

— NEXTECH INTELLIGENCE REPORT —

The AI Event Horizon

WHY THE \$2.5 TRILLION EVENTS INDUSTRY IS THE DEFINING INVESTMENT OF THIS DECADE

\$2.5T EVENTS MARKET 2025
12.8% CAGR 2025-2035
\$4.6B APOLLO · CVENT DEAL

THE GROWTH THESIS

A Trillion-Dollar Industry Accelerating

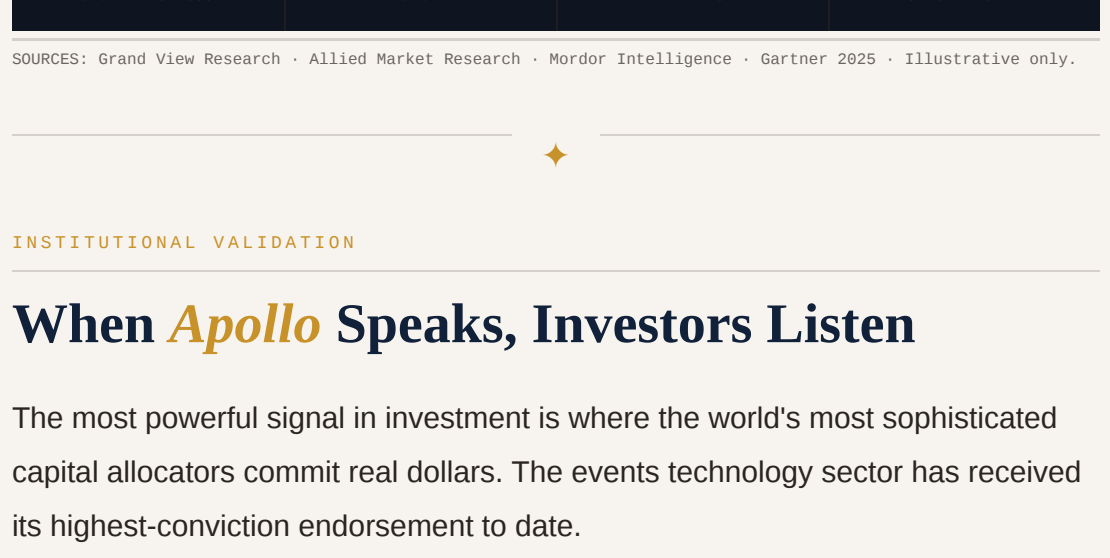
The global events management market was valued at approximately **\$1.14 trillion in 2024** and is projected to expand at a CAGR of **12.8% through 2035**, reaching an estimated **\$2.5 trillion**, according to Grand View Research. Allied Market Research places the live events segment alone at **\$970 billion by 2030**.

McKinsey & Company estimates **\$180–\$280 billion in annual AI-driven value creation** in the events sector through automation, personalization, and intelligent operations by 2030.

"The events industry is at an inflection point not unlike what e-commerce experienced in the early 2000s — the infrastructure is being rebuilt from the ground up."

— MORDOR INTELLIGENCE, GLOBAL EVENTS TECHNOLOGY REPORT, 2025

INDUSTRY GROWTH CYCLE & INVESTMENT HORIZON



SOURCES: Grand View Research · Allied Market Research · Mordor Intelligence · Gartner 2025 · Illustrative only.

When Apollo Speaks, Investors Listen

The most powerful signal in investment is where the world's most sophisticated capital allocators commit real dollars. The events technology sector has received its highest-conviction endorsement to date.

Apollo Global Management Acquires Cvent for \$4.6 Billion

Apollo Global Management — managing over **\$650 billion in assets** — took Cvent private at **\$4.6 billion**. Apollo's thesis: the events industry represents an undervalued, high-margin technology market at the beginning of an AI-driven transformation cycle.

