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Examples of forward-looking statements include, among others, statements we make regarding guidance relating to potential revenue and other financial metrics; expected operating results; anticipated levels of capital expenditures; liquidity to fund our business operations as planned; strategy for growth, product development, market position, financial results and reserves; and strategy for risk management. Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based only on our current beliefs, expectations and assumptions regarding the future of our business, future plans and strategies, projections, anticipated events and trends, the economy and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control.

Our actual results and financial condition may differ materially from those indicated in the forward-looking statements. Therefore, you should not rely on any of these forward-looking statements. Important factors that could cause our actual results and financial condition to differ materially from those indicated in the forward-looking statements include, among others, the following: economic and financial conditions; the adequacy of our cash flow and earnings and other conditions; and developments and changes in laws and regulations. Investors are advised to review all Risk Factors and the entire 506C offering before investing. Any forward-looking statement made by us in this document is based only on information currently available to us and speaks only as of the date on which it is made. We undertake no obligation to publicly update any forward-looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments or otherwise.

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THESE ARE HIGHLY SPECULATIVE SECURITIES, WHICH INVOLVE A HIGH DEGREE OF RISK. ONLY THOSE INVESTORS WHO CAN BEAR THE LOSS OF THEIR ENTIRE INVESTMENT AND HOLD THESE SECURITIES FOR AN INDEFINITE PERIOD OF TIME SHOULD INVEST.



## — MESSAGE TO THE WORLD

# LIVE TO INSPIRE

Jas' message is powerful and straightforward: Dream. Believe. Achieve. He truly believes that everyone has the power to transform their life, but it starts with looking within, embracing self-love, and surrounding yourself with the right people and positive energy.

Jas is on a mission to help others become the best version of themselves. He knows that self-improvement is always possible if you're willing to put in the work. With discipline, focus, and the right mindset, there's no limit to what you can achieve. Growth is a constant process—no matter where you are today, you can always improve, evolve, and reach new heights.

Jas continues to move forward, creating new opportunities for himself and others, and inspiring people to embrace a limitless life. He's committed to helping others unlock their full potential, knowing that with the right tools, mindset, and support, anyone can rise to the challenge and accomplish their greatest goals.



# LIMITLESS X HOLDINGS, INC.

**Limitless X Holdings, Inc.** is cultivating a dynamic, value-driven ecosystem designed to empower individuals to **"Look Good and Feel Great."** This comprehensive platform integrates Health, Wellness, Entertainment, Events, Digital Assets, Community Building, and Brand Development. Through its wholly-owned subsidiary, Limitless X Inc., the company focuses on direct-to-consumer sales, offering innovative products that inspire people to reinvent themselves and achieve their highest potential.

In addition to its core offerings, Limitless X Holdings Inc. is expanding its reach into the real estate sector with the development of High-Performance Healthy Living Residences, and is venturing into media production through the creation of Television Series and Movies, which will further elevate awareness of its products and brand. By leveraging cutting-edge digital marketing strategies, strategic partnerships, and a global presence, **Limitless X** is poised to become a household name, delivering unparalleled value to its customers, driving sustainable growth for shareholders, and fostering meaningful connections within communities worldwide.

The company went public on May 25, 2022

STOCK SYMBOL: **\$LIMX**



TIMES SQUARE  
NEW YORK CITY, NY





Limitless X, Inc. is a direct-to-consumer brand delivering high-quality, science-backed health and wellness supplements. Focused on transparency and innovation, we empower individuals to take charge of their well-being.



Crafting Stories, Creating Impact. From original scripts to true-event adaptations, we produce compelling content that captivates audiences and elevates brands.



Limitless Entertainment, Inc. transforms Combat Sports with AI-driven streaming and fan engagement, delivering next-gen experiences in Boxing, MMA, and Wrestling.



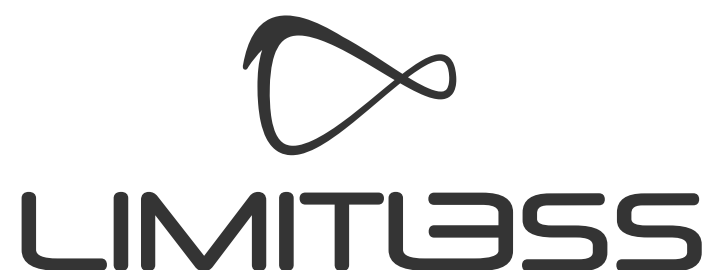
Shaping the Future of Digital Ownership. From eCommerce to entertainment, we're redefining industries with cutting-edge digital investments.



Elevating Lifestyle and Well-Being. Designed to inspire personal growth, foster meaningful connections, and promote holistic wellness. A vibrant community that empowers you to thrive.



Where Biotechnology Meets Beauty. Experience the future of skincare with regenerative formulas designed to heal, restore, and rejuvenate at the cellular level.



STOCK SYMBOL:  
\$LIMX

# JAS MATHUR

SERIAL ENTREPRENEUR, WEBMASTER, INTERNET MARKETER,  
LIFESTYLE TRANSFORMATION MENTOR.

If you can imagine it, you can achieve it;  
if you can dream it, you can become it!

## Turning Passion Into Profit & Inspiration

Jas Mathur is a Serial Entrepreneur, Webmaster, Internet Marketer and Lifestyle Transformation Mentor who has spent over two decades turning his dreams into reality and building a life he doesn't need a vacation from. From an early age, he understood that passion is the key to success.

