



**illuminate Holdings Inc.**

**MANAGEMENT'S DISCUSSION AND ANALYSIS**

**FOR THE THREE AND NINE MONTHS ENDED SEPTEMBER 30, 2025**

Dated November 7, 2025

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## **illumin Holdings Inc.**

Management's Discussion and Analysis for the three and nine months ended September 30, 2025  
(In thousands of Canadian dollars, except share amounts)

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### **MANAGEMENT'S DISCUSSION AND ANALYSIS**

This Management's Discussion and Analysis ("MD&A") explains the variations in the consolidated operating results, financial position, and cash flows of illumin Holdings Inc. ("illumin" or the "Company") as at and for the three and nine months ended September 30, 2025. In this MD&A, "this quarter", "the quarter", or "third quarter" refer to the three months ended September 30, 2025, unless the context indicates otherwise. All results commentary is compared to the equivalent period in 2024 or as at December 31, 2024, as applicable, unless otherwise indicated. This analysis should be read in conjunction with illumin's unaudited condensed interim consolidated financial statements for the three and nine months ended September 30, 2025 and related notes (the "Condensed Interim Consolidated Financial Statements") thereto, which have been prepared in accordance with International Financial Reporting Standards ("IFRS"), as issued by the International Accounting Standards Board ("IFRS Accounting Standards"), applicable to the preparation of interim financial statements, including International Accounting Standard 34, Interim Financial Reporting. As a result of the rounding of dollar differences, certain total dollar amounts in this MD&A may not add exactly to their constituent amounts. All dollar amounts are presented in Canadian dollars unless otherwise indicated. Throughout this MD&A, percentage changes are calculated using numbers rounded as they appear. Readers are cautioned that this MD&A contains certain forward-looking information (please see the "Forward Looking Statements" section below for a discussion of the use of such information in this MD&A).

The Condensed Interim Consolidated Financial Statements include the accounts of the Company and its wholly owned subsidiaries. All intercompany balances and transactions have been eliminated on consolidation.

The information in this report is dated as at November 6, 2025.

### **NON-IFRS ACCOUNTING STANDARDS FINANCIAL MEASURES**

This MD&A includes certain measures which are not defined terms in accordance with IFRS Accounting Standards, such as "Net Revenue", "Net Revenue Margin", and "Adjusted EBITDA".

The term "Net Revenue", or Gross Profit, refers to the net amount of revenue after deducting media-related costs. Net Revenue is used for internal management purposes as an indicator of the performance of the Company's solution in balancing the goals of delivering excellent results to advertisers while meeting the Company's margin objectives and accordingly, the Company believes it is useful supplemental information to include in this MD&A. The term "Net Revenue Margin", or Gross Margin, refers to the amount that "Net Revenue" represents as a percentage of total revenue for a given period.

"Adjusted EBITDA" refers to net income after adjusting for finance costs (income), impairment losses, fair value gains, income taxes, foreign exchange gains and losses, depreciation and amortization, share-based compensation, acquisition and related integration costs, severance expenses, and executive transition expenses. The Company believes that Adjusted EBITDA is useful supplemental information as it provides an indication of the results generated by the Company's main business activities before taking into consideration how those activities are financed and taxed and also prior to taking into consideration depreciation of property and equipment and certain other items listed above. It is a key measure used by the Company's management and board of directors to understand and evaluate the Company's operating performance, to prepare annual budgets and to help develop operating plans.

"Net Revenue", "Net Revenue Margin", and "Adjusted EBITDA" are not measures of performance under IFRS Accounting Standards and should not be considered in isolation or as a substitute for

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comprehensive income (loss) prepared in accordance with IFRS Accounting Standards or as a measure of operating performance or profitability. "Net Revenue", "Net Revenue Margin", and "Adjusted EBITDA" do not have a standardized meaning prescribed by IFRS Accounting Standards and are not necessarily comparable to similar measures presented by other companies.

### **TRADEMARKS AND TRADE NAMES**

This MD&A includes certain trademarks and trade names which are protected under applicable intellectual property laws and are the property of the Company. Solely for convenience, the trademarks and trade names referred to in this MD&A may appear without the ® or ™ symbol, but such references are not intended to indicate, in any way, that the Company will not assert, to the fullest extent under applicable law, its rights to these trademarks and trade names.

### **FORWARD-LOOKING STATEMENTS**

*Certain statements in this MD&A that are not current or historical factual information may constitute "forward-looking" statements within the meaning of applicable securities laws, regarding, among other things, the beliefs, plans, objectives, strategies, estimates, intentions or expectations of the Company, including as they relate to its financial results and its projected total revenue growth, its ability to execute on its investing and business strategies, the benefits of the illumin platform and illumin's programmatic marketing platform (the "Programmatic Marketing Platform"), and the continuing competitiveness and strategy relating to the Company's service offerings, such as its Programmatic Marketing Platform (as described herein) and the illumin platform. When used in this MD&A, forward looking statements can be identified by the use of words such as "may", or by such words as "will", "intend", "believe", "estimate", "consider", "expect", "anticipate", and "objective" and similar expressions or variations of such words. Forward-looking statements are, by their nature, not guarantees of the Company's future operational or financial performance and are subject to risks and uncertainties and other factors that could cause the Company's actual results, performance, prospects, or opportunities to differ materially from those expressed in, or implied by, these forward-looking statements. No representation or warranty is intended with respect to anticipated future results, or that estimates, or projections will be sustained. Forward-looking information is provided for the purpose of providing information about management's current expectations and plans and allowing investors and others to get a better understanding of the Company's operations. Forward-looking information may not be appropriate for other purposes. Except as required by applicable law, the Issuer assumes no obligation to update forward-looking statements.*

