



We fixed work.

CAUTIONARY STATEMENT

The information provided here includes forward-looking statements, the achievement or success of which involves risks, uncertainties, and assumptions. Although such forward-looking statements are based upon what management of ShiftPixy, Inc. ("the Company") believes are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate. If any of the aforesaid risks or uncertainties materialize or if any of the assumptions proves incorrect, the results of the Company could differ materially from the results expressed or implied by the forward-looking statements the Company makes. The risks and uncertainties include, but are not limited to, risks associated with the nature of the Company's business model; the Company's ability to execute its vision and growth strategy; the Company's ability to attract and retain clients; the Company's ability to assess and manage risks; changes in the law that affect the Company's business and its ability to respond to such changes and incorporate them into its business model, as necessary; the Company's ability to insure against and otherwise effectively manage risks that affect its business; competition; reliance on third-party systems and software; the Company's ability to protect and maintain its intellectual property; and general developments in the economy, financial markets, and credit markets. The Company undertakes no obligation to update forward-looking statements if circumstances or management's estimates or opinions should change, except as required by applicable securities laws.

Investors should read the risk factors set forth in the Company's Annual Report on Form 10-K for the year ended August 31, 2019, as filed with the Securities and Exchange Commission (the "SEC") on December 13, 2019, and periodic reports and current reports filed with the SEC on or after the date thereof. These documents are available on the "SEC Filings" subsection of the "Investor Information" section of our website at <https://ir.shiftpixy.com/financial-information/sec-filings>. All of the Company's forward-looking statements are expressly qualified by all such risk factors and other cautionary statements.

Consistent with the SEC's April 2013 guidance on using social media outlets like Facebook and Twitter to make corporate disclosures and announce key information in compliance with Regulation FD, the Company is alerting investors and other members of the general public that it will provide updates on operations and progress required to be disclosed under Regulation FD through its social media on Facebook, Twitter, LinkedIn and YouTube. Investors, potential investors, shareholders and individuals interested in the Company are encouraged to keep informed by following it on Facebook, Twitter, LinkedIn and YouTube.



SEPTEMBER 2008

Wall Street Collapse

2.6 Million Jobs Lost

8 Million Underemployed

MARCH 2009

UBER is Born

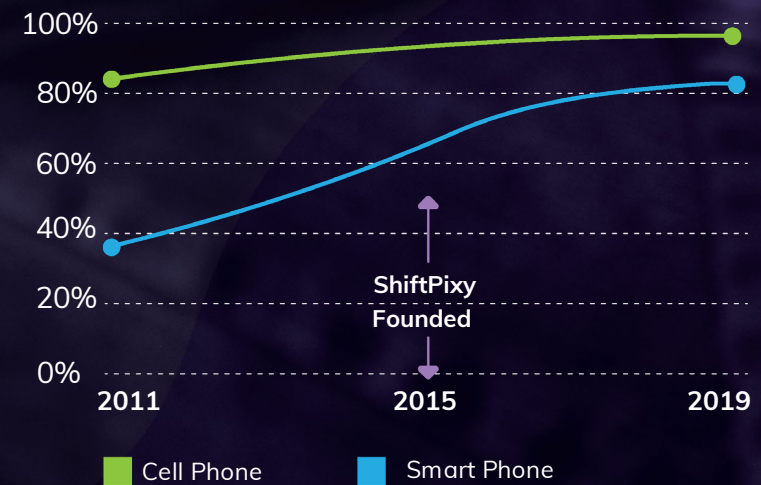
Opportunity Meets Despair



Technology Change the Rules

Part-Time Labor Tradition is Toppled
Brick and Mortar's New Disadvantage

Mobile Technology Adoption



Source: Pew Research Center

THE GIG ECONOMY – THE FIRST WAVE OF HUMAN CAPITAL MARKET DISRUPTION



THE RAPID RISE OF INDEPENDENT WORKERS

Source: [Statista](#), [MBO Partners State of Independence 2020 Report](#), [FinancesOnline](#)

