

Eliminating Advertising Waste with AI Driven Precision

Corporate Overview

CSE: **BPAI** | OTCQB: **BPAIF** | Frankfurt: **8LHO**

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Leadership Team & Board of Directors

Experienced executives and directors driving enterprise growth and strategic execution



Brandon Mina
President & CEO, Director

Forbes Technology Council member and serial entrepreneur with decade of global marketing expertise, former CMO of award-winning agencies. He is on the advertising technology committee for both the IAB and CMA.



Seif Khemaissia
Chief Growth Officer

15+ years programmatic advertising leader, former SVP Business Growth at major agencies, recognized for turning analytical insights into revenue growth. He brings deep expertise in demand-side platforms and data-driven optimization to maximize client ROI.



Jenn Patterson
Director of Sales & Partnerships

20+ years field marketing and partnerships expert driving AI-powered ad efficiency for performance-focused brands. She has extensive experience building strategic agency relationships and scaling new revenue channels across global markets.



Kyle Appleby, CPA
Chief Financial Officer

Founder of CFO Advantage Inc., seasoned public company CFO with 20+ years experience across technology, mining, and investment funds. He provides invaluable expertise in M&A advisory, capital markets strategy, and stringent financial compliance.



Jordan Brooks
VP of Product & Data Strategy

Strategic advisor with expertise in zero-to-one SaaS product development and business expansion. 15+ years in advertising industry experience.

Board of Directors

Adam Szwera Executive Chairman

Founder of Foundation Markets; experienced corporate finance & securities lawyer.

Jeremy Goldman Independent Director

Former CFO of venture tech firms; seasoned finance and technology executive.

Andres Tinajero Director

CPA, MBA; 20+ years as CFO and finance director across public sectors.

Brian Presement Director

Founder & CEO of Unite Communications; 25+ years in tech and telecom.

Corbett Fine Director

VP Digital Marketing at IGM Financial; 20+ years driving revenue via digital strategy.

Randall Craig Independent Director

CEO of Pinetree Advisors; author and expert in digital strategy and business growth.

Bot Traffic is on the rise



Cloudflare Radar



Search for locations, autonomous systems, reports, domains and more...