*In developing the forward-looking statements in this MD&A, the Company has applied several material assumptions, including the availability of financing on reasonable terms, and general business and economic conditions. Many risks, uncertainties and other factors could cause the actual results of illumin to differ materially from the results, performance, achievements, or developments expressed or implied by forward-looking statements that are contained in this MD&A. These risks, uncertainties and other factors include, but are not limited to the following: overall economic conditions, rapid technological changes, use of cookies, demand for the Company's products and services, the Company's ability to retain existing customers and attract new customers, including under the illumin platform; the Company's ability to expand into additional advertising channels and expand its customer base in Canada, the U.S. and globally; the introduction of competing technologies, competitive pressures, network restrictions, fluctuations in foreign currency exchange rates, and other factors that may cause the actual results, performance or achievements to differ materially from those expressed or implied in these forward-looking statements.*

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*Any financial outlook or future-oriented financial information (as defined in applicable securities laws) contained in this MD&A regarding prospective financial performance, financial position or cash flows is based on assumptions about future economic conditions or courses of action based on management's assessment of the relevant information that is currently available. Future-oriented financial information contains forward-looking information and is based on a number of material assumptions and factors, as are set out above. The actual results of the Company's operations for any period will likely vary from the amounts set forth in these projections and such variations may be material. Readers are cautioned that any such financial outlook and future-oriented financial information contained herein should not be used for purposes other than those for which it is disclosed herein.*

*Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of the MD&A or as of the date otherwise specifically indicated herein. Due to risks and uncertainties, including the risks and uncertainties contained elsewhere in this MD&A, actual events may differ materially from current expectations. These risks and uncertainties include, among other things, the factors discussed in the "Risk Factors" section of this MD&A and under the "Risk Factors" section of the most recent Annual Information Form and included or discussed in the Company's other periodic filings, such as previous MD&A, which are available under the Company's profile on SEDAR+ at [www.sedarplus.com](http://www.sedarplus.com). The Company disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. All forward-looking statements contained in the MD&A are expressly qualified in their entirety by this cautionary statement.*

## **OVERVIEW**

illumina is a technology company that enables marketers to connect intelligently with audiences across video, mobile, out-of-home, social, connected TV and online display advertising campaigns. illumina's Programmatic Marketing Platform, powered by proprietary machine learning technology, is at the core of its business, accompanied by patented solutions for analytics-led video and mobile targeting that leverages data. illumina empowers marketers by offering near real-time reporting and analytics, bringing accountability to programmatic advertising to deliver business results and help solve the key challenges that digital advertisers face. illumina is headquartered in Toronto and has offices in the U.S., Canada, Spain, France, Brazil, Chile, Mexico, Colombia and Argentina. Its key customers include both agencies and brands, including large Fortune 500 enterprises and small to mid-sized businesses. illumina's technology enables programmatic advertising, which is the automated buying and selling of advertising inventory electronically. The platform is based on proprietary machine learning technology, the branch of artificial intelligence involving systems that learn from data inputs and outputs and can perform actions without the need for explicit programming. The platform has the capability to process billions of bid requests on a daily basis.

illumina's Programmatic Marketing Platform allows advertisers to optimize their purchasing of digital advertising in real-time using programmatic ad buying, a method of buying digital advertising in which ad spots (called impressions) are released in an auction that occurs in milliseconds. illumina purchases impressions for advertisers through agreements with publishers, ad networks and ad exchanges. Its technology platform benefits advertisers by enabling them to target specific audiences based on demographic and psychographic parameters, as well as manage their bid amounts to purchase the advertising inventory that is most relevant for their campaigns. Real-time reporting enables advertisers to monitor specific performance metrics and react and pivot quickly to optimize campaigns to help ensure they achieve consumer targeting goals and key performance indicators.

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The illumin software enables the creation of consumer journeys with custom messages tied to a propensity-scored audience, increasing efficiency and return on advertising investments. illumin is an advertising automation technology that offers planning, media buying and omnichannel intelligence from a single platform, allowing advertisers to map their consumer journey playbooks across screens and execute in real-time using programmatic technology.

### **RESULTS OF OPERATIONS**

#### **Significant developments during the three and nine months ended September 30, 2025 and to the date of this report**

On December 23, 2024, the Company commenced a new normal course issuer bid ("2024 NCIB") for its common shares that will remain open until December 22, 2025, or such earlier time as the 2024 NCIB is completed or terminated at the option of the Company. Under the 2024 NCIB, the Company may purchase for cancellation up to 3,914,167 common shares, representing approximately 10% of the Company's public float as at December 10, 2024. Daily purchases are limited to 12,518 common shares. The common shares will be purchased on behalf of the Company by a registered broker through the facilities of the Toronto Stock Exchange ("TSX") and through other alternative Canadian trading systems at the prevailing market price at the time of such transaction. For the three and nine months ended September 30, 2025, the Company purchased 432,490 and 744,108 common shares, respectively, pursuant to the 2024 NCIB at an average price of \$1.57 and \$1.65 per share for a total consideration of \$680 and \$1,229, respectively.

During the second and third quarter, the Company took restructuring actions across the organization to reduce operating expenses, which resulted in severance expenses of \$1,828. These cost reduction and restructuring initiatives, net of planned growth within the salesforce, and other critical areas, have reduce the Company's North American workforce by 12%. In addition, the Company is decreasing its real estate footprint, reorganizing sales, marketing, and administrative activities to lower expenses while identifying efficiencies to drive sales and conduct operations more effectively. These actions have been largely completed and are expected to drive higher margins and improve cash flow. Any remaining actions are anticipated to be completed by year-end.

On October 7, 2025, illumin unveiled a new brand identity and platform upgrades to reinforce its focus on market-leading technology and innovation.

On October 13, 2025, illumin appointed Brian Garrigan as Chief Revenue Officer. A proven adtech leader, Brian Garrigan brings more than a decade of experience leading high-performing sales organizations and driving scalable growth across enterprise, mid-market, and channel sales. Most recently, as SVP of Sales at Simpli.fi, he helped transform the company from an early-stage startup into a category leader recognized for its innovation in programmatic media and CTV. In his new role, Garrigan will oversee global sales, account management, and client success at illumin. He will focus on expanding illumin's reach across North America, Latin America, and Europe while strengthening client relationships and revenue performance.

