

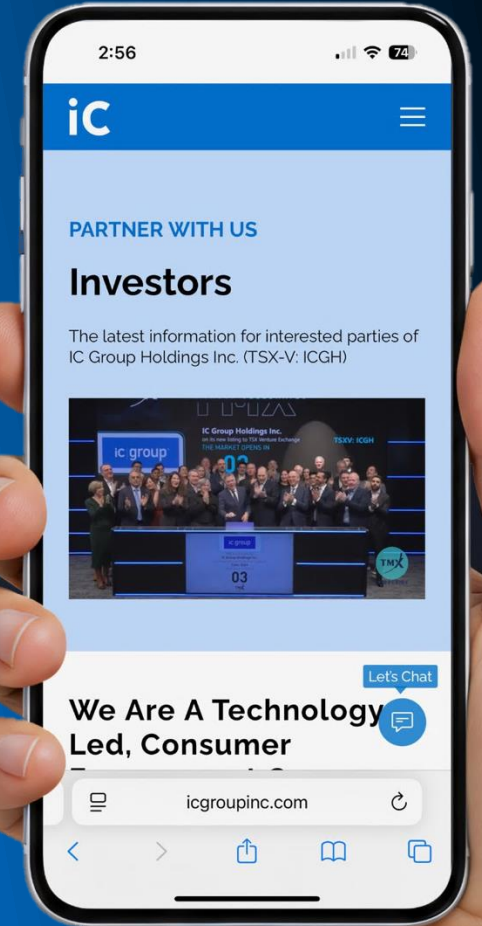


(TSX-V: ICGH)

INVESTOR PRESENTATION



DUNCAN McCREADY, CEO and Director



Forward looking Statements Disclaimer

Certain statements herein relating to IC Group Inc. ("IC Group" or the "Company") constitute "forward-looking statements", within the meaning of applicable securities laws, including without limitation, statements regarding future estimates, business plans and/or objectives, sales programs, forecasts and projections, assumptions, expectations, and/or beliefs of future performance. Forward-looking statements include, but are not limited to, statements with respect to commercial operations, anticipated revenues, the overall projected size of the market and other information that is based on forecasts of future results and other key management assumptions. The Company assumes no responsibility to update or revise forward-looking information to reflect new events or circumstances unless required by law. Future Oriented Financial Information: To the extent any forward-looking information in this Presentation constitutes "future-oriented financial information" or "financial outlooks" within the meaning of applicable Canadian securities laws, such information is being provided to demonstrate anticipated results and the reader is cautioned that this information may not be appropriate for any other purpose and the reader should not place undue reliance on such future-oriented financial information and financial outlooks. These forward-looking statements and "future oriented financial information" are not guarantees of future performance and subject to certain risks which could cause actual performance and financial results in the future to vary materially from those described in this presentation. For additional information on these risks, please see the Company's Filing Statement filed on SEDAR+ under the heading "Risk Factors". This presentation does not constitute an "offering memorandum" under applicable securities laws.

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Marketing | Technology | Commerce.

"We engage consumer audiences across live events, web, social media, and mobile messaging — driving commerce and data for brands and 90+ pro and semi-pro sports teams."

