

# Global Digital Commerce Infrastructure

Not another classifieds site. A next-generation commerce platform.

One unified digital infrastructure built to support local, national, and international commerce — engineered from the ground up, not retrofitted.

EZEAD MEDIA GROUP INC.

FOUNDED 2003

CANADIAN-OWNED



## The Central Thesis

EzeAD was designed as a next-generation global commerce platform, engineered to overcome the geographic, architectural, and scalability limitations of traditional marketplace models.

One unified digital infrastructure. Local, national, and international commerce. One platform.



# Executive Summary

A globally-built platform, already live across 9 countries — positioned to define the next category of commerce infrastructure.

**9**

**Countries Live**

US, Canada, UK, Australia, Brazil, Mexico, France, Italy, Bermuda

**15**

**Languages**

Supported at launch across the platform

**4,000+**

**Categories**

Precision categories structured and indexed

**399/400**

**PageSpeed**

Google PageSpeed technical score — a rare benchmark

# Today's marketplace model is geographically broken.

## → Siloed by Geography

Legacy classifieds platforms have no true global-to-local continuity in a single listing.

## → Priced Out

Small businesses and independent sellers are priced out of visibility by ad-spend-driven Big Tech platforms.

## → No Hyperlocal Precision

Even global players lack true neighbourhood-level targeting at scale.

## → Duplicative Listings

Most platforms require a separate listing per region — slow and expensive.

# **The classifieds industry has become a toll booth, not a town square.**

Over the last decade, platforms once trusted to connect buyers and sellers for free have been re-engineered around one goal: extracting maximum revenue from the very users who built their audience. This is corporate greed dressed up as "product improvement."

# Six Ways Platforms Exploit Their Users

## **Pay-to-Be-Seen**

Free listings are buried unless sellers pay for "boost" or "featured" placement — artificial scarcity to drive ad spend.

## **Shrinking Organic Reach**

Algorithms deliberately suppress unpaid visibility, quietly punishing small sellers the platform was built to serve.

## **Data as the Product**

User behavior and contact details are harvested and monetized through ad networks — often with little transparency.

## **Fees on Fees**

Posting fees, renewal fees, premium category fees, transaction commissions — stacked at every step of what used to be free.

## **Engagement Over Trust**

Design decisions optimize for ad impressions rather than user safety, listing quality, or genuine buyer-seller trust.

## **Locked-Out Small Sellers**

Independent sellers and everyday individuals — the people classifieds were built for — are priced out by platforms built for big advertisers.

# EzeAD was built to hand the marketplace back to the people using it.

Instead of monetizing users by restricting them, EzeAD monetizes the platform by **growing** them — free unlimited listings, no forced pay-to-be-seen mechanics, and no hidden data-selling business model. Relief for the user is the product strategy, not a marketing line.

# The Shift: How EzeAD Is Different



## Free Stays Free

Unlimited free listings by default — visibility isn't held hostage behind a paywall, and organic reach isn't suppressed to force ad spend.



## Transparent Monetization

Revenue comes from optional premium tools, advertising, subscriptions, and ecosystem services the user chooses — not from quietly selling personal data.



## Built-In Trust & Safety

Verification, moderation, and secure messaging are core infrastructure — not an afterthought bolted on after a trust crisis.



## Small Sellers First

The global-to-local architecture gives an independent seller the same structural visibility as a large advertiser — not less of it.

## Built for one geography, then retrofitted — technical debt investors inherit.

### Single-Geography Architecture

Expanded market-by-market rather than designed globally from day one — structural limitations baked in from the start.

### Single Monetization Lever

Revenue tied almost entirely to paid ads, with no diversified revenue stack to weather market shifts.

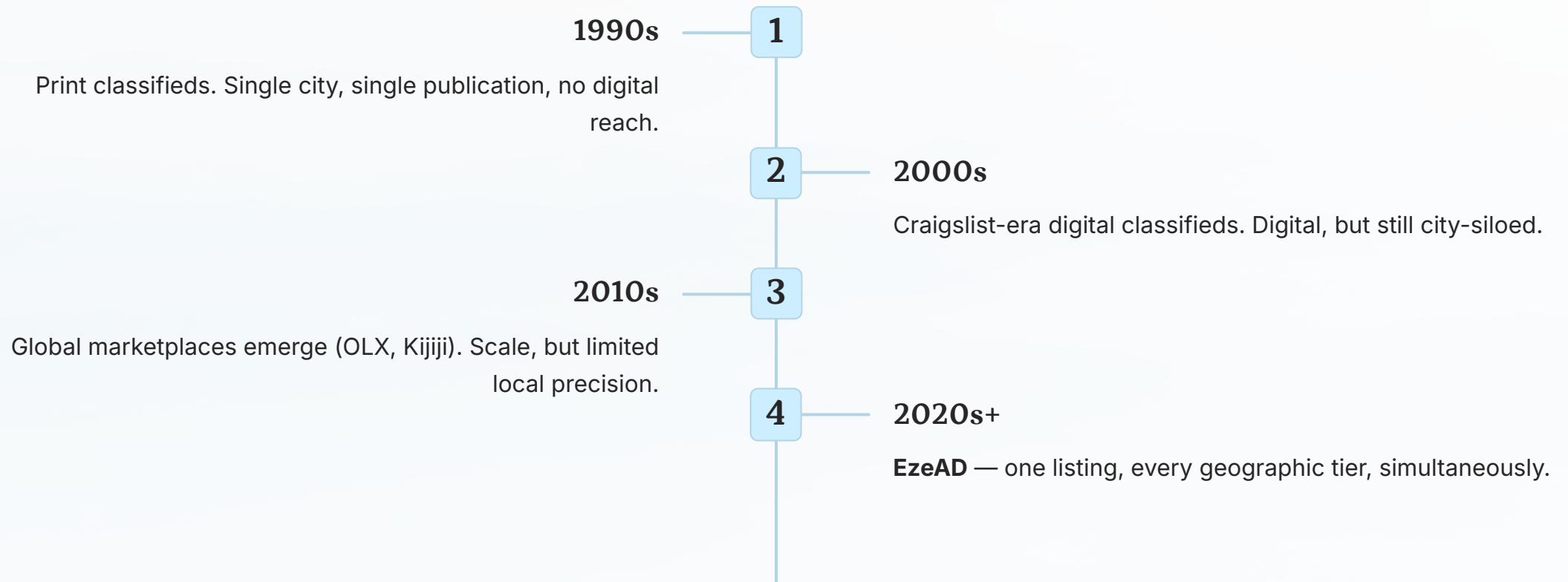
### No Neighbourhood-Level Targeting

Global scale without hyperlocal precision — a fundamental gap that cannot be patched onto legacy architecture.

