

# 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](http://www.sec.gov).

# WE'RE DIFFERENT

- Industry leading Urb brand
- Consistent Profitability
- Dramatic Growth
- 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 daily.*

## **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

Focused on business development and financial reporting. 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
- ≈220 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  $\approx$  25 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
- Producer of award winning products to Lifted





- 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

**Forbes**

**RollingStone**

**HIGH TIMES**

**GQ**

**Medium**

**Chicago Tribune**





**urb**  
**COLLABORATION**

Lifted is taking hemp mainstream, bringing a top streetwear brand to market, exclusively.

**Diamond**  
SUPPLY CO.

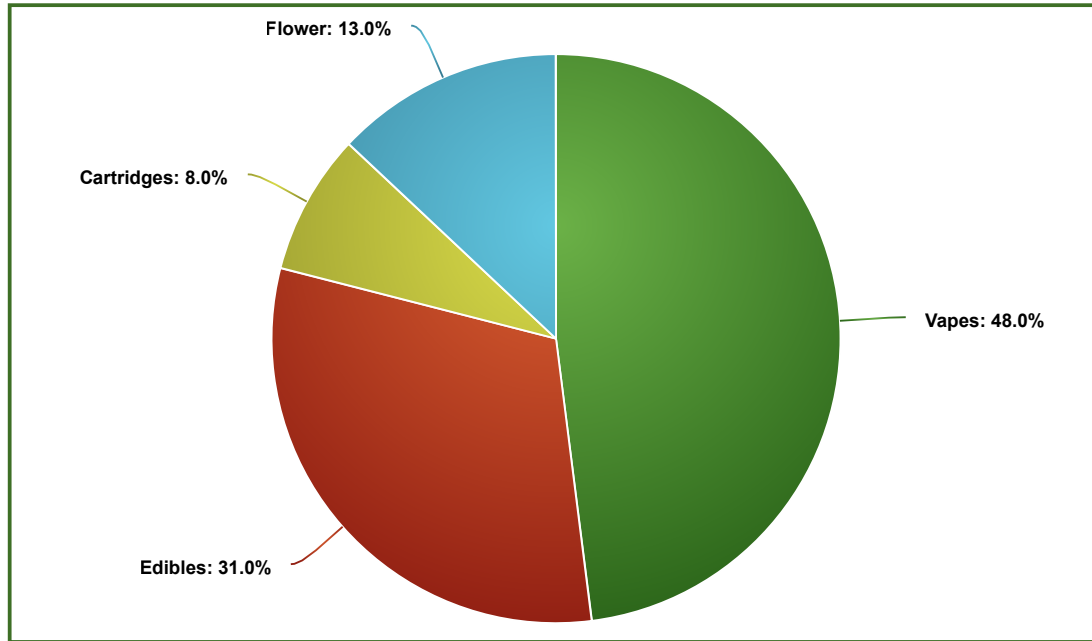


# Nick “Diamond” Tershay

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.

# PRODUCT SKU'S



Vapes