Born in New Delhi, India, and raised in Montreal, Quebec, Canada, Jas grew up watching WWE wrestling and developed a keen interest in the World Wide Web. In 1997, at just 11 years old, Jas launched his first online business—a wrestling news website that quickly gained traction. The site generated revenue through web traffic and display ads, marking the beginning of his entrepreneurial journey in the digital space.





## First \$1 Million and Beyond...

At 16 years of age, Jas sold his first successful online business for a high six-figure sum, marking a major milestone in his entrepreneurial career. He quickly expanded his horizons, venturing into various industries, including online media, online dating, online gaming, sports betting, and satellite TV. His keen ability to stay ahead of emerging trends and master new technologies set him apart from his peers. Driven by his passion for innovation and growth, Jas continued to scale new heights. By the age of 21, he had saved his first \$1 Million, a testament to his expertise in web design, development, and internet marketing. His success was not just about financial gains, but also about his deep understanding of the digital landscape and his relentless pursuit of opportunity.

## Home Entertainment and CCTV Surveillance Systems

In 2006, Jas made the transition into the home entertainment and CCTV surveillance industry, expanding his online business to include retail, wholesale, and distribution. His brands—Incredible Entertainment, DreamStar, and DreamWire—led to rapid growth, with annual sales surpassing \$30 million within just two years. However, this success came at a personal cost, as his health had deteriorated



After 12 years of remarkable achievements, Jas reached a pivotal moment in his life. He realized that, despite his professional success, he had neglected his own well-being for far too long. The time had come to make his health a priority.





# ULTIMATE BODY TRANSFORMATION



At just 22 years old, Jas weighed over 450 pounds, with a 68-inch waist, and was battling numerous health issues. His struggles with relationships and body image became the driving force behind a life-altering decision. Determined to reclaim his health and his life, he embarked on a journey of transformation. Through sheer dedication and relentless effort, Jas lost over 250 pounds, ultimately reinventing himself both physically and mentally.

This remarkable transformation sparked a new vision for Jas. He wanted to share his journey with others and, inspired by his success, he turned his focus to the nutritional supplements industry.

He began by exploring local nutrition stores, searching for the best and most effective products, which he started selling through his established eBay store. To his surprise, the products sold out quickly, fueling his passion even further.

A few months later, Jas took a significant step and launched a website called Winny's Vitamins and Supplements (WinnyVS.com), offering a wide selection of major brands and products. The site officially went live on January 1, 2011. What started as a small venture soon evolved into KORE Fit Living—a chain of health boutiques designed to offer customers a modern, inviting space to focus on their fitness and well-being. While KORE Fit Living achieved initial success, the business faced

challenges that ultimately led to significant financial losses. However, Jas viewed every setback as a valuable lesson. Through these experiences, he grew stronger, more resilient, and even more committed to his mission of helping others achieve their own health and fitness goals.

With newfound confidence and wisdom, Jas continued to move forward, embracing each challenge and turning it into an opportunity for growth. His journey, marked by transformation and perseverance, has inspired countless others to take control of their health and live their best lives.

# Meet Our Executive Team



**Danielle Young**

Chief Operating Officer

Has over 14 years of experience in public accounting.

Possesses extensive knowledge in internal audit, Sarbanes-Oxley compliance, and corporate management.

Successfully led and managed Internal Audit divisions for publicly listed companies.

Serves as a Trustee on the Board of Directors for The Miss America Foundation.



**Benjamin Chung**

Chief Financial Officer

Has over 20 years of experience in public accounting.

Founded and led several PCAOB-registered accounting firms.

Gained experience working with PwC and Ernst & Young.

Applies extensive knowledge of SEC rules and regulations.



**Rob Cucher**

VP of Legal Affairs

Experienced attorney with more than 20 years of expertise.

Graduated with a law degree from Loyola Law School in Los Angeles.

Co-founded Sports for All Children, a nonprofit organization dedicated to providing athletic opportunities for children with special needs.

Active member of the California State Bar and the United States District Courts.



# Integrity, Strategy, Success



**Jas Mathur**

Chairman of the Board,  
Chief Executive Officer



**Arthur Sarkissian**  
Director



**Bharat Raj Mathur**  
Director



**Amanda Saccomanno**  
Director



**Dan Fleyshman**  
Director



**Leon Anderson**  
Director



**Michael Braun**  
Director



**Hassan Iddrissu**  
Director



— KEY TEAM MEMBERS - LIMITLESS X, INC.

Operations



**Moe Hayek**  
Director of Operations



**Suraj Datwani**  
Head of Formulation

Creative



**Arun Shourie**  
Creative Art Director



**Dmitry**  
Senior Graphic Designer



**Ed Passarelli**  
Print Production Manager



**Roger Simoes**  
3D Artist & Visualizer

Digital Marketing



**Juan Valdez**  
Media Director



**Matteo**  
Paid Media Manager



**Camille Sarte**  
Influencer Outreach Coordinator



**Roman Ryzhov**  
Head of Development

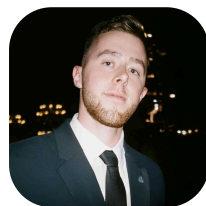


**Artem Ryzhov**  
Senior Shopify Developer

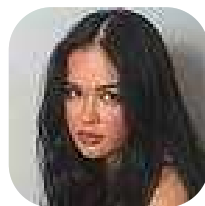


**Pavel**  
Senior Developer

Fulfillment & Logistics



**Alex Hawkins**  
Warehouse Manager



**Macy Cooke**  
Social Media

Marketplace Management



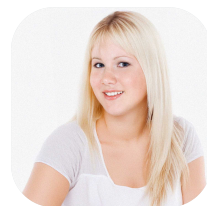
**Sikandar S.**  
Amazon Store Manager

Accounting



**Jessica Fisher**  
AP Analyst

Customer Service



**Cindy Beer**  
Customer Support



**Vlad Petrescu**  
Customer Support

# Look Good, Feel Great E-commerce, DTC Industry Size & Projected YOY Growth

Market Size (2022):

**\$5.2 Trillion**

2030 Projected

**\$8.9 Trillion**

CAGR

**6.9%**

The market for global health and wellness is rapidly expanding due to growing public attention on fitness, mental health and overall wellness. The size of the global health and wellness market is expected to grow to \$8,946 billion by the end of 2030 at a compound annual growth rate (CAGR) of 6.9% in the year 2023-2030, according to Zion Market Research. This increase indicates the growing demand for health oriented products and services around the world.