### Slow, Capital-Intensive Expansion

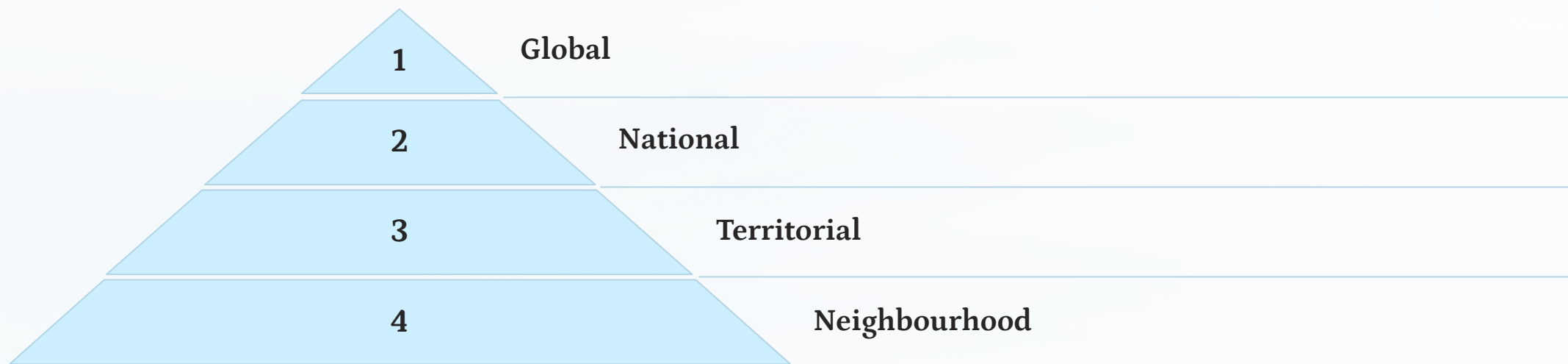
Every new market requires new infrastructure build-outs — slow, expensive, and structurally disadvantaged vs. EzeAD.

# From print classifieds to unified commerce infrastructure.



# One listing. Every level. No duplication.

A single ad posted once achieves simultaneous exposure across local, city, regional, national, and global tiers — without re-posting.





# Built for scale from the first line of code.



## Cloud Infrastructure

Engineered for millions of concurrent listings.



## Pre-Built Global Geographic Database

Country → region → city → neighbourhood, ready to activate instantly.



## AI-Driven Search & Matching

Intelligent suggestion engine built into the core platform.



## Multi-Currency & Multi-Language

15 languages live. Mobile-first with native iOS and Android apps.



Investor takeaway: expansion into a new country is an activation switch, not a development project.

"We are not building for scale. We are already built for scale."

The full hierarchical structure is already deployed — new markets switch on without additional buildout.

 **United States**

 **Canada**

 **United Kingdom**

 **Australia**

 **Brazil**

 **Mexico**

 **France**

 **Italy**

 **Bermuda**

# A near-perfect technical foundation.



## 4,000+ Precision Categories

Reduce competition per listing and improve conversion rates.



## Continuous Search Indexing

Listings structured for discovery beyond the platform itself.



## AI-Driven Crawlability

Built for AI-driven discovery and indexing at scale.

**399**

**/ 400 PageSpeed**

Google's technical benchmark — a rare achievement in the industry.

# Live today. Compounding tomorrow.



---

## Live — AI Chatbot

Natural-language assistant for posting, searching, and navigating listings.



---

## Next — Buyer-Seller Matching

AI-powered recommendation engine connecting buyers and sellers intelligently.



---

## Live — AI Ad Targeting

AI-driven ad targeting based on regional interest and user behavior.



---

## Roadmap

Predictive pricing, fraud/anti-scam detection, automated listing optimization.

