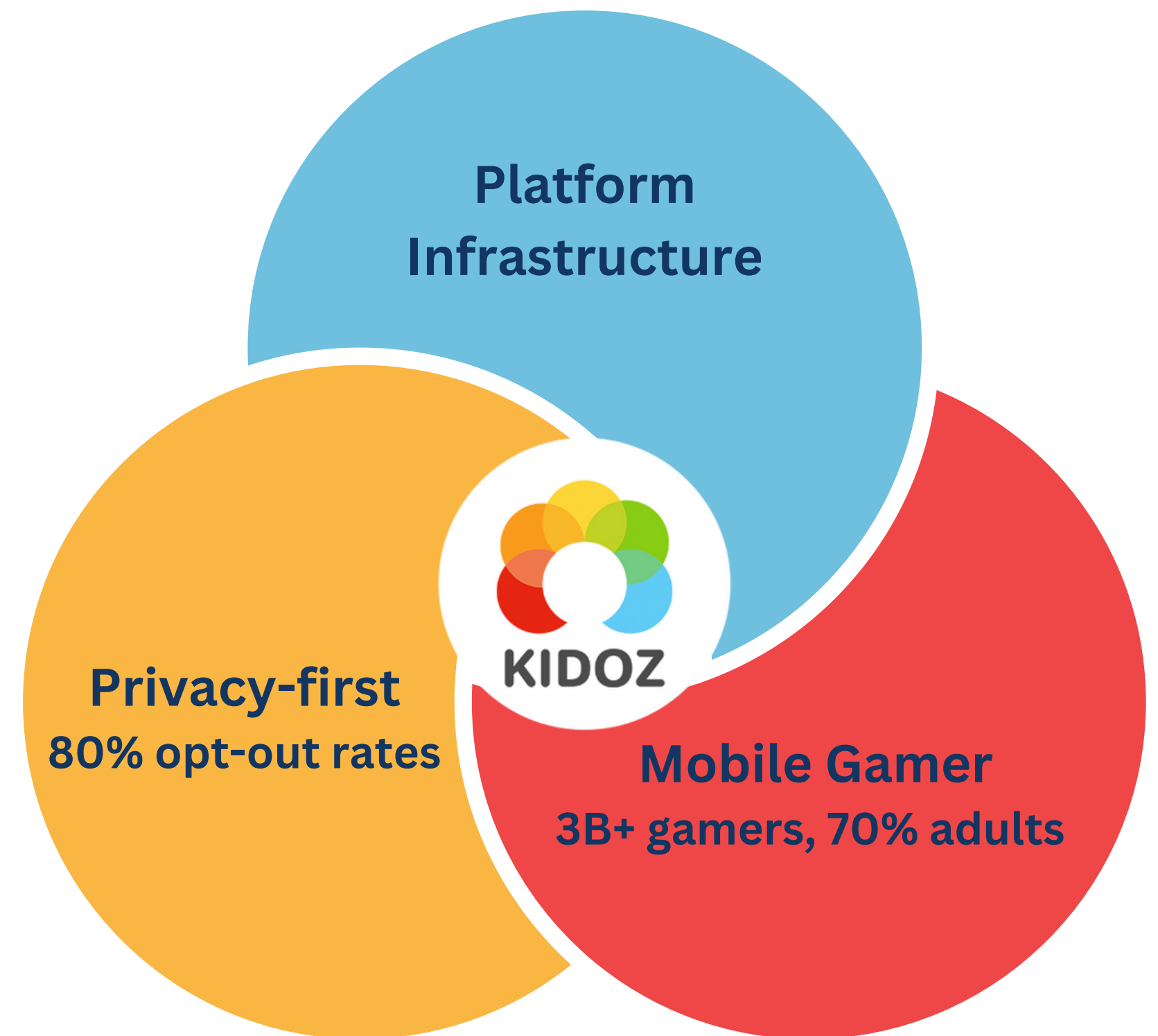
43% better engagement

2.2x higher recall

30% higher ROI/ ROAS

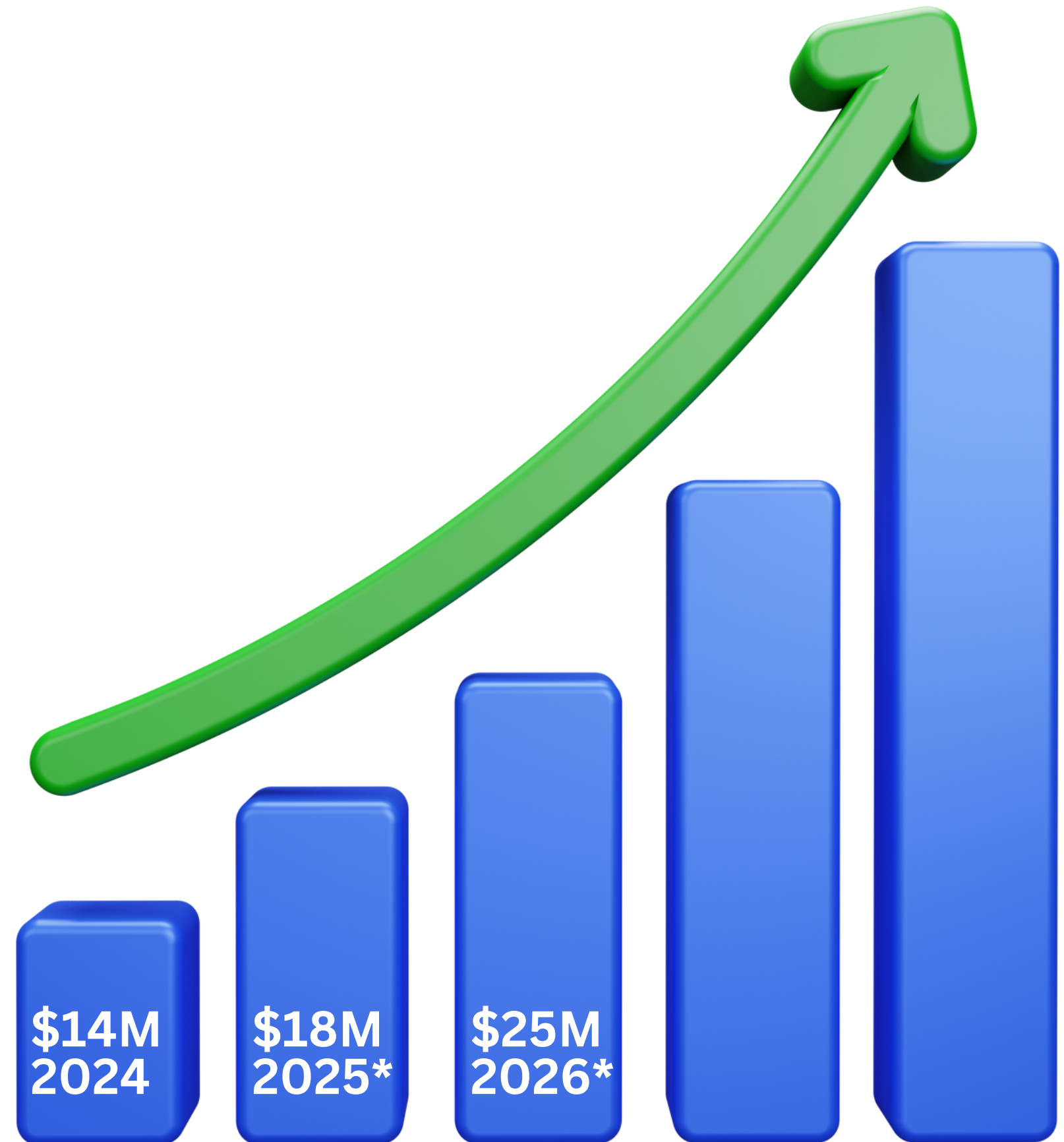
Poised for Growth

