

Investor presentation **October 2025**



**We Anticipate.
You Ask.
We Deliver.
Every Time.**

A top 20
promotional
supplier with
over 30 years
experience



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*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.

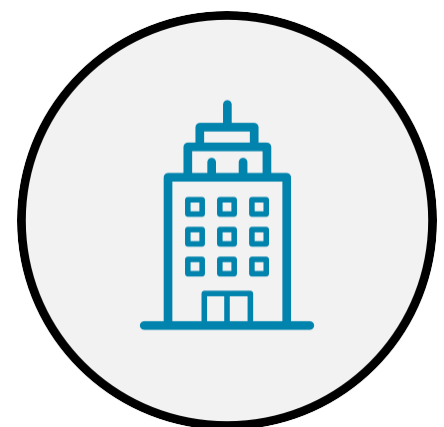
The forward-looking statements made in this presentation relate only to events or information as of the date on which the statements are made in this presentation. Although we have ongoing disclosure obligations under United States federal securities laws, we do not intend to update or otherwise revise 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
\$27 billion growth industry



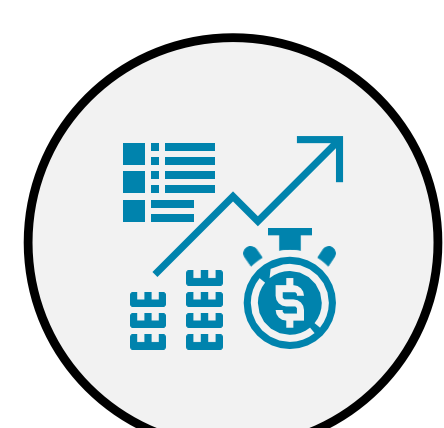
Consistent
Organic growth
over the past 30 years



Seasoned
Owner-led management team



Large
acquisition opportunity
set within highly fragmented industry



Q2 2025 YTD revenue of
\$61.3 million
2024 annual revenue of
\$82.7 million



Compelling financial profile:
Strong balance sheet, with no debt and \$18.1 million in cash and investments*

Why are promotional Products used?



Businesses of all sizes, sectors and geographies use products, branded with their name or key message.

They're used to build culture, brand awareness and meaningful connections with stakeholders, be they existing or potential clients, employees or suppliers.

The right strategy can help businesses make a long lasting positive emotional connection with the recipient, reminding them of an interaction with a brand each time they use or wear a product.



Meet Our Management Team



Andy Shape
President & CEO



David Browner
Chief Financial
Officer



Jack Audibert
VP of Strategy &
Growth



Nick Kiefer
Executive Vice
President of Sales



Randy Birney
Executive Vice
President



Ian Wall
Chief
Information
Officer



Michele Pytlinski
Senior Vice
President of
Client Strategy

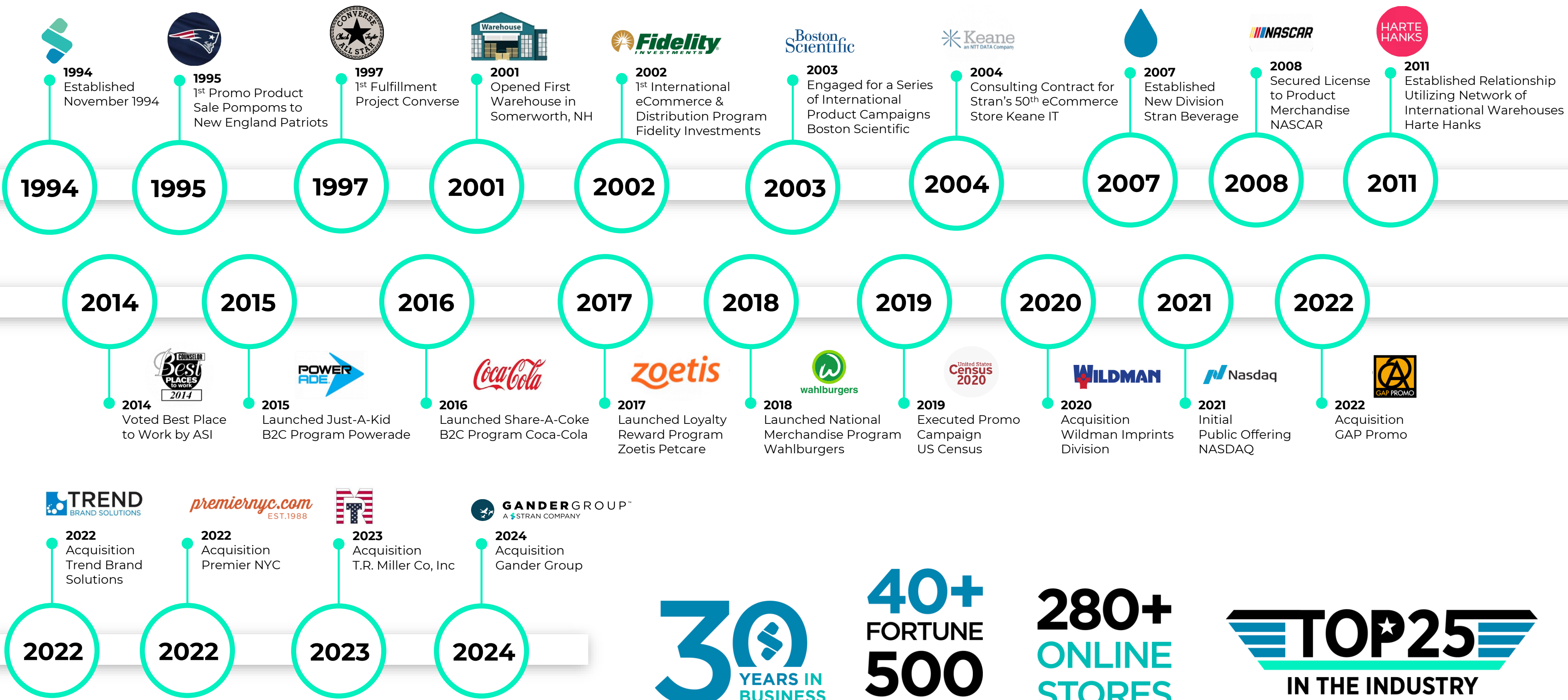


**Howie
Turkenkopf**
VP of
Marketing



**Laura
Woodward**
Director of HR

History of Our Business





30 YEARS IN BUSINESS

40+ FORTUNE 500 CUSTOMERS

280+ ONLINE STORES



TOP 25 IN THE INDUSTRY

What We Deliver

Comprehensive Program Managers delivering results



PRODUCT
PROCUREMENT

01
Provide relevant,
creative, & valued
products



TECHNOLOGY
PLATFORM

02
Cutting Edge
technology that
drives efficiencies
and adds value



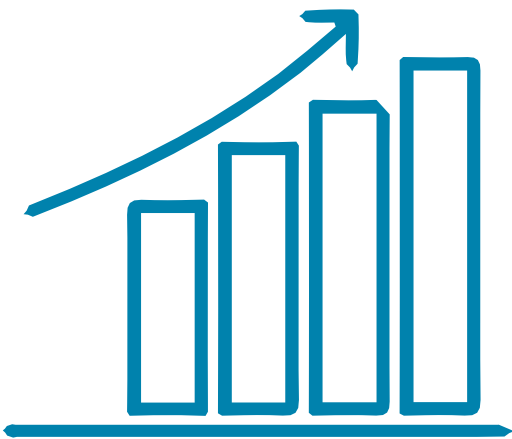
GLOBAL
DISTRIBUTION

03
Worldwide
process &
procedure driven
solutions



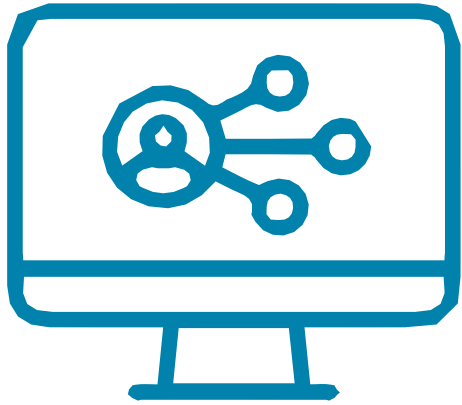
CLIENT SERVICE

04
Manage the
day-to-day
programing
and servicing of
our clients



COMPLIANCE
& REPORTING

05
Ensure brand
consistency,
product safety,
data security,
industry
regulations,etc



INTEGRATION

06
3rd party
intergration,
visibility, and
more marketing
functions under
one platform

