



*AI-Powered Content Creation for
E-Commerce*

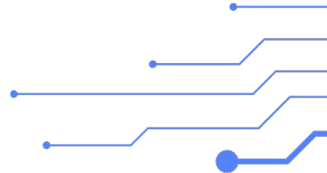
✓ TSXV: SPZ

Q2 2025 Corporate Presentation





Forward-Looking Statements



Forward Looking Statements

This presentation is strictly confidential and must not be copied, distributed, circulated or disseminated without the express written consent of (the “Company”). This presentation does not constitute an “offering memorandum” as such term is defined under Canadian securities legislation and confers no statutory, contractual or other similar rights of rescission or other action or remedy to any recipient under securities legislation in Canada, the United States or other jurisdiction for misrepresentation or otherwise. No securities are being offered for sale hereunder. This document does not provide full disclosure of all material facts relating to the securities offered. Readers must conduct their own analysis and review of the Company and of the information contained in this presentation and must contact their own professional advisors.

This presentation contains “forward-looking information”. Forward-looking information includes, the Company’s financial condition and development plans do not change as a result of unforeseen events; there will continue to be a demand, and market opportunity, for the Company’s product offerings and it will be able to successfully compete in the industry; current and future economic conditions will neither affect the business and operations of the Company nor the Company’s ability to capitalize on anticipated business opportunities; the Company will have sufficient working capital and the ability to obtain the financing required in order to develop and continue its business and operations; the Company will continue to attract, develop, motivate and retain highly qualified and skilled consultants and/or employees, as the case may be; taxes and all other applicable matters in the jurisdictions in which the Company conducts business and any other jurisdiction in which the Company may conduct business in the future; the Company will be able to generate cash flow from operations, including, where applicable, distribution and sale of its products; the Company will be able to execute on its business strategy as anticipated; the Company’s continuing ability to meet the requirements necessary to remain listed on the TSXV; general economic, financial, market, regulatory, and political conditions will not negatively affect the Company or its business; prices offered by competitors will not decline materially; the Company will be able to effectively manage anticipated and unanticipated costs; the Company will be able to conduct its operations in a safe, efficient and effective manner; the Company’s ability to continue to work on its product offerings, including the use of OpenAI’s GPT-3 model.

Similarly, forward-looking information also includes economic analysis of the business of the Company and the results thereof, including, without limitation, cash flow projections, estimated capital and operating costs, and all economic analysis derived from such estimates and forecasts. In general, forward-looking information can be identified by the use of forward-looking terminology such as “plans”, “expects” or “does not expect”, “projects”, “forecasts”, “budget”, “estimates”, “schedule”, “intends”, or variations of such words and phrases or state that certain actions, events or results “may”, “could”, “would”, “might” or “will be taken”, “occur” or “be achieved”. The forward-looking information is based upon factors and assumptions the Company believes is reasonable based on information currently available to them. Forward-looking information is subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance of the Company to differ from forward-looking information. There can be no assurance that such information will prove to be accurate as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking information. The Company does not undertake to update any forward-looking information, except as required under applicable securities laws.

These materials may contain inaccuracies or typographical errors. The Company shall not be responsible for any errors or omissions contained in these materials and do not guarantee the accuracy, completeness or timeliness of the information contained herein.

Statutory and Contractual Rights Of Action.

Securities legislation in certain of the provinces of Canada and other jurisdictions outside of Canada, as applicable, provides purchasers with rights of rescission or damages, or both, where an offering memorandum or any amendment to it contains a misrepresentation. A “misrepresentation” is an untrue statement of a material fact or an omission to state a material fact that is required to be stated or that is necessary to make any statement not misleading or false in the light of the circumstances in which it was made. These remedies must be commenced by the purchaser within the time limits prescribed and are subject to the defenses contained in the applicable securities legislation. Each purchaser should refer to the provisions of the applicable securities legislation for the particulars of these rights or consult with a legal advisor. The following rights are in addition to and without derogation from any other right or remedy which purchasers may have at law and are intended to correspond to the provisions of the relevant securities laws and are subject to the defenses contained therein. The summaries contained herein are subject to the express provisions of the applicable securities statutes and instruments in the below-referenced provinces and the regulations, rules and policy statements thereunder and reference is made thereto for the complete text of such provisions.





