

Ciscom's Michel Pepin Discusses Growth Through Acquisitions and Commitment as a "Rollup Tech Company"

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January 28, 2025 – In a recent interview with Investor.News host Tracy Hughes, Michel Pepin, President, CEO, and Director of [Ciscom Corp.](#) (CSE: CISC | OTCQB: CISCF), detailed the company's strategic focus for 2025. Pepin emphasized Ciscom's commitment to growth through acquisitions, describing the company as a "rollup tech company" with a plan to capitalize on its successful track record in the AdTech market. He highlighted the importance of securing financing to continue this trajectory, stating, "We are in the process of finalizing our financing, which enables us to go back on the acquisition track." This approach aligns with the company's recent announcement of closing a non-brokered private [placement](#), which will fund further merger and acquisition activities.

Pepin proudly noted Ciscom's strong financial health, mentioning, "We're about \$2M on EBIDTA on our positive cash flow," which underscores the company's ability to maintain independence and invest in new operations and clients while controlling expenses. This financial stability supports Ciscom's targeted acquisitions in the lucrative AdTech sector, now narrowed from a broader ICT focus, with the aim of leveraging technology in advertising and marketing. Pepin specified that the targets are profitable companies, adding, "We're not buying companies with the promise of profits. We're looking at companies that have profits today." He also provided an update

on one of their successful acquisitions, Prospect Media Group, which saw a significant increase in gross profits and operational efficiencies in Q3 2024. This success story exemplifies Ciscom's strategic acquisition model and operational expertise, positioning the company for sustained growth in a market projected to reach \$1.5 trillion over the next decade.

To access the complete interview, [click here](#)

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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.

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