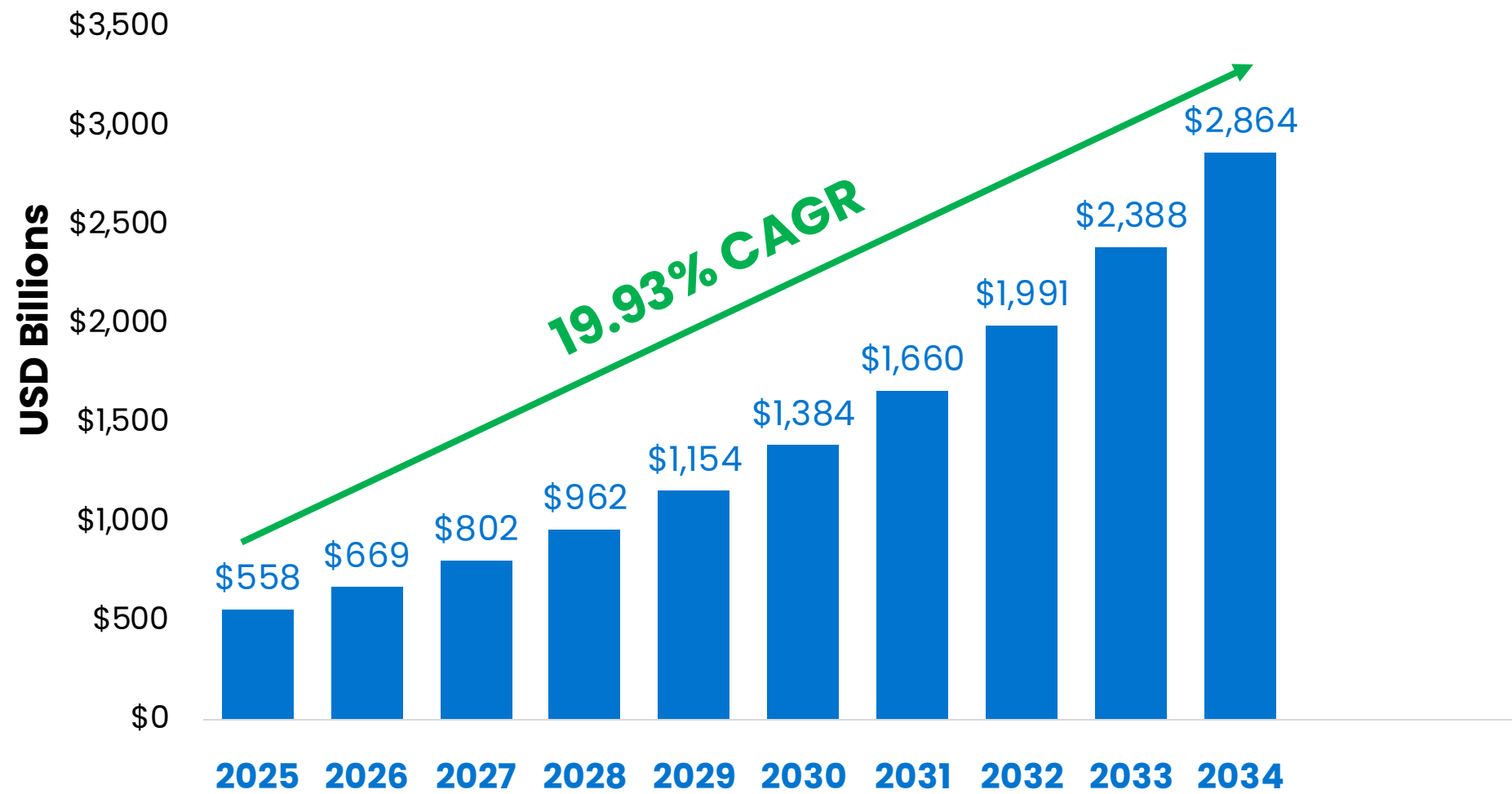
Duncan McCready
CEO – Board Director



51%
Revenue