English



Bot Traffic from

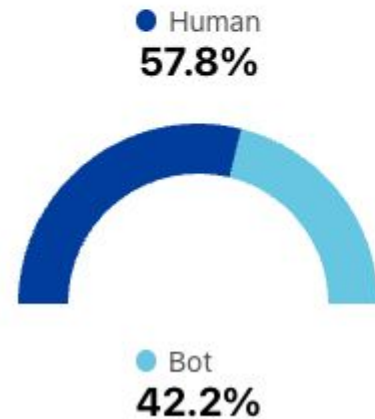
United States



Last 12 months

Bot vs. Human

Bot (automated) vs. human
HTTP requests distribution



Bot traffic

HTTP requests from bots over the selected time period

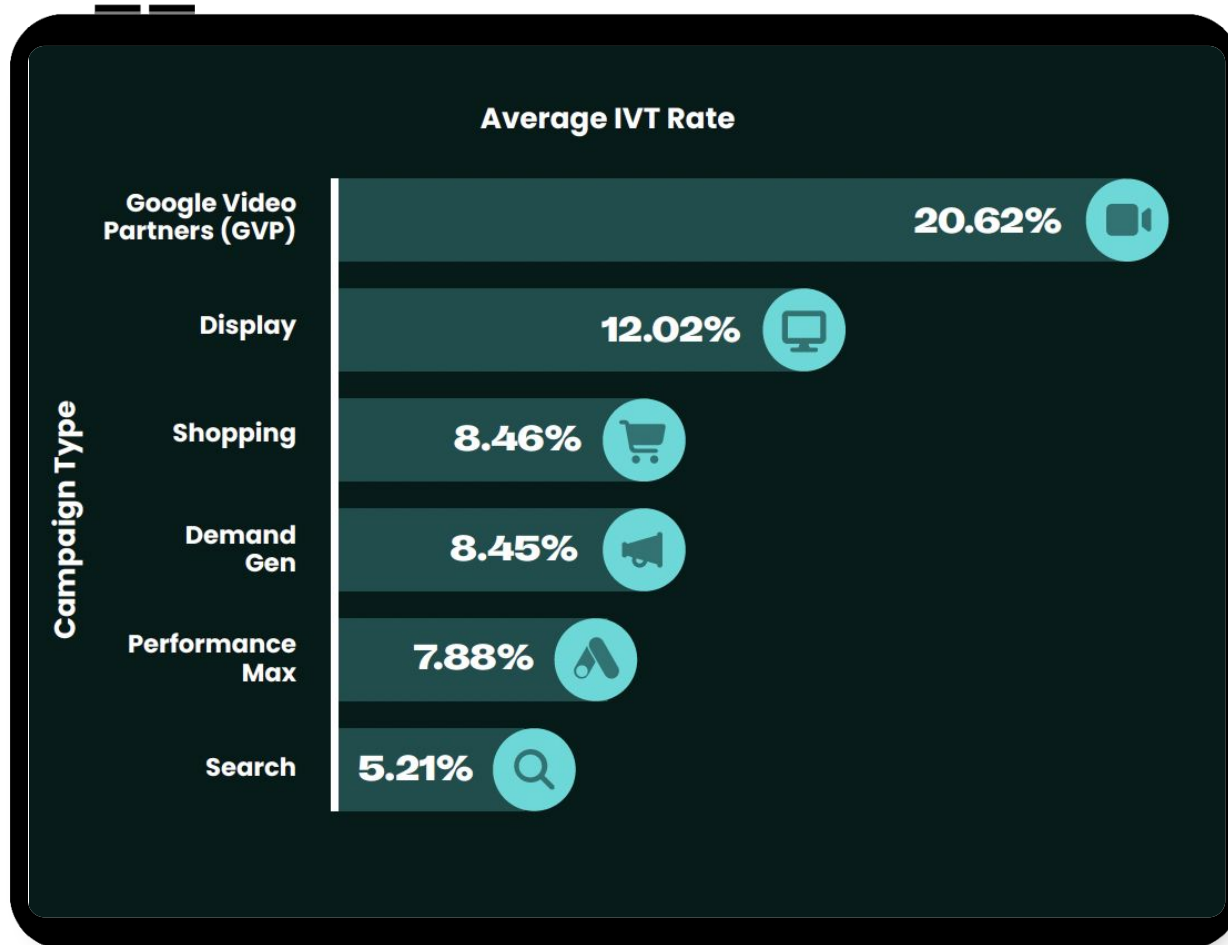


**"By 2035, 80% of internet traffic
could be driven by AI Agents."**

—Gartner Futures Lab: The Future of Identity, 7 April 2025¹



Invalid Traffic (IVT) Rates Across Google Campaigns



With an annual ad spend
of \$1M on Google,

\$104,483


is wasted on invalid clicks.

Source: Lunio, *The Invalid Traffic Report 2026*.



The Automation Trade-Off

Programmatic advertising promised efficiency, but forced marketers to trade transparency for scale.

What Automation Delivered

- ✓ Machine-speed execution
- ✓ Unprecedented audience scale
- ✓ Lower transactional costs

vs

What We Lost

- ! Human oversight removed
- ! Opaque, black-box buying
- ! No visibility into actual placements

Programmatic Advertising Market: \$720B (2026) → \$1.17T (2030) | 13% CAGR

The \$100B+ Waste Crisis

Projected for 2026 within a \$740B global digital ad spend

Global Ad Fraud: \$100B+

VS

Global Credit Card Fraud: \$33.4B

Sources: Nilson Report 2025

\$100B+

Wasted Annually



Global digital ad spend lost to malicious activity

43%

Invalid Traffic



Ad traffic exhibiting bot or fraud signals

15-35%

Budget Leakage



Average advertiser budget lost to undetected waste

The Impact: Inflated CPCs • Plunging ROAS • Depleted Budgets

Sources: Juniper Research 2026, Clixteel 2026, Spider AF

How the **\$100B+** Breaks Down

Understanding the 2026 fraud landscape against a \$740B global digital ad spend



Bot Traffic & AI

\$38B

Advanced agentic AI and botnets designed to mimic genuine human behavior, bypassing standard platform security checks to drain budgets.