Market Opportunity

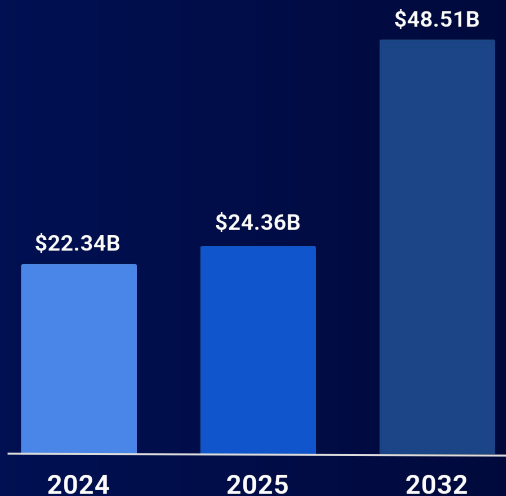
**Customer Engagement Solutions Market:
\$22.34B in 2024, projected \$48.51B by 2032**

+10.3% CAGR

(2025 - 2032)

\$48.51B

(2032E)





The Marketing Problem for SMBs



Customer acquisition is often 5x costlier than customer retention



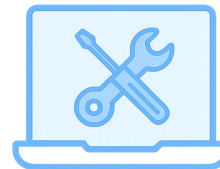
SMBs Waste 60% of Their Marketing Spend

- User decision-making needs more time, delaying customer conversion
- High cost of retaining user traffic



Limited User Insights and Low Engagement

- Lack of profiling leads to low CTRs and conversions
- Messages don't reflect real-time user behavior

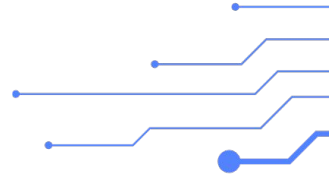


High Acquisition Costs & Poor ROI

- Paid ads are expensive and oversaturated
- SMBs struggle to justify ad spend with returns



The SuperBuzz Solution



Our platform helps SMBs retain customers leading to increased conversion rates and profits



SaaS subscription AI-powered platform that generates personalized & compelling messages

- Higher click-through rates (3x)
- Automated website optimization
- Seamless user engagement



Product Highlights

SuperBuzz is redefining how e-commerce brands connect with users by offering a plug-and-play AI platform that automates and personalizes every step of the content journey.

Scalable - Provides Enterprise-Grade Performance

Handles over 100,000 requests per second and supports up to 10 billion daily.

Intelligent Traffic Analysis

Real-time scoring system detects user intent and filters out fraudulent activity to protect campaign quality.

Seamless Integration

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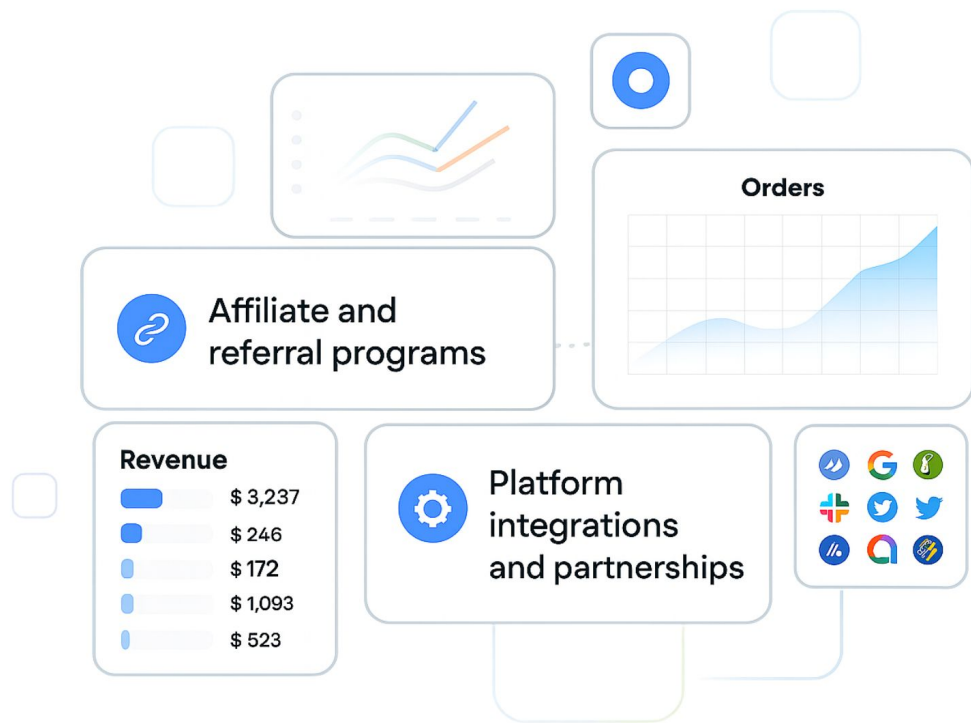
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Uses GPT-based models to generate, test, and optimize creative assets like headlines, popups, and images automatically





Customer Acquisition Strategy



'Leveraging multiple channels to reach a wider network of clients...'