24%

Use Online Platforms

51%

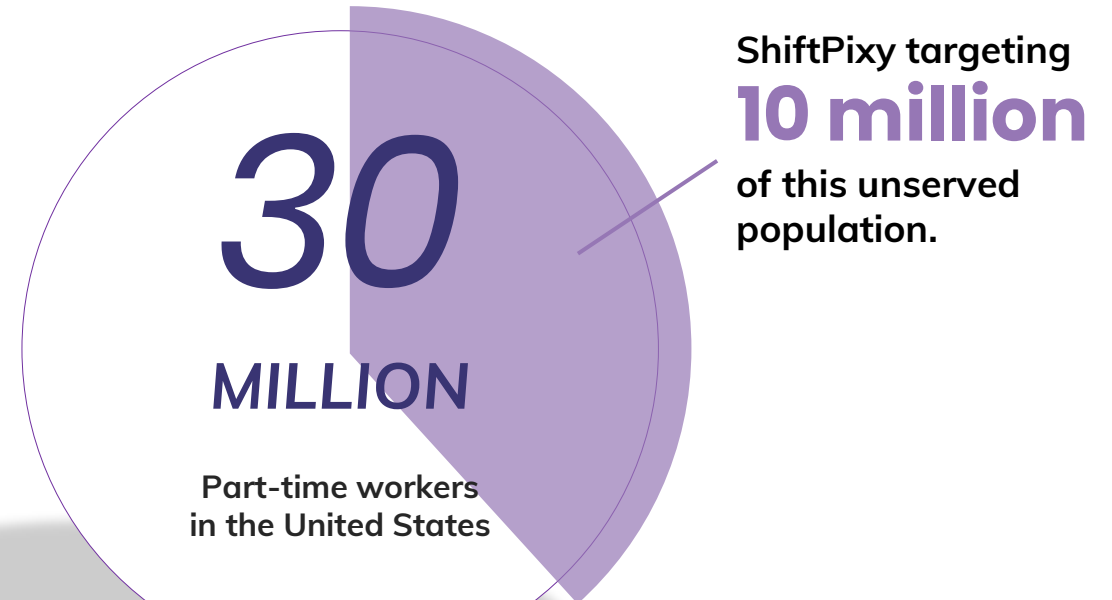
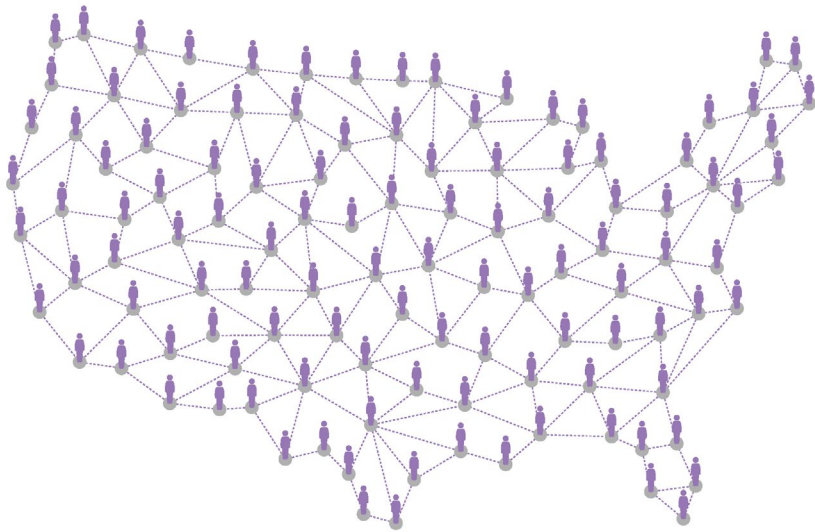
Of the U.S. Workforce
By 2027 Will Be
Independent