# Six monetization streams. One platform.

**Freemium → Premium Placements**

**AI-Targeted Advertising**

**Premium Seller Subscriptions**

**Auction & Transaction Commissions**

**B2B Partnerships & Brand Advertising**

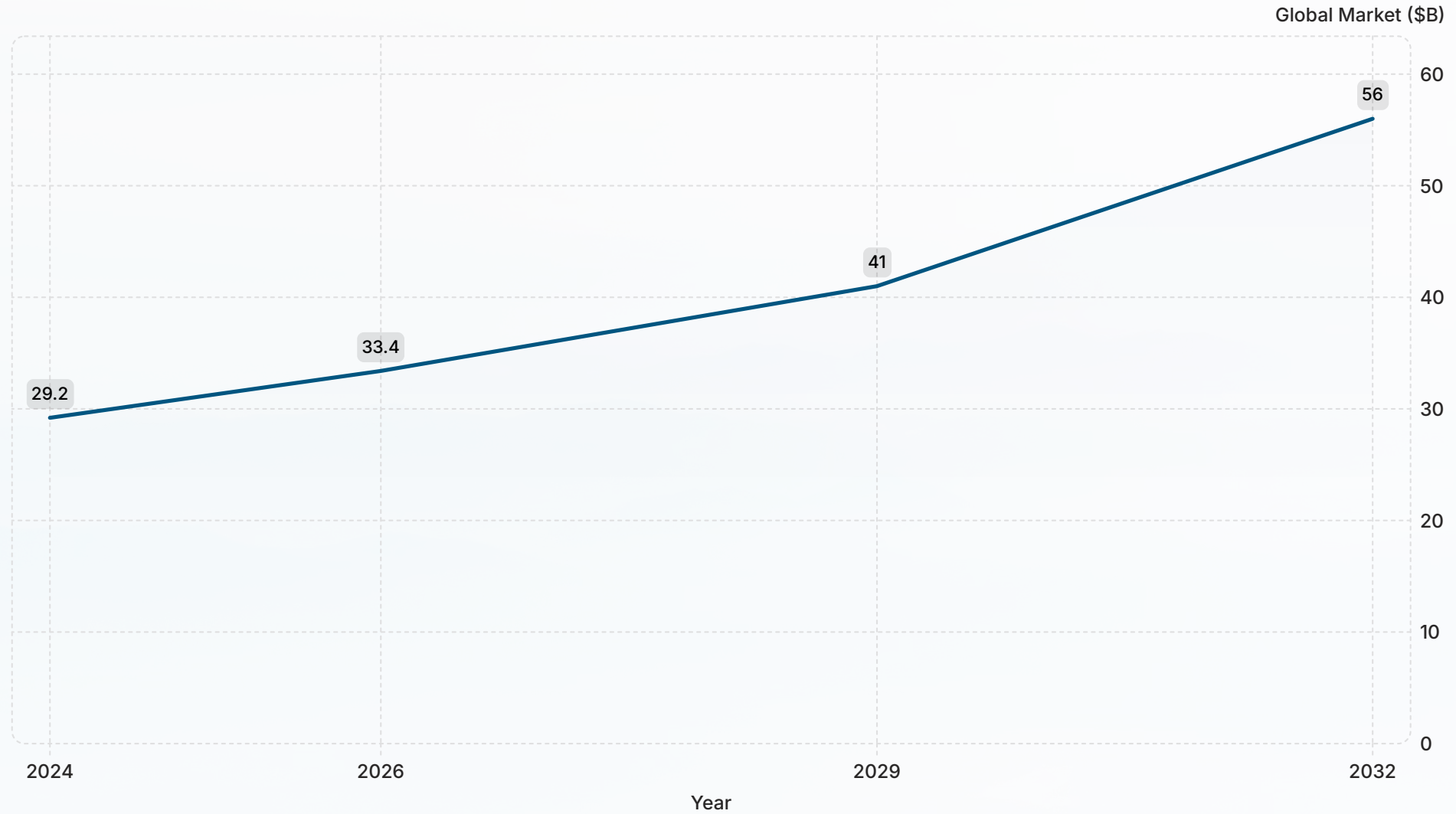
**Ecosystem Cross-Sell**

Hosting, Email, Jobs, Stores

# The only platform combining global reach with hyperlocal precision.

Feature	EzeAD	Craigslist	OLX	Kijiji / eBay	Gumtree
Global Reach	✓ Yes	✗ No	✓ Yes	✓ Yes	✗ No
Neighbourhood Targeting	✓ Yes	✗ No	✗ No	✗ No	✗ No
Free Unlimited Listings	✓ Yes	✗ No	✗ No	✗ No	✗ No
AI-Powered Matching	✓ Yes	✗ No	✓ Yes	✓ Yes	✗ No
Diversified Revenue Streams	✓ Yes	✗ No	✓ Yes	✓ Yes	✓ Yes

# A ~\$29B market, growing toward \$56B by 2032.



Global online classifieds market growing at ~6.9% CAGR. US classifieds sub-segment: \$4.2B → \$12.9B (2025–2035E), ~11.8% CAGR. Directional estimates — verify against named third-party research before investor distribution.

# An acquirer buys years of build time — not just a codebase.

## What Replication Requires

- Global geographic hierarchy from scratch
- 4,000+ category taxonomy rebuild
- Multi-language and multi-currency stack
- Significant engineering time and capital cost

## What EzeAD Already Owns

- All infrastructure fully deployed and live
- 9 countries active today
- 15 languages supported
- Native iOS and Android apps live

- ❑ To complete: engineering-hour estimate, infrastructure cost modeling, and opportunity-cost comparison vs. a from-scratch build.

# Five structural moats.

1

## Pre-Built Global Architecture

Global-to-neighbourhood data hierarchy already deployed across 9 countries.

2

## 4,000+ Live Categories

Precision-indexed taxonomy that took years to build and structure.

3

## Elite SEO Foundation

399/400 Google PageSpeed — a technical benchmark almost no platform achieves.

4

## Ecosystem Lock-In

10+ integrated ecosystem services drive cross-product retention and switching costs.

5

## 20+ Years of Brand History

Founded 2003. Native iOS and Android apps already live. Established, trusted brand.

## Framework: traffic growth → premium conversion → multi-stream capture.

### Monthly Active Users / Traffic

Insert actuals — baseline traffic and growth trajectory.

### Listings Volume Growth

Insert actuals — listing volume and category distribution.

### Revenue, CAC/LTV, 3–5yr P&L

Insert actuals — full financial model to be completed before investor distribution.

⚠ Intentionally left as a template — insert real financials before this deck goes to investors. Fabricated numbers would undermine credibility.

# Equity in the next phase of digital commerce.



## Equity Growth

Participation in a platform built for the next category of commerce infrastructure.



## Profit-Sharing

Equity participation across auctions, ads, hosting, and ecosystem services.



## Diversification

Exposure across classifieds, e-commerce, blogs, jobs, and hosting.



## Established Brand

Canadian-owned platform with 20+ years of history (2003–2026).



## Regional Expansion

Participation in regional expansion and child-site development.

# Strategic value to global marketplace consolidators.

## Acquisition Path

Strategic acquisition by global classifieds/marketplace groups seeking pre-built global infrastructure — the Adevinta / OLX Group mold. Value to acquirers: instant geographic activation, SEO defensibility, diversified ecosystem, and live mobile apps.

## Alternative Paths

- Continued equity growth
- Private equity roll-up
- IPO track

❏ To complete: comparable marketplace M&A transactions and valuation multiples.

# Global Digital Commerce Infrastructure.

"We are not building for scale. We are already built for scale."

[Download Prospectus](#)

[Schedule a Call](#)

[Contact Investor Relations](#)



# Why Now?

The convergence of AI-driven discovery, mobile-first commerce, and the global backlash against extractive platform models creates a rare window. EzeAD is already positioned at the intersection of all three trends — live, deployed, and ready to scale.

