



EDISON NATION

NASDAQ: EDNT



August 2020

Forward Looking Statements

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Use of Non-GAAP Financial Measures

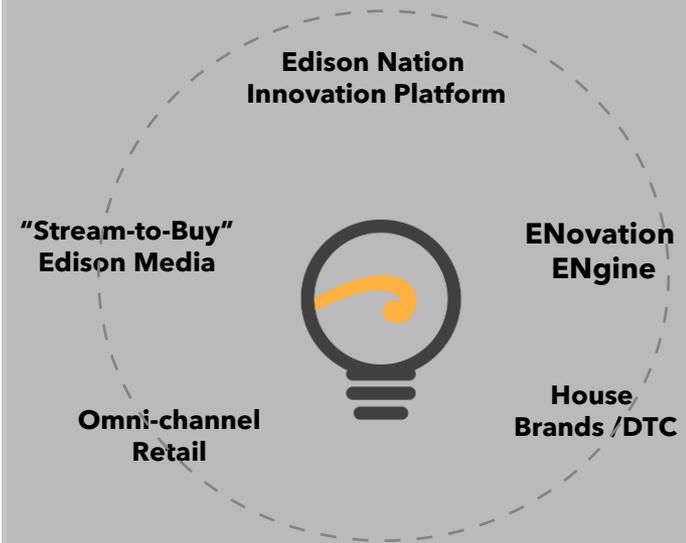
This presentation includes non-GAAP financial measures, including Adjusted EBITDA. Edison Nation, Inc. defines Adjusted EBITDA as EBITDA, further adjusted to eliminate the impact of certain non-recurring items and other items that we do not consider in our evaluation of our ongoing operating performance from period to period. Reconciliation of these measures to the nearest comparable GAAP measures can be found elsewhere in this presentation. Except as otherwise noted, all references herein to full-year periods refer to Edison Nation, Inc.’s fiscal year, which ends on December 31. Edison Nation, Inc. believes that these non-GAAP measures of financial results provide useful information to management and investors regarding certain financial and business trends relating to the company’s financial condition and results of operations. Edison Nation, Inc.’s management sometimes uses these non-GAAP measures to compare the company’s performance to that of prior periods for trend analyses and for budgeting and planning purposes.

Edison Nation’ Inc.’s management does not consider these non-GAAP measures in isolation or as an alternative to financial measures determined in accordance with GAAP. We have not reconciled the non-GAAP forward looking information to their corresponding GAAP measures because we do not provide guidance for the various reconciling items, such as provision for income taxes and depreciation and amortization, as certain items that impact these measures are out of our control or cannot be reasonably predicted without unreasonable efforts. You should review Edison Nation, Inc.’s financial statements, which will be included in Edison Nation, Inc.’s periodic filings with the SEC, and not rely on any single financial measure to evaluate Edison Nation, Inc.’s business. Other companies may calculate Adjusted EBITDA and other non-GAAP measures differently, and therefore Edison Nation, Inc.’s Adjusted EBITDA and other non-GAAP measures may not be directly comparable to similarly titled measures of other companies.

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Company Overview

- Source the next great product through the Edison Innovation Platform and
- ENovation ENgine, new SaaS portal for entrepreneurs seeking to scale their business on Edison Nation platform
- Vertically integrated operating model, enabling rapid new product development and brand creation.
- Deeply rooted brand relationships with history of licensing and product collaborations.
- Edison Nation Medical subsidiary, distributing ancillary medical supplies , proprietary hand sanitizer and personal protective equipment (“PPE”).
- Media driven commerce opportunities through Everyday Edisons TV show, pipeline of television content.



"A revenue stream trifecta of e-commerce, subscription and advertising could be the panacea"

- Aryeh Bourkoff (CEO, Lion Tree LLC)

Q2 HIGHLIGHTS

- Record quarterly revenue of \$6.8M.
- Edison Nation Medical Revenue of \$3.0M plus deferred net revenue of \$907k relating to large gown contract.
- Q2 purchase orders pending shipments as of 6/30 were \$9.95M. Total open purchase orders as of August 2020 for Edison Nation Medical are \$44.4M.
- Secured contract with large municipality to provide Purple Mountain Clean hand sanitizer for 3 years with 2-year renewal options.
- Amazon has approved the sale of Purple Mountain Clean hand sanitizer and shipments to begin this month. 



Edison Operating Model

- Product agnostic development process, rapidly manufacturing, selling, shipping new products.
- Experienced sourcing team in US and Asia.
- Owned packaging facility in United States.
- Acumen and resources to diligence and prototype new concepts rapidly.
- In-house team of DTC experts able to test and scale products with low capital risk.
- Relationships with brick-and-mortar retailers around the world.