Growth*

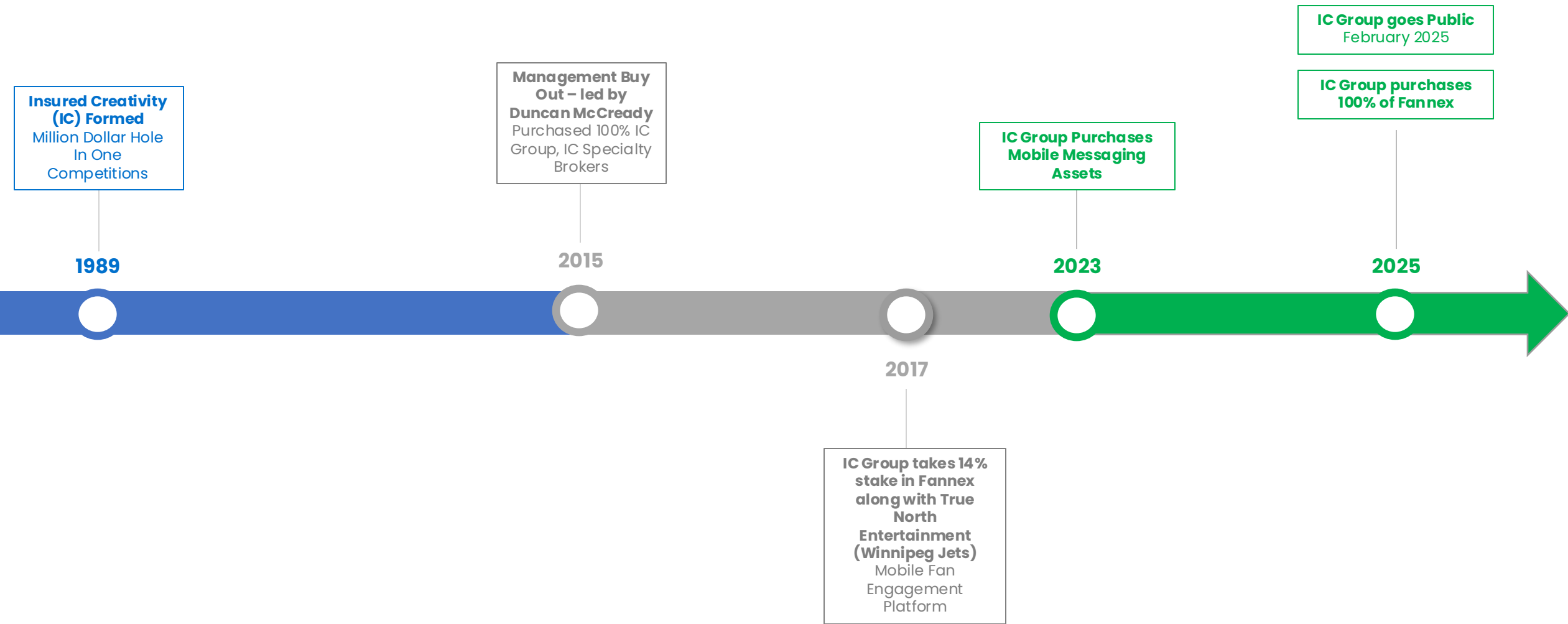
* YTD as at June 30, 2025 vs. YTD June 30, 2024