## **AI Discovery**

Search behavior is shifting to AI-powered results — EzeAD's architecture is built for it.

## **Mobile-First Commerce**

Native iOS and Android apps already live — no catch-up required.

## **Platform Backlash**

Users and sellers are actively seeking alternatives to extractive legacy platforms.



## A Platform Already Spanning Five Continents

With live operations across North America, Europe, South America, and the Pacific, EzeAD is not a concept — it is an operating global infrastructure. The geographic footprint that competitors would spend years and hundreds of millions to replicate is already active.

# The Free Listings Advantage

## Legacy Platforms

- Paid placement required for visibility
- Organic reach algorithmically suppressed
- Fees at every transaction step
- Small sellers structurally disadvantaged

## EzeAD

- Unlimited free listings by default
- Organic reach preserved and protected
- Optional premium tools — user's choice
- Small sellers get equal structural visibility

# The Ecosystem Advantage

EzeAD is not just a listings platform — it is a commerce ecosystem. Cross-sell services create compounding lock-in and diversified revenue that no single-product competitor can match.



## Hosting

Integrated web hosting services for sellers and businesses.



## Jobs

Employment listings integrated into the same unified platform.



## Email

Professional email services bundled within the ecosystem.

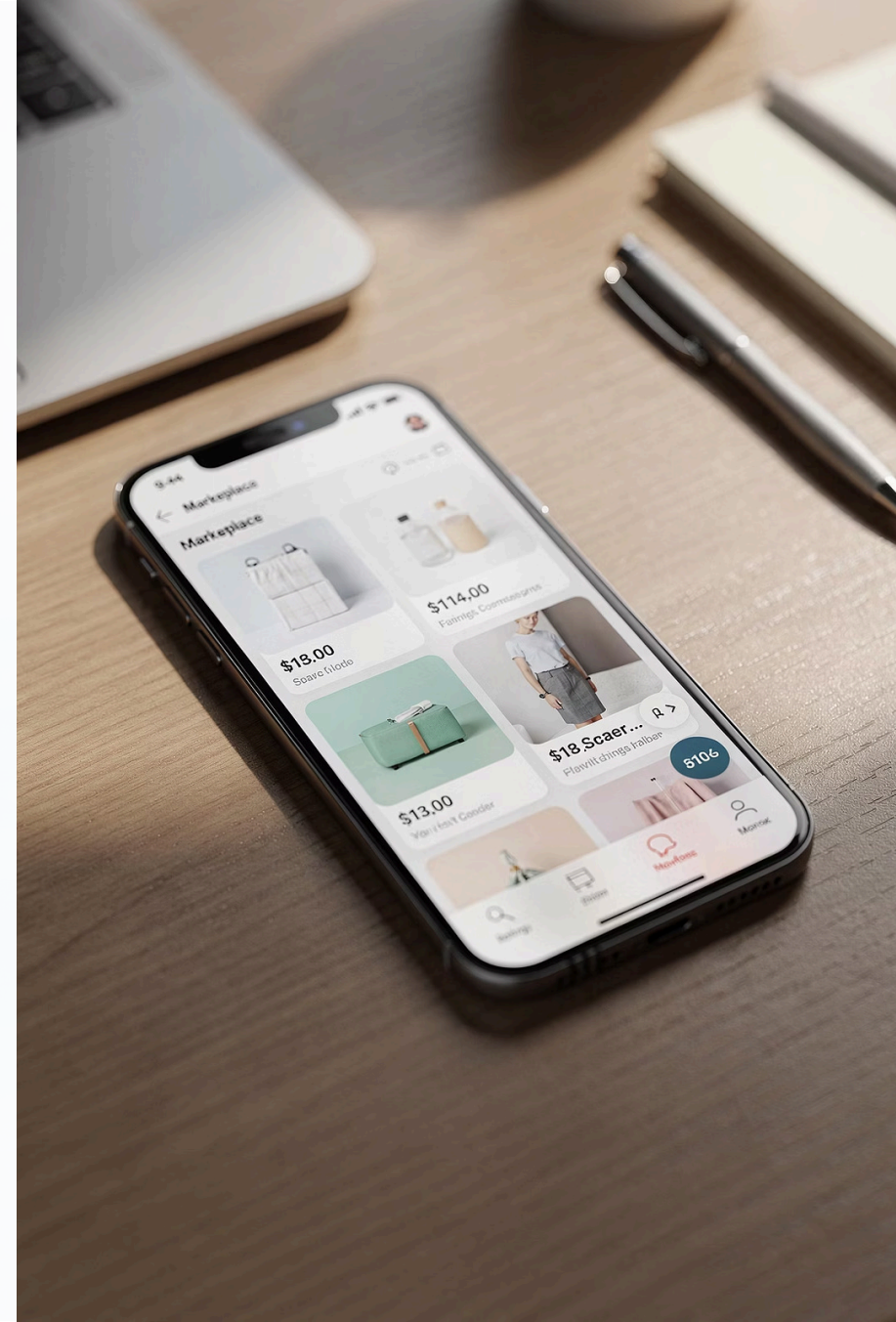


## Stores

Full e-commerce storefronts for sellers who want more than a listing.

