Brand Safe Mobile Gamer Engagement

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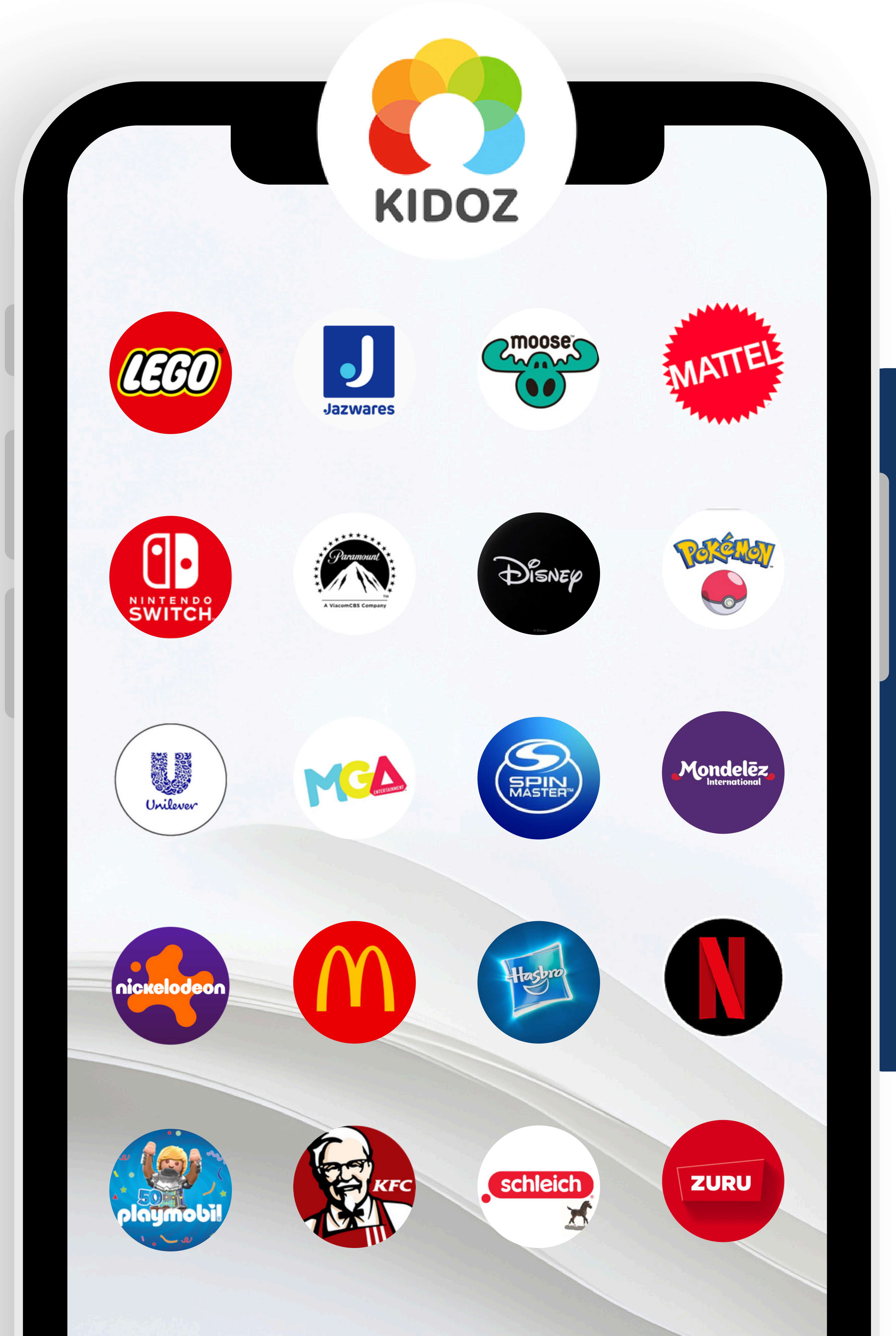


Kidoz Inc. enables effortless advertising with AI-driven precision inside mobile games without using customer data

Mobile Gaming Then :