Marketing Technology Sector Experiencing Strong Growth



Source: Grand View Research: Marketing Technology Market Summary

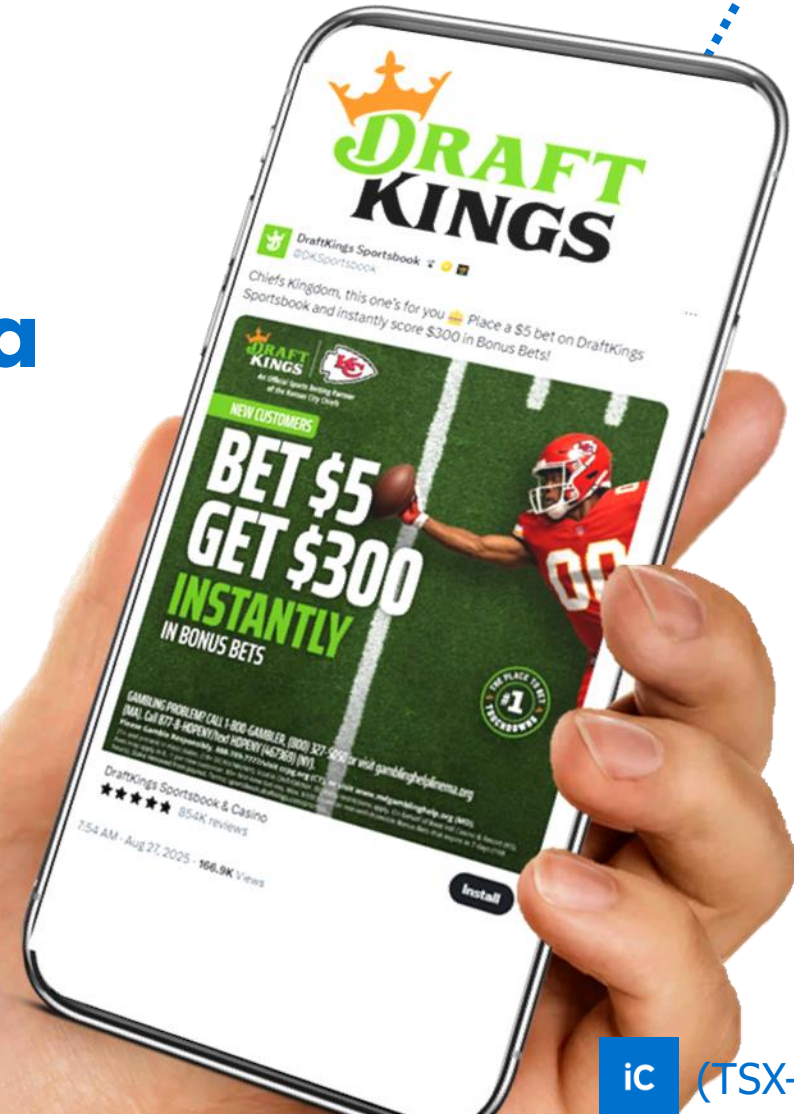
IC Group Timeline



We Help Brands:

ic|group™

1. Drive Sales
2. Capture Consumer Data
3. Build Customer Loyalty
4. Manage Risk



ONE BUSINESS

3 GROWTH ENGINES

iC|engage

**Digital
Promotions**

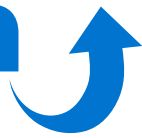
iC|mobile

**Mobile
Messaging**

iC|insurance

**Insurance
Solutions**

Strong 2025 Momentum – YoY

\$12.5 million ^{51%} 

Total Revenue

H1 2025 vs H1 2024

Over 69% ^{10%} 

Annual Recurring Revenue

H1 2025 vs H1 2024

\$5.7 million ^{28%} 

Gross Profit (46% of Revenue)

H1 2025 vs H1 2024

30+ countries

Global Market Reach

\$6.0 million ^{97%} 

Mobile Messaging Revenue

H1 2025 vs H1 2024

\$0.2M

Adjusted EBITDA



DIGITAL ENGAGEMENT

- Marketing Technologies
- Digital Promotions
- Social Media
- Incentives and Rewards
- Gamification

REVENUE MODEL

- SaaS fees
- Professional service fees
- Commissions

BRANDS



90+ LIVE EVENT OPERATORS





Draft Kings Trend Genius

Activating offers based on trends or sport outcomes.



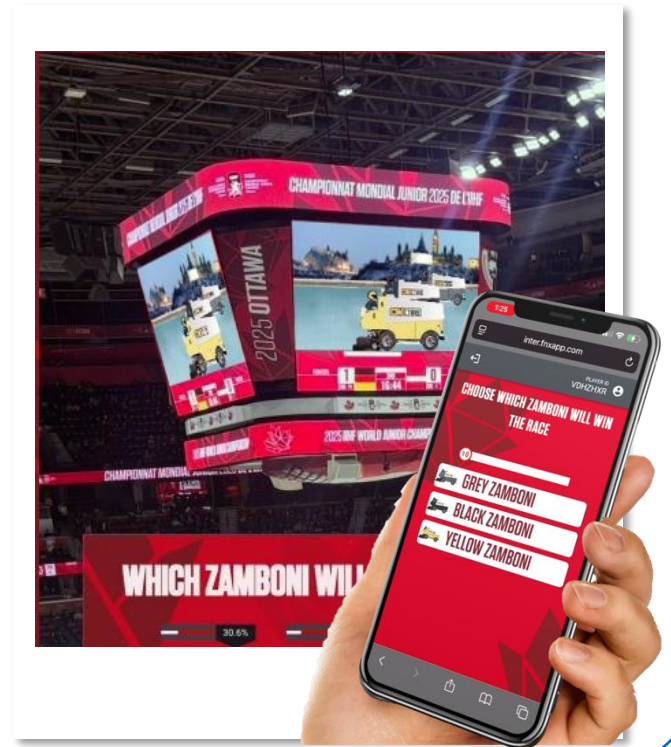
Microsoft Ultimate Giveaway

Embedding promotions in Bing Search, MS Store, Xbox, Social Channels.