## Market Overview & Drivers

As of 2022 the market was at \$5,244 billion and the major sub sectors such as dietary supplements, fitness services, organic food, mental wellness and wearable health technology have a good pace. This change has been spurred on further by a shift in consumer behavior, particularly among millennials and Gen Z, who are now major drivers of this expansion as they place greater emphasis on self-care, living long and holistic well being. As people become more conscious of the fact that most lifestyle factors affect both the body and the mind, spending on wellness products and services increases.

## The Direct-to-Consumer & E-commerce Opportunity

This growth in the health and wellness market is also accompanied by an unprecedented growth in the eCommerce and Direct-to-Consumer (DTC) industry. The global eCommerce market reached \$5.7 trillion in 2022 and is expected to grow to more than \$8.1 trillion by 2026 because of the growing popularity of online shopping and direct-to-consumer sales channels. The DTC model has changed the way brands reach out to customers, allowing companies to cut out the middlemen, i.e., traditional retail channels, and allowing companies to build a direct relationship with their customers. This transition to digital-first strategies and direct-to-consumer models has opened up new opportunities for health and wellness brands to scale and reach a global audience.

Taking advantage of the dual growth of health and wellness and eCommerce and DTC there is a huge opportunity for companies in the sector. As more brands move to direct-to-consumer models there is a real opportunity to leverage digital marketing, influencers, and logistics to take your brand to a global audience and capitalize on increasing consumer demand for personalized, health focused products and services. Key Market Segments Limitless X Inc. Will Focus On and/or Expand Into:





## Dietary Supplements

A rapidly expanding market as consumers increasingly seek vitamins, minerals, probiotics, and nootropics to improve health, increase energy, and enhance mental clarity.



## Fitness & Exercise

The fitness services market is booming, with more people investing in gym memberships, fitness classes, and at-home workout equipment. Additionally, the growth of fitness apps and virtual coaching platforms has surged post-pandemic.