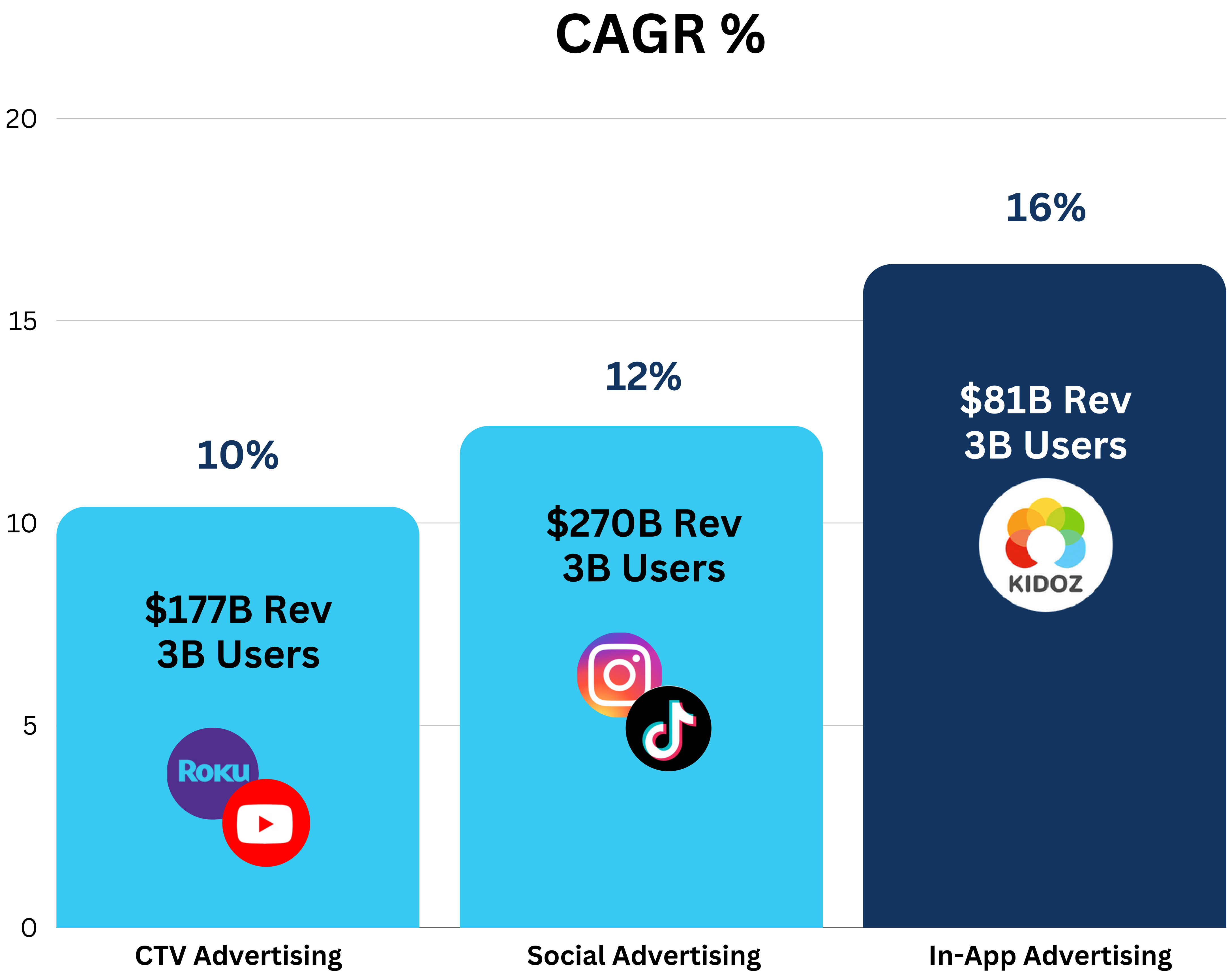
- Negative Audience Preconceptions
- Agency Bias to Other Channels
- Lack of Understanding & Acceptance

Mobile Gaming Now :