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### **Factors Affecting the Company's Performance**

We believe that the growth and success of the Company in the future depends on factors including, but not limited to, those described below.

#### *Economic factors*

Economic conditions may affect the Company's results of operations and predictability of future income. Demand and supply are both driven by movements in the end consumer market, which may be affected by factors such as high inflation, recessionary fear and potential scope and duration impact of trade restrictions imposed by the U.S. government administration. These conditions may reduce the spending committed by our existing and potential customers on marketing campaigns, and a less observable impact of our product (such as conversion rate) as received by the end consumers. Therefore, we expect a less predictable period in the foreseeable future, where the Company's revenue and other results may fluctuate, as we lack the visibility as to how customers may react to the economic factors discussed above.

#### *Seasonality*

Seasonality and cyclical nature of the retail sales business may affect the Company's revenue and operating results. Typically, retail advertisers concentrate spending in the fourth quarter during holiday seasons. However, some advertisers, such as those in the entertainment industry, may concentrate advertising spending outside of the fourth quarter to coincide with the launch and display of contents or programs. As a result of these factors, one quarter's operating results do not necessarily indicate future quarters' operating results.

#### *Foreign Currency*

A large portion of the Company's revenue is earned in U.S. dollars from customers based in the U.S. Our results of operations are converted into our functional currency, Canadian dollars, using the average foreign exchange rates for the Consolidated Statement of Comprehensive Loss and the spot rate for the Consolidated Statement of Financial Position for each period presented. Given the materiality of our revenue earned in U.S. dollars, our operating results may be adversely impacted by an increase in the value of the Canadian dollar in relation to the U.S. dollar.

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### Results for the three and nine months ended September 30, 2025 and 2024

The following table provides selected financial information from the Consolidated Statements of Comprehensive Loss for the three and nine months ended September 30, 2025 and 2024:

	Three months ended		Nine months ended	
	September 30, 2025	September 30, 2024	September 30, 2025	September 30, 2024
Revenue	\$ 38,241	\$ 36,305	\$ 100,446	\$ 90,461
By line of service:				
Managed service <sup>2</sup>	9,375	17,832	28,987	43,943
Self service <sup>2</sup>	8,336	8,357	25,940	25,486
Exchange service <sup>2</sup>	20,530	10,116	45,519	21,032
By geography:				
U.S.	17,939	27,713	51,232	66,047
Canada	2,615	3,609	8,344	9,962
Europe, LATAM & Other	17,687	4,983	40,870	14,452
Gross Profit (Net Revenue <sup>1</sup> )	14,369	17,187	41,868	42,772
Adjusted EBITDA <sup>1</sup>	154	1,857	(1,239)	2,386
Loss from operations	(3,089)	(772)	(10,654)	(5,954)
Net loss	(2,148)	(1,108)	(9,815)	(3,260)
Net loss per share – basic and diluted <sup>3</sup>	(0.04)	(0.02)	(0.19)	(0.06)

(1) As defined in “Non-IFRS Accounting Standards Financial Measures”.

(2) The Company disaggregates its revenue into “Managed service”, “Self service”, and “Exchange service”. Managed service is revenue earned on fully managed campaigns, Self service is revenue earned from customers who use the illumin platform themselves, and Exchange service is all revenue earned outside of Managed service and Self service, which includes, among other things, transactions generated from buying and selling of ad inventory through other bidding systems.

(3) Exercisable options to purchase 333,333 (2024 – 185,001) common shares were outstanding as at September 30, 2025. The weighted average number of options, DSUs, PSUs, and RSUs were excluded from the calculation of diluted loss per share for the three and nine months ended September 30, 2025 and 2024 because their inclusion would have been anti-dilutive.

#### *Three months ended September 30, 2025 and 2024*

Revenue for the quarter was \$38,241, an increase of \$1,936, or 5%, from the same prior year period. The increase in total revenue for the quarter was driven by growth in Exchange service revenue, partially offset by a decrease in Managed service. The increase in Exchange service revenue was driven by the growth in the number of customers in this service line as well as an increase in the volume of spend by customers, largely due to enhanced features with external partners. Conversely, Managed service revenue saw a decline and Self service revenue was flat when compared to the prior year period, primarily due to the impact of economic driven changes to spend patterns of advertisers focusing away from programmatic to social and search in walled gardens during such uncertain economic conditions like the ones that have existed for the last year.

The Company's Managed service revenue for the quarter was \$9,375, a decrease of \$8,457, or 47%, from the same prior year period, as mentioned above. Self service revenue saw a continued impact from reduction of spend of a large client due to an internal restructuring that dampened the growth in this service line. Excluding the spend of that client from both comparative periods, Self service revenue grew by 15% over the same prior year period. The Company's Exchange service revenue for the quarter was \$20,530, an increase of \$10,414, or 103%, from the same prior year period. As noted above, there was strong growth in Exchange service revenue due to strong customer demand.

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Revenue generated in the United States for the quarter was \$17,939, a decrease of \$9,774, or 35%, from the same prior year period. Revenue generated in Canada for the quarter was \$2,615, a decrease of \$994, or 28%, from the same prior year period. Revenue earned from US clients, represented 87% of total revenue in North America (2024 – 88%) and decreased largely due to the decrease in Managed service.

Revenue generated in the Europe, LATAM and Other category for the quarter was \$17,687, an increase of \$12,704, or 255%. The primary factor for the increase in this geography was specifically related to the Exchange service revenue line.