Click Fraud

\$28B

Intentional, malicious clicking on pay-per-click (PPC) advertisements by competitors, click farms, or automated malicious scripts.



Domain Spoofing

\$18B

Disguises low-quality, fraudulent, or fake websites as premium, reputable publishers to sell digital ad space at higher rates.



Ad Stacking & Pixel Stuffing

\$16B

Invisible manipulation where multiple ads are layered on top of each other or crammed into 1x1 pixels to falsely claim impressions.

Note: Breakdown of \$100B in projected global ad waste.
Sources: Juniper Research 2026, Clixtell 2026, Spider AF

We enable marketers to **do more with less**

We enable marketers to take control in an increasingly automated advertising ecosystem - eliminating fraud, waste, and abuse across a \$740B global market.

\$100B+

Projected 2026 Waste



Transparent Visibility

See where every dollar goes—no black boxes

43%

Invalid Traffic Rate



Fraud Elimination

Remove bot activity and reclaim budget

-80%

Decrease in CPC



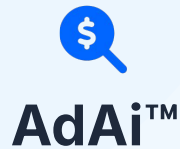
Real Outcomes

Drive genuine conversions and verified results

By tackling the **\$100B+ fraud crisis**, we unlock the **true value** of every digital advertising dollar.

Complete Performance Marketing Stack

LAUNCHED MARCH 2025



Eliminate branded search cannibalization and non-incremental spend

Real-time AI detection of wasted ad dollars

Forensic evidence for platform refunds

15 enterprise/SMB customers, 12 enterprise trials underway, 65 brands in active pipeline

LAUNCHED MARCH 2026



ClickRadar™

Real-time bot detection and forensic refund submissions

Behavioral analysis and agentic browsing signals

Performance-based pricing on recovered budgets

Just launched - commercial pilots currently underway

LAUNCHED NOVEMBER 2025



SearchIQ™

Ensure brand visibility in AI-driven search

Monitor and optimize presence in generative AI search results

Complement AdAi and ClickRadar for full-funnel integrity

Active commercial users and agency partnerships in place



Three products, one mission: maximize ROAS and eliminate fraud, waste, and abuse.

TRUSTED BY

Enterprise Brands Trust **BrandPilot AI**

Proven performance across verticals — from financial services to retail, healthcare to education.



FARFETCH

URBAN BARN

MEANINGFUL BEAUTY®
CINDY CRAWFORD

WAREHOUSE one
PROUDLY CANADIAN 🍁

CANYONRANCH

MODA OPERANDA

**STADIUM
GOODS®**

Business Model: SaaS + 100% Performance-Based

Zero upfront cost. We only succeed when you recover budget. [Free audit](#) + [90-day trial](#) (payment from recovered funds only).



AdAi Core (25% of Recovery)

- **Zero upfront cost** - fee only charged on verified budget recovery
- **Aligns incentives** for maximum value extraction
- **Performance-based pricing** ensures mutual success
- **~\$50K-\$200K** typical recovery per client



Verified Recovery

~\$50K-\$200K typical



Platform Subscription (\$500-\$2K/month)

- **Ongoing optimization**, reporting & analytics
- **ClickRadar™, SearchIQ™**, integrated dashboard
- **Multi-module SaaS platform** with full access
- **100% customer retention** rate



Full Platform Access

\$500-\$2K/month

Win-Win-Win Model: We only succeed when you recover budget.
80%+ trial-to-contract conversion, **~70% overall** conversion, **100% customer retention**.

AdAi: Proven Value Across Your Marketing Stack

Eliminate waste, reduce costs, and maximize ROAS with AI-powered ad optimization.