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

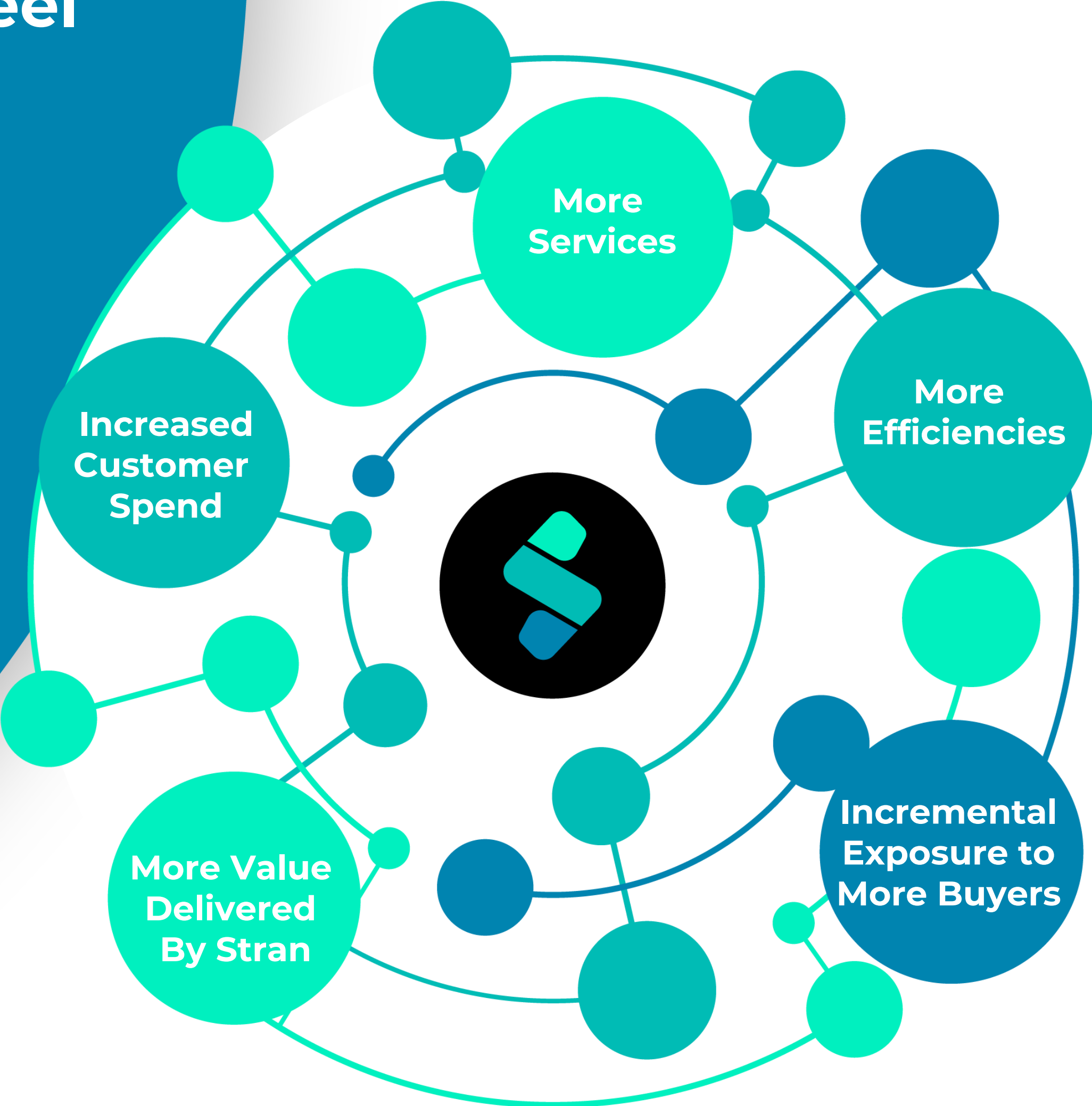
top-down commitment to become the premier leader through organic and acquisition growth strategies



Culture

engaged collaborative culture with a customer first mindset

Driving a Competitive Flywheel



Blue-Chip Client Base

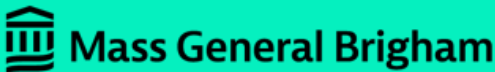




















Industry Fragmentation

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



Majority of industry players are small with only a few employees



In 2024 the largest player was 4imprint with \$1.37B in revenue – only a 5.1% share of the market



In 2024 only 38.5% 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 25 player:
Ranked # 12 by PPAI Top 100 Distributors
Ranked # 23 by ASI's Counselor magazine



Stran has experience and proven success with over 6 historical acquisitions

PPAI
100
THE
Industry
Leaders

COUNSELOR
TOP **40** 2024
DISTRIBUTOR

12
Overall
Ranking

23
Overall
Ranking

Competitive Analysis

	STRÄN	Online e-Retailers	Franchise Model	Large & Inflexible	Not Core Offering	Small Mom & Pop
Focus on Service	✓	✗	✓	✗	✗	✓
Creativity & Innovation	✓	✗	✗	✓	✗	✗
Flexible & Nimble	✓	✗	✗	✗	✗	✓
Customer Specific Technology	✓	✗	✗	✗	✗	✗
Clear Strategy	✓	✓	✗	✓	✗	✗
Program Managers	✓	✗	✗	✓	✓	✗
Financial Strength & Scalability	✓	✓	✓	✓	✓	✗

