

LFTD

PARTNERS INC.

TICKER SYMBOL: OTCQB: LIFD
LFTDPARTNERS.COM | URB.SHOP



Cautionary Note Regarding Forward-Looking Statements

This deck contains forward-looking statements within the meaning of the safe provisions of the U.S. Private Securities Litigation Reform Act of 1995. Any of our statements that are not statements of historical fact may be deemed to be forward-looking statements. Our statements containing the words "believes", "anticipates", "plans", "expects" and similar expressions constitute forward-looking statements, although not all of our forward-looking statements will contain such identifying words. Our forward-looking statements are based on our current expectations and are subject to a number of risks, uncertainties and assumptions relating to the future of our business, future plans and strategies, projections, anticipated events and trends, the economy and other future conditions. Although we believe that the assumptions underlying our forward-looking statements are reasonable, any of our assumptions could be inaccurate and actual results may differ from those indicated by our forward-looking statements. In light of the significant uncertainties inherent in our forward-looking statements, you should not consider our forward-looking statements as any representation or guarantee by us that we will achieve such results. We especially call your attention to the significant risks to our business associated with pandemic-related shutdowns, lockdowns, restrictions and executive orders, and associated with FDA, DEA, state and local restrictions, prohibitions and regulations associated with hemp-derived delta-8-THC, delta-9-THC, other cannabinoids, nicotine, and our other products, as more fully disclosed and discussed in our annual and quarterly filings with the SEC that are accessible at www.sec.gov.

WE'RE DIFFERENT

LFTD *may be the only publicly-traded company in the hemp and psychoactive products industries that is:*

- Debt Free
- Profitable in 2021 and 2022
- Trading at a low multiple of fully diluted EPS
- Led by an experienced public company CEO
 - Founder and CEO of Metal Management Inc. (NASDAQ: MTLM)
 - 37 acquisitions, \$900M in revenue
 - Stock price increased 17x
 - Founder and CEO of Think Partnership Inc. (AMEX: THK)
 - 15 acquisitions, \$90M in revenue
 - Stock price increased 40x

EXEC. TEAM

GERARD M. JACOBS

CHAIRMAN / CEO / SECRETARY

Extensive experience quarterbacking publicly traded corporate consolidations.

University of Chicago Law School graduate, which he attended as a Weymouth Kirkland Law Scholar, and from Harvard, where he was elected to Phi Beta Kappa.

Fun Fact:

Gerry is a life long sailor and enjoys running on the beach.

NICHOLAS S. WARRENDER

VICE CHAIRMAN / COO

Expert in brand design and product development.

Carthage College graduate in Communications. Founder of Lifted Made and creator of Urb, a leading brand in the hemp industry.

Fun Fact:

Nick has a 3 lb poodle named "Baby", and has a new found love for Pilates.

WILLIAM C. "JAKE" JACOBS

PRESIDENT / CFO

Accountant and CPA. Worked in the Assurance Division of EY, auditing both publicly traded and privately held companies. University of Southern California graduate, with a double major in Accounting and Business Administration with a concentration in Finance.

Fun Fact:

Jake won a Gold Medal snowboarding at the USASA National Championships.

WHOLLY-OWNED SUBSIDIARY:

LIFTED MADE

NICHOLAS S. WARRENDER
FOUNDER / CEO

- Founded in 2014 with \$900
- \$100M+ in organic sales
- ≈200 Employees
- 7 Facilities over 45k sq. ft. - WI, IL, & NM
- Flagship Brand - Urb Finest Flowers





VERTICAL INTEGRATION

GUMMIES

- Facility 1: Operational Q4, 2022
- Facility 2: Operation Q2, 2023
- Capacity of \approx 30 Million Gummies / Month
- In the process of seeking CGMP Certifications, allowing the expansion into health and wellness products.

VERTICAL INTEGRATION

FLOWER

- Q2 2023 LIFD acquires nearly all of the assets of Oculus CRS, LLC flower production facility
- Purchase includes machines for automation and scale
- Producer of award winning products to Lifted and other industry leading brands





- Industry leading alternative cannabinoid brand
- Multi Award Winning brand including High Times Hemp Cup 1st Place Winner
- Multiple first to market industry changing sku's, including Delta 9 and Live Resin.
- National and International recognition and distribution
- Collaborations with Cali Sweets & Diamond Supply Co., Jeeter

Forbes

RollingStone

HIGH TIMES

GQ

Medium

Chicago Tribune



COLLABORATION KING

Lifted is taking hemp mainstream, bringing the best cannabis and streetwear brands to market, exclusively.