Lower CPC & Cost/Conversion

Reduce cost per click by **45-80%** and cost per conversion by **30-50%** through AI optimization.

↓ **45-80% CPC reduction**



Protect Branded Search

Eliminate cannibalistic branded keyword spend and non-incremental traffic that inflates costs.

✓ **Prevent brand cannibalization**



Improve ROAS

Increase return on ad spend with verified human traffic and accurate attribution across channels.

↑ **2-4x ROAS improvement**



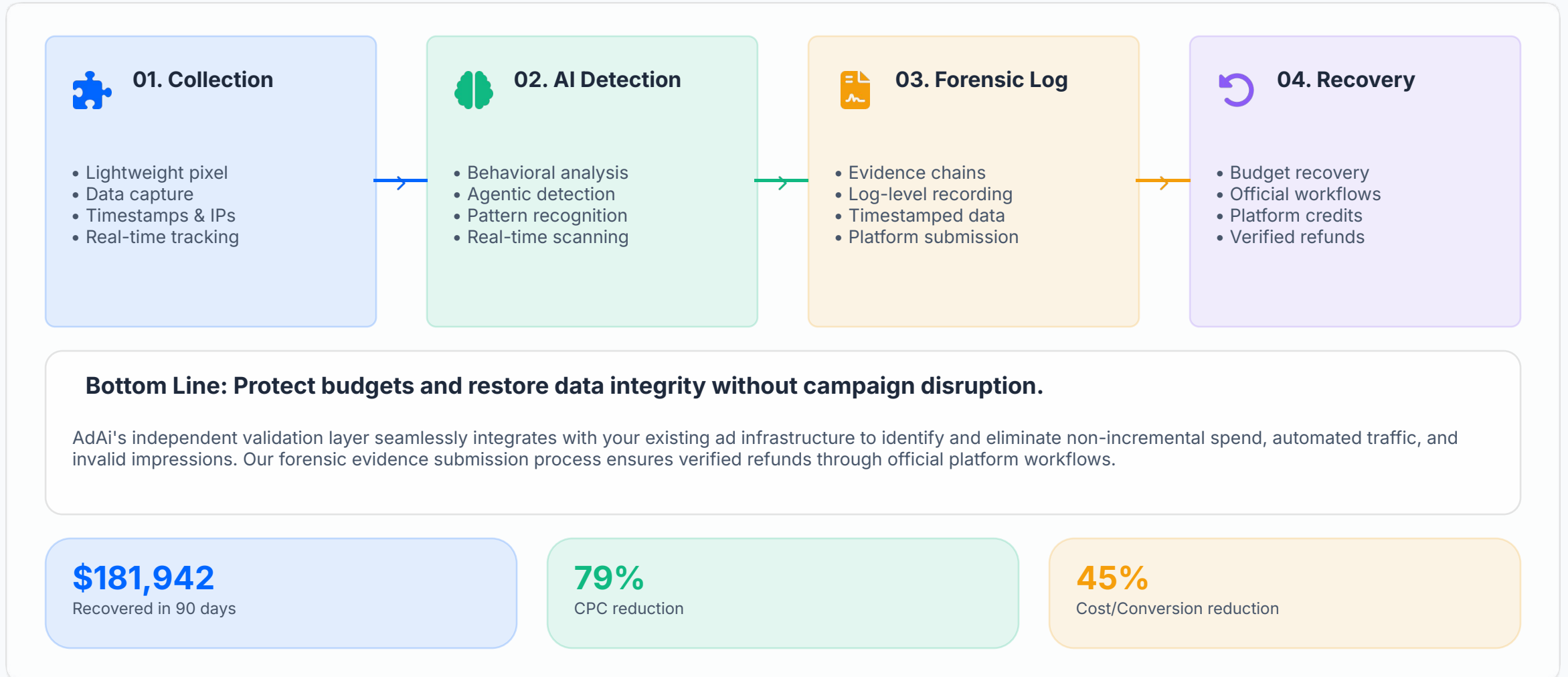
Evidence-Based Refunds

Forensic logs submitted through official platform workflows for guaranteed budget recovery.

