

Ad-Tech Primer: Investing in the Future of Digital Advertising

December 16, 2025

Disseminated on Behalf of Sabio Holdings Inc.

All figures in USD unless otherwise stated

Ad-Tech Firms

Doubleverify Holdings Inc	DV:NASDAQ
Magnite, Inc.	MGNI:NASDAQ
Liveramp Holdings, Inc.	RAMP:NASDAQ
Integral Ad Science Holding Corp.	IAS:NASDAQ
Digital Turbine, Inc.	APPS:NASDAQ
Pubmatic, Inc.	PUBM:NASDAQ
Zoomd Technologies Ltd.	ZOMD:TSXV
IZEA Worldwide, Inc	IZEA:NASDAQ
Kidoz Inc.	KDOZ:TSXV
Illumin Holdings Inc.	ILLM:TSX
Ionik Corporation	INIK:TSXV
Sabio Holdings Inc.	SBIO:TSXV
Qyou Media Inc.	QYOU:TSXV
Adcore Inc.	ADCO:TSX

Please refer to the applicable disclosures on the back page
Source: Atrium Research, CapitalIQ, Company Documents

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What you need to know:

- Public ad-tech equities are trading at historically low multiples, especially in Canada, despite consistent positive revenue growth and a pivot toward margin expansion.
- Regulatory disruption and cookie deprecation are accelerating the shift to first-party data, contextual targeting, and AI-driven personalization.
- Emerging channels like Connected TV and Retail Media are expanding monetization potential, creating asymmetric upside for nimble, vertically focused platforms.

Ad-tech is rapidly transforming how brands engage with audiences, driven by AI innovation, regulatory change, and evolving consumer habits. Once reserved for large-scale advertisers, ad-tech now powers real-time targeting, measurement, and campaign optimization across web, mobile, and CTV. As the sector shifts toward privacy-first infrastructure and scalable tools, this report explores why the sector can continue to post strong revenue growth and how investors can position themselves ahead of the curve.

Why Now?

- The phaseout of third-party cookies and the rise of privacy laws like GDPR and CPRA are reshaping the industry playbook.
- Growth in Connected TV (CTV), Retail Media Networks, and mobile-first platforms is broadening revenue channels.
- Many small and mid-cap ad-tech companies are trading at historically low valuation multiples despite stabilizing margins and renewed topline growth.

Canadian Small/Micro-Caps

Sabio Holdings (SBIO:TSXV, BUY \$1.00 TARGET) is a U.S.-based ad-tech company that delivers premium connected TV advertising solutions to global brands, leveraging its household graph of 80M homes. SBIO has grown revenue at a 39% CAGR since 2020, and despite a slowdown in 2025, the Company is entering a massive 2026 driven by political spending. SBIO trades at 2.9x 2026E EBITDA.

Zoomd Technologies (ZOMD:TSXV) is an Israeli-based ad-tech company focused on mobile user acquisition, campaign automation, and performance analytics across global markets. The Company has been experiencing rapid growth, with revenue growing 70% in 2024 and 18% in 2025E, with EBITDA rising even faster. Growth slowed in Q3, with ZOMD now trading at 4.6x 2026E EBITDA.

Illumin Holdings (ILLM:TSX) is a Canadian-based omnichannel advertising platform that helps brands and agencies execute AI-optimized campaigns across programmatic, social, and email. Illumin is expected to grow revenue by 5% in 2025 and reach positive adjusted EBITDA. ILLM trades at 2.7x 2026E EBITDA.

Adcore Inc. (ADCO:TSX) is an Israeli-based ad-tech company offering automation tools for e-commerce advertisers, with products spanning feed management, SEM auditing, and social media deployment. ADCO posted low-single-digit growth over the past few years but is targeting an acceleration in 2026 and EBITDA profitability. ADCO trades at 0.1x LTM sales.

Ionik Corporation (INIK:TSXV) is a Canadian ad-tech firm specializing in programmatic media execution and multicultural audience targeting across CTV, mobile, and DOOH. The Company is growing revenue and EBITDA at rapid rates, but the stock has suffered due to overleverage. INIK trades at 4.5x LTM EBITDA.

Kidoz Inc. (KIDZ:TSXV) is a global Ad-Tech platform delivering safe mobile gamer engagement at scale. The Company grew revenue 5% in 2024 to \$14M, turned to positive adjusted EBITDA, and delivered 60% YoY growth in Q3/25. KDOZ currently trades at 10.9x 2026E EBITDA.

What is Ad-Tech?

Ad-tech, short for Advertising Technology, refers to the suite of digital tools, data platforms, and automated systems that enable advertisers and publishers to plan, deliver, and optimize digital advertising campaigns efficiently. These technologies form the backbone of the modern advertising ecosystem, enabling real-time audience targeting, programmatic ad delivery, and comprehensive performance tracking across various digital channels, including web, mobile, and connected TV.