\$4.6B TRANSACTION · **\$650B+** APOLLO AUM · **2023** DEAL CLOSED · **Enterprise** FOCUS

FIRM	COMMITMENT	VALUE	SIGNAL
Apollo Global	Cvent (Events SaaS)	\$4.6B	▲ AI Upside
Blackstone	Experiential Infra	\$4.0B+	▲ Experience Economy
Vista Equity	Event Software	\$2.1B	▲ SaaS Revenue
KKR	Live Entertainment	\$3.5B+	▲ Live Demand
Goldman Alternatives	Events Tech Rollup	\$1.8B	▲ Fragmentation Play

SOURCE: Pitchbook · Bloomberg · Company Disclosures · Preqin 2024-2025

THE AI TRANSFORMATION

10 Ways AI Is Reshaping the Events Industry

Sourced from Forrester, Gartner, Bain & Company, and Deloitte Insights:

- 01 AI-POWERED ATTENDEE PERSONALIZATION**
Hyper-personalized agendas and content recommendations — increasing engagement rates by up to 62% (Bain, 2025).
- 02 INTELLIGENT MATCHMAKING & NETWORKING**
AI engines transform networking from serendipity into a structured, ROI-measurable activity.
- 03 REAL-TIME TRANSLATION & ACCESSIBILITY**
AI captioning and multilingual translation expanding addressable attendee markets by 40%+.
- 04 PREDICTIVE DEMAND & LOGISTICS OPTIMIZATION**
AI forecasting reduces event operational costs by 20–35% (Deloitte Insights, 2024).
- 05 GENERATIVE AI FOR CONTENT & MARKETING**
Content production compressed from weeks to hours — personalized at scale.
- 06 VIRTUAL & HYBRID EVENT INTELLIGENCE**
Nextech creates persistent digital event venues with spatial AI and AR — real-time engagement analytics included.
- 07 CONVERSATIONAL AI & CHATBOT CONCIERGES**
Reduces support staff by up to 50% with 24/7 AI responsiveness (Forrester Wave, 2025).
- 08 DEEP ENGAGEMENT ANALYTICS**
Computer vision AI delivers unprecedented real-time measurement precision for organizers and sponsors.
- 09 AUTONOMOUS EVENT OPERATIONS**
Gartner estimates 40% of event operational tasks will be AI-handled end-to-end by 2027.
- 10 SPONSORSHIP & REVENUE INTELLIGENCE**
AI expanding event monetization by an average of 28% over manual approaches (McKinsey, 2025).

COMPANY SPOTLIGHT

Nextech: Building the Infrastructure of Tomorrow's Events

Within this expansive opportunity landscape, Nextech is not a participant in the events industry — it is building the AI and immersive technology infrastructure upon which tomorrow's events industry will run.

Where Artificial Intelligence Meets the Human Experience of Events

Nextech enables event organizers, brands, and venues to deploy intelligent personalization, immersive AR/VR environments, and real-time engagement intelligence at scale. AI engines power attendee matchmaking, content delivery, sponsor analytics, and virtual venue experiences.

CAPABILITIES:
 AI Matchmaking · AR/VR Events · Attendee Intelligence · Hybrid Platforms
 Sponsor Analytics · Generative AI Content · Real-Time Personalization · Virtual Venues

NEXTECH AR SOLUTIONS · OTC: NEXCF · CSE: NTAR

NEXCF / NTAR — 5-Year Price History
 Approximate USD data · Illustrative · Verify at your brokerage

NEXCF [OTC] USA **\$0.12** | **NTAR** [CSE] CANADA **C\$0.16**

5YR HIGH: \$0.12 | 5YR LOW: C\$0.16 | 5YR CHG: \$1.05 | 5YR VOL: ~C\$6M | 5YR P/B: \$8.12 | 5YR IRR: +6,666%

NEXCF APPROXIMATE PRICE HISTORY (USD)

2021: \$2.40
 2022: \$1.00
 2023: \$1.05 (Apollo Deal Signal)
 2024: \$1.05 (52-Week High)
 NOW: \$0.12 (+6,666% upside to ATH | Deep Value Entry)

DATA APPROXIMATE & ILLUSTRATIVE. NEXCF OTC (USD) · NTAR CSE (CAD) · VERIFY AT SECURITIES.DOW & FINRA.COM · NOT INVESTMENT ADVICE

Nextech's approach mirrors what Salesforce did to CRM and Shopify did to e-commerce: creating the AI operating layer for an industry that previously ran on spreadsheets. The companies that own that operating layer in a \$2.5 trillion market do not just participate in growth — they compound it.

