

Brand Performance in Mobile Games Without Personal Data

2025 Annual Results Webcast
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Today's Discussion

- 1 **FY2025 & Q4 results**
- 2 **Growth Drivers**
- 3 **Platform and Competitive Moat**
- 4 **AI-First Operating Leverage**
- 5 **Q & A**

Forward-Looking Statements

This presentation contains “forward-looking information” and “forward-looking statements” within the meaning of applicable Canadian securities laws and, where applicable, the U.S. Private Securities Litigation Reform Act of 1995.

Forward-looking statements relate to future events or future performance and reflect management’s expectations regarding the Company’s growth, strategy, financial performance and market opportunities.

Such statements are subject to known and unknown risks, uncertainties and other factors that may cause actual results or events to differ materially from those expressed or implied in such statements.

Forward-looking statements are typically identified by words such as “expect”, “anticipate”, “believe”, “intend”, “plan”, “may”, “will”, or similar expressions.

Readers are cautioned not to place undue reliance on forward-looking statements. Except as required by applicable securities laws, the Company undertakes no obligation to update or revise any forward-looking statements.



Kidoz Inc: Company Snapshot

Market	Mobile Advertising
HQ	Vancouver, Canada
Staff	58 (in 10 countries)
Monthly Reach	500M+ Gamers
Brand Partners	150+
Game Integrations	40,000+ Games
Revenue	USD \$18.4M (2025)



A leading kids-compliant advertising platform and the core business



A mass market initiative delivering advertising performance in-game for all ages

Company Evolution





Record Revenue Year Record Fourth Quarter

Financial highlights from fiscal 2025 include*:

- Total Revenue of **\$18,433,172**, an increase of **32%** over fiscal 2024 Total Revenue of \$14,004,527.
- Operating expenses of **\$8,492,872**, an increase of **22%** from \$6,977,776 in fiscal 2024.
- Sales and Marketing expenditure of **\$1,876,296**, an increase of **28%** from \$1,465,833 in fiscal 2024.
- Salaries & Wages of **\$814,213**, an increase of **31%** from \$622,394 in fiscal 2024.
- Non-Capitalized R&D expenditures of **\$4,559,227**, an increase of **32%** from \$3,445,018 in fiscal 2024.
- G&A expenditures of **\$692,923**, an increase of **1%** from \$689,407 in fiscal 2024.
- Net income after tax of **\$456,817**, an increase of **29%**, from \$353,140 in fiscal 2024.
- Cash of **\$4,454,295** an increase of **60%** and working capital of \$5,080,637 as at December 31, 2025, compared to cash of \$2,780,517 and working capital of \$4,219,588 as at December 31, 2024.
- Net cash provided by operating activities of **\$1,705,665**, an increase of **31%** from net cash provided by operating activities of \$1,305,230 in fiscal 2024.

