



FACT SHEET

March 2023 | NASDAQ: **PIXY**

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

30M

Part-time workers representing

~ \$600B

U.S. Market

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 elevates engagement and satisfaction for neglected shift workers.

The completion of the company's current project is expected to create one of the largest employers in the US in 2023.

Building the fastest growing, highly monetizable part time labor force to meet the demands of a fast-changing human capital market.

RAPID SCALABLE BUSINESS MODEL:

Increased per employee unit economics through high value technology and large national scale.

RECENT HIGHLIGHTS

- ShiftPixy leverages OpenAI/ChatGPT to streamline recruiting and staffing opportunity matching.
- ShiftPixy announced expansion of sales team into major metropolitan markets
- ShiftPixy develops "Fast Fill" recruiting technology aimed at solving the biggest challenges in today's labor market.

HUMAN CAPITAL MARKET UPHEAVAL

The birth of the gig economy brought the first wave of human capital market disruption. This first wave leveraged technology to change the way part time workers thought about and engaged in part-time work opportunities.

The second wave of human capital market disruption hit with COVID-19 which halted part time work at a massive scale. COVID created initial separation and ultimately elimination of small business work opportunities.

The current or third wave is the slow return to work for workers incentivized to stay away by government subsidy. This wave is showing up with a "help wanted hole" in the economy. This wave is also ironically creating a new market driven escalating minimum wage.

MOBILE TECHNOLOGY EMPOWERED HRIS

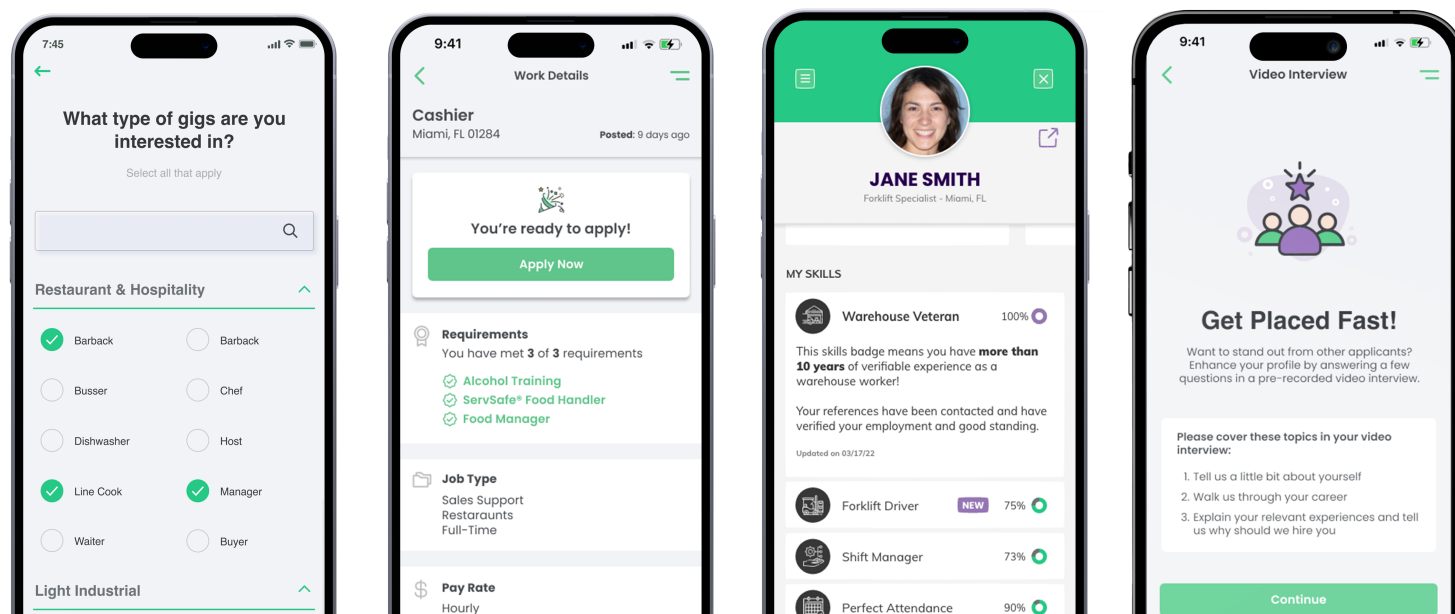
The ShiftPixy Human Resources Information System ("HRIS") technology platform supports and performs the duties and demands of human capital management at enormous scale. The ShiftPixy platform goes into the dailies with all stakeholders meeting them where they are (mobile) using elegant artificial intelligence to keep all stakeholders active and engaged leading to:

- » Lower operating costs
- » Improved employee experience
- » Improved manager experience
- » Real-time Human Capital Business Intelligence
- » High satisfaction for all stakeholders

OpenAI / ChatGPT INTEGRATION REDUCE FRICTION AND CREATE ACCELERATION

ShiftPixy has recently announced its current project of OpenAI/ChatGPT integration with the staffing platform. This integration within the ShiftPixy platform will leverage ChatGPT's advanced natural language processing capabilities to instantly analyze worker experience, job descriptions, and other candidate-related data, enabling ShiftPixy to match the best candidates for open client positions faster and more efficiently, all in real-time.

In addition to the ShiftPixy national staffing platform, ShiftPixy Labs' use of OpenAI will also enhance the digital food brands to elevate digital food ordering and customer engagement. ChatGPT will help ShiftPixy Labs understand and respond to customer queries, feedback, and preferences more effectively, leading to improved customer satisfaction and retention rates.



COMPANY DESCRIPTION

THE ELEVATOR PITCH

ShiftPixy's technology and approach to human capital management is disrupting not only traditional thinking about work but is also leveraging the disruption created by the Gig Economy. The Company has discovered a method to monetize disruption by bringing order to the human capital market.

FOUNDED
2015

HEADQUARTERS
Miami, FL

OFFICES
Miami | Irvine

EXECUTIVE MANAGEMENT

Scott Absher: Co-Founder and CEO
Amanda Murphy: COO | Doug Moss: CTO

Any statements contained in this presentation that do not describe historical facts may constitute forward-looking statements. Although such forward-looking statements are based upon what management of the Company believes are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate. If any of the risks or uncertainties, including those set forth below, materialize or if any of the assumptions proves incorrect, the results of the Company, could differ materially from the results expressed or implied by the forward-looking statements we make. The risks and uncertainties include, but are not limited to, risks associated with the nature of the Company's business model; the Company's ability to execute its vision and growth strategy; the Company's ability to attract and retain clients; the Company's ability to assess and manage risks; changes in the law that affect the Company's business and its ability to respond to such changes and incorporate them into its business model, as necessary; the Company's ability to insure against and otherwise effectively manage risks that affect its business; risks arising from the COVID-19 pandemic or any other events that could cause wide-scale business disruptions; competition; reliance on third-party systems and software; the Company's ability to protect and maintain its intellectual property; and general developments in the economy and financial markets. These and other risks are discussed in the Company's filings with the SEC, including, without limitation, its Registration Statement and Prospectus on Form S-3, filed with the SEC on September 17, 2021. The Company undertakes no obligation to update forward-looking statements if circumstances or management's estimates or opinions should change, except as required by applicable securities laws. The information in this presentation shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934, as amended, 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 that could affect the financial results of the Company, is included in the filings we make with the SEC from time to time. These documents are available on the "SEC Filings" subsection of the "Investor Information" section of the Company's website at <https://ir.shiftpixy.com/financial-information/sec-filings>, or directly from the SEC's website at <https://www.sec.gov>.

Consistent with the SEC's April 2013 guidance on using social media outlets like Facebook and Twitter to make corporate disclosures and announce key information in compliance with Regulation FD, the Company is alerting investors and other members of the general public that the Company will provide updates on operations and progress required to be disclosed under Regulation FD through its social media on Facebook, Twitter, LinkedIn and YouTube. Investors, potential investors, shareholders and individuals interested in the Company are encouraged to keep informed by following us on Facebook, Twitter, LinkedIn and YouTube.



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