Adjusted EBITDA for the quarter was \$154, a decrease of \$1,703 from the same prior year period and was primarily attributable to lower Gross Profit despite higher revenue as a result of product mix, and was partially offset by lower General and administrative costs. Net loss for the quarter was \$2,148, an increase of \$1,040 from the prior year period and was primarily a result of a lower Adjusted EBITDA as mentioned above, higher depreciation and amortization expense, and higher severance expenses as part of a cost containment initiative, partly offset by a higher foreign exchange gain.

### *Nine months ended September 30, 2025 and 2024*

Revenue for the period was \$100,446, an increase of \$9,985, or 11%, from the same prior year period. The increase in total revenue for the period was driven by the increase in Exchange service revenue, partially offset by a decrease in Managed service. The increase in Exchange service revenue was driven by the growth in the number of customers in this service line as well as an increase in the volume of spend by customers, largely due to enhanced features with external partners. Conversely, Managed service saw a decline and Self service revenue had modest growth when compared to the prior year period, primarily due to the impact of economic driven changes to spend patterns of advertisers focusing away from programmatic to social and search in walled gardens during such uncertain economic conditions like the ones that have existed for the last year.

The Company's Managed service revenue for the period was \$28,987, a decrease of \$14,956, or 34%, from the same prior year period, as mentioned above. The Company's Self service revenue for the period was \$25,940, an increase of \$454, or 2%, from the same prior year period. Self service revenue saw a continued impact from reduction of spend of a large client due to an internal restructuring that dampened the growth in this service line. Excluding the spend of that client from both comparative periods, Self service revenue grew by 34% over the same prior year period. The Company's Exchange service revenue for the period was \$45,519, an increase of \$24,487, or 116%, from the same prior year period. As noted above, there was strong growth in Exchange service revenue due to strong customer demand.

Revenue generated in the United States for the period was \$51,232, a decrease of \$14,815, or 22%, from the same prior year period. Revenue generated in Canada for the period was \$8,344, a decrease of \$1,618, or 16%, from the same prior year period. Revenue earned from US clients, represented 86% of total revenue in North America (2024 – 87%).

Revenue generated in the Europe, LATAM and Other category for the period was \$40,870, an increase of \$26,418, or 183%. The primary factor for the increase in this geography was related to the Exchange service revenue line.

Adjusted EBITDA loss for the period was \$1,239, a decrease of \$3,625 from the same prior year period Adjusted EBITDA profit of \$2,386 and was primarily attributable to higher operating costs in Sales

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and marketing and Technology, and lower Gross Profit despite higher revenue as a result of lower gross margins due to product mix, partly offset by lower General and administrative costs. Net loss for the period was \$9,815, an increase of \$6,555 from the prior year period. This was primarily a result of a lower Adjusted EBITDA as mentioned above, a net foreign exchange loss versus a gain in the prior year period, higher depreciation and amortization expense, and higher severances as part of a cost containment initiative.

### Net Revenue

The following table sets out a reconciliation of Net Revenue (Gross Profit) to Revenue for each of the periods indicated:

	Three months ended		Nine months ended	
	September 30, 2025	September 30, 2024	September 30, 2025	September 30, 2024
Revenue	\$ 38,241	\$ 36,305	\$ 100,446	\$ 90,461
Media-related costs	23,872	19,118	58,578	47,689
Net Revenue	14,369	17,187	41,868	42,772
Net Revenue Margin	38%	47%	42%	47%

#### *Three months ended September 30, 2025 and 2024*

Media-related costs are comprised of advertising impressions and specific costs, such as data acquisition, validation and verification, that the Company purchases from real-time advertising exchanges or through other third parties. Media-related costs were \$23,872 for the quarter compared to \$19,118 for the same prior year period, for an increase of \$4,754, or 25%. This increase in Media-related costs was attributable to the increased revenue during the period, as well as a shift in revenue towards lower margin products. Net Revenue Margin was 38% for the quarter, a decrease from 47% during the same prior period and was due to higher revenue in service lines with lower margins.

#### *Nine months ended September 30, 2025 and 2024*

Media-related costs are comprised of advertising impressions and specific costs, such as data acquisition, validation and verification, that the Company purchases from real-time advertising exchanges or through other third parties. Media-related costs were \$58,578 for the period compared to \$47,689 for the same prior year period, for an increase of \$10,889, or 23%. This increase in Media-related costs was attributable to the increased revenue during the period, as well as a shift in revenue towards lower margin products. Net Revenue Margin was 42% for the period, a decrease from 47% during the same prior year period and was due to higher revenue in service lines with lower margins.

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### Reconciliation of Net loss to Adjusted EBITDA

The following table presents a reconciliation of Net loss to Adjusted EBITDA for the periods indicated:

	Three months ended		Nine months ended	
	September 30, 2025	September 30, 2024	September 30, 2025	September 30, 2024
Net loss for the period	\$ (2,148)	\$ (1,108)	\$ (9,815)	\$ (3,260)
Adjustments:				
Finance income, net	(376)	(432)	(1,022)	(1,407)
Foreign exchange loss (gain)	(901)	493	345	(1,449)
Depreciation and amortization	1,619	1,294	4,492	4,046
Income tax expense (benefit)	336	275	(162)	162
Share-based compensation	971	1,075	2,761	2,882
Severance expenses	379	260	1,828	360
Nasdaq-related costs <sup>1</sup>	-	-	-	736
Other non-recurring expenses	274	-	334	316
Total adjustments	2,302	2,965	8,577	5,646
<b>Adjusted EBITDA</b>	<b>\$ 154</b>	<b>\$ 1,857</b>	<b>\$ (1,239)</b>	<b>\$ 2,386</b>

(1) Nasdaq-related costs are listing fees and directors' and officers' insurance specific to the Company's Nasdaq listing and have been reclassified below Adjusted EBITDA as they are not recurring.

