

Safe Mobile Gamer Engagement **at Scale**

Presented By:
Jason Williams, CEO

Disclaimer

FORWARD-LOOKING STATEMENTS:

This presentation includes “forward-looking statements”. A shareholder or prospective shareholder should bear this in mind when assessing the Company’s business. All statements included in this presentation, other than statements of historical facts, including, without limitation, the statements located elsewhere herein regarding industry prospects and the Company’s financial position, are forward-looking statements. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, it can give no assurance that such expectations will prove to have been correct.

This report on presentation contains certain forward-looking information and forward- looking statements, within the meaning of Section 27A of the Securities Act of 1933, as amended (the “U.S. Securities Act”), Section 21E of the Securities Exchange Act of 1934, as amended (the “Exchange Act”) and "forward-looking information" under Canadian securities laws (collectively referred to herein as “forward-looking statements”). All documents incorporated herein by reference, as well as statements made in press releases and oral statements that may be made by us or by officers, directors or employees acting on our behalf, that are not statements of historical fact constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995.

These forward- looking statements relate to future events or the Company’s future performance. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that could cause our actual results to be materially different from historical results or from any future results expressed or implied by such forward-looking statements. Readers should consider statements that include the terms "believe," "belief," "expect," "plan," "anticipate," "intend" or the like to be uncertain and forward-looking. In addition, all statements, trends, analyses and other information contained in this report relative to trends in net sales, gross margin, anticipated expense levels and liquidity and capital resources, constitute forward-looking statements. Particular attention should be paid to the facts of our limited operating history, the unpredictability of our future revenues, our need for and the availability of capital resources, the evolving nature of our business model, and the risks associated with systems development, management of growth and business expansion. Except as required by law, we undertake no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise.

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.



Company Info

Company History

Date	Event	Financials (USD) & Commentary
Jan, 1987	Original Incorporation	Incorporated in Florida (later named Bingo.com).
Sept 12, 2006	Transfer to UK	moved Bingo.com business to UK due to UIGEA
Jan 22, 2015	Change after Sale	Name changed to Shoal Games Ltd. after disposal of Bingo.com
Jul 2, 2015	TSX-V Listing	Commenced trading on the TSX Venture Exchange (Symbol "SGW").
Mar 4, 2019	Acquired Kidoz Ltd.	Completed the strategic acquisition of the Israeli company Kidoz Ltd. (The current core business).
FYE Dec 31, 2019	First Post-Acquisition Year	Revenue: \$4,517,379, Kidoz revenue, large loss due to acquisition goodwill
Apr 4, 2019	Name Change to Kidoz Inc.	Changed name from Shoal Games Ltd. to Kidoz Inc..
Apr 9, 2019	TSX-V Symbol Change	Commenced trading under symbol "KIDZ" on the TSX-V.
FYE Dec 31, 2020	First Profitable Year	Revenue: \$7,148,029, Net Income: \$103,971 - 58% revenue growth
FYE Dec 31, 2021	Record Revenue Growth	Revenue: \$12,475,480, Net Loss: (\$190,321) 75% revenue increase, loss due to increase in non-capitalized tech R&D
FYE Dec 31, 2022	Revenue Peak	Revenue: \$15,097,056, Net Loss: (\$1,347,113) - Revenue peaked, loss due to higher non-capitalized R&D
Jan 1, 2023	Transfer to Canada	Corporate head office transferred to Canada from Anguilla
2023	Prado Division Launched	Launched Prado to target the Over 13 market.
FYE Dec 31, 2023	Strategic Pivot	Revenue: \$13,326,824, Net Loss: (\$2,012,056) - Revenue down due to direct sales and less reseller. Loss due to non-capitalized R&D
FYE Dec 31, 2024	Financial Turnaround	Revenue: \$14,004,527, Net Income: \$353,140 Revenue stabilized by mix of reseller and direct sales, reduced R&D led to profit
May 8, 2025	TSX-V Symbol Change	Changed trading symbol from "KIDZ" to "KDOZ" on the TSX-V.
Jun 6, 2025	Trading on OTCQB	Commenced trading on OTCQB exchange (symbol "KDOZF")



