



Innovation in Aggregation

We Build, Buy & Scale Amazon
And eCommerce Brands

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Company Overview

- Brand owner and aggregator for DTC, Amazon and all digital platforms for sales.
- Build, buy & scale profitable, data-driven DTC consumer brands in multiple high growth industry verticals.
- Leverage platform, including ad-tech and data, to facilitate improved operations, product offerings, and advertising to quickly scale revenue and maximize margins.
- Acquire brands with rich consumer data and with an already-established customer database.
- Focus on customer LTV and online purchase behavior across industries using competitive CPA advertising.
- Rely on overlapping industries to cross-sell current and new customers.

Verticals

Consumer Electronics, Health, Wellness, Pet, Beauty, Toys

CAGR 2019-2022

92%

Revenue Guidance (2023)

\$100 Million

Distribution



Strategic Relationships



Build

We opportunistically **BUILD** brands by maximizing the use of our dedicated team and access to data across several high growth industry verticals.

Buy

We **BUY** brands efficiently with a plug and play advertising and marketing strategies.

Scale

We **SCALE** through operational synergies and growth of our consumer database to drive repeat sales across all of our brands.

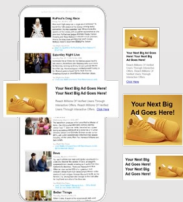
Business Overview (Acquired and Owned)

Acquired



Vitameditica:
August 2021

Physician formulated, serving over 1 million patients



Interactive Offers:
October 2021

SaaS,
programmatic ad
company



Cygnnet Online:
April 2022

Branded OTC
products and
supplements in
health, wellness, and
beauty



LuckyTail
August 2022

Amazon and eCommerce
product line of pet care
grooming and nutritional
products



E-Core Inc.
November 2022

Tytan Products, children's toy
brand, and New England
Technology, national distributor for
branded consumer products

Owned



Qubes
Q4 2001

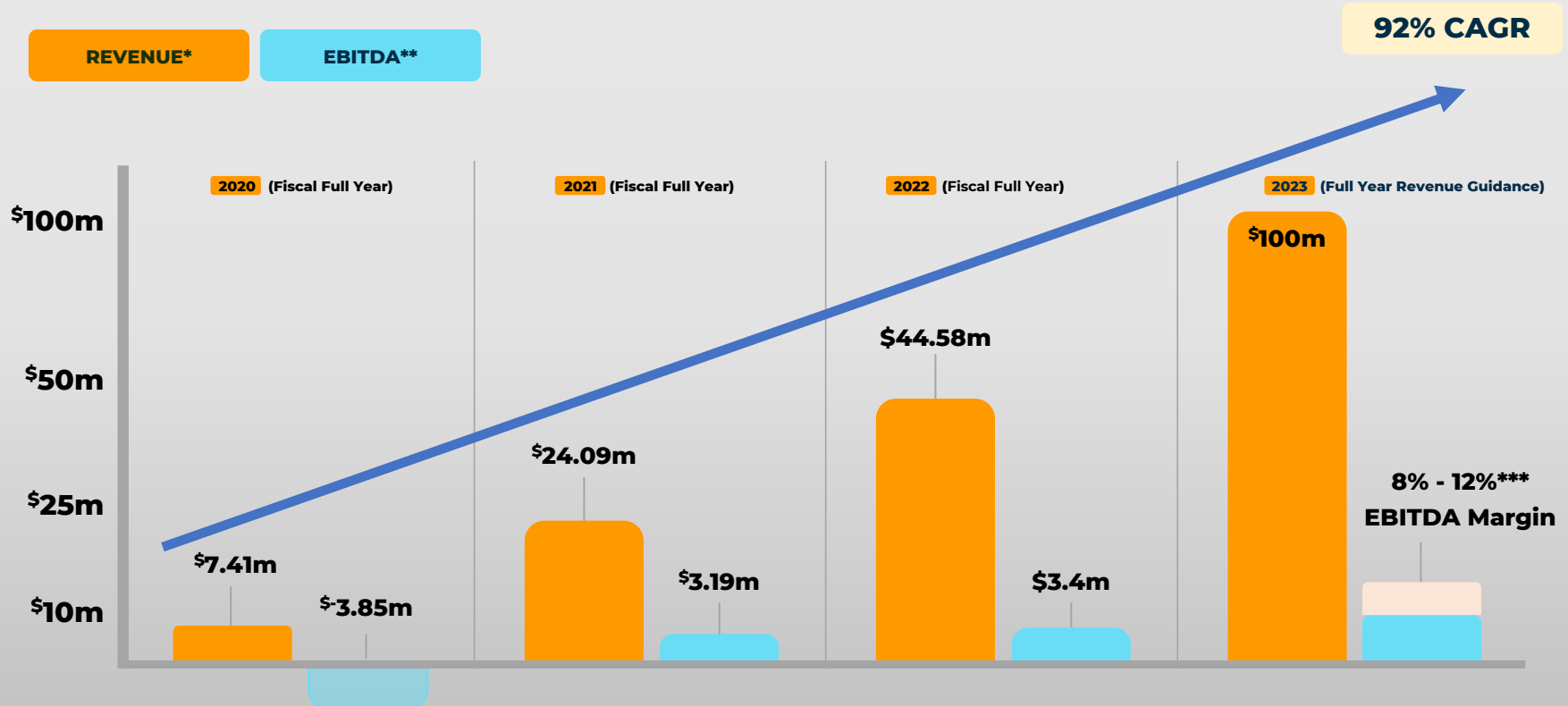
New formulation of
leading, gummy
vitamins and
supplements