### Operating Expenses, Finance Income, and Foreign Exchange

The following table summarizes various expenses for the three and nine months ended September 30, 2025 and 2024:

	Three months ended		Nine months ended	
	September 30, 2025	September 30, 2024	September 30, 2025	September 30, 2024
Sales and marketing <sup>1</sup>	\$ 7,324	\$ 7,213	\$ 22,142	\$ 19,379
Technology <sup>1</sup>	4,642	4,760	13,669	12,790
General and administrative	2,902	3,617	9,458	9,629
Share-based compensation	971	1,075	2,761	2,882
Depreciation and amortization	1,619	1,294	4,492	4,046
Finance income, net	(376)	(432)	(1,022)	(1,407)
Foreign exchange loss (gain)	(901)	493	345	(1,449)

(1) Effective January 1, 2025, the Company changed its operating expense presentation to reclassify certain costs from Technology to Sales and marketing in order to better reflect the nature of these costs. Prior year numbers have been adjusted to conform to the current year presentation.

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### *Sales and marketing expenses*

Sales and marketing expenses consist of all costs associated with selling and marketing the Company's services. The costs include all salary and benefit costs, commissions and variable compensation, travel, marketing, payroll taxes and employee health and related benefit expenses for the sales, marketing, and account management teams. Sales and marketing expenses for the quarter were \$7,324, an increase of \$111, or 2%, compared to the same period of the prior year. The year-over-year increase was primarily related to higher revenue for the quarter and the variable commission and bonus costs that increased as a result, as well as no longer receiving funding from the National Research Council's Industrial Research Assistance Program ("IRAP") (see below), and higher marketing costs. This was partially offset by lower commissions due to lower revenue in North America. These cost increases stem from enhanced brand development and continuation of our buildout of the Account Management team within Sales to focus on renewal and incremental revenues. Sales and marketing expenses represented 19% of revenue for the quarter, compared to 20% in the prior year period.

During the quarter, the Company recognized \$nil in government grants related to Sales and marketing costs from funding from IRAP compared to \$207 for the prior year period. Excluding government grants, Sales and marketing expenses decreased by \$97 compared to the same period from the prior year and represented 19% of revenue, compared to 20% in the prior year period.

Sales and marketing expenses for the nine month period were \$22,142, an increase of \$2,763, or 14%, compared to the same period of the prior year. The year-over-year increase was primarily related to higher salaries and benefits, higher revenue for the quarter and the variable commission and bonus costs that increased as a result, as well as no longer receiving funding from IRAP (see below), partly offset by lower travel-related costs. Sales and marketing expenses represented 22% of revenue for the nine month period, compared to 21% in the prior year period.

During the nine month period, the Company recognized \$nil in government grants related to Sales and marketing costs from funding from IRAP compared to \$703 for the prior year period. Excluding government grants, Sales and marketing expenses for the nine month period increased by \$2,060 compared to the same period from the prior year and represented 22% of revenue compared to 22% for the same period from the prior year.

### *Technology*

Technology expenses consist of all costs associated with increasing the Programmatic Marketing Platform's effectiveness and efficiency. The majority of such costs are comprised of salary and benefit costs and costs associated with housing the required computer equipment. Technology expenses for the quarter were \$4,642, a decrease of \$118, or 2%, compared to the same period of the prior year. Excluding capitalized salaries and government grants, Technology expenses for the quarter decreased by \$310 compared to the same period from the prior year and represented 18% of revenue, compared to 19% for the same period from the prior year. The year-over-year decrease was primarily related to lower salaries and benefits and lower third-party data costs due to lower Managed service revenue. This was partially offset by higher variable hosting costs as a result of higher revenues in the Exchange services revenue line.

During the quarter, the Company had capitalized salary costs of \$2,061 that related to revenue generating technology compared to \$975 in the prior year period.

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During the quarter, the Company recognized \$nil in government grants related to technology from IRAP compared to \$1,277 for the prior year period.

Technology expenses for the nine month period were \$13,669, an increase of \$879, or 7%, compared to the same period of the prior year. Excluding capitalized salaries and government grants, Technology expenses for the nine month period increased by \$1,038 compared to the same period from the prior year and represented 20% of revenue compared to 22% for the same period of the prior year. The year-over-year increase was primarily related to higher variable hosting and data costs as a result of higher revenues in the Exchange services revenue line, higher consulting fees, and higher office tech costs. This was partially offset by lower third-party data costs due to lower Managed service revenue and lower salaries and benefits due to a reduced workforce.

During the nine month period, the Company had capitalized salary costs of \$6,919 that related to revenue generating technology compared to \$2,906 in the prior year period.

During the nine month period, the Company recognized \$nil in government grants related to technology from IRAP compared to \$3,853 for the prior year.

### *General and administrative*

General and administrative expenses include salaries and benefits of the administrative staff, occupancy costs, public company fees, insurance, professional fees, and supplies. General and administrative expenses for the quarter were \$2,902, a decrease of \$715, or 20%, compared to the same period of the prior year. Excluding capitalized salaries and government grants, General and administrative expenses for the quarter decreased by \$835 compared to the same period from the prior year and represented 8% of revenue, compared to 10% for the same period of the prior year. The year-over-year decrease was primarily related to lower salaries and benefits due to the cost containment initiative that was undertaken during the second quarter as mentioned in the significant events section above, and lower recruiting fees, partially offset by higher severance costs.

During the quarter, the Company had capitalized salary costs of \$nil that related to revenue generating technology compared to \$21 in the prior year period.

During the quarter, the Company recognized \$nil in government grants related to General and administrative costs from IRAP compared to \$99 for the prior year period.

General and administrative expenses for the nine month period were \$9,458, a decrease of \$171, or 2%, compared to the same period of the prior year. Excluding capitalized salaries and government grants, General and administrative expenses for the nine month period decreased by \$427 compared to the same period from the prior year and represented 9% of revenue, compared to 11% for the same period of the prior year. The year-over-year decrease was primarily related to lower bonuses, lower public company costs, and lower salaries and benefits, partially offset by higher severance, and higher consulting and professional fees. The higher severance costs stem from the cost containment initiative that was undertaken during the period, as mentioned in the significant events section above.

