

BUILDING TECHNOLOGY DRIVEN BRANDS

Conversion Labs Inc. is a direct response, e-commerce company with a portfolio of proprietary online brands in health, wellness and technology. Our brands address large unmet consumer needs and are protected by patents, trademarks, and trade secrets. **Shapiro MD**, our leading brand has grown from zero to \$2.5M in quarterly revenue within 18 months of launch. **PDF Simpli**, our first technology brand launched in Q3 2018, is on pace to exceed \$300k in revenue in Q4 2018. Conversion Labs intends to launch an additional 3 brands in Q4 2018 and Q1 2019. Conversion Labs anticipates 2019 to be a transformative year with strong, profitable revenue growth across the portfolio.

INVESTMENT HIGHLIGHTS

- ▶ Consistent quarterly growth in top line revenue and profitability
- ▶ Proven and highly scalable customer acquisition and revenue model
- ▶ Diversified commercial stage product portfolio with large market potential
- ▶ Experienced management team with direct investment in company and experience building large online brands
- ▶ Planned uplisting to NYSE or Nasdaq in 2019, subject to meeting requirements

ABOUT US

OTCQB	CVLB
Recent Share Price	\$19
Shares Outstanding	45.482M
Market Cap	\$8.64M
52 Week Range	\$12 - \$51
Q3 2018 Revenue	\$2.5M

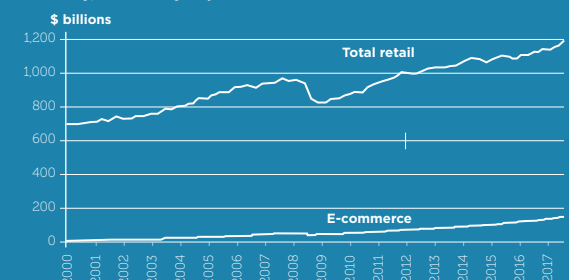
*Statistics as of 11/27/2018 and will not be updated regularly by CVLB

MARKET OPPORTUNITY

E-commerce is disruptively shifting consumer purchasing behavior, with retail-e-commerce penetration projected to nearly double from 2017 to 2021 to constitute 17.5 % of total global retail revenue by 2021. With worldwide retail sales projected to be 27.73 Trillion U.S. Dollars by 2020, this represents an incredible opportunity for companies like Conversion Labs that are creating brands that reach consumers through social media platforms, search engines and online sales platforms.

Total Retail Sales vs. E-commerce

Quarterly, seasonally adjusted



OUR STRATEGY

Conversion Labs actively acquires, licenses and develops products with large untapped e-commerce potential and proven business models. We intend to continue to grow revenue and profitability for our lead product, Shapiro MD, a patented hair loss shampoo, conditioner and leave in foamer for male and female hair loss. We are currently in the process of launching 3 additional brands in the immune support, scarring and bruising verticals over the next two quarters. On June 1, 2018 CVLB acquired 51% of PDF Simpli, a software as a service (SaaS) business that enables users to convert, edit and sign PDF documents. As of 11/15/2018, PDF Simpli was ranked in the top 25,000 websites globally with more 250,000 registered users.

CONTACT US

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