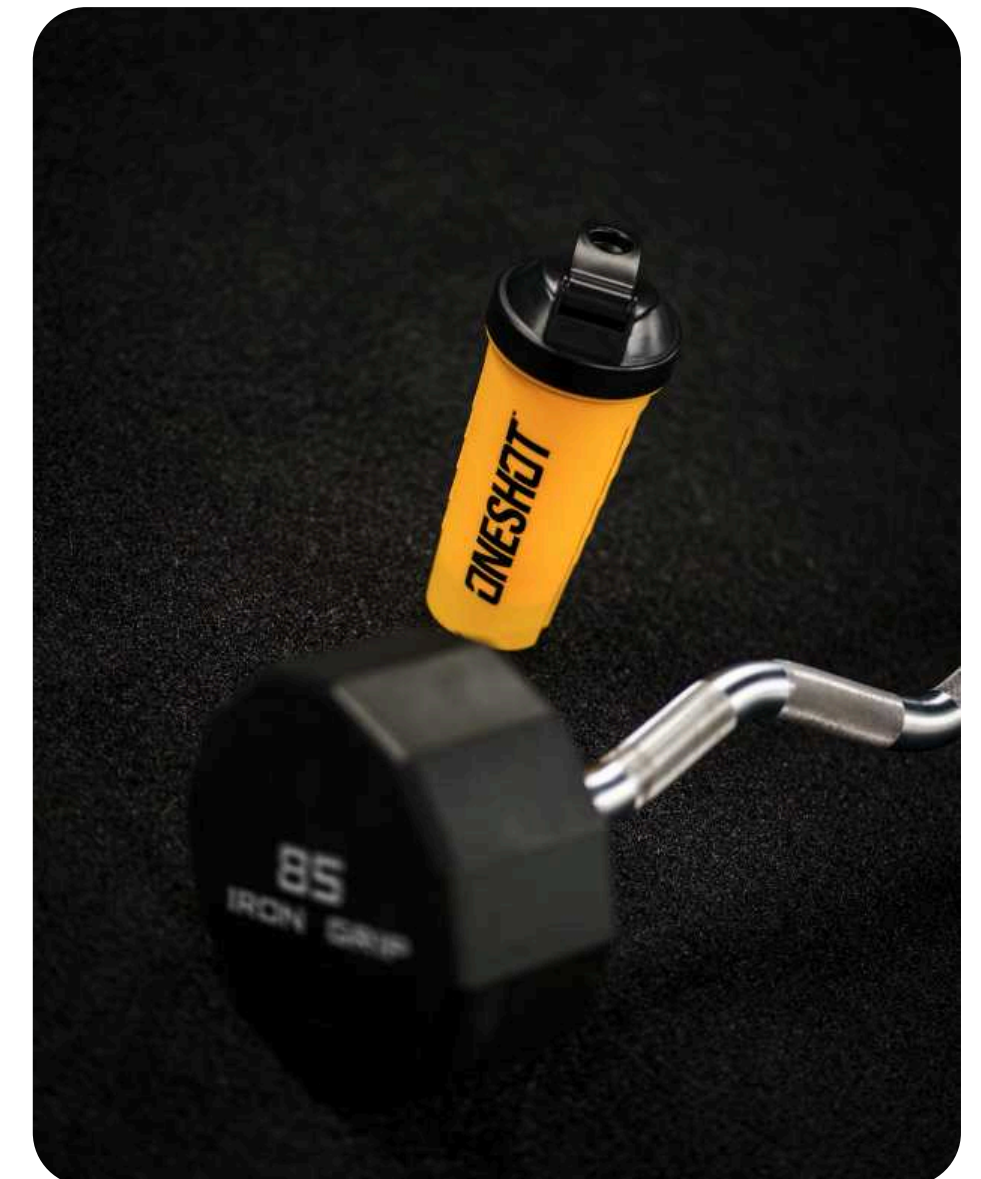
## Mental Health & Stress Management

With growing awareness around mental health, products and services that promote stress reduction, mindfulness, and mental clarity are in high demand. Meditation apps, therapy services, and mood-boosting supplements are major players in this sector.



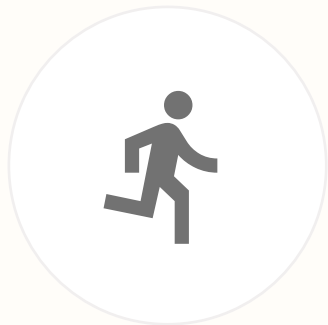
## Nutrition & Organic Foods

The demand for organic, plant-based, and functional foods is growing at an impressive rate. At Limitless X Inc., we are dedicated to educating consumers about the importance of proper nutrition and the benefits of choosing organic, whole foods that support long-term health. We believe that food is medicine, and we are committed to guiding our customers towards choices that enhance immunity, promote digestive health, and boost energy levels. By providing valuable information and resources, we aim to empower individuals to make informed, conscious decisions about the foods they consume—helping them adopt sustainable, ethical practices while nourishing their bodies with the highest-quality ingredients available.





# Factors Driving Market Growth



## Increased Health Consciousness

Consumers are increasingly aware of the long-term benefits of healthy living and are investing in products that support wellness, from fitness supplements to mental health support tools.



## Technological Advancements

The rise of wearable devices, mobile health apps, and digital platforms for virtual fitness and wellness coaching has made it easier for individuals to track and optimize their health and fitness routines.



## Rise in Preventative Healthcare

As healthcare costs continue to rise, more individuals are turning to preventative measures such as nutrition supplements, fitness regimens, and mindfulness practices to avoid long-term health issues.



## Aging Population

As the global population ages, there's a growing demand for health and wellness products that support longevity, mobility, mental health, and cognitive function, further boosting market demand.



## Geographic Insights

North America and Europe dominate the wellness market, while Asia-Pacific sees the fastest growth, driven by rising health awareness in China and India. A growing middle class fuels demand for better living standards and wellness solutions.



# Market Trends to Watch



## Personalization & Customization

With advancements in AI and data analytics, there is a growing trend toward personalized wellness products, from custom vitamins to tailored fitness plans. Consumers are looking for solutions that are aligned with their specific health goals and preferences.

## NZT-48

### Mental Well-being

The demand for products supporting mental clarity, stress relief, and cognitive function is on the rise, reflecting growing concerns over mental health and the need for stress management in fast-paced, high-pressure lifestyles.



### E-commerce Growth

The global shift toward online shopping is significantly affecting the health and wellness market, with more consumers turning to digital platforms for convenience and product availability. This has led to the rise of direct-to-consumer (DTC) health brands that offer personalized health solutions and direct access to wellness products.



### Sustainable & Clean Label Products

Eco-consciousness continues to shape consumer purchasing decisions. Brands that prioritize sustainability, ethical sourcing, and transparency in their ingredient lists are gaining consumer loyalty.

The global health and wellness market is poised for exponential growth in the coming years. As consumers prioritize self-care, mental and physical well-being, and longevity, the market will continue to evolve with innovative products, services, and technologies that cater to these demands. With an expected CAGR of 6.9% from 2023 to 2030, the health and wellness industry represents a dynamic and lucrative opportunity for brands and entrepreneurs who understand the changing landscape of consumer needs.



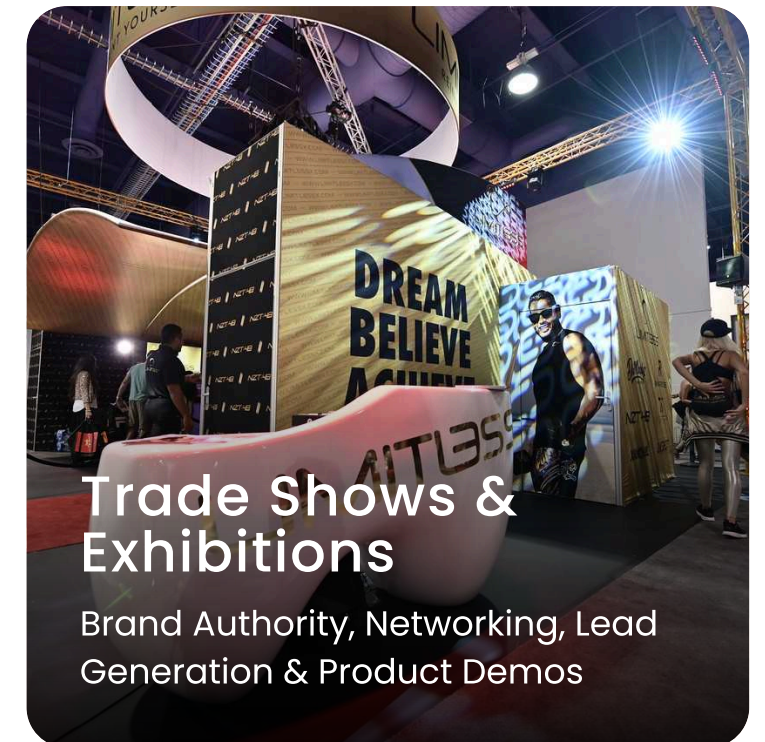
# Marketing, Advertising, and Customer Acquisition



