



Investor fact sheet

TSX: ILLM | OTCQB: ILLMF

About illumin

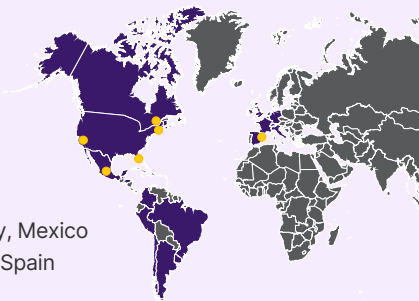
illumin combines a powerful demand side platform, clear insights and unmatched support to turn digital advertising into real impact. With demand and supply connected in one platform, marketers get more speed, more insight and more control. Our unified Canvas brings programmatic, email and social together across the funnel, giving teams one place to plan, build and measure what truly moves people. Headquartered in Toronto, Canada, illumin serves clients across North America, Latin America, and Europe.

Reaching customers around the world

Our global footprint

Offices and locations

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



Artificial intelligence

illumin's AI-powered platform uses advanced analytics to identify and engage high-value audiences with accuracy and intent. By analyzing behaviors and real signals across channels, illumin helps marketers deliver more relevant experiences, improve campaign performance and reduce media waste while supporting a lower-impact digital footprint.

Sustainability

illumin integrates environmentally responsible practices across its operations, from reducing carbon emissions through automation and supply path optimization to advancing green media solutions and improving data center efficiency. As a leader in sustainable advertising innovation, illumin is helping shape a more responsible and low-impact digital ecosystem.

Technology and innovation



Intelligent campaign design

At the core of illumin is the Canvas, an intuitive AI-powered interface where marketers can design, optimize and activate campaigns in one place. Real-time insights, automated optimization alerts and in-app measurement guide smarter, outcomes-focused decisions. Visual workflows and always-on incremental help teams understand what drives lift and improve performance with clarity.



Data and insight hub

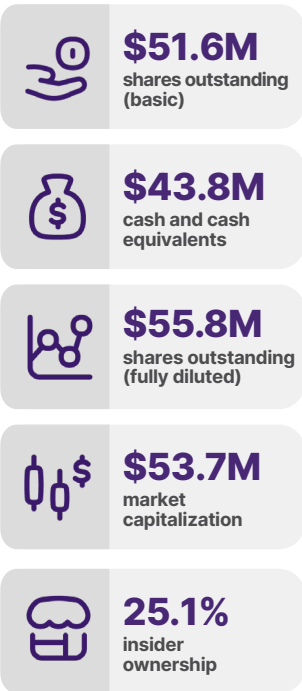
A unified data environment built for intelligence and scale. illumin brings first-party data together with a robust set of third-party sources, and surfaces actionable insights and creative recommendations. Advanced analytics support an outcomes based approach to campaign performance.



Omnichannel activation

A flexible and centralized solution for managing media execution. illumin connects activation to measurable business outcomes, delivering transparency and precision across programmatic, search and social. Integrated deal management, unified reporting and clear insight paths give marketers a complete view of performance and the control to act with confidence.

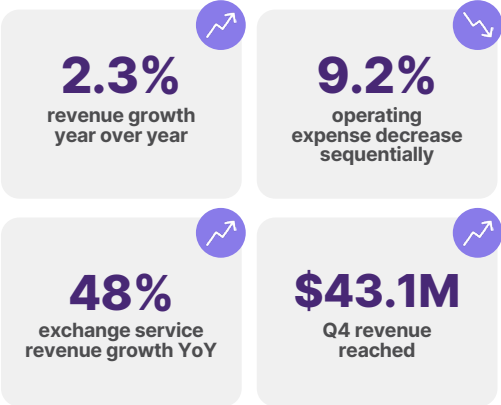
Capital structure



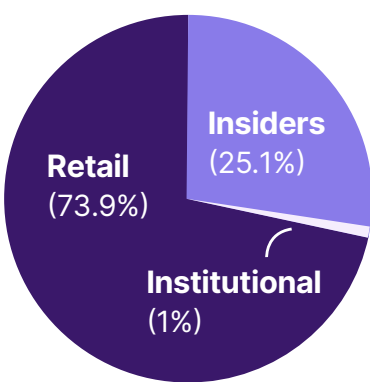
Investment highlights: Q4 2025

- Revenue increased 2.3% year-over-year driven by strong growth in key segments.
- Q4 revenue reaches \$43.1 million.
- Exchange service revenue grows 48% year-over-year to \$19.7 million, reflecting the strategic pivot toward scalable, outcomes-based offerings.
- Self-service business netted 41 new clients during the quarter; excluding one paused large client, self-service revenue grew 23% in the quarter and 14% year-over-year.
- Appointed a new Chief Revenue Officer (Brian Garrigan) to support the company's shift to an integrated outcomes-based platform strategy.
- Operational focus on cost containment and restructuring reduced OPEX by 9.2% in the quarter.
- Initiated a new share repurchase program on December 31, 2025 that will run until December 30, 2026.
- Global reach and client acquisitions expand our global footprint through North America, Latin America, and Europe.
- Clean balance sheet

Q4 2025 highlights



Investor breakdown



Analyst coverage

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Our leadership

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CHIEF EXECUTIVE OFFICER

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Rachel Kapcan
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Oren Hisherik
CHIEF INFORMATION TECHNOLOGY OFFICER

Joe Ontman
CO-FOUNDER, CHIEF BUSINESS DEVELOPMENT OFFICER

Dr. Nathan Mekuz
CO-FOUNDER, VP OF AI

Bridget Westerholz
CHIEF MARKETING OFFICER

Josep Tribo
SVP, LATAM & EUROPE

Our board

Sheldon Pollack (**CHAIR**)

Tal Hayek (**CO-FOUNDER**)

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