Trends Driving Demand



Driving Revenue Growth

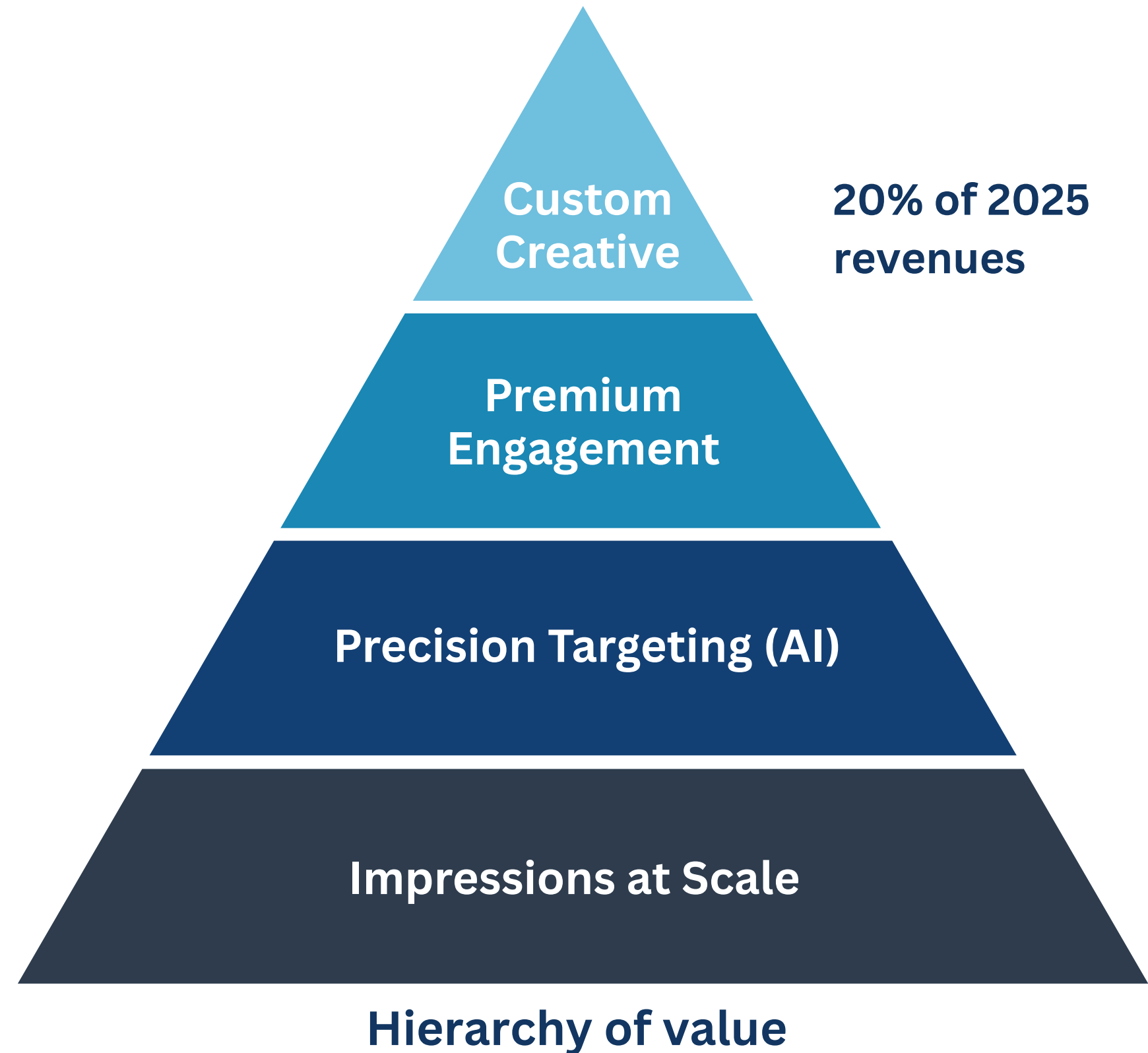
>50%
Margins



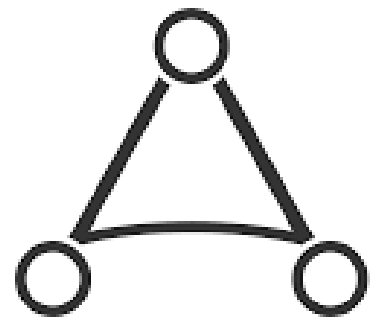
*Forecasted

Brand Partnerships: Efficiency → Value

- 3** Prove Value in Custom Solutions
- 2** Build Trust & Deliver Efficiencies
- 1** Win Brand Campaigns



