



investor fact sheet

about illumin

illumin helps brands and agencies plan, activate, and measure digital advertising campaigns with cutting edge technology and advanced support services with industry leading results. We work with marketers at mid-market advertising agencies and brands to provide them with the latest technology to ensure they reach their advertising goals. Our mission is to provide marketers with the tools they need that allows them to work how they always wanted. illumin's intuitive DIY canvas is at the heart of our demand-side platform, connecting your advertising strategy across the entire omnichannel marketing funnel and smoothly integrating your first- and third-party data to reach your next customer better and faster.

technology platform



the canvas

The connected journey canvas is the heart of illumin. Here users create, edit, and publish their ad campaigns — all on a single screen.



data integrations

The ability to onboard your first-party data plus access to a robust library of third-party data.



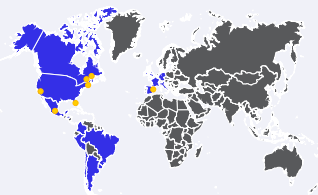
inventory management

Flexible and centralized solution for managing first-party direct deals and leveraging a robust third-party deal library.

reaching customers around the world

offices and locations

- **HQ:** Toronto, Ontario
- New York, NY
- Los Angeles, CA
- Miami, FL
- Mexico City, Mexico
- Barcelona, Spain



artificial intelligence

illumin's journey advertising solution leverages artificial intelligence and data analytics to identify and precisely target audiences based on demographics, behavior, and preferences. This precision enhances advertising campaign efficacy and minimizes waste, helping reduce the environmental impact of advertising campaigns.

sustainability

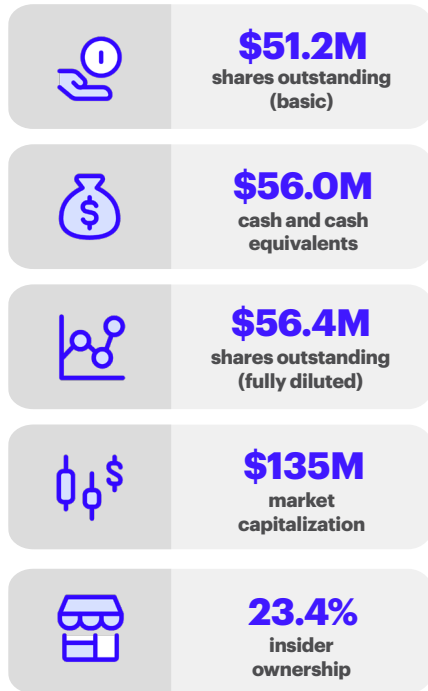
illumin is deeply committed to sustainability by integrating environmentally responsible practices across its operations. From reducing carbon emissions through journey automation and optimizing supply chains to implementing green media products and data center efficiency, illumin is at the forefront of reshaping the advertising landscape to support a more sustainable future.

our ceo



Prior to joining illumin, Mr. Simon Cairns served as CEO of SPUD, western Canada's largest online and omnichannel retailer of fresh foods and healthy products. Simon was responsible for returning the business to growth and high performance by focusing on continuously generating value for customers, significantly increasing financial performance, organizational effectiveness, and brand value. Leveraging over 24 years of strategic leadership, finance, marketing, operations, and business and corporate development experience, and together with a successful track record of driving growth and performance, Mr. Cairns joined illumin as CEO, at a pivotal point in the Company's growth.

capital structure



investment highlights: Q4 '24

- Strong Revenue Growth across all revenue categories reflecting an **11% year over year increase**.
- Expansion of Self-Serve platform with 23 new self-serve clients and a **78% revenue increase** year over year.
- Global Reach and Client Acquisition expanding our global footprint through North America, Latin America and Europe.
- Operational Efficiency improvements saw adjusted EBITDA **surge by over 104%**.
- Clean balance sheet and a strong cash position of **over \$56M**.
- Strategic focus on technology innovation using advanced Machine Learning and Data Analytics delivering a **competitive advantage in digital AdTech**.
- Client campaigns using illumin's integration with open web to Meta have resulted in a **significant boost in their conversion rates**; delivering better ROI.

our leadership

Simon Cairns
CEO

Elliot Muchnik
CFO

Rachel Kapcan
CO-FOUNDER, CPO

Oren Hisherik
CTO

Joe Ontman
CBDO

Seraj Bharwani
CHIEF STRATEGY OFFICER

Dr. Nathan Mekuz
CO-FOUNDER, VP OF AI

Liz Ritzcovan
CRO

Bridget Westerholz
SVP OF MARKETING

our board

Sheldon Pollack (**CHAIR**)

Roger Dent

Tal Hayek

Michele Tobin

Yishay Waxman

Paul Khawaja

David Andrews

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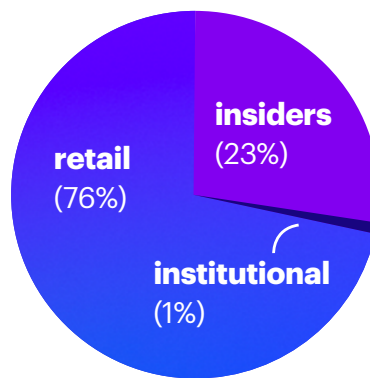
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Q4 2024 highlights



investor breakdown



analyst coverage

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TD Securities Inc.	Vince Valentini	vince.valentini@tdsecurities.com
Ventum Financial Corp.	Rob Goff	robert.goff@ventumfinancial.com