57 M

U.S. Workers Are Self
Employed
In 2019



THE SHIFTPIXY TARGET MARKET – PART TIME LABOR



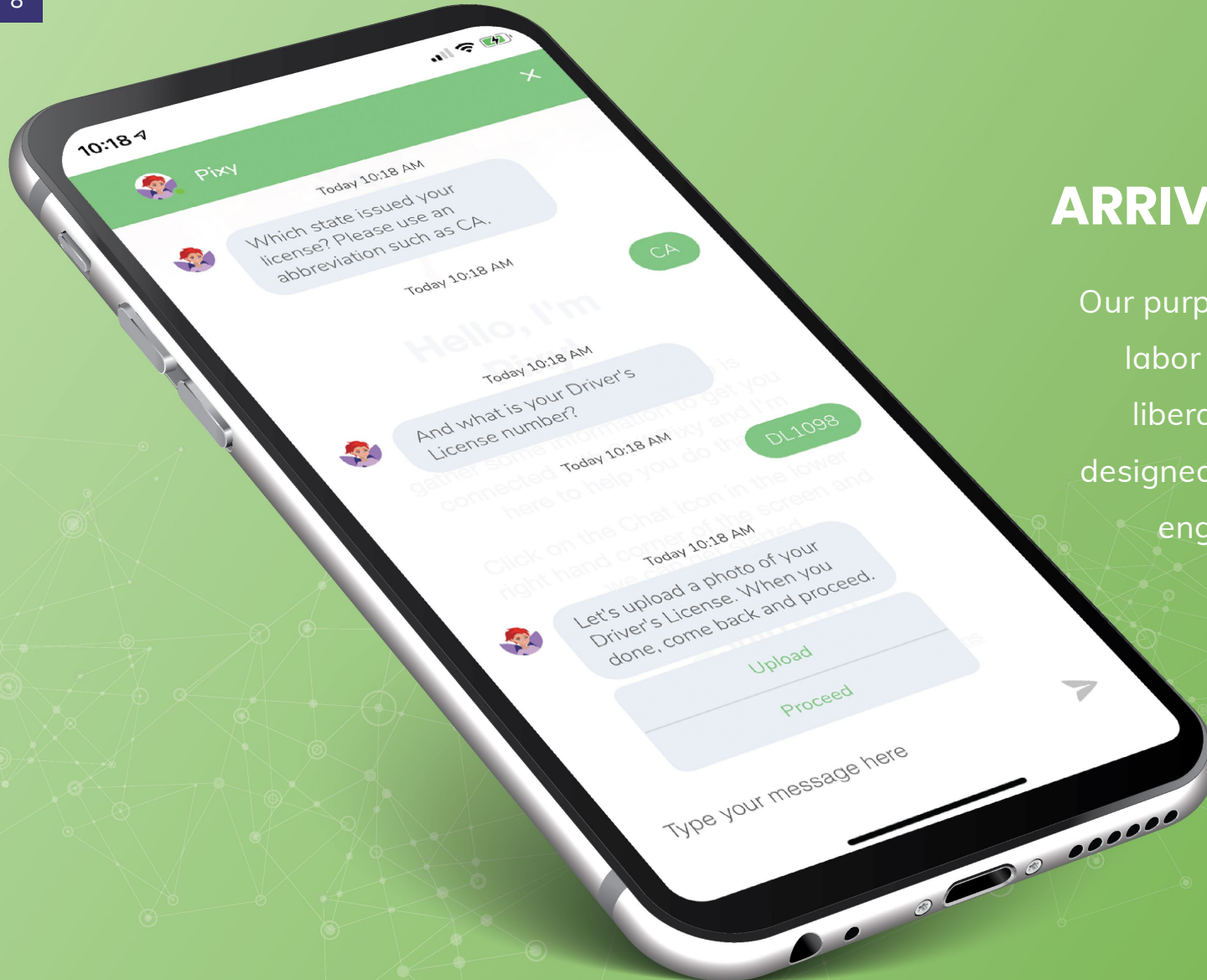
ShiftPixy bills
\$20,000
per year, per
shifter

ShiftPixy's GP
per Shifter is
\$1,200
per year



ARRIVES AT THE PERFECT TIME

Our purpose is to bring efficiency to the part-time labor markets by delivering workplace level liberation and ease through an ecosystem designed to leverage mobile technology to better engage workers to work opportunities.



THE MOTIVATING PREFERENCES OF WORKERS IN THE GIG ECONOMY



On-Demand Economy
Offers Flexibility



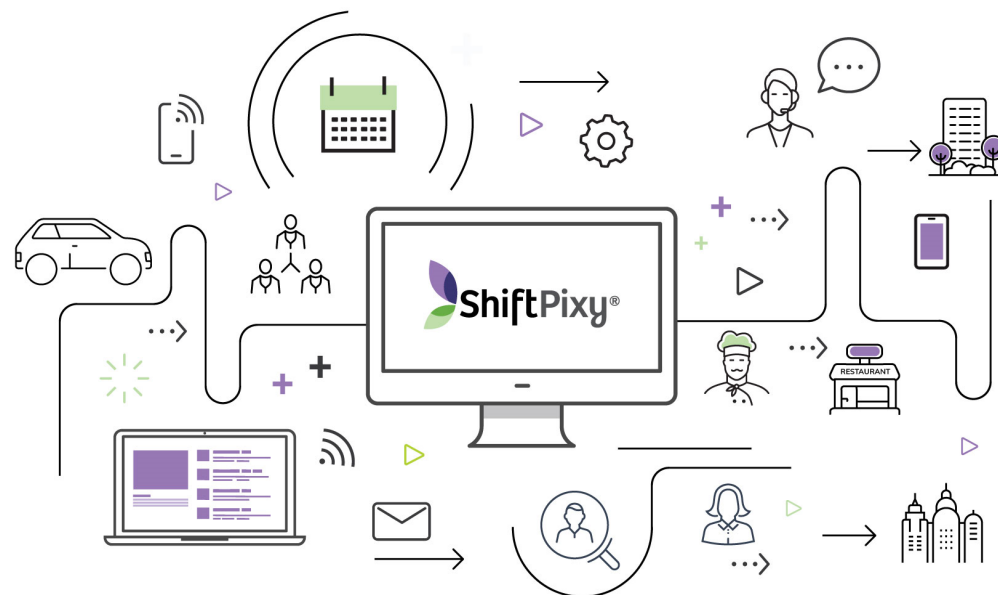
Independence and
Extra Income



Access to Opportunity
Anywhere & Anytime

- Most staffing employees (73%) work full time hours, comparable to the overall workforce (75%).
- Six in ten staffing employees (64%) work in the industry to fill in the gap between jobs or to help them land a job.
- One in five (20%) cite schedule flexibility as a reason for choosing temporary/contract work.

