

Michel Pepin on Cisco Corp.'s Strong Q3 Growth and Expanded Acquisition Strategy in ICT Sector

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November 4, 2024 – In a recent interview, Michel Pepin, President, CEO, and Director of [Cisco Corp.](#) (CSE: CISC | OTCQB: CISCF), shared insights into the company's impressive performance and ongoing strategy within the Information and Communication Technology (ICT) sector. Despite challenging market conditions, Cisco [reported](#) substantial growth, driven by strong client relationships and a collaborative approach. "We have a seat at the table," Pepin explained, emphasizing Cisco's active role in its clients' strategic planning. This involvement, combined with a committed and stable workforce, has enabled Cisco to maintain high levels of engagement and operational stability. The company reported a revenue increase to \$25.9 million in Q3 2024, marking a 20.6% rise compared to the same period in 2023, with a gross profit increase of 13% year-over-year.

Cisco's focus on profitable and cash-flow-positive operations is central to its business model, as Pepin highlighted the importance of cash flow in fueling growth without reliance on additional capital raises. He noted that Cisco generated \$1.4 million in positive cash flow from operations in the first nine months of 2024, reflecting effective cost management. This strong financial health allows Cisco to pursue capital raises strictly for acquisitions that align with its mandate. Cisco's acquisition strategy focuses on established, profitable

companies in the AdTech and MarTech sectors, with Pepin confirming that Ciscom is strategically positioned to leverage market opportunities for continued expansion.

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