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



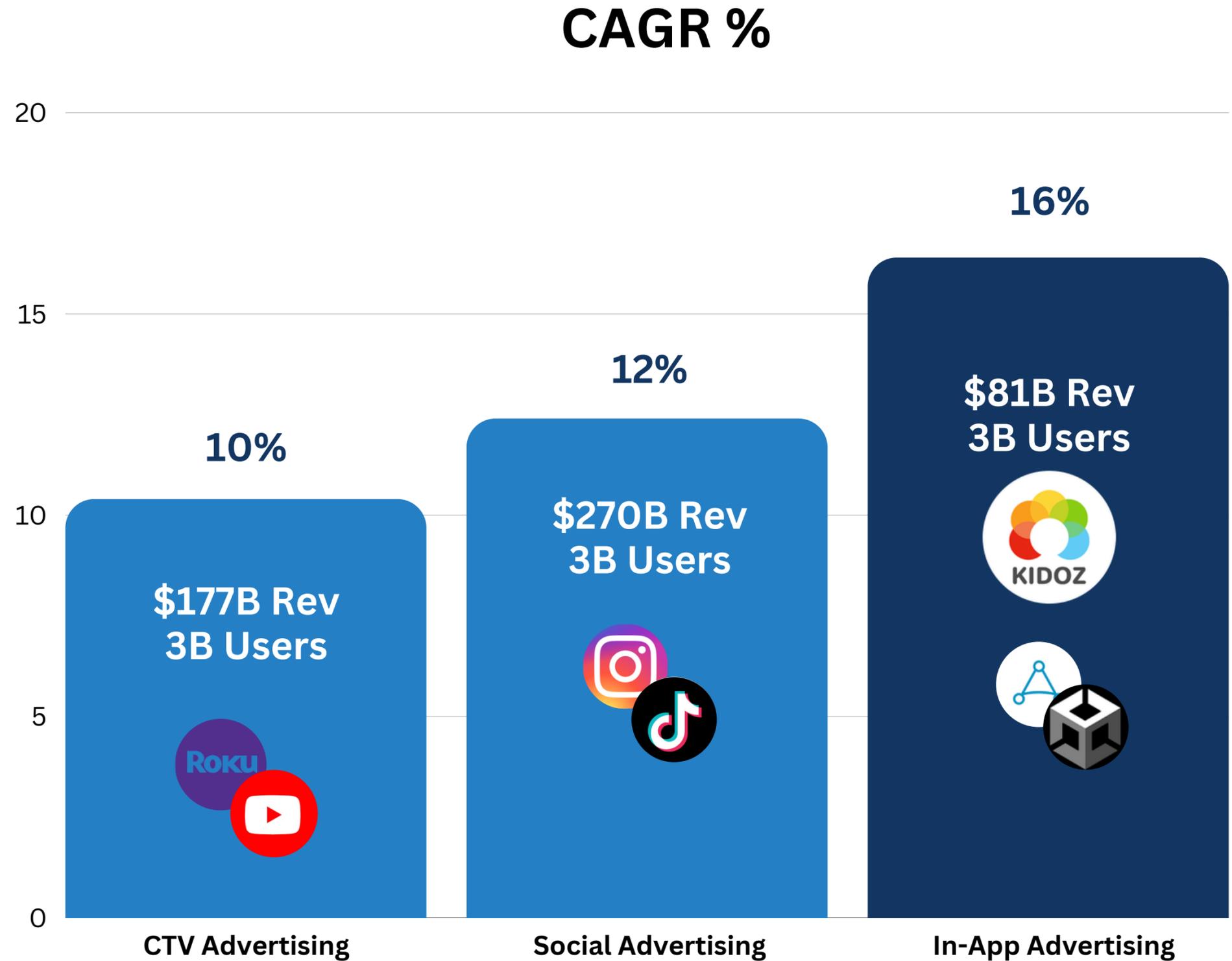
Why Mobile Gamers

Ad Spend Growth

By Digital Channel

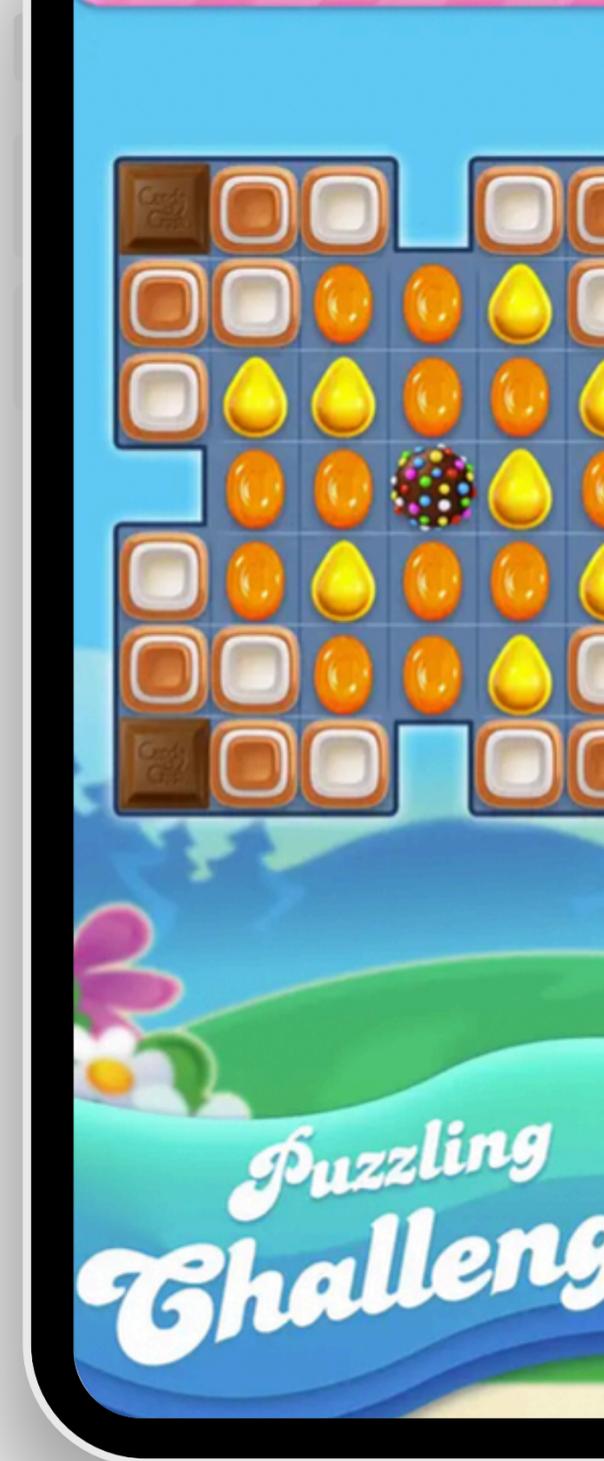
References:
www.businessresearchinsights.com
www.imarcgroup.com
www.marketingreport.one

*2024 Data



Why Kidoz?

Advertisers demand **performant**
brand safe solutions that engage
relevant customers at scale



Contextual Advertising

Kidoz Brand-Safe Platform

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

43% better engagement

2.2x higher recall

30% higher ROI/ ROAS

Why Brands Buy Kidoz

Brand safety & regulatory compliance are now buying requirements.