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

Ad Spend Growth

By Digital Channel

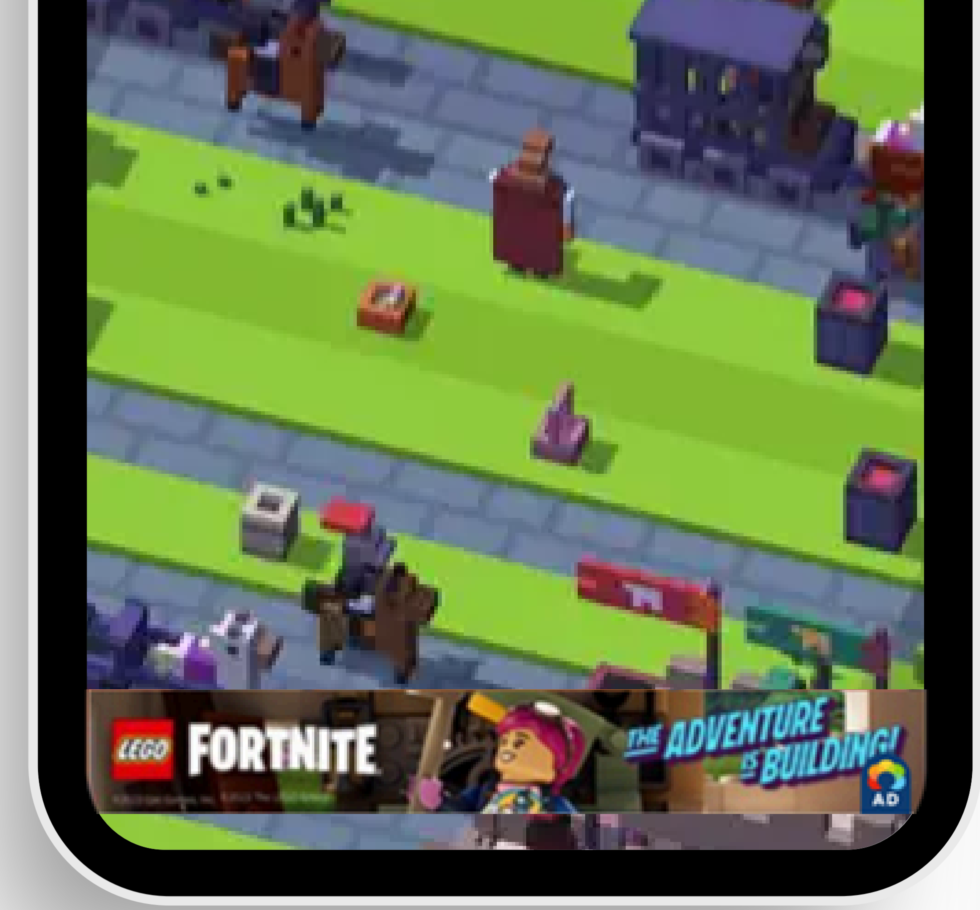


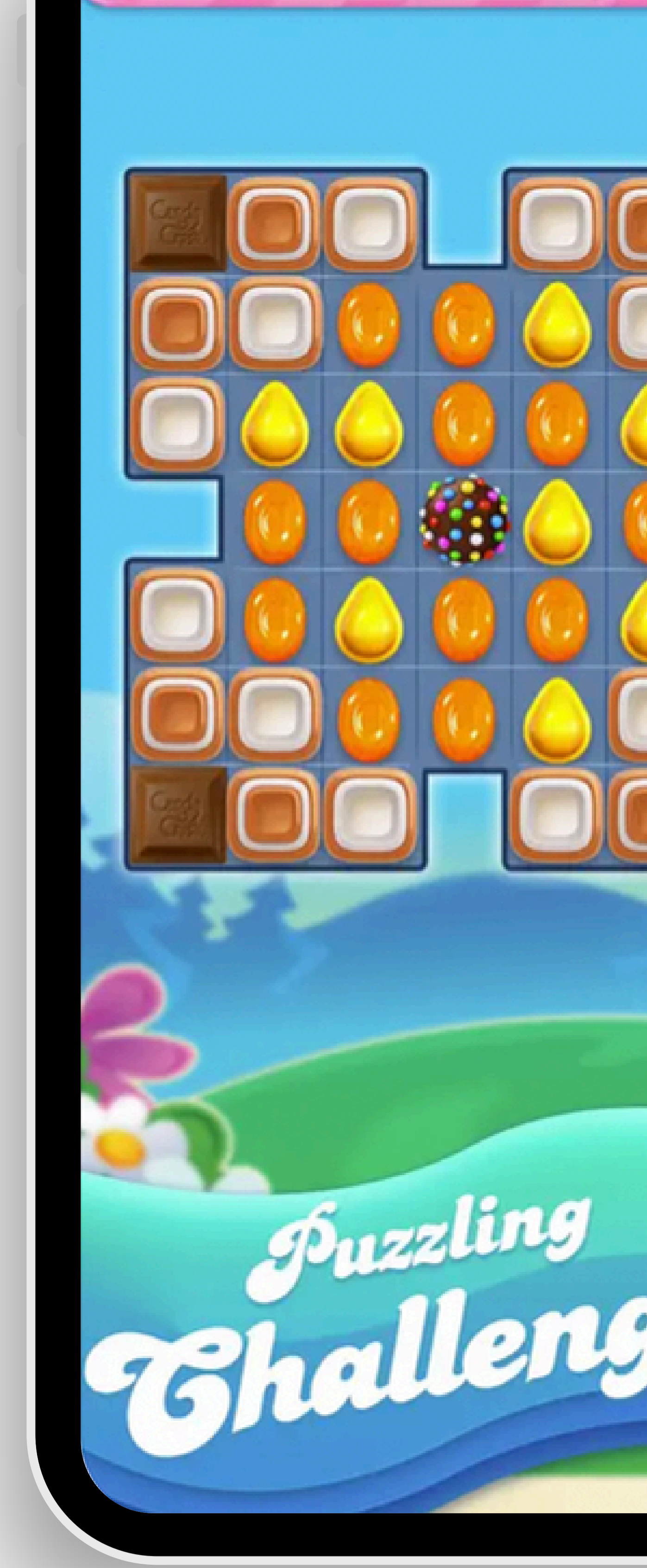
References:
www.businessresearchinsights.com
www.imarcgroup.com
www.marketingreport.one