# Social Media Dominance

Leverage multiple social media platforms to consistently engage and attract a large, loyal following

Our marketing efforts are designed to boost consumer awareness and drive conversions for our products. Our team works to craft, develop, and deliver tailored content for each brand, ensuring the best strategies for distribution. We utilize a comprehensive mix of traditional marketing tactics, such as product sampling, exhibiting at consumer trade events, and hosting exclusive events that highlight our brands in front of influential audiences, including celebrities. Additionally, we enhance the value of our brands by strategically placing them in television shows, movies, large sporting events, and private celebrity gatherings. Social media is a key driver in engaging with consumers and building interest in our brands and products. Through targeted advertising and digital resources, we aim to increase consumer preference and product usage. As an integrated marketing agency, we are also planning to expand our global marketing services to cover every aspect of the sales process in the near future.



# Content Creation

## Build Brand Awareness, Engage Audience & Drive Conversions



## Product Sampling

Targeted Customer Feedback,  
Drive Sales, Word-of-Mouth Mktg



# Our Competitive Strengths

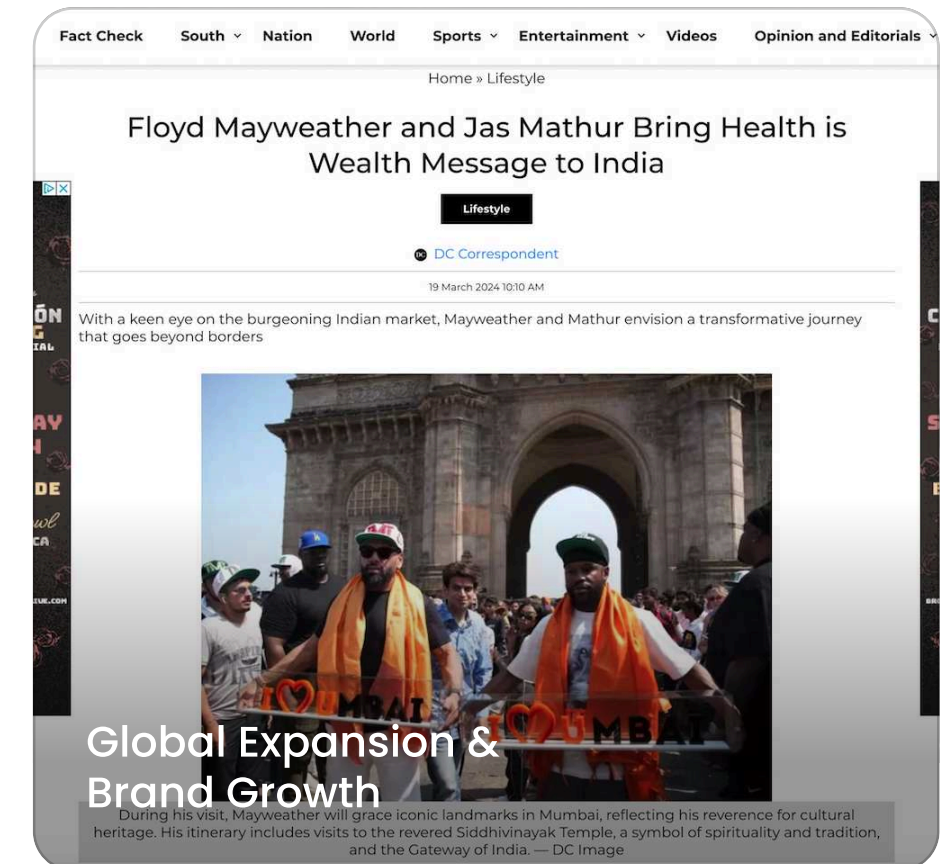
Our strength has been in the relationships that have been developed over the last three decades particularly the network and partnerships that our Chairman & CEO, Jas Mathur, has developed through his success in running businesses. Jas has assembled a team of people with the same vision and goals, to work together as a unified and focused team. These influential relationships that have taken many years to develop are invaluable in helping to build the brand, drive sales and boost profitability through targeted marketing initiatives.

We strive to find gaps in the market and produce innovative products not only to fill those gaps but also to exceed consumer expectations. This is due to the fact that we have streamlined our approach, enabling us to quickly and effectively bring new products to market and of course, keep abreast of industry trends and the ever changing needs of the health and wellness sector.

With our solid industry knowledge and extensive network, we are well-suited to grow our ecosystem of wellness-based brands. We work with an elite group of influencers, who are credible and have a large following, and who are willing to promote our products and services. These relationships, in addition to our strategic marketing efforts, are crucial to our ability to expand and grow our brand worldwide.



Rapid Product Innovation & Market Adaptability





# Our Network of Influencers

We have made a list of our favorite and most credible influencers who are popular and influential in their respective fields and who are also passionate about the theme of this blog: **Look Good and Feel Great**. This diverse group includes music artists, movie stars, professional athletes, social media influencers, political figures, fitness experts, nutrition coaches, wellness advocates, lifestyle bloggers and experts from other industries. What sets our influencers apart is that, regardless of their professional status or the field they operate in, they all share the same passion for personal well-being and transformation.