The Only Publicly Traded Pure-Play in AI-Powered Events Technology

In a sector attracting billions in private capital, there is — remarkably — **only one publicly traded, pure-play company** at the intersection of AI and the events industry: **Nextech**.

1 GLOBAL PURE-PLAY · **\$0.12** NEXCF USD · **C\$0.16** NTAR CAD · **\$2.5T** MARKET BY 2035

Apollo paid \$4.6 billion for a private events tech platform. Nextech trades at a market cap a fraction of that size. The delta between private market valuations and Nextech's current public price represents one of the most compelling asymmetries available to investors today.

"When institutional capital is flooding a sector through private channels, the rare public vehicle that provides the same exposure commands a scarcity premium that can be multiples of intrinsic value alone."

— BAIN & COMPANY, PUBLIC MARKET SCARCITY DYNAMICS, Q1 2024

THE INVESTMENT CASE

Right Industry. Right Time. Right Technology.

The most consequential investment opportunities share a common structure: a large, inefficient market undergoing a technological paradigm shift, before the winner-take-most dynamic has played out.

- Market Size Confirms Conviction:** At \$1.1 trillion growing at 12.8% CAGR — larger than global cloud computing was in 2018, and growing faster.
- Institutional Smart Money Has Already Moved:** Apollo's \$4.6B Cvent deal, Blackstone, Vista Equity, and KKR have all stress-tested and committed.
- The Only Public Pure-Play — Scarcity Premium:** Nextech is the only publicly traded AI events technology company in the world. Scarcity of investable supply meeting growing demand produces decisive re-ratings.
- AI Adoption Is Early-Stage:** Gartner's 2025 Hype Cycle places events AI at the "Innovation Trigger" to "Early Majority" transition.
- Post-Pandemic Demand Is Secular:** Bain & Company found demand for in-person events exceeds 2019 levels in 78% of categories.
- Infrastructure Layer Captures Maximum Value:** High switching costs, data network effects, expanding monetization per customer. Nextech is building the infrastructure layer.

"We are at the beginning of a decade-long AI adoption cycle in experiential commerce. The companies building the intelligent infrastructure for events are in a position analogous to AWS in 2010."

— FORRESTER RESEARCH, THE FUTURE OF EVENT TECHNOLOGY PLATFORMS, Q1 2026

The Operating System for the Events Industry

INTRODUCING **Next EOS 1.0**
 EVENT OPERATING SYSTEM · VERSION 1.0

"Just as Windows became the OS for the PC and iOS became the OS for the smartphone — Next EOS 1.0 is the first operating system purpose-built for the global events industry."

LAYER 01: AI Event Intelligence
 Real-time attendee personalization, intelligent matchmaking, and predictive analytics — all unified under a single AI core.

LAYER 02: Intelligent Event Infrastructure
 Registration, logistics, sponsor management, virtual environments, and live analytics — one seamless platform, end to end.

LAYER 03: Open App Ecosystem
 A developer platform that lets the industry build on top of EOS — creating the network effects that compound market dominance over time.

WHY THIS CHANGES EVERYTHING
 Every great technology era is defined by its operating system. With **Next EOS 1.0**, Nextech Event Solutions is staking a claim to be the foundational layer upon which the entire \$2.5 trillion events industry runs. First-mover advantage at the OS layer is nearly impossible to displace — ask Microsoft, Apple, or Google.

FROM THE TEAM AT NEXTECH EVENT SOLUTIONS

"Thank you for your support. The best is ahead of us — and we are just getting started."

★ STAY TUNED ★

Being in the Right Industry at the Right Time Is Everything

The global events industry is a once-in-a-generation investment opportunity. Nextech Event Solutions is building the infrastructure — and with the launch of **Next EOS 1.0**, the operating system era for events has officially begun.

Nextech Event Solutions

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