

Company Overview

Kidoz is a global AdTech platform delivering safe mobile gamer engagement at scale.

Originally built to protect kids, the platform also now enables advertisers to reach audiences of all ages across the entire mobile gaming ecosystem, using privacy-first contextual targeting, including the growing segment of users who opt out of personal data tracking.

Its technology stack combines proprietary SDK integrations, the Kidoz Privacy Shield, and the Kite IQ contextual AI engine to deliver compliant, high-impact campaigns aligned with COPPA, GDPR-K, Apple ATT, and global standards. Google-certified and Apple-approved, Kidoz reaches more than a billion users worldwide.

Trusted by leading brands such as LEGO, Mattel, and McDonald's, Kidoz enables advertisers to reach high-value gaming audiences through a unified suite of managed, programmatic, SSP, DSP, and Ad Exchange solutions.

150+ Premium Brand Clients



Investment Highlights

- **Strong Trends:** Growth in privacy-safe ads and mobile gaming Market
- **Defensibility:** Strong moat, based on comprehensive infrastructure, Kite IQ, and SDK adoption
- **Earnings Quality:** Repeat revenues from partners, campaigns at scale, and value-add services
- **Inflection:** 2025 record revenue & profits forecast; all R&D expensed & not capitalized
- **Valuation Discount:** Trading at > 10x discount to market leaders

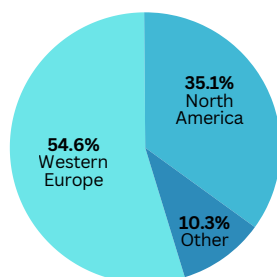
Annual Revenue

2024

\$14M

↑5.1% YoY

Global Revenue



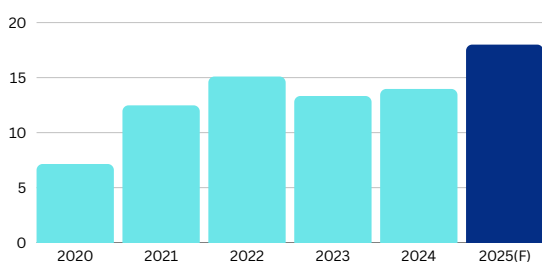
YE Cash

2024

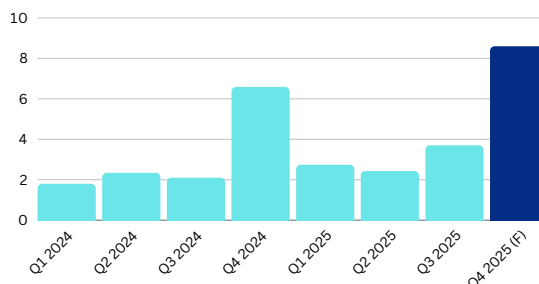
\$2.8M

↑89% YoY

Annual Total Revenue USD Millions¹



Quarterly Revenue USD Millions¹



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100K+

apps in mobile ad
network

Gaming Edge 43%

better engagement²

1B+

global monthly
unique users

Financial Summary 2024

- Revenue: \$14M
- Profit: \$353K; Gross margin: 54.1%
- \$2.8M cash
- 2025 record revenue and profit forecast

Essential Infrastructure

- Complete audience reach in the post-tracking environment (no personal data)
- Proprietary Kite IQ AI: designed to deliver contextual targeting at scale
- End-to-end: SSP, DSP, exchange & direct SDK integration create a defensible moat

Valuation Overview

- \$33M market cap, \$81B total market⁵
- Trading at a lower valuation than peers, but not due to fundamentals
- Upside potential given strong peer-relative position & differentiation

Leadership Team



Jason Williams
CEO



Henry Bromley
CFO, Chartered Accountant



Eldad Ben Tora
President + Co-Founder



TJ Williams
EVP Product + Technology

Tarrnie Williams:
Chairman,
ex-EA Canada CEO

Independent Directors:
Fiona Curtis
Claes Kalborg
Moshe David

Market Strength

- Leader in kids-compliance; expanding contextual targeting to all demographics
- Privacy-first contextual targeting engines
- Strong brand & agency relationships
- Market-wide shift toward privacy

Growth Drivers

- Digital kids ad spend up (CAGR 22.5%)³
- Expansion of non-kids business. Contextual ads growing 16% CAGR⁴
- Direct-to-brand grows repeat revenues
- Multi-tier services increasing client spend
- Programmatic revenue expansion
- SDK network growth

Capital Structure Sept 30, 2025

- Shares: 131.3M outstanding
- 141.7M fully diluted
- ~28% insider ownership
- Cash: \$1.8M | Debt: \$0
- ~\$23M R&D expensed & not capitalized

1. Fundamental Research Corp 2. GumGum: Study on Contextual Ad Engagement 3. Market.US: Global Kids Digital Advertising Market Size 4. Grand View Research: Global Contextual Advertising Market projections 5. Sensor Tower State of Mobile 2025

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