These influencers are dedicated to the promotion of health, wellness and personal growth and urging people to take care of themselves and enjoy the process of changing for the better — all this, both physically and mentally. Whether they are in the limelight or heading a specific audience, all of them want to inspire other people to Look Good and Feel Great.

Our network is strategically utilized, with compensation terms tailored to each individual and product, as determined by our management team. We don't use long-term formal contracts so we are in a position to be able to choose the influencer that will best fit the brand for the given campaign and ensure that the brand message is going to the right audience.

Our marketing team works closely with the brands to identify the target audience and then contact the appropriate persons in our network. These influencers then post the product or service promoted by the brand on their social media pages in the pre-approved content, which helps in creating a connection between the brand and its audience. They receive a commission based on the sales made through their promotion.

Our network of influencers is diverse and includes Instagram, YouTube, podcasting and personal appearances to ensure that the message is out there to the masses, from the fitness community to the high net worth individuals. All products promoted by our influencers are available for purchase through our website, so consumers can easily acquire the products they need to look and feel their best.

However, please note that the response is not simply a direct replication of the input. It may require additional context or explanation to ensure that the response is proportional to the length of the input. Specifically for shorter inputs, responses can benefit from being more concise to strike a balance between providing valuable information and avoiding lengthy explanations.



**350M** + **125K**  
VIEWS FOLLOWERS

@LIMITLESSX  
**70.5K**  
FOLLOWERS

YOUTUBE  
**3.8M**  
VIEWS

facebook  
**55K**  
FOLLOWERS



# Our Strategy

Limitless X Holdings Inc. is developing an unprecedented and value focused ecosystem with the goal of helping people to **“Look Good and Feel Great.”** Our business model encompasses multiple industries such as Health, Wellness, Entertainment, Events, Digital Assets, Community Building, and Brand Development and offer an environment for sustainable growth and innovation as a unified platform. The core of our operations is Limitless X Inc., our wholly-owned subsidiary that focuses on direct to consumer sales of new and improved products that assist people in their quest to become the best version of themselves and reach their highest potential.

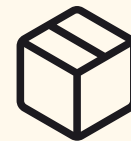
We are building something you have never seen before, a full ecosystem for any brand or product associated with Limitless X to become a global brand and a household name. Through our TV/Film production subsidiary, we are producing television series, films and digital content to promote our brands and products to the world. This strategic media expansion allows the company to utilise storytelling, entertainment and cultural influence to build and engage with a global audience on an international scale.

Our manufacturing and distribution licensing agreement(s) will be vital in this expansive vision. These agreement(s) enable Limitless X to market, manufacture, sell and distribute branded products on behalf of our licensor(s) and with substantial flexibility for long term growth. Importantly the licensor retains the right to continue using the products under existing or new contracts.



## PRODUCT DESIGN AND REDESIGN

We can design or redesign products based on mutually agreed upon specifications with our licensors and this ensures that the products are new and conform to the market demands.



## MANUFACTURING AND DISTRIBUTION

We manufacture and distribute these products in the United States and its territories, to a wide and diverse customer base and with scalability in mind.



## INTELLECTUAL PROPERTY USE

From our agreements, we are permitted to use existing designs and intellectual property, including trademarks and patents, for the promotion and distribution of products in our designated territories. This includes the use of trademarks and logos on merchandising, packaging, and promotional materials to increase visibility.



## OPERATIONAL INTEGRATION

We can take advantage of the operational infrastructure of the licensor, including domain names, web addresses and vendors, in order to improve our operations and grow quickly.



## EXPANSION INTO NEW PRODUCTS


We have the ability to design, promote and sell new products under the licensor's name. In such cases, we negotiate mutually agreed upon royalty or commission rates for the sale of these new items.

# Limitless Living


Limitless X Holdings, Inc. is also expanding into the real estate sector with the development of High-Performance Healthy Living Residences—innovative living spaces that reflect our commitment to wellness and sustainable living, beyond our core business areas. In this initiative, we aim to provide individuals with healthier environments in which to foster their well-being and personal growth. Our venture into TV and film production will also enable us to showcase our products and mission to a global audience, thus offering new opportunities for brand growth and consumer engagement.

Limitless X is poised to become a household name thanks to the use of cutting edge digital marketing strategies, strategic partnerships, and our growing international presence. Our integrated ecosystem provides unparalleled value to customers and shareholders and connects individuals worldwide with products and experiences that help them reach their full potential. Ultimately, we are creating a global movement that empowers people, elevates brands, and transforms industries all under the Limitless X umbrella.


*Crafted from Dreams,  
Designed for Reality.*




Hydrogen-Enriched Water




Energy-Efficient & Biophilic Design




Natural Light




Soundproofing




Pure Air




Green Spaces




Community Spaces




Healthy & Gourmet Dining




Emotional Well-being



Fitness & Wellness Facilities



Active Lifestyle



Concierge Services



## — OUR CURRENT PRODUCT OFFERINGS



### Ignite Your Mind, Unleash Your Potential, Crush Your Goals

NZT-48 is designed for those who seek peak mental performance, enhanced focus, and unparalleled cognitive function. Packed with scientifically-backed ingredients, this powerful formula helps unlock your brain's true potential—helping you perform at your best, every single day.



### Unleash Ultimate Energy, Boost Your Performance, Break Your Limits

Maximize every workout with Limitless OneShot Nootropic Pre-Workout, a powerful blend of key ingredients designed to boost endurance, enhance focus, and give you the energy needed to crush your fitness goals. Whether you're hitting the gym, going for a run, or tackling intense training, OneShot is your perfect pre-workout companion for achieving peak performance.