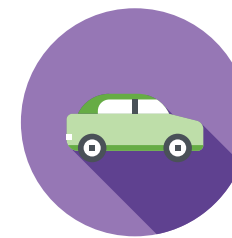
Source: [Staffing Hub Report](#) and [ASA Staffing Industry Statistics](#)



Minimize or eliminate job
provider administrative
burdens



Real-time connections
between shift providers and
shift seekers



Designed for the new Gig
Economy opportunities and
challenges

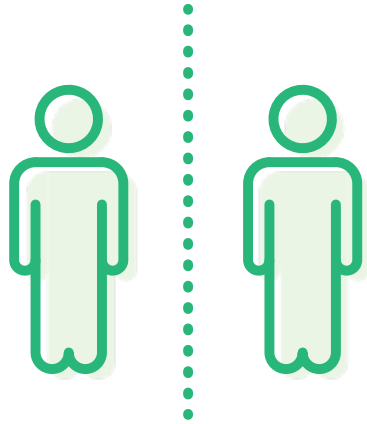
RETHINK HUMAN CAPITAL



Shift admin burdens.
Gain control over Human Capital.



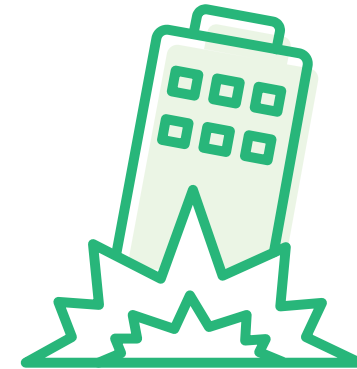
2nd & 3rd WAVE OF HUMAN CAPITAL MARKET DISRUPTION