Diamond
SUPPLY CO.

Jeeter

Koko
Puffz



Nick “Diamond” Tershay

Nick Tershay is a highly influential figure in the world of fashion and streetwear. Known by his pseudonym "Nicky Diamonds," he is the founder and creative force behind the renowned Diamond Supply Co. brand. With his keen eye for design and entrepreneurial spirit, Tershay has successfully transformed Diamond Supply Co. into a global streetwear phenomenon, renowned for its unique designs and collaborations with major brands like Nike and Puma and A-List artists Travis Scott and DJ Khaled.

Diamond Supply Co's entry into the hemp industry marks an exciting new chapter for the brand, blending their streetwear prowess with the burgeoning world of cannabis culture. Leveraging their expertise in design and branding, Diamond introduces a line of products that exude quality and style. From meticulously crafted strains and extracts to sleek and sophisticated packaging, their offerings reflect the brand's commitment to delivering a premium experience.

Jeeter

DELTA PRODUCTS

DELTA PRODUCTS

Jeeter DELTA PRE-ROLLS



KOKO NUGGZ

Handmade Cocoa Covered Rice Krispie Treats

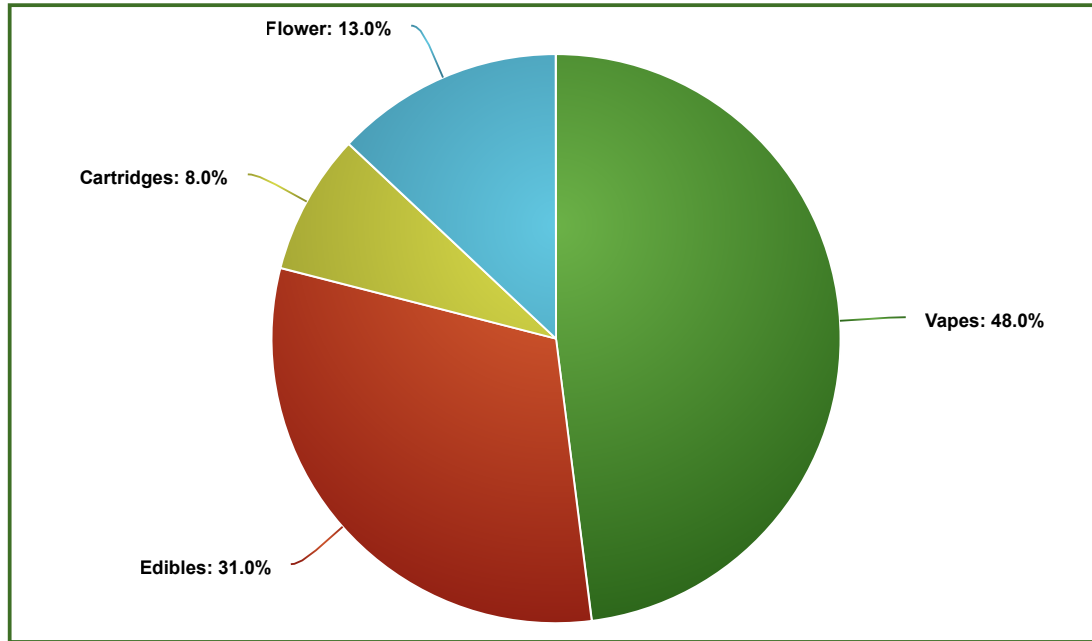
NEW! URB COLLAB

GUMMIES, VAPES, AND MORE STARTING AT \$24

[SHOP KOKO NUGGZ](#)

★★★★★ "Sooooooo schmack!! 10/10 recommend will definitely try again!" - Brooklyn M.