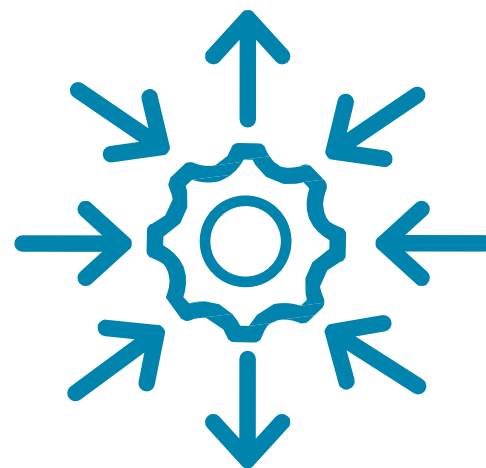
Growth Strategy



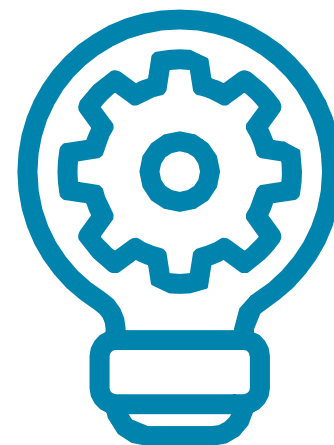
More Existing
Client Penetration



More New Client
Development



More
Offerings/Solutions



Innovative
Technology
Solutions



More
Acquisitions

Proven, Disciplined M&A Strategy Driving Scalable Growth

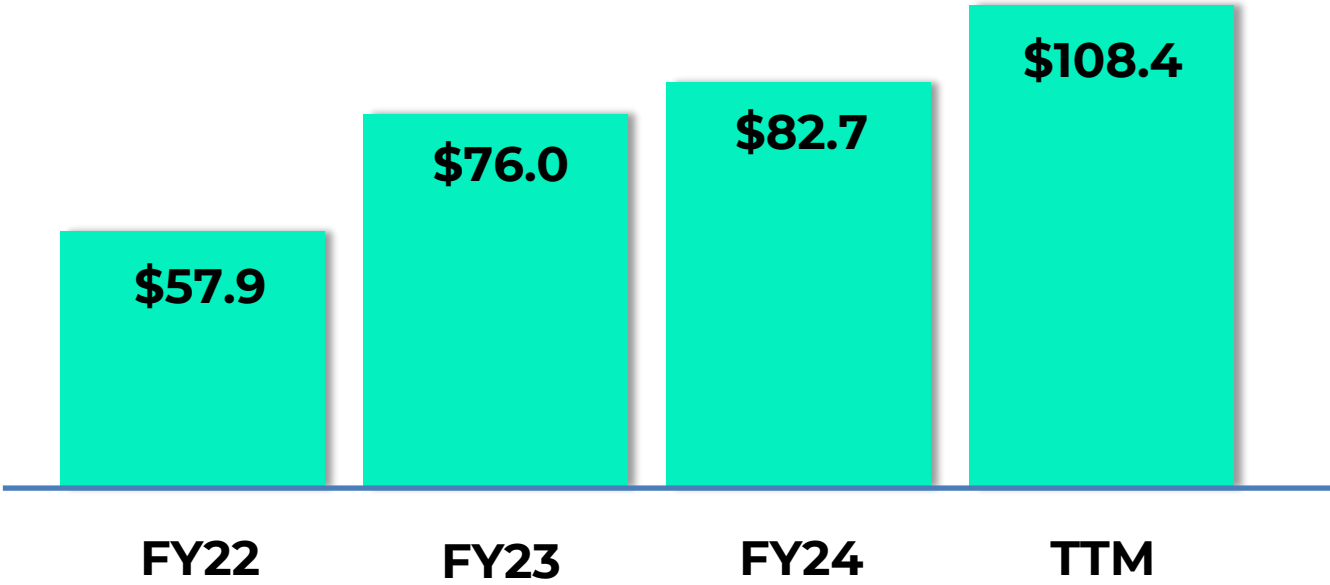
- Successfully completed and integrated 5 strategic acquisitions since 2022, accelerating national expansion and capabilities
- Acquired businesses represent over \$60M in historical revenue, secured through low-risk, attractively structured transactions
- We pursue asset purchase transactions with a disciplined structure—initial payments reflect acquired working capital, while the majority of the remaining consideration is tied to future performance through earnouts, ensuring alignment and value protection
- Our M&A thesis focuses on topline growth and operating leverage through:
 - Margin expansion via supplier rebates, volume-based buying power, and operational synergies
 - Enhanced capabilities in technology, automation, and fulfillment
 - Cross-selling across an expanded customer base
- Acquisitions support:
 - Geographic diversification to enhance national footprint
 - Entry into industry-specific verticals with strategic customer relationships
 - Roll-up of smaller, high-margin promotional businesses lacking scale or back-office infrastructure
 - Expansion into adjacent services such as loyalty programs, incentive platforms, custom packaging, in-house decoration, fulfillment, and event management