Omnichannel Customer Acquisition Strategy:

- Direct Sales
- Distribution Partnerships
- Affiliate & Referral Programs



Direct Sales - Fueling Growth

<1% Market Penetration Represents US\$100M+ of ARR

The Strategy



1. Leveraging Hyper-Targeted Ads

2. Performance-Driven Funnel



3. Self-Serve Model

4. Data Feedback Loop



Prior marketing pilot use case generated a \$3 return to every \$1 of spend

28 Million+ E-commerce Sites Globally

**Assuming US\$100/client/month*

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Channel Partnerships: Amplifying Sales



The SuperBuzz Platform
US\$100/client/month
(30% Rev Share to Partner)

Partner Network



Partner #1



Partner #2



Partner #3

Access to New Clients

Revenue Growth Engine



Annual Recurring
Revenue (ARR)



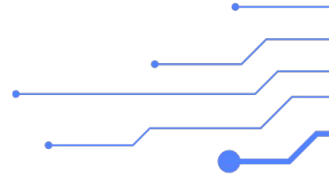
84% - 90%
Gross Margin

SuperBuzz aims to accelerate growth, targeting high margin **USD\$10M in ARR**
within 2-3 years via direct sales and partnerships





Our Customers and Partners



300+ satisfied paying customers

APPSUMO



entice



Better
Table™

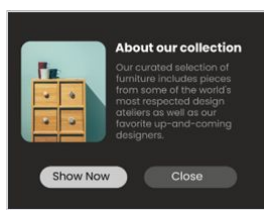
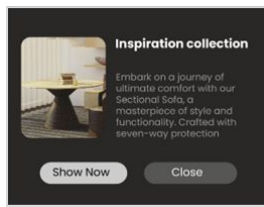
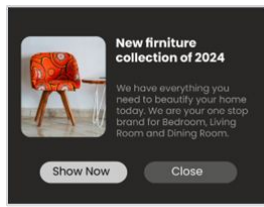
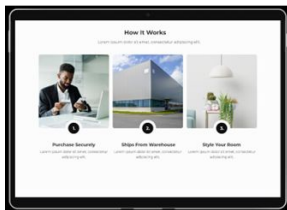
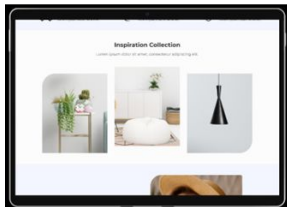
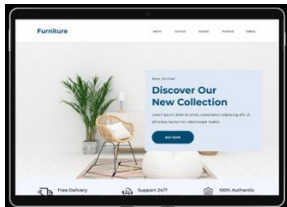
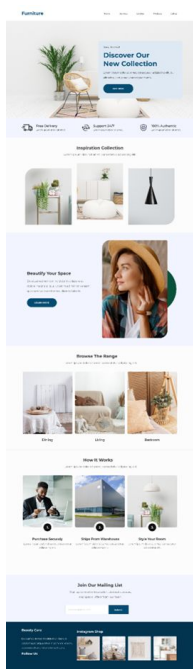


Pro Digital Key
Creating a Connected World





Why Customers Choose Us?



Cost-Effective; Plug-and-play with all current advertising platforms - no changes needed



Best-in-class GPT-based AI technology



Scalable with no incremental costs at higher volumes

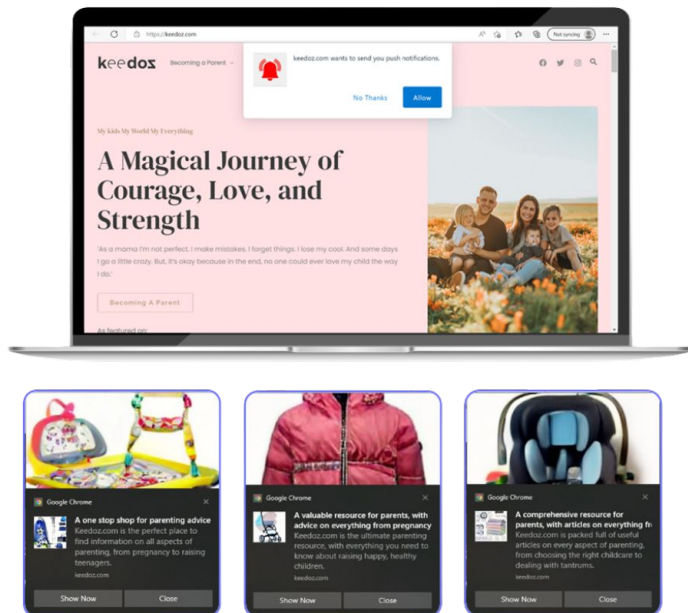


Increase ROI by 15% - 25%





Client Success: Keedoz.com



Optimal Solution

by SuperBuzz Inc.