Strong Growth and Profitability

2025 Revenue

\$18.4M

Revenue Growth YoY

+32%

2025 YE Cash

\$4.5M

↑ 60% YoY

Net Income

\$457K

↑ 29% YoY

Working Capital

\$5.1M

↑ 21% YoY

Operating Expenses

\$8.5M

↑ 22% YoY

Operating Cash Flow

\$1.7M

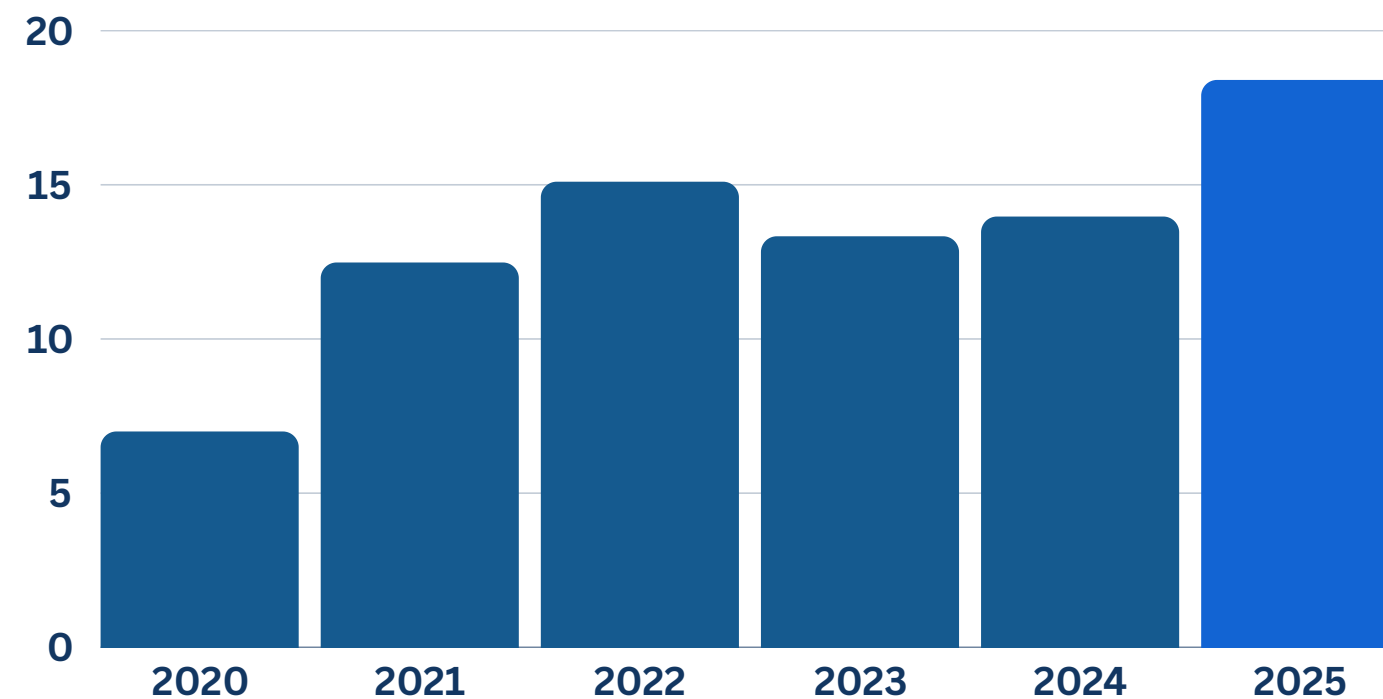
↑ 31% YoY

\$4.7M R&D Investment Fully Expensed

Scaling Revenues with Q4-Driven Acceleration

