



March 2024
Investor Presentation
NASDAQ: UPXI

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successfully define, design and release new products in a timely manner that meet our customers' needs; our ability to attract, retain and motivate qualified personnel; competition in our industry; failure of counterparties to perform their contractual obligations; systems, networks, telecommunications or service disruptions or failures or cyber-attack; ability to obtain additional financing on reasonable terms or at all; litigation costs and outcomes; our ability to successfully maintain and enforce our intellectual property rights and defend third party claims of infringement of their intellectual property rights; and our ability to manage our growth. Readers are cautioned that this list of factors should not be construed as exhaustive.

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Use of Non-GAAP Financial Measures

The Company discloses and uses the above-mentioned non-GAAP financial measures internally as a supplement to GAAP financial information to evaluate its operating performance, for financial planning purposes, to establish operational goals, for compensation plans, to measure debt

service capability, for capital expenditure planning and to determine working capital needs and believes that these are useful financial measures also used by investors. Non-GAAP adjusted EBITDA is defined as GAAP net income or net loss before interest, taxes, depreciation and amortization (EBITDA) adjusted for the non-cash stock compensation and stock option expense, acquisition, integration & restructuring expenses, charges and gains or losses from extinguishment of debt and other non-cash items. Non-GAAP EBITDA and non-GAAP adjusted EBITDA are not terms defined by GAAP and, as a result, the Company's measure of non-GAAP EBITDA and non-GAAP adjusted EBITDA might not be comparable to similarly titled measures used by other companies. Generally, a non-GAAP financial measure is a numerical measure of a company's performance, financial position, or cash flow that either excludes or includes amounts that are not normally included in the most directly comparable measure calculated and presented in accordance with GAAP. The non-GAAP financial measures discussed above, however, should be considered in addition to, and not as a substitute for, or superior to net income or net loss as reported for GAAP on the Consolidated Statements of Operations, cash and cash flows on the Consolidated Statement of Cash Flows or other measures of financial performance prepared in accordance with GAAP, and as reflected on the Company's financial statements prepared in accordance with GAAP. These non-GAAP financial measures are not a substitute for or presented in lieu of financial measures provided by GAAP and all measures and disclosures of financial information pursuant to GAAP should be read to obtain a comprehensive and thorough understanding of the Company's financial results. The reconciliations of non-GAAP EBITDA and non-GAAP adjusted EBITDA to GAAP operating income (loss) and/or GAAP net income (net loss) referred to in the highlights or elsewhere are provided in the schedules that are a part of this document.



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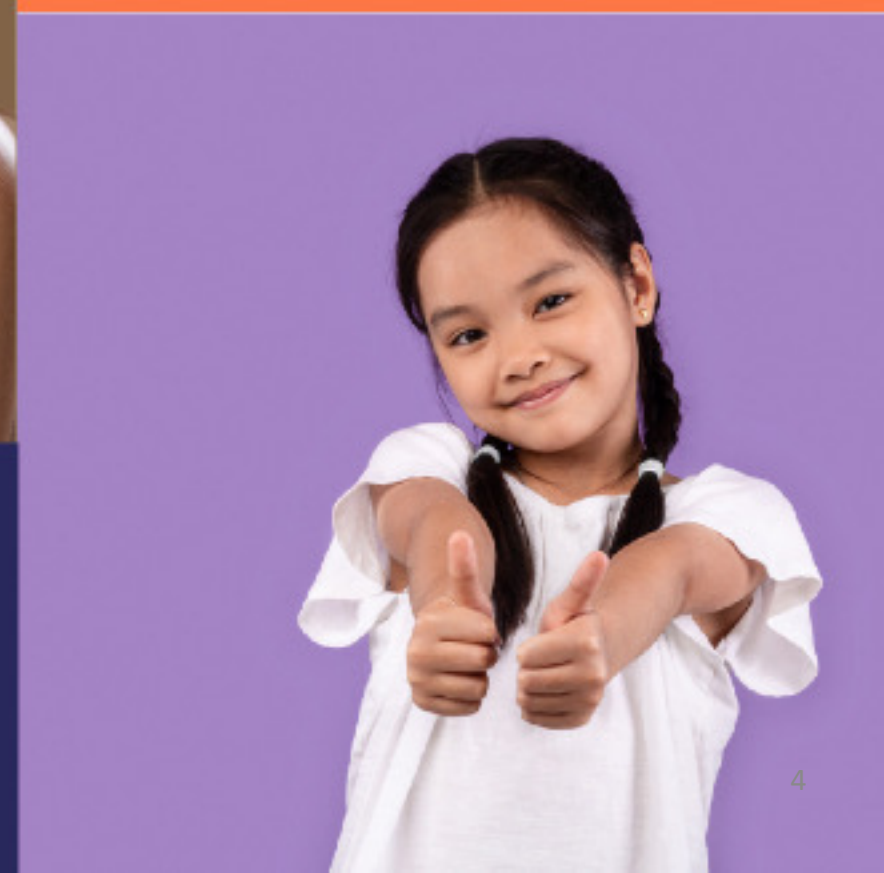
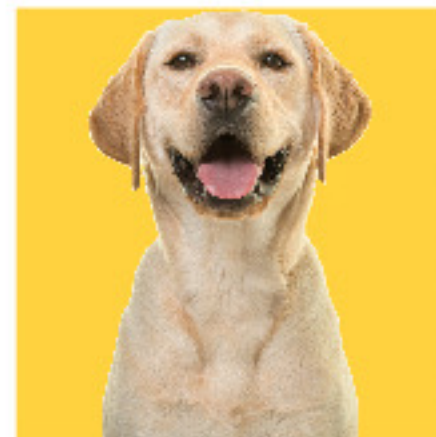
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Builder, Buyer & Scaler

