



INVESTOR PRESENTATION

November 2023

Background photo shows ponchos produced by Stran for the NYC Marathon, annually since 2013

Forward-Looking Statements and Industry Data

This presentation contains forward-looking statements that are based on our management's beliefs and assumptions and on information currently available to us. All statements other than statements of historical facts are forward-looking. These statements relate to future events or to our future financial performance and involve known and unknown risks, uncertainties and other factors that may cause our actual results, levels of activity, performance or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. Forward-looking statements include, but are not limited to, statements about:

- our goals and strategies;
- our future business development, financial condition and results of operations;
- expected changes in our revenue, costs or expenditures;
- growth of and competition trends in our industry;
- our expectations regarding demand for, and market acceptance of, our products;
- our expectations regarding our relationships with investors, institutional funding partners and other parties we collaborate with;
- our expectation regarding the use of proceeds from the offering;
- fluctuations in general economic and business conditions in the markets in which we operate;
- relevant government policies and regulations relating to our industry;
- key personnel continuing their employment with us; and
- the duration and impact of the COVID-19 pandemic.

In some cases, you can identify forward-looking statements by terms such as "may," "could," "will," "should," "would," "expect," "plan," "intend," "anticipate," "believe," "estimate," "predict," "potential," "project" or "continue" or the negative of these terms or other comparable terminology. These statements are only predictions. You should not place undue reliance on forward-looking statements because they involve known and unknown risks, uncertainties and other factors, which are, in some cases, beyond our control and which could materially affect results. Factors that may cause actual results to differ materially from current expectations include, among other things, those listed under the heading "Risk Factors" and elsewhere in the registration statement that we have filed with the SEC. If one or more of these risks or uncertainties occur, or if our underlying assumptions prove to be incorrect, actual events or results may vary significantly from those implied or projected by the forward-looking statements. No forward-looking statement is a guarantee of future performance.

In addition, statements that "we believe" and similar statements reflect our beliefs and opinions on the relevant subject. These statements are based upon information available to us as of the date

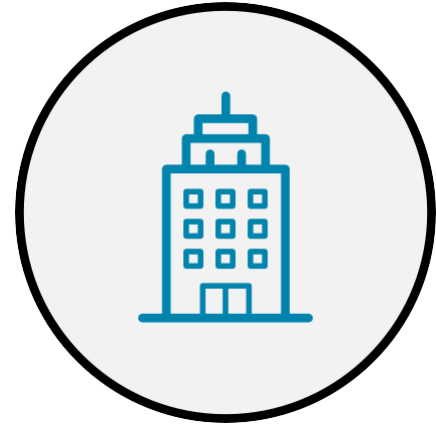
on which the statements are made in this presentation, and while we believe such information forms a reasonable basis for such statements, such information may be limited or incomplete, and our statements should not be read to indicate that we have conducted an exhaustive inquiry into, or review of, all potentially available relevant information. These statements are inherently uncertain and investors are cautioned not to unduly rely upon these statements.

The forward-looking statements made in this presentation relate only to events or information as of the date on which the statements are made in this presentation. Although we have ongoing disclosure obligations under United States federal securities laws, we do not intend to update or otherwise revise the forward-looking statements in this presentation, whether as a result of new information, future events or otherwise.

Market & Industry Data

This presentation also contains estimates and other statistical data made by independent parties and by us relating to market-size and other data about our industry. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such data and estimates. In addition, projections, assumptions and estimates of our future performance and the future performance of the markets in which we operate are necessarily subject to a high degree of uncertainty and risk. Neither we nor our affiliates, advisors or representatives makes any representation as to the accuracy or completeness of that data or undertake to update such data after the date of this presentation.

Investment Highlights



Established business
since 1994



Operating within a **\$26 billion**
growth industry



Consistent
organic growth
over the past 28 years



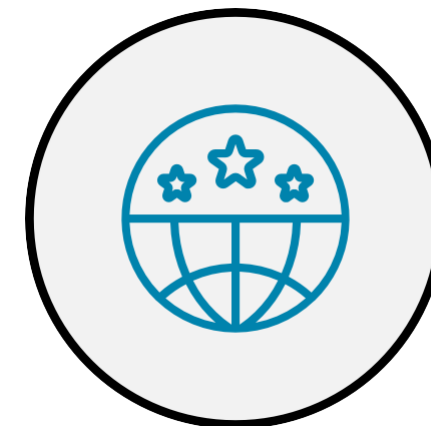
Seasoned **owner-led**
management team



2023 Q3 YTD revenue of
\$53 million*
2022 annual revenue of
\$59 million



Large
acquisition opportunity
set within highly fragmented
industry



Market leader with strong
track record and **reputation**



Compelling financial profile:
Strong balance sheet, with
no debt and \$20 million in
cash and short-term
investments*

