

Kidoz Inc.

Investor Fact Sheet

July 2025

investor.kidoz.net
TSXV: KDOZ | OTCQB:KDOZF

Company Overview

Kidoz Inc. creates valuable connections between brands and mobile gamers through contextual intelligence (matching ads to content and moment) rather than user tracking. We operate the leading privacy-compliant mobile advertising platform, delivering measurable business results without personal data collection in mobile applications.

150+ premium brand clients



Investment Highlights

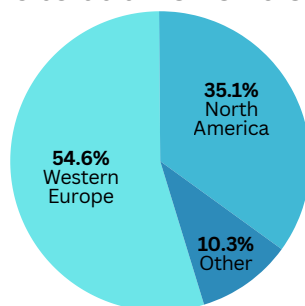
- **Financial Turnaround:** Achieved \$353K profit vs 2023 \$2M loss with 54.1% margins
- **Valuation Gap:** Trading at 10x discount to market leaders
- **Market Leadership:** Leading kids gaming, expanding into privacy-first all-ages gaming
- **Blue-Chip Validation:** 150+ premium brands including Mattel, Lego, Disney
- **Essential Gaming Infrastructure:** Large-scale network with Kite IQ AI and 1000s SDKs

Annual Revenue

\$14M

↑5.1% YoY

Global Revenue

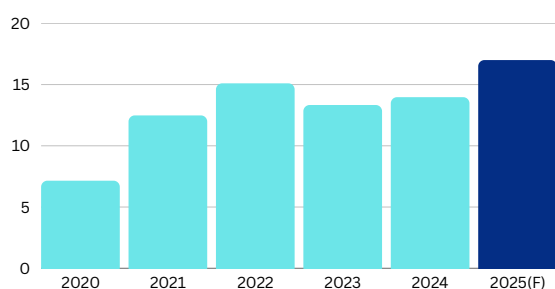


YE Cash

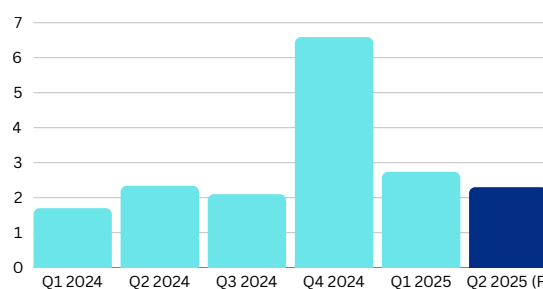
\$2.8m

↑89% YoY

Annual Total Revenue USD Millions⁶



Quarterly Revenue USD Millions⁶



Contact:
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100K+

apps in mobile ad
network

Gaming Edge

43%

better engagement⁴

500M+

global monthly
unique users

Financial Turnaround

- \$353K profit vs \$2M loss; \$14M revenue, 54.1% margins
- \$2.8M cash, No debt, target 10x rev. growth
- \$80B mobile gaming market¹; contextual ads growing 13.3% CAGR²

Essential Infrastructure

- Proprietary Kite IQ AI: designed to deliver category leading contextual targeting at scale.
- End-to-end: SSP, DSP, exchange with direct SDK integration
- Foundational privacy-first compliance

Valuation Gap

- Trading 10x discount vs gaming/adtech leaders
- \$25M market cap vs \$80B addressable market

Leadership Team



Jason Williams
CEO, Leading
since 2011



Henry Bromley
CFO, Chartered
Accountant



Eldad Ben Tora
President +
Co-Founder



TJ Williams
EVP Product +
Technology

T.M. Williams:

Chairman, ex EA Canada
CEO

Stacey McDowall:

Head Brand & Marketing

Independent Directors:

Fiona Curtis (Finance),
C. Kalborg (Licensing),
M. David (Tech)

Market Leadership

- Leading compliant kids gaming; expanding contextual to all-ages
- Privacy-first advantage: 14% iOS opt-in³, 40% CTR decline⁵, 86% reject data collection

Blue-Chip Validation

- 150+ premium brands across over 60+ countries
- Multi-tier interactive mobile ad formats; expanding performance marketing and social boosting
- Premium CPI services, recurring revenues

Capital Structure

- Share Price: \$0.18 | Market Cap: \$25M
- Shares: 131.3M outstanding | 141.7M fully diluted
- Insider Ownership: ~20.4% | Cash: \$2.8M | Debt: \$0

1. Sensor Tower State of Mobile 2025, 2. Grand View Research: Global Contextual Advertising Market projections 3. Singular: ATT Opt-in Rates 2024 4. GumGum: Study on Contextual Ad Engagement 5. GeistM: Q4 Meta Advertising Insights 6. FRC

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