Create campaign content



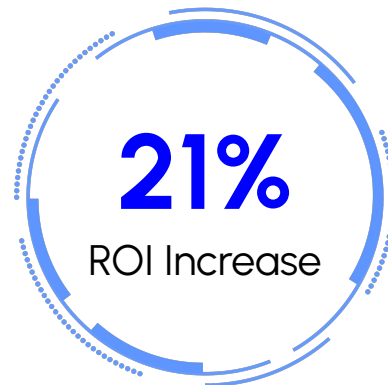
Determine delivery schedule



Determine sending frequency

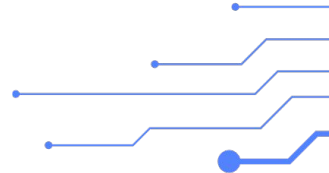


Optimize delivery





Growth Strategy

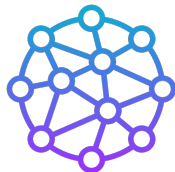


Focused on driving long-term shareholder value through strategic growth initiatives that scale revenue, expand product capabilities, and enhance market reach.



Drive Revenue Growth & Achieve Profitability

Execute our go-to-market plan to grow recurring revenues and transition to positive cash flow



Advance Product Development & Market Expansion

Continue developing our AI platform while expanding into adjacent e-commerce and digital advertising verticals



Expand Marketing Channels & Partnerships

Establish new distribution partnerships and open additional paid marketing channels to drive user acquisition.



Pursue Strategic M&A Opportunities

Identify and acquire complementary companies to increase customer access and expand platform capabilities.



Financial Projections



Year	2025E	2026E	2027E
Revenue	\$986,519	\$7,996,155	\$17,299,153
Gross Profit	\$825,755	\$7,002,924	\$15,338,255
Gross Margin	84%	88%	89%
Expenses	\$1,885,960	\$4,466,319	\$6,684,551
Net Income	\$(1,060,255)	\$2,536,605	\$8,653,704

**Financial projections provided by management. All references to dollars herein are in CAD (\$) unless otherwise specified.*





Peers – Public Comparables



Ticker	Name	Market Capitalization (\$M)	Enterprise Value (\$M)	Revenue Status
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(CSE: TRUE)	Treatment.com AI Inc.	32.09	29.92	Pre-Revenue
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Share Structure

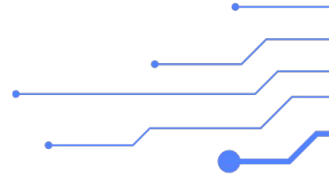


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Fully Diluted Shares	53,492,075
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Enterprise Value (As of July 21, 2025)	\$11.45M





Leadership Team



Proven management team with \$20M+ annual revenue adtech experience



Liran Brenner
Chief Executive Officer

- Over 30 years of software experience
- MBA with concentration in AI
- Senior developer at ICQ - acquired by AOL for \$407M
- Co-Founder of WhiteSmoke (TASE: TECT)



Ohad Aloni
Chief AI Architect

- Over 40 years of experience in developing complex software systems
- MSc from Brown university
- Infrastructure Team Leader at PlyMedia
- Team Leader at IronSource
- CTO at WhiteSmoke



Ahmed Kawasmi
CTO & R&D Manager

- Over 20 years of experience developing software systems
- Head of R&D and Integration at CoderZ by Intelitek
- Full Stack Developer at Intelitek
- Full Stack Developer at AnyClip





Key Investment Highlights



300+ paying customers



\$22B market opportunity with high ROI and low incremental costs



Revenue forecasted to grow from \$0.99M (2025E) to \$17.30M (2027E)