OF DIGITAL-FOCUSED,
OMNICHANNEL BRANDS

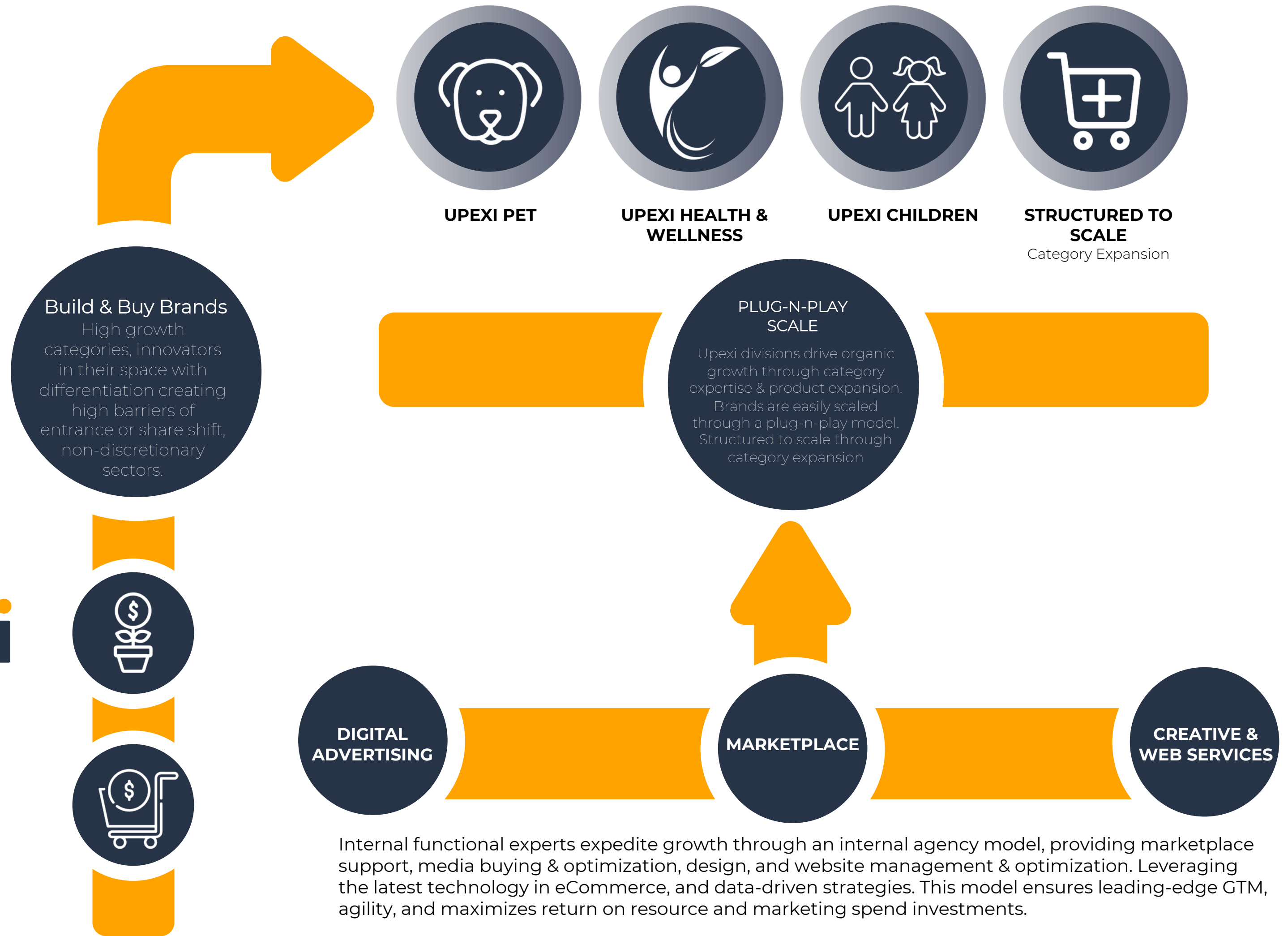


WHO WE ARE:

Builds, acquires and grows digital first, omnichannel brands in high growth, high margin sectors such as health, wellness, toy, pet, and beauty.

