

Company Overview

Kidoz Inc. (TSXV:KDOZ) (OTCQB:KDOZF) is a full-stack advertising platform powered by contextual AI, enabling brand performance in mobile games without personal data.

Originally developed for children’s digital environments, where compliance and safety requirements are among the highest, Kidoz delivers privacy-first advertising without reliance on personal data tracking or behavioural profiling. Its technology combines proprietary SDK integrations, the Kidoz Privacy Shield, and the Kite IQ contextual AI engine to match advertising to content, environment, and geography, in alignment with COPPA, GDPR-K, Apple ATT, and global standards.

The platform supports both children’s and all-ages audiences through its Kidoz and Prado offerings, enabling brands to scale performance across the global mobile gaming ecosystem using contextual, privacy-first targeting. Google-certified and Apple-approved, Kidoz reaches a global audience across mobile apps and games and is trusted by leading global brands.

150+ Premium Brand Clients



Investment Highlights

- **Strong Trends:** Reduction in personal data tracking, kids-safe regulation, and mobile gaming
- **Defensibility:** Strong moat, based on comprehensive infrastructure, Kite IQ, and SDK adoption
- **Earnings Quality:** Repeat revenues, campaigns at scale (e.g. programmatic), & value-add services
- **Inflection:** 2025 record revenue and profit growth despite significant R&D expensed
- **Valuation Discount:** Trading at > 10x discount to market leaders

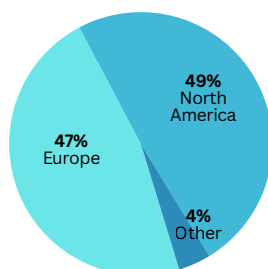
Full-Year Revenue

2025

\$18.4M

↑32% YoY

Global Revenue 2025



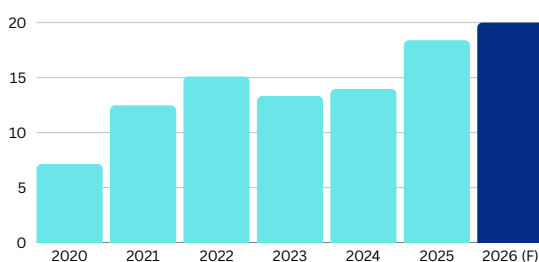
YE Cash

2025

\$4.5M

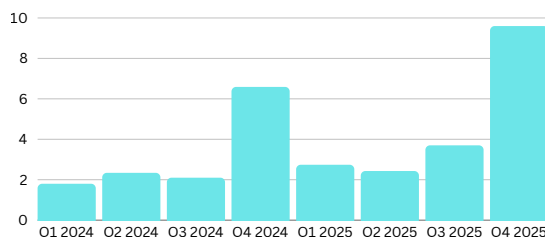
↑60% YoY

Annual Total Revenue (M)¹



F= FRC Forecast

Quarterly Revenue (M)

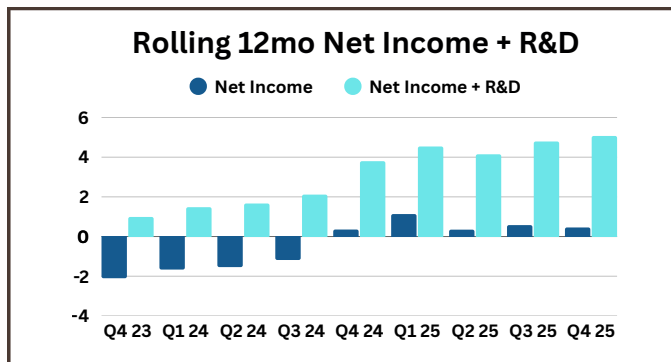
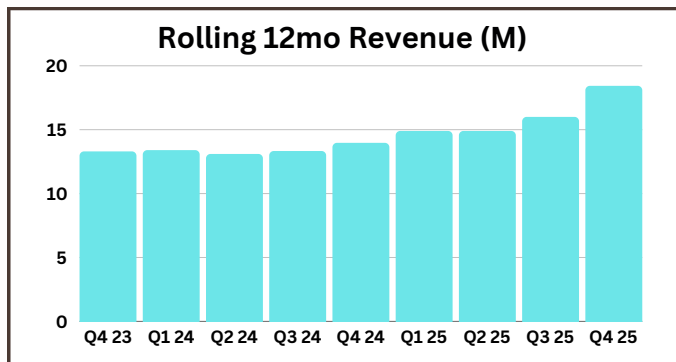


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Smoothed Financial Results



100K+
 apps in mobile ad network

Gaming Edge
43%
 better engagement²

500M+
 global monthly unique users

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

Market Position

- Pioneer in kids-compliance; expanding contextual targeting to all demographics
- Privacy-first full-stack offering
- Strong brand & agency relationships
- Kids digital ad spend up (CAGR 22.5%)³
- Expansion of all ages business. Contextual ads growing 16% CAGR⁴

Valuation Overview

- \$30M market cap, \$81B total market⁵
- Trading at a lower valuation than sector average, but not due to fundamentals
- Upside potential given strong peer-relative position & differentiation

Capital Structure Dec 31, 2025

- Shares: 131.3M outstanding
- 141.7M fully diluted
- ~28% insider ownership
- Cash: \$4.5M | Debt: \$0
- ~\$24M R&D expensed & not capitalized

Leadership Team



Jason Williams
 CEO



Henry Bromley
 CFO (CPA, CA)



Eldad Ben Tora
 CSO (Strategy)



TJ Williams
 COO

Tarrnie Williams:
 Chairman,
 ex-EA Canada CEO

Independent Directors:
 Fiona Curtis
 Claes Kalborg
 Moshe David

1. Unaudited 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