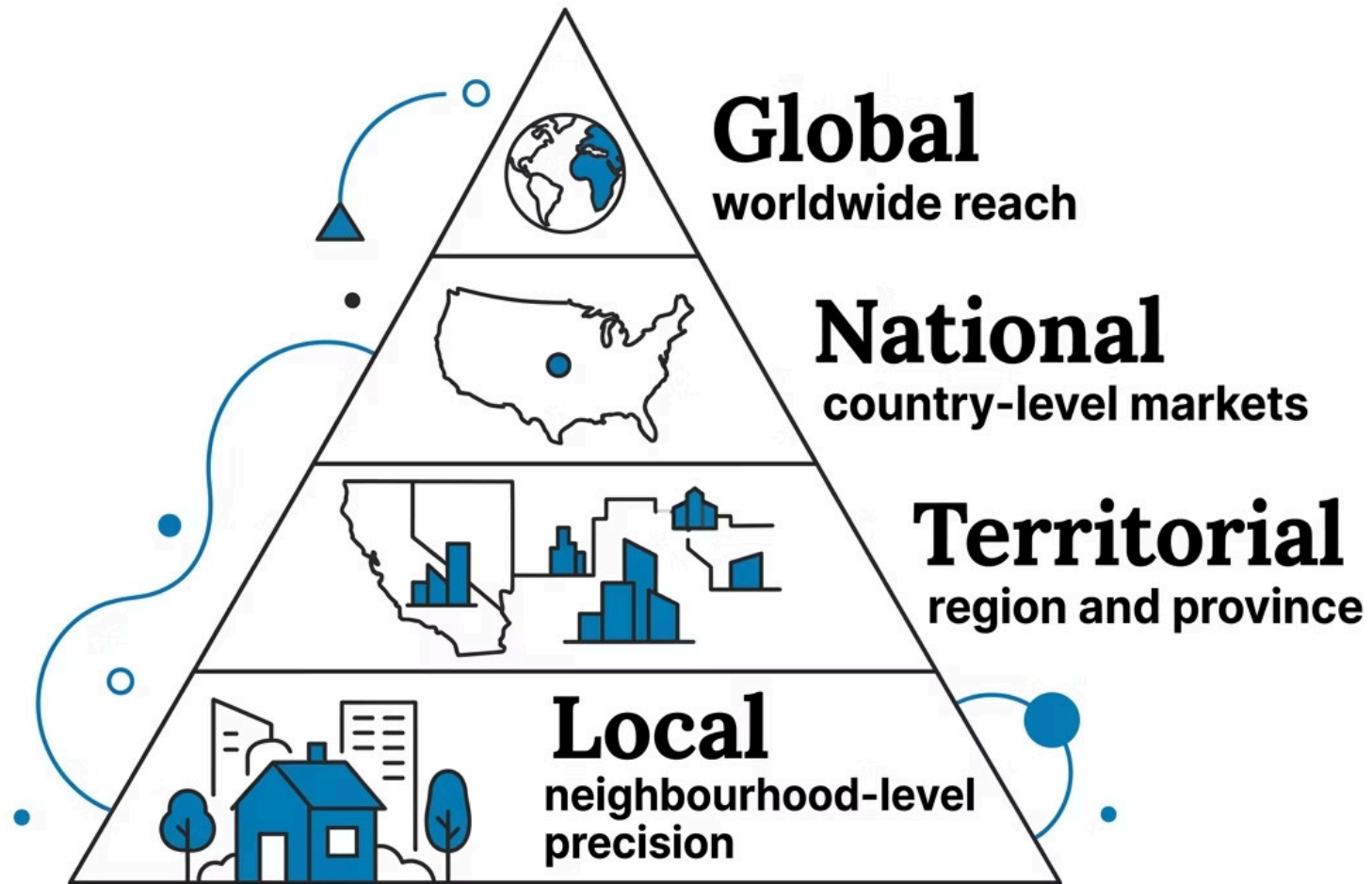
# Mobile-First by Design

EzeAD's native iOS and Android apps are already live — not a roadmap item. In a world where the majority of commerce discovery happens on mobile, having production-ready native apps is a meaningful competitive advantage that took years to build.



# The Neighbourhood-Level Difference

No other global platform offers true neighbourhood-level targeting at international scale. This is not a feature — it is a structural architectural decision made at the foundation of EzeAD's design.



## Category Depth as a Competitive Moat

**4,000+**

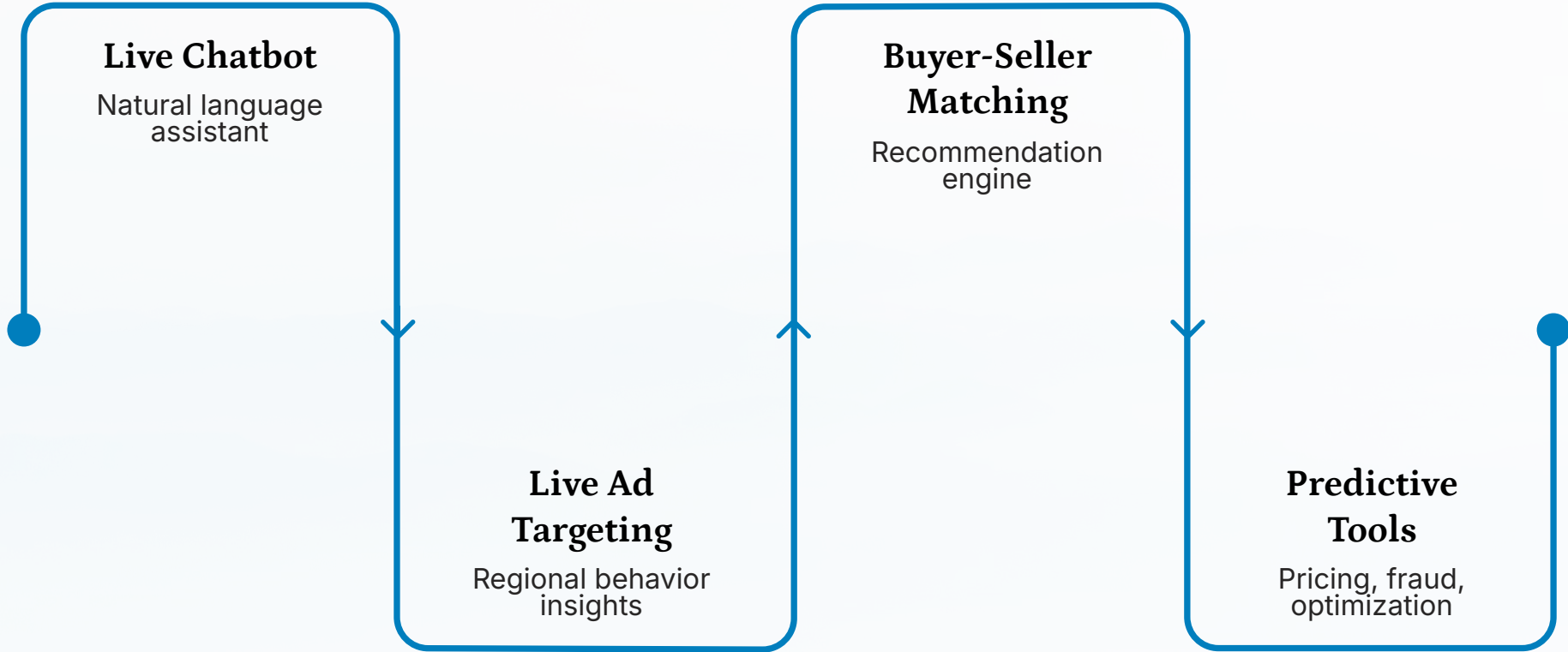
**Precision Categories**

Already structured, indexed, and live.