- Leveraging our in-house expertise and technology, we scale our brands with a consumer centric approach, tapping into our in-house core capabilities and market insights across our portfolio to foster innovation and accessibility.
- Our growing consumer database has been key to the year-over-year gains in sales and profits.
- Further bolstering growth, we have and will continue to acquire profitable Amazon and eCommerce businesses that can be scaled quickly and profitably while reducing costs through corporate synergies.

The upexi Model





Brand Portfolio



UPEXI CHILDREN'S



STEM CERTIFIED MAGNETIC TILES

Extensive omnichannel presence: Walmart (US & Canada), Sam's Club, Amazon, PriceSmart (2024), Incentive companies, Bi-Mart, TJX Companies, BJ's Wholesale Club, Staples (Online 2024), Toys R Us (online 2024), Veterans Canteen Service (VCS)

Award winning, 100% non-toxic magnetic tiles. With countless different shapes and sizes in every STEM authenticated pack, children can create thousands of figures and objects, all while learning about common STEM topics.

The Collect and Display model for Tytan Tiles is a unique, innovative approach to building play that encourages children to not only create and build with their magnetic tile sets, but also to display and showcase their creations. Most notably, Tytan Tiles has secured Licensing for over 27 Disney Properties to expand its Collect and Display line, launching with the Disney Frozen Castle in Q4 2023.

\$50B

2022 Global Market¹

7.4%

Projected CAGR¹

40%-60%

Gross Margin²

- **PRODUCT EXPANSION**
Disney licensing agreement (27 properties), October 2023 Frozen Castle set launch
- **ESTABLISHED MASS PRESENCE**
Launched in all 3,900 US Walmart stores in 2023
- **1816% Amazon Growth YOY**
2022-2023



¹The Business Research Company January 2023 Report

²Ranges based off management's internal estimates *While the numbers presented are global figures, it should be noted that the company mainly operates in the United States. They are expanding into the UK, Canada, and Australia with the intent of further worldwide expansion. Regional financial performance may vary due to factors beyond the company's control.



New Product Launches





UPEXI HEALTH & WELLNESS

VitaMedica

VitaMedica's mission is to empower wellness journeys through science-based holistic natural health solutions. Through The Science of Natural Health® we believe in a world where everyone can take ownership of their health, happiness, and vitality.

For over 25 years, VitaMedica clinician-originated nutraceuticals and cosmeceuticals have been recommended by thousands of doctors to serve millions of patients.

VitaMedica's sales model includes wholesale distribution through surgeons and med spas and direct to consumers through eCommerce and marketplaces.

cure mushrooms

At Cure Mushrooms, we've harnessed the extraordinary benefits of nature's most powerful superfood: functional mushrooms. Our suite of premium mushroom extracts is meticulously crafted to elevate overall well-being, offering a wide spectrum of health benefits and a holist approach to everyday wellness. From fortifying your immune system, to sharpening cognition, to combating the rigors of daily stress, our products are designed to deliver full-body wellness and convenience with every serving.

- **GROWTH OPPORTUNITIES**

Clinical trial on Acne expected conclusion March positive outcome expected (Acne \$5B US market w/ 4.7% CAGR³); increased subscription rate product, Product expansion in expanded high subscription rate categories, Anti-Aging, Beauty, supplements, surgery and injectable recovery

- **RECURRING REVENUE WITH LOW CHURN**

5.1K returning customers/month growing subscription model with loyal customer base

- **88% Organic Growth SINCE PURCHASE**

VitaMedica purchased late 2021, growth opportunity in beauty market with new anti-aging and acne products