Management Team



Andy Shape
President & CEO



David Browner
Chief Financial
Officer



Sheila Johnshoy
Chief Operating
Officer



Nick Kiefer
Executive Vice
President of Sales



Randy Birney
Executive Vice
President



Jason Nolley
Chief Technology
Officer



Michele Pytlinski
Senior Vice
President of
Client Strategy



Howie Turkenkopf
VP of Marketing



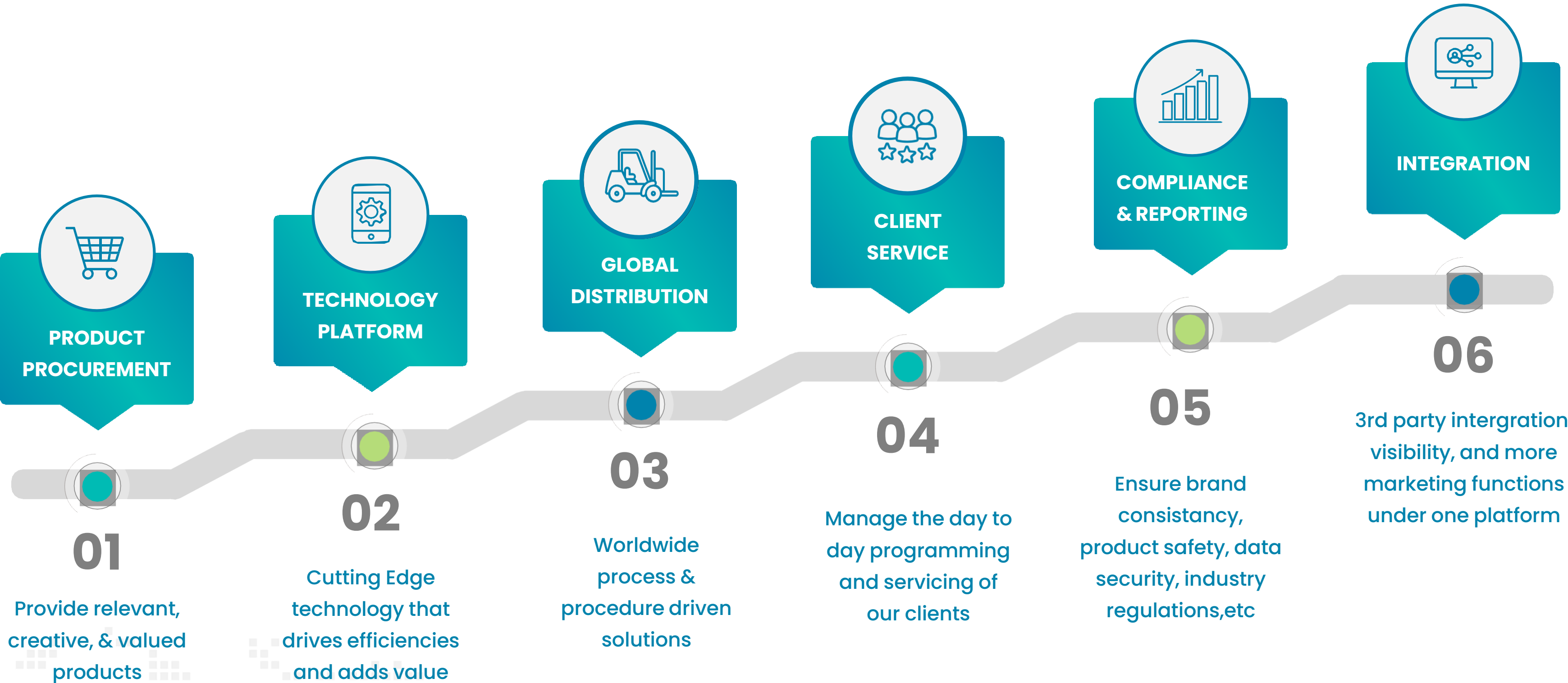
Laura Woodward
Director of HR



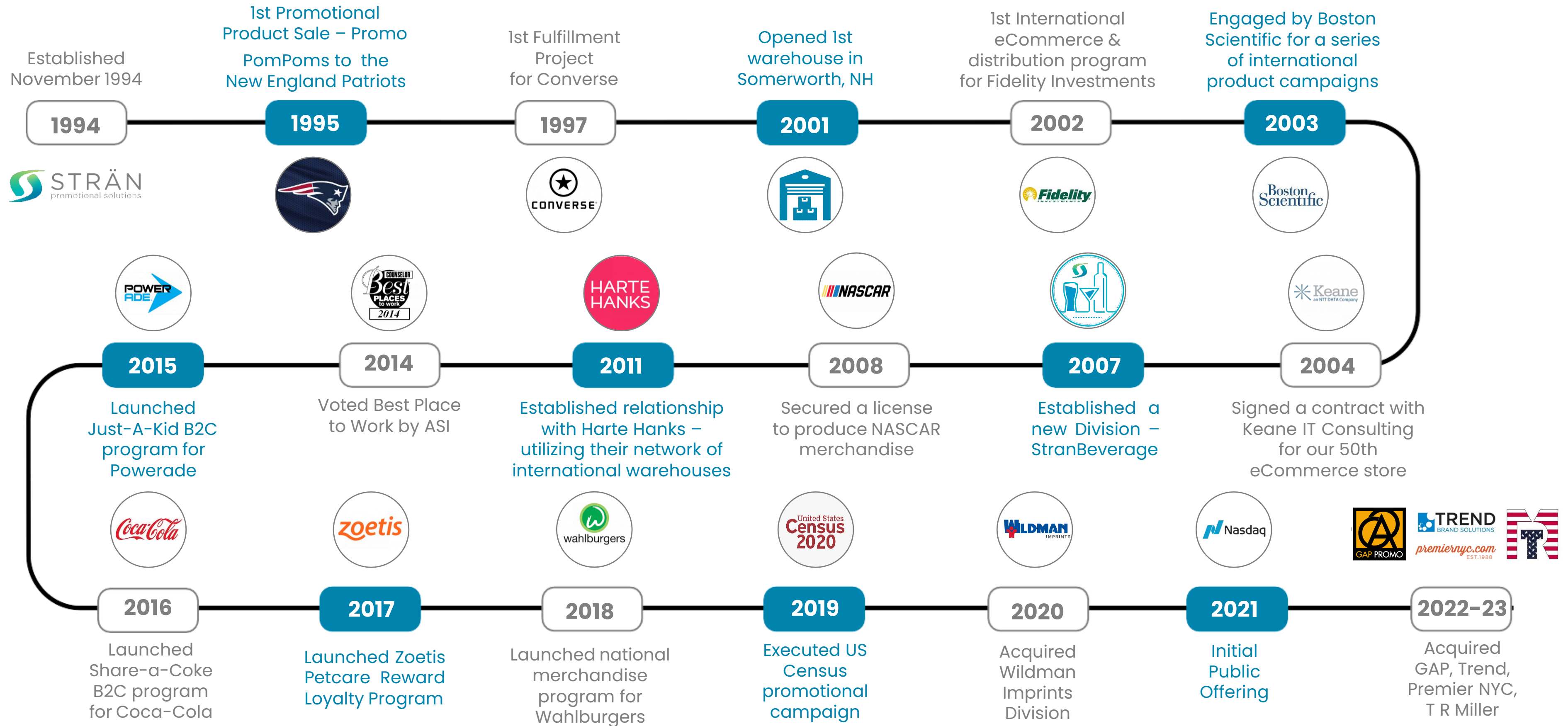
Jack Audibert
VP of Strategy &
Growth

What We Deliver

Comprehensive Program Managers delivering results



Stran – History of Our Business



Positioned to Deliver Sustainable Value Creation



TAM Opportunity
\$405 Billion+

Including loyalty, print, promo,
tradeshow, packaging*



Industry Specific
Market Opportunity
\$26 Billion**

Promo Industry alone



Accelerated
Revenue Growth
42.2%
Q3 2023 vs Q3 2022



Top Tier Customer Base
30+ Fortune
500 customers

2,000+ total
customers



Q3 2023 YTD Revenue
\$53 million
2022 Annual Revenue
\$59 million



Years in Business
28 Years



Number of Employees
140+ employees



Strong Balance Sheet with
cash/short-term
investments of
\$20 million



Acquisition Experience
Over \$30 million
in acquisitions



Profitable Margins
~30% gross
margin
(2017-2023)