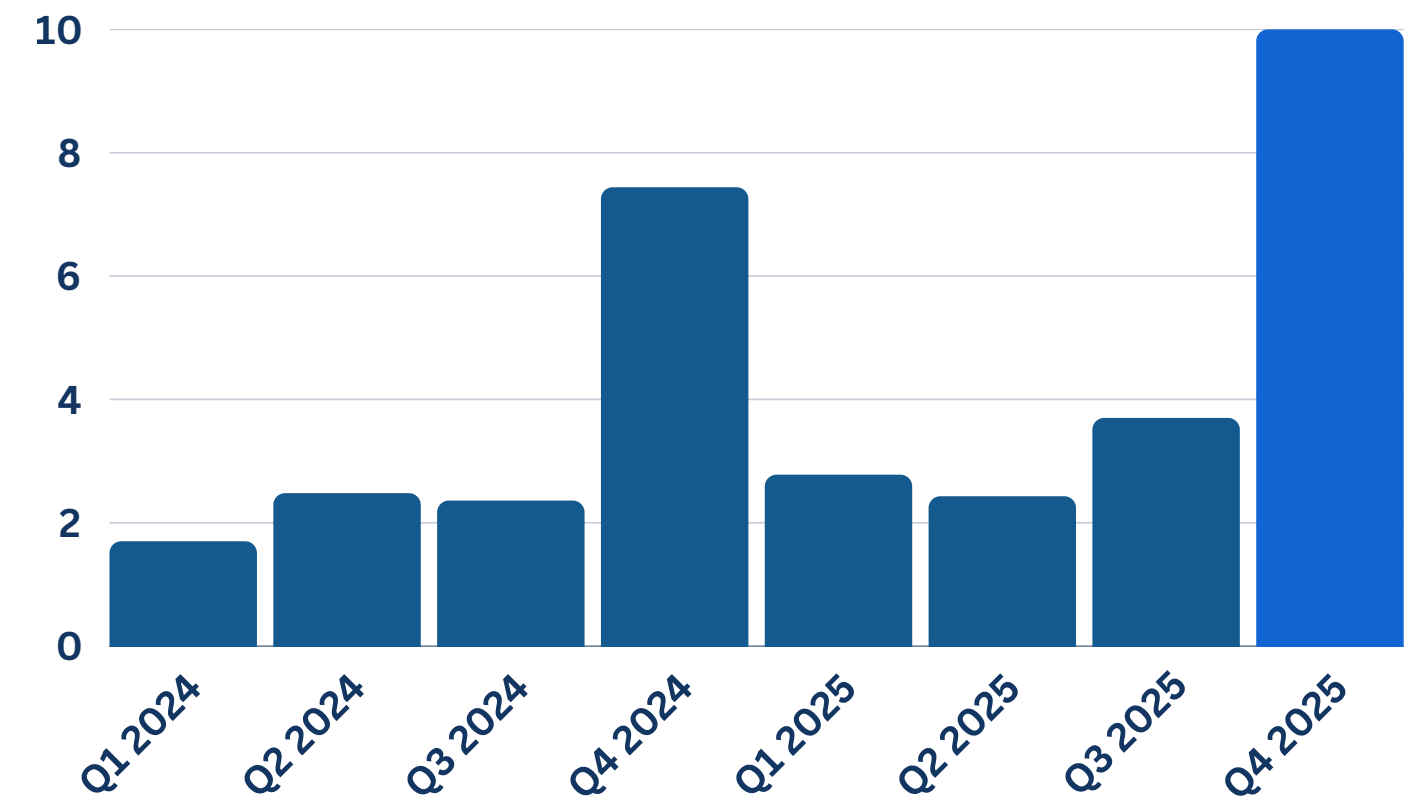
20.9% 5 Year CAGR

Annual Total Revenue USD Millions



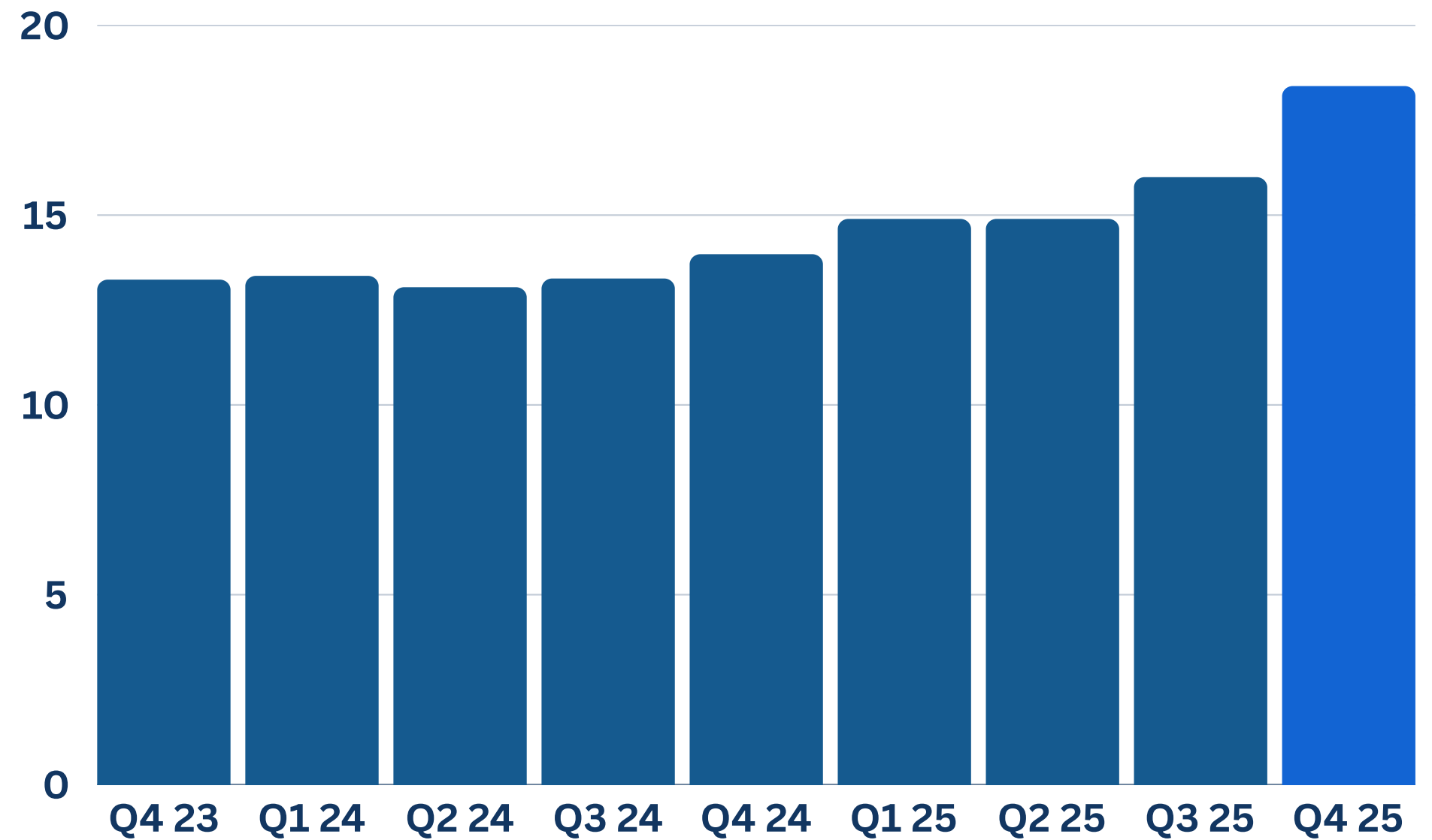
~50% Annual Revenues in Q4

Quarterly Revenue USD Millions



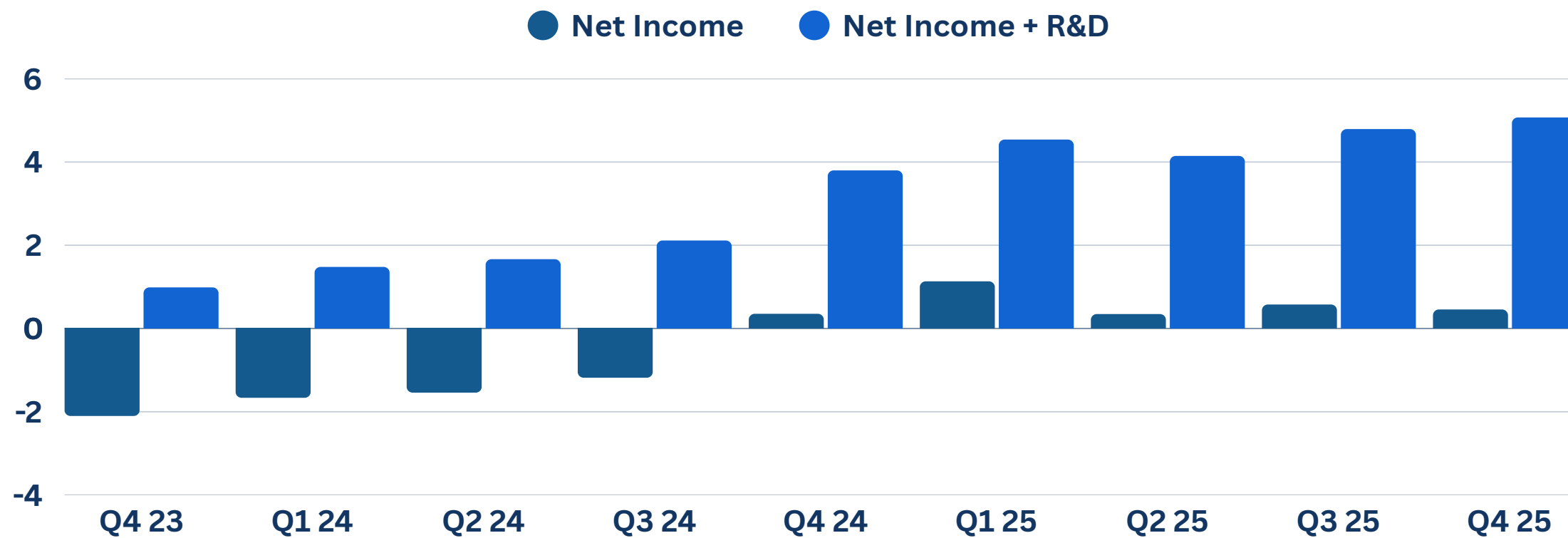
Steady Growth Trends

Rolling 12-Month Revenue Growth



Profitable Growth Trends

Rolling 12mo Profitability
(Including R&D Investment)