During the nine month period, the Company had capitalized salary costs of \$nil that related to revenue generating technology compared to \$44 in the prior year period.

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During the nine month period, the Company recognized \$nil in government grants related to General and administrative costs from IRAP compared to \$211 for the prior year period.

### *Share-based compensation*

Share-based compensation expense for the quarter was \$971 a decrease of \$104, or 10%, compared to the prior year period. The decrease in Share-based compensation expense was primarily related to a general decrease in share-based grants, as compared to the prior year period.

Share-based compensation expense for the nine month period was \$2,761, a decrease of \$121, or 4%, compared to the prior year period. The decrease in Share-based compensation expense was primarily related to a general decrease in share-based grants, as compared to the prior year period.

### *Depreciation and amortization*

Depreciation and amortization expense for the quarter was \$1,619, an increase of \$325, or 25%, compared to the same period of the prior year. The year-over-year increase was attributable to an increase in capitalized salaries compared to the prior year period. The increase in capitalized costs was partly due to IRAP funding received in the prior year period, but not in the current year period.

Depreciation and amortization expense for the nine month period was \$4,492, an increase of \$446, or 11%, compared to the same period of the prior year. The year-over-year increase was attributable to an increase in capitalized salaries compared to the prior year period. The increase in capitalized costs was partly due to IRAP funding received in the prior year period, but not in the current year period.

### *Finance income, net*

Finance income for the quarter was \$376, a decrease of \$56, or 13%, compared to the same period of the prior year. The decrease was primarily due to lower prime rates and lower average cash balances, which resulted in lower interest income during the quarter.

Finance income for the nine month period was \$1,022, a decrease of \$385, or 27%, compared to the same period of the prior year. The decrease was primarily due to lower prime rates and lower average cash balances, which resulted in lower interest income during the period.

### *Foreign exchange loss (gain)*

Foreign exchange loss (gain) consists of the realized and unrealized exchange differences due to fluctuations between the Canadian dollar, the U.S. dollar, and the Euro. The Company recorded a net foreign exchange gain of \$901 for the quarter compared to a loss of \$493 for the same prior year period, largely due to the US dollar strengthening against the Canadian dollar in the current quarter whereas it weakened in the prior year quarter.

The Company recorded a net foreign exchange loss of \$345 for the nine month period compared to a gain of \$1,449 for the same prior year period, largely due to the US dollar weakening against the Canadian dollar in the current period whereas it strengthened in the prior year period.

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Historically, the Company has not hedged foreign currency transactions, but the Company may elect to do so in the future if it is determined to be advantageous.

### Summary of Quarterly Results

The following table sets out selected financial information for the Company on a consolidated basis for the last eight most recently completed quarters. The quarterly information has been prepared in accordance with IFRS Accounting Standards.

	Quarter Ended							
	Sep 30, 2025	Jun 30, 2025	Mar 31, 2025	Dec 31, 2024	Sep 30, 2024	Jun 30, 2024	Mar 31, 2024	Dec 31, 2023
Revenue	\$38,241	\$33,124	\$29,081	\$49,928	\$36,305	\$29,204	\$24,952	\$37,005
Net income (loss)	(\$2,148)	(\$5,814)	(\$1,854)	\$4,127	(\$1,108)	(\$1,014)	(\$1,138)	(\$2,579)
Net income (loss) per share - basic	(\$0.04)	(\$0.11)	(\$0.04)	\$0.08	(\$0.02)	(\$0.02)	(\$0.02)	(\$0.05)
Net income (loss) per share - diluted	(\$0.04)	(\$0.11)	(\$0.04)	\$0.07	(\$0.02)	(\$0.02)	(\$0.02)	(\$0.05)
Weighted average number of shares outstanding	51,730,130	51,653,535	51,315,844	50,934,042	50,908,462	51,830,518	51,111,665	51,597,683

Traditionally, seasonality has affected the Company's results, where higher revenues are achieved in the fourth quarter and lower revenues in the first half of the year as evident in the previous year. A similar trend can be seen gaining momentum in the current fiscal year. The trend in the quarterly results is strongly correlated with the seasonality in the advertising industry, and the fluctuation in the past eight quarters is aligned with our expectations.

### LIQUIDITY AND CAPITAL RESOURCES

Selected financial information from the statements of financial position as at September 30, 2025 and December 31, 2024 are as follows:

	September 30, 2025	December 31, 2024
Cash and cash equivalents	\$ 43,197	\$ 55,952
Working capital <sup>(1)</sup>	48,769	63,233
Total assets	108,824	125,822
Current liabilities	34,238	40,846
Other non-current liabilities	4,231	5,943
Shareholders' equity	70,355	79,033

<sup>(1)</sup> Working capital is defined as current assets less current liabilities.

As at September 30, 2025, the Company had Cash and cash equivalents of \$43,197 compared to \$55,952 as at December 31, 2024 for a decrease of \$12,755, or 23%. This decrease was primarily attributable to investments in our platform, payments on leases, the repurchase of the Company's common shares, and negative cash from operations. The negative cash from operations is consistent with the seasonality of our business and industry and typically reverses in the fourth quarter.

Cash flows used in operations for the nine months ended September 30, 2025 were \$1,235 compared to a cash generation of \$7,436 during the prior year period. The decrease of \$8,671 was primarily due

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to timing in the non-cash operating working capital and a higher Net loss after adjusting for non-cash addbacks.

Cash flows used in investing activities were \$8,405 during the nine months ended September 30, 2025, compared to \$5,503 during the prior year period. The increase of \$2,902 was primarily due to IRAP not received in the current period that was received in the prior year period and higher capitalized salaries.