Benefits for Advertisers and Publishers

For advertisers, Ad-tech facilitates reaching specific audiences based on demographics, interests, and online behaviour. It provides control over where and how ads are displayed and supports real-time optimization of campaigns to enhance return on ad spend. Publishers, on the other hand, use ad-tech to sell their digital inventory programmatically, increase yield through dynamic pricing, and manage multiple platforms from a unified interface. This infrastructure enables publishers to monetize content more effectively while gaining actionable insights into their audiences.

Ad-Tech vs. Mar-Tech

It is important to distinguish ad-tech from mar-tech (Marketing Technology), as the two serve different purposes within the digital ecosystem. Ad-tech focuses on the transactional side of advertising, targeting, delivering, and optimizing paid media, while mar-tech manages customer relationships and organic outreach through tools like email marketing, CRM, content management, and automation. Together, they are complementary parts of the broader promotional technology stack.

Privacy and Regulation

Ad-tech is undergoing a major shift as global privacy laws like GDPR and CCPA/CPRA tighten rules around consent and data use. With third-party cookies being phased out, companies are pivoting to first-party data, contextual targeting, and tools like Google's Privacy Sandbox. Mobile and CTV platforms, especially under Apple's ATT rules, now require clear user consent. Winning platforms will be those that balance compliance with effective ad delivery through privacy-first infrastructure.

Client Process & The 7 Essential Ad-Tech Tools

Modern digital campaigns rely on a fast, automated ecosystem that connects advertisers and publishers in milliseconds. As shown in the diagram, the buy-side (advertisers) and sell-side (publishers) interact through a network of platforms that enable programmatic advertising at scale.

- **DSP (Demand-Side Platform):** Advertisers use DSPs to buy ad inventory in real time, setting budgets and targeting rules.
- **SSP (Supply-Side Platform):** Publishers use SSPs to sell inventory across multiple demand sources to maximize yield.
- **Ad Servers:** Manage and deliver creatives, track performance, and apply logic like frequency caps on both sides.
- **Ad Networks & Exchanges:** These entities serve as intermediaries, packaging inventory or auctioning it through real-time bidding (RTB).
- **CDP & CRM:** Organize first-party customer data and link it to paid media strategies for precise audience targeting.
- **DMP & Data Brokers:** Enrich targeting using third-party data (declining in relevance due to privacy trends).

These tools form the infrastructure that powers real-time ad delivery, from bid to impression to measurement, across platforms like mobile, web, and CTV.

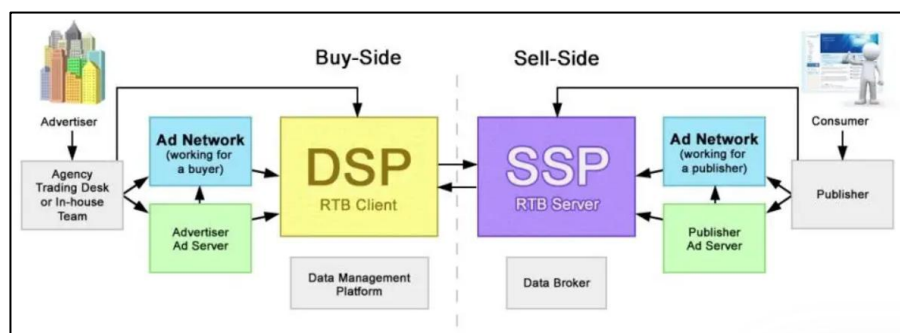


Figure 1: Advertising Strategies

Industry Growth

North American Ad-tech

The North American ad-tech market is experiencing strong growth, driven by the increasing digitization of media, the rise of programmatic advertising, and an accelerated shift toward mobile-first and connected TV (CTV) environments. According to recent forecasts, the North American ad-tech industry did \$349M in sales in 2024 and is projected to reach \$1.13B by 2030, representing a compound annual growth rate CAGR of 21.6% (Figure 2).

This growth is not only driven by expanded ad inventory and device usage but also by the sophistication of tools advertisers now use to measure, target, and optimize campaigns. The segment is bifurcated into "Solutions" and "Services," with solutions currently generating the largest share of revenue, while services, such as managed campaign execution and data support, are expected to post the fastest growth through 2030. This trajectory affirms ad-tech's role as one of the most dynamic and vital verticals within the digital economy, fueled by technological advancements and consumer behaviour.

