Ciscom Retains Phoenix Corporate Finance for Significant Financing Facilities

written by Raj Shah | December 16, 2024

December 16, 2024 (Source) – CISCOM Corp. (CSE: CISC) (OTCQB: CISCF) ("**Ciscom**" or the "**Company**"), which actively invests in, acquires, and manages companies within the Information and Communication Technology ("**ICT**") sector with a specialty in AdTech and MarTech, is pleased to announce that it has retained the services of Phoenix Corporate Finance Inc. ("**Phoenix**") as its corporate financing agent to provide strategic and corporate advisory services, including securing non-dilutive credit facilities in support of its M&A activities.

Pursuant to the engagement, Phoenix has been retained to facilitate a senior term loan in the amount of $2,880,000 with a term of two years and a renewable acquisition financing facility in the amount of $10,000,000 for a term of one year, with no principal repayment on either facility until maturity.

"*With the lower costs of funds, using a credit facility that is non-dilutive to shareholders is the best scenario for Ciscom. This will allow time for capital markets to reopen and be more favorable to smaller capital issuers like Ciscom. The Company is well-positioned to leverage these opportunities and deliver on its acquisitions mandate. We are focused and driving our competitive advantage in our mission to build shareholder value*," reported Michel Pepin, President and CEO of Ciscom.

Ciscom continues to be in good standing with its banking

partners, reflecting the Company’s rigorous financial management and governance standards. Looking ahead, Ciscom is poised for further growth, with a focus on new acquisitions, client-centric services, and a commitment to operational excellence.

About Ciscom Corp.

Ciscom actively invests in, acquires, and manages market leading companies within the Information and Communication Technology (ICT) sector, with a specialty in AdTech and MarTech, targeting SMEs with proven profitability. This approach allows entrepreneurs to monetize their equity and continue contributing, enhancing shareholder value through acquisitions. As a leader in omni-media, particularly in data-driven marketing, Ciscom, through its subsidiaries, optimizes advertising spend across platforms, ensuring high ROI and customer engagement. Strategic ICT acquisitions bolster service offerings and shareholder value, marking Ciscom as an emergent force in the data driven and technology market. Ciscom became an issuer in June 2023 on the CSE and October 2023 on the OTCQB. Ciscom has two subsidiaries, namely Market Focus Direct and Prospect Media Group. For more information, visit http://www.ciscomcorp.com

About Phoenix Corporate Finance Inc.

Phoenix Corporate Finance Inc. is an independently owned mid-market corporate finance firm that serves the alternative and secondary funding requirements of Canadian-based companies. The objective of Phoenix is to position its client companies for the optimum number of financing options beyond what is available from banks and other financial institutions. Phoenix specializes in underwriting and procuring equity and debt funding from non-institutional and private capital sources. For more information on our corporate, commercial, and ICI real estate financing

activities, please visit our website at www.phoenixcorpfinance.ca

CONTACT INFORMATION

Michel Pepin
President & CEO, Director
mpepin@ciscomcorp.com
@CiscomCorp

Cautionary Statement

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. Forward-looking statements include statements and information regarding any anticipated investing in or acquisition of additional companies in the ICT sector, the realization of both or either of the financing facilities which Phoenix has agreed to facilitate on behalf of Ciscom on the terms herein stated, on other terms acceptable to Ciscom or at all, any additional or ongoing hourly payments to Phoenix pursuant to its engagement by Ciscom, any potential renewal of any financing facility finalized, the ability of Ciscom to maintain and service any indebtedness incurred pursuant to a financing facility, including any future refinancings, the anticipated development or trend of the capital markets and the size of corporate entities such markets may favour, any expected opportunities which may become available to Ciscom, including

acquisition opportunities, and the ability or choice of Ciscom to avail itself thereof, any expected competitive advantage which Ciscom may have, any expected increase of or change in shareholder value, any expected continuance of Ciscom's relations with its banking and other business partners and any expected maintenance of the quality thereof, the quality and continuance of Ciscom's financial management and governance standards, expectations of operational excellence, expectations of optimized advertising spend, high returns on investments for customers and high levels of customer engagement, future expectations of growth and profits, future grants of equity incentive awards, future payments of dividends, the future plans for the Company, and other forward-looking information.

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. The future outcomes that relate to forward-looking statements may be influenced by many factors, including but not limited to: general commercial risks inherent to operating non-manufacturing businesses; any inability of Phoenix to deliver either or both of the financing facilities herein described on the stated terms, other terms acceptable to Ciscom or at all; any additional work required of Phoenix pursuant to its engagement by Ciscom and the compensation obligations of Ciscom therefor; market factors or factors particularly applicable to Ciscom preventing renewal of any finalized financing facility; risks inherent in debt financing, and in particular secured debt financing; risks inherent in any interest of a financing facility, whether fixed or variable; the capital requirements of the Company and ability to maintain adequate capital resources to carry out its business activities; the ability to identify ICT target acquisitions and complete such transactions on an

economic basis or at all, and successfully integrate those businesses; the ability to convert the potential in the pursued business opportunities to tangible benefits to the Company or its shareholders; risks of a material adverse change to the Company's assets or revenue; stock market, interest rate and debt market volatility; changing capital market valuations; the ability of the Company to continue as a going concern; dependence on key personnel; the Company's early stage of development; potential losses on investments; unstable and potentially negative economic conditions; fluctuations in interest rates; competition for investments within the ICT sector; maintenance of client relationships; maintaining a listing on the Canadian Securities Exchange; risks related to potential dilution in the event of future financings; no previous public market for the shares; volatility of the market price for the Company's securities; audit risk; litigation risk and risk of future legal proceedings; jurisdictional and regulatory risk; lack of operating cash flow; volatility; additional funding requirements; adverse general economic conditions; competition; conflicts of interest; the early stage of Ciscom's business; income tax matters; availability and terms of financing; rising costs related to inflation; and effects of market interest on price of securities and potential dilution; and those factors detailed in the Company's prospectus dated June 5, 2023 and other public documents filed under Ciscom's profile at www.sedarplus.ca. Ciscom has also assumed that no significant events occur outside of Ciscom's normal course of business.

Ciscom cautions that the foregoing list of factors is not exhaustive. In addition, although Ciscom has attempted to identify important factors that could cause actual results to differ materially, there may be other factors that cause results not to be as anticipated, estimated, or intended. When relying

on Ciscom’s forward-looking statements and information to make decisions, investors and others should carefully consider the foregoing factors and other uncertainties and potential events. Ciscom has assumed that the material factors referred to in the previous paragraph will not cause such forward-looking statements and information to differ materially from actual results or events. However, the list of these factors is not exhaustive and is subject to change and there can be no assurance that such assumptions will reflect the actual outcome of such items or factors. The forward-looking information contained in this press release represents the expectations of Ciscom as of the date of this press release and, accordingly, is subject to change after such date. Readers should not place undue importance on forward-looking information and should not rely upon this information as of any other date. Ciscom does not undertake to update this information at any particular time except as required in accordance with applicable laws.