This presentation is dated October 7, 2021. An amended and restated preliminary base PREP prospectus (in the province of Quebec) and a second amended and restated preliminary prospectus (in each of the provinces and territories of Canada, other than Quebec) (collectively, the “Canadian preliminary prospectus”) containing important information relating to the securities described in this presentation has been filed with the securities regulatory authorities in each of the provinces and territories of Canada. A copy of the Canadian preliminary prospectus, and any amendment, is required to be delivered with this presentation. The Canadian preliminary prospectus is still subject to completion. There will not be any sale or any acceptance of an offer to buy the securities until a receipt for the final base PREP prospectus has been issued. This presentation does not provide full disclosure of all material facts relating to the securities offered. Prospective Canadian investors should read the Canadian preliminary prospectus, the final base PREP prospectus, the supplemented PREP prospectus and any amendment for disclosure of those facts, especially risk factors relating to the securities offered, before making an investment decision.
Our mission is to become the largest capital markets communications platform in the world.
This presentation contains “forward-looking information” within the meaning of applicable Canadian securities laws. Forward-looking information may relate to our future financial outlook and anticipated events or results and may include information regarding our financial position, business operations, business strategy, growth strategies, budgets, operations, financial results, plans and objectives. In certain cases, forward-looking statements that are predictive in nature, depend upon or refer to future events or conditions, and/or can be identified by the use of words such as “expect”, “continue”, “anticipate”, “intend”, “aim”, “plan”, “believe”, “budget”, “estimate”, “expect”, “target” or negative versions thereof and similar expressions, and/or state that certain actions, events or results “may”, “could”, “would”, “might” or “will” be taken, occur or be achieved. In addition, any statements that refer to expectations, intentions, projections or other characterizations of future events or circumstances contain forward-looking information. Statements containing forward-looking information are not historical facts but instead represent management’s expectations, estimates and projections regarding future events or circumstances. Forward-looking information includes the anticipated offering, listing of our common shares on the TSX, our business model, our estimated financial results and operating metrics for the three and nine months ending September 30, 2021, the potential to grow our customer base, use of data and the network effect of our platform, our total addressable market, our ability to scale, our path to profitability, M&A and other drivers of growth and our anticipated use of proceeds.
This forward-looking information and other forward-looking information are based on our opinions, estimates and assumptions in light of our experience and perception of historical trends, current conditions and expected future developments, as well as other factors that we currently believe are appropriate and reasonable in the circumstances. Despite a careful process to prepare and review the forward-looking information, there can be no assurance that the underlying opinions, estimates and assumptions will prove to be correct. Forward-looking information is necessarily based on a number of opinions, estimates and assumptions that we considered appropriate and reasonable as of the date such statements are made, are subject to known and unknown risks, uncertainties, assumptions and other factors that may cause the actual results, level of activity, performance or achievements to be materially different from those expressed or implied by such forward-looking information. Although we have attempted to identify important risk factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other risk factors not presently known to us or that we presently believe are not material that could also cause actual results or future events to differ materially from those expressed in such forward-looking information. There can be no assurance that such information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information. Accordingly, readers should not place undue reliance on forward-looking information, which speaks only as of the date made. The preliminary, unaudited estimates of selected financial and other information for the three and nine months ending September 30, 2021 included in this presentation represent management’s estimates based on currently available information and are not a comprehensive statement of our financial results. Actual results are subject to completion of our financial closing procedures and may change, potentially materially, from those presented. This information is provided in order to give context to the nature of some of the company’s future plans and results and may not be appropriate for other purposes. The forward-looking information contained in this presentation represents our expectations as of the date of this presentation (or as the date they are otherwise stated to be made) and are subject to change after such date. However, we disclaim any intention or obligation or undertaking to update or revise any forward-looking information whether as a result of new information, future events or otherwise, except as required under applicable securities laws in Canada. All of the forward-looking information contained in this presentation is expressly qualified by the foregoing cautionary statements.

Non-IFRS Measures
This presentation makes reference to certain non-IFRS measures. These measures are not recognized measures under International Financial Reporting Standards ("IFRS") and do not have a standardized meaning prescribed by IFRS and are therefore unlikely to be comparable to similar measures presented by other companies. Rather, these measures are provided as additional information to complement those IFRS measures by providing further understanding of our results of operations from management's perspective.
Accordingly, these measures should not be considered in isolation nor as a substitute for analysis of our financial information reported under IFRS. We use non-IFRS measures, including “Adjusted EBITDA”. See the Appendix for a reconciliation of Adjusted EBITDA to the nearest IFRS measure.

Certain Other Matters
Any graphs, tables or other information demonstrating our historical performance or of any other entity contained in this presentation are intended only to illustrate past performance and are not necessarily indicative of our or such entities’ future performance.
In this presentation, unless otherwise specified or the context otherwise requires, all dollar amounts are expressed in U.S. dollars.
Each quarter 500,000+ investors attend a virtual event hosted by Q4.