*2024 Data

KIDOZ

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

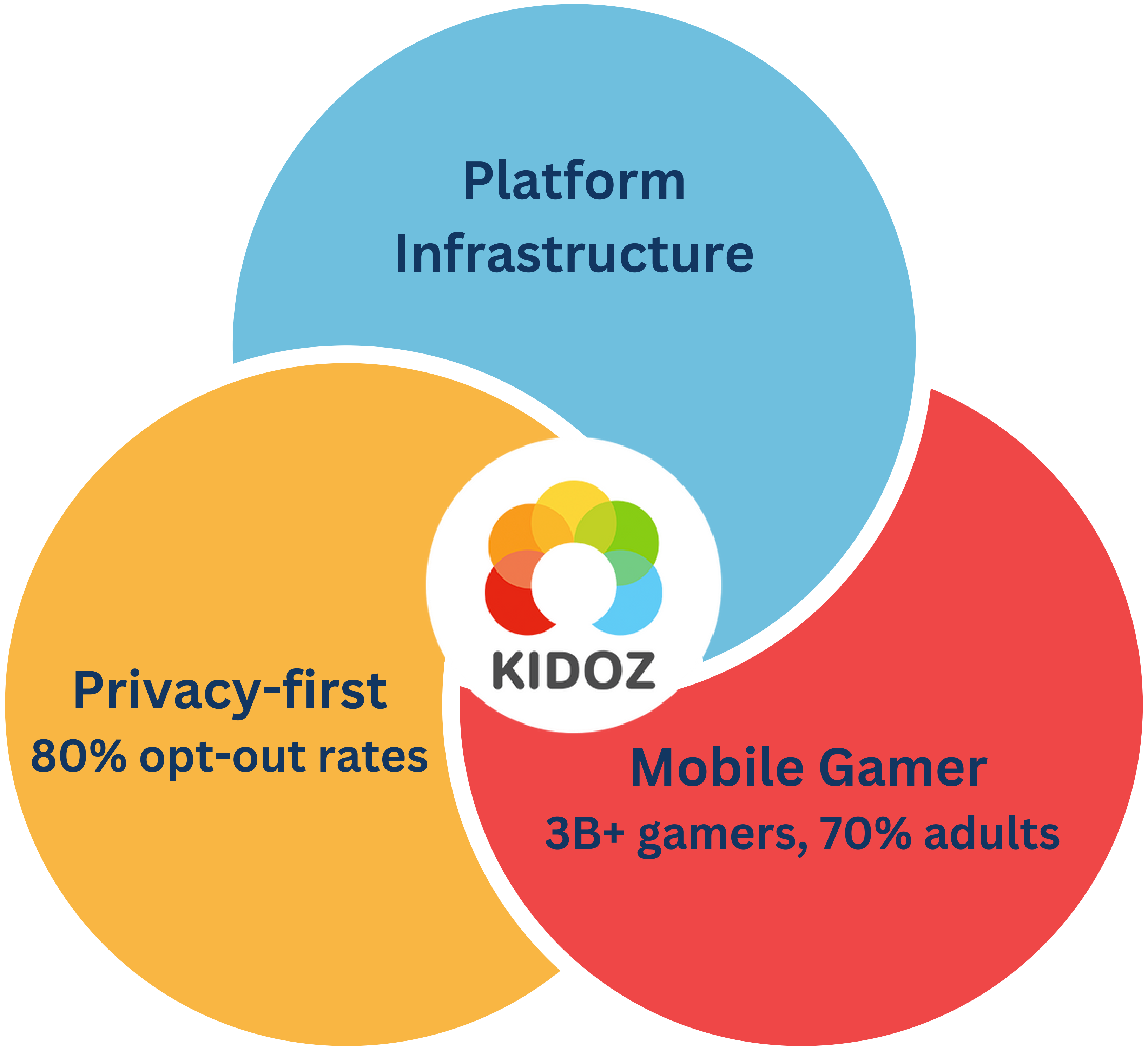
2.2x higher recall

30% higher ROI/ ROAS

Sources:
GumGum: Study on Contextual Ad Engagement
Peer39: Contextual vs Behavioral Targeting ROI Analysis