As privacy restrictions expand, brands are shifting to:

01

Controlled, transparent environments

02

Clean, verified supply paths

03

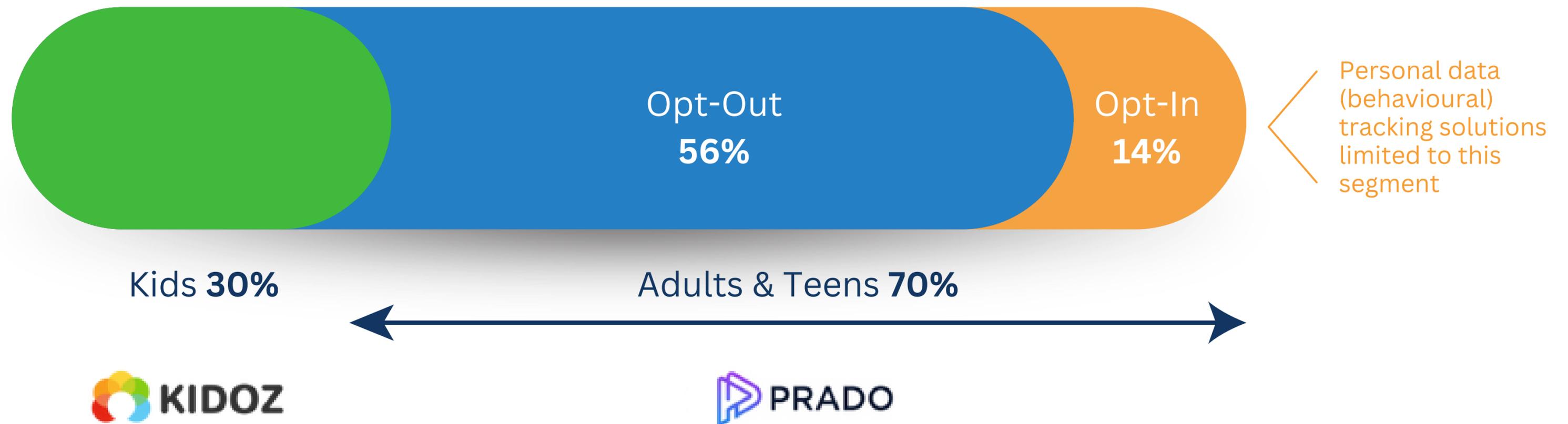
Contextual (non-tracking) targeting



delivers brand safety & compliance by design

100% Audience Targeting

By working without personal data we can effectively target all gamers including kids and the iOS majority who choose privacy over tracking.



High Quality Ad Campaigns for All Ages



- Certified kids-safe
- Increase brand value
- Drive awareness



- Reach all ages customers
- Increase brand value
- Drive sales



Validation



Premium Brands Trust Kidoz



Direct Brand Pipeline



Two-Engine Growth Strategy

Peripheral Markets

- Intermediaries → stable, recurring annuity revenue

Core Markets

- Prove Value → direct brand relationships → step-change in spend & growth

Brand Proof (Case Studies)

Global beverage leader

- 94.6% video completion | 6.6% CTR

Global consumer brand

- 96.98% VCR (vs ~85% industry average)