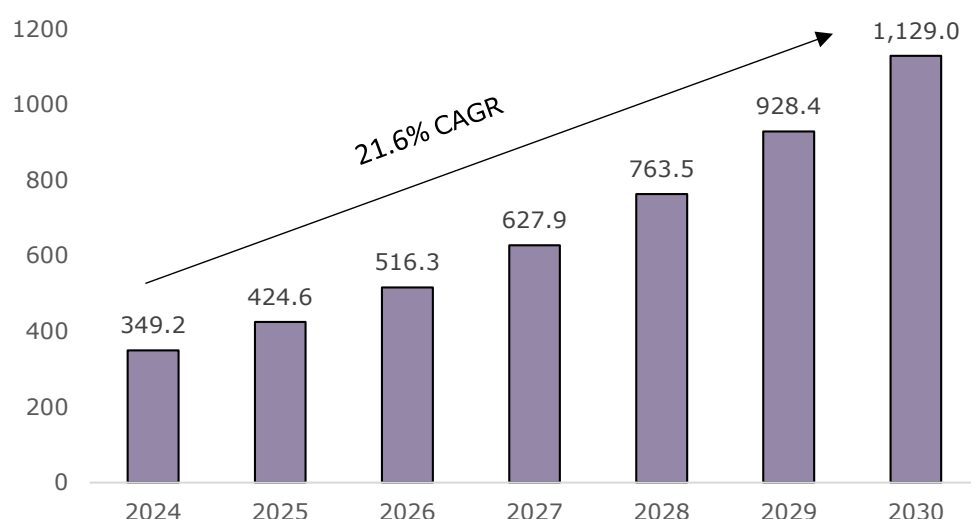


Figure 2: North American Ad-Tech Growth (Source: Grandview Research)

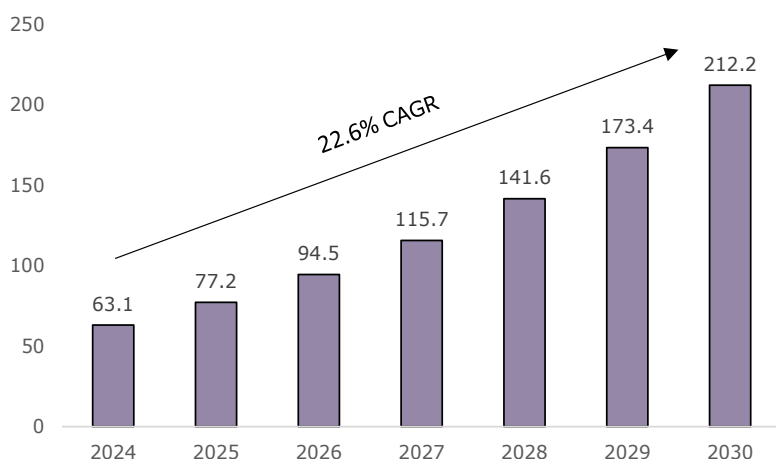


Figure 3: Canadian Ad-Tech Sales (Source: Grandview)

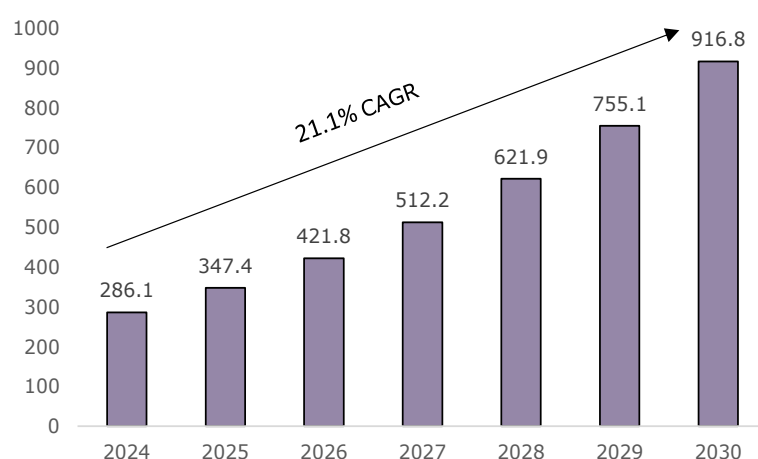


Figure 4: American Ad-Tech Sales (Source: Grandview)

History of Ad-Tech

- **1994:** The digital advertising era begins with AT&T's banner ad debut on HotWired. The ad achieved a click-through rate of 44%, a number that remains historic.
- **Mid-to-late 1990s:** The rise of ad servers and direct insertion orders (IOs) initiates structured ad placements online. FocaLink (later AdKnowledge) pioneered early ad serving.
- **2000s:** Platforms such as DoubleClick streamline digital ad operations, while Google AdWords (2000) and AdSense (2003) usher in keyword-driven and contextual advertising at scale. CPM and CPC pricing are gaining popularity.
- **Late 2000s–2010s:** The rise of programmatic advertising, real-time bidding (RTB), and demand-side platforms (DSPs) like MediaMath revolutionized the way media is bought and sold, moving from manual insertion orders to algorithmic bidding on individual impressions.
- **2010s–2020s:** Mobile ad networks flourish alongside rapid smartphone adoption. Meanwhile, ad exchanges, data management platforms (DMPs), and dynamic creative optimization (DCO) tools gain traction. AI and machine learning become embedded in targeting and optimization.
- **2020s and beyond:** With the deprecation of third-party cookies and increased data privacy regulation (GDPR, CCPA), Ad-Tech pivots toward first-party data, contextual targeting, and clean room solutions. Retail media networks and CTV emerge as dominant growth areas.

Retail & Location-Based Attribution

Retail and location-based attribution are becoming essential tools in the North American ad-tech ecosystem, particularly as advertisers seek to quantify the offline impact of digital campaigns. By leveraging mobile device data, app signals, and real-time GPS coordinates, advertisers can track whether individuals who were exposed to ads, whether through mobile, display, or connected TV, subsequently visited a physical retail location. This is valuable in measuring campaign lift.