Award-winning product with strong industry recognition



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Contact



SuperBuzz

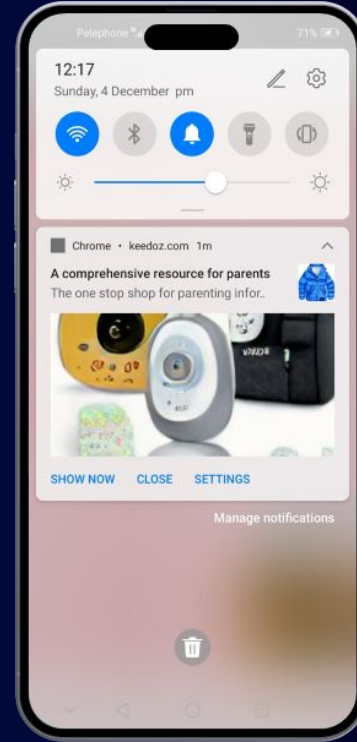
Liran Brenner

CEO and Founder

liran@superbuzz.io

Investor Relations

ir@superbuzz.io



APPENDIX – How it Works? The Client Process

Step 1

Log in to SuperBuzz platform

Step 2

Get the **tag** and **implement** it on the website

Step 3

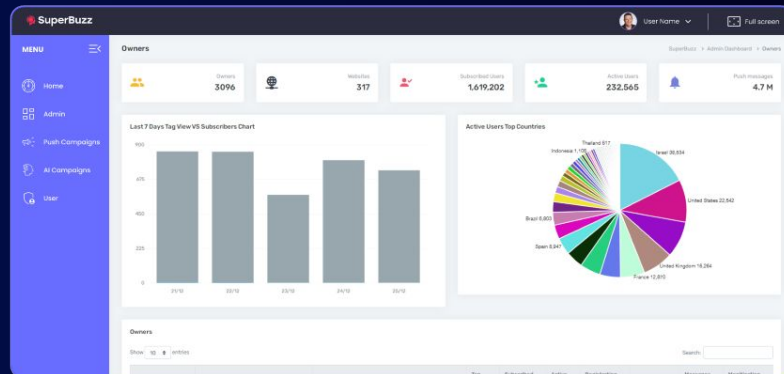
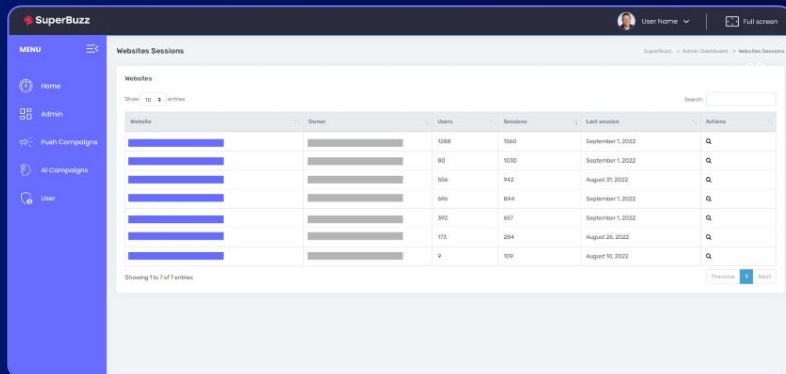
SuperBuzz **analyzes** the website & user behavior

Step 4

SuperBuzz **automatically creates new campaigns** & sends them to customers

Step 5

Collect feedback from users & optimize campaigns



APPENDIX – Pricing Structure

SaaS subscription model with tiered plans

1 Essentials

**From US\$59.99/month
(100K+ communications)**

For additional payment,
businesses will be able to spend
up to 500,000.

2 Professional

**US\$99.99–US\$499.99/month
(up to 500K communications)**

3 Premiere

**Custom pricing for
enterprise needs**

Pricing for this plan is customized
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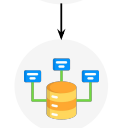
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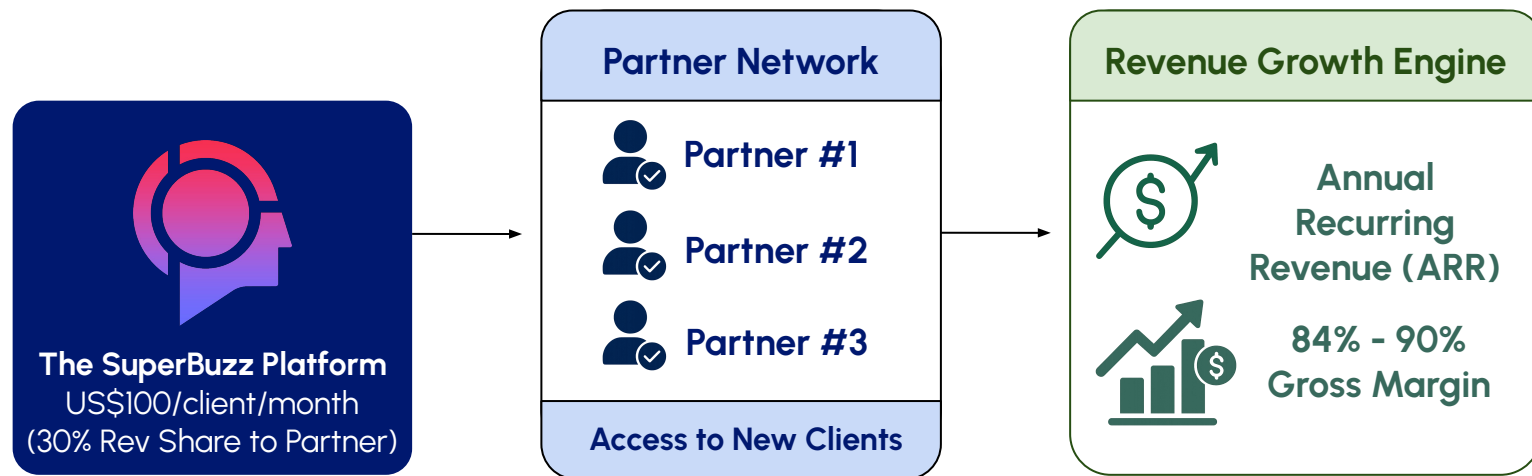
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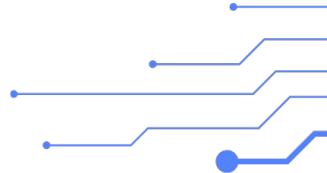
Channel Partnerships: Amplifying Sales