Case Study

Purple Mountain Clean

- House brand of hand sanitizer
- Concept to revenue in under 60 days
- Sourced manufacturers in increasingly matrixed and competitive landscape
- Custom branding
- Secured contracts with Fortune 2000 and major U.S municipalities in first two months

Breakdown of EN Medical Purchase Orders for Q2 by product line



Q2 purchase orders completed including deferred revenue amounts related to large gown order:

Product:	Amount:
Sanitizer	\$2,804,019
Gloves	\$150,000
Masks	\$59,446



NOTE: EN Medical has deferred revenue for the sale of gowns in the amount of \$907,500 which is not reflective of the value of product shipped but rather the net fee owed to EN Medical for facilitating the transaction.

Breakdown of EN Medical Purchase Orders for Q2 by customer type



Q2 purchase orders completed including deferred revenue amounts related to large gown order:

Customer:	Amount:
Government	\$2,276,882
Distributors	\$222,607
Enterprise Customers	\$276,720
Small Business	\$206,077
Education	\$31,179



NOTE: EN Medical has deferred revenue for the sale of gowns to a distributor in relation to a large state contract in the amount of \$907,500 which is not reflective of the value of product shipped but rather the net fee owed to EN Medical for facilitating the transaction.

Breakdown of EN Medical Current Purchase Orders



Company	Product	Revenue	Ship Date
Industrial Supply company focused on PPE supply to small to medium sized Businesses. Privately Held	PPE	\$12,984,000	Q4
Large industrial equipment supplier. NYSE Traded	PPE	\$9,048,000	Q3
Distributor of PPE products. Privately Held	PPE	\$2,376,000	Q3/Q4
Distributor of PPE products. Privately Held	PPE	\$9,999,999.90	Q3/Q4
Multibillion Dollar Industrial Supply Company. Privately Held	PPE	\$9,950,000	Q3

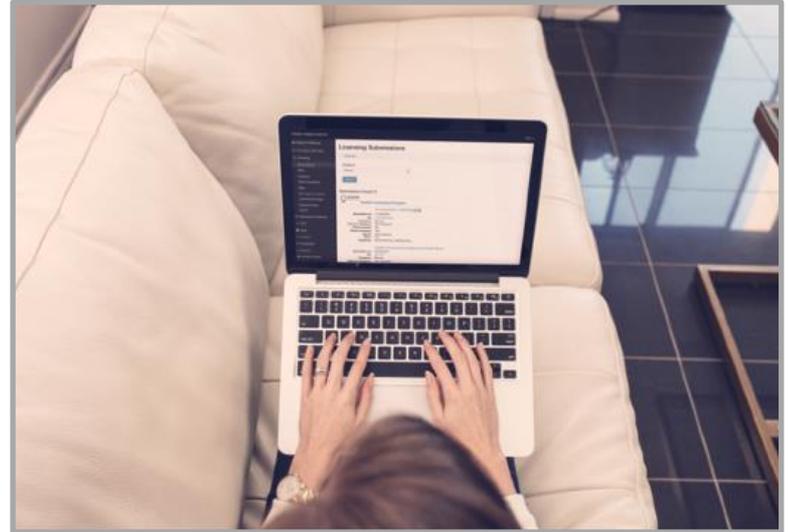
EDISON NATION INNOVATION PLATFORM

- Heart and soul of Edison Nation.
- Community of 200,000+ share their innovative new product ideas, daily.
- Source novel new ideas in their infancy.
- Right of first refusal for Edison Nation to develop or license any ideas coming through the platform.
- Conduct campaigns on behalf of brands and corporate partners to source products for licensing.



ENovation ENgine

- Accelerator program designed to engage proven entrepreneurs in the Edison Nation ecosystem.
- Scalable SaaS revenue opportunity.
- Offer established companies the supply chain, resources, and economies of scale required to grow.
- Provide access to capital through Edison's strategic partnerships:
 - Bayview Funding
 - Forever 8 Fund
 - Franklin Capital
- Access to Edison Nation's manufacturing channels, distribution relationships.
- Pathway to acquisitions and partnerships with Edison Nation.