Kids TV / streaming franchise

- 41%+ engagement | 4.6% CTR

150+ brands have already run campaigns with Kidoz



Growth & Performance

Poised for Growth

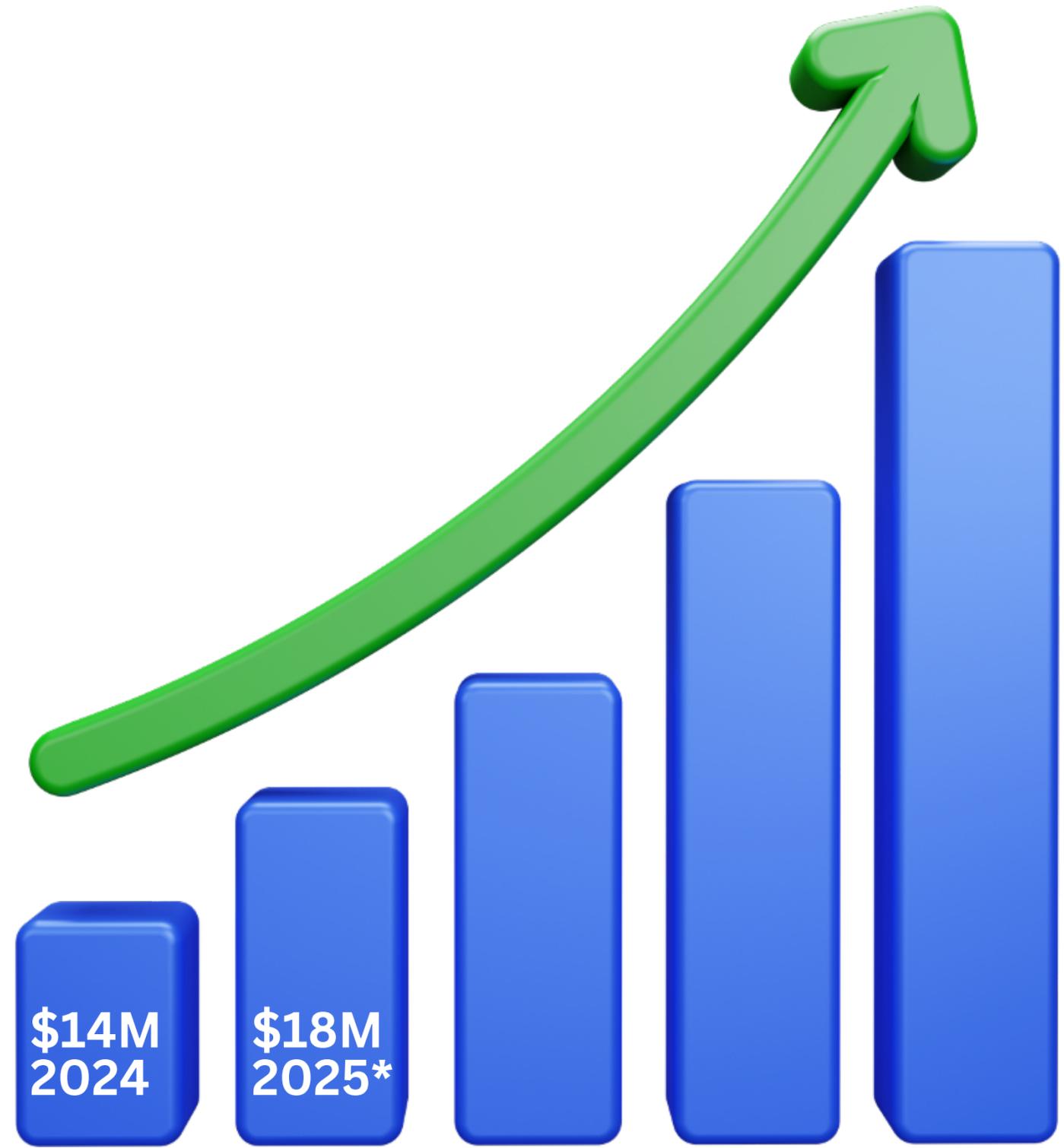
Strategic Positioning



Profitable Revenue Growth

>45%

Target Gross
Margins



Growth Drivers

1

Demand Expansion:

- **Direct brand growth**
- **Indirect channel growth:**
- **New markets:** geographies, industries, formats, categories

2

Market Growth:

- **Privacy regulation & opt-out**
- **Digital & mobile ad shift**
- **Mobile gaming spend accelerating:** driven by AI disruption of open internet

3

Innovation:

- **Value-add services:** creative, optimization, premium packaging
- **AI analytics & automation:** better performance plus scalable efficiency
- **Value attribution:** Evidence of brand ROI

Target high-growth in quality repeatable revenues with expanding margins

Hierarchy of Value

1

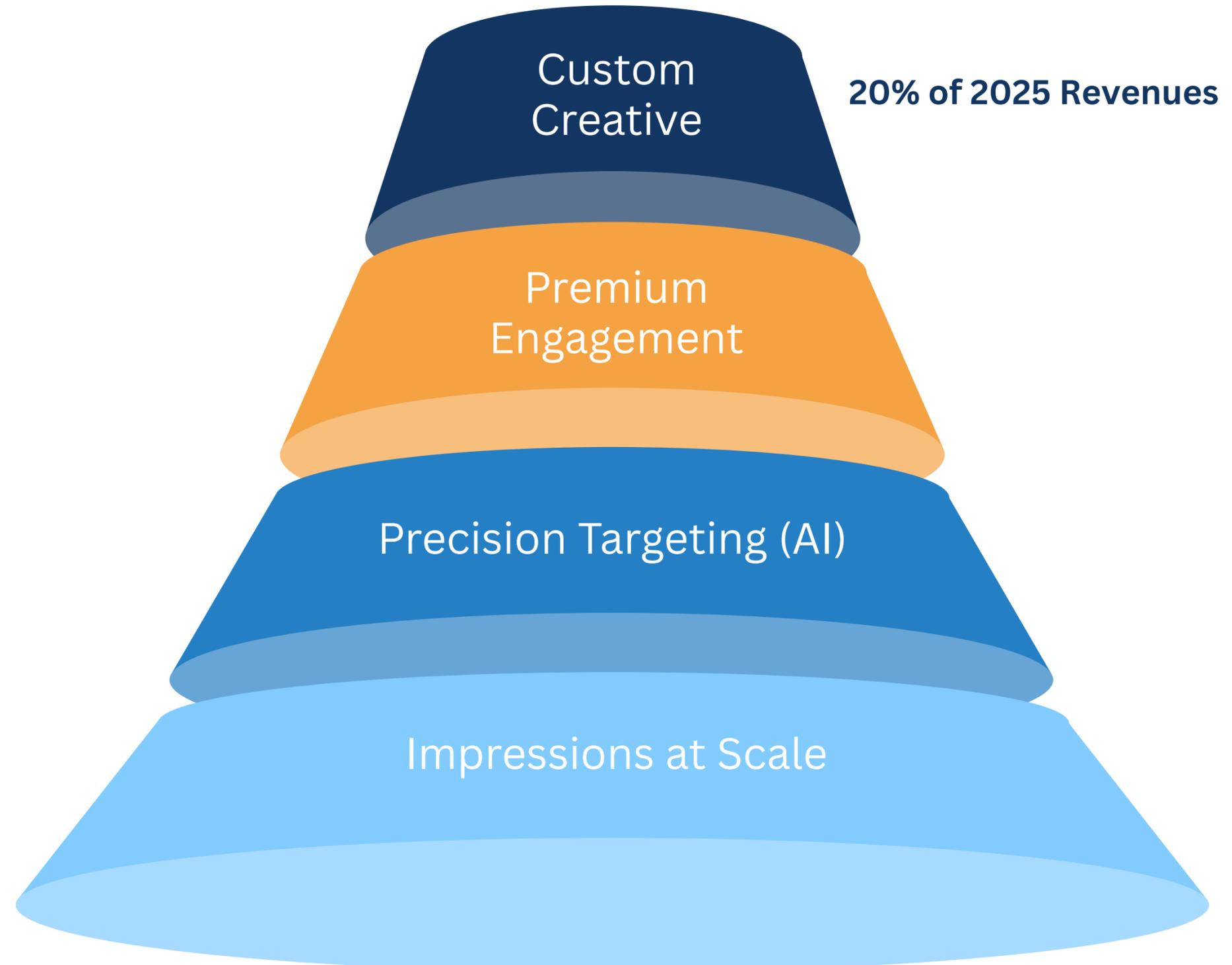
Win Campaigns

2

Build Trust

3

Prove Value





Scale without Complexity

Optimized Buyer/Seller Connections

Kidoz connects all parties in a complex ecosystem using comprehensive privacy-first technology