Hockey Canada 2025 World Juniors

Interacting with 150,000+ fans capturing valuable data.





MOBILE MESSAGING

- 1 of only 3 Aggregators in Canada 
- Billions of Messages Annually Delivering:
 - Security Authentication
 - Notifications and Transactions
 - Marketing and Promotions

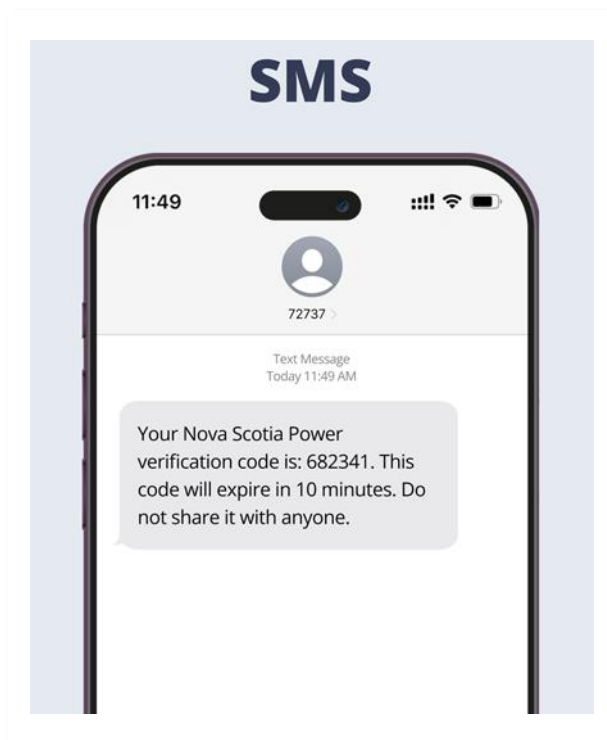
REVENUE MODEL

- Messaging Traffic Fees
- Professional Service Fees

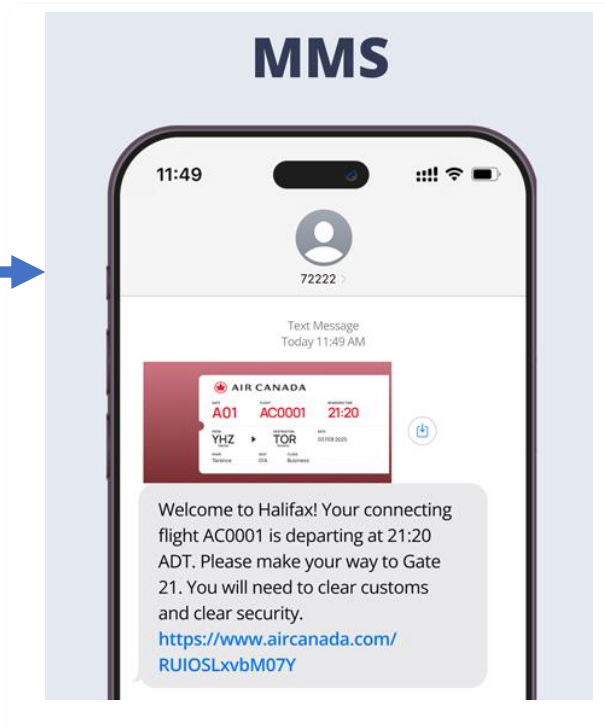
BRANDS



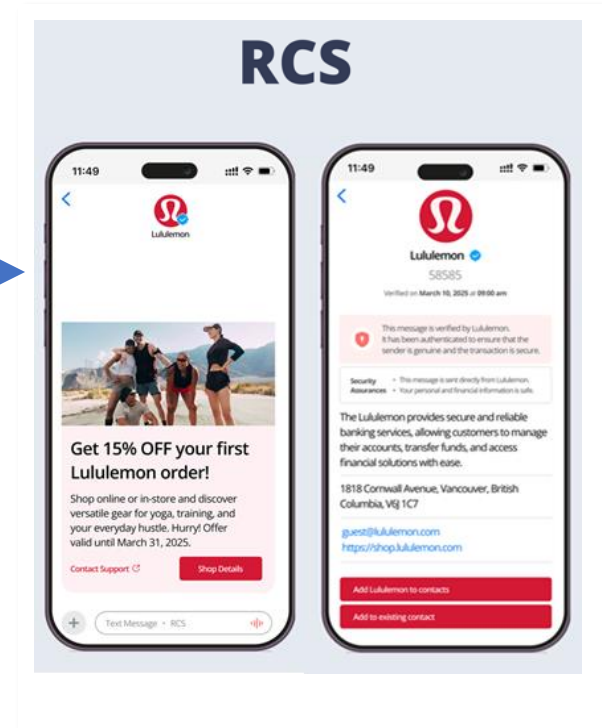
Two-factor authentication



Real-time notifications with graphics.



Interactive experience with rich content and utilization of AI.





SPECIALTY INSURANCE

- Event Cancellation
- Prize Promotion
- Crisis Management
- Contractual Bonus
- Liability

REVENUE MODEL

- Transactional
- Services & Professional Fees
- Profit Commissions

BRANDS



Live Event Coverage

Sports, concerts, festivals, and conferences.



Prize Promotions

Enabling bold, high-dollar value promotions.



Contractual Bonus

Insuring performance-based incentives for athletes, teams or consumers.



Growth Initiatives

- 1. Opening New Messaging Channels.**
- 2. Reaching More Live Audiences.**
- 3. Commercializing AI and Data.**
- 4. Improving Market Presence.**



Cap Table

Market Capitalization

Common shares outstanding		33.4M
Common share price (5-day VWAP)	\$	0.59
Market capitalization	\$	19.6M

Add debt obligations (9/30/25)

Senior debt (includes \$1.8M mortgage)	\$	8.2 M
Subordinated debt (EMI Debenture)	\$	1.7 M
Other debt obligations	\$	0.5 M
Enterprise value	\$	30.0 M

LET'S CONNECT



DUNCAN McCREADY, CEO
Duncan.McCready@icgroupinc.com



GLEN NELSON, IR and Comms