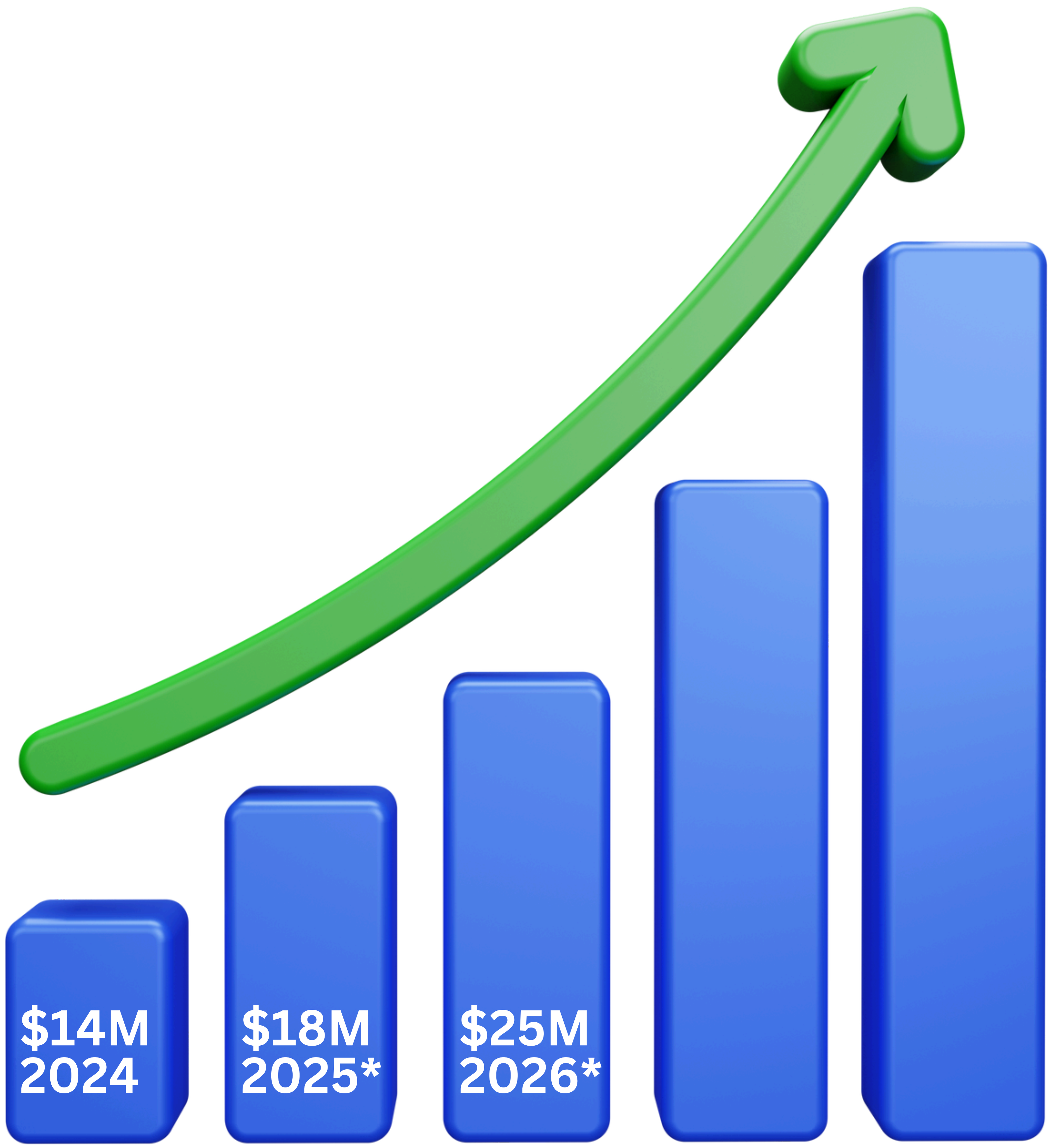
Poised for Growth

Trends Driving Demand



Driving Recurring Revenue Growth

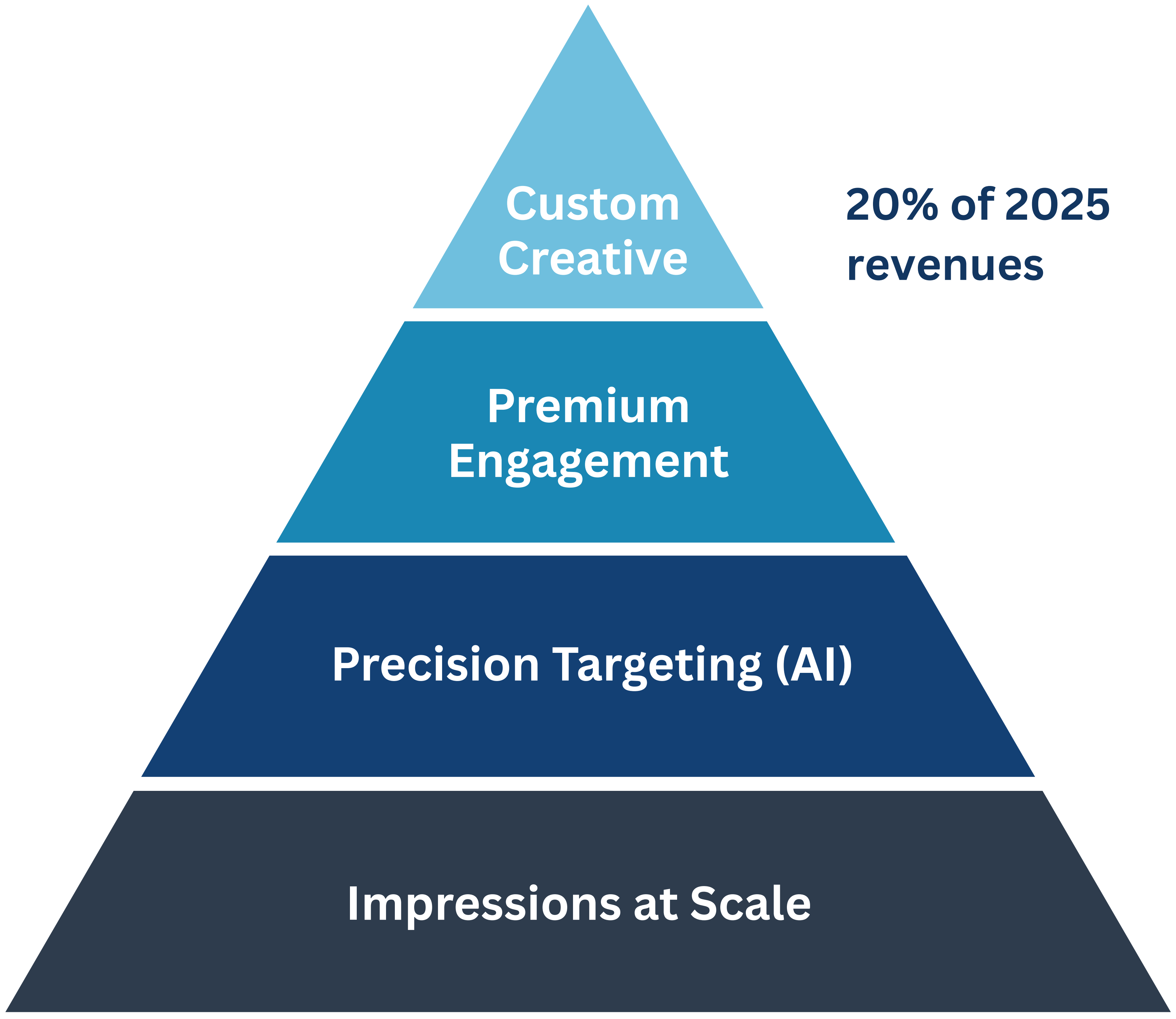
>50%
Margins



*Forecasted

Brand Partnerships: Efficiency → Value

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



Hierarchy of value

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

