

TARGET MARKET**41.1M**U.S. Workers Are
Self Employed
in 2019**24%**Used Online Platforms
(38% of Millennials)**52%**Of the U.S. Workforce
Will Be Independent
by 2023**14.7M**

Workers representing

~ \$300BOf annual gross payroll major metro market
focus: Southern California, New York Tri-State,
Orlando, Miami, FL, Austin, TX, Chicago, IL**KEY INVESTMENT HIGHLIGHTS**

- TECHNOLOGY** - ShiftPixy's mobilized gig platform approach equips operators with the tools they need to engage and compete in a new era of labor. ShiftPixy is the complete solution for shift workers.
- ShiftPixy's innovative native delivery platform is now called ZiPixy, and allows multi-unit operators to assure a brand-intended customer experience for mobile orders while keeping 100% of their sales.
- Initial large U.S. market opportunity - \$300B+ in gross payroll for 15M food service workers.
- Building highly monetizable client employee base for ~15 million part time food workers.
- Invested over \$26 million to date to develop and market ShiftPixy's gig, client management, and delivery platforms.

SCALABLE BUSINESS MODEL:

- Increase client and employee count through viral adoption.
- Increase per employee billings and profits through scheduling and delivery upsell

RECENT HIGHLIGHTS

- Completed recapitalization - \$25M equity raised.
- Partnered with Washington Hospitality Association, the state's leading hospitality trade group representing more than 6,000 members, and supporting more than 300,000 restaurant and hospitality industry employees across the state of Washington.
- Announced an important nationwide alliance with US Wellness; US Wellness immediately placed 9,000 nurses on the ShiftPixy platform ready to deploy.
- For most recent Q2 ending February 28, 2021, collected admin fees increased 11% from 2020 and 12% sequentially from November 30, 2020 despite impacts from COVID-19.

STAFFING

ShiftPixy provides solutions for large contingent shift workforce demands primarily in the restaurant, hospitality, and light industrial service industries.

The company's Employment Administrative Services ("EAS") platform provides human resources, employment compliance, insurance, payroll, and operational employment services solutions for its business clients and shift work or gig opportunities for Work Site Employees ("WSEs").

As of February 28, 2021, the company had 84 clients with over 3,000 WSEs and processed annualized payroll of over \$72 million during fiscal period ending on February 28, 2021. Gross billings increased by 17.9% over the same period in Fiscal 2020.

TECHNOLOGY EMPOWERED HRIS

Our Human Resources Information System ("HRIS") technology platform provides payroll and HR tracking for its clients. This solution solves a problem of finding available shifts for both the workers looking for additional shift work and business clients looking to fill open shifts. This leads to:

- Lower operating costs
- Improved customer experience
- Revenue growth acceleration
- Desktop or mobile device accessibility and easy to use
- Customized front end interface coupled with a secure, remotely hosted database

RESTAURANT DIGITAL MARKETING

ShiftPixy learned working with restaurant Operators in the human capital "dailies" that adjusting and extending a human capital engagement allows Operators to take online orders and lets designated WSEs complete deliveries. With ShiftPixy, Operators can do what their competitors in pizza do, with the same ease. The MarketPixy system is a powerful full suite digital marketing tool that includes an online and mobile ordering platform. The MarketPixy platform delivers insightful customer data, pings the designated employee driver, creates a delivery route, and enables a uniformed staff member to deliver the brand-intended customer experience. MarketPixy completes the customer life cycle with a gamified loyalty program and elevates engagement while maximizing retention and customer re-marketing. Benefits include:

PROFIT RESTORATION

- Decrease cost per delivery/fulfill increased orders
- Eliminate thin margins—3rd party delivery typically takes upwards of 10% per order
- Eliminate missed deliveries
- Increase staff productivity

OWN THE CUSTOMER EXPERIENCE

- Analytics & metrics (completion time and driver performance)
- Improve customer rating and satisfaction
- Full visibility

BRAND PRESERVATION

- Optimize existing employees—no outsourcing
- 3rd party delivery has potential for damaging brand
- Customer satisfaction

COMPANY DESCRIPTION

COMPANY OVERVIEW

ShiftPixy is a disruptive human capital services enterprise, revolutionizing employment in the Gig Economy by delivering a next-gen mobile engagement technology to help businesses with shift-based employees navigate regulatory mandates, minimize administrative burdens and better connect with a ready-for-hire workforce. With expertise rooted in management's more than 25 years of workers' compensation and compliance programs experience, ShiftPixy adds a needed layer for addressing compliance and continued demands for equitable employment practices in the growing Gig Economy.

FOUNDED

2015

HEADQUARTERS

Miami, FL

OFFICES

**Miami
Irvine**

EXECUTIVE MANAGEMENT

Scott Absher: Co-Founder and CEO | Domonic Carney: CFO | Doug Moss: CTO

FINANCIAL STATISTICS

Shares Outstanding: 20.9M

Revenues of \$2.4M for Q2 ending February 28, 2021 up 20% over 2020 despite COVID-19 headwinds.

Gross Profit up over 400% due to new healthcare staffing business line.

The information provided in this Fact Sheet includes forward-looking statements, the achievement or success of which involves risks, uncertainties, and assumptions. These forward-looking statements are made pursuant to the safe harbor provisions within the meaning of the Federal securities laws. Although such forward looking statements are based upon what our management believes are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate. The risks and uncertainties are discussed in our filings with the SEC, including, without limitation, our Annual Report on Form 10-K, filed on November 30, 2020, our Quarterly Reports on Form 10-Q and our Current Reports on Form 8-K, all of which are incorporated by reference. This Fact Sheet shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934, or otherwise subject to the liabilities of that section, and will not be deemed an admission as to the materiality of any information that is required to be disclosed solely by Regulation FD. Further information on these and other factors is available on the "SEC Filings" subsection of the "Investor Information" section of our website at <https://ir.shiftpixy.com/financial-information/sec-filings>, or directly from the SEC's website at <https://www.sec.gov>. We will provide updates required to be disclosed under Regulation FD through the Company's social media on Facebook, Twitter, LinkedIn and YouTube. Individuals interested in us are encouraged to follow us on Facebook, Twitter, LinkedIn and YouTube.