Cure Mushrooms
May 2022:

US, Organic Medicinal
Mushroom Extracts

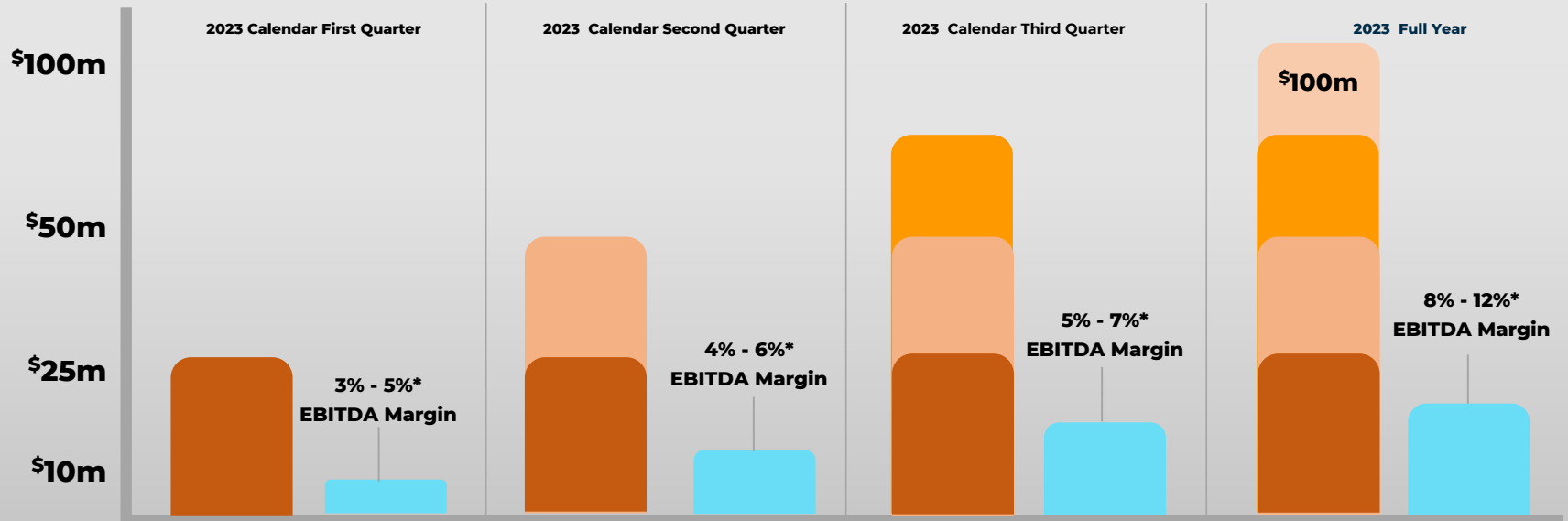
Annual Revenue and EBITDA Growth



2023 Quarter-Over-Quarter Growth

REVENUE

EBITDA



* The company may increase spend for additional future growth, which would reduce actual EBITDA

Proprietary Technology & Data Platform



- Platform focuses on building a high growth portfolio of patents for single click-to-opt-in technology via Interactive Offers business segment.
- Success to date is rooted in our technology and data.
- Implement in-house SaaS platform ad-tech into all of our brand marketing to achieve lower cost per acquisition.
- Own significant amount of consumer data, allowing us to increase cross-selling between our growth portfolio of brands.

Growth Through Acquisition

Upexi is focused on high growth, recession resistant companies with rich consumer data

Our differentiated strategy has proven advantages



> \$10m Annual Revenue



Healthy Profit Margins



Profitability with Scale



Current Team / Partners



Product Offering + Expansion



Amazon Reviews + Ranking



Scalability - Resources Needed



Fiscal responsibility to our investors and shareholders

Acquisition Criteria & Process

- Streamlined deal process (we aim for 30 days or less to agree on terms)
- Seek to retain management for continued upside
- Target brand acquisitions with an established customer database for cross marketing opportunities
- Acquisitions with multiples that drive growth at sensible costs
- Rely on overlapping industries to cross-sell current and new customers
- In-house brand launches to drive growth with higher margins

Post Acquisition: Our Scaling Strategy



Leverage Amazon Experts
to Optimize (Pricing, Listings, PPC)



SEO
Optimization



In-house Programmatic
Advertising



Sales Channel
Expansion



DTC Branded Site Growth



Supply Chain
Efficiencies



Product Innovation & Expansion

Privately Held Aggregators



- Founded in 2018
- Acquired & consolidated over 200 brands
- Raised ~\$3.4 billion
- Valuation of ~\$7.5 billion*



- Founded in 2005
- Launched and acquired 34 brands
- Raised ~\$1 billion
- Valuation of ~\$1.2 billion*



- Founded in 2019
- Acquired & consolidated over 70 brands
- Raised ~\$908 million
- Valuation north of ~\$1 billion

* <https://nuoptima.com/aggregators>

<https://www.forbes.com/sites/ianmartin/2021/11/19/berlin-brands-group-raises-100-million-amid-fund-raising-rush-for-amazon-aggregators/?sh=533710b13a51>

Experienced Management Team

Insider Ownership: 45.88%*

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 consultant, 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