Promotional Products Industry Growth

\$25.8 billion industry in 2022

Most highly regarded form of advertising by recipients

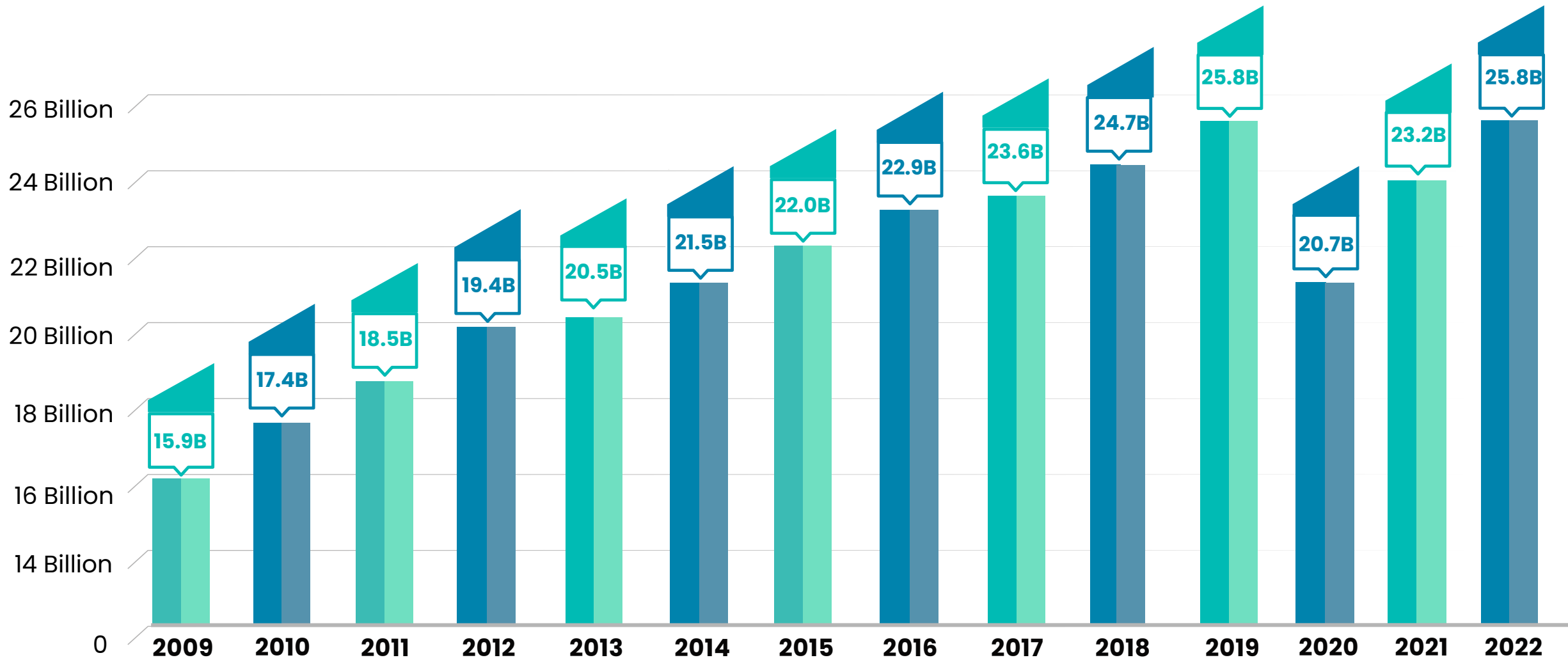
Highest recall rates

Gaining larger share of marketing spend

Creates greater brand awareness

Lowest cost per impression compared to other advertising

Continuous growth (3.8% CAGR from 2009–2022*) because of a shift in advertising and brand recognition spend



See page 25 in the appendix for more information on the effectiveness of promotional products.

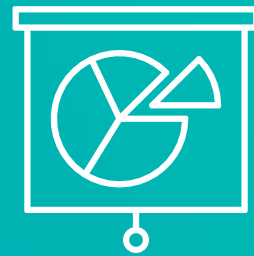
<https://www.asicentral.com/news/newsletters/promogram/february-2023/distributor-sales-in-2022-match-pre-pandemic-record/>

Industry Fragmentation

With over **23,000** registered distributors, this industry is ripe for consolidation



Majority of industry players are small with only a few employees



In 2022 the largest player was 4imprint with \$1.14B in revenue – only a 4.4% share of the market



In 2021 only 33% of the market was shared amongst the top 40 Distributors; the balance spread between 23,000+ distributors



Requisite technology will drive future consolidation as smaller illiquid players struggle to keep pace



Stran is well positioned as Top 40 player:
Ranked # 24 by PPAI Top 100 Distributors in 2023
Ranked # 34 by ASI's Counselor magazine in 2023



Stran has experience and proven success with over \$30mm in acquisitions



What Makes Stran Different

Name Recognition & Well-Regarded Reputation – people know who we are; both customers and industry professionals. Our visibility is enhanced through routinely speaking at conferences, being published in trade magazines, exhibiting at events, online presence, & referrals



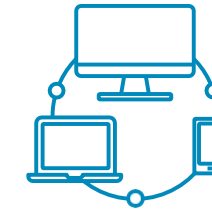
Innovation

consistent focus on evolving our use of technology and our processes to stay ahead of the curve and deliver value



Creativity

bringing ideation and creativity to our clients with both products and comprehensive offerings



We Leverage the Latest Technology

making it easier for our customers to do business with us through custom developed solutions



Flexibility

ability to shift our focus to meet customer demands; products, pricing, logistics, technology, service, etc...



Global Network of Service Providers

long standing strategic global relationships that allow us to offer our services around the world



Supply Chain

established relationships with factories, suppliers, and logistics companies that allows us to meet the most demanding customer needs – including during a pandemic



Vision and Strategy

Top-down commitment to become the premier leader through organic and acquisition growth strategies



Culture

engaged collaborative culture with a customer first mindset

Leading Technology

Managing over 280 online stores for our customers

Invested millions of dollars into custom technology development over the past 7 years