AdTech Leadership Comparison



APPLOVIN

Despite comparable operational capabilities, Kidoz trades at 20x discount

1

Competitive Advantages:
Brand Safety & Compliance,
Custom Creative

2

Market Leadership:
Comparable: Technology, AI,
and Business Model

3

Pricing Power:
Diversified exposure to value-
chain to mitigate size

Technology Moats

2019-25 ~ USD\$20M Expensed R&D

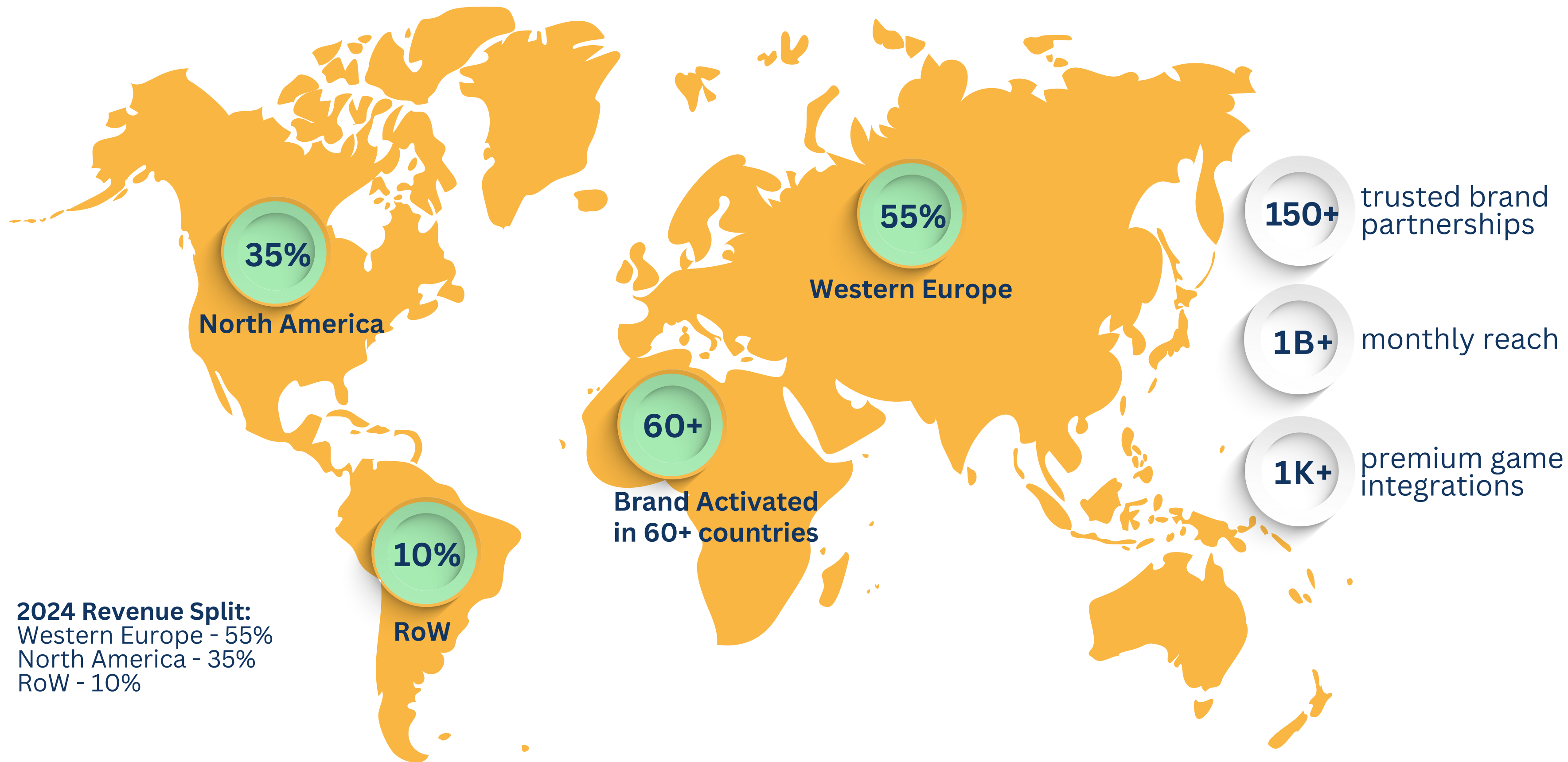
Strong Competitive Position

- ✓ Privacy-native AI
- ✓ 1,000+ direct SDK integrations
- ✓ Complete Adtech infrastructure