Campaigns targeting specific geographies or demographics often establish control groups to evaluate the incremental effect of advertising. For example, a multicultural CTV campaign targeting bilingual households in select zip codes may show a measurable increase in foot traffic when compared to non-exposed segments in nearby areas. These results can be validated through partnerships with data providers or directly via point-of-sale (POS) systems. The process follows a four-step approach:

- 1) Advertisers define target retail locations
- 2) Foot traffic to those locations is measured using anonymized device IDs
- 3) Those visits are matched to users who were previously served the ad
- 4) Reporting tools generate insights into store-level performance and attribution accuracy



Figure 5: Measuring Foot Attribution (Source: Strategus)

This end-to-end system enables brands to close the loop between digital engagement and physical purchase intent. Increasingly, retailers and QSRs (quick service restaurants) are using this methodology not just for performance marketing but also for brand awareness and sponsorship campaigns. Real-time reporting on foot traffic lift allows them to iterate messaging, test creative strategies, and optimize geographic targeting. In an era where proving ROI is paramount, location-based attribution gives marketers the tangible insights they need to justify budgets, defend media choices, and align performance metrics across digital and physical channels. It is becoming the standard for proving ad effectiveness across digital and physical touchpoints.

Ad-Tech Revenue Rebound

Revenue growth across public ad-tech peers has shown a clear and sustained rebound, reversing the sharp slowdown seen in late 2023. As illustrated in the figure below, YoY growth decelerated to a trough of 1% in Q3/23, but rebounded sharply in 2024, reaching highs of 28% in Q4/24 and sustaining positive levels through Q3/25. This resurgence reflects improving macro conditions, normalized ad budgets, and renewed momentum in key verticals such as CTV, e-commerce, and programmatic media. Notably, the group's growth has outpaced the broader digital ad market, suggesting that leading public ad-tech platforms are regaining wallet share following a period of platform disruption and cautious enterprise spending. We are expecting further growth into 2026.

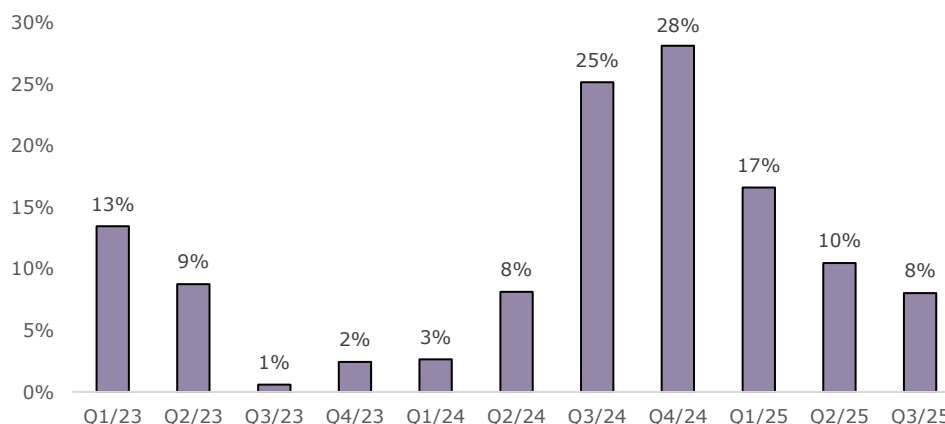


Figure 6: Historical Quarterly Growth for Peer Group

Ad-Tech Myths

Despite the rapid expansion of the ecosystem, the industry remains shrouded in a handful of persistent myths. These misconceptions can deter small and medium-sized businesses (SMBs) from entering the space, cause larger enterprises to underutilize features, or lead to misinformed media strategies. The following section addresses the most common myths in North American ad-tech, replacing them with fact-based insights, supported by real-world data and emerging technologies.

Myth 1: Ad-Tech is Only for Large Enterprises

Modern ad-tech is no longer exclusive to multinational brands with massive budgets. The rise of self-serve platforms and scalable pricing models has opened the door for SMBs to run hyper-targeted campaigns across mobile, web, and connected TV. In fact, small businesses represent a growing share of programmatic impressions.

Myth 2: Programmatic Advertising Compromises Brand Safety

Brand safety concerns were valid during the early days of open exchange buying, but today's platforms feature robust safety controls, including contextual targeting, third-party verification, and pre-bid filtering. Integral Ad Science (IAS) has developed advanced tools like Quality Attention™, Context Control™, and Viewability Thresholds. Campaigns using IAS have seen conversion rates improve by up to 130% and cost-per-conversion fall by 40%, thanks to tighter control over content adjacency and user engagement.