1 As of June 30, 2021
Every month our 2,500+ clients interact with ~12 million investors on our platform.

1 As of June 30, 2021
POWERED BY Q4

63% OF DOW 30\textsuperscript{1} COMPANIES
50% OF S&P 500\textsuperscript{1} COMPANIES
48% OF RUSSELL 1000\textsuperscript{1} COMPANIES

If you touch the global equity markets you are likely already using the Q4 platform.

\textsuperscript{1} As of June 30, 2021
The capital markets are experiencing significant disruption.

Fee compression, changing investor preferences, new regulatory hurdles, shift to virtual and ESG.
Q4 solves these problems.

Providing the most comprehensive communication platform for corporates, investors and investment banks to discover, communicate and engage with each other.
COMPREHENSIVE CAPITAL MARKETS COMMUNICATION PLATFORM
Entrusted to transform workflows, improve communication, engagement & insights.
DATA IS A SIGNIFICANT AND GROWING ASSET.
We have unmatched, proprietary insights into the behaviour of capital market participants, and we are just beginning to realize the ways this can benefit our customers.

~12M Monthly Visits to Client IR Websites

~500,000+ Virtual Event Participants per Quarter

~350,000 Buy-Side and Sell-Side Contacts

1 As of June 30, 2021
In 2020 we grew more than ever in our history. And we’re just getting started.

In 2016 we crossed US$10M ARR\(^1\).

3 more years to get to US$20M ARR\(^1\).

And 1 more year to get to over US$40M ARR\(^1\).

ARR represents annual recurring revenue, defined as annualized equivalent value of subscription revenue of all existing contracts as at December 31 of the year being measured, as well as contracted subscriptions which have yet to go live.

Represents the midpoint of the estimated ARR range as of September 30, 2021.
CUSTOMERS LOVE US AND OUR PLATFORM

Our platform has become the industry standard and integrated into the daily workflows of corporates and investors.

93% LOGO RETENTION

113% NRR SINCE 2017

52 NPS

1 Represents controllable retention of customer logos, which excludes churn due to M&A, de-listing or bankruptcies

2 Represents net dollar revenue retention of all organic cohorts since 2017, as at December 31, 2020

3 Represents net promoter score as of December 31, 2020
Serving all three segments yields a large & international TAM

~$20B
CAPITAL MARKETS COMMUNICATIONS OPPORTUNITY

~41.5K
Public Companies
Market opportunity of ~$13B

~8K
Investment Banks
Market opportunity of ~$5B

~25K
Global Asset Management Firms
Market opportunity of ~$2B

1 Includes our current product offering and near-term expansion into deal management and research services
2 Management belief based on data available from large financial data providers
HIGH GROWTH ROADMAP WITH EXCEPTIONAL VISIBILITY

Leverage go-to-market strategy to **add new customers**

Combination of direct sales and channel partnerships

**Upsell additional products to captive customers**

Drive adoption of additional products

**Add new products and capabilities**

Additional solutions for issuers, investors and investment banks

**M&A**

Continue using M&A to accelerate growth
LEVERAGE EFFECTIVE GO-TO-MARKET STRATEGY TO ADD NEW CUSTOMERS

Sales Engine
New Logo Wins

<table>
<thead>
<tr>
<th>Year</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>LTM to 30-Jun-21</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Logo Wins</td>
<td>273</td>
<td>355</td>
<td>463</td>
<td>626</td>
</tr>
<tr>
<td>H1 2021</td>
<td>345</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>H2 2020</td>
<td></td>
<td>281</td>
<td></td>
<td></td>
</tr>
<tr>
<td>H2 2021</td>
<td></td>
<td></td>
<td>626</td>
<td></td>
</tr>
</tbody>
</table>

Efficient Channel Partnerships

S&P Global
Strategic commercial alliance

Preferred partner for issuers

NYSE
Strategic communications partnership

TMX
Strategic partnership for virtual events

Direct access to thousands of global public issuers via partnerships.
UPSELL ADDITIONAL PRODUCTS TO CAPTIVE CUSTOMERS

Solutions designed to scale as customer needs grow.

$200M incremental annual revenue opportunity within existing ~2,500 clients

56% CAGR Revenue Growth in Top 50 Clients from 2018 to 2020

1 Square was initially onboarded as a client in 2015
2 Assumes the opportunity to sell our entire existing product portfolio into our existing customer base as at June 30, 2021
We have a proven track record of strategic M&A.

We plan to consolidate the IR market and use M&A to expand into new markets and accelerate growth.