COVID SEPARATION



RELIEF DELAYING RECOVERY

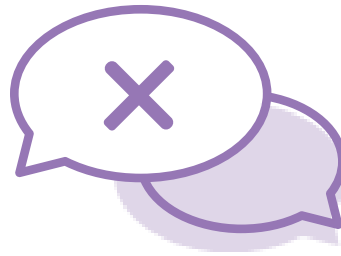


**DISRUPTION BEFORE
RESTORATION**

MARKET CHANGES – STRUCTURAL UPHEAVAL



**INFLATIONARY & RECESSIONARY
HEADWINDS**



ENGAGEMENT DRIFT



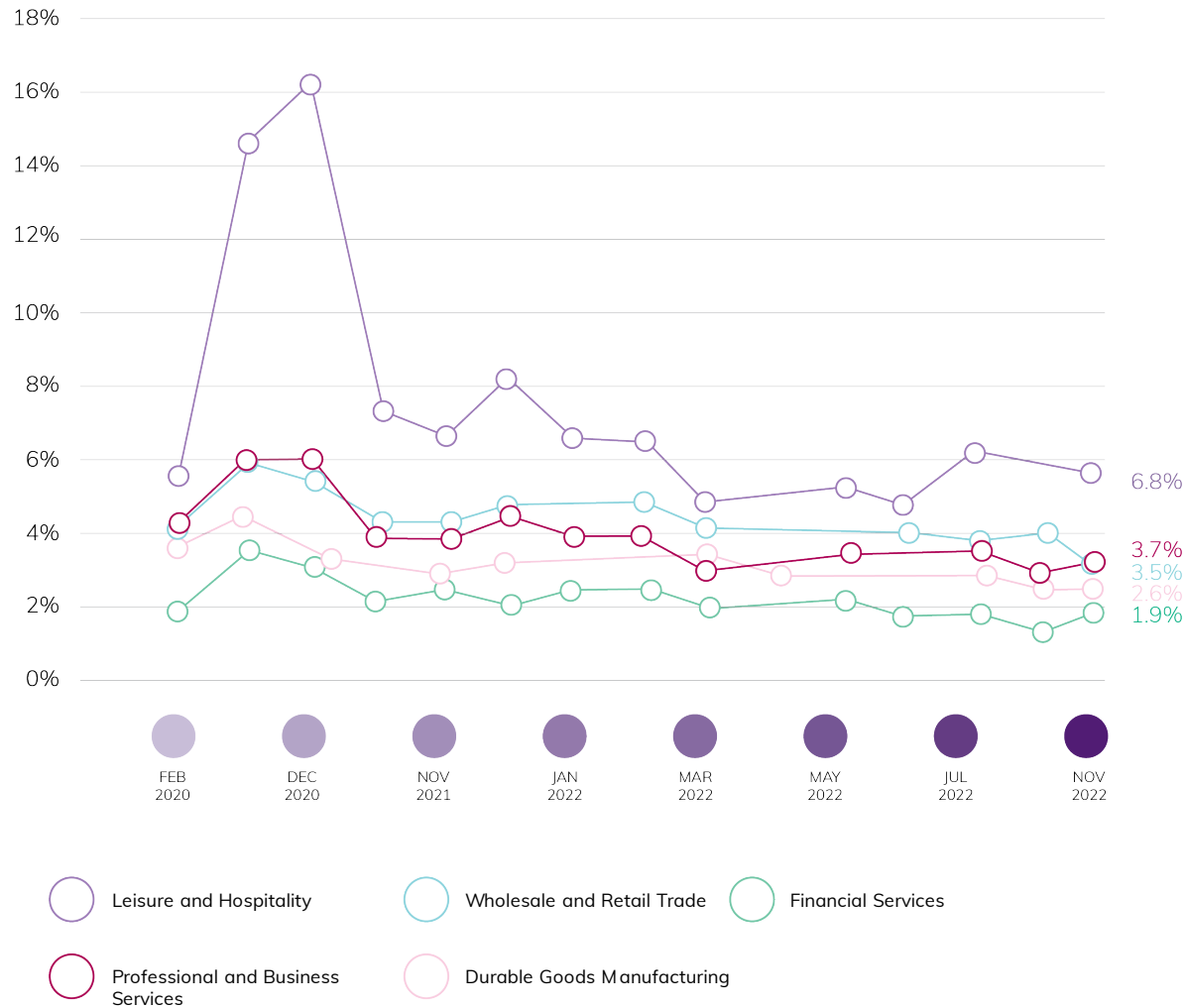
DIGITAL INDIFFERENCE

LABOR SHORTAGE BY INDUSTRY

Unfilled Job Openings



UNEMPLOYMENT IS IN FAST RECOVERY



National

unemployment rate:

3.7%



Restaurant Industry is projected to have
1,300,000 Unfulfilled jobs by 2031.



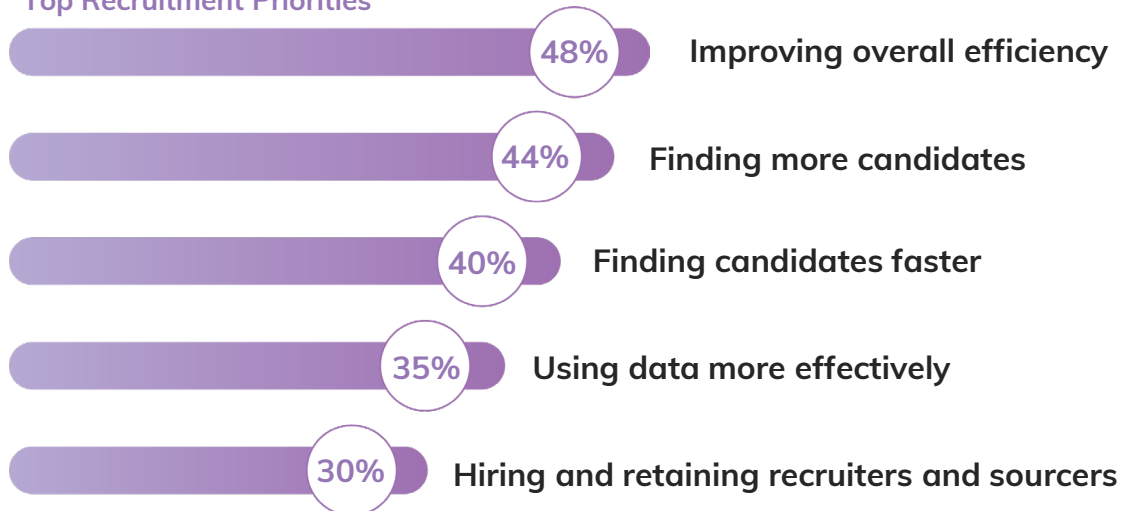
Manufacturing Industry is projected to have
2,400,000 Unfulfilled jobs by 2031.

WHY IT MATTERS...

The labor market is

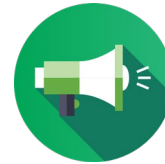
broken and
inefficient.

Top Recruitment Priorities



Source: Aptitude Research | Talent Acquisition Technology and the Modern Recruiter

The average time to fill a position is **45** days and many companies, especially in high-volume industries, cannot afford to wait that long.



Employers' inability to source workers is causing strategic bottlenecks, supply chain disruptions, and escalating labor costs.



Employees' inability to find meaningful work and desired flexibility is causing high turnover, skill gaps, and underemployment.



Legacy staffing and recruitment solutions are continuously coming up short, impacting time-to-market, profitability, and growth.