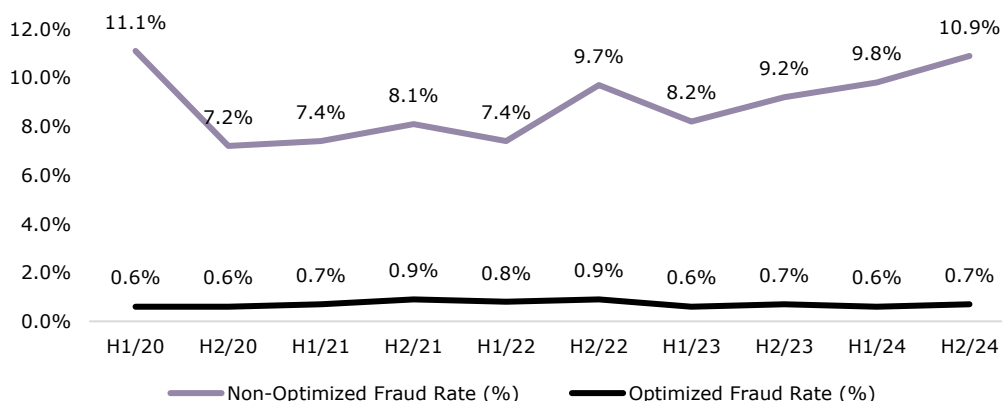


Figure 7: Ad Fraud Rates for Advertising Campaigns (Source: IAS – MQR 20th Edition)

Myth 3: Programmatic Advertising Leads to a Loss of Control

While programmatic platforms automate ad buying, they significantly enhance control over placement, pacing, and performance. Advertisers can define audience parameters, set frequency caps, whitelist preferred publishers, and adjust bids in real-time. Eskimi highlights how advertisers using DSPs can fine-tune campaigns with granular controls, from creative sequencing to budget reallocation across high-performing channels. The misconception of "set-and-forget" automation is outdated in today's AI-enhanced, feedback-driven platforms.

Valuation

The ad-tech sector, spanning both Canadian and U.S.-listed companies, continues to evolve against a backdrop of digital media fragmentation, regulatory disruption, and the growing convergence of performance marketing and programmatic tools. While topline expansion remains a key theme across the board, differences in monetization efficiency, cost structure, and margin scalability are creating a clearer bifurcation between winners and structurally challenged names.

Among Canadian small and micro-cap names, many platforms are showing signs of operational turnaround following cost restructuring efforts and renewed focus on profitability. Several firms with historically negative EBITDA margins have guided toward gradual improvement, supported by scaled customer acquisition engines and simplified tech stacks. Valuation dispersion has compressed modestly in this group, with the universe trading at 6.9x 2026E EBITDA, with the Canadian-listed firms trading at a discount to that.

Company	Ticker	Mkt Cap (\$US)	EV (\$US)	Sales CAGR 2022-2026E	EBITDA Margin 2026E	EV/EBITDA			EV/Sales		
						2024A	2025E	2026E	2024A	2025E	2026E
Magnite, Inc.	MGNI	\$2,275	\$2,418	7%	34%	24.8x	10.5x	9.5x	3.6x	3.6x	3.2x
Liveramp Holdings, Inc.	RAMP	\$1,858	\$1,514	11%	22%	41.5x	49.5x	8.3x	2.3x	2.0x	1.9x
Doubleverify Holdings Inc	DV	\$1,745	\$1,647	16%	33%	14.0x	6.7x	6.0x	2.5x	2.2x	2.0x
Integral Ad Science Holding Corp.	IAS	\$1,726	\$1,622	13%	36%	15.7x	7.7x	6.8x	3.1x	2.7x	2.4x
Digital Turbine, Inc.	APPS	\$520	\$886	-7%	19%	16.2x	25.5x	8.5x	1.6x	1.8x	1.6x
PubMatic, Inc.	PUBM	\$402	\$311	2%	20%	10.2x	5.8x	5.7x	1.1x	1.1x	1.1x
Zoomd Technologies Ltd.	ZOMD	\$91	\$76	10%	21%	6.9x	4.7x	4.6x	1.4x	1.2x	1.0x
IZEA Worldwide, Inc	IZEA	\$82	\$31	-3%	8%	N/A	N/A	10.0x	0.9x	1.0x	0.8x
Kidoz Inc.	KDOZ	\$37	\$35	7%	16%	41.8x	20.7x	10.9x	2.5x	2.0x	1.8x
Illumin Holdings Inc.	ILLM	\$37	\$10	7%	3%	N/A	26.3x	2.7x	0.1x	0.1x	0.1x
Ionik Corporation	INIK	\$19	\$140	N/A	N/A	6.7x	N/A	N/A	0.8x	N/A	N/A
Sabio Holdings Inc.	SBIO	\$10	\$15	10%	8%	4.0x	N/A	2.9x	0.3x	0.4x	0.2x
Qyou Media Inc.	QYOU	\$13	\$11	N/A	N/A	N/A	N/A	N/A	0.5x	N/A	N/A
Adcore Inc.	ADCO	\$7	\$2	N/A	N/A	N/A	N/A	N/A	0.1x	N/A	N/A
Average				7%	20%	18.2x	17.5x	6.9x	1.5x	1.6x	1.5x