Buyer

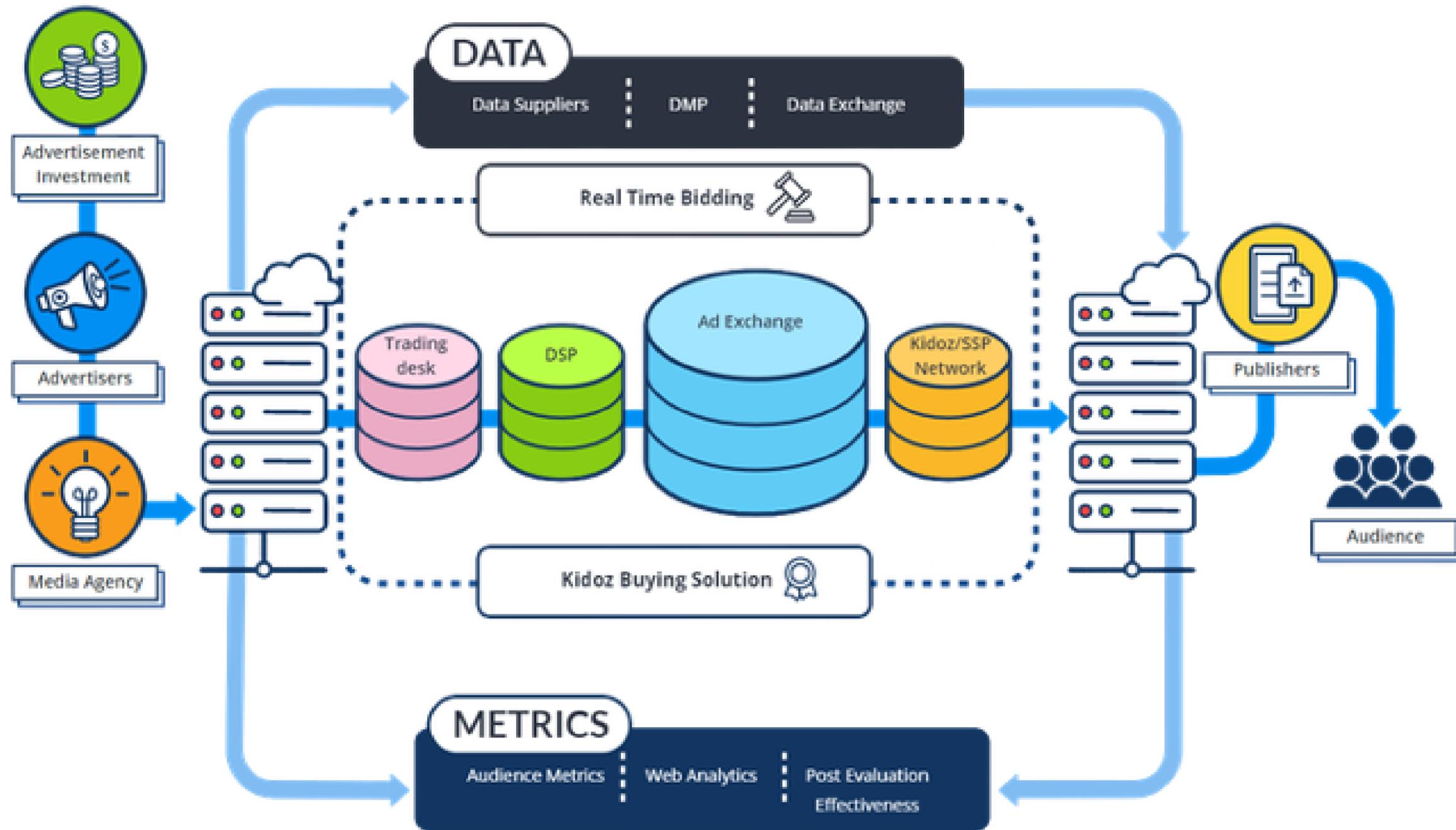
Brands
Agencies



Seller

Publishers

Kidoz Simplifies This Reality



100% Proprietary Technology

Foundational and Scalable in Multiple Directions

(partners, publishers, exchanges, formats etc)