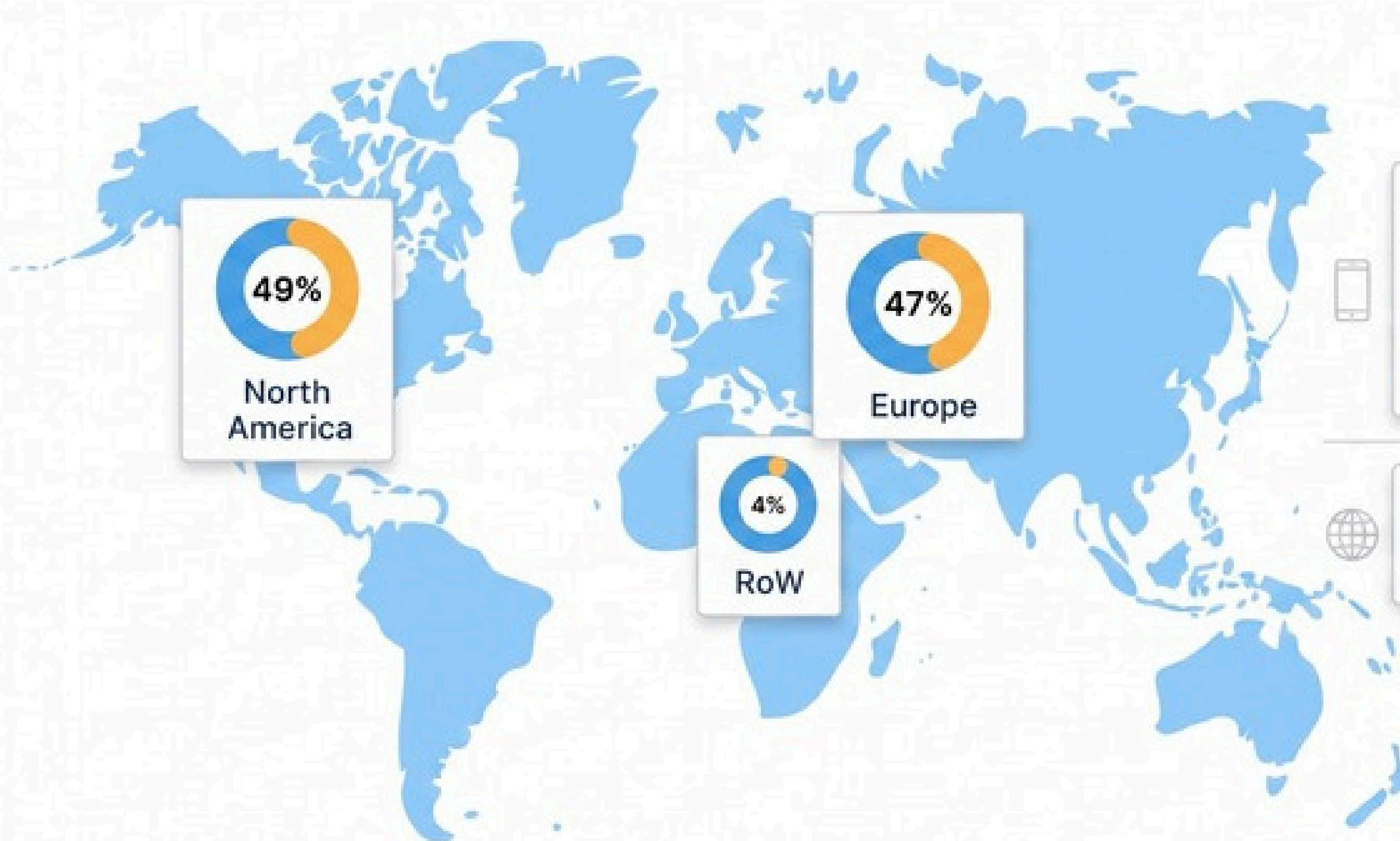
Value add (profit + investment) is rising consistently

Three Year Financial Trajectory

Metric (USD)	2023	2024	2025
Revenue	\$13.3M	\$14.0M	\$18.4M
Net Income (loss)	\$(2.0M)	\$353K	\$457K
Operating Cash Flow	\$(0.8M)	\$1.3M	\$1.7M
Year-end Cash	\$1.5M	\$2.8M	\$4.5M

Years ended December 31 - All figures in USD

Scaled Global Reach

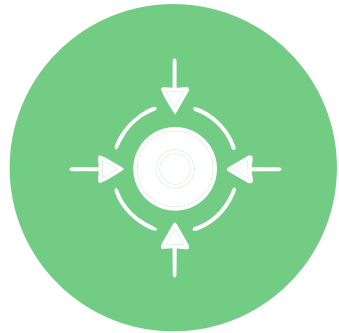


500M+
Monthly Users in Curated
Mobile Environments



Active Campaign Delivery
Across 60+ Markets

Built for This Moment: Market Aligned



Privacy & Compliance

- Signal loss accelerating shift to privacy-first, contextual advertising
- Kids regulation & social media restrictions growing



Mobile Gaming

- 3B+ gamers, ~70% adults, represent a massive engaged audience
- High-attention environments support effective performance advertising