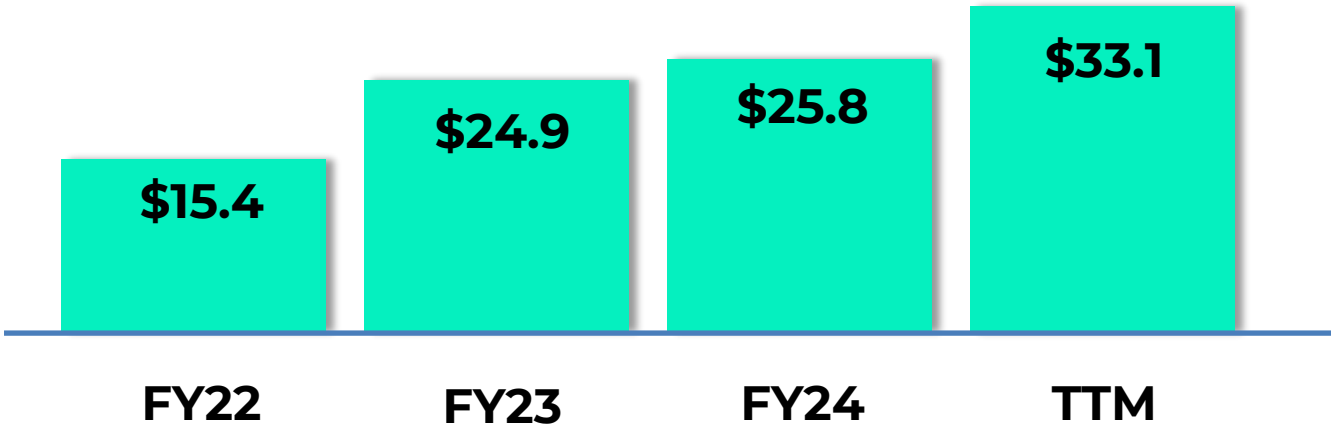
GANDER GROUP™

Financial Overview

Revenue



Gross Profit



Gross Profit Margin			
26.6%	32.7%	31.2%	30.5%

Balance Sheet

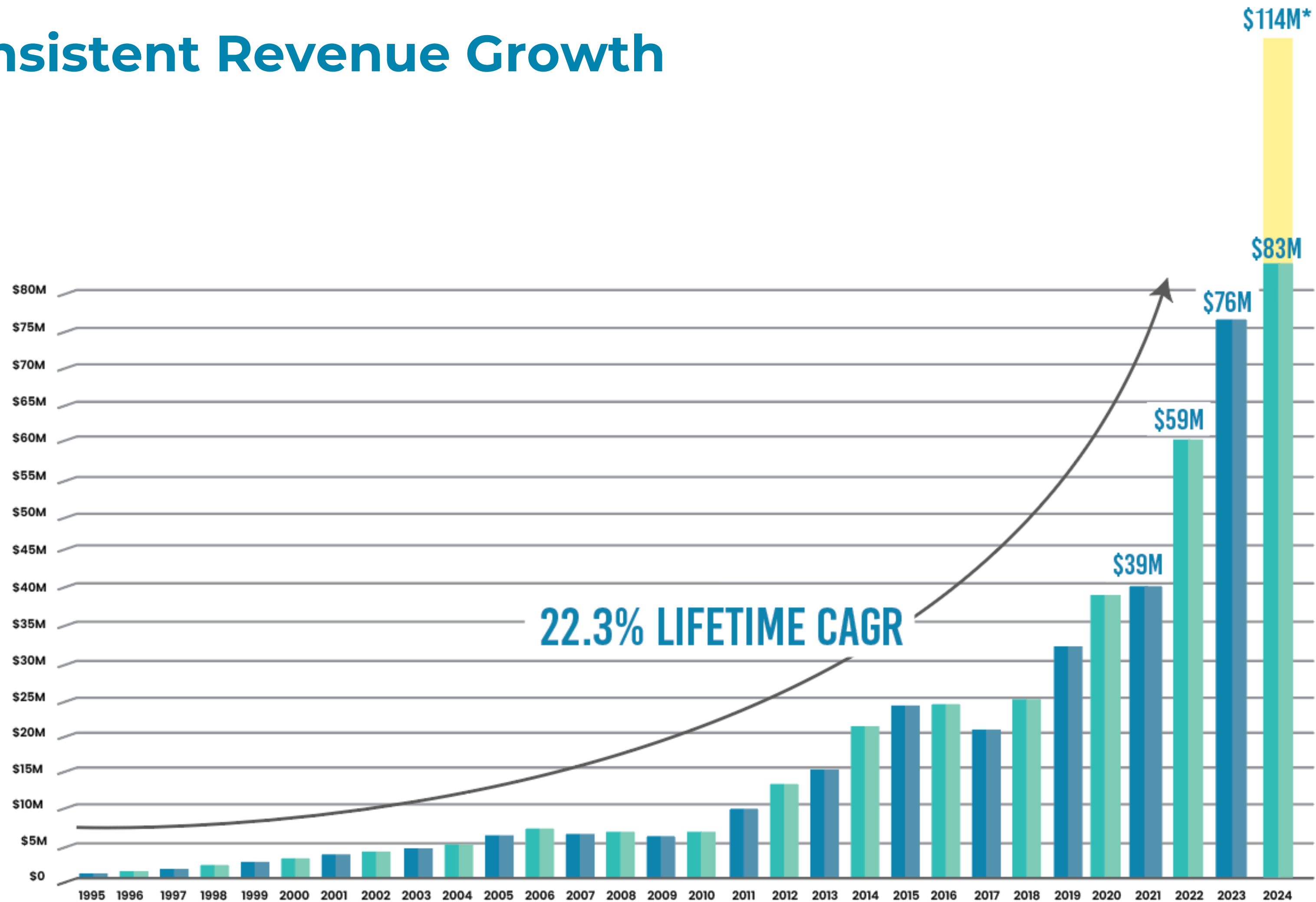
	FY 23	FY 24	Q2 25
Cash & Investments	\$18.5	\$18.2	\$18.1
Working Capital	\$31.9	\$23.3	\$23.5

Strong working capital while driving revenue growth

- Strong capitol position with no debt
- Gross margins over 30%

Long-Term, Consistent Revenue Growth

- Steady long-term growth
- Ability to increase Margin with additional scale and more rebates
- More value-added services demand higher margins
- Lifetime CAGR of 22.3%



Positioned to Deliver Sustainable Value Creation



TAM Opportunity
\$406 Billion+*
Including loyalty, print,
promo, tradeshow,
packaging*



**Industry Specific
Market Opportunity**
\$27 Billion**
Promo Industry alone



**Strong Organic
Revenue Growth**
30.4%
Q2 25 vs Q2 24



Top Tier Customer Base
**40+ Fortune
500 customers**
**2,000+ total
customers**



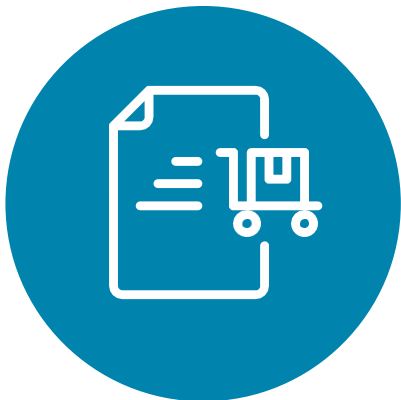
Q2 2025 YTD Revenue
\$61.3 million
2024 Annual Revenue
\$82.7 million



Years in Business
30 Years



Number of Employees
165+ employees



**Strong Balance Sheet with
cash and investments of**
\$18.1 million***



Acquisition Experience
**5 acquisitions
over 3 years**

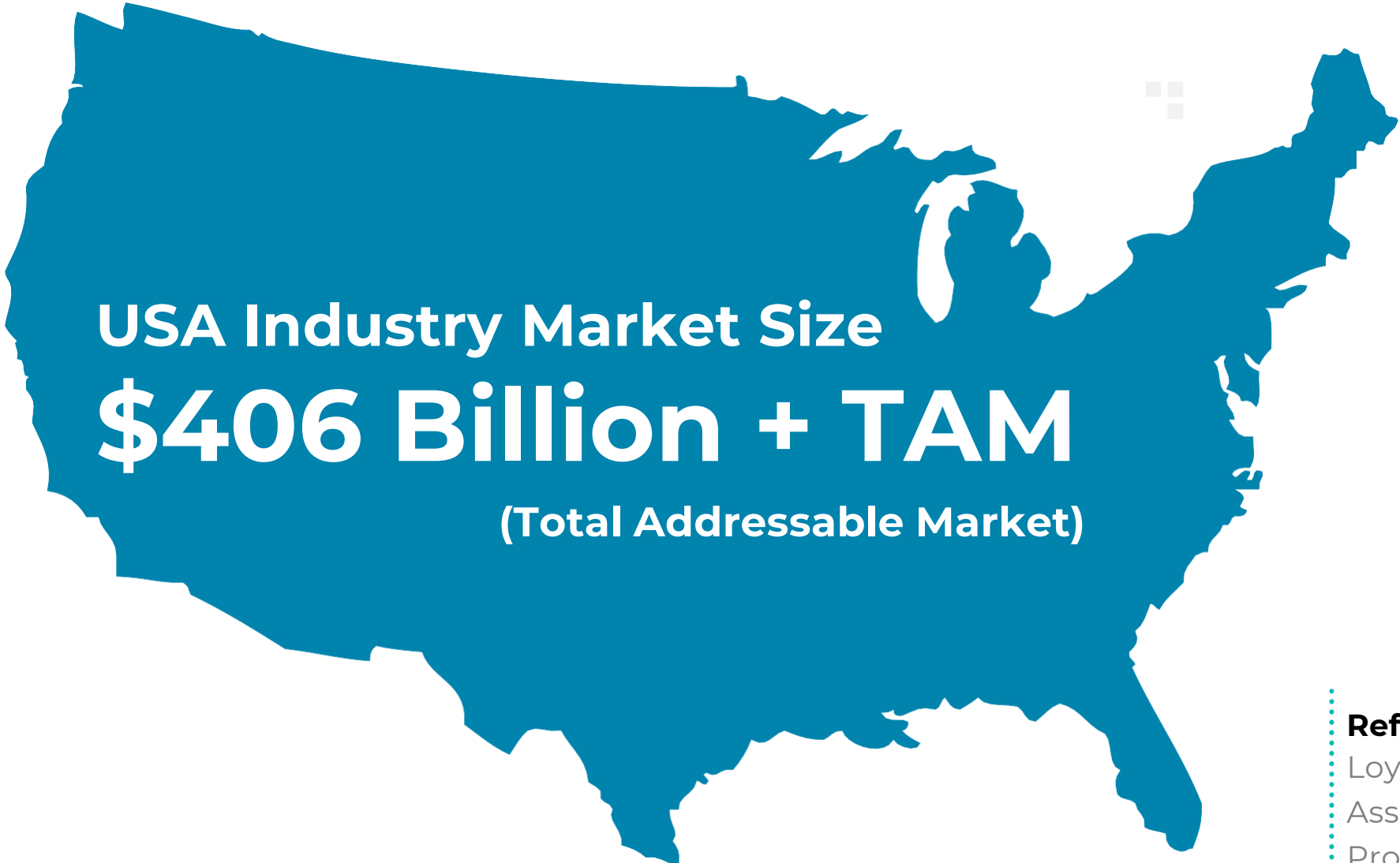


Profitable Margins
**~30% gross
margin**
(2017-2024)