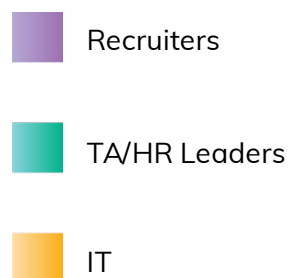
UNDERSTANDING THE REALITY

Shifting labor demographics and a need for

digital transformation

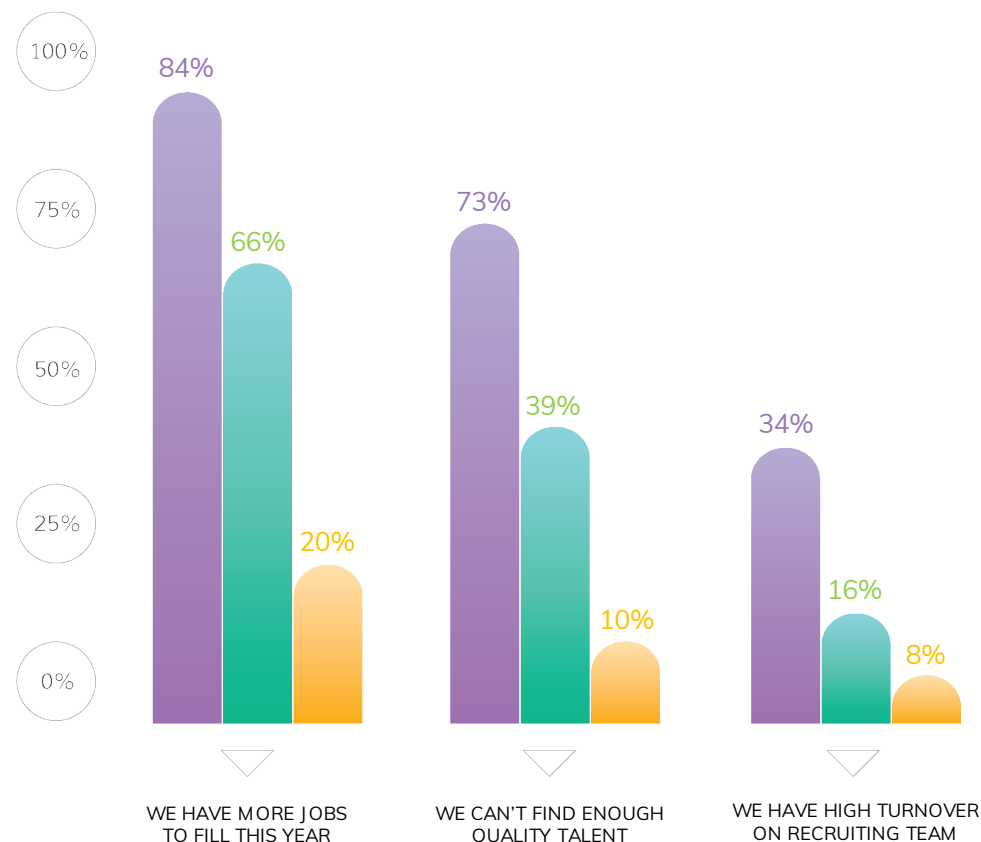
require a cohesive and **strategic**

new approach to **human capital.**



Different Perceptions of Talent Acquisition in Organizations

IT professionals are not always aware of the realities of the labor market.



DISCOVERY

M&A Growth Compared to Organic Growth – Best Use of Capital

WHAT IF...

- Market Timing and Our Technology Could Accelerate Organic Growth
- A blended market approach Could Strongly Improve Margins



Strong Staffing Industry Fundamentals and Growth Outlook

30%

30% job growth across several light industrial sectors.

21M

The manufacturing sector will face an industry shortage of 21M employees by 2023

66%

66% of Light Industrial staffing firms reporting upward trends in orders.

12.4%

Pay rates are up 11.4% year over year and bill rates are also up 12.4%.

17%

Contract Staffing is up 17% year over year, returning to pre-pandemic base levels.

Healthcare Staffing Demand is Consistently Rising

The U.S. healthcare staffing market size was valued at USD 24.1 billion in 2021 and is estimated to expand at a compound annual growth rate (CAGR) of 5.6% from 2022 to 2030.

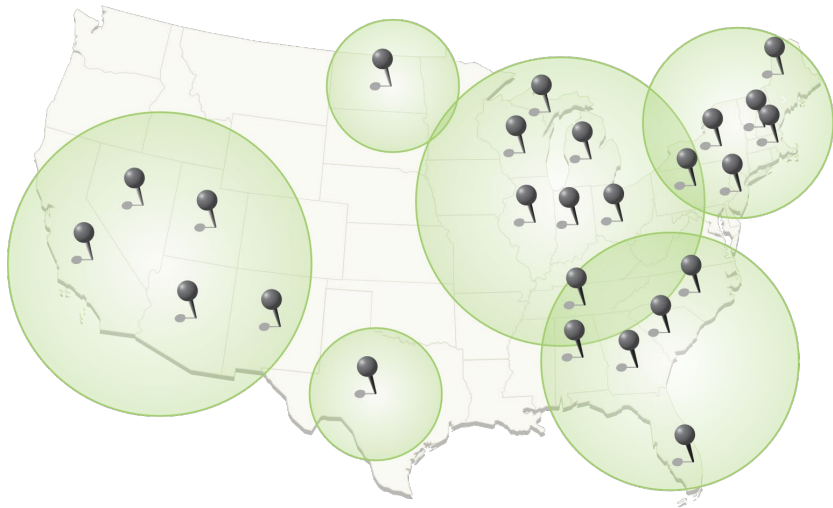
U.S. Healthcare Staffing Market Size, Share & Trends Analysis Report By Type (Travel Nurse Staffing, Per Diem Nurse Staffing, Locum Tenens Staffing, Allied Healthcare Staffing), And Segment Forecasts, 2022 - 2030

An aging population is expected to have a significant impact on healthcare delivery because they are highly susceptible to lifestyle diseases and chronic conditions.