\$113.8B

2022 Global Market¹

9.3%

Projected CAGR¹

70%-80%

Gross Margin²

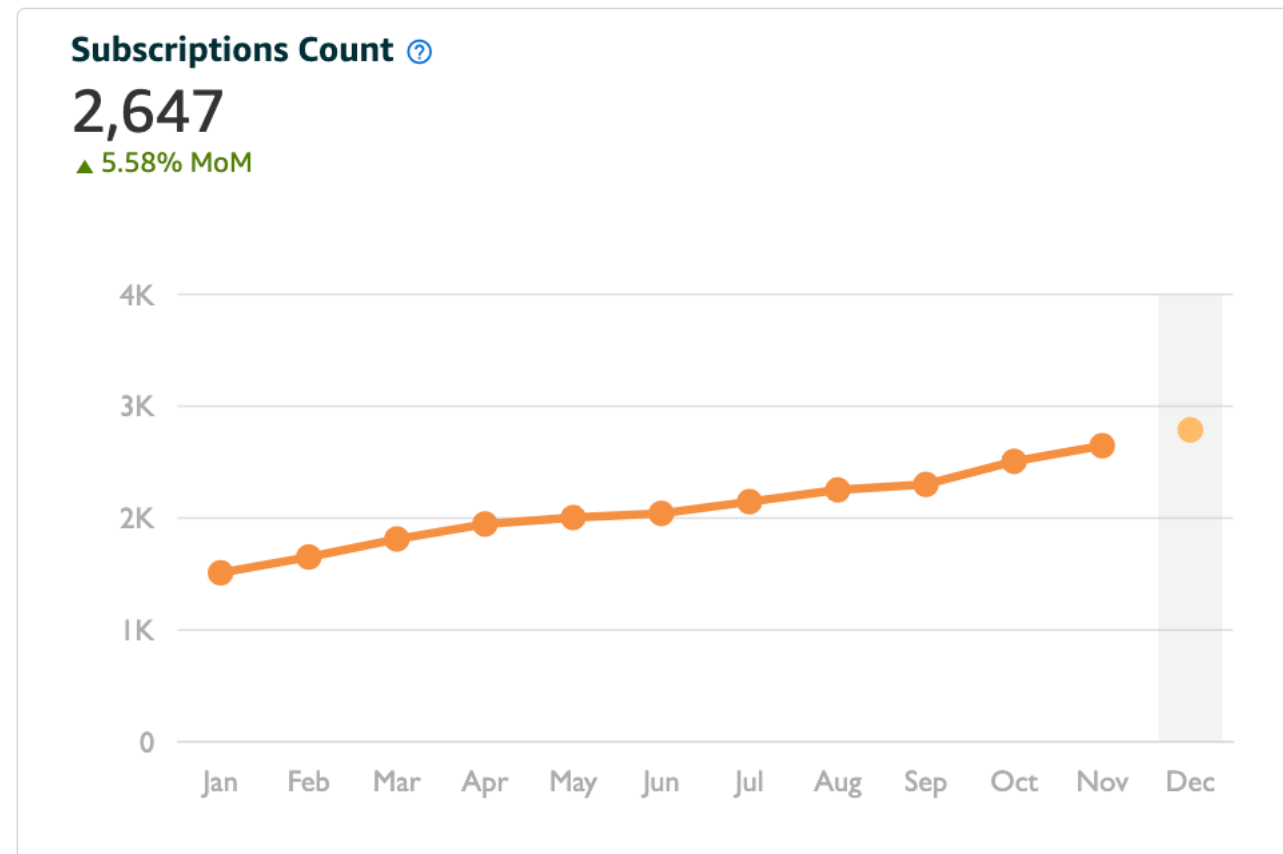
¹360iResearch™ May 2023 Report

²Ranges based off management's internal estimates *While the numbers presented are global figures, it should be noted that the company mainly operates in the United States. They are expanding into the UK, Canada, and Australia with the intent of further worldwide expansion. Regional financial performance may vary due to factors beyond the company's control.

³<https://www.fortunebusinessinsights.com/u-s-acne-treatment-market-106565>

Growing subscriber base with little churn on Amazon & DTC

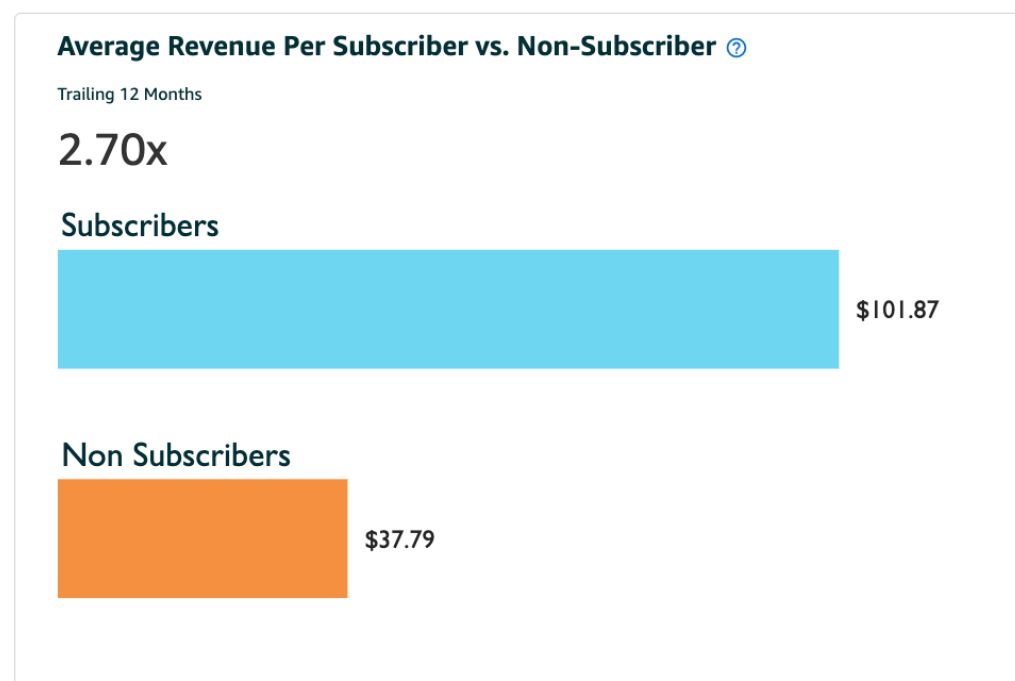
Amazon 2023 Subscriptions



Direct To Consumer

\$51K / Recurring Monthly subscription revenue

- 2K subscribers (~ 1K orders/month)
- Growing subscriber base: ~4.79% m/m
- Enhanced website launching February with new feature-rich subscription tool to support subscription growth marketing and customer retention efforts





UPEXI PET LuckyTail

Tail Waggin' Good Products

Pet grooming and healthcare brand with global footprint, sold direct to consumer through owned website and marketplaces.