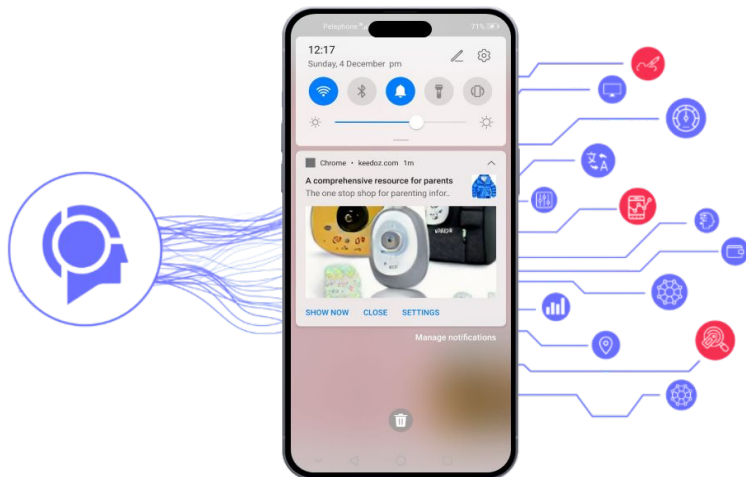
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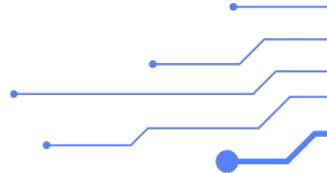


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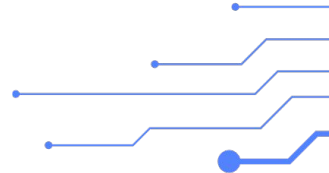
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Capital and Share Structure



Current Capital Structure

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Key Investment Highlights



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\$22B market opportunity with high ROI and low incremental costs



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Award-winning product with strong industry recognition



Proven management team with \$20M+ annual revenue experience in adtech





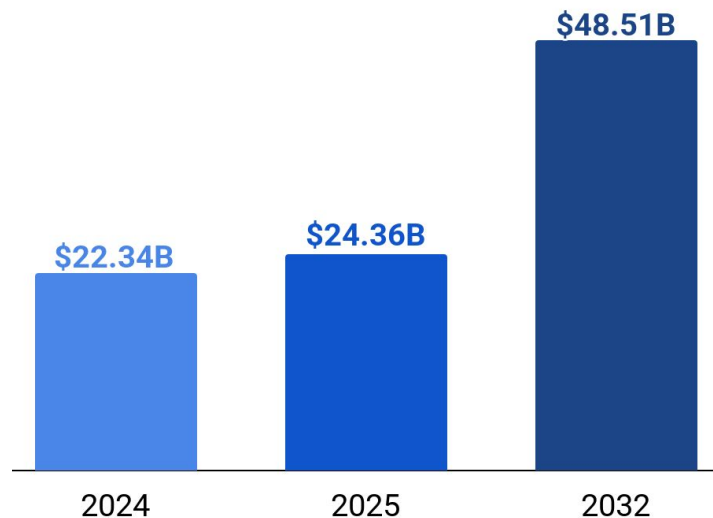
\$22B Market Opportunity



Customer Engagement Solutions

Market: \$22.34B in 2024,
projected \$48.51B by 2032

+10.3% CAGR
(2025 – 2032)





Direct Sales - Fueling Growth



US\$168M ARR Potential by Securing 0.5% of the Market

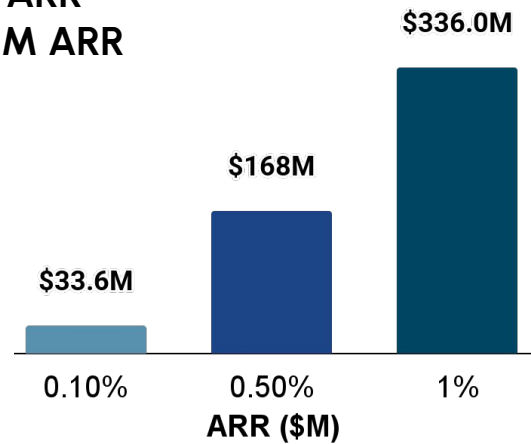
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- Capturing 0.1% = 28,000 customers → ~US\$33.6M ARR
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- *Assuming US\$100/client/month*

Ads as a Growth Multiplier:

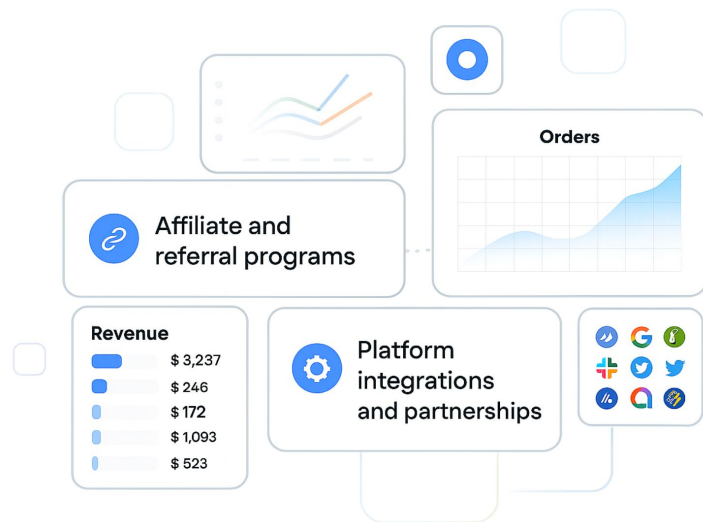
- Direct channel to global customers
- Scales with spend
- Low fixed costs
- High margin conversion





Customer Acquisition Strategy

Leveraging multiple channels to reach a wider network of clients



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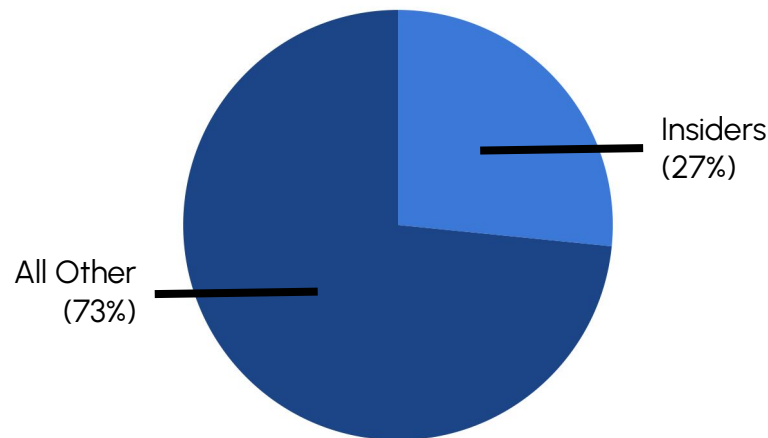
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Roadmap



1

Step or milestone

Outline how the partnership will grow and develop in the coming months or years.

Date

2

Step or milestone

Include details such as shared goals or deadlines.

Date

3

Step or milestone

Add another example. Think about how you'll manage check-ins and reviews.

Date

4

Step or milestone

Discuss how you'll approach joint initiatives, projects, or product launches.

Date

5

Step or milestone

Add as many steps or milestones as you want. Duplicate this slide if you need to add more.

Date





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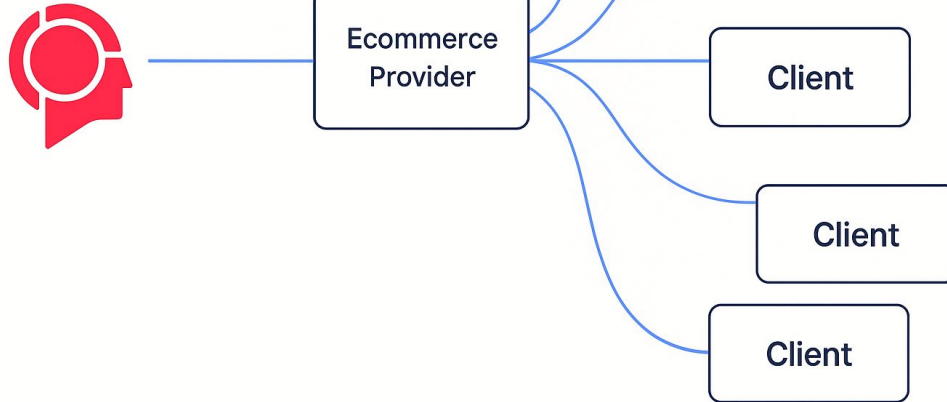
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CAGR (2025 – 2032)





Product Sales Framework

By Partnering With One
Ecommerce Provider,
SuperBuzz Can Reach
More Clients





Amplifying Sales via Partnerships



Avg. US\$200/mth per client
(Revenue Share - 50/50)

Potential Partner #1
(Access to new clients)

Potential Partner #2
(Access to new clients)

Potential Partner #3
(Access to new clients)

**Annual Recurring
Revenue (ARR) at
84-90% Gross Margin**

SuperBuzz aims to sign multiple partnerships each year to accelerate growth, targeting **USD\$10M in ARR within 2-3 years** and a **50% net profit margin**.