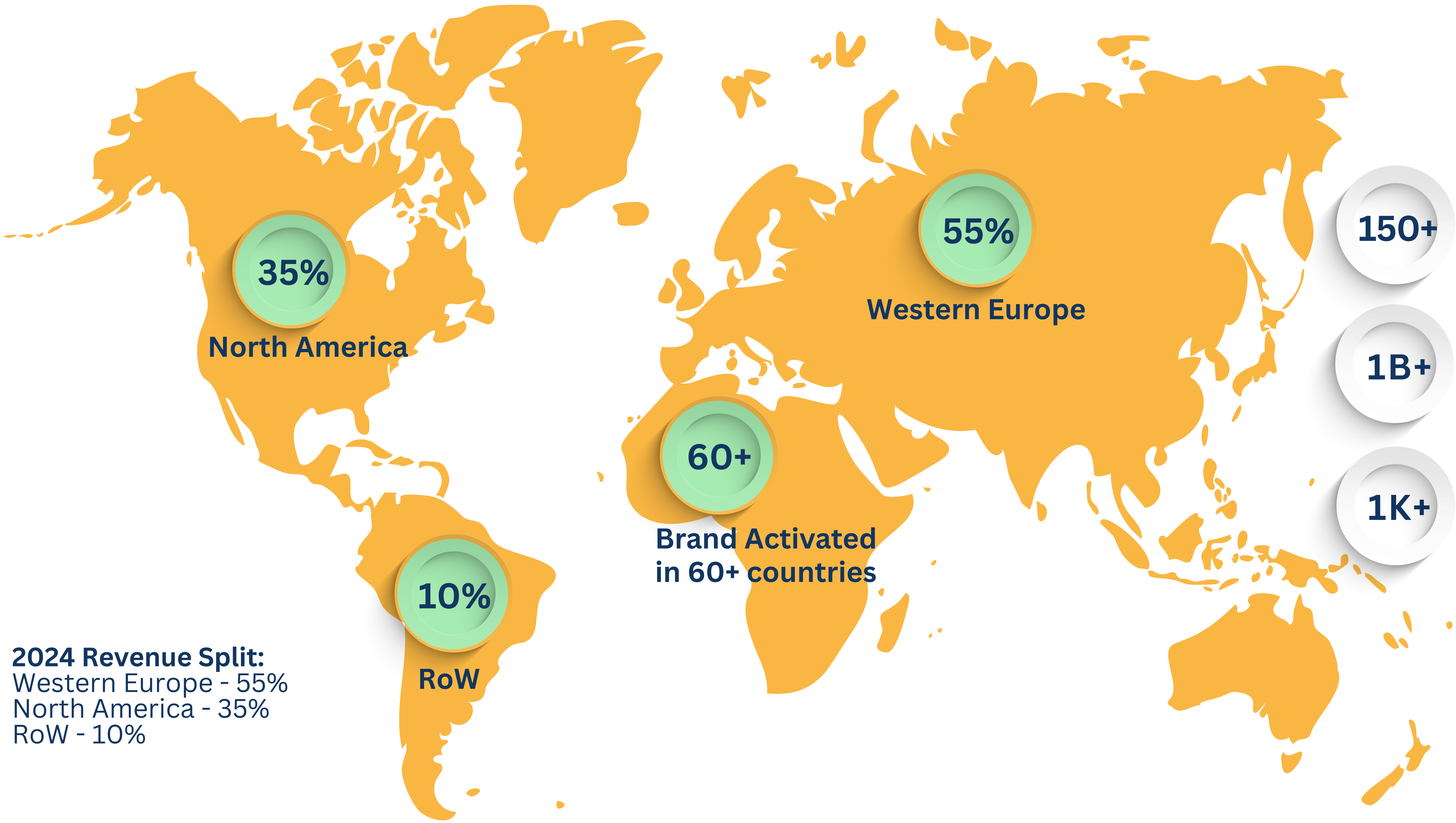
2019-25 ~ USD$20M Expensed R&D

Strong Competitive Position

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

Extremely Challenging to Replicate

Worldwide Presence & Impact



150+ trusted brand partnerships

1B+ monthly reach

1K+ premium game integrations

2024 Revenue Split:
Western Europe - 55%
North America - 35%