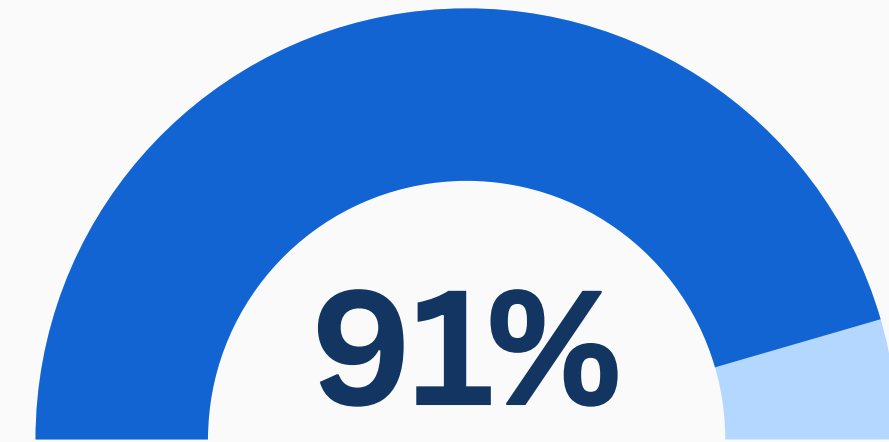
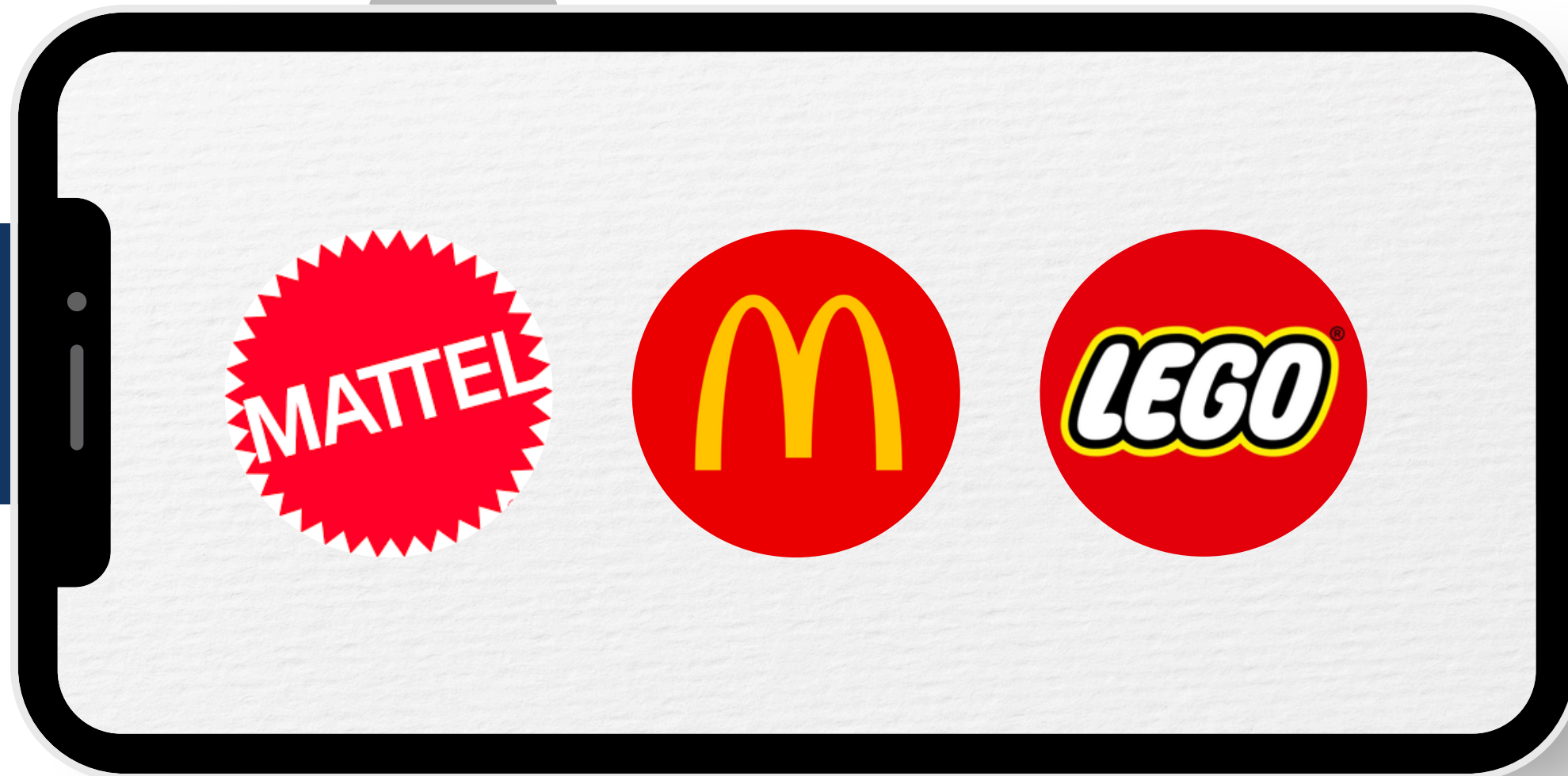


Technology & AI

- AI-powered platforms enable performance without identity data
- Disintermediation is driving demand for direct, transparent ad tech