*See slide 20 for Total Addressable Market (TAM) by specific industry
** Source: Advertising Specialty Institute (ASI)
*** As of June 30, 2025

Appendix

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

Promotional Products Industry Growth

\$26.6 billion industry in 2024

Most highly regarded form of advertising by recipients

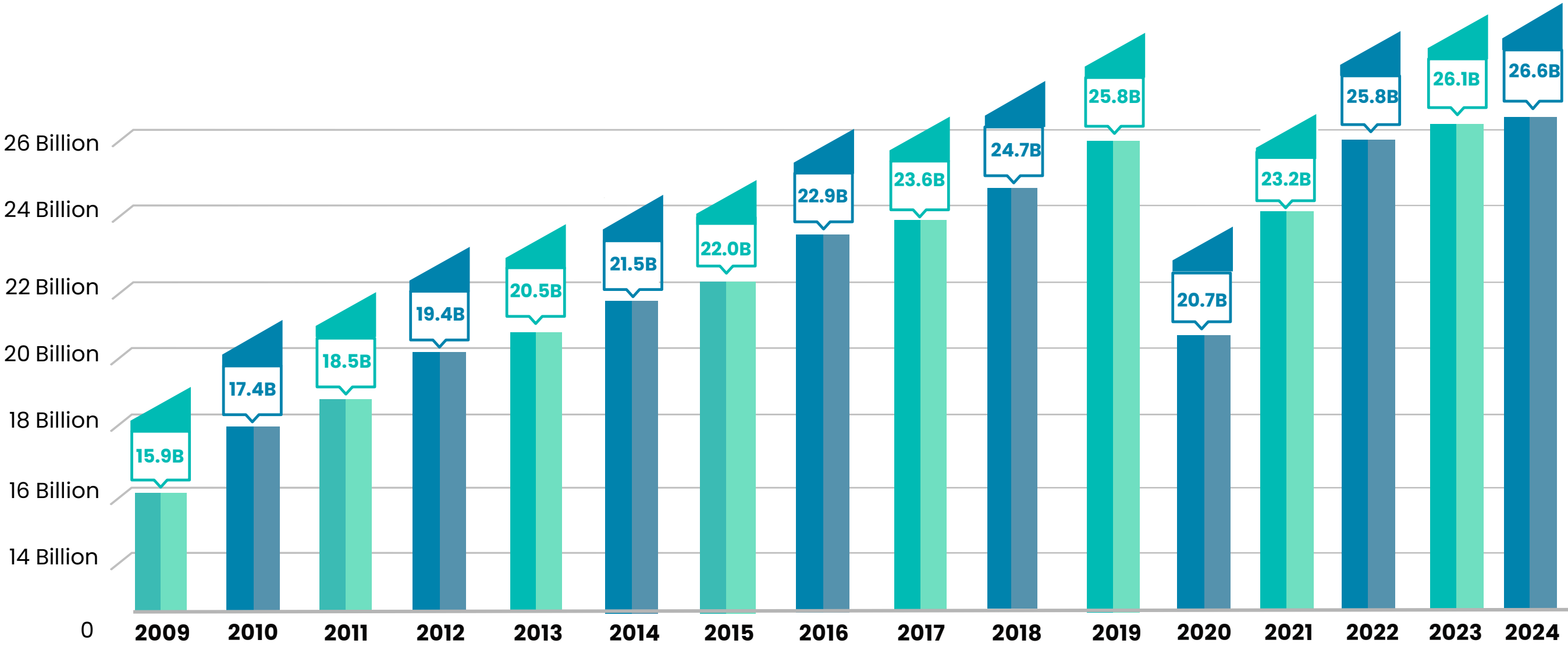
Highest recall rates

Gaining larger share of marketing spend

Creates greater brand awareness

Lowest cost per impression compared to other advertising

Continuous growth (3.3% CAGR from 2009-2024*) because of a shift in advertising and brand recognition spend



<https://members.asicentral.com/news/industry-news/january-2025/promo-industry-achieves-record-sales-in-2024-despite-challenges/>

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

Customer Satisfaction

Stran’s customers are satisfied with our products and services and promote that within their personal and professional networks

Creates long-term client retention and referral opportunities

Continuously gaining client feedback to make improvements and create even more client retention and account growth

ONGOING CLIENT SATISFACTION SURVEYS

AVERAGE SCORE

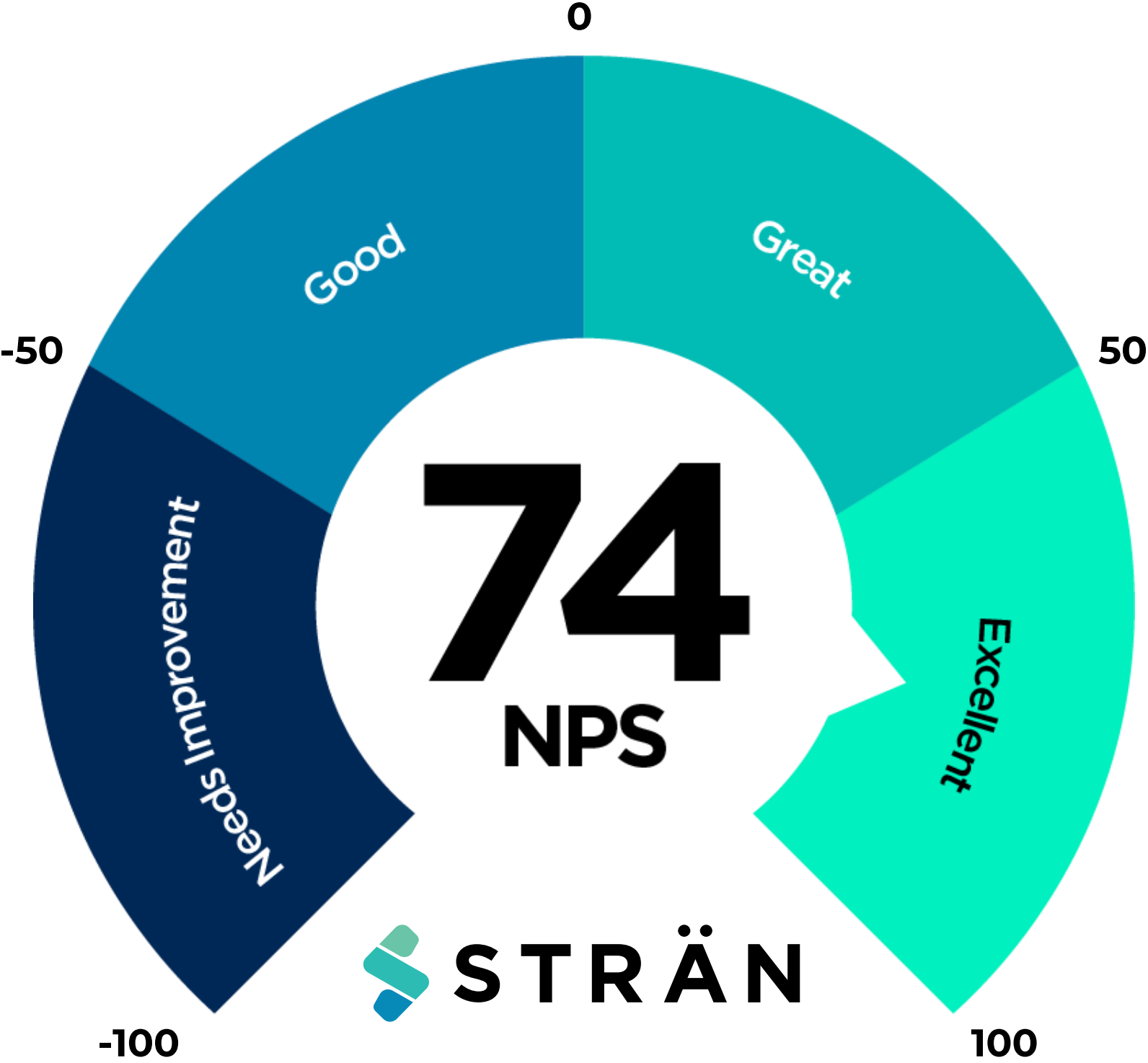
4.85/5



QUESTION	AVG SCORE
My sales representative was attentive to my needs	4.9179
My price quotation was accurate and received in a timely manner	4.8973
The art information that I received was helpful and accurate	4.8583
My order was received accurately and on time	4.8277
The goods received were of the quality I expected	4.7985
My invoice accurately reflected what I ordered and was received in a timely manner	4.8966
How likely is it that you would recommend our company to a friend or colleague?	4.8015

Satisfaction Survey is sent for every drop ship order that gets Invoiced by Stran. Over 9,000 surveys sent in last year.