Figure 8: Peer Group Analysis

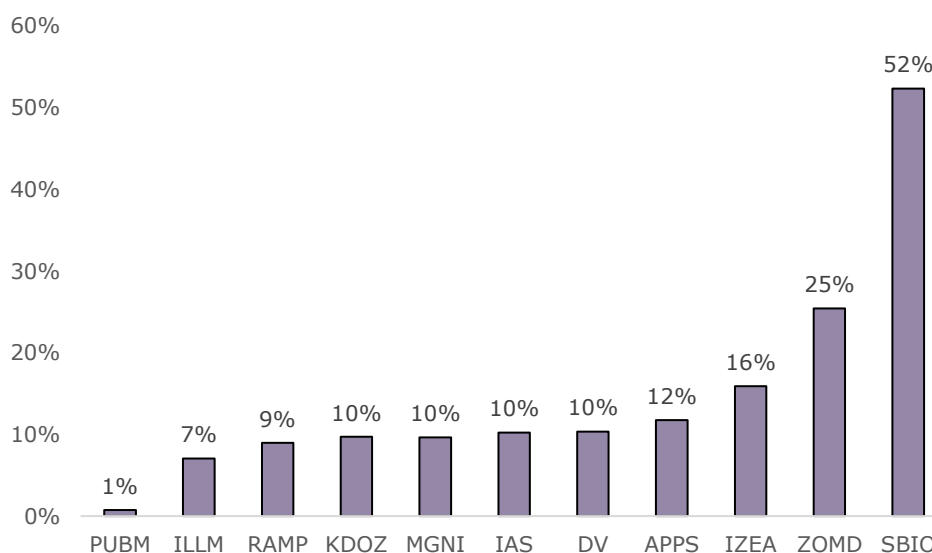


Figure 9: 2026E Revenue Growth

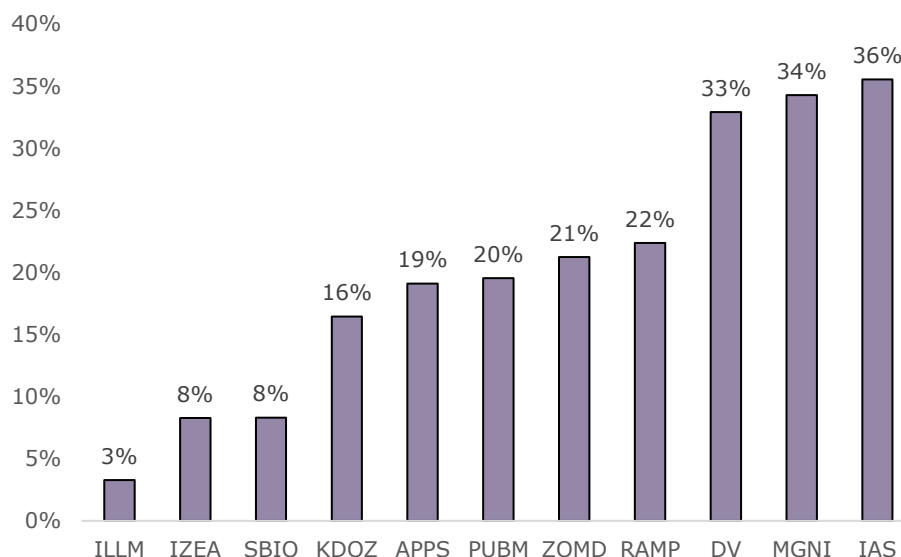


Figure 10: 2026E EBITDA Margin

Sabio Holdings Inc. (SBIO:TSXV, BUY C\$1.00 Target)

Sabio Holdings is a U.S.-based advertising technology company that delivers connected TV (CTV) and over-the-top (OTT) advertising solutions to global brands. With operations primarily focused on the U.S. market and a growing international presence, Sabio provides a differentiated suite of products centred on household targeting and multicultural audience insights, key growth areas within the evolving ad-tech landscape.

The Company's proprietary platform is underpinned by its App Science measurement technology, a validated household graph spanning over 80M homes. This technology enhances the precision and effectiveness of CTV ad campaigns by bridging mobile and TV viewing behaviour, enabling advertisers to deliver more relevant messaging. SBIO has a demand-side platform (DSP), supply-side platform (SSP), data management platform (DMP), as well as its performance measurement platform. Further vertical integration is reflected in Creator Television, Sabio's owned and operated free ad-supported streaming TV (FAST) channel, which distributes original, diverse creator-led programming across leading OTT platforms.

Financial Outlook

SBIO has grown revenue at a 39% CAGR since 2020, one of the best growth rates in the industry. However, the Company is experiencing a decline in 2025 as it is a non-political year (normal for the business). 2026 is expected to be a blockbuster political year, where we are projecting a 52% increase in revenue and a return to positive adjusted EBITDA. The Company is supported by secular shifts toward programmatic CTV and increasing demand from brand advertisers seeking authenticated household-level reach. SBIO was unprofitable until completing a cost-cutting program in 2023, generating an 8% EBITDA margin in 2024 (political year).

International sales are growing quite fast, being up 240% YoY in Q3. Sabio is entering 2026 with an international business doing >\$5M annually and a programmatic business that has already scaled to 20% of sales (launched at the beginning of 2025). 90% of all ad spending is now done programmatically, positioning the Company well. The Company has been operating in a small pond up until now, where it has graduated into a larger pond with a larger opportunity going into next year.