Premium Brands are Increasing Spend



91%

**YoY Growth of
our premium brands**

Reflecting increased budget
allocations from leading
global advertisers

Brands Scale with Kidoz



Scale Engine

- Programmatic at Scale
- Low Marginal Cost
- High Operating Leverage

**Revenue
Growth**

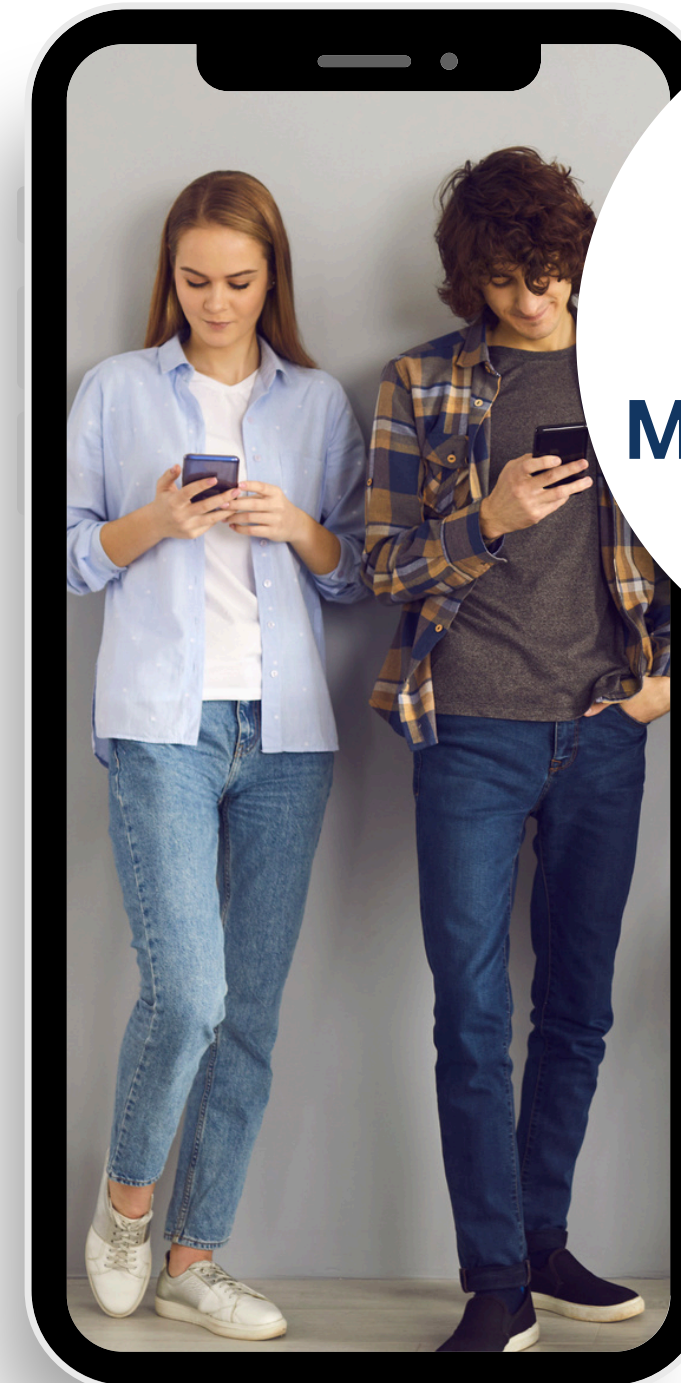
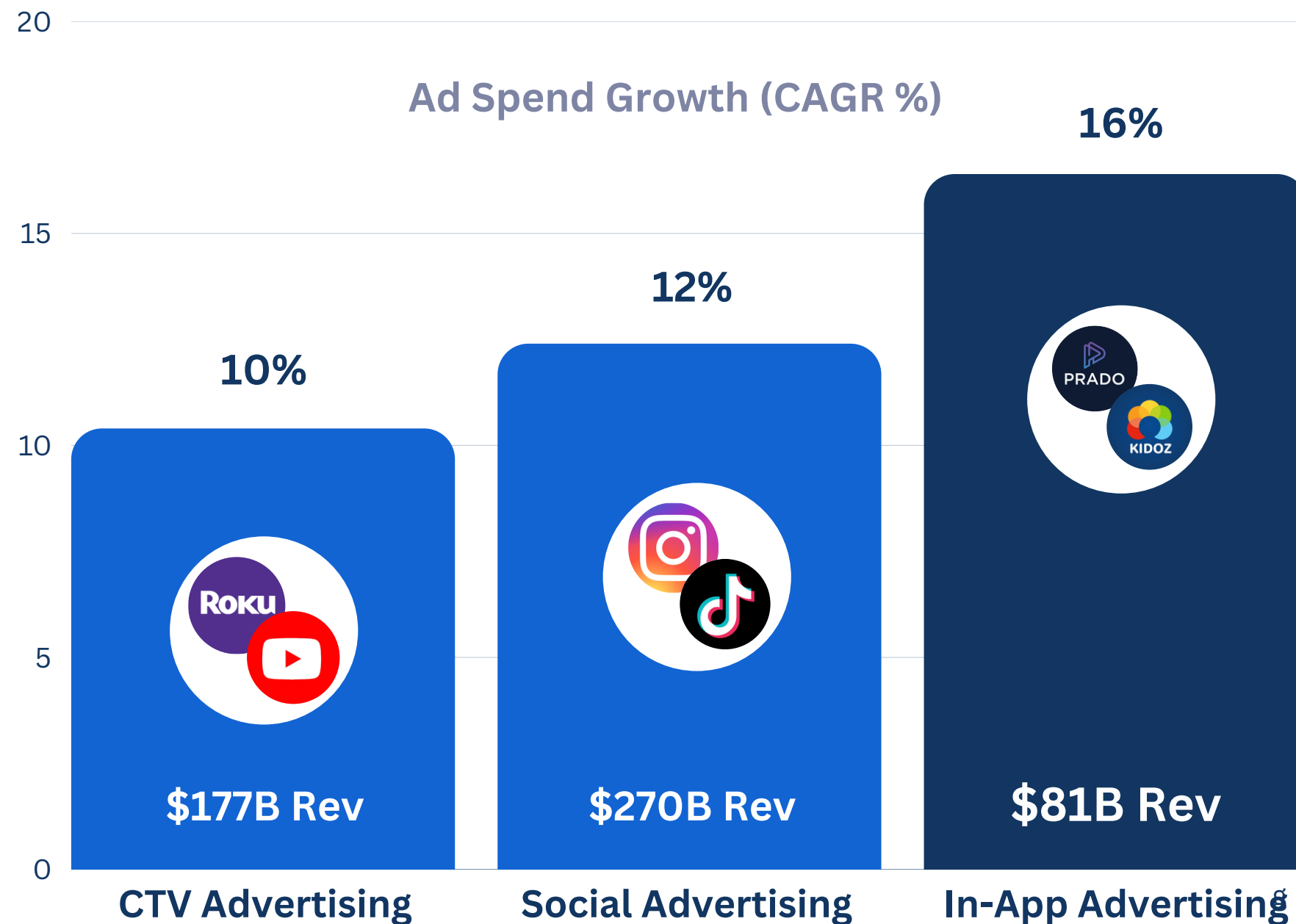
Premium Engine

- Custom Creative
- Premium Formats
- AI Intelligence

**Higher Margin
Growth**

Why Mobile Games

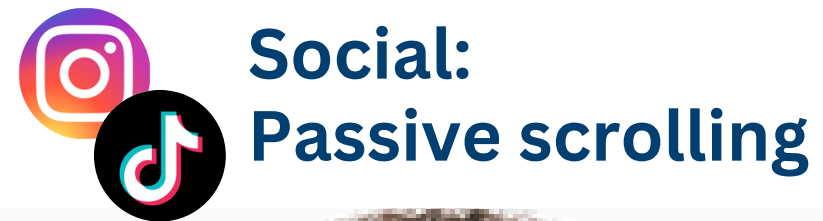
In-App Advertising is One of the Fastest Growing Channels