\$261B

2022 Global Market¹

6.1%

Projected CAGR¹

60%-80%

Gross Margin²

- **PRODUCT EXPANSION**

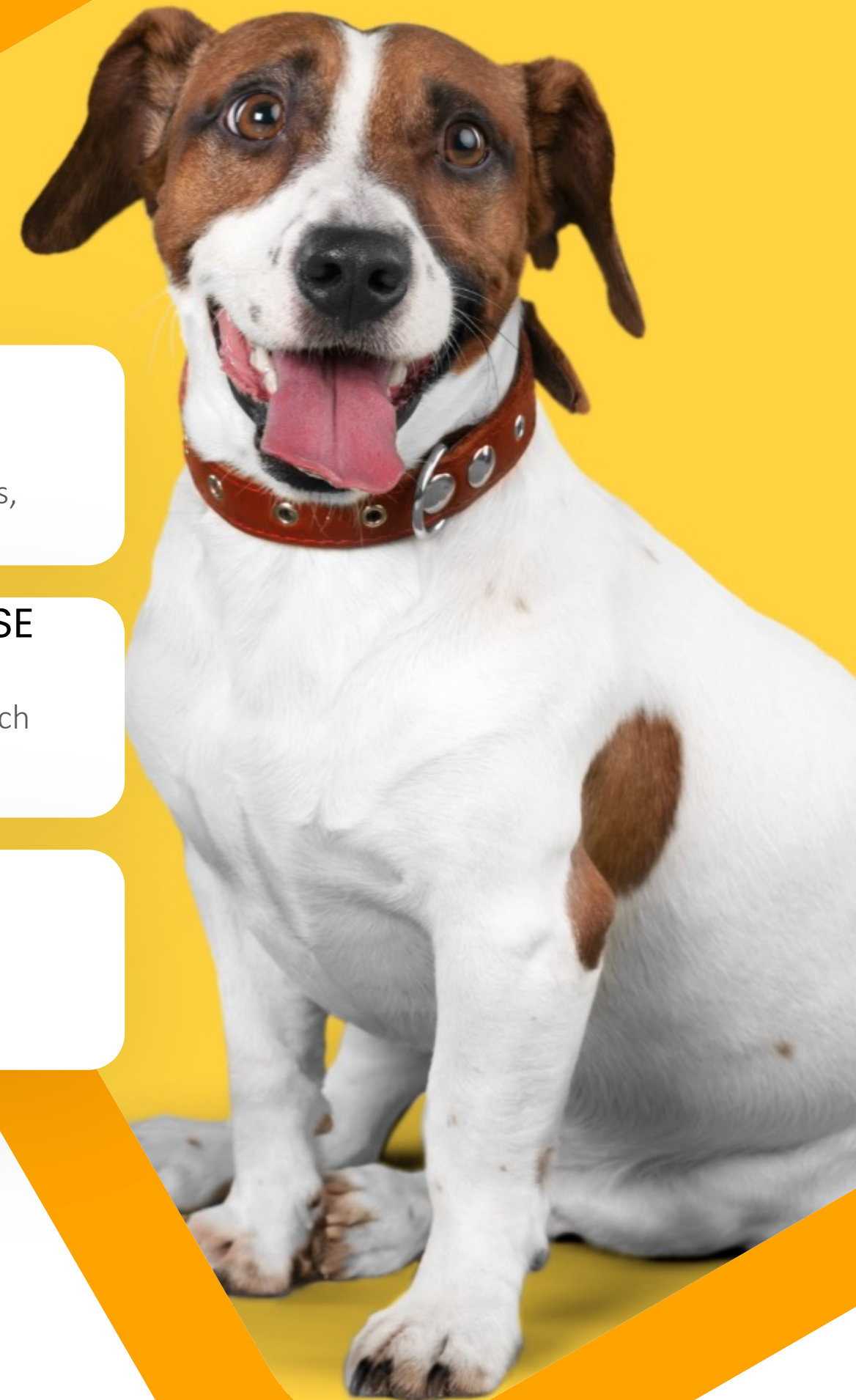
Expanded launches into multiple categories: Pet supplement line launched Sept. 2023, Pet Supplies, Pet Toys

- **SIGNIFICANT EXISTING CUSTOMER BASE**

Poised to expedite new product revenue growth, 4.4M single product brand, 2.4M monthly social reach and 105k engaged customer list to activate new product to

- **50% Organic Growth 2022**

Robust 2023 marketing plan and new ecommerce website to fuel continued growth



¹<https://commonthreadco.com/blogs/coachs-corner/pet-industry-trends-growth-ecommerce-marketing>

²Ranges based off management's internal estimates *While the numbers presented are global figures, it should be noted that the company mainly operates in the United States. They are expanding into the UK, Canada, and Australia with the intent of further worldwide expansion. Regional financial performance may vary due to factors beyond the company's control.