A deep category taxonomy reduces competition per listing, improves search relevance, and drives higher conversion rates. Building and indexing 4,000+ precision categories is a multi-year effort that cannot be shortcut — and EzeAD has already done it.

# AI as a Platform Multiplier

Artificial intelligence is not a future feature at EzeAD — it is already embedded in the platform's core operations, with a clear roadmap for compounding capability over time.



Each AI layer compounds the value of the one before it — creating a platform that gets smarter, safer, and more valuable with every transaction.

# Who EzeAD Serves

EzeAD was architected for the users legacy platforms have abandoned: independent sellers, small businesses, and everyday individuals who need visibility without paying a toll at every step.

## Independent Sellers

Free unlimited listings with genuine organic reach — no pay-to-be-seen mechanics.

## Small Businesses

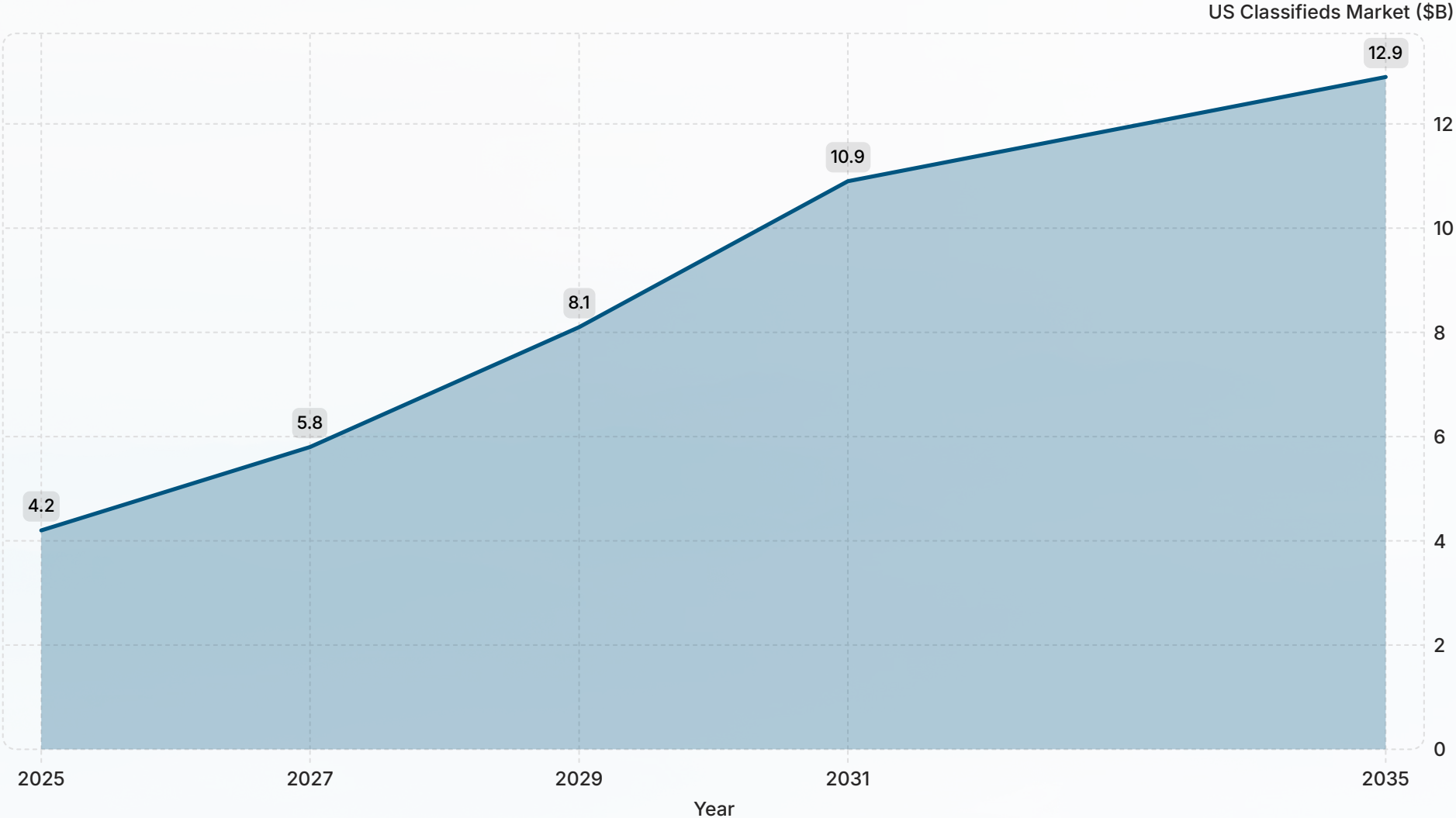
Equal structural visibility to large advertisers, with optional premium tools to grow.

## Global Brands

AI-targeted advertising and B2B partnerships for brands seeking precision reach.