## NEW PRODUCTS LAUNCHING IN Q2 2025



### Brain Boosting Coffee Concentrates

**Enhanced Focus & Mental Clarity** – Nootropics like L-Theanine, Alpha-GPC, and Lion's Mane work with caffeine to improve cognitive function, memory, and concentration without jitters.

**Sustained Energy** – Natural caffeine and adaptogens provide long-lasting energy without crashes.

**Brain Health & Stress Support** – Antioxidants and nootropics combat brain fog and enhance resilience.



### Gummy Supplements for Health and Longevity

**Daily Wellness Support** – Packed with essential vitamins, minerals, and antioxidants to promote overall health.

**Supports Healthy Weight Loss** – Helps reduce fat accumulation, particularly in the abdominal area.

**Supports a Healthy Gut** – Probiotics and prebiotics improve digestion and nutrient absorption.



# Transforming Brands into Iconic Household Names.

Our expertise in growth and operations fosters long-term competitive advantage and drives value creation.



Expand Operations to 50+ Countries over the next 3-5 yrs.

Penetration of D2C and B2B Sales Channels.



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Limitless

WWW.LIMITLESSX.COM

Limitless X Holdings, Inc.

Chairman & CEO, Jas Mathur, Converts \$3.3 Million Debt into Perpetual Preferred Equity, Signaling Bold Commitment to Accelerated Growth and Market Leadership

February 11, 2025 09:00 ET

| Source: Limitless X Holdings, Inc.

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citybiz

Arthur Sarkissian Joins Limitless X Holdings Board of Directors

JANUARY 2, 2025



yahoo/finance

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Limitless X Announces Change of Ticker Symbol to LIMX on the OTCQB Exchange

Limitless X Holdings, Inc.

November 5, 2024 • 1 min read

Tech Investment Trends: Insights from Global Business Leaders

Ad • Custom Content from WSJ



Limitless

Limitless X Holdings, Inc.

LOS ANGELES, Nov. 05, 2024 (GLOBE NEWSWIRE) -- Limitless X Holdings, Inc. (OTCQB: LIMX), a celebrity-supported direct response marketing company focused on creating and promoting 'Look Good, Feel Great' products across various online platforms, announced that its

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Limitless

Limitless X CEO Provides Company with \$1 Million Funding Commitment

June 08, 2023 06:00 ET | Source: Limitless X Inc.

Follow

Additional Working Capital to Expedite Execution of the Business Plan, Facilitate Up-listing to a Senior Exchange

LOS ANGELES, June 08, 2023 (GLOBE NEWSWIRE) -- Limitless X Inc., (OTCQB: VYBE) ("the Company"), a creative and empowering lifestyle agency, today announced that its



TRENDSHUNTER

RESEARCH THE INSIDER

DASHBOARD

RESEARCH

KEYNOTES

EVENTS

16

SIMILAR PHOTOS

Limitless X Holdings Inc. Debuts the Limitless Wellness House

Kalin Ned — February 19, 2025 — Lifestyle

References: nosh

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Limitless X Holdings Inc., led by Chairman and CEO Jas Mathur, has launched its first-ever Limitless Wellness House in Medellin, Colombia. This was made possible through a collaboration with Honor Culture, a wellness app founded by actors Meagan Good and Jonathan Majors.

The launch of the Limitless Wellness House coincides with Colombia's Wellness Week 2025. The project aims to create a dynamic hub for content creation and brand activation, blending fitness, holistic health, and cultural engagement. The Limitless Wellness House will offer immersive experiences such as personalized fitness sessions, thermal spring therapies, and community-driven activities, including a fitness session led by Jonathan Majors in Comuna 13.

Medellin was chosen as a location for its year-round outdoor fitness opportunities, natural healing resources, and growing reputation as a global wellness destination.

Image Credit: Limitless X Holdings Inc.

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NZT-48 NZT-48

Members of the editorial and news staff of the USA TODAY Network were not involved in the creation of this content.

Jon Stojan, Contributor

Published 5:30 p.m. ET July 12, 2023

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Revealing the Magic Behind the Golden Pill: Limitless X's NZT-48 vs. The Rest



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DC Correspondent

19 March 2024 11:40 PM

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Limitless

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Limitless Horizons: A Vision for Growth, Innovation, and Shareholder Value at Limitless X Holdings Inc.

December 20, 2024 09:00 ET | Source: Limitless X Holdings, Inc.

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LOS ANGELES, CA, Dec. 20, 2024 (GLOBE NEWSWIRE) -- Limitless X Holdings, Inc. (OTCQB: LIMX), a celebrity-supported direct response marketing company focused on creating and promoting 'Look Good, Feel Great' products across various online platforms.