Proprietary e-Commerce solution built on Magento 2.0

Our technology makes it easier for customers to do business with us

Makes customers sticky - they depend on our technology

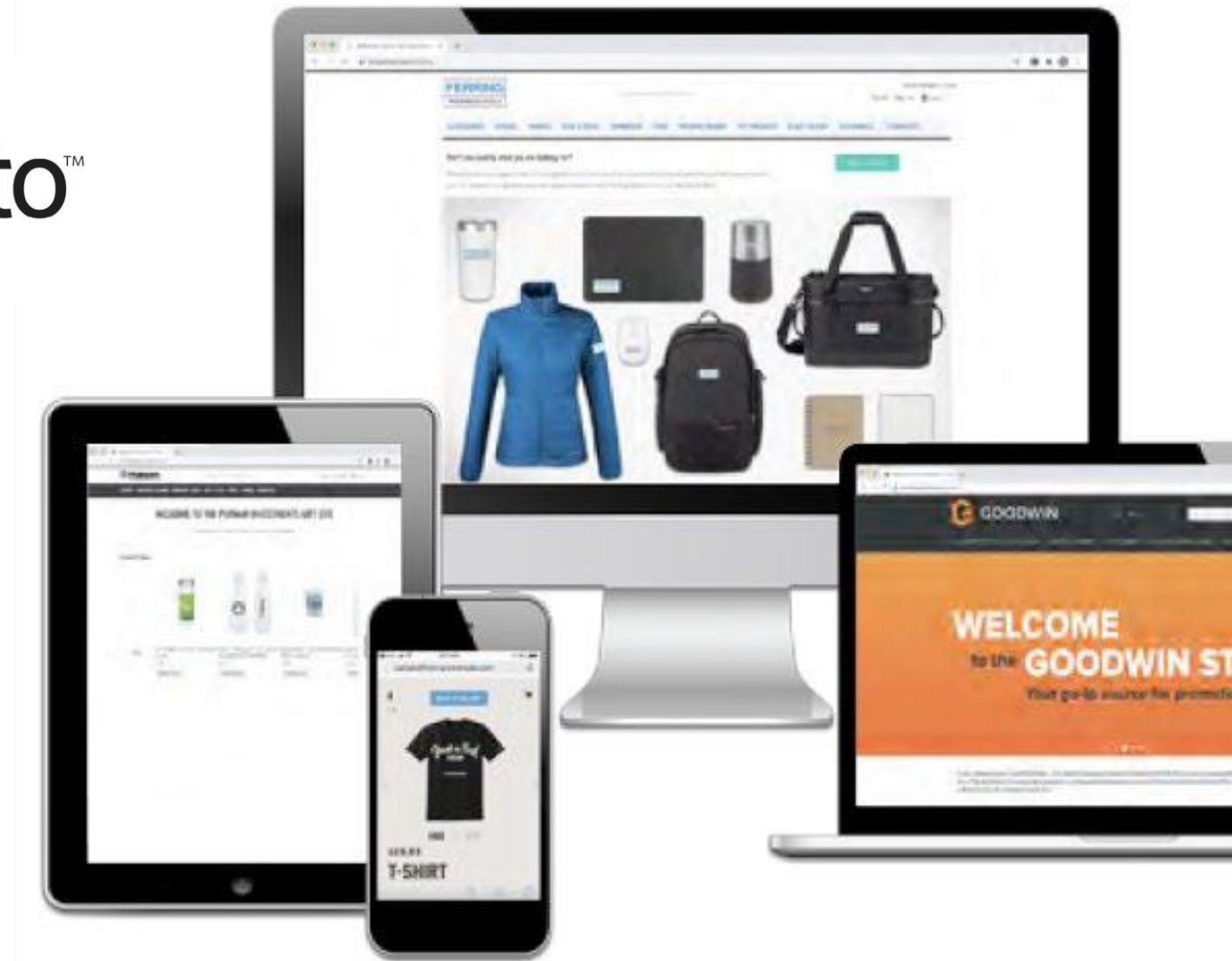
Implementation of Oracle NetSuite

Allows for scalability

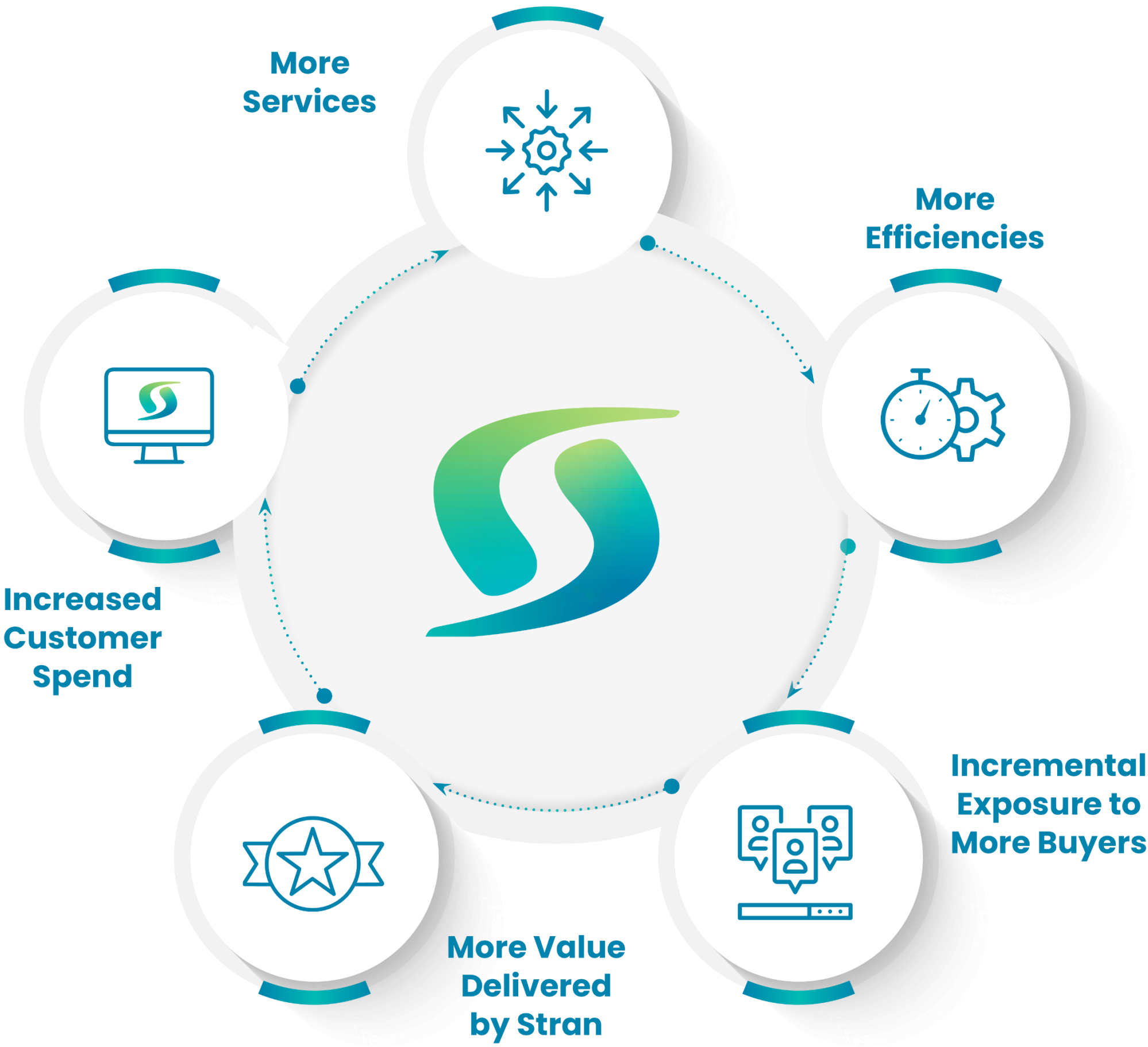
Creates efficiencies in order process




ORACLE
NETSUITE




































































Driving a Competitive Flywheel Effect



Competitive Analysis

		Online e-Retailers	Franchise Model	Large & Inflexible	Not Core Offering	Small Mom & Pop
Focus on Service	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Creativity & Innovation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flexible & Nimble	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Customer Specific Technology	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clear Strategy	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Program Managers	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Financial Strength & Scalability	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Blue-Chip Client Base

Growth Strategy



Merger & Acquisition Opportunity



Add geographic balance with a focus on acquiring a company in the branded merchandise space based in the Western US in the \$5mm-\$10mm Revenue range (California, Colorado, Oregon, Washington, etc)



Add additional smaller promotional companies in the \$2mm-\$5mm revenue range who lack the programmatic capabilities but have a min of 30% gross margins and comparable or improved profitability



Add businesses with complementary offerings to increase Stran's portfolio of services and depth of expertise in these additional industries:



Packaging



Loyalty & Incentives



Decorators (Screen Print, Embroidery, Direct-To-Garment, Transfers, etc)



Event/Tradeshow Service providers



Demonstrated M&A Success – 3 Closed in 2022



Transaction closed January 31st, 2022

Structured as an Asset Purchase Agreement

New office located in Gloucester,
Massachusetts with 13 employees

Beverage specific customer accounts

2021 revenue in excess of \$7 million

Purchased existing inventory of
approximately \$90,000 with claw-back
guarantees

2-year fixed cash payments + 2-year earn out:

Closing: \$500,000 cash + \$100,000 of stock

Year 1: \$180,000 fixed payment + 70% of
gross profit above \$1.5 million

Year 2: \$300,000 fixed payment + 70% of
gross profit above \$1.5 million



Transaction closed August 31, 2022

Structured as an Asset Purchase Agreement

New office located in Houston, Texas
with 8 employees

Geographic customer base

2022 annualized revenue in excess of \$3 million

Purchased existing inventory of
approximately \$124,000 with claw-back
guarantees

4-year fixed cash payments + 4-year earn out:

Closing: \$175,000 cash + \$100,000 of stock

Years 1-2: \$37,500 fixed payment + 40% of
gross profit above \$800,000

Years 3-4: \$25,000 fixed payment + 40% of
gross profit above \$800,000



Transaction closed August 31, 2022

Structured as an Asset Purchase Agreement

2 employees

Professional services customer base

2022 revenue of approximately \$2 million

No Inventory purchased

3-year fixed cash payments + 3-year earn out:

Closing: \$100,000 cash + \$25,000 of stock

Years 1: \$60,000 fixed payment + 45% of
gross profit above \$350,000

Years 2: \$40,000 fixed payment + 45% of
gross profit above \$350,000

Years 3: \$30,000 fixed payment + 45% of
gross profit above \$350,000

TR Miller Transaction – Closed in June 2023

47-year history serving broad portfolio of customers

Fiscal Year (6/30) 2022 revenue of over \$19M

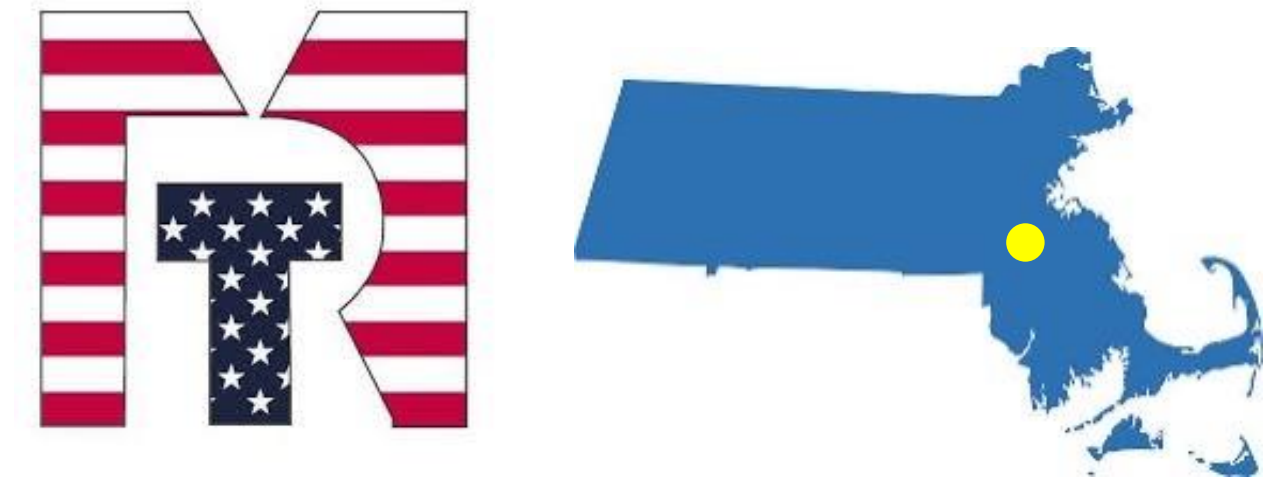
20,000 sq ft of office and warehouse (leased)

