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**NowVertical Group Inc.**

**Symbol**: TSXV: NOW

**Market Cap:** 31M

**Sector:** Technology

**Purpose:** Raise Awareness / Open Market Buying

NowVertical Group (“NOW”)(TSXV:NOW) is a big data, analytics and Vertical intelligence (VI) software and solutions company growing organically and through acquisition. NOW's VI solutions are organized by industry vertical and are built upon a foundational set of data technologies that fuse, secure, and mobilize data in a transformative and compliant way. The NOW product suite enables the creation of high-value VI solutions that are predictive in nature and drive automation specific to each high-value industry vertical. For more information about the Company, visit [www.nowvertical.com](http://www.nowvertical.com/).

**Investor Bullet Points:**

* Offers a full suite of scalable big data and business analytics solutions including foundational SaaS software platforms and transformational solutions that provide multiple avenues for client revenue expansion and cross-selling opportunities
* Deep industry experience and relationships in core verticals that include the government agencies, large enterprises, the service sector, security, energy and media
* An experienced management team with a solid independent oversight, and track record of executing on acquisitions and revenue growth
* Rapid revenue and adjusted EBITDA growth model propelled by an acquisition strategy focused on consolidating profitable and accretive data analytics software and services companies in data-rich industries
* Completed nine acquisitions over the past 18 months, and currently has operations on three continents

**Daren Trousdell, Chairman & CEO**

Daren is a serial Technology and Digital Media entrepreneur with 20+ years of experience founding and growing companies across Fintech, Advertising and Media. Prior to founding Now Vertical Group, Daren was also a co-founder and remains a director of Clip Money, Inc. which services businesses by extending retail banking into non-traditional locations and providing an easy-to-use mobile experience. Previously, Daren founded Mindblossom Inc., a leading Digital Media and Technology Agency, later sold to Dentsu Aegis Media (one of the largest Global Advertising and Media companies). While there he was responsible for North American Digital Strategy and Corporate Development for clients like Citibank, Bank of America, TIAA, Charles Schwab, TD Bank, CIBC, Fidelity and P&G.