SDK Supply at Scale

Curated, controlled in-app
inventory

Privacy Shield / COPPA Shield

Trusted, compliant advertising
by design

Kite IQ

Contextual intelligence enables
performance without IDs

Kidoz Delivery Engine + SSP

Optimizes demand, yield, &
outcomes in real time

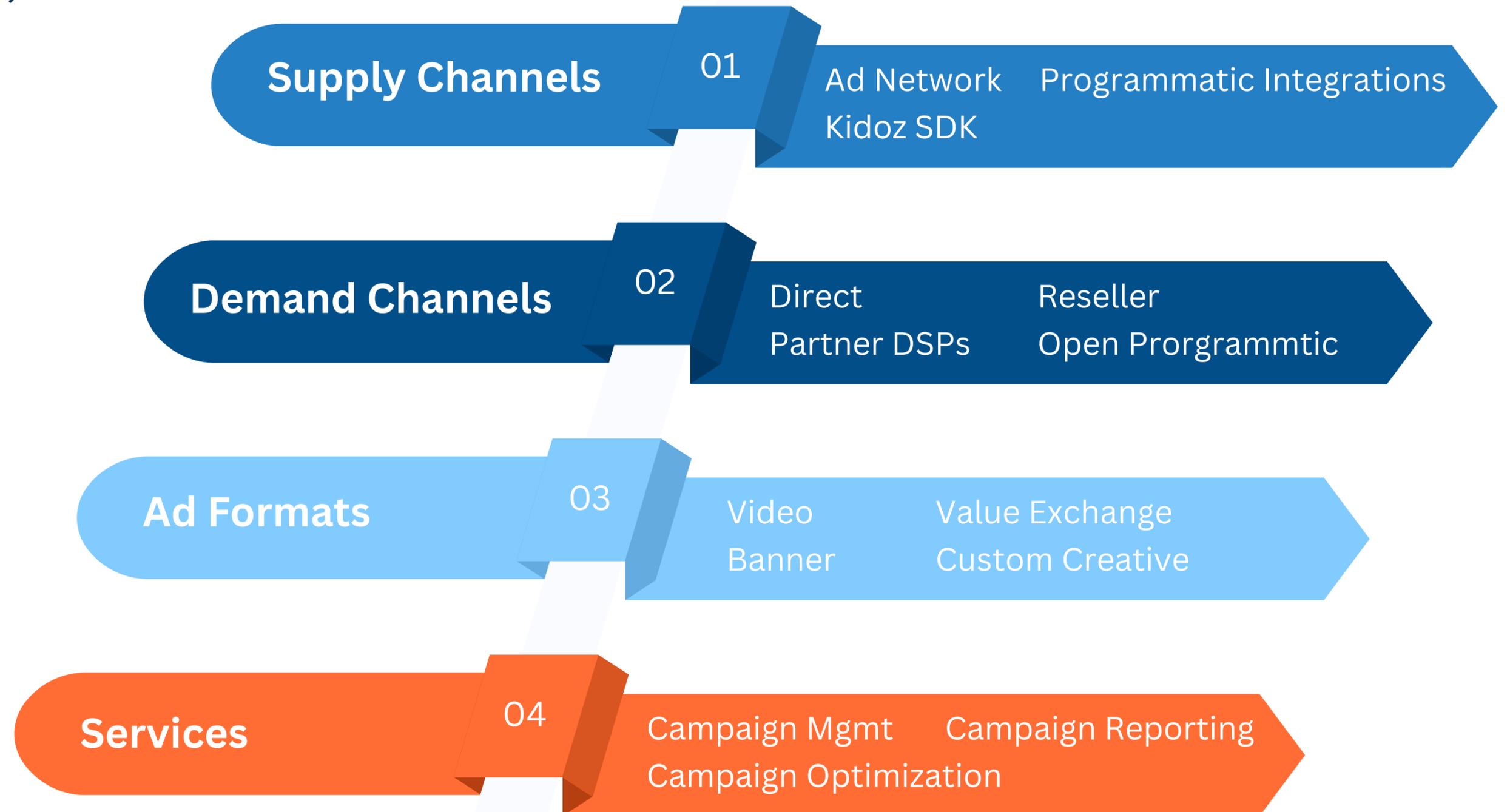


Result:

Simpler, safer,
and better unit
economics

Products & Services

Comprehensive, Flexible, and
Bespoke solutions



Technology Moats

2019-25 ~ USD\$23M Expensed R&D

Strong Competitive Position

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

Extremely Challenging to Replicate

AdTech Leader



Applovin is the undisputed market leader and trades at a 15x premium to Kidoz



1

Competitive Differentiation:
Brand focus, privacy-first

2

Similarities:
Comprehensive Technology,
AI, and SaaS-like Model

3

Leader in Growing Niche
Kids-compliance foundation

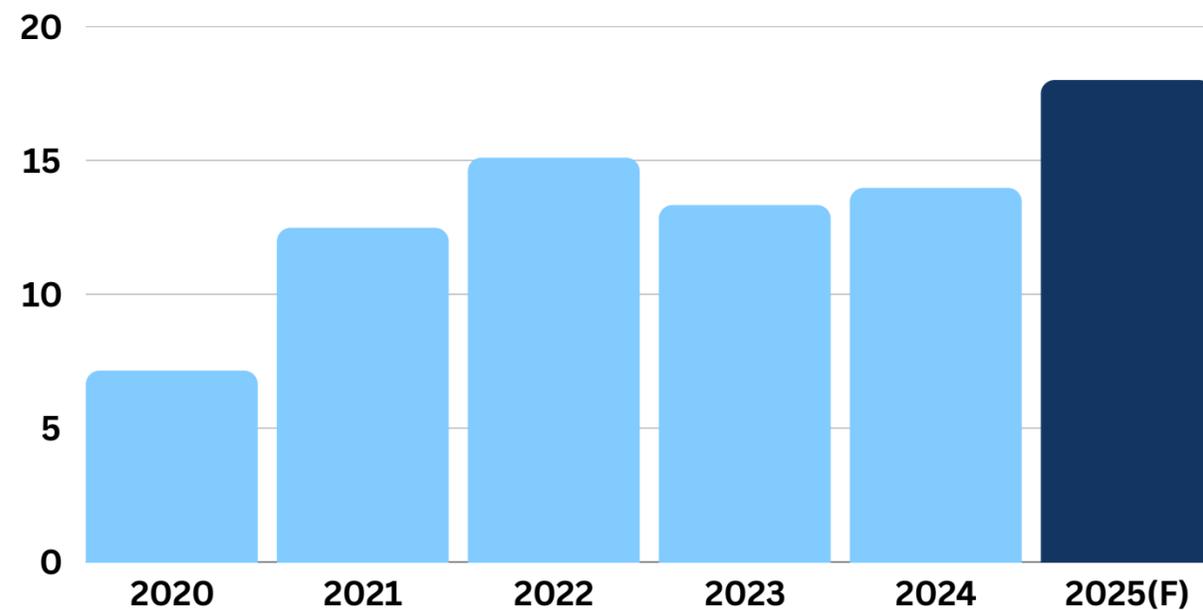


Financials

Revenues

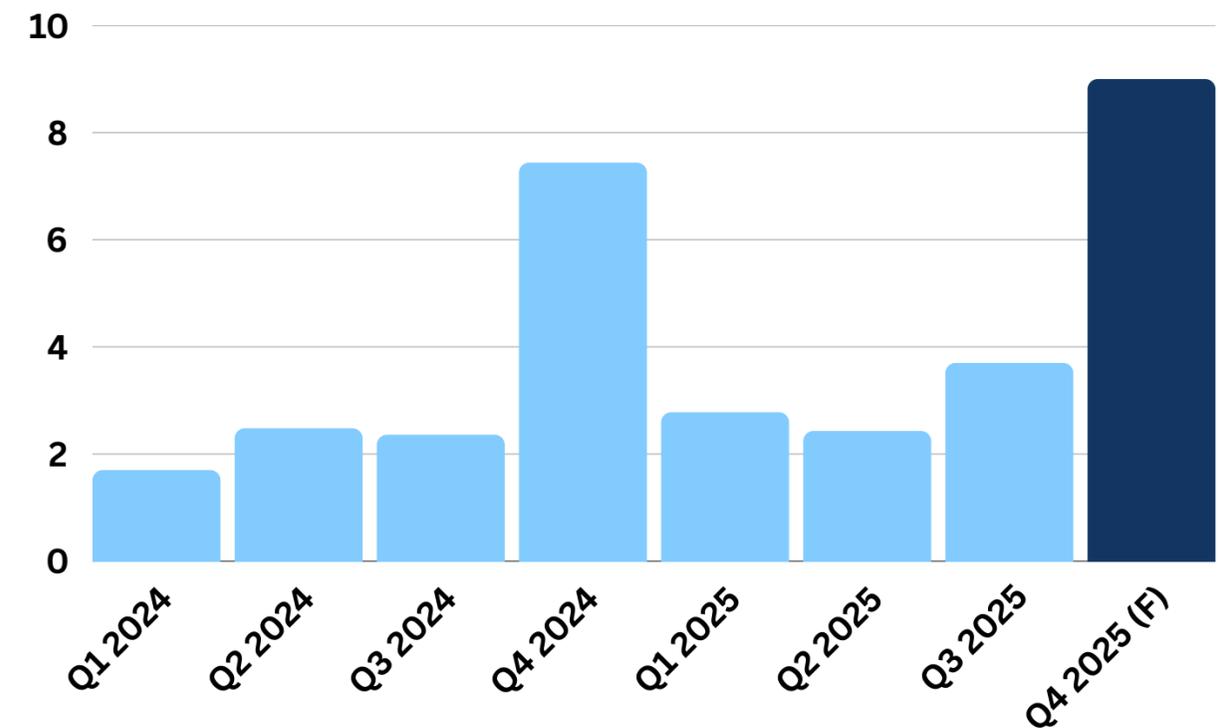
20.3% 5 Year CAGR

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

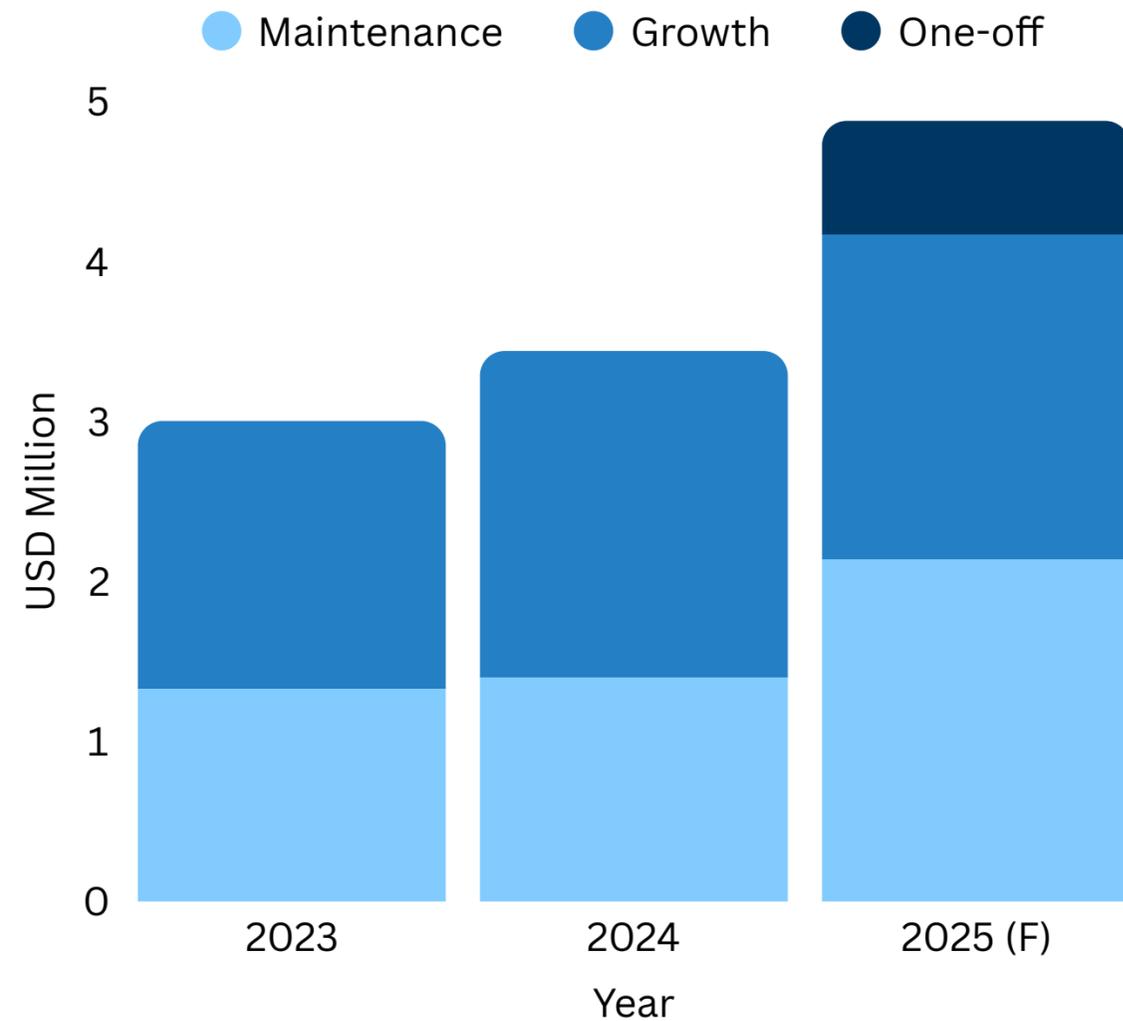
forecast total 2025 revenues



Performance Trajectory: Focus on quality revenues and strategic growth

Research & Development

R&D Spend



R&D Notes

Maintenance R&D (Recurring, non-discretionary)

