

Michel Pepin on Cisco's Q1 2024 Revenue Results and Board Additions

written by InvestorNews | May 22, 2024

May 22, 2024 – In a recent interview with InvestorNews host Pat Bolland, Michel Pepin, President and CFO of [Cisco Corp.](#) (CSE: CISC | OTCQB: CISCF), which actively invests in, acquires, and manages companies in the Information and Communication Technology (ICT) sector, discussed the company's steady financial growth and strategic initiatives. Despite economic challenges, Cisco [reported](#) an increase in revenue for Q1 2024, reaching \$7.4 million, up from \$7.3 million the previous year. This growth was achieved even with the retirement of low-margin projects and the realization of cost synergies through efficient procurement and operational initiatives. Pepin attributed this success to Cisco's strong client relationships and deep analytics capabilities, stating, "Our clients benefit and appreciate the deep analytics and predictive modeling that we do for them."

Additionally, Pepin highlighted Cisco's focus on improving gross margins and operational efficiencies. The company's gross profit for Q1 2024 increased to \$1.4 million, with gross margins improving to 19.2%. This improvement reflects a strategic shift towards more profitable projects and enhanced purchasing power through the merger of operations from recent acquisitions. Pepin emphasized, "We have a larger purchasing power and we were able to focus our efforts into certain media that were a bit more diverse and not really yielding anything to our clients." Cisco's acquisition strategy remains centered on complementing its existing business, particularly in digital agencies, data

analytics, and automation organizations, aiming for synergies and cross-selling opportunities.

During the interview, Pepin also addressed [recent changes](#) to Ciscom's board, noting the addition of high-profile individuals with extensive experience in public companies and capital markets, which include Angel Valov, Tracy Hughes, and Stephen Lautens. These changes are expected to strengthen the company's governance and strategic direction as Ciscom focuses on sustained growth and value creation for its shareholders.

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

Don't miss other InvestorNews interviews. Subscribe to the InvestorNews YouTube channel by [clicking here](#)

About Ciscom Corp.

Ciscom actively invests in, acquires, and manages market leading companies within the Information and Communication Technology (ICT) sector, 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.

To learn more about Ciscom Corp., [click here](#)

Disclaimer: *Ciscom Corp. is an advertorial member*

of InvestorNews Inc.

This interview, which was produced by InvestorNews Inc. ("InvestorNews"), does not contain, nor does it purport to contain, a summary of all material information concerning the Company, including important disclosure and risk factors associated with the Company, its business and an investment in its securities. InvestorNews offers no representations or warranties that any of the information contained in this interview is accurate or complete.

This interview and any transcriptions or reproductions thereof (collectively, this "presentation") does not constitute, or form part of, any offer or invitation to sell or issue, or any solicitation of any offer to subscribe for or purchase any securities in the Company. The information in this presentation is provided for informational purposes only and may be subject to updating, completion or revision, and except as may be required by applicable securities laws, the Company disclaims any intent or obligation to update any information herein. This presentation may contain "forward-looking statements" within the meaning of applicable Canadian securities legislation. Forward-looking statements are based on the opinions and assumptions of the management of the Company as of the date made. They are inherently susceptible to uncertainty and other factors that could cause actual events/results to differ materially from these forward-looking statements. Additional risks and uncertainties, including those that the Company does not know about now or that it currently deems immaterial, may also adversely affect the Company's business or any investment therein.

Any projections given are principally intended for use as objectives and are not intended, and should not be taken, as assurances that the projected results will be obtained by the

Company. The assumptions used may not prove to be accurate and a potential decline in the Company's financial condition or results of operations may negatively impact the value of its securities. This presentation should not be considered as the giving of investment advice by the Company or any of its directors, officers, agents, employees or advisors. Each person to whom this presentation is made available must make its own independent assessment of the Company after making such investigations and taking such advice as may be deemed necessary. Prospective investors are urged to review the Company's profile on SedarPlus.ca and to carry out independent investigations in order to determine their interest in investing in the Company.