The physician shortage is expected to range from 46,900 to 121,900 physicians by 2032.

Travel or per diem nurses are compensated at a much higher rate when compared to regular full-time nurses.

Many hospitals and other medical facilities are partnering with recruiting agencies to fulfill vacant positions on a temporary or permanent basis.



Initially targeting industries in major metro markets to align with our national footprint.



A super structure built to bring the highest value and efficiency to the \$136 billion staffing industry.

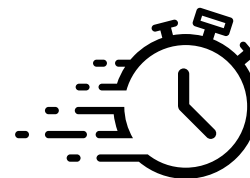


Where this brings us:
Industry-leading clientele

New problems can't be solved with legacy thinking

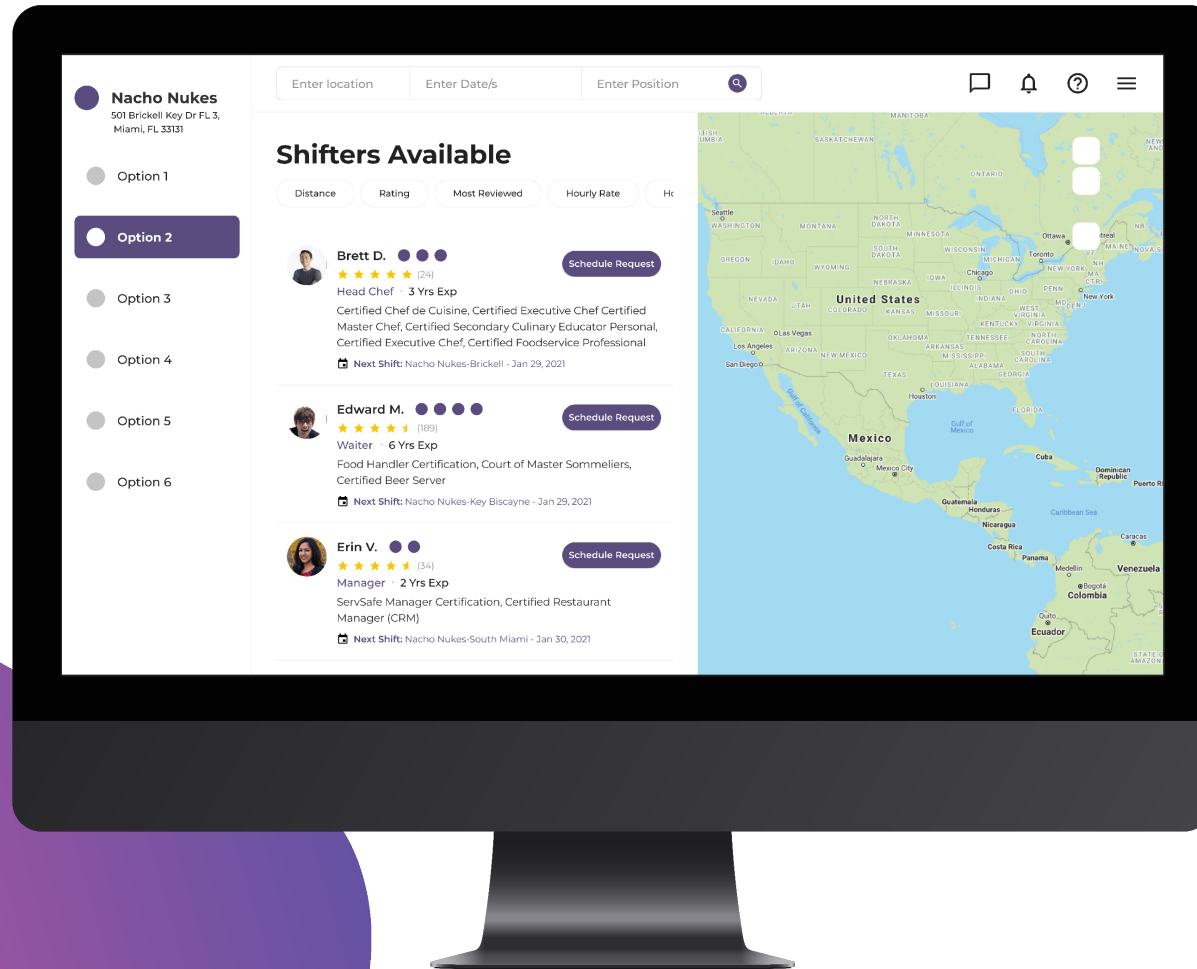


Incorporate AI and automation technology into interviews to facilitate the hiring process to create convience and efficiency.