4,735 Client contacts were contacted for their feedback
257 Respondents (5% response rate)
170 Completed the full survey (66% completion rate)



What is a good NPS score?



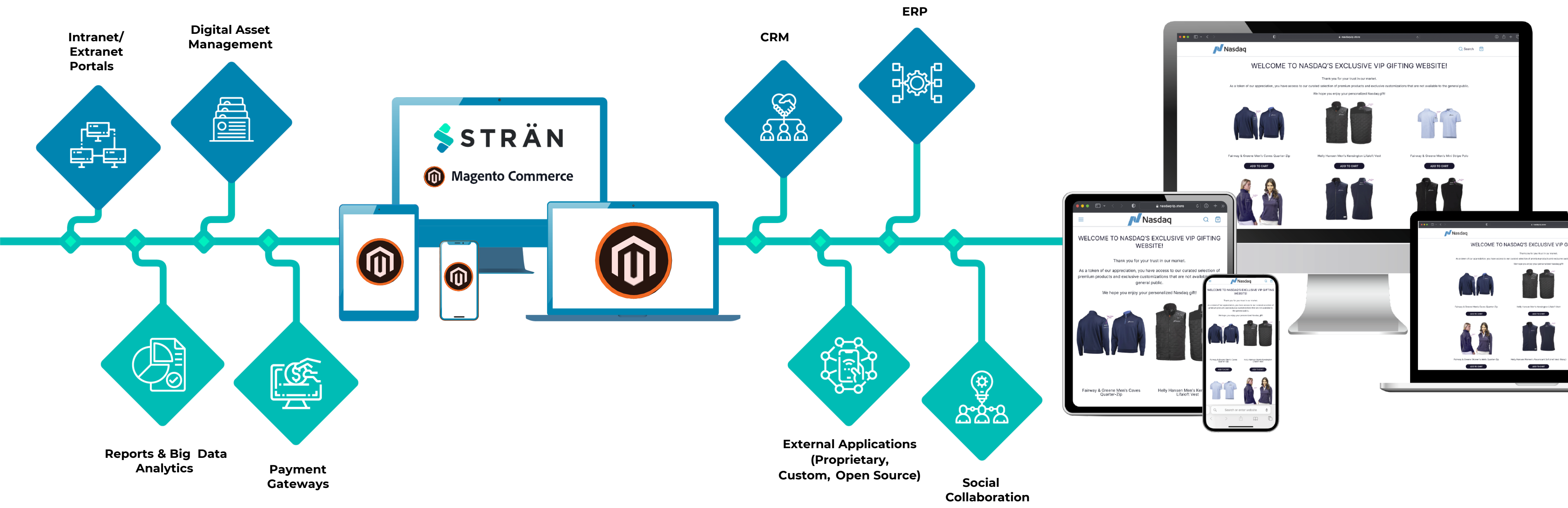
The creators of the NPS metric, Bain & Company, say that although An NPS score above 0 is good, above 20 is great, and above 50 is amazing.

Leading Technology

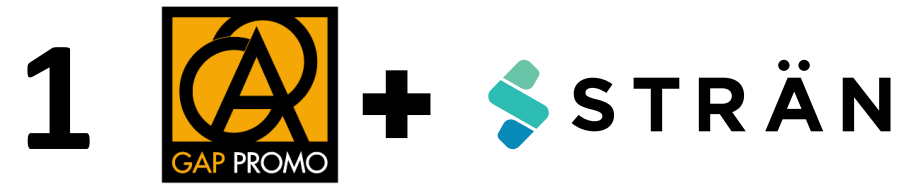


- Managing over 280 online stores for our customers
- Invested millions of dollars into custom technology development over the past 8 years
- Proprietary e-Commerce solution built on Magento 2.0
- Our technology makes it easier for customers to do business with us

- Makes customers sticky - they depend on our technology
- Implementation of Oracle NetSuite
- Allows for scalability
- Creates efficiencies in order process



Demonstrated M&A Success



GAP Promotions, January 2022

2021 revenue = **\$7 million+**

Specialized in the beverage vertical

Paid \$1.08M (excluding working capital) +
potential earnout on results.

*500K cash + \$100K stock at close + \$480K
fixed payments over 2 years.
Earnout = 70% of GP over \$1.5M*



Premiere NYC, December 2022

2021 revenue = **\$2 million+**

Specialized in the legal and professional services

Paid \$255K (excluding working capital) +
potential earnout on results.

*175K cash + \$100K stock at close + \$130K fixed
payments over 3 years.
Earnout = 45% of GP over \$350K*



Gander Group, January 2024

2023 revenue = **\$35 million+**

Specialized in the casino continuity

Purchased out of foreclosure for
working capital/liabilities + potential
earnout on results.

*\$0 cash + working capital.
Earnout = 25% of operating profit over 3
years*



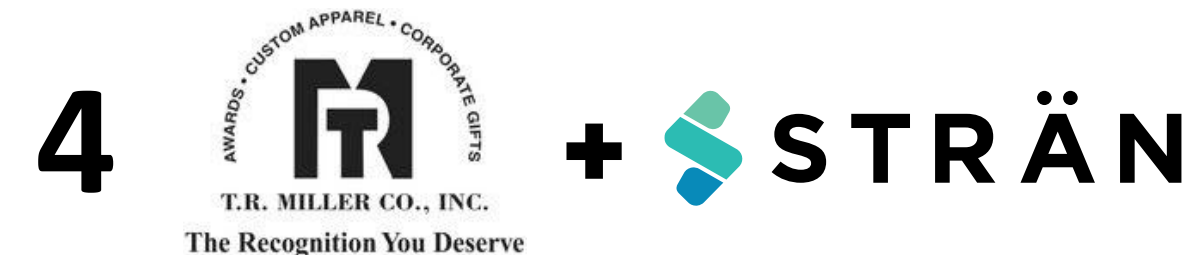
Trend Promotions, August 2022

2021 revenue = **\$3 million+**

Specialized in the Houston market

Paid \$400K (excluding working capital) + potential
earnout on results.

*175K cash + \$100K stock at close + \$125K fixed
payments over 4 years.
Earnout = 40% of GP over \$800K*



TR Miller, June 2023

2022 revenue = **\$15 million+**

Specialized in the beverage vertical

Paid \$2.1M (excluding working capital) + potential
earnout on results.