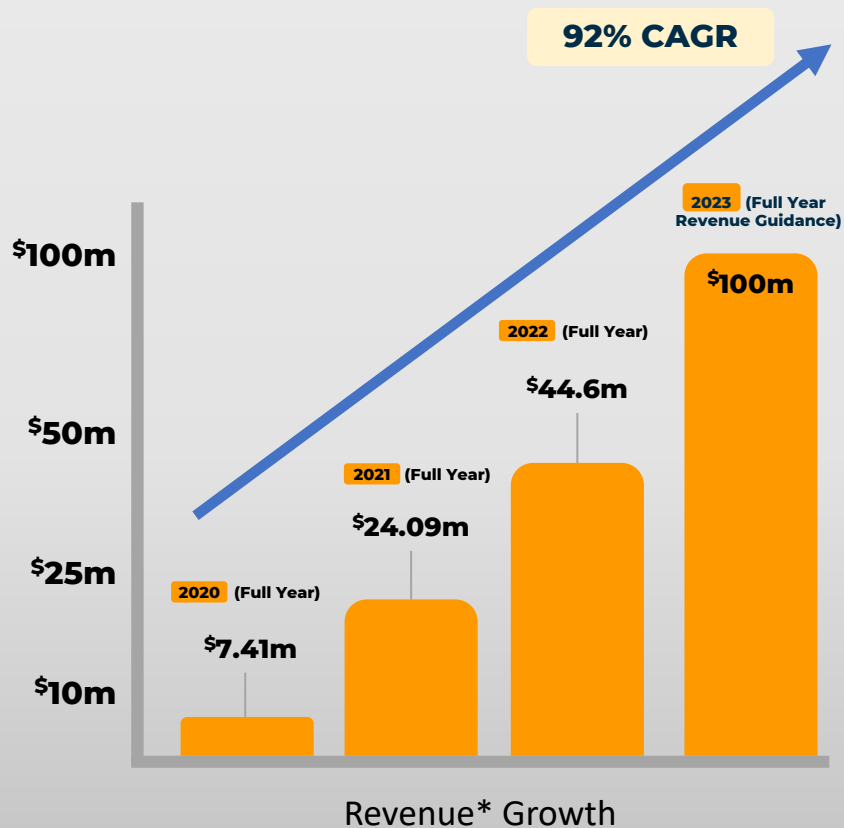
25+ years of accounting experience

Operational Highlights

- Tytan Tiles launched branded Amazon storefront and into over 2,000 Walmart storefronts.
- Eliminated outstanding balance of \$15 million senior secured debt.
- Closed acquisition of E-Core and subsidiaries, Tytan Products and New England Technology, Inc.
- Sold select CBD assets for \$23.5 million.
- Filed new patent through the Company's Ad Tech Division, Interactive Offers.

Financial Highlights

Stock Price:	\$3.79 (as of 2/14/23)
Common Stock:	17,960,748 (as of 12/31/22)
Market Cap:	\$69 million
Fiscal 2022 Revenue:	\$44.6 million
Calendar 2023 Revenue Guidance:	\$100 million
Fiscal Q1 2023 GP Margins:	52%
Revenue Growth Rate through '24:	50% -100%



Investment Highlights

Experienced Team

Management has a proven track record working with emerging growth companies to accelerate their growth and maximize margins.

Robust Pipeline and Unique Acquisition Strategy

Streamlined deal structure at attractive valuations with an average 30-40% cash and equity upside.

High Growth Verticals

Strategically operating in high growth verticals with direct-to-consumer product expansion opportunities to support stable cash flow.

92% CAGR (2020-2023) with Balance Sheet and Equity as Currency for Growth

Positioned with significant financial flexibility and a fiscally responsible corporate culture.

Leverage Ad-Tech Platform and Rich Consumer Data

Accumulate consumer data for organic high-growth through cross-selling opportunities.



Thank You

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Appendix

Adjusted EBITDA Calculation

Adjusted EBITDA	Three Months Ended		Six Months Ended
	Sept. 30, 2022	Dec. 31, 2022	Dec. 31, 2022
Net income (Net loss) GAAP	(2,597,515)	2,669,679	72,164
Interest expense, net	435,826	1,790,147	2,225,973
Depreciation and amortization	1,075,393	1,204,628	2,280,021
Income Tax	(708,201)	755,253	47,052
Stock Compensation	927,326	1,052,847	1,980,173
Gain on sale of asset	-	(7,564,363)	(7,564,363)
Change in derivative liability	(1,770)	3,540	1,770
Loss from discontinued operations	45,511	292,907	338,418
Loss attributable to non-controlling interest	(148,005)	(85,581)	(233,586)
Total	(971,435)	119,057	(852,378)