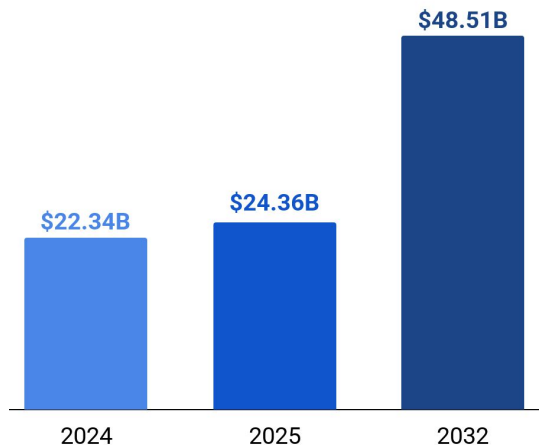


\$22B Market Opportunity



Customer Engagement Solutions Market: \$22.34B in 2024, projected \$48.51B by 2032

+10.3% CAGR (2025 - 2032)



By Component

Workforce Optimization | Omnichannel | Reporting & Analytics | Chatbot | Others

By Deployment Type

Mobile Apps | Web-Based

By Enterprise Type

Small & Medium Enterprises | Large Enterprises

By Industry (BFSI 26.2%)

Media & Entertainment | Retail & E-commerce | Travel & Hospitality | Healthcare | Others

U.S. By Industry (BFSI 27.8%)

Media & Entertainment | Retail & E-commerce | Travel & Hospitality | Healthcare | Others





Amplifying Sales via Partnerships



Avg. \$200/mth per client
(Revenue Share - 50/50)

Potential Partner #1
(Access to 2K+ clients)

Potential Partner #2
(Access to 500 clients)

Potential Partner #3
(Access to 300 clients)

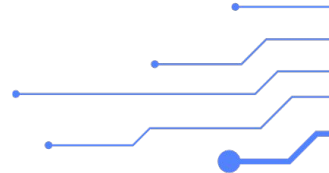
**\$XXM Annual
Recurring Revenue
(ARR) at 85-90%
Gross Margin**

SuperBuzz aims to sign **5-10 partnerships** per year which enables it to scale at a faster pace and reach **\$10 million in ARR within 2 years, driving towards a 50% net profit margin**





Financial Projections



Year	2025E	2026E	2027E
Revenue	\$986,519	\$7,996,155	\$17,299,153
Gross Profit	\$825,755	\$7,002,924	\$15,338,255
Gross Margin	84%	88%	89%
Expenses	\$1,885,960	\$4,466,319	\$6,684,551
Net Income	\$(1,060,255)	\$2,536,605	\$8,653,704

**Financial projections provided by management. All references to dollars herein are in CAD (\$) unless otherwise specified.*



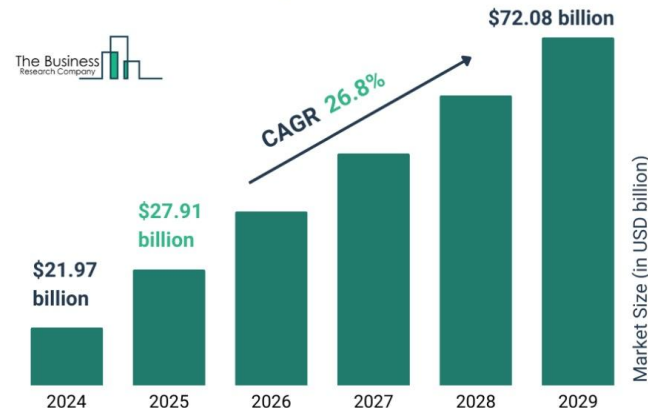
\$22B Push Notifications Market



**Push Notifications Market:
\$22B in 2024, projected
\$72B by 2029**

+26.8%
CAGR (2024 – 2029)

**Push Notifications Software Global Market
Report 2025**





Direct Sales - Fueling Growth



Large Global Opportunity: 0.5% Market Penetration Represents US\$168M ARR Potential

The Strategy



1. Leveraging Hyper-Targeted Ads

2. Performance-Driven Funnel

3. Self-Serve Model

4. Data Feedback Loop

Prior marketing pilot use case generated a \$3 return to every \$1 of spend

The Opportunity

28 Million+ E-commerce Sites Globally

- Capturing 0.1% = 28,000 customers → ~US\$33.6M ARR
 - Capturing 0.5% = 140,000 customers → ~US\$168.0M ARR
- *Assuming US\$100/client/month*

Ads as a Growth Multiplier:

- Direct channel to global customers
- Scales with spend
- Low fixed costs
- High margin conversion