RoW - 10%

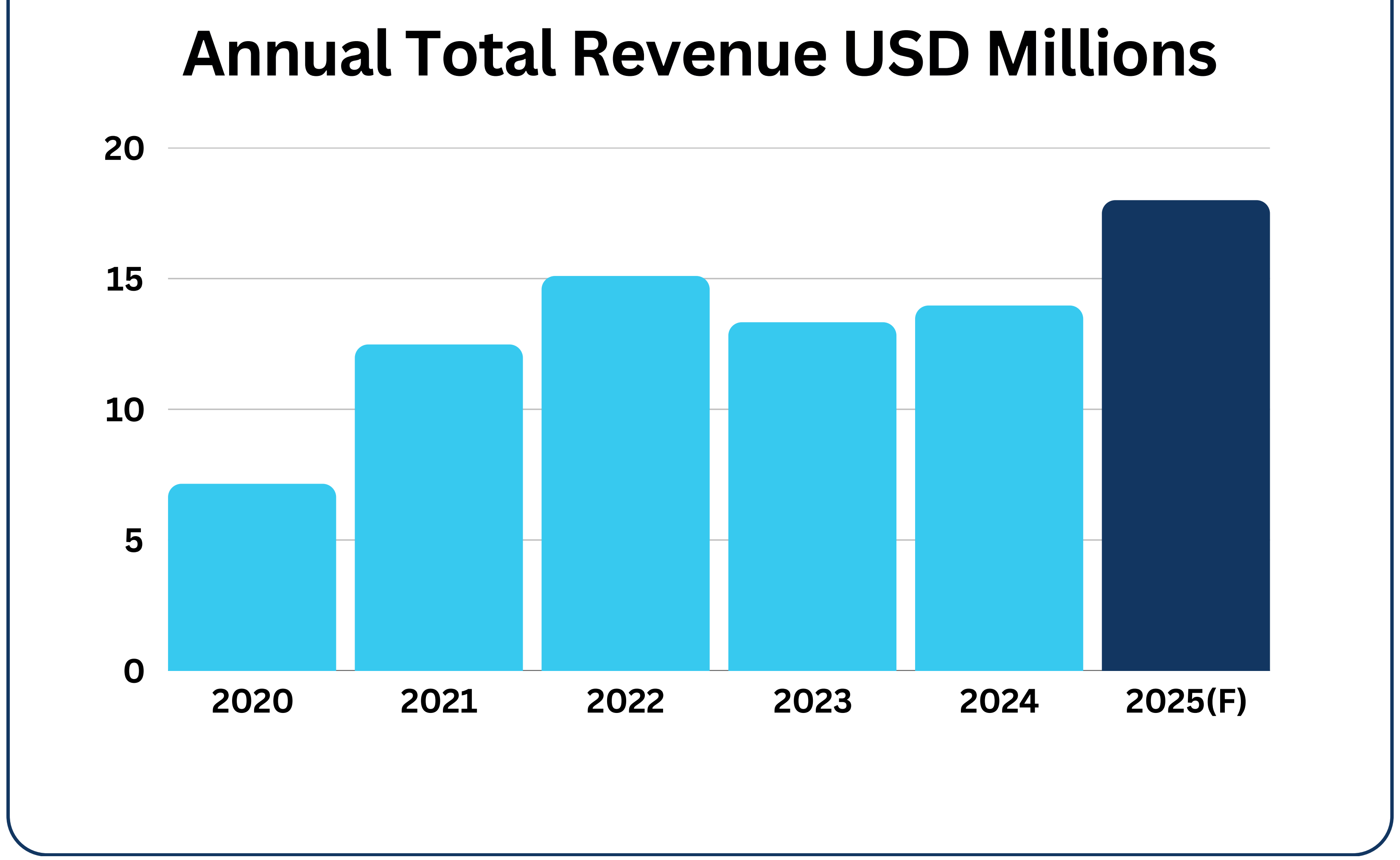
Global People & Partnerships

30+ Sales Partnerships
All Over the Globe

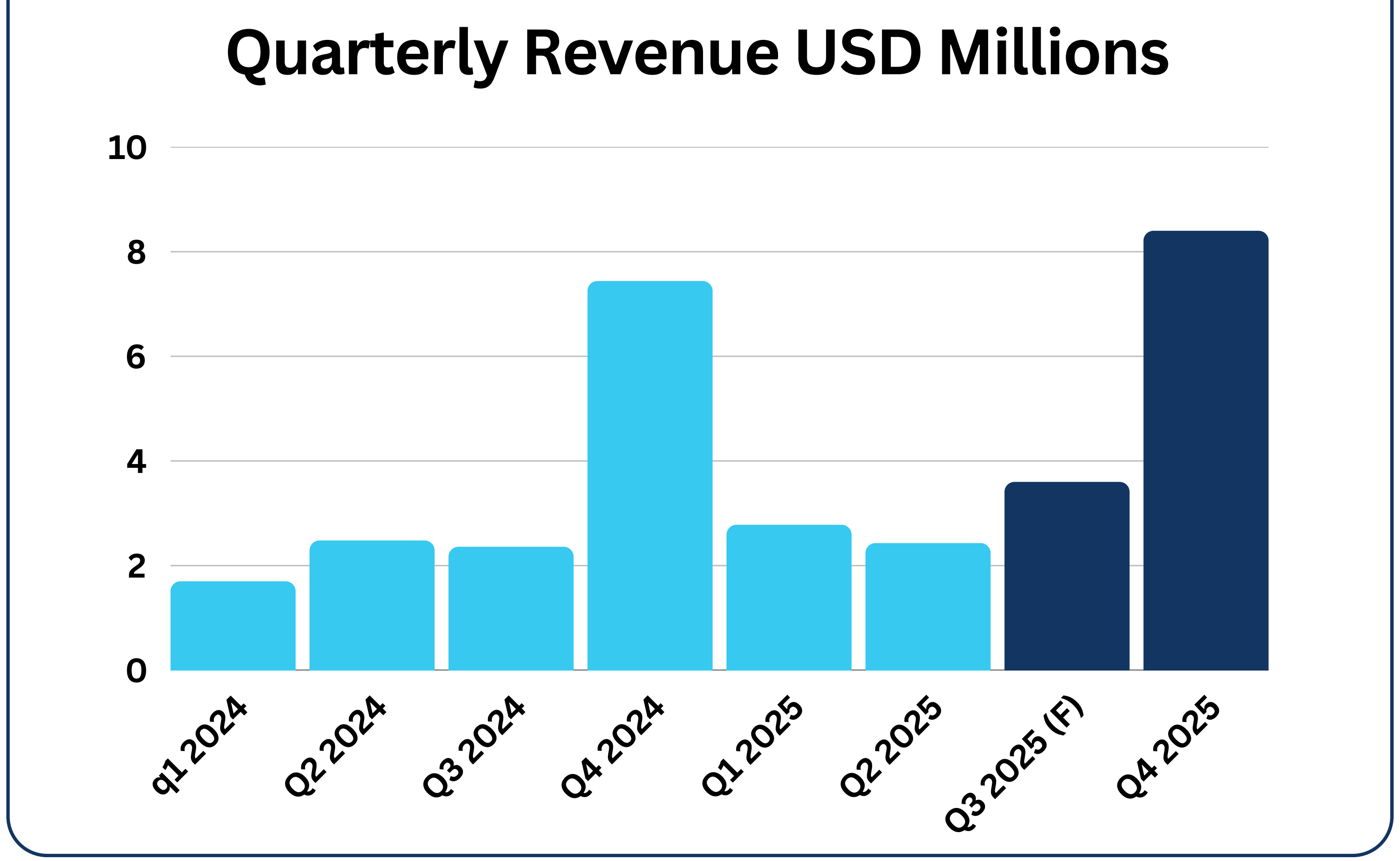
50 Staff in over 14
different timezones

Revenues

20.3% 5 Year CAGR



~50+% Annual Revenues in Q4



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

KIDOZ

Direct Partnerships