Cash flows used in financing activities were \$2,611 during the nine months ended September 30, 2025, compared to \$7,010 during the prior year period. The decrease in cash usage of \$4,399 was primarily due to lower repurchases of the Company's common shares compared to the same prior year period.

Liquidity risk is the risk that the Company will not be able to meet its financial obligations as they come due. The Company's approach to managing liquidity is to ensure, to the extent possible, that it will always have sufficient liquidity to meet its liabilities when due, under both normal and stressed conditions, without incurring unacceptable losses or risking damage to the Company's reputation. The Company manages its liquidity risk by continually monitoring forecasted and actual revenue and expenditures and cash flows from operations. The Company expects to generate positive cash flow from operations, while maintaining a sufficient balance in its operating accounts to meet its working capital requirements. The \$43,197 cash on hand provides sufficient liquidity and solvency for investing and capital activities planned for in the short and long-term. While the Company currently has sufficient capital to meet its day-to-day operating expenses, it is possible that the Company could experience a working capital deficiency in the future, which would have a materially adverse effect on the Company's liquidity. A possible working capital deficiency could occur in the event of a significant economic downturn that would hinder the Company's customers' ability to pay their debts. To mitigate this risk, management continuously monitors the receivable balances to analyze trends that may impact collectability. Management makes a concerted effort to align cash outflows to vendors against inflows from customers, to maintain optimal working capital. At this point in time, the Company does not have any contractual commitments for future capital expenditures. The Company does not plan to increase its capital expenditures significantly compared to current and historical years. If the Company was to continue investing at a pace similar to prior years, the current cash on hand would be sufficient to mitigate any type of liquidity risk.

Management is also actively involved in the review and approval of planned expenditures. The Company's principal cash requirements are for capital expenditures and working capital needs. The Company uses its operating cash flows and cash balances to maintain liquidity. In the event future cash flows from operations are lower than expected, the Company may need to seek additional financing, either by issuing additional equity or by undertaking additional debt. There is no certainty that additional financing, whether debt or equity, will be available or that it will be available on commercially attractive terms. Additional information can be found in the Company's Condensed Interim Consolidated Financial Statements, which are available on SEDAR+ at [www.sedarplus.com](http://www.sedarplus.com).

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### Common Shares

Changes in the number of issued common shares of the Company from December 31, 2024 to September 30, 2025 were as follows:

	Number of Common Shares
Balance as at December 31, 2024	51,238,056
Shares issued – Options exercised	131,667
Shares issued – DSUs exercised	183,794
Shares issued – RSUs exercised	1,011,633
Repurchase of common shares	(744,108)
<b>Balance as at September 30, 2025</b>	<b>51,821,042</b>

### Preference Shares

While the Company is authorized to issue an unlimited number of preference shares, the Company does not have any preference shares issued and outstanding.

### Stock Options

The Company presently issues stock options, deferred share units (“DSUs”), performance share units (“PSUs”) and restricted share units (“RSUs”) pursuant to its omnibus long-term incentive plan (the “Omnibus Incentive Plan”). Prior to June 16, 2020, the Company issued stock options pursuant to its predecessor stock option plan (the “Stock Option Plan”) and DSUs pursuant to its predecessor deferred share unit plan (the “DSU Plan”). As of this quarter, the Stock Option Plan no longer has any options outstanding. Although the Company no longer issues new DSUs pursuant to the predecessor DSU Plan, previously issued DSUs remain outstanding and are governed by the existing plan under which they were initially issued.

The maximum number of common shares reserved for issuance, in the aggregate, under the Omnibus Incentive Plan, the Stock Option Plan, the DSU Plan and any other security-based compensation arrangement of the Company, collectively, is 15% of the aggregate number of common shares issued and outstanding from time to time. As at September 30, 2025, the Company was entitled to issue a maximum of 7,773,156 equity-based awards collectively under the Omnibus Incentive Plan, the Stock Option Plan, the DSU Plan and any other security-based compensation arrangement. As at September 30, 2025, the total number of outstanding equity-based awards collectively was 5,046,831.

The following table summarizes the continuity of stock options issued by the Company under the Stock Option Plan:

	2025		2024	
	Number of options	Weighted average exercise price	Number of options	Weighted average exercise price
Options outstanding – January 1	140,000	\$ 1.44	616,002	\$ 1.62
Forfeited or cancelled	(8,333)	1.59	(444,335)	1.68
Exercised	(131,667)	1.43	(3,333)	1.27
Options outstanding – September 30	-	-	168,334	1.41
Options exercisable – September 30	-	-	168,334	1.41

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The following table summarizes the continuity of stock options issued by the Company under the Omnibus Incentive Plan:

	2025		2024	
	Number of options	Weighted average exercise price	Number of options	Weighted average exercise price
Options outstanding – January 1	1,016,667	\$ 1.62	16,667	\$ 2.09
Granted	-	-	1,000,000	1.61
Forfeited or cancelled	(16,667)	2.09		
Options outstanding – September 30	1,000,000	1.61	1,016,667	1.62
Options exercisable – September 30	333,333	1.61	16,667	2.09

### Deferred Share Units

During the three and nine months ended September 30, 2025, the Company issued 70,162 and 185,548 DSUs (2024 – 12,324 and 131,889), respectively, to directors of the Company and 93,784 and 183,794 DSUs were exercised (2024 – 103,055 and 135,662), respectively. As at September 30, 2025, the Company had 569,625 DSUs outstanding.

### Performance Share Units

During the three and nine months ended September 30, 2025, the Company issued nil and 300,000 PSUs (2024 – nil and nil), respectively, to consultants of the Company and nil and nil PSUs were exercised (2024 – nil and nil), respectively. As at September 30, 2025, the Company had 300,000 PSUs outstanding.

### Restricted Share Units

During the three and nine months ended September 30, 2025, the Company issued 30,000 and 962,564 RSUs (2024 – 1,084,915 and 1,950,781), respectively, to employees, officers, and consultants of the Company and 547,023 and 1,011,633 RSUs (2024 – 73,984 and 2,583,709) were exercised. As at September 30, 2025, the Company had 3,177,206 RSUs outstanding.

