NowVertical Retires Debentures in Full, Strengthening Balance Sheet

TORONTO, Oct. 06, 2025 -- NowVertical Group Inc. (TSXV: NOW) ("**NOW**" or the "**Company**"), a leading data and AI solutions provider, is pleased to announce that the convertible debentures of the Company which were issued on October 5, 2022 (the "**Debentures**") matured on October 5, 2025. In connection with the maturity of the Debentures, the Company satisfied its obligations under the Debentures by repaying $5,069,000 to the registered holder of the Debentures (the "**Repayment**"). The Company utilized proceeds from its existing senior secured facilities agreement entered into with NowVertical UK Ltd., certain of their affiliates, and HSBC UK Bank plc for the purposes of the Repayment.

"Repaying our convertible debentures in full marks an important milestone for NowVertical. This step eliminates the potential dilution associated with the Debentures, strengthens our balance sheet, and demonstrates our disciplined approach to capital management. We are grateful for the continued support of our financial partner HSBC, which allows us to focus on expanding our Strategic Accounts programme and driving scalable, predictable growth that delivers long-term shareholder value."

About NowVertical Group Inc.

NowVertical is a global data and analytics company which helps clients transform data into tangible business value with AI, fast. Offering a comprehensive suite of solutions and services, the Company enables clients to quickly harness the full potential of their data, driving measurable outcomes and accelerating potential return on investment. Enterprises optimize decision-making, improve operational efficiency, and unlock long-term value from their data using the Company's AI-Infused first party and third-party technologies. NowVertical is growing organically and through strategic acquisitions.

For further details about NowVertical, please visit www.nowvertical.com.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

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Forward-Looking Statements

This news release may contain forward-looking statements and forward-looking information (within the meaning of applicable securities laws) which reflect the Company's current expectations regarding future events. All statements in this news release that are not purely historical statements of fact are forward-looking statements and include statements regarding beliefs, plans, expectations, future, strategy, objectives, goals and targets. Although the Company believes that such statements are reasonable and reflect expectations of future developments and other factors which management believes to be reasonable and relevant, the Company can give no assurance that such expectations will prove to be correct. Forward-looking statements can generally be identified by the use of forward-looking words such as "may", "should", "will", "could", "intend", "estimate", "plan", "anticipate", "expect", "believe" or "continue", or the negative thereof or similar variations. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause future results, performance, or achievements to be materially different from the estimated future results, performance or achievements expressed or implied by the forward-looking statements. Forward-looking statements are not guarantees of future performance and undue reliance should not be placed thereon, as unknown or unpredictable factors could have material adverse effects on future results, performance or achievements of the Company. Should one or more of these risks or uncertainties materialize, or should assumptions underlying the forward-looking statements prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated or expected.

All of the forward-looking statements contained in this press release are qualified by the foregoing cautionary statements, and there can be no guarantee that the results or developments that we anticipate will be realized or, even if substantially realized, that they will have the expected consequences or effects on our business, financial condition or results of operation. Unless otherwise noted or the context otherwise indicates, the forward -looking statements contained herein are provided as of the date hereof, and the Company does not intend, and does not assume any obligation, to update the forward-looking statements except as otherwise required by applicable law.