In-house decoration & fulfillment capabilities

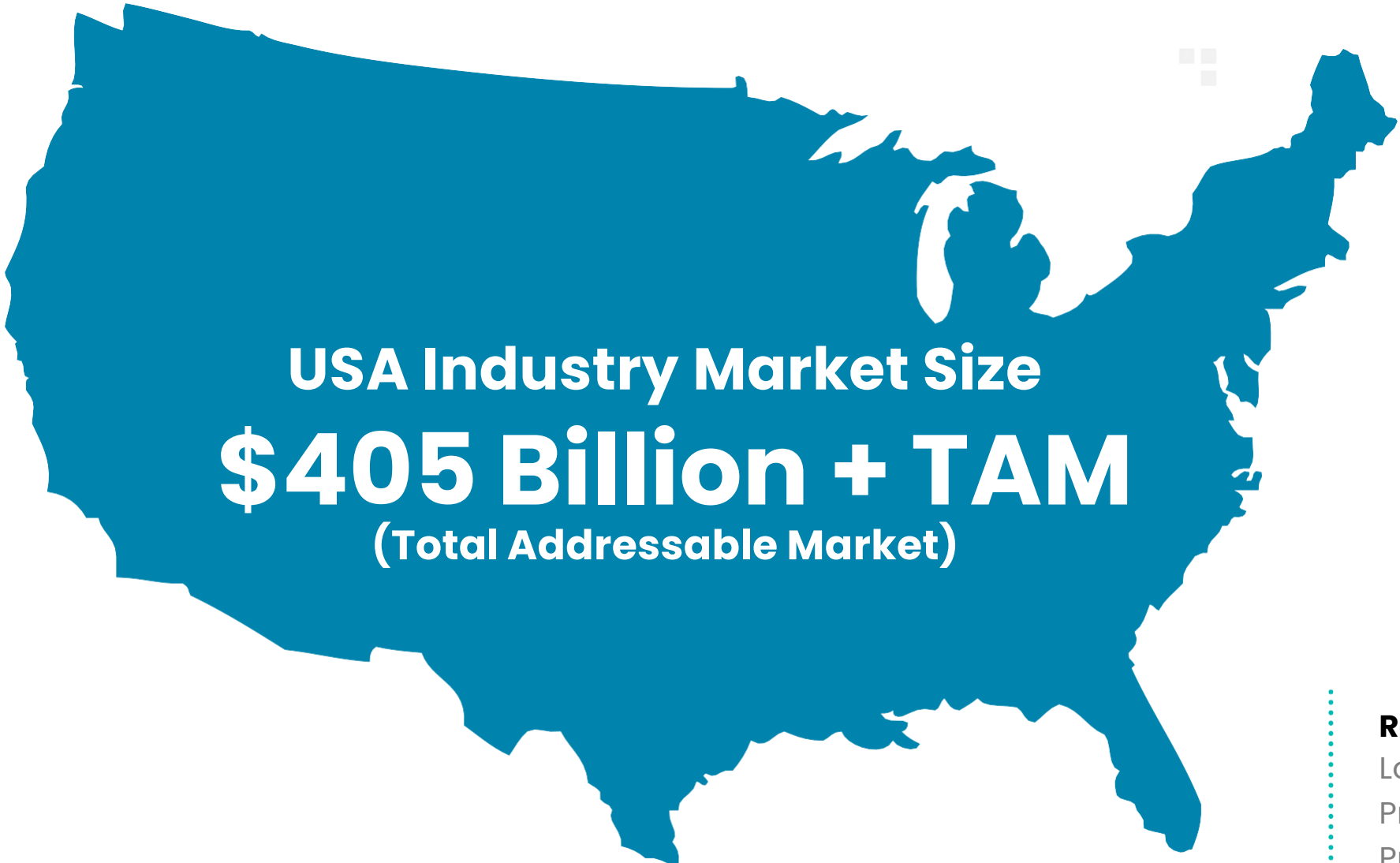
30+ employees and contractors

Deal Structure:

- **Cash + Stock + Excess Working Capital + Earnout**
- **4-year fixed cash payments + 4-year earnout:**
 - \$1.0M cash at closing
 - Fixed Payments of \$400K (Year 1), \$300K (Year 2), \$200K (Year 3) and \$200K (Year 4)
 - Annual Earn-out: 45% of gross profit above \$4M



Incremental Revenue Opportunities



References:
Loyalty Industry: Incentive Marketing Association
Print Industry: Ibis World
Promotional Industry: Advertising Specialties Institute
Tradeshow Industry: MarketingCharts.com
Packaging Industry: Statista