## CONTRACTUAL OBLIGATIONS

The following are the contractual maturities for the financial liabilities:

	September 30, 2025				
Carrying amount	Total contractual cash flows	Less than 1 year	1 to 3 years	> 3 years	
Accounts payable and accrued liabilities	\$ 33,384	\$ 33,384	\$ 33,384	\$ -	\$ -
Lease obligations	4,884	6,204	961	2,537	2,706
	38,268	39,588	34,345	2,537	2,706

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	<b>December 31, 2024</b>				
	<b>Carrying amount</b>	<b>Total contractual cash flows</b>	<b>Less than 1 year</b>	<b>1 to 3 years</b>	<b>&gt; 3 years</b>
Accounts payable and accrued liabilities	\$ 39,148	\$ 39,148	\$ 39,148	\$ -	\$ -
International loans	48	48	48	-	-
Lease obligations	6,215	7,875	1,935	2,722	3,218
	<u>45,411</u>	<u>47,071</u>	<u>41,131</u>	<u>2,722</u>	<u>3,218</u>

### OFF-BALANCE SHEET ARRANGEMENTS

The Company has no off-balance sheet arrangements that have, or are reasonably likely to have, a current or future material adverse effect on its financial condition, revenues or expenses, results of operations, liquidity, capital expenditures or capital resources.

### TRANSACTIONS WITH RELATED PARTIES

During the three and nine months ended September 30, 2025, there were no transactions with related parties.

### CRITICAL ACCOUNTING POLICIES AND ESTIMATES

The preparation of the Condensed Interim Consolidated Financial Statements and application of IFRS Accounting Standards often involve management's judgment and the use of estimates and assumptions deemed to be reasonable at the time they are made. Significant assumptions and estimates used in preparing the financial statements include those related to credit quality of accounts receivable, income tax credits receivable, share-based payments, impairment tests for non-financial assets, as well as revenue and cost recognition. illumin bases its estimates on historical experience and on various other assumptions that it believes to be reasonable under the circumstances, the results of which form the basis for making judgments about the carrying values of assets, liabilities, equity, revenue and expenses that are not readily apparent from other sources. The Company reviews estimates and underlying assumptions on an ongoing basis. Revisions are recognized in the period in which estimates are revised and may impact future periods as well. Other results may be derived with different judgments or using different assumptions or estimates and events may occur that could require a material adjustment. Material accounting policies and estimates under IFRS Accounting Standards are found in Note 2 of the Company's 2024 Annual Consolidated Financial Statements, which are available on SEDAR+ at [www.sedarplus.com](http://www.sedarplus.com).

### CHANGES IN ACCOUNTING POLICIES

#### Recently adopted accounting pronouncements

For the three and nine months ended September 30, 2025, the Company has adopted new accounting policies as disclosed in Note 2 of the Company's Condensed Interim Consolidated Financial Statements. The application of those amendments and interpretations had no significant impact on the Company's consolidated financial position or results of operations.

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### **DISCLOSURE CONTROLS AND INTERNAL CONTROL OVER FINANCIAL REPORTING**

Management, under the supervision of the Company's Chief Executive Officer and Chief Financial Officer (collectively the "Certifying Officers"), is responsible for establishing and maintaining disclosure controls and procedures ("DC&P"), as that term is defined in National Instrument 52-109 Certification of Disclosure in Issuer's Annual and Interim Filings. DC&P have been designed to ensure that information required to be disclosed by the Company is accumulated and communicated to the Company's management as appropriate to allow timely decisions regarding required disclosure. Management, including the Certifying Officers, evaluated the effectiveness of the Company's DC&P and has concluded that the Company's DC&P were effective as at September 30, 2025.

Management, under the supervision of the Certifying Officers, is responsible for establishing and maintaining an adequate system of "internal control over financial reporting" ("ICFR"), as that term is defined in National Instrument 52-109 Certification of Disclosure in Issuer's Annual and Interim Filings. Management, including the Certifying Officers, have assessed the effectiveness of the Company's ICFR in accordance with the Internal Control - Integrated Framework (2013) issued by the Committee of Sponsoring Organizations of the Treadway Commission. Based on this assessment, management, including the Certifying Officers, has determined that the Company's ICFR were effective as of September 30, 2025. Additionally, based on its assessment, management determined that there were no material weaknesses or significant deficiencies in the Company's ICFR as at September 30, 2025.

There have been no changes to the Company's ICFR during the three month period ended September 30, 2025 that have materially affected, or are reasonably likely to materially affect, illumina's ICFR.

### **OUTSTANDING SHARE DATA**

As at November 6, 2025, 51,639,598 common shares and nil preference shares were issued and outstanding. In addition, as at November 6, 2025, there were 1,000,000 stock options outstanding, each of which represents the right to acquire one common share, with an exercise price of \$1.61 per share. As at November 6, 2025, there were 569,625 DSUs outstanding, 300,000 PSUs outstanding, and 3,175,532 RSUs outstanding, each of which represents the right to acquire one common share.

### **RISK FACTORS**

illumina is exposed to a variety of business risks, financial and accounting risks, and industry risks in the normal course of operations. A detailed description of risk factors associated with the Company's business is given in the "Risk Factors" section of the Annual Information Form for the year ended December 31, 2024, which is available under the Company's profile on SEDAR+ at [www.sedarplus.com](http://www.sedarplus.com).

### **ADDITIONAL INFORMATION**

Additional information relating to the Company, including the Company's Annual Information Form for the year ended December 31, 2024, is posted on SEDAR+ at [www.sedarplus.com](http://www.sedarplus.com). The Company's common shares are listed on the TSX under the symbol "ILLM" and on the OTCQB in the United States under the ticker symbol "ILLMF".