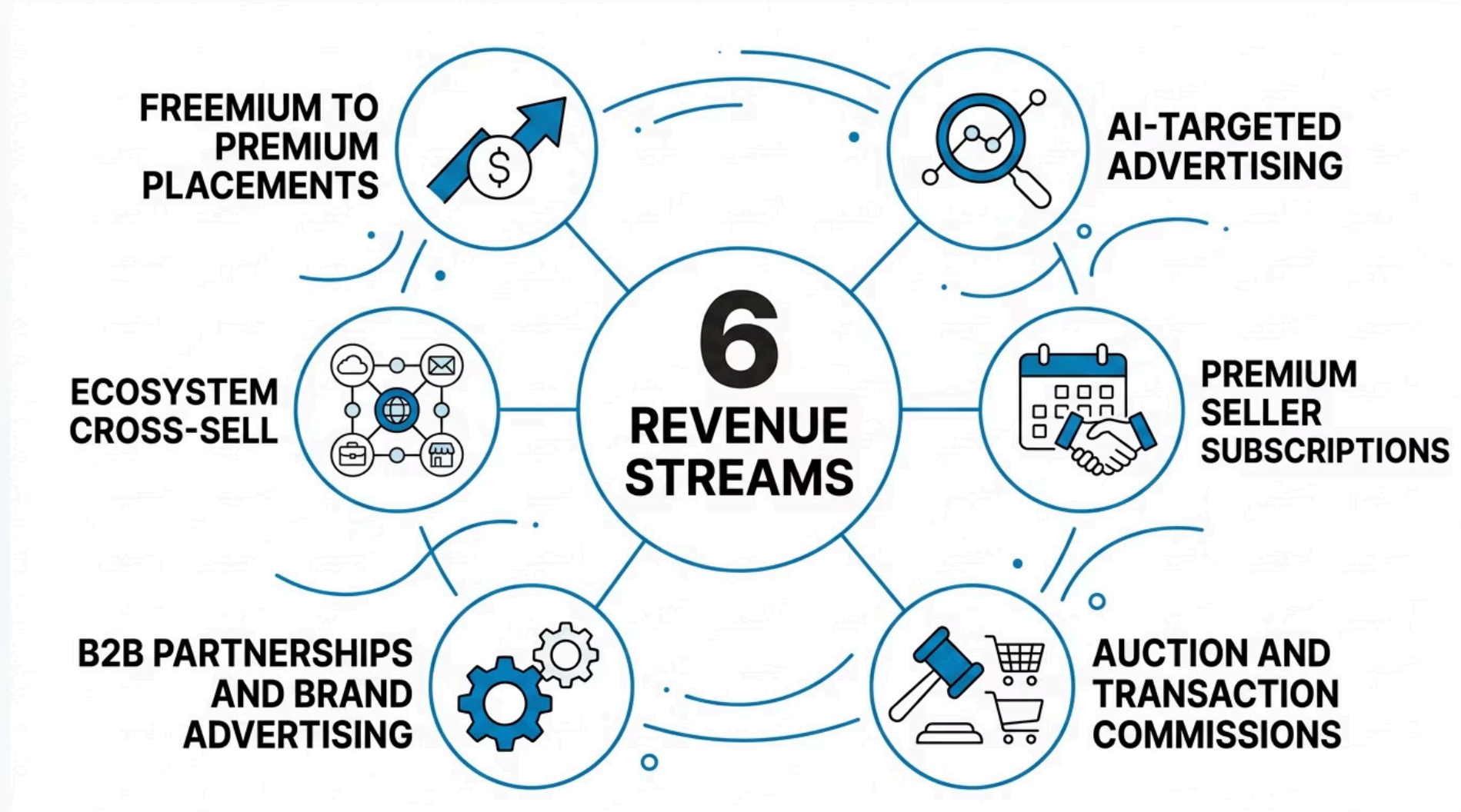


# The US Market Opportunity



The US classifieds sub-segment is projected to grow from \$4.2B to \$12.9B between 2025 and 2035E — an ~11.8% CAGR. Directional estimates — verify against named third-party research before investor distribution.

# Revenue Model Deep Dive



Diversified revenue across six streams insulates the platform from the single-lever vulnerability that defines legacy competitors.



# Canadian-Owned. Globally Deployed.

Founded in 2003, EzeAD Media Group Inc. is a proudly Canadian-owned company with over 20 years of operational history. This heritage brings regulatory credibility, brand trust, and a long-term ownership perspective that short-cycle venture-backed competitors cannot replicate.

## 2003

**Year Founded**

Over two decades of platform development and brand building.

## 20+

**Years of History**

Established, trusted, Canadian-owned brand.

## 9

**Countries Live**

Operational across five continents today.

# Competitive Positioning Summary

EzeAD occupies a unique position in the global marketplace landscape — the only platform that combines all five of the following attributes simultaneously.

## Global Reach

9 countries live, architecture ready for instant activation in new markets.



## Hyperlocal Precision

True neighbourhood-level targeting — unique in the global marketplace category.



## Free Unlimited Listings

No pay-to-be-seen mechanics — a structural commitment, not a promotional offer.

## AI-Powered

Live AI chatbot and ad targeting, with matching and predictive tools on the roadmap.



## Diversified Revenue

Six monetization streams — not dependent on a single lever like paid ads.

# The Activation Model: New Markets at Zero Build Cost

## Traditional Competitor Expansion

- New infrastructure build-out required
- Months to years of engineering time
- Significant capital expenditure
- Localization from scratch each time

## EzeAD Expansion

- Geographic hierarchy already deployed
- New country = activation switch
- Zero additional infrastructure build
- Multi-language stack already live

□ This structural advantage compounds with every new market — the cost of expansion approaches zero while the value of the network grows.



# The Road Ahead: Expansion Priorities

With the infrastructure already built and 9 countries live, EzeAD's growth strategy is execution — not construction. The platform is positioned to activate new markets, deepen AI capabilities, and grow ecosystem cross-sell revenue simultaneously.

1

## Activate New Markets

Flip the switch on additional geographies using existing infrastructure.

2

## Deepen AI Capabilities

Roll out buyer-seller matching, predictive pricing, and fraud detection.

3

## Grow Ecosystem Revenue

Scale hosting, jobs, stores, and email cross-sell across the user base.

# Trust & Safety as Infrastructure

On legacy platforms, trust and safety features are reactive — bolted on after a crisis. At EzeAD, verification, moderation, and secure messaging are core infrastructure, built into the platform from the ground up.

## User Verification

Identity verification built into the core onboarding flow — not an optional add-on.

## Active Moderation

Listing quality and community standards enforced proactively, not reactively.