Already in these spaces

Have established business relationships already in place

Capabilities to add these offerings to our tech stack

Ability to cross sell to current customer base to drive incremental revenue

Creates stickiness as one stop shop where Stran adds even more value

Capitalizing on industry disruption by using technology to our advantage

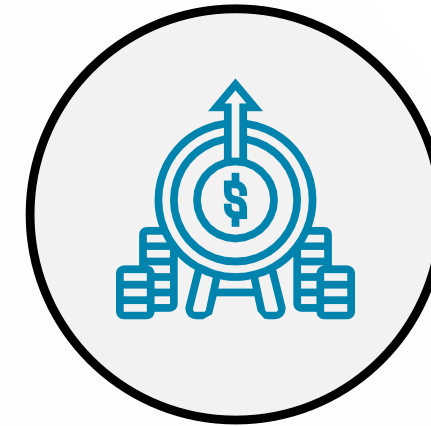
Financial Highlights



Accelerated Revenue Growth:
42.2% Growth in Q3 2023



Q3 2023 YTD revenue of
\$53 million



Strong gross margins:
Consistent 30% avg gross margin



Sticky customer base
Over 30 Fortune 500 customers



Over 280 online stores
managed by Stran



Successful Acquisitions
Completed / integrated over \$30M in acquisitions



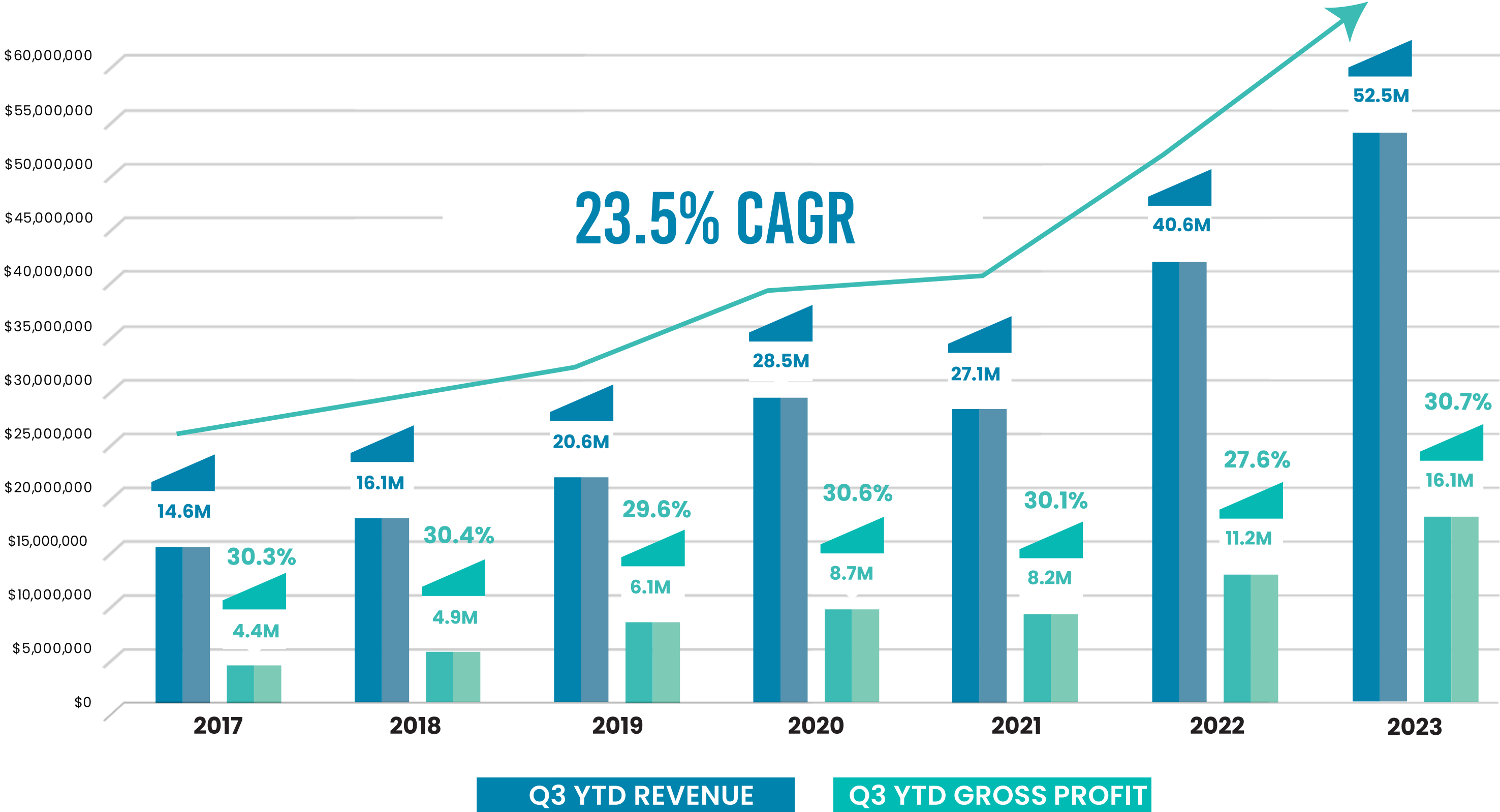
Accelerated Growth & Steady Gross Margin

Gross Profit has remained steady with growth

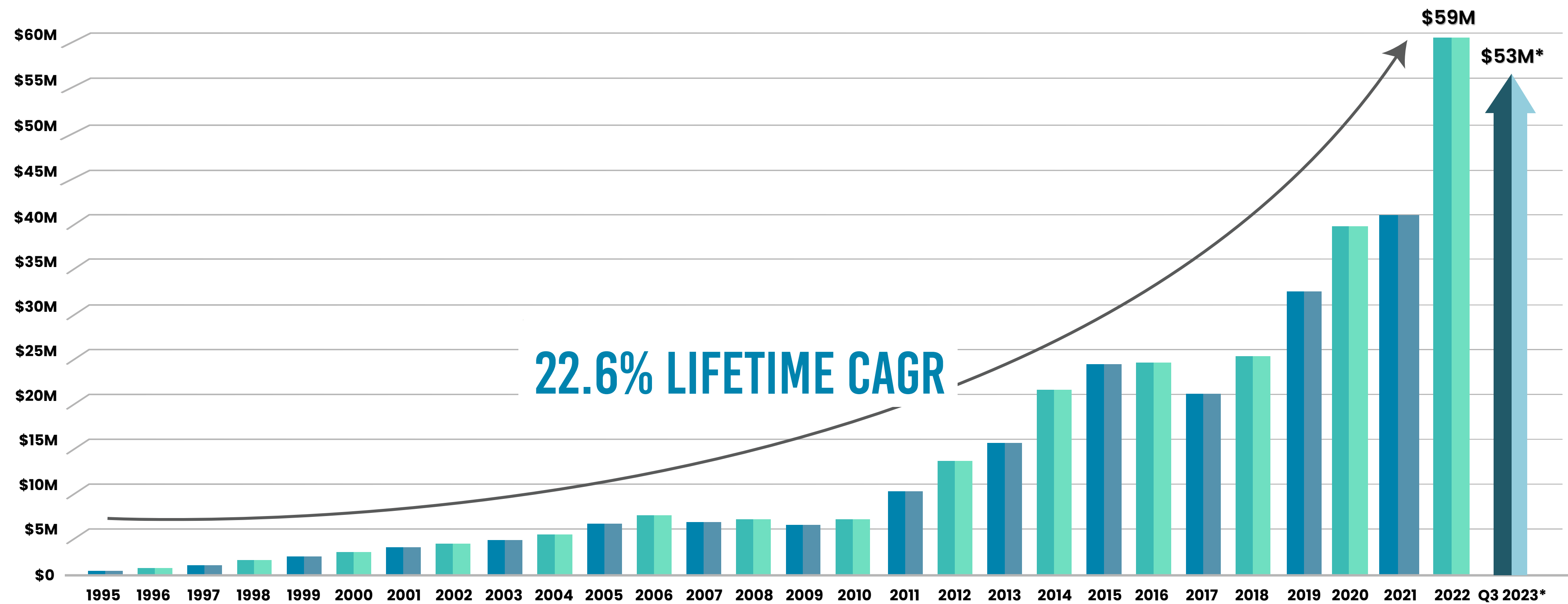
Ability to increase Margin even further with additional scale and more rebates

More value-added services demand higher margins

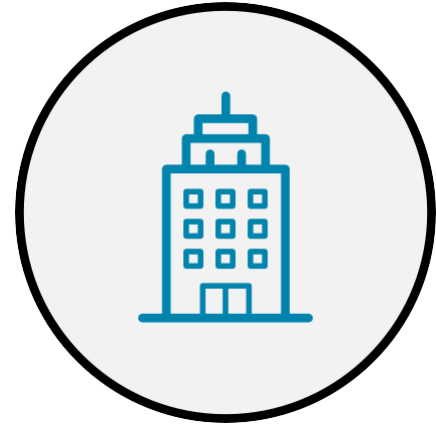
Q3 YTD 2017-23, 23.5% CAGR



Long-Term, Consistent Revenue Growth



Investment Highlights



Established business
since 1994



Operating within a **\$26 billion**
growth industry



Consistent
organic growth
over the past 28 years



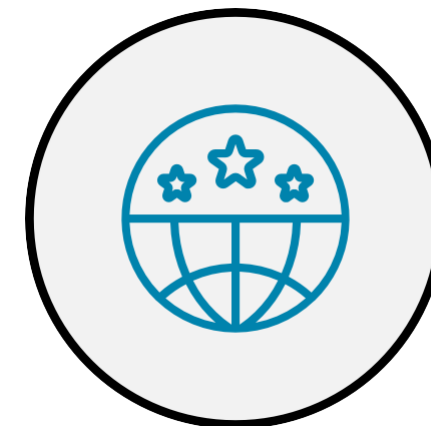
Seasoned **owner-led**
management team



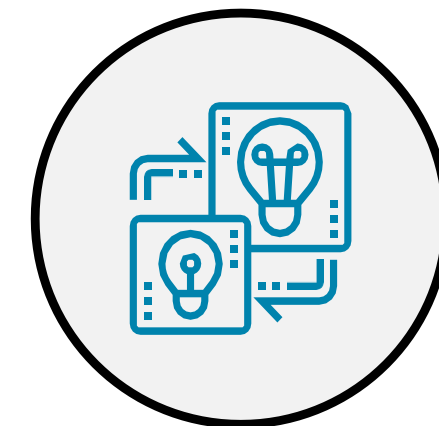
2023 Q3 YTD revenue of
\$53 million*
2022 annual revenue of
\$59 million