Valuation

Sabio currently trades at 2.9x 2026E EBITDA, placing it below many of its peers. Given its niche focus in diverse audience targeting and proprietary tech stack, Sabio's relative discount may reflect its micro-cap status more than its long-term potential. Furthermore, SBIO is heavily focused on CTV/OTT, which is one of the fastest-growing segments of the market. We view the current valuation as attractive relative to Sabio's growth trajectory and outlook. To read all of our research on Sabio, please click [here](#).

Zoomd Technologies Ltd. (ZOMD:TSXV)

Zoomd Technologies is an Israel-based marketing technology company focused on mobile user acquisition and campaign optimization for digital advertisers. With operations in Canada, Mexico, Bulgaria, and Singapore, the Company has established a global presence that supports diverse mobile-first campaigns. Its unified platform consolidates user acquisition, demand-side platform (DSP) capabilities, influencer marketing, and AI-powered real-time optimization under one roof, enabling advertisers to manage large-scale campaigns across hundreds of media sources through a single, integrated dashboard.

Zoomd's technology stack is designed to support the full performance marketing funnel, offering advanced analytics, real-time bidding, and campaign automation to help brands achieve more efficient customer engagement. The Company's strategic emphasis on mobile-first environments and high-value user targeting positions it well to capture market share as digital ad budgets continue to shift toward performance-driven mobile and app-based formats.

Financial Outlook

Following a revenue contraction in 2023, Zoomd delivered a strong rebound in 2024, growing total revenue to \$54.5M, marking a +70% YoY increase. The recovery has continued into 2025, with analysts expecting 18% growth, albeit Q3 saw a slowdown. Margins have also expanded meaningfully, with EBITDA margins reaching 25% in Q3/25 compared to 23% in Q3/24, highlighting improved operational efficiency and stronger campaign-level economics.

Valuation

Zoomd trades at 4.6x 2026E EBITDA, a level that reflects improving fundamentals while still offering value relative to its peers. Given its growing revenue base and expanding margin profile, the Company's valuation is arguably conservative, particularly if it can transition toward consistent EBITDA generation and scaled delivery across global campaigns. The main risk with ZOMD is customer concentration, where in 2024, one customer represented over 40% of revenue.

Illumin Holdings Inc. (ILLM:TSX)

Illumin Holdings Inc. is a Canadian-based advertising technology firm offering a unified digital advertising platform tailored for brands and agencies across North America, Latin America, and Europe. Its core technology enables clients to plan, execute, and optimize omnichannel advertising campaigns, including programming, social media, and email, from a single, integrated interface. A key differentiator for Illumin is its proprietary AI engine, which delivers real-time analytics, dynamic audience insights, and automated decision-making to continuously improve campaign performance.

In 2024, the Company undertook a strategic leadership refresh with the appointment of a new CEO in Q1 and the addition of a CRO and SVP of Marketing by August. This executive shift is expected to accelerate both product innovation and go-to-market scale, particularly as Illumin deepens its capabilities in contextual targeting and predictive consumer engagement. The Company has also taken disciplined capital actions, reducing its basic share count from 56.8M in 2022 to 51.6M in Q3/25.

Financial Outlook

Illumin has demonstrated steady and predictable revenue growth over the last several years. The Company increased topline revenue from C\$126.3M in 2023 to C\$140.4M in 2024 (+11% YoY), and is expected to grow 5% in 2025 and 7% in 2026. This stable growth reflects a combination of increased enterprise client penetration, cross-channel budget consolidation through its unified platform, and enhanced customer retention tied to improved AI-driven media performance. EBITDA margins have been more volatile, reaching lows of (9%) in 2023; however, the Company is expected to reach breakeven EBITDA in 2025. In Q3, ILLM reported 5% YoY revenue growth and C\$0.2M in adjusted EBITDA. The Company has C\$43.2M in cash and C\$4.9M in debt.

Valuation

Illumin currently trades at 2.7x 2026E EBITDA, a large discount to the overall group, despite its size, platform maturity, and international reach. Given its forecasted growth profile and ongoing operating leverage, this multiple is quite cheap, especially considering Illumin's transition into a more durable, enterprise-grade platform.

Adcore Inc. (ADCO:TSX)

Adcore Inc. is a Canadian-listed advertising technology company founded in 2006 and headquartered in Tel Aviv, with operations spanning North America, Europe & the Middle East, and Asia Pacific. The Company offers a suite of AI-powered marketing tools under its core platform, Adcore Marketing Cloud, designed to automate and optimize digital advertising for performance marketers and e-commerce brands. Its product lineup, including Feeditor, Feeditor Plus+, SEMDOC, Views, and the recently scaling Media Blast, enables clients to manage SEM and social campaigns, optimize product feeds, audit accounts using machine learning, and centralize paid media execution across platforms.

Adcore operates under a hybrid model, serving both SMBs and enterprise-level advertisers through flexible self-serve and managed-service offerings. The Company's technology stack supports omnichannel ad deployment, not limited to CTV, but also encompassing digital, social, and even offline channels like billboards. Media Blast, which allows users to set up accounts across major platforms, is gaining meaningful traction in developing markets and is currently scaling annual recurring revenue.