Dear Valued Shareholders,

As Chairman and CEO of Limitless X Holdings Inc. (OTCQB: LIMX), I am pleased to provide you with an update on the significant changes and growth our company has experienced. We have been working diligently to refine our vision of "Being Limitless" by focusing on key areas of the global economy and entering into trendsetting, booming industries while continuing to grow our direct-to-consumer business to ultimately further incentivize our

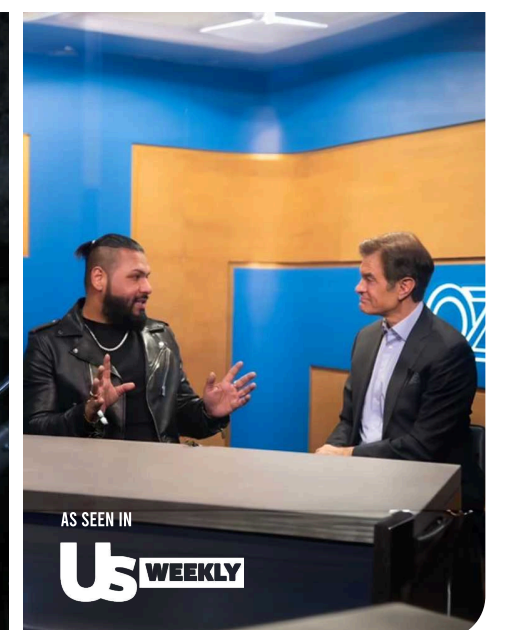
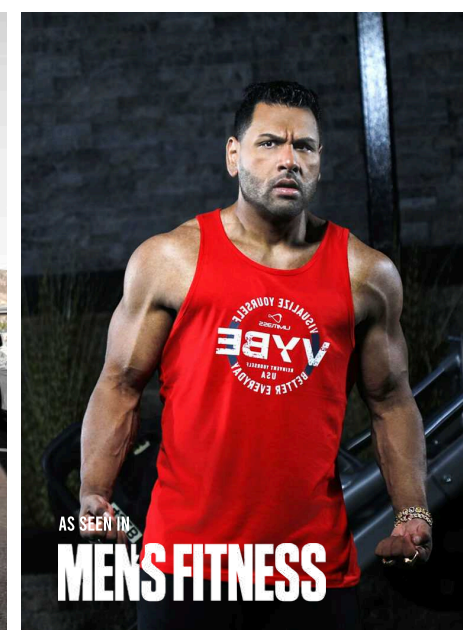
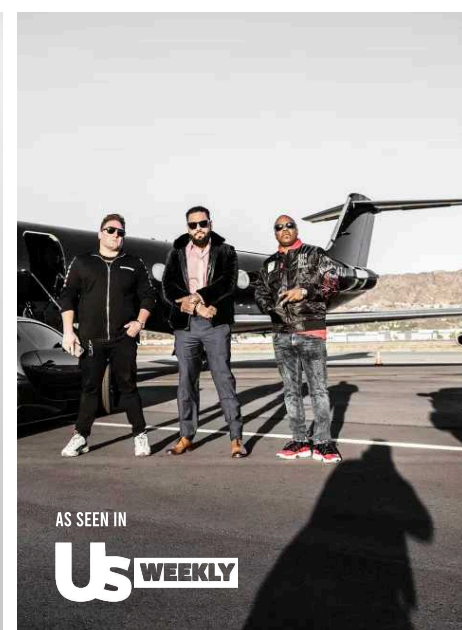
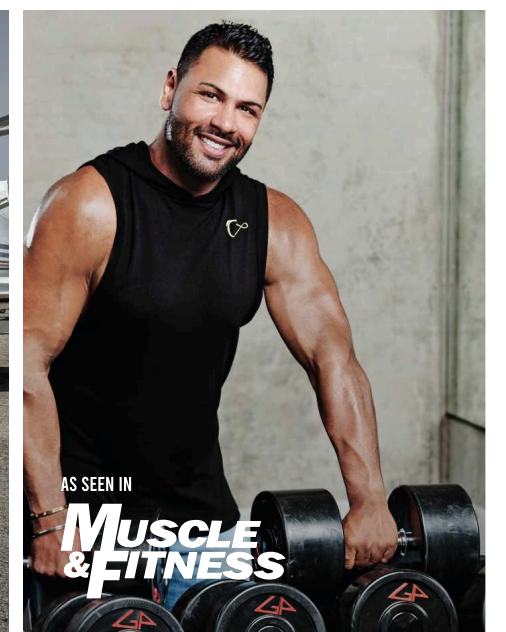


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# Why Us?



Expanding our global footprint by forming strategic partnerships with prominent celebrities, athletes, influencers, leading institutions, and government agencies, all to strengthen our brand presence and drive growth across diverse markets.



Expanding our global footprint by forming strategic partnerships with proDriving exceptional growth through the expertise of our dedicated in-house team and innovative, out-of-the-box strategies.



Meeting global demand with transparent health products that deliver real, measurable results, while helping people change their lives to look good and feel great.

## CPA

Consistently achieving a low cost per acquisition (CPA) through highly profitable products that drive strong customer loyalty and repeat purchases, ensuring sustainable growth and long-term value. This approach not only accelerates business growth but also significantly builds shareholder value by enhancing profitability, maximizing returns, and positioning us for continued success in the market.

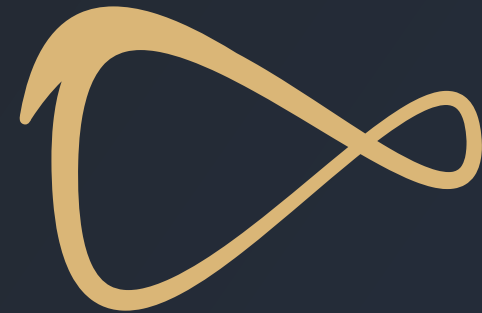


Our focus is on generating substantial revenue and EBITDA by leveraging the robust ecosystem we've developed, including our network of influencers, strategic partnerships, and complementary subsidiaries, all working together to drive global growth and market leadership.



Fostering strategic, direct partnerships with top-tier digital advertising platforms to maximize reach, enhance brand visibility, and drive targeted growth. By aligning with the industry's leading platforms, we're positioned to tap into vast, highly engaged audiences, unlocking unparalleled opportunities for rapid expansion and market penetration.





# LIMITLESS

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