*\$1M cash + \$1.1M fixed payments over 4 years.
Earnout = 45% of GP over \$4M*





GANDER GROUP™
A STRAN COMPANY

Transformational Acquisition

Key Transaction Facts:

- **Acquisition Closed:** August 2024
- **2023 Revenue:** \$34M+ with positive EBITDA
- **Employees:** 40+ including Founder & CFO/COO
- **Location:** Irvine, CA (HQ & Showroom)
- **Deal Structure:**
 - \$1.56M upfront cash to creditors
 - Assumed net liabilities of \$2.33M
- **3-Year Earnout:** 25% of operating profit

Exclusive Capabilities:

- Leader in **Casino Loyalty, Continuity & Incentives**
- Proprietary and licensed brand portfolio
- Highly programmatic, high-retention model

[LINK: Gander Group Comprehensive Offerings](#)

Strategic Value Created:

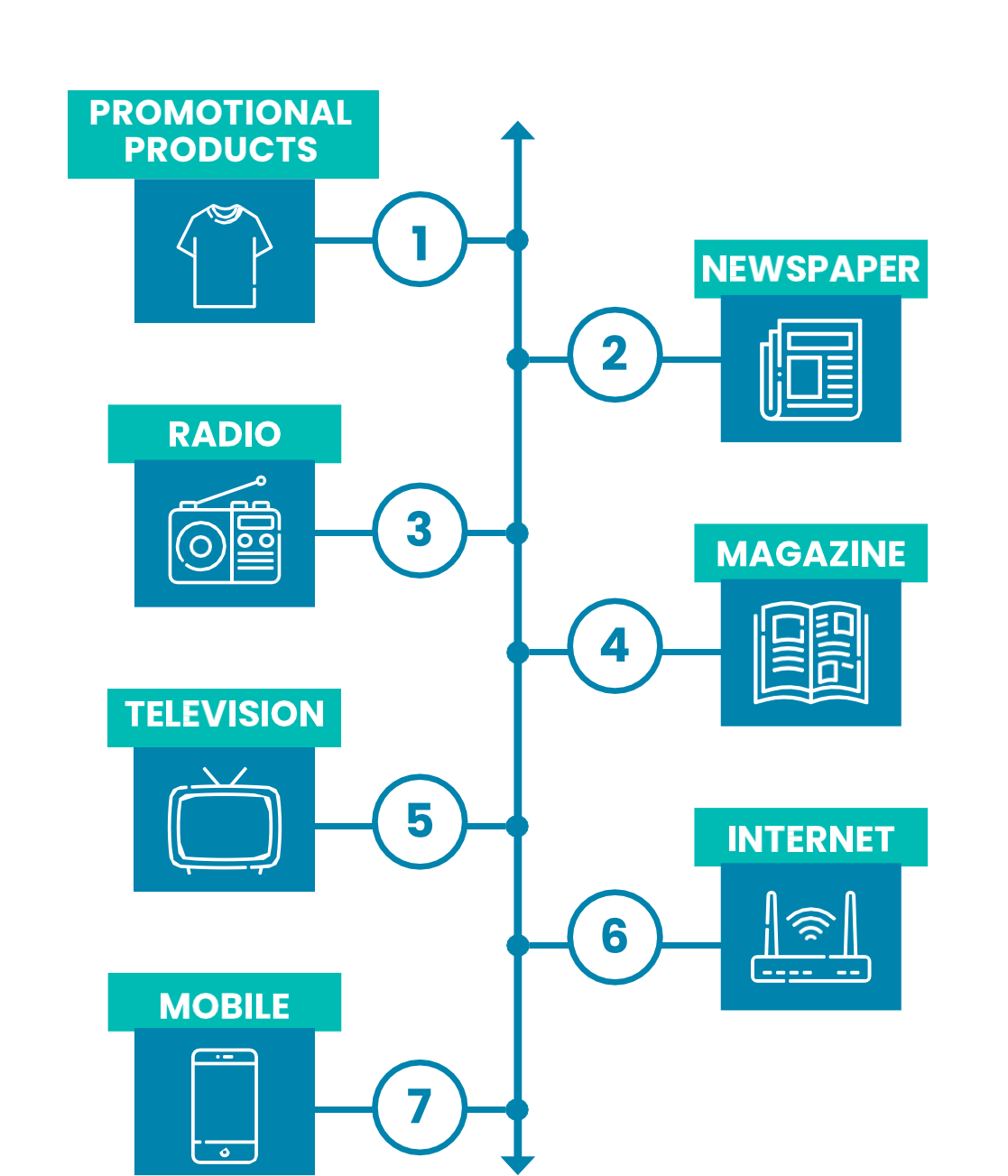
- **Now Represents ~1/3 of total Stran Revenue**
- **Operating Margins:** Accretive to Stran's blended performance
- **Gross Margin:** Lower (~25%) but highly efficient & profitable
- **Immediate Scale:** Accelerated path to \$100M+ revenue milestone in 2025
- **Cross-selling Opportunities:** Deep client loyalty enables cross-selling and up-selling of Stran services.



Industry Value Proposition

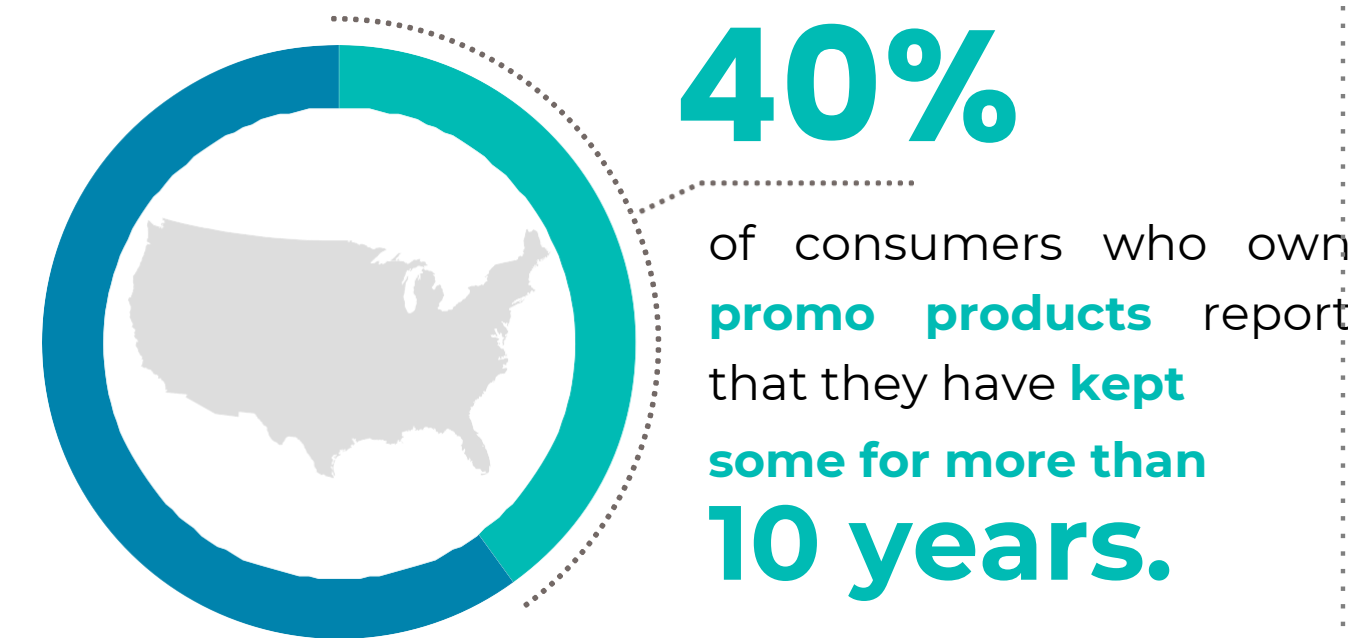
Promotional Products and Branded Merchandise is the only form of advertising that has the potential to connect with all five senses. This drives a deeper connection and bond between the brand and its audience.