3B+
Mobile Gamers
Worldwide

Gaming Is Engagement

Gaming Delivers 250% Higher Attention Than Feed-Based Media



Mobile Audiences Are Engaged Not Scrolling

From a Kids Foundation to the Entire Gaming Audience



KIDDOZ

**Kid-Safe
Advertising Network**

Same Technology Architecture



PRADO

**Privacy-First Contextual
Advertising Platform**

Advertising Is Shifting

2005 - 2020




2021 - 2024

2025 >



IDENTITY

Based Advertising
Down 50% from 2018

-  Apple introduced App Tracking Transparency
-  Traditional tracking becomes unreliable
-  Most users now opt out of tracking

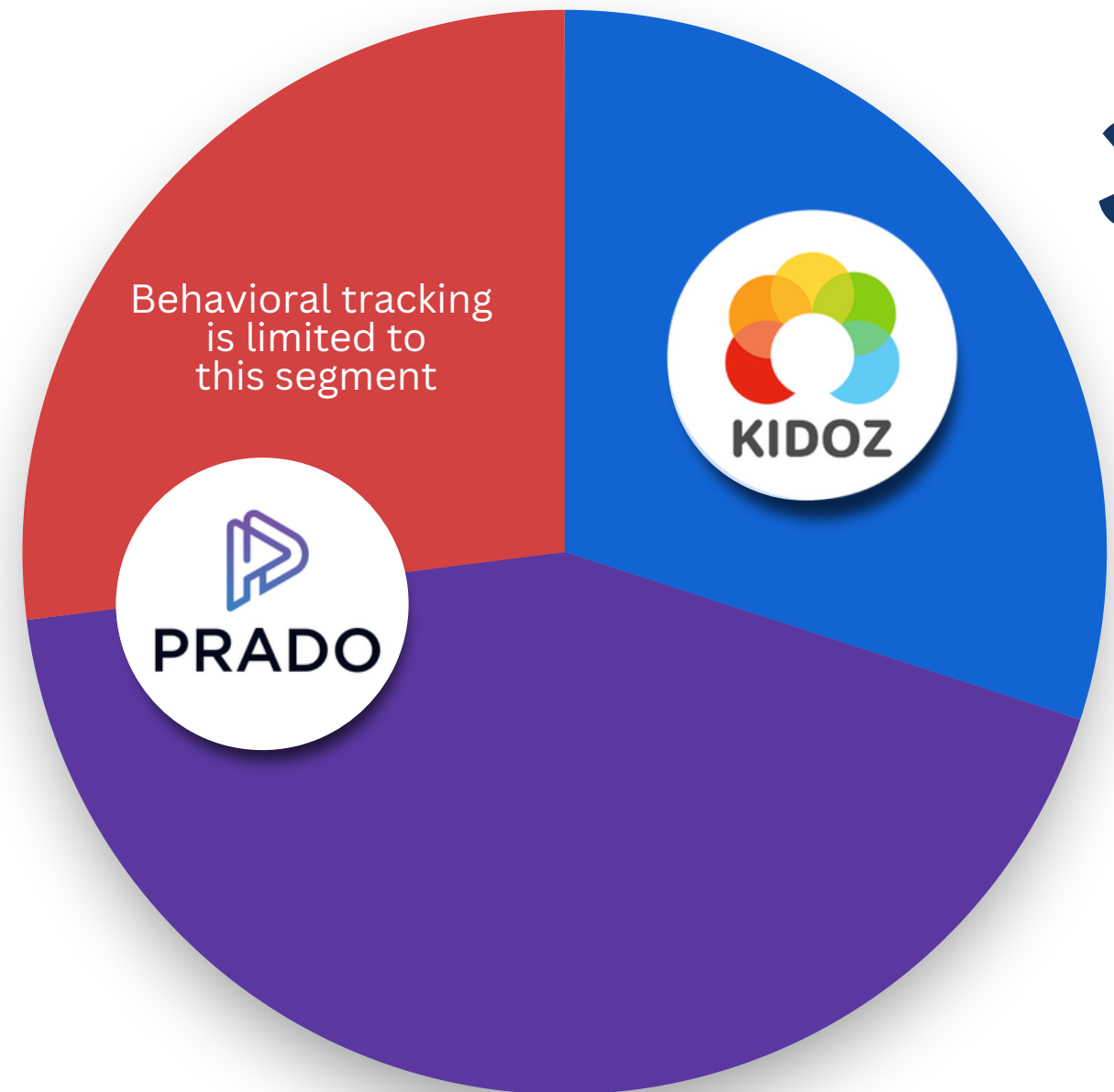
CONTEXTUAL

Based Advertising
Up 300% from 2018



Target the Entire Market Not a Subset

27%
Data Opt-In



30%
Kids

43%
Adults & Teens
Data Opt-Out



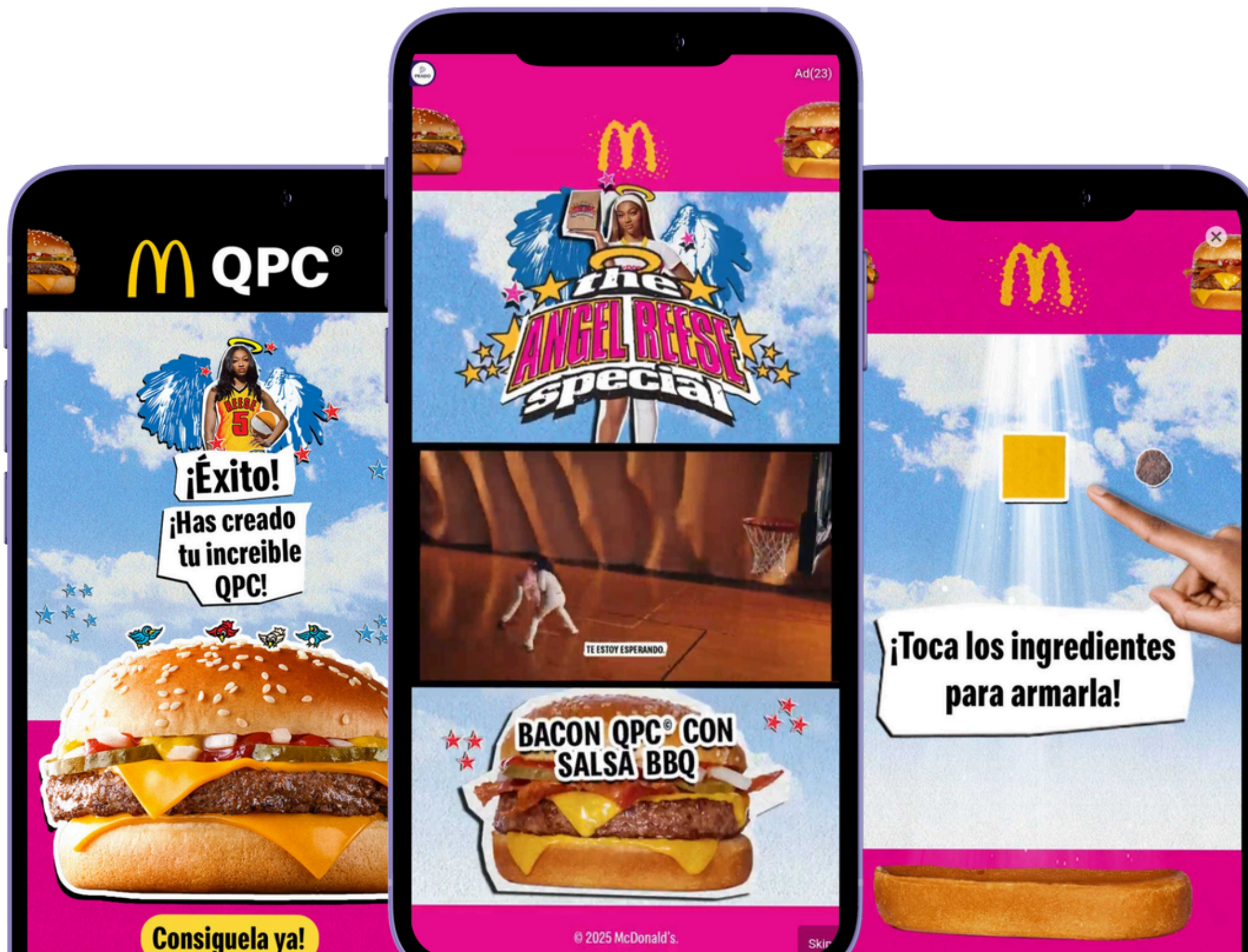
High-Value McDonald's Campaigns

The Results:

- Ongoing campaign investment YoY
- Outperform benchmarks on all key KPIs
- **8x** repeat campaign bookings

\$0.14
cost per visit

\$7.77
customer spend*
per restaurant
visit





AI Driven Contextual Advertising

Delivering
Strong Performance

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

Kidoz Platform At the Core of In-Game Advertising

\$24M fully expensed R&D

Scale Without Complexity Powered by Our Technology



