

Michel Pepin on Cisco's Record Revenue Growth in 2023 and Key Executive Appointment

written by InvestorNews | January 29, 2024

In a recent Investor.Coffee interview with host Tracy Weslosky, [Cisco Corp.](#)'s (CSE: CISC | OTCQB: CISCF) President and CFO Michel Pepin shared insights into Cisco's strong [revenue growth](#) for 2023 and strategic initiatives moving forward. Michel proudly announced that Cisco achieved a 95.9% increase in revenue in 2023, growing from \$14.766 million to \$35.014 million. This growth was also reflected in their gross profit, which rose from \$2.785 million to \$6.772 million, marking a 143.2% increase.

Michel attributed this success to the dedicated efforts of the Cisco team and the company's robust and profitable business model. Central to this model is a client-centric approach, a strategic focus, minimization of overhead costs, and investment in future opportunities. Michel also shared Cisco's ambitious acquisition plans. Targeting one to two acquisitions annually, Cisco is currently exploring a potential third acquisition for 2024. He stressed the importance of strategic alignment and rigorous due diligence in their acquisition process to ensure that they are accretive to Cisco.

To bolster its leadership and operational capabilities, Cisco announced the appointment of Sheri Rogers as the EVP Managing Director of Prospect Media Group (PMG), one of its key subsidiaries. Michel shared that Sheri brings a wealth of experience and a track record of success in leading major agencies and client portfolios.

To access the rest of this interview, [click here](#)

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About Ciscum Corp.

Ciscum Corp. is a Canadian company investing, acquiring, and managing companies in the ICT sector. Potential acquisition targets are entrepreneurs seeking equity, transition, or that do not have a defined succession plan. Target companies are generally substantial SMEs and have a proven track record/history of profitability.

With this approach Ciscum enables owners/founders to crystalize their equity, while remaining active in the business. Consequently, acquisitions are immediately accretive to shareholders' value.

To learn more about Ciscum Corp., [click here](#)

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eResearch Industry Report Focuses on Roll-Up Strategies in the Canadian ICT Industry and Features CISCOR Roll-Up Strategy

written by Tracy Weslosky | January 29, 2024

The recent eResearch Industry Report titled Roll-Up Strategies in the Canadian ICT Industry; Your Guide to Understanding and Investing in M&A-Focused Public Companies offers a comprehensive analysis of the Mergers and Acquisition (M&A) strategies in the Canadian Information and Communication Technology (ICT) sector. This sector, pivotal in modern business and society, includes key components like cybersecurity, data management, and telecommunications. Despite challenges posed by COVID-19, the global ICT industry remained resilient, with estimated worldwide spending reaching US\$4.8 trillion in 2023. The Canadian ICT sector, in particular, is expected to generate \$270 billion in revenues in 2023, marking a 5% annual growth.

Cisco Surges Forward with Strong Q3 Results and ICT Strategic Acquisitions

written by Tracy Weslosky | January 29, 2024

In a remarkable financial turnaround, Cisco Corp. (CSE: CISC), a leader in the Information, Communication, and Technology (ICT) sector, has recently announced its Q3 2023 earnings, showcasing a period of significant growth and positive results. The acquisition of PMG, a key player in AdTech/MarTech, has been a catalyst in this upward trajectory, reflecting a strategic move by Cisco in expanding its market reach.

Trevor Doerksen of ePlay Digital on commercializing its virtual worlds

written by InvestorNews | January 29, 2024

In this InvestorIntel interview with host Tracy Weslosky, [ePlay Digital Inc.](#)'s (CSE: EPY) CEO Trevor Doerksen discusses the introduction of metaverse advertising and brand monetization into ePlay's virtual worlds as they accelerate towards [full commercialization](#).

In the interview, which can also be viewed in full on the InvestorIntel YouTube channel ([click here](#)), Trevor Doerksen talks about ePlay's [partnership with VR advertising innovator](#)

[Trivver](#) to bring dynamic virtual reality and augmented reality advertising directly into ePlay's Klocked World. As the "running metaverse that you could immerse yourself in today", Trevor explains how Klocked World makes ePlay an early leader in the fast-growing market of metaverse engagement and commercialization.

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About ePlay Digital Inc.

ePlay Digital Inc. is a mobile game creator and publisher specializing in sports, esports and entertainment augmented reality titles, including the, award-winning, augmented reality running app, [Klocked.run](#), sports gaming app [Fan Freak](#), flagship title [Big Shot Basketball](#) and Howie Mandel mobile game collaboration – [HowiesGames.fun](#). ePlay is operated by an award-winning team of sports, gaming and eSports leaders as well as broadcast and digital technology industry experts, software engineers and athletes who have brought dozens of game titles to market for companies including Time Warner Cable, ESPN, Sony Pictures, AXS TV, Intel, AXN, Fiat, CBS, and others.

To know more about ePlay Digital Inc., [click here](#)

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Michel Pepin of Ciscum

announces the acquisition of a second marketing technology company

written by InvestorNews | January 29, 2024

In a recent InvestorIntel interview, Tracy Weslosky spoke with Michel Pepin, President and CFO of [Ciscom Corp.](#) about acquiring companies in the Information and Communication Technology (ICT) space with a strong revenue stream.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Michel Pepin said that Ciscom has signed a [share purchase agreement](#) to acquire marketing technology company, Prospect Media Group, which had revenue of about \$30 million in 2021. He added that Prospect Media Group will be Ciscom's second acquisition having successfully closed the acquisition of their first company last year. He went on to provide an update on Ciscom's private placement to finance the acquisition.

To watch the full interview, [click here](#).

About Ciscom Corp.