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

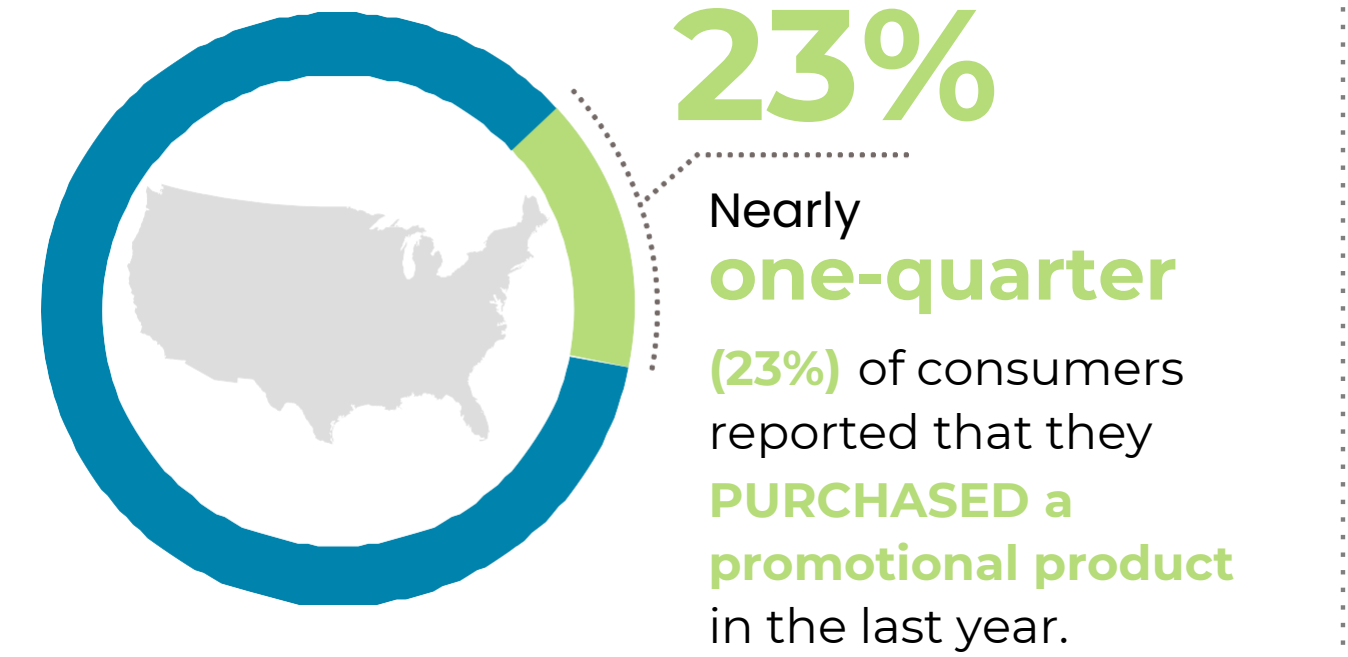


Ranking from most liked to least liked

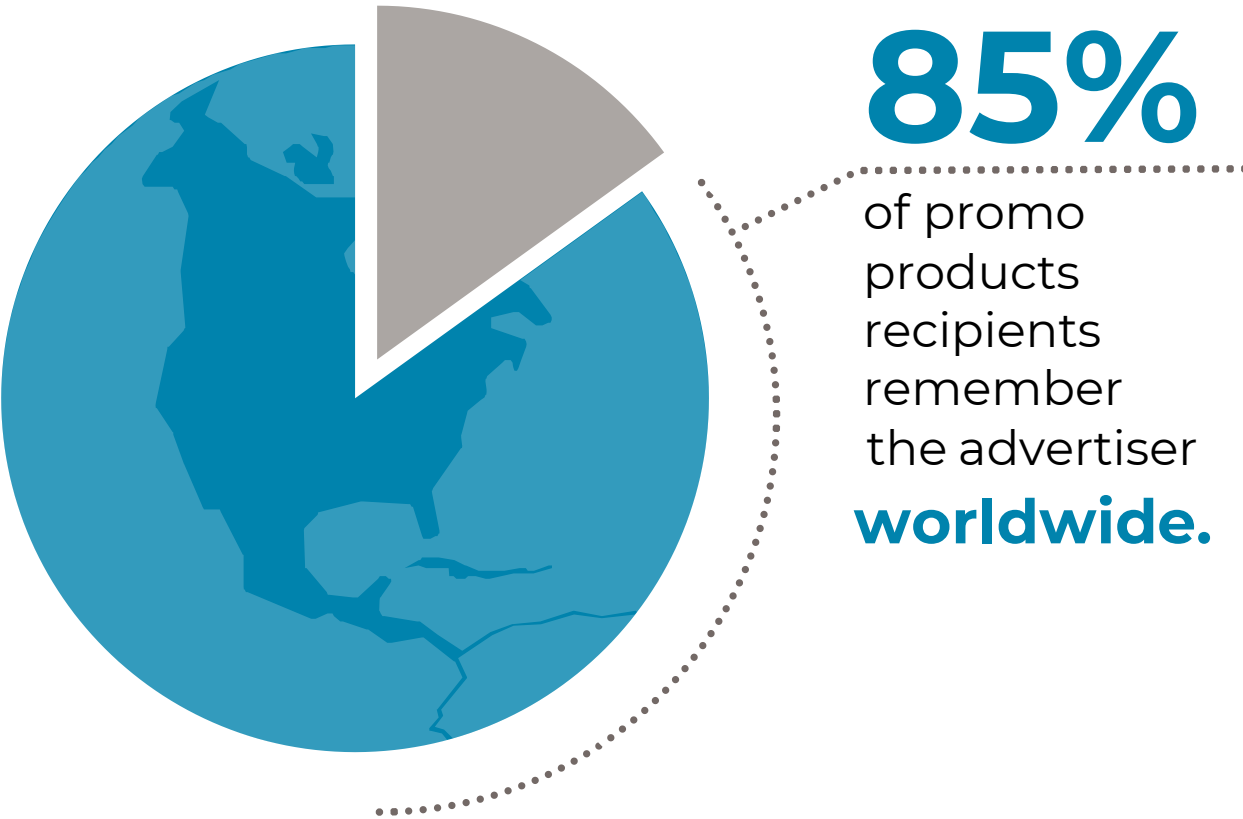
United States / Longevity



United States / Behaviors



The World Remembers



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



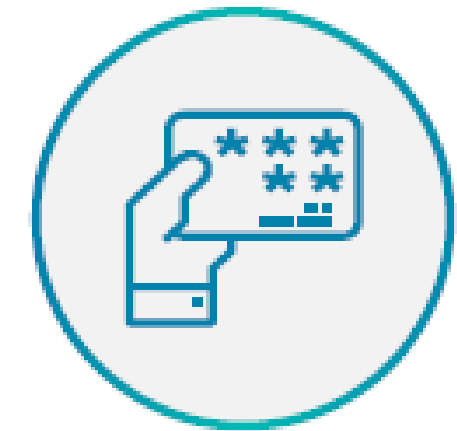
Digital Print on Demand,
Direct Mail, & Print Management



Tradeshow & Event
Assets Management



Custom Speciality
& Retail Packaging



Loyalty, Incentive,
& Rewards Programs

Thank You

Stran Promotional Solutions would like to thank you for your consideration. We welcome the privilege to be your exclusive provider for all premium products, fulfillment, & marketing services.

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W: www.stran.com