Immediate and instant engagement

DON'T RECRUIT, CURATE



Leverage Real-Time Market Intel to
Capture Job Seekers

Capture and Rapidly Move Workers
to Action With Machine Learning

Use our “Fast Fill” Technology to Build
and Manage a New Workforce in Days

A BULLETPROOF BENCH



120 OPEN SHIFTS



471 CANDIDATES PROVIDED



2 WEEKS

Learning: prompt interview responses results in more hirings. Rigid interview schedules turns away potential candidates.

**It's not about
what you own
It's about what you
have access to.**

*Get out of the recruiting business
so you can focus on growth.*



\$35B FRAGMENTED INDUSTRIAL STAFFING MARKET¹

EXISTING MARKET

EmployBridge Holding Co
Express Employment
Professionals
Aerotek
Randstad
Trueblue
Manpower
Adecco
Kelly Services
Recruit
Elwood Staffing

Top 10
Companies

\$18B

Over 1,000 Companies

\$17B

TARGET ACQUISITION
MARKET

Targets Need:

Capital

Technology

Improved economies of scale

¹ Source: SIA "2020 Staffing Firm Market Share Landscape and Book of Lists [Industrial Staffing]"

EXPLOSIVE ACCELERATION



Rapid Target Identification



Rapid Transaction Metrics



End-to-End Digital Control



Profit Control & Better
Monetization



Equity Assets

THE PIXY BLENDED MARKET APPROACH



30

MILLION

Part-time workers
in the United States

PIXY targeting

3 million

of this disconnected
population.

PIXY bills

\$26,000

per year, per
shift worker

PIXY's GP per
Shift worker

\$5,200

per year

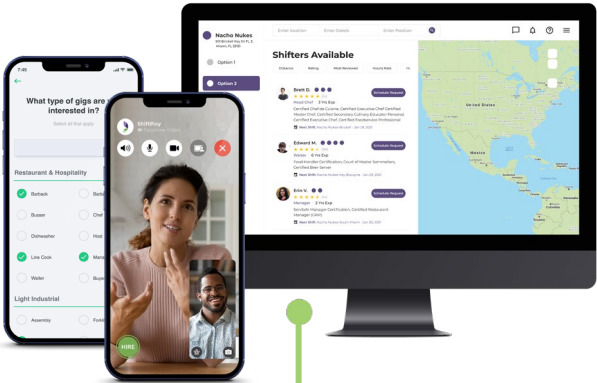
Source: <https://www.statista.com/statistics/192342/unadjusted-monthly-number-of-part-time-employees-in-the-us/>

2023 OUTLOOK

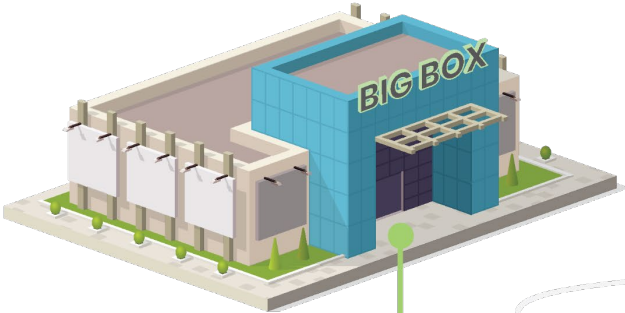
ShiftPixy Labs Spin-Off



Leveraging our technology stack to
elevate the staffing industry.

























Where this brings us:
Big box retail businesses.



COMPARABLES

29

COMPANY		SYMBOL	EXCHANGE	MARKET CAP
 Uber	Uber Technologies, Inc.	UBER		49.32B
 workday	Workday, Inc	WDAY		43.00B
 paycom	Paycom Software, Inc.	PAYC		18.62B
 paylocity	Paylocity Holding Corporation	PCTY		10.82B
 Manpower	ManpowerGroup, Inc.	MAN		4.21B
 Lyft	Lyft, Inc.	LYFT		3.89B
 upwork	Upwork, Inc.	UPWK		1.37B
 KELLY SERVICES	Kelly Services, Inc.	KELYA		642M
 trueblue <small>THE PEOPLE COMPANY</small>	TrueBlue, Inc.	TBI		640M
 ASURE SOFTWARE	Asure Software, Inc.	ASUR		188M
 ShiftPixy	ShiftPixy, Inc.	PIXY		200M

Source: Yahoo Finance 1/4/2023



THANK YOU FOR YOUR INTEREST.

888.798.9100

www.ShiftPixy.com