PRODUCT SKU'S



Vapes

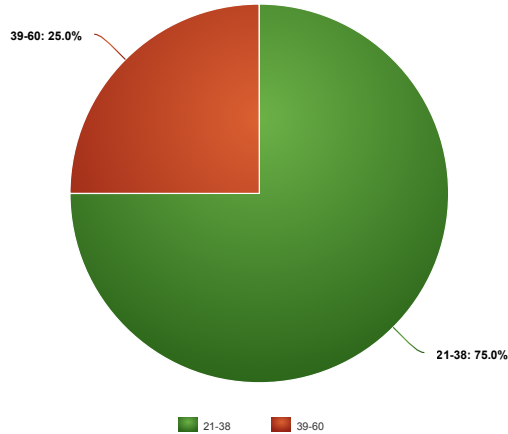
Edibles

Cartridges

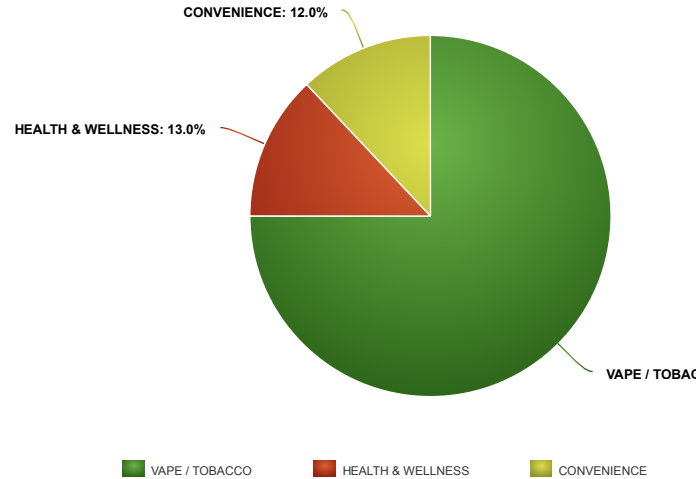
Flower

DEMOGRAPHICS

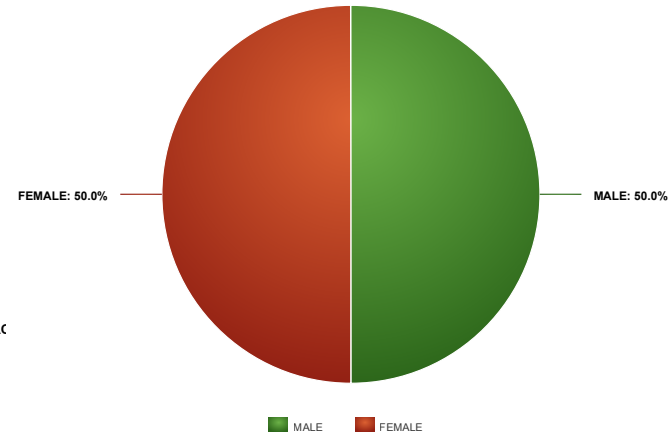
CUSTOMERS BY AGE (1)



CUSTOMERS BY RETAIL TYPE (1)



CUSTOMERS BY GENDER (1)



(1) BASED ON MANAGEMENT ESTIMATES

FINANCIAL HIGHLIGHTS

	Q1 2023	2022	2021	2020
REVENUE	\$12,461,793	\$57,416,535	\$31,656,932	\$5,344,320
NET INCOME/(LOSS)	(\$141,742)*	\$7,196,327	\$5,799,982	\$(1,534,589)
EPS	\$(0.01)*	\$0.51	\$0.50	\$(0.29)
DILUTED EPS	\$(0.01)*	\$0.45	\$0.43	\$(0.29)

Balance Sheet (March 31, 2023):

- 14,512,578 shares of common stock outstanding
- Cash on hand of \$3,470,125
- Inventory of \$7,563,500
- Working Capital of \$9,210,158
- No Debt

*During the first quarter of 2023, LFTD Partners recognized a net loss after ten straight quarters of profitability, solely because of the impact of a one-time, non-cash employee stock compensation expense associated with our acquisition of Lifted Made in February 2020. This one-time, non-cash charge swung our company from a positive net income for the quarter of \$1.4 million to a net loss of \$141,000. But for this charge, LFTD Partners would have reported a basic and fully diluted EPS of \$0.10 and \$0.09, respectively, for Q1 2023.

LFTD CONTACT

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THANK YOU