

December 7, 2021



IT'SUGAR Opens Its Newest Location At Ala Moana Center In Honolulu, Hawaii

FORT LAUDERDALE, Fla.--(BUSINESS WIRE)-- IT'SUGAR, a subsidiary of BBX Capital, Inc. (OTCQX: BBXIA) (PINK: BBXIB), announced today that it has opened its newest retail location at the Ala Moana Center in Honolulu, Hawaii. The 18,000 square foot location is IT'SUGAR's second candy department store and features over 30 candy stations, a branded Sour Patch® shop, a branded OREO® department, and a TikTok area.

"We are pleased that IT'SUGAR is expanding throughout the United States and has opened its first Hawaii flagship store at Ala Moana Center. The Center is believed to be one of the largest open-air shopping centers in the world and is one of Hawaii's premier gathering places to explore, connect, and shop," commented Jarett Levan, Chief Executive Officer of BBX Capital, Inc.

Jeff Rubin, CEO & Founder of IT'SUGAR, commented, "IT'SUGAR's goal is to provide an escape from everyday life. As there is no better place to escape to than Hawaii, we are thrilled to bring this larger-than-life candy experience to the Ala Moana Center in Hawaii."

About IT'SUGAR: IT'SUGAR, one of the largest candy retailers in North America, is a specialty candy retailer whose products include bulk candy, candy in giant packaging, and licensed and novelty items. Founded in 2006 by candy veteran Jeff Rubin, IT'SUGAR's current footprint consists of approximately 100 "retailtainment" locations throughout the United States.

About BBX Capital, Inc.: BBX Capital, Inc. (OTCQX: BBXIA) (PINK: BBXIB) is a Florida-based diversified holding company whose principal holdings include BBX Capital Real Estate, BBX Sweet Holdings, which includes IT'SUGAR, and Renin. For additional information, please visit www.BBXCapital.com.

This press release contains forward-looking statements based largely on current expectations of the BBX Capital and its subsidiaries that involve a number of risks and uncertainties. All opinions, forecasts, projections, future plans, or other statements, other than statements of historical fact, are forward-looking statements and can be identified by the use of words or phrases such as "plans," "believes," "will," "expects," "anticipates," "intends," "estimates," "our view," "we see," "would," and words and phrases of similar import. The forward-looking statements in this press release are also forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended (the "Securities Act"), and Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), and involve substantial risks and uncertainties. We can give no assurance that such expectations will prove to be correct. Actual results, performance, or achievements could differ materially from those contemplated, expressed, or implied by the forward-looking statements contained herein. Forward-looking statements are based largely on our expectations and are subject to a number of risks and uncertainties that are subject to change based on factors which are, in many instances, beyond our control. When

considering forward-looking statements, the reader should keep in mind the risks, uncertainties, and other cautionary statements made in this press release and in the reports filed by BBX Capital, Inc., with the Securities and Exchange Commission (“SEC”). The reader should not place undue reliance on any forward-looking statement, which speaks only as of the date made. These risks include, but are not limited to, the impact of the COVID-19 pandemic on consumers, including their income, their level of discretionary spending both during and after the pandemic, and their views towards the retail industry; the risk that IT’SUGAR’s retail operations may not generate recurring sources of cash during or following the pandemic to the extent anticipated or at all; and the risk that IT’SUGAR’s new Ala Moana Center and/or IT’SUGAR’s candy department store strategy will not achieve the benefits anticipated or at all. Reference is also made to the other risks and uncertainties described in BBX Capital’s Quarterly Report on Form 10-Q for the quarter ended September 30, 2021, as well as BBX Capital’s Annual Report on Form 10-K for the year ended December 31, 2020, which is available on the SEC’s website, <https://www.sec.gov>, and on BBX Capital’s website, www.BBXCcapital.com. The Company cautions that the foregoing factors are not exclusive, and that the reader should not place undue reliance on any forward-looking statement, which speaks only as of the date made.

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