**Brand
Agencies**



**Core
Platform**



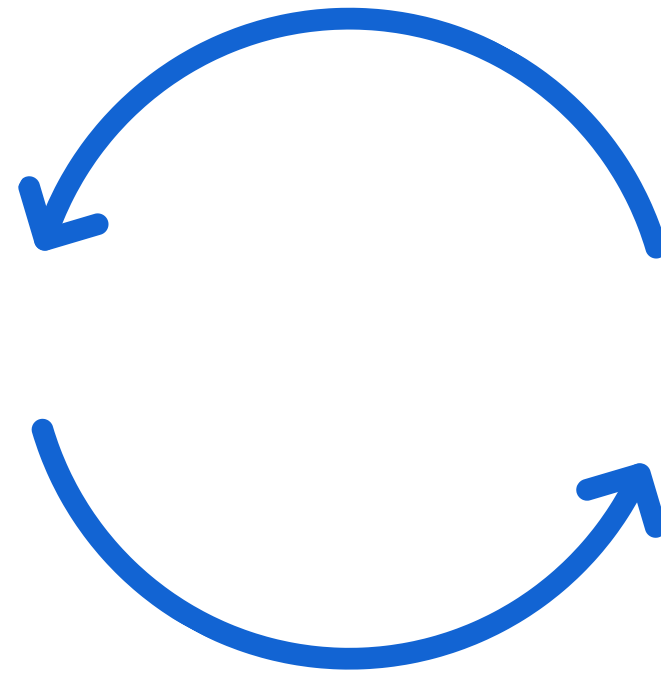
**Game
Publishers**

Kite IQ: The Intelligence Layer of Our Decision Platform

INPUT SIGNALS

Deep Analysis of Game Environments

- Session Signals
- Context
- Location



AI TARGETING ENGINE

Self-Learning Engine

- Campaign Optimization

Building an AI-First Platform for Scalable Growth

Kite IQ as Foundation

Contextual intelligence engine

Data & AI Flywheel

Growing data moat

AI-Augmented Scaling

Applying AI across operations

 **Deliver operating leverage through a data-driven, AI-enabled platform model**

The Investment Case

Record Revenue, Record Q4	\$18.4M full-year (+31.6% vs \$14.0M), \$9.6M Q4 - strongest in Company history
Two Years Profitable	Net income of \$475k - our second consecutive profitable year, following \$353k in 2024.
Category-defining Platform	Kidoz Shield + Kite IQ: a dual-engine compliance-and-AI moat in Kids media.
Operating Leverage Focus	Margin + AI-first execution - revenue should scale faster than costs
Stronger Balance Sheet	Year-end cash \$4.5M (+60%), working capital \$5.1M (+21%), zero debt.

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Thank You

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