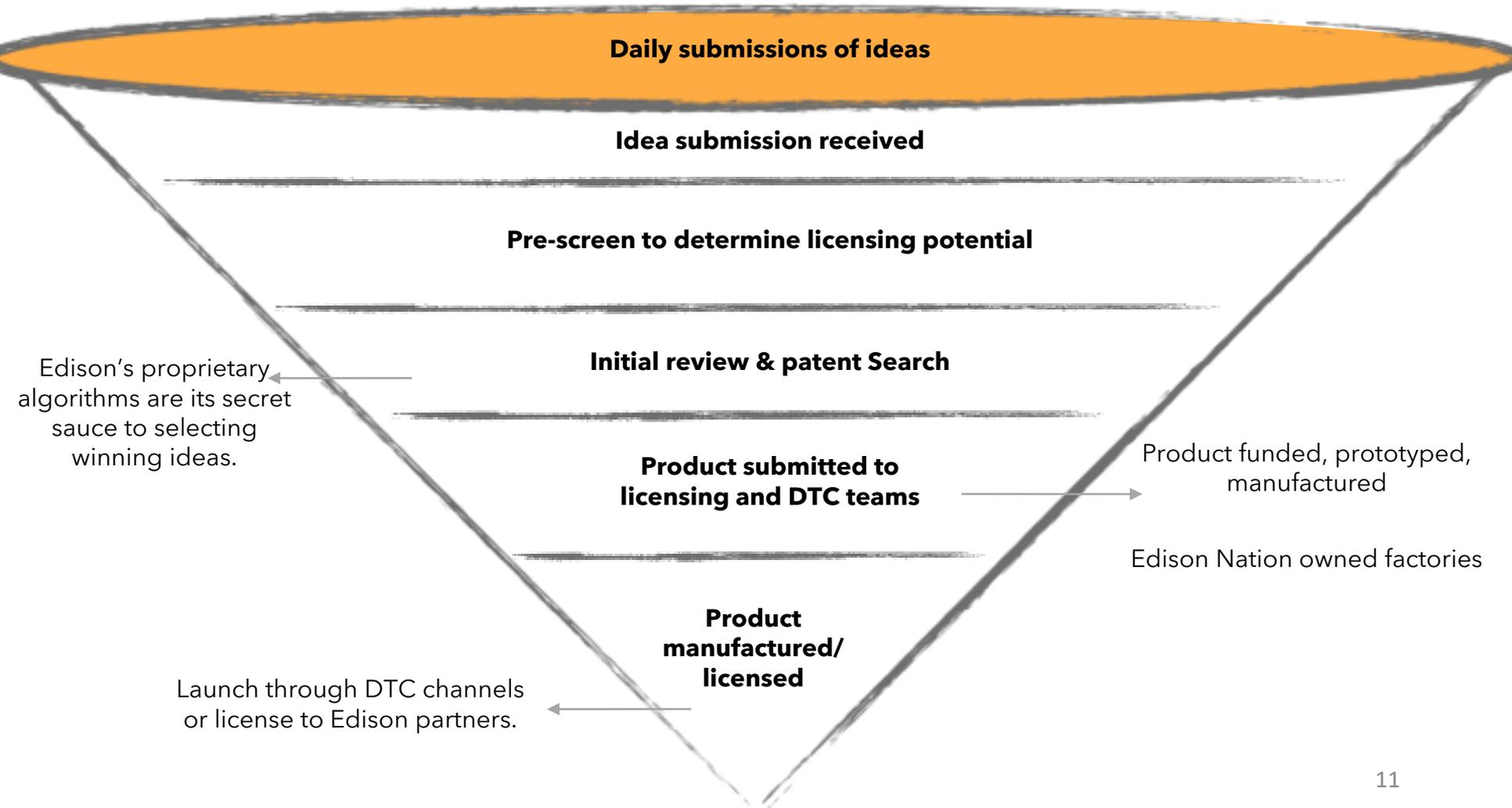


Case Study

4Keeps Roses:

- Engaged with 4Keeps in fall of 2019 when product had minimal revenues
- Edison Nation has grown 4Keeps sales to \$1,400,000 in annualized revenue for 2020

EDISON NATION IDEA FUNNEL



EVERYDAY EDISONS TV SHOW

- 2020 return of *Everyday Edisons*
- Originally aired 52 (4 seasons) episodes on PBS
- Winner of 2 Emmy Awards and a Telly Award
- New 30 minute format featuring new judges and inventors
- 24-time Emmy Award-winner Michael Cable returns as Executive Producer
- Original season 4 and new season 5 streaming on Crackle
- Shows in development
 - Everyday Edisons hour long version
 - Eureka Mansion
 - Eureka Kitchen
 - Celebrity Inc.

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IN THE NEWS



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| EDISON NATION CUSTOMERS





EDISON NATION PROPRIETARY BRANDS & PRODUCTS



FINANCIAL SUMMARY

MARKET CAP
\$35MM

SHARES
OUTSTANDING
9.2MM

BOARD &
MANAGEMENT
OWN
20% OF SHARES

	6 Months Ended 2020	6 Months Ended 2019
REVENUE	\$10,547,136	\$11,706,789
GROSS PROFIT	\$3,283,940	\$3,836,979
ADJUSTED EBITDA	(\$928,971)	(\$193,453)



**EDISON
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NASDAQ:EDNT 2.0

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