A Portfolio of Brands with High Organic Growth Opportunities

- Recurring revenue focused Brands
- High growth Subscription Products
- New Products launching monthly in these categories
- Disney Launches for DTC and push to get in-store Big Box for late 2024
- Re-commerce Business growth will fund Brand Growth
- Overall Brand revenue growth will be more material as we scale.



The image features a laptop with a sunset scene on its screen, set against a dark blue background with abstract shapes. A large, bright orange shape is on the left, and a smaller, darker blue shape is on the right. The laptop is positioned in the center, with its screen showing a sunset over a body of water. The text "Re-Commerce" is overlaid on the laptop screen in a bold, white, sans-serif font.

Re-Commerce

Re-Commerce: The Opportunity

Excess Inventory is a problem for big business.¹

Upexi has created a solution to buy excess inventory to sell into our networks, creating distribution for our partners and profits for us.¹

- Amazon and wholesale liquidation brand and business
- We do large scale liquidations for retail and brands
- Large revenue opportunities with good margins²
 - \$644 Billion Market for Amazon Resellers³
 - Market has more than doubled since 2008³

1. Excess inventory ties up resources, increases costs, and limits a business's ability to respond to changes in demand, potentially leading to financial losses.

2. The actual revenue obtained from any opportunity may vary based on a variety of factors. The phrase "good margins" is subjective and there is no guarantee of any specific level of revenue or success.

3. <https://www.cnbc.com/2022/02/19/liquidation-services-resell-returned-items-a-644-billion-business.html>

CYGNET

- High volume Amazon brand liquidator
- Purchased in Q2' 2022
- Focus has been on health, wellness, and over-the-counter (OTC) products
- Growth Opportunity: new categories and faster flow-through of purchased products





PARTNERSHIPS INCLUDE

- Specializes in liquidation of overstocked and discontinued merchandise for hundreds of retailers
- Buys products at deep discount and liquidates into partner sellers
- Growth Opportunity: category expansion for increased flow-through and sales



— and many more.



Growth Opportunities

We remain diligent in reviewing opportunities and current market conditions favor a prudent buyer:

- Highly profitable in our target categories
- Valuations that make sense short and long term for shareholders
- Seller Finance with terms over 3-5 years



Acquisition Targets

WHAT WE OFFER

- We offer a plug-and-play model for growth
- We staff a full tech development team for technology integration
- We staff full teams for advertising, marketing, and product development
- Liquidity event for sellers, a second liquidity opportunity in Upexi stock in the future



Experienced Management Team.

Insider Ownership: 54%¹

Allan Marshall

Chief Executive Officer

30+ years of M&A focused experience

Founder of XPO Logistics, Transportation Services, Inc., and Segmentz, Inc.

Andrew Norstrud

Chief Financial Officer

Experienced executive, focused on integrating strategic acquisitions and structure implementation for public companies

Gene Salkind, M.D.

Board of Directors

Chairman of Compensation Committee

Practicing Neurosurgeon, Intuitive Surgical Pharmacyclics

Thomas Williams

Board of Directors

35+ years of experience, specialized in securitization mechanisms of illiquid assets