Glen.Nelson@icgroupinc.com

Fannex Platform



NHL

- Winnipeg Jets
- Ottawa Senators



AHL

- Belleville Senators
- Manitoba Moose
- Laval Rocket
- Milwaukee Admirals
- Ontario Reign



ECHL

- Pensacola Flyers
- Savannah Ghost Pirates
- Jacksonville Icemen
- Tahoe Knight Monsters
- Greensboro Gargoyles
- Atlanta Gladiators
- Florida Everblades



CHL

- Chicoutimi Saguenéens
- Vancouver Giants
- Niagara Ice Dogs
- Medicine Hat Tigers
- Kamloops Blazers
- Kingston Frontenacs
- Sault Ste. Marie Greyhounds
- Regina Pats
- St. Johns Sea Dogs
- Red Deer Rebels
- Brandon Wheat Kings
- Prince Albert Raiders
- Charlottetown Islanders
- Sherbrooke Phoenix
- North Bay Battalion
- Moose Jaw Warriors
- Victoria Royals
- Saginaw Spirit



BCHL

- Okotoks Oilers



KHL

- HC Slovan Bratislava



EIHL

- Belfast Giants



SPHL

- Quad City Storm
- Knoxville Ice Bears
- Evansville Thunderbolts
- Birmingham Bulls



USHL

- Green Bay Gamblers
- Sioux Falls Stampede
- Dubuque Fighting Saints



NAHL

- Bismarck Bobcats
- Minot Minotauros
- Anchorage Wolverines



NLL

- Toronto Rock



MLS Next Pro

- Chattanooga FC



NFL

- Atlanta Falcons



CFL

- Edmonton Elks



MLB

- Toronto Blue Jays



MiLB

- Nashville Sounds
- Charleston RiverDogs
- Biloxi Shuckers



AAPB

- Winnipeg Goldeyes
- Sioux Falls Canaries



NCAA

- University of North Dakota
- Alabama State University
- George Washington University



USports

- Brandon University
- University of Manitoba



Finnish Premier League



NBA

- Orlando Magic



NBA G League

- Rio Grande Valley Vipers
- Grand Rapids Gold



CEBL

- Winnipeg Sea Bears
- Ottawa BlackJacks



EuroLeague

- Panathinaikos B.C.