Ciscom is a 'Roll-Up' company active in the ICT (Information and Communication Technology) and focused on technology driven marketing/advertising, documents processing and content management organizations. All having complementarity of activities, and implementing significant synergies and leverages at all levels (Sales, expenses, financial, operations and management). Ciscom is a long-term investor. It buys and holds, and works with management teams to grow portcos.

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eResearch's Chris Thompson on Moovly Media's Deal with Lee Enterprises

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In a recent InvestorIntel interview, Tracy Weslosky spoke with Chris Thompson, President of [eResearch Corp.](#) about his 18-page [Update Report](#) on [Moovly Media Inc.](#) (TSXV: MVY) and about Moovly's recently announced [partnership](#) with NASDAQ listed Lee Enterprises.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Chris said that Lee Enterprises is a major advertising and marketing automation platform and explained why Moovly's integration agreement with Lee Enterprises is a milestone for Moovly Media. He went on to explain how Moovly has been able to attract large technology companies looking to integrate with its video technology platform. Highlighting the growing demand for videos to reach the widest possible target audience, Chris said that the demand for video technology like Moovly's offerings will continue to grow.

To watch the full interview, [click here](#).

About eResearch Corporation

eResearch Corporation is a respected source for institutional-

quality, equity research focused primarily on small- and mid-cap companies. The purpose of the focus is to identify companies that have interesting prospects, sound management, and a significant potential for share price appreciation. eResearch complements its corporate research coverage with a diversified selection of informative, insightful, and thought-provoking research publications from a wide variety of investment professionals. The professional investment research and analysis is provided directly to the subscriber network of discerning investors, and is done electronically through its website, www.eresearch.com

About Moovly Media Inc.

Moovly is the leading provider of creative cloud-based tools to create compelling marketing, communications and training videos and video presentations. Moovly's advanced Studio Editor with millions of assets seamlessly integrated (via partnerships with Getty Images & Storyblocks) is all you need to create engaging video content to promote, communicate or explain your product, service or message. Moovly's API and Automator technologies allow third parties to automate parts or all of the content creation process, including mass video customization, personalized videos (video version of mail merge), automatic content creation or updating by connecting data sources. With clients including users from over 300 of the Fortune 500, small businesses, freelancers and Ivy league universities, Moovly is an intuitive, cost effective choice for DIY creation of engaging video-based content.

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Moovly Media, A complete online video creation solution flying high, but still under the radar

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I'm not much of a YouTube person, or TikTok, or social media in general, so perhaps I'm not the most qualified individual to comment on making videos. However, if I were inclined to post my opinions on the internet or try and give Joe Rogan a run for his money, there is a tool I would definitely be utilizing to make myself look as professional as possible. I would be using the Moovly Studio Video Editor brought to us by [Moovly Media Inc.](#) (TSXV: MVY). But before I continue, this is not an advertisement for Moovly's products, it's simply my introduction into the company I'm going to discuss today. Like I said, I'm not a curator of video content so you are stuck with my verbal commentary, although as I understand it, Moovly has a product that can turn this note into a form of video or powerpoint presentation.

Essentially, Moovly offers its users the most complete online video creation solution on the market. Combining an intuitive and easy-to-use video editor with millions of copyright free assets available in many different styles, and more advanced features such as text-to-speech, green screen recording, video automation solutions and white-labeling options. It could actually make a grumpy old guy like me look reasonably competent, at least until I started talking. Moovly is the

leading provider of creative cloud-based tools to create compelling marketing, communications and training videos and video presentations. Clients include users from over 300 of the Fortune 500, small businesses, freelancers and Ivy League universities making intuitive, DIY, cost effective video-based content.

The reason for going on and on and on about the tools available at Moovly Media is to provide context for a deal that the Company signed last Wednesday that seems to have flown under the radar. Moovly announced that it has been selected, after a lengthy competitive process, as an [exclusive partner](#) to Lee Enterprises' Simply Activ8 platform. The reason I say it appears to have flown under the radar is because the stock traded flat on both that Wednesday and Thursday on very low volume following the press release. It's possible the market didn't grasp the magnitude of this announcement so let me try and shed a little more light on why I think people should be paying attention to this deal. [Lee Enterprises](#) (NASDAQ: LEE) is a major subscription and advertising platform and a leading provider of local news and information. With Lee's Enterprises' daily newspapers, rapidly growing digital products and over 350 weekly and specialty publications serving 77 markets in 26 states. Year to date, Lee's newspapers have an average daily circulation of 1.2 million, and legacy websites, including acquisitions, reach more than 56 million digital unique visitors.

The Simply Activ8 platform developed by Lee Enterprises has embedded the Moovly video automation platform to offer its clients a powerful business marketing video-making tool, fully integrated and branded. The solution enables businesses to create advertisements and other marketing videos in a simple, cost-effective way, and in doing so brings additional revenue and client stickiness to the platform. James Green, Vice President/Digital at Lee Enterprises stated, "Video is a

powerful tool in advertising. Our partnership with Moovly makes that tool affordable and accessible for small to medium businesses.” For Moovly it’s an excellent example of allowing other companies to capitalize on the world-class platform they have built by integrating it into their own product offering. I view this as potentially a very high margin deal for Moovly as they’re simply distributing an existing product to a much larger user base and will be collecting fees from it.

Moovly had a market cap of just under \$18 million as of yesterday’s close. So you can imagine how a deal like this can impact the Company once the revenue from this transaction starts flowing through to Moovly. I expect that Q3 results will be out shortly, which should be a pretty interesting read given the recent [corporate update](#) detailing unprecedented growth. Perhaps as transactions like the Lee Enterprises deal start flowing through into the revenue column Moovly Media will no longer be flying under the radar.