Lawrence H Dugan

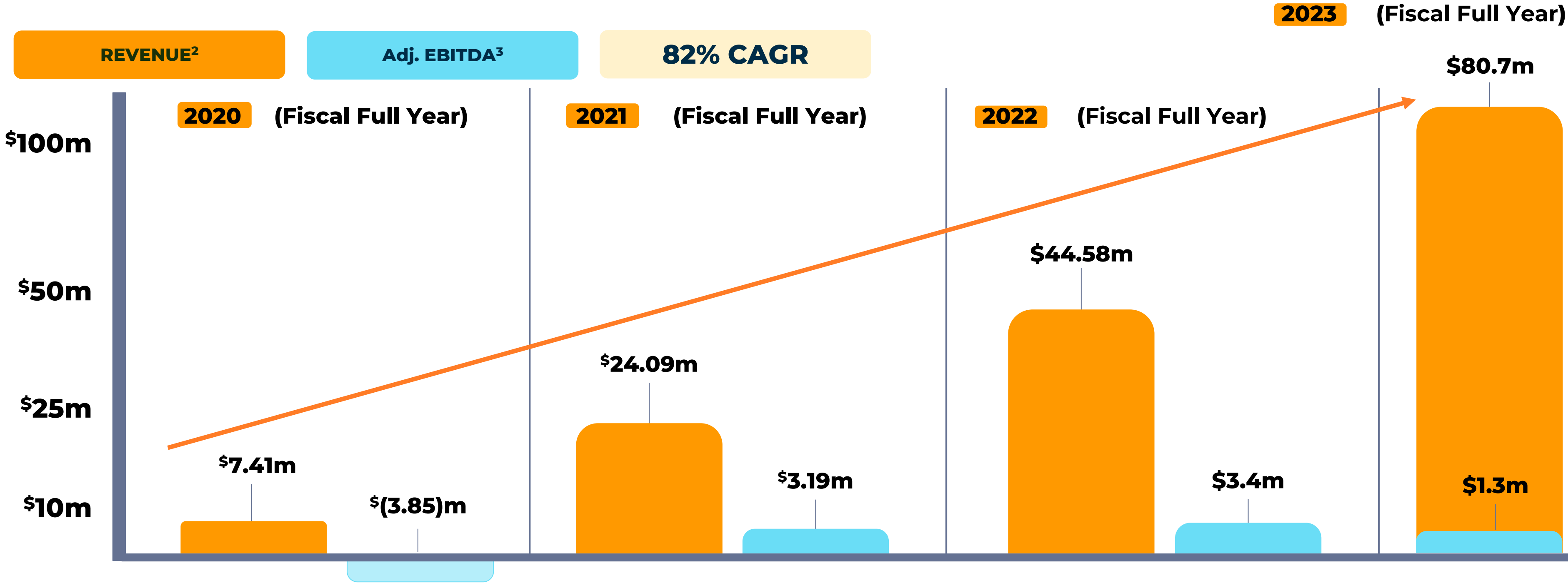
Board of Directors

Chairman of Audit Committee

25+ years of accounting experience

1. On a fully diluted basis, pending shares exercisable within 60 days of November 30, 2022.

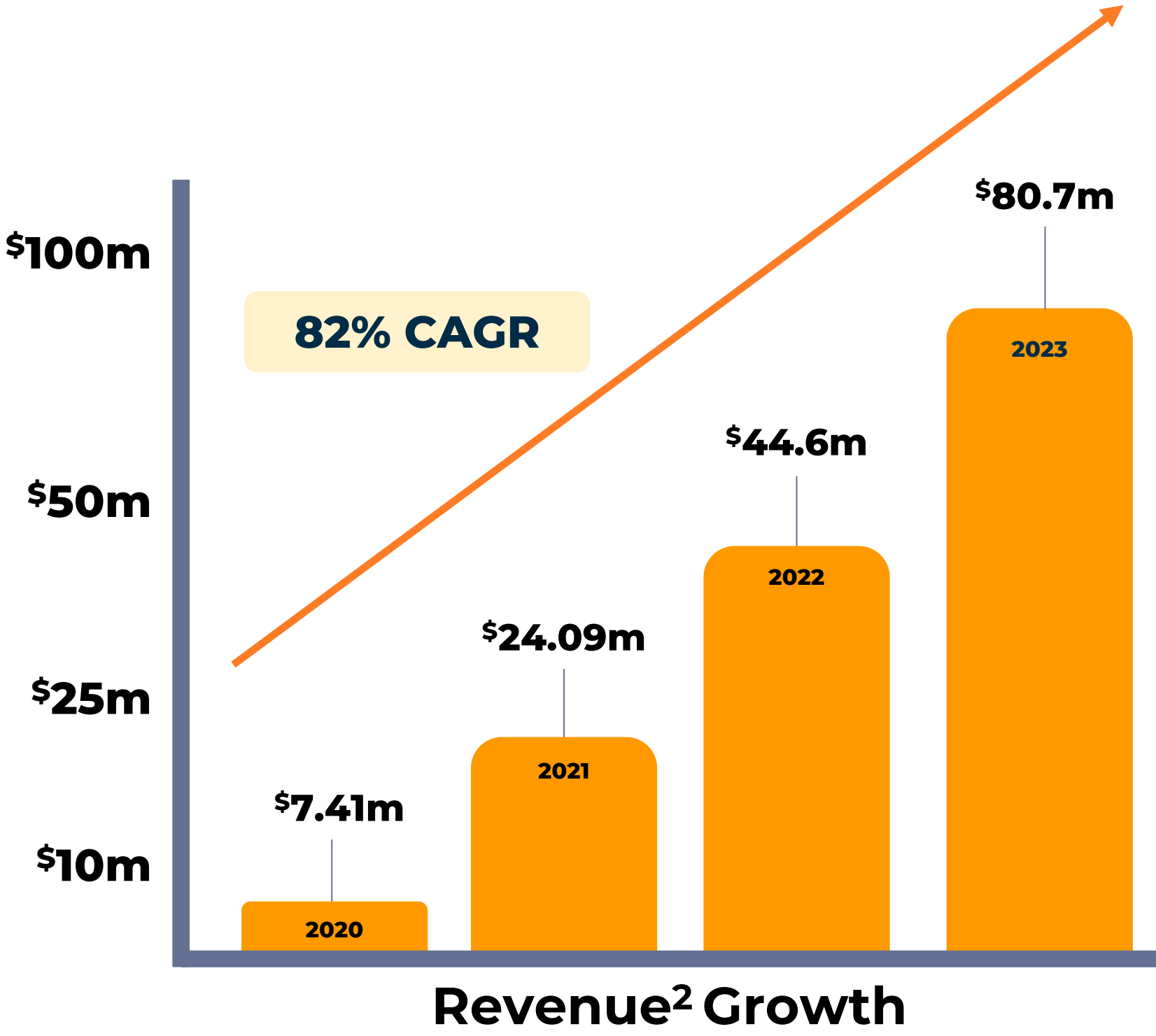
Annual Revenue and EBITDA Growth¹



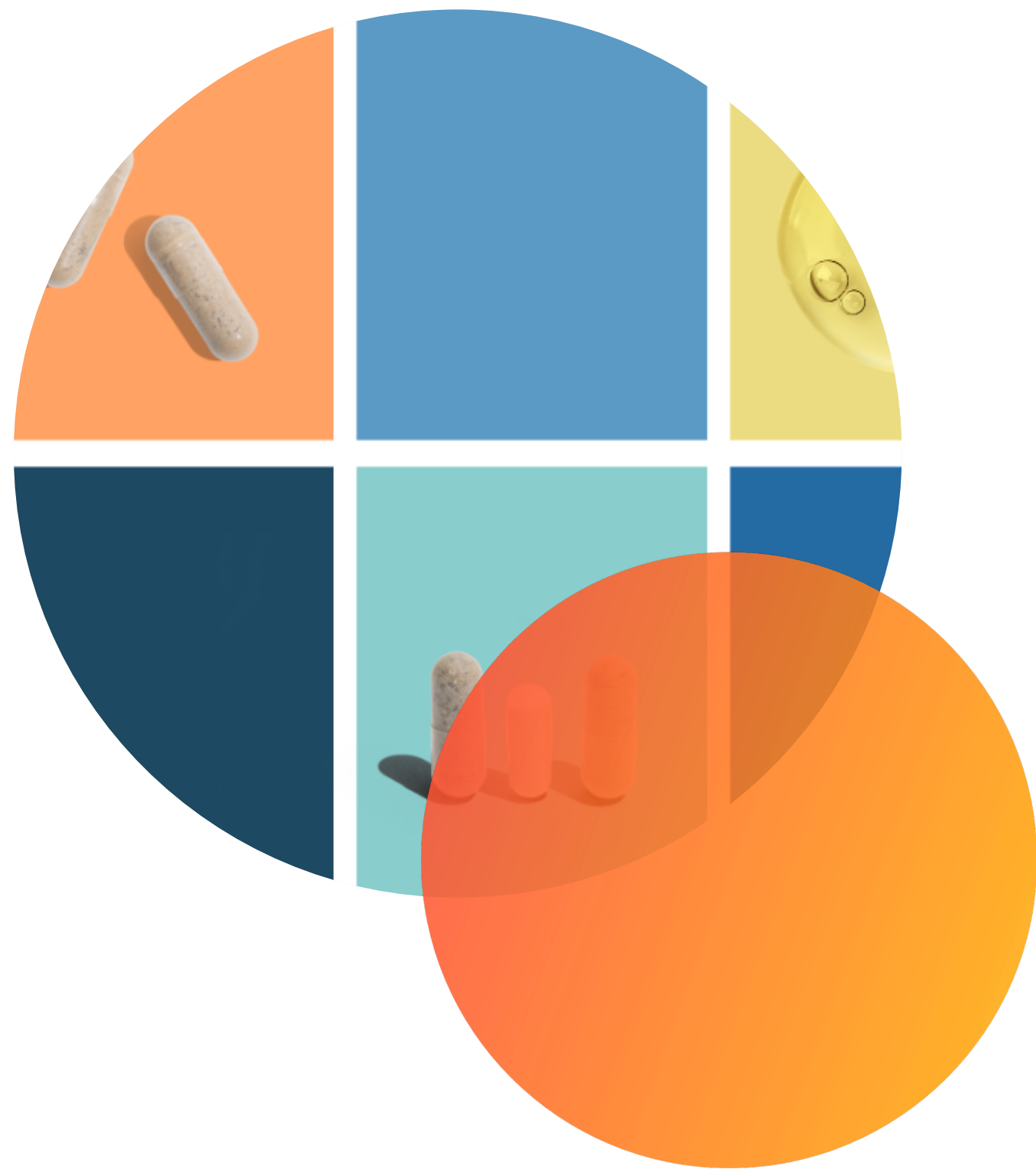
Past financial performance is not indicative of future performance.
2022 Adjusted EBITDA
The company may increase spend for additional future growth, which would reduce actual EBITDA
* <https://www.prnewswire.com/news-releases/upexi-reports-record-revenue-of-27-1-million-for-fiscal-2023-second-quarter-an-increase-of-444-year-over-year-301746845.html>

Financial Highlights¹

Stock Price:	\$0.55 (as of 3/1/24)
Common Stock:	20.9 million (as of 2/13/24)
Market Cap:	\$11.5 million
TTM Revenue (ended 12/31/23):	\$80.7 million
TTM Adjusted EBITDA (ended 12/31/23):	\$1.3 million
Gross Profit Margin (Quarter ended 12/31/23):	38% (as compared to 31.8% in prior quarter)
Total Stockholders' Equity (as of 12/31/23):	\$25.5 million



1. Financial forecast is based on management estimates only. Adverse events could negatively impact the Company's future financial performance.
2. Includes discontinued operations revenue



Thank you.

Contact Us: upexi@kcsa.com