The Company maintains strong fundamentals, with positive adjusted EBITDA in every quarter, a large cash balance (\$5.2M) driven by upfront advertiser deposits, and a lean cost structure supporting active investment in product development and hiring. Adcore is targeting strong topline growth in FY26, led by expanding software revenue and new products. The Company is well-positioned to capitalize on emerging trends in CTV advertising, campaign automation, and the evolving role of cookies in digital attribution, areas that are shaping the next phase of the AdTech landscape.

Financial Outlook

Adcore reported C\$32.2M in revenue in 2024, growing 2.5% YoY; while growth has been minimal in recent years, management is targeting an acceleration in 2026. YTD, the Company posted 57% adjusted EBITDA growth as R&D and SG&A declined. The Company's EMEA business grew 25% in Q3, and APAC revenue grew 7%. As such, there is a long runway for growth and profitability improvements for Adcore.

Valuation

Adcore currently trades at 0.1x LTM Sales (not yet profitable on an LTM basis), placing it at a large discount to the group on EV/sales. Looking ahead, if Adcore can execute on accelerating its growth and posting improved margins, its multiple is poised to expand.

Ionik Corporation (INIK:TSXV)

Ionik Corporation is a Canadian-based advertising technology firm delivering programmatic media solutions, campaign automation, and audience intelligence to brands and agencies across North America. The Company's platform enables clients to plan and execute omnichannel advertising campaigns across connected TV (CTV), mobile, desktop, and digital out-of-home (DOOH), with a particular focus on diverse and multicultural audiences. Through its proprietary demand-side platform (DSP), data targeting infrastructure, and managed media services, Ionik delivers transparency, real-time optimization, and cross-channel performance insights.

In 2024, Ionik sharpened its positioning through continued investment in first-party data capabilities, media access partnerships, and new automation features aimed at streamlining campaign workflows. Management has emphasized Ionik's role in helping advertisers reach underrepresented demographics through culturally relevant targeting, an area of growing interest in the North American media landscape. The Company continues to explore inorganic growth opportunities, with a pipeline of potential acquisitions to complement its data stack and geographic footprint.

Financial Outlook

In 2024, INIK reported revenue of \$179M, up 28% YoY and adjusted EBITDA of \$23M compared to \$17M in 2023. The growth was primarily driven by acquisitions. The growth continued through 2025, with Q3 revenue of \$48.9M (+18% YoY) and adjusted EBITDA of \$9.2M (+56% YoY). Ionik's balance sheet remains levered with \$75.8M in current loans, \$36.1M in convertible debentures, and \$8.2M in non-current loans.

Valuation

Ionik currently trades at 4.5x LTM EBITDA, placing it below the peer group average. While the Company remains early in its scale curve, its differentiated focus on multicultural targeting, CTV integration, and programmatic campaign execution creates potential for multiple expansion. As Ionik continues to shift toward higher-margin software revenue and builds a track record of operational leverage, its valuation could begin to reflect that transition.

Kidoz Inc. (KDOZ:TSXV)

Kidoz Inc. is a global advertising technology platform enabling safe, scalable engagement across the mobile gaming ecosystem. Originally built to protect children online, the platform has expanded to allow advertisers to reach audiences of all ages through privacy-first, contextual targeting, including users who opt out of personal data tracking. Kidoz's technology stack integrates proprietary software development kits (SDKs), the Kidoz Privacy Shield, and its Kite IQ contextual AI engine to deliver compliant, high-impact campaigns aligned with global standards. Being Google-certified and Apple-approved, Kidoz reaches more than a billion users worldwide. Trusted by leading brands, Kidoz enables advertisers to reach high-value gaming audiences through a unified suite of managed, programmatic, SSP, DSP, and Ad Exchange solutions.

Looking ahead, Kidoz has positioned itself for strategic growth by capitalizing on several major industry tailwinds. As global regulations and privacy expectations tighten, especially for children's online advertising, Kidoz's "privacy-first" contextual ad platform gives it an edge over traditional data-heavy ad networks.

Financial Outlook

In 2024, KDOZ reported revenue of \$14M, reflecting a 5% YoY increase, and delivered adjusted EBITDA of \$0.8M compared to a loss in 2023. This performance was supported by the Company's strong positioning as a privacy-first platform, which continues to attract leading global family brands seeking trusted and compliant advertising solutions. Momentum carried into 2025, with Q3 revenue up 60% YoY and 9-month revenue up 35% YoY. The Company maintains a clean balance sheet with no debt and \$1.7M in cash, providing a solid foundation for continued growth.

Valuation

Kidoz currently trades at 10.9x 2026E EBITDA and 1.8x 2026E sales, modestly above the peer-group average. Although the Company is still early in its scaling trajectory, its specialization in the family and kid-safe advertising market, combined with its proprietary contextual-ad technology, supports a premium valuation. As Kidoz expands into broader audiences and continues to strengthen its competitive position, this valuation premium is likely to remain well supported.

Disclosures

Analyst Certification

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RATING	COVERED COMPANIES
BUY	36
HOLD	0
SELL	0

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