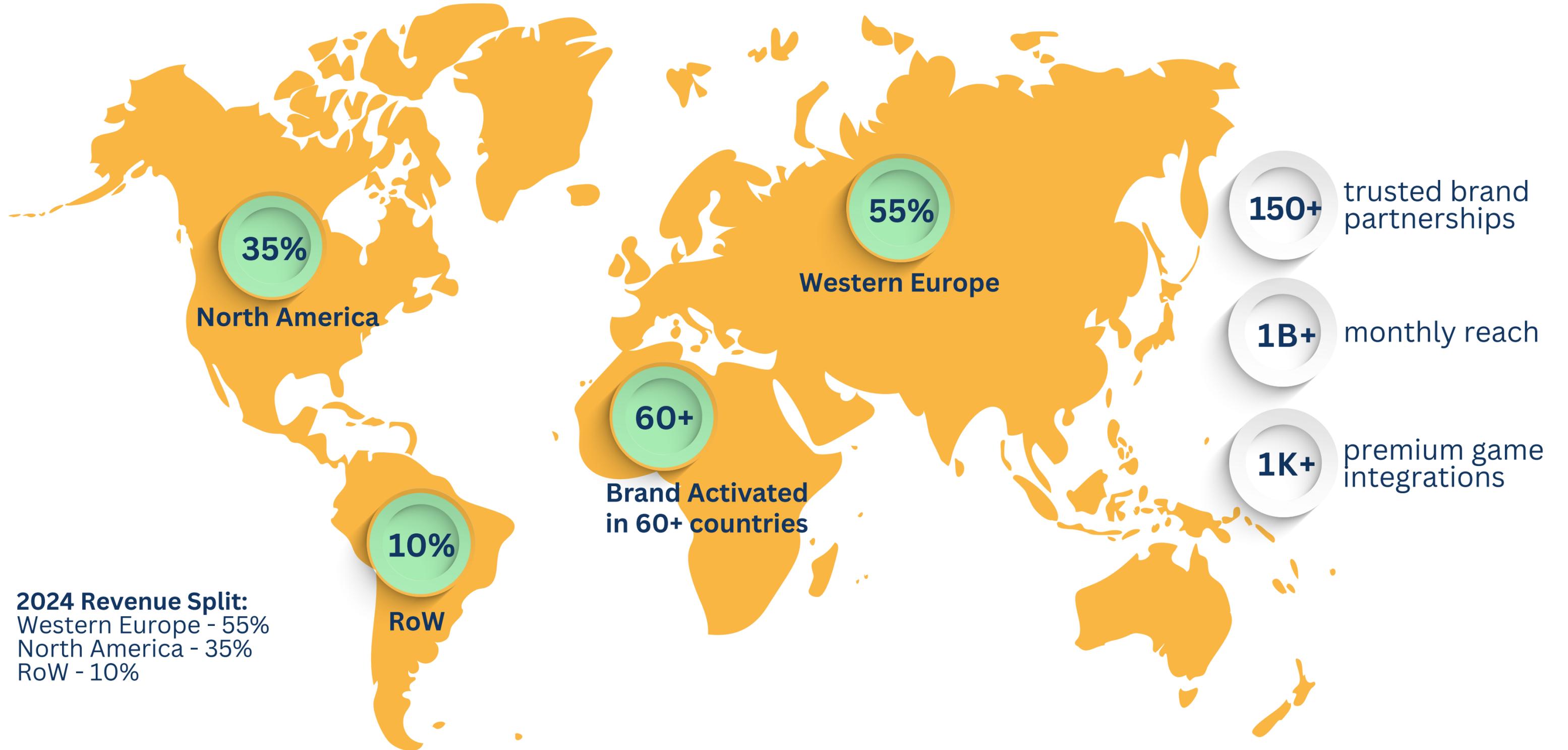
- Core platform upkeep; expected to normalize down to lower percentages of revenues (historically ~10%, 2025 ~12%)
- 2025: ~16% due to full-scale capacity and one-off systems enhancements (~4%) requiring parallel deployment

Growth R&D (Discretionary)

- Value and product acceleration; expected to normalize down to a lower percentage of revenues (historically ~15% due to value-add technology build)



Worldwide Presence & Impact





People

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 Kidz 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 Kidz 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.

Global People & Partnerships



 **30+ Sales Partnerships
All Over the Globe**

 **50 Staff in over 14
different timezones**



Share Capital & Structure

Kidoz Share Price



Kidoz employed ITG on July 31, 2025 as dedicated market maker to provide foundational liquidity for the stock at less than USD 5k pcm

Capitalization & Ownership

KIDOZ Inc. (TSXV:KDOZ OTCQB:KDOZF)

Market Cap (USD): ~\$30M : \$0.23/share)

as of Mar 10 2026

Shares: 131.3M, Fully Diluted 141.7M

Ownership | Public Float 20%

D&O&Emp. 28% | PE & Insts & HNW 52%

2019 - 2025 ~ USD\$23M Fully Expensed R&D



Thank You

For Considering Kidoz



-  www.kidoz.net
-  [@kidozinc](#)
-  jason@kidoz.net