## Secure Messaging

Buyer-seller communication protected within the platform — no exposed contact details.

## AI Fraud Detection

Anti-scam detection on the roadmap — compounding the safety infrastructure over time.

# Strategic Acquisition Value

For a global marketplace consolidator, EzeAD represents a rare opportunity: pre-built global infrastructure, an elite SEO foundation, a diversified ecosystem, and live mobile apps — all in a single acquisition.



## Instant Geographic Activation

9 countries live, full hierarchy deployed — no build time required post-acquisition.



## Diversified Ecosystem

10+ integrated services create cross-product lock-in and compounding revenue.



## SEO Defensibility

399/400 PageSpeed and 4,000+ indexed categories — a technical moat that took years to build.



## Live Mobile Apps

Native iOS and Android apps already in production — no mobile development backlog.

# Key Investment Highlights



## Already Global

9 countries live. Infrastructure built for instant activation in new markets.



## Rare Technical Score

399/400 Google PageSpeed — a benchmark almost no platform achieves.



## Structural Moats

20+ years of brand history, 4,000+ categories, and 10+ ecosystem services.



## Six Revenue Streams

Diversified monetization — not dependent on a single ad-spend lever.



## AI Already Live

Chatbot and ad targeting live today. Matching and predictive tools on the roadmap.



## User-First Model

Free unlimited listings. No pay-to-be-seen. No hidden data monetization.

# The Thesis, Restated

"EzeAD was designed as a next-generation global commerce platform, engineered to overcome the geographic, architectural, and scalability limitations of traditional marketplace models."

One unified digital infrastructure. Local, national, and international commerce. One platform. Already live. Already built for scale. Ready for the next phase of growth.

# About EzeAD Media Group Inc.

## Founded

2003 — over 20 years of platform development and brand history.

## Ownership

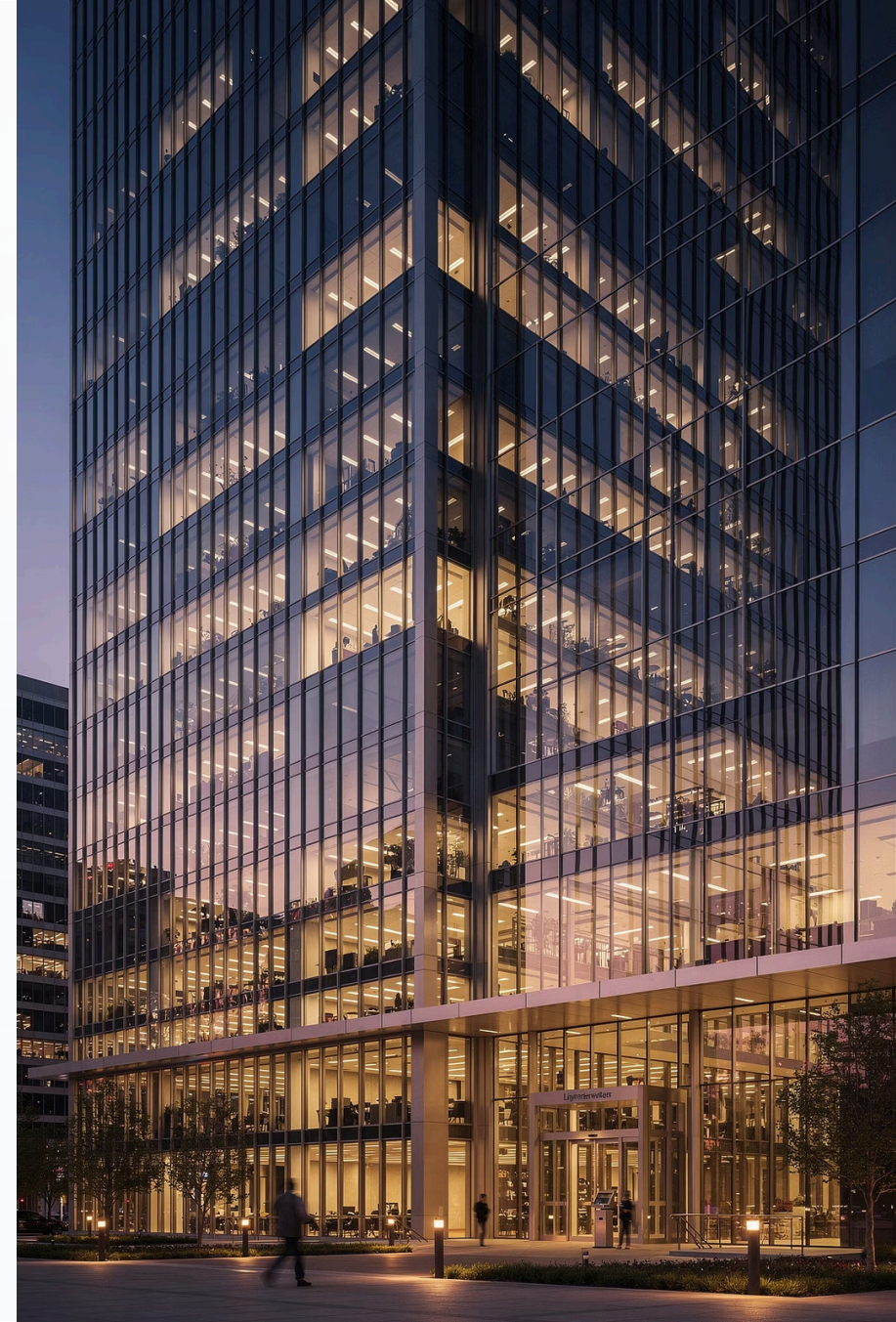
Canadian-owned and operated — regulatory credibility and long-term perspective.

## Operations

Live across 9 countries, 15 languages, with native iOS and Android apps in production.

## Mission

To hand the marketplace back to the people using it — free, fair, and built for everyone.



# Let's Talk.

"We are not building for scale. We are already built for scale."

**EzeAD Media Group Inc.** · Founded 2003 · Canadian-Owned · Global Digital  
Commerce Infrastructure

[Download Prospectus](#)

[Schedule a Call](#)

[Contact Investor Relations](#)