Large
acquisition opportunity
set within highly fragmented
industry



Market leader with strong
track record and **reputation**



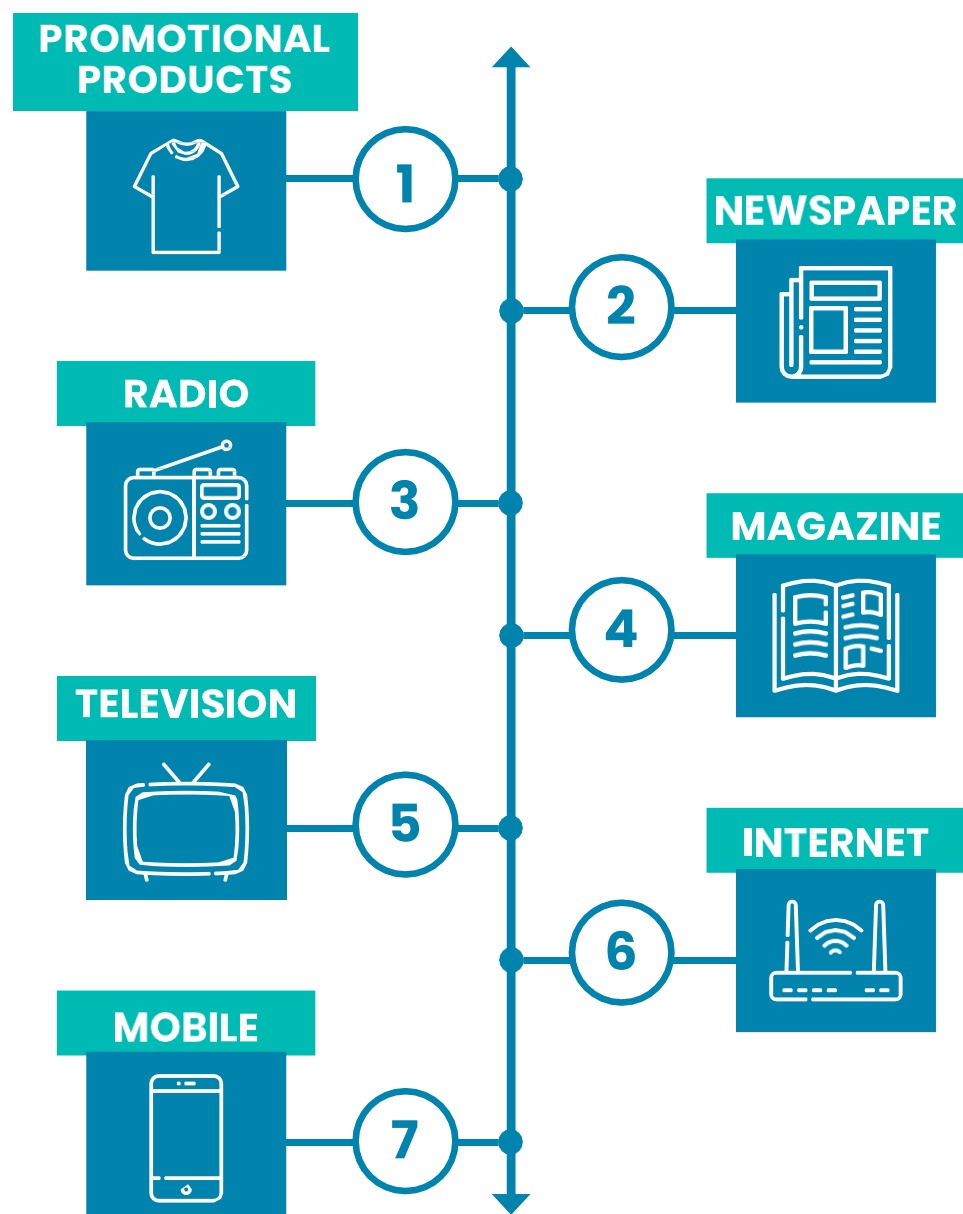
Compelling financial profile:
Strong balance sheet, with
no debt and \$20 million in
cash and short-term
investments*

Appendix

Industry Value Proposition

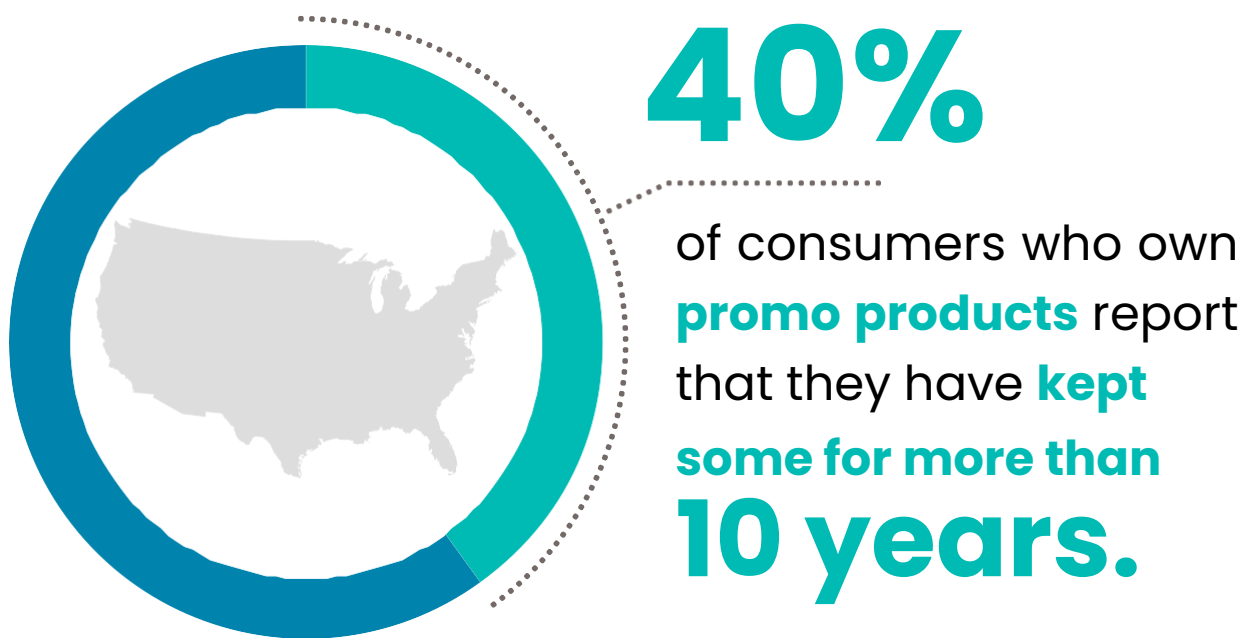
Promotional Products and Branded Merchandise is the only form of advertising that has the potential to connect with all five senses. This drives a deeper connection and bond between the brand and its audience.