1 The BusinessWire acquisition consisted of an exclusive customer referral relationship rather than an acquisition of assets; Q4 considers this a historical acquisition due to the resulting increase in customers.
CUSTOMER MOMENTUM DRIVING TOPLINE GROWTH

Platform Customers

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Platform Customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>566</td>
</tr>
<tr>
<td>30-Jun-21</td>
<td>2,505</td>
</tr>
</tbody>
</table>

Annual Revenue per Account

<table>
<thead>
<tr>
<th>Year</th>
<th>Annual Revenue per Account</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>$14.8</td>
</tr>
<tr>
<td>30-Jun-21</td>
<td>$17.9</td>
</tr>
</tbody>
</table>

Revenue

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue (US$ millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$17.3</td>
</tr>
<tr>
<td>2019</td>
<td>$22.4</td>
</tr>
<tr>
<td>2020</td>
<td>$40.4</td>
</tr>
<tr>
<td>LTM to 30-Jun-21</td>
<td>$49.7</td>
</tr>
<tr>
<td>LTM to 30-Sep-21</td>
<td>$52.2³</td>
</tr>
</tbody>
</table>

1 Contracted as of June 30, 2021. As at December 31, 2018, 2019 and 2020, the number of platform customers that have subscribed to our products or that were in our backlog was 1,155, 1,411 and 2,306, respectively.

2 Calculated as annual recurring revenue of contracts in effect, divided by the number of customer accounts in effect as of the date being measured. As at December 31, 2018, 2019 and 2020, the annual revenue per account, expressed in thousands, was US$15.7 thousand, US$17.0 thousand, and US$17.6 thousand, respectively.

3 Represents the midpoint of the estimated revenue range for the last twelve months ended September 30, 2021.
STRONG UNIT ECONOMICS

Product Adoption

<table>
<thead>
<tr>
<th>Year</th>
<th># of products</th>
<th>Customers with 2+ products</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>338</td>
<td>3%</td>
</tr>
<tr>
<td>2019</td>
<td>441</td>
<td>4%</td>
</tr>
<tr>
<td>2020</td>
<td>877</td>
<td>5%</td>
</tr>
<tr>
<td>30-Jun-21</td>
<td>973</td>
<td>5%</td>
</tr>
</tbody>
</table>

- Net Dollar Revenue Retention\(^1\)

\(^1\) Represents net dollar revenue retention of all organic cohorts since 2017, as at December 31 of given year

- LTV / CAC\(^2\)

\(^2\) Represents customer lifetime value on total gross profit basis to new customer acquisition cost which includes all sales and marketing expenses

Q2 2021 5.2x
Investments in customer service and tech infrastructure have been made to support a larger customer and revenue base.

Scale and product adoption expected to deliver increased gross margins.
ATTRACTIVE OPERATING LEVERAGE

Operating Expenses¹

(US$ millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>G&amp;A</th>
<th>R&amp;D</th>
<th>S&amp;M</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$12.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>$19.4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>$28.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LTM to 30-Jun-21</td>
<td>$39.9</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Operating Leverage¹,²

<table>
<thead>
<tr>
<th>Year</th>
<th>G&amp;A</th>
<th>R&amp;D</th>
<th>S&amp;M</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>32%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>36%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>26%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>LTM to 30-Jun-21</td>
<td>31%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

¹ Excludes depreciation and amortization, foreign exchange (gain) loss and fair value adjustment on contingent consideration
² Represents operating costs as a percentage of total revenue
CASH EFFICIENT GROWTH WITH A PATH TO PROFITABILITY

## Operating cash flow
(US$ millions)

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>($3.1)</td>
<td>($3.5)</td>
<td>($8.1)</td>
</tr>
</tbody>
</table>

## Adjusted EBITDA
(US$ millions)

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>LTM to 30-Jun-21</td>
<td>($3.3)</td>
<td>($7.7)</td>
<td>($6.8)</td>
</tr>
<tr>
<td></td>
<td>($11.9)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Net loss for the year
(US$ millions)

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>LTM to 30-Jun-21</td>
<td>($8.3)</td>
<td>($11.1)</td>
<td>($13.1)</td>
</tr>
<tr>
<td></td>
<td>($22.9)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1 Adjusted EBITDA is a non-IFRS measure. See Appendix for reconciliation to net loss.
PREDICTABLE GROWTH ENHANCED BY M&A

Revenue
(US$ millions)

$20.0

Ongoing M&A expected to be key driver of growth

1 Represents the midpoint of the estimated revenue range for the last three months ended September 30, 2021
MANAGEMENT TEAM

Darrell Heaps  
CEO

Ryan Levenberg  
CFO

Donna de Winter  
COO

Mark Ramsay  
CRO

Warren Faleiro  
CTO

Dorothy Arturi  
CPO

Q4

WOMEN EMPLOYEES

43%

GLASSDOOR CEO RATING

94%

2021, 2020 & 2019 Best Workplaces™ in Technology
BOARD OF DIRECTORS

Darrell Heaps
CEO & Director

Colleen Johnston
Chair of the Board

Daniel Kittredge
Director

Ned May
Director

William N. Murdoch
Director

In-process

In-process
Our mission is to become the largest capital markets communications platform in the world.