🔒 **Verified recovery process**

Our Solution: **AdAi** — Independent Validation Layer

Collection → AI Detection → Forensic Log → Recovery



Case Study: 80% Lower CPC, No Loss in Ad Clicks

PROVEN IMPACT

Client Profile

Industry: Telecommunications/Media

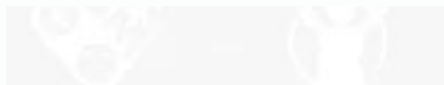
Large-scale telecom and media company

Challenge: High CPC on branded search terms

\$4.23 avg CPC on brand keywords with unclear incrementality and significant bot traffic suspected

Baseline: \$4.23 avg CPC on brand keywords

Mixed signals on campaign performance across Google Search campaigns



Setup & Deployment

AdAi deployed to identify non-incremental spend and invalid traffic across **Google Search campaigns**.

90-day trial period with full forensic tracking and platform evidence submission.

✓ Zero disruption to live campaigns

Key Results

79%

CPC Reduction

45%

Cost/Conv. ↓

\$181K

Recovered

Case Study Results: First 90 Days

Proven impact metrics from enterprise client deployment of AdAi platform



Before AdAi

High branded search spend with unclear incrementality, mixed signals on campaign performance, and significant bot traffic suspected

CPC: **\$4.23**

Cost/Conv: **\$127.50**

Budget Recovered: **\$0**

Ads Uncontested: **12%**



After AdAi

AdAi deployed to identify non-incremental spend and invalid traffic across Google Search campaigns

CPC: **\$0.89**

Cost/Conv: **\$70.13**

Budget Recovered: **\$181,942**

Ads Uncontested: **90%**



Impact

CPC Reduction: **-79%**

Cost/Conv Reduction: **-45%**

Budget Recovered: **+\$181,942**

Ads Uncontested: **+78%**



Verification: Forensic logs submitted through Google's official Invalid Traffic Credit workflow

Client anonymized per NDA. Results may vary by account structure and traffic quality.

Go-To-Market: Educate the Market

The BPAI team are marketers teaching marketers



Education

Webinars, masterclasses, conferences, and thought leadership content to raise awareness and establish authority in the market.

 Educational campaigns

Masterclassing.com Partnership

AI Marketing Leaders Dinners

Jul 16 Los Angeles

Aug 13 New York

Sep 30 Chicago

Dec 8 New York

Masterclassing.com

AI in Marketing Masterclasses

Oct 21 New York

Nov 4 Miami

Nov 17 Toronto



Outbound

Targeted outreach, ABM campaigns, and direct engagement with CMOs and CFOs to drive qualified leads.

→ Direct engagement



Partners

Agency partnerships, platform integrations, and reseller networks for scaled distribution and market reach.

 Strategic partnerships



Direct Enterprise

Upper mid-market and enterprise focus with white-glove service and custom deployment for large accounts.

★ Enterprise focus

Capitalization Summary

Capital structure and fully diluted share count as of December 31, 2025 (Based on Q3 FY2026 MD&A).

Security Class	Outstanding	% of Fully Diluted
Common Shares	190,121,642	61.3%
Warrants	106,013,078	34.2%
Convertible Debt	4,081,818	1.3%
Options & RSUs	9,769,570	3.2%
Fully Diluted Total	309,986,108	100.0%

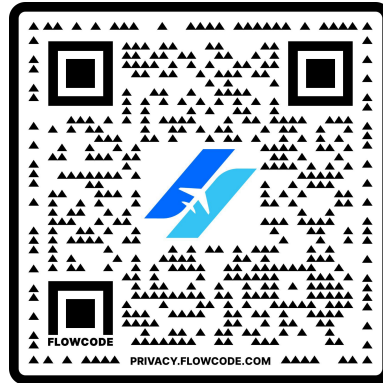
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Thank you!



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