Our Entrepreneurial Team with Deep Experience

John Penhale

CFO

Senior finance executive (CPA,CA) with over 30 years' experience leading Finance, Treasury and Risk Management functions for Private and Public companies. Including past senior executive of CIBC's multi-billion-dollar private equity business.

Jay Miles

SVP Marketing

Past President at McCANN Worldwide 25+ years of marketing and strategy with Fortune 500 brands.

Jill Goldworn

SVP Sales

Entrepreneurial sales leader with 25+ years of technology sales and brand loyalty expertise.

Matan Gamliel

VP Finance

Experienced CPA, CA with a demonstrated history of working in the marketing, insurance, and construction industries. Skilled in Mergers & Acquisitions (M&A), Financial Accounting, and Managerial Finance.

Paul Wheeler

Mobile Messaging Advisor

Seasoned mobile messaging expert and strategic business development leader. Deep industry knowledge and relationships at carrier and customer levels across North America.

Chris McGarrigle

SVP/CTO IC Mobile

Senior Technology Executive building businesses from start-ups to IPOs or acquisition. Specialist in developing strategic technology solutions & critical systems.

Dylan MacTavish

Director of Underwriting of Insured Creativity

Working with the world's leading consumer brands, agencies, insurers and brokers, Dylan ensures corporate assets are protected and maximized with the highest levels of delivery and security.

David Sasaki

President of Insured Creativity

Experienced Business Leader with a successful track record in the insurance and marketing industry spanning almost 3 decades.

Kemal Leslie

President of Fannex

Founder of Emotion Media (Fannex) scaling a live event network to 60+ teams. Senior leadership roles at GE Capital and Reynolds & Reynolds.

Sunil Bridgelall

SVP Product Innovation

IT Enterprise Analyst for over 20 years with sound analytical experience spanning a number of industry domains including Online Marketing, Social Media, Energy, Telecommunications, and Financial Services.

Experienced Board with Multidisciplinary Expertise

C. Fraser Elliott

Board Chair

Fraser is President of CFE Financial Inc., a private investment banking company since 1987, providing consulting and financial services in both the public and private sectors where he has invested to assist in their growth. He has served as a director of a number public companies including Sylogist Ltd. from 2008 to August 2020, Gowest Gold Ltd. as Chairman since 2009, and of the Cuspis group of Companies. Fraser joined IC Group board upon closing of the transaction.

Duncan McCready

CEO – Director

Duncan is a co-founder providing leadership and strategic direction. Duncan led the MBO of IC Group in 2015 and more recently led the acquisition of 3 marketing service businesses. Outside of IC Group, Duncan supports the development of new startups through mentorship and board level participation. Duncan has been on IC Group's board since 2015.

Jack Schoenmakers

Director

Jack is President of Schoevest Investment Inc., Managing Director of Cuspis Capital Partners Ltd., and presently serves on the board of Cuspis Capital II Ltd. (TSX-V: CCII.P). He has served on many venture listed and private company boards, including Thermal Energy International Inc. (from 2012–2018; TSX-V: TMG) and Tribute Resources Inc. (from 2005–2018; TSX-V: TRB). Jack was previously a board member of the Ontario Energy Association and past chair of the Ontario Energy Marketers Association. Jack joined the IC Group Board upon closing of the transaction.

Marc Caron

COO – Director

Marc is a senior executive (BSc. EE, P.Eng., MBA, CMC, ISACA-CRISC) with over 30 years' of international business and M&A experience bridging the disciplines of operations, information technology, data security and business leadership. Marc mentors new entrepreneurs and business startups in the community, playing active board and advisory roles to support growth. Marc has been on IC Group's board since 2015.

Robert White

Director

Robert brings over two decades of experience in global capital markets, asset management, and fintech. He is currently a Partner at Legion3 Capital, a private investment firm based in Toronto. He previously served as CEO of Outcome Wealth Management. He held several senior positions at the Bank of Montreal, including Managing Director and Head of Fixed Income Trading, Global Funding, and Capital Markets Asset Management. During his tenure there, he was instrumental in driving significant revenue, liquidity, and risk management initiatives. Robert joined the IC Group Board in May 2025.