Promotional products are the most **highly regarded** form of advertising

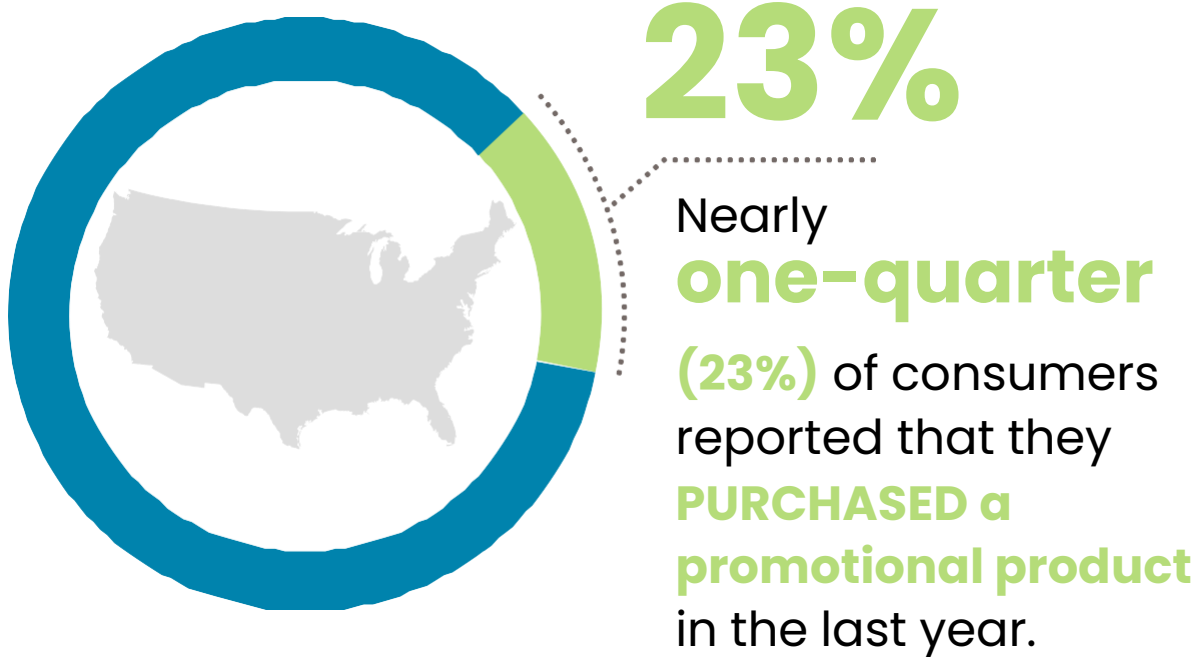


Ranking from most liked to least liked

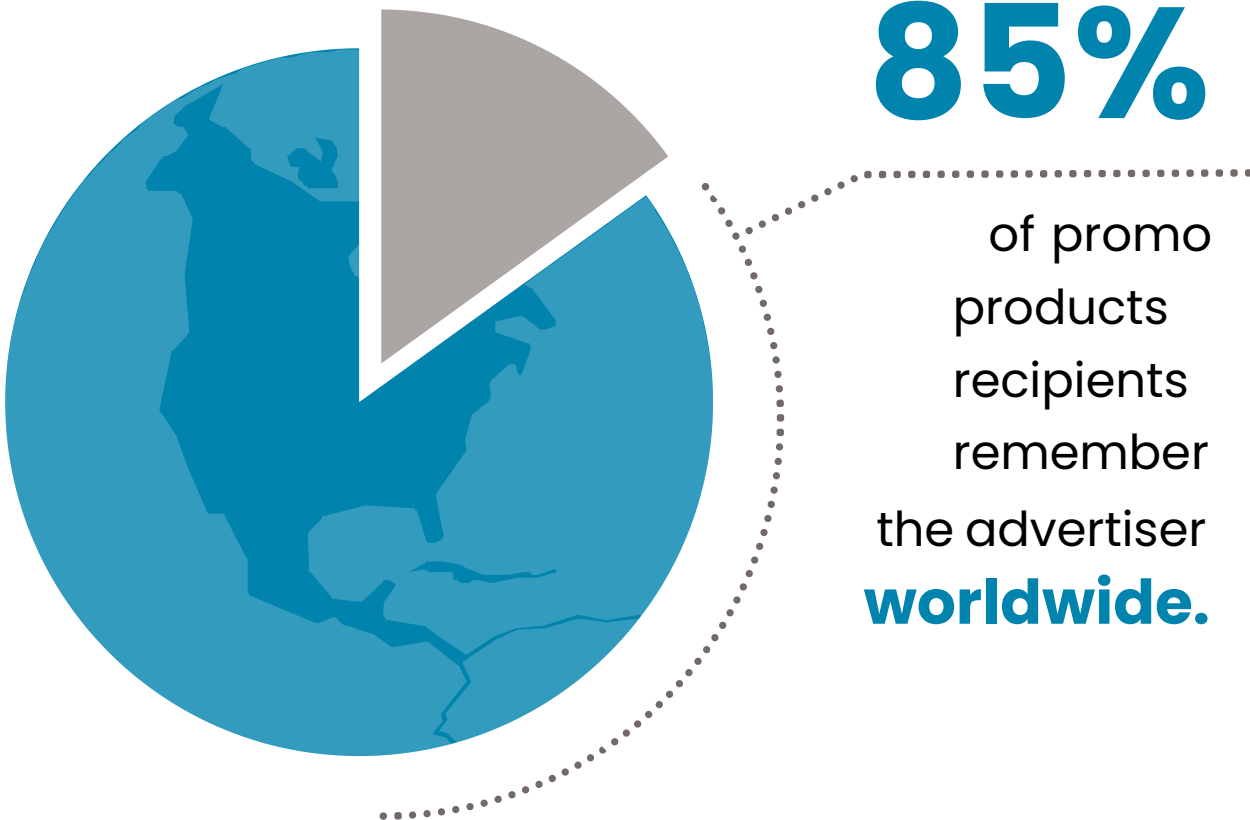
United States / Longevity



United States / Behaviors



The World Remembers 85%



Recall is highest for apparel items, as **85%** recall the advertiser that gave them a shirt or hat

Business Relationships & Associations

Technology



Industry Associations



Fulfillment



Print & Packaging



Loyalty & Payments



Global Network of Service Providers



Organic Growth Drivers



Direct Sales

Continue to build out sales team to uncover new opportunities and build relationships



Convert Transactional Customers to Program Customers

A large portion of our revenue is derived from program business, only a small portion of customers are considered programmatic.



Marketing efforts & Social Media

Continue to build sales and marketing tools and campaigns to promote Stran; including Social Media (over 8,800 Instagram followers) and other alternative platforms.



Search Engine Optimization, Inbound Marketing, and Lead Generation

Implemented HubSpot Inbound Marketing and will continue to deliver content and data to drive interest in Stran.



Tradeshows and Events

Identify and exhibit at appropriate shows and events. Exhibited at ProcureCon, NBWA, ExhibitorLive with success among other events.



Extend Network of Service Providers

Identify and approach additional printers, fulfillment companies, agencies, and other companies in synergistic industries to sell into their customer base.



Referrals

Continue to promote customer referrals by offering Stran's own loyalty and customer incentive program.

Comprehensive Capabilities & Offerings



Creative Ideation
& Product Development



Robust Product Sourcing
& Established Supply Chain



Feature Rich Technology Solutions
for both B2B and B2C application



Global Fulfillment & Distribution



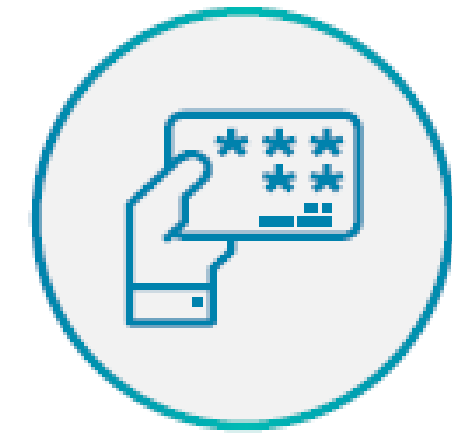
Digital Print on Demand,
Direct Mail, & Print Management



Tradeshow & Event
Assets Management



Custom Speciality
& Retail Packaging



Loyalty, Incentive,
& Rewards Programs



Stran Promotional Solutions

2 Heritage Drive, Suite 600

Quincy, MA 02171

www.stran.com