All Ages

Value-add Services

Category Expansion

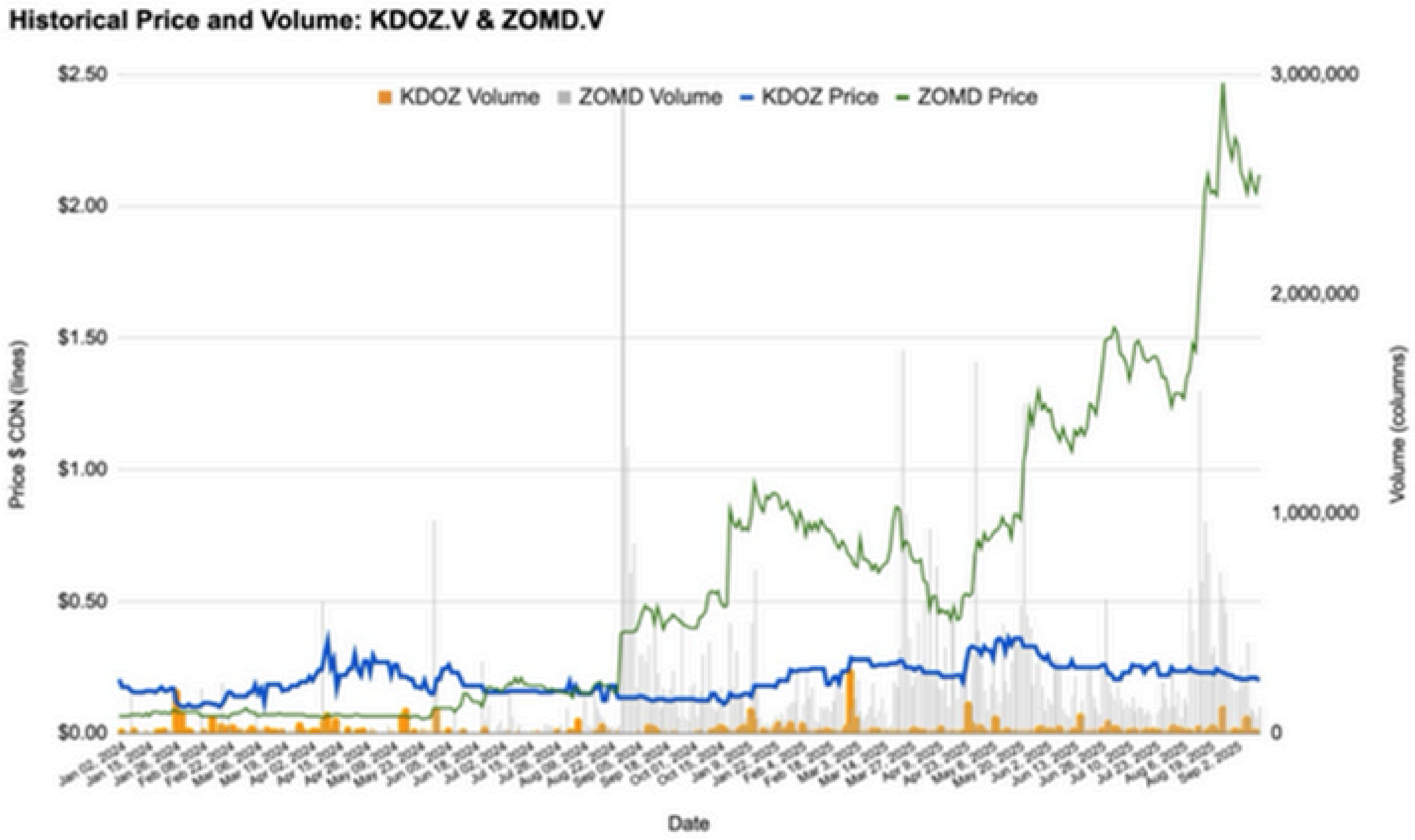
Automation & Precision

Geographic Scaling

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**



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

Tarrnie 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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