Ciscom Corp. (CISC) Portfolio Company Diversifies Its Client Base

written by Raj Shah | August 10, 2023

August 10, 2023 (Source) – Ciscom Corp. (CSE: CISC) ("**Ciscom**" or "the **Company**") an ICT roll-up corporation, is pleased to announce that Prospect Media Group ("PMG") is adding new clients in varying and diverse industries.

PMG has historically provided data-driven media services to the retail sector and has been partnering with major national, regional and local brands. PMG has now added clients in the telecommunication, consumer package goods (CPG) and Home Improvement manufacturing sectors. This expansion of client types and sectors is a testament to the breath of products and services being offered by PMG. Leveraging its extensive consumer data and analytic tools, PMG's reach and campaigns' ROI are benefiting clients every day through targeted direct mail, OOH (out-of-home), broadcast to digital tactics, including social media, SEM and programmatic.

"When Ciscom invested in PMG, we knew there was solid growth potential and we are pleased to be part of the market diversification. With $33,835,559 in revenue in our proforma 2022 financial statements, Ciscom is well positioned to establish its true market value," said Drew A. Reid, Ciscom's Executive Chair & CEO.

"The strength of our client relationships and our multi-faceted approach to customer targeting combined with our integrated media services has established PMG as a leading partner in strategic decision-making investments for marketers," said Dave

Mathews, PMG’s President & Managing Director.

Ciscom is investing in and managing qualified companies active in the Information, Communication and Technology (“ICT”) sector – a broad area. The first 2 acquisitions are in the AdTech/MarTech sector dealing with big data, analytics, media services and technology.

About Ciscom
Ciscom Corp. is a Canadian holding (roll-up) company which is 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 Ciscom enables owners/founders to crystallize the equity, while remaining active in the business. Consequently, acquisitions are immediately accretive to shareholders’ value. For more information, please visit www.ciscomcorp.com.

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This news release contains certain statements that constitute forward-looking statements as they relate to Ciscom and its management. Forward-looking statements are not historical facts but represent management's current expectation of future events and can be identified by words such as "believe", "expects", "will", "intends", "plans", "projects", "anticipates", "estimates", "should", "continues" and similar expressions. Although management believes that the expectations represented in such forward-looking statements are reasonable, there can be no assurance that they will prove to be correct or will come to pass.

By their nature, forward-looking statements include assumptions and are subject to inherent risks and uncertainties that could cause actual future results, conditions, actions or events to differ materially from those in the forward-looking statements. If and when forward-looking statements are set out in this new release, Ciscom will also set out the material risk factors or assumptions used to develop the forward-looking statements. Except as expressly required by applicable securities laws, Ciscom assumes no obligation to update or revise any forward-looking statements. The future outcomes that relate to forward-looking statements may be influenced by many factors, including but not limited to; SARS-CoV-2; reliance on key personnel; shareholder and regulatory approvals; jurisdictional risk; risks of future legal proceedings; income tax matters; availability and terms of financing; rising costs related to inflation; effect of market interest on price of securities and potential dilution.