Extremely Challenging to Replicate



Worldwide Presence & Impact



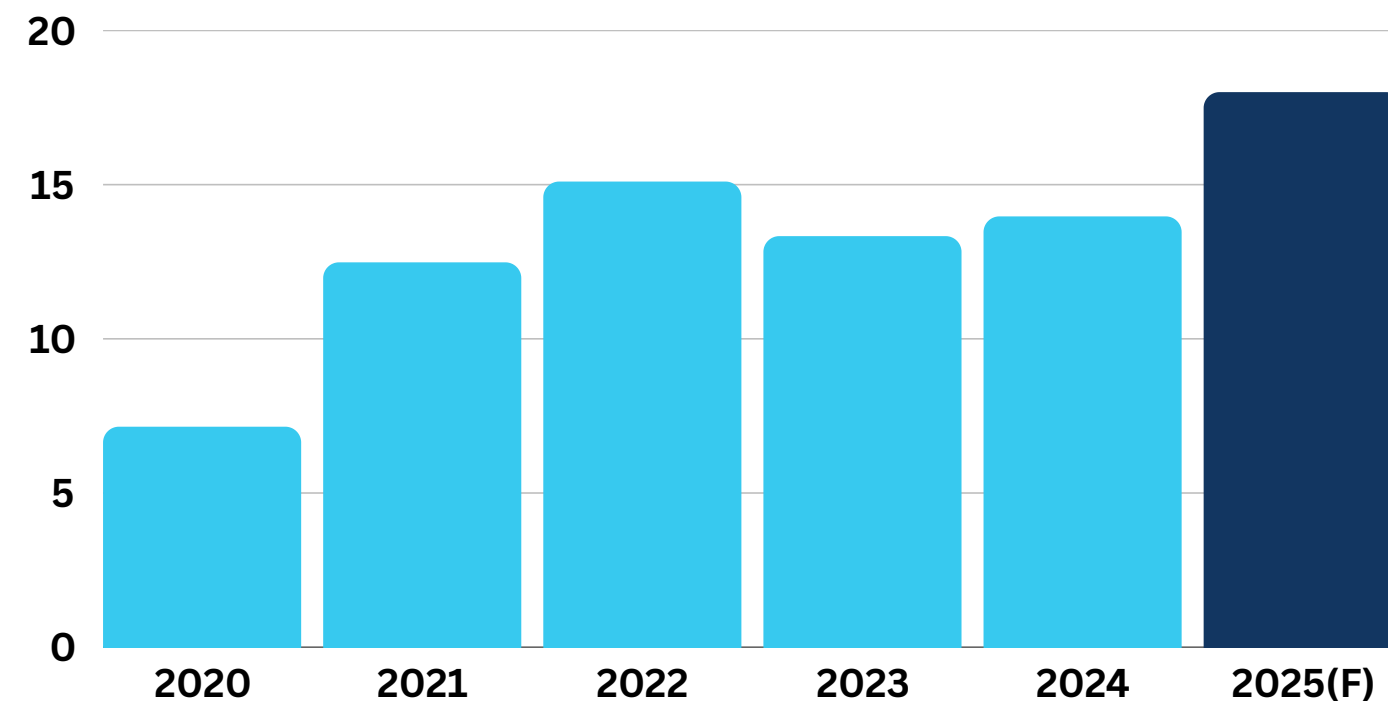
Global People & Partnerships



Revenues

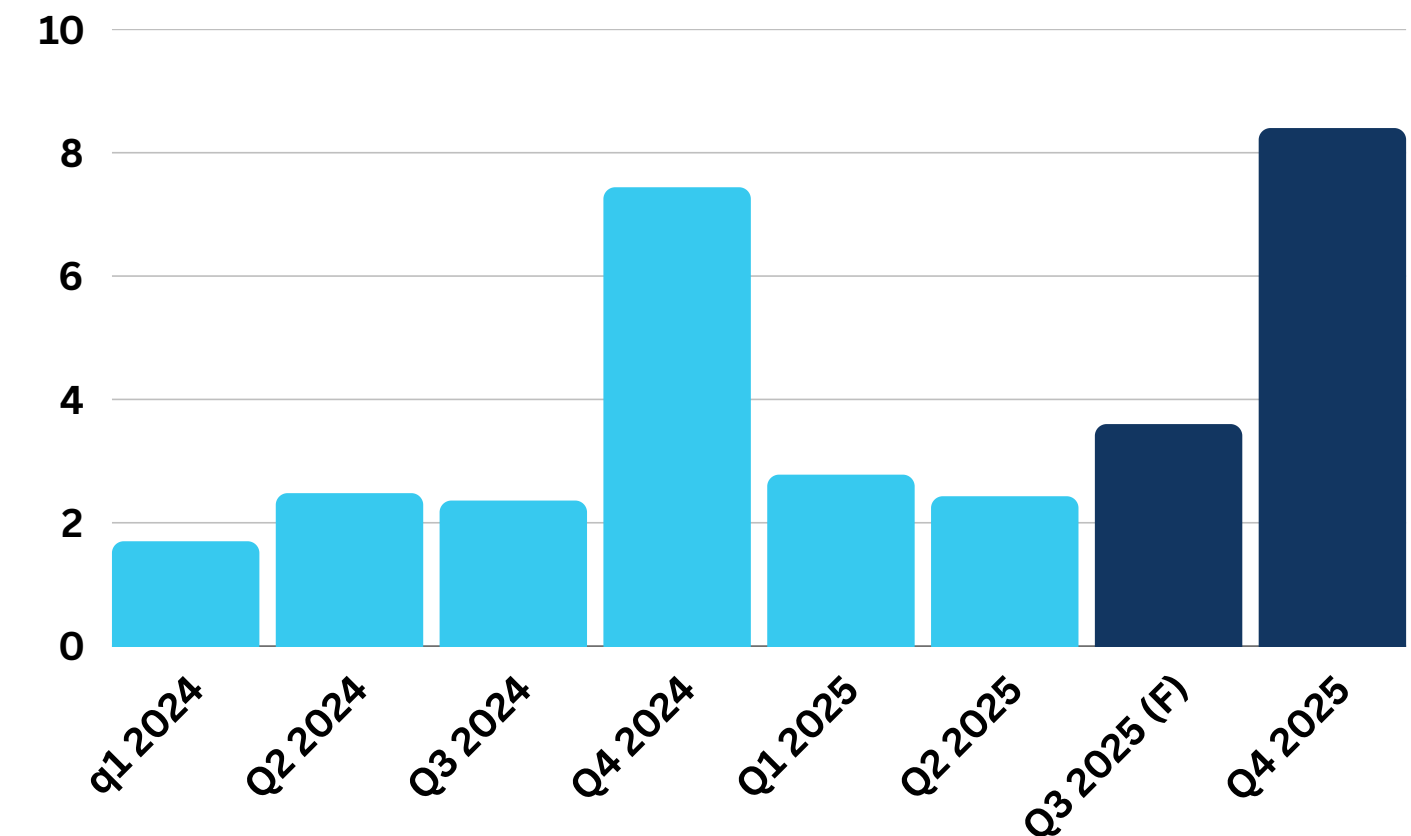
20.3% 5 Year CAGR

Annual Total Revenue USD Millions



~50+% Annual Revenues in Q4

Quarterly Revenue USD Millions



F: 2025 is FRC forecast figure

Strong Growth and Profitability (USD)



2024 Revenue

\$14M

+5.1% YoY



2024 YE Cash

\$2.8M

+89% YoY



2024 Gross Margin

54.1%

due to operational efficiency

Working Capital

\$4.2M

↑31% YoY

Net Income

\$353K

in 2024 vs \$2.0M loss in 2023
*\$3.4M R+D Fully Expense

Operating Cash Flow

\$1.3M

positive in 2024

Record Revenues

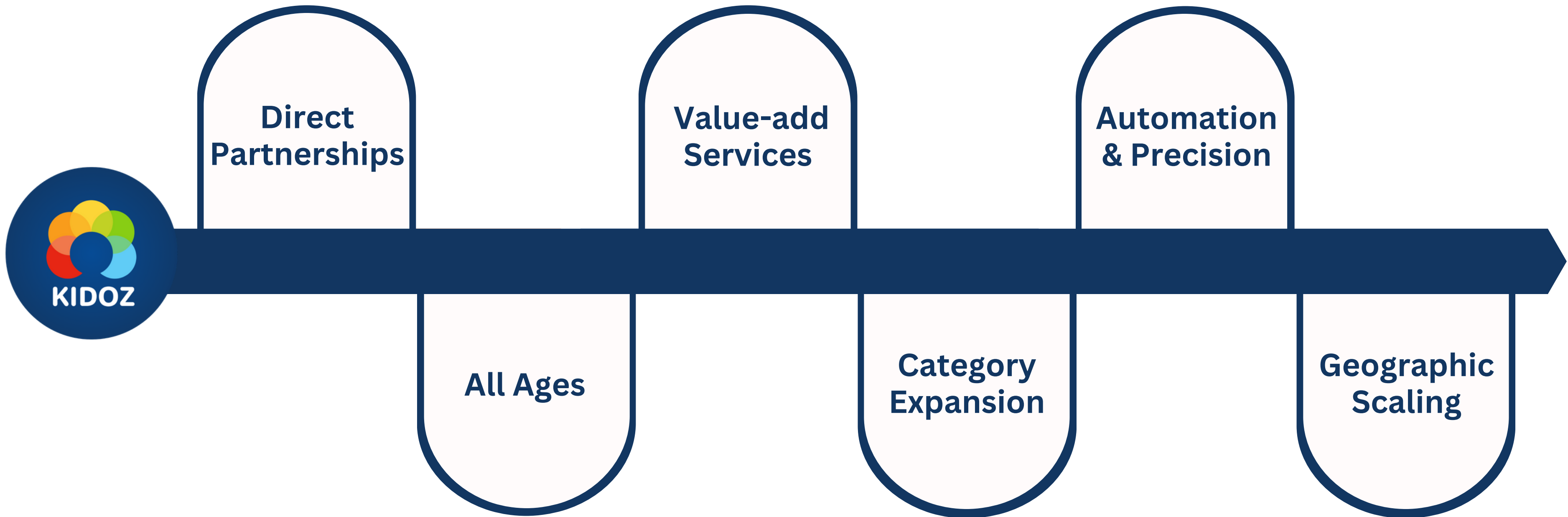
\$18M

forecast total 2025 revenues



Performance Trajectory: Focus on quality revenues and strategic growth

Our Growth Drivers



A Perfect Storm

KIDOZ Inc. (TSXV:KDOZ OTCQB:KDOZF)

1. Strong market trends
2. Defensibility
3. Growth in profitability
4. Strategic focus: quality earnings
5. Undervalued

Historical Price and Volume: KDOZ.V & ZOMD.V



Look what can happen !!!

Leadership: Experienced Management Team



TJ Williams

EVP Product & Tech

27 years in games, building and inspiring teams to shape the AAA landscape. Equally experienced at the creation of new IP as well as the management and expansion of existing franchises.



Eldad Ben Tora

**President
& Board Member**

Co-founder of Kidoz Ltd. Serial entrepreneur with extensive ad tech experience.



Jason Williams

CEO & Board Member

15+ years of digital advertising and technology experience. Led company strategic transition to AI-powered contextual advertising.



Stacey McDowall

Head of Brand & Mktg

Seasoned digital expert with over two decades in the tech and advertising industries. Specializes in crafting creative and strategic solutions for Kidoz and partners.



Henry Bromley

CFO

Financial leader with two decades of corporate finance expertise. Experience with high-growth technology companies

Leadership: Board Members



Tarnie Williams Sr
Chairman

Industry pioneer with over 35 years in technology and gaming. Former CEO of Electronic Arts (Canada).



Claes Kalborg
NED

A licensing veteran with experience from leading game companies such as Rovio (the makers of Angry Birds) and King Games.



Fiona Curtis
NED

Served as Compliance Officer and General Corporate Secretary for Counsel Limited, an Anguillian financial services corporation, since 2006.



Moeshe David
NED

A seasoned executive and entrepreneur, he has held leadership roles at companies including Kidoz, Amdocs, and Ness Technologies, and holds degrees in Economics, Computer Science, and an MBA from Boston University.

Capitalization & Ownership

KIDOZ Inc. (TSXV:KDOZ OTCQB:KDOZF)

Market Cap (USD): ~\$26M : \$0.20/share)

as of Oct 21, 2025

Shares: 131.3M, Fully Diluted 141.7M

Ownership | Public Float ~24%

D&O&Emp. ~25% | 8 PE & Insts. ~21%

2019 - 2025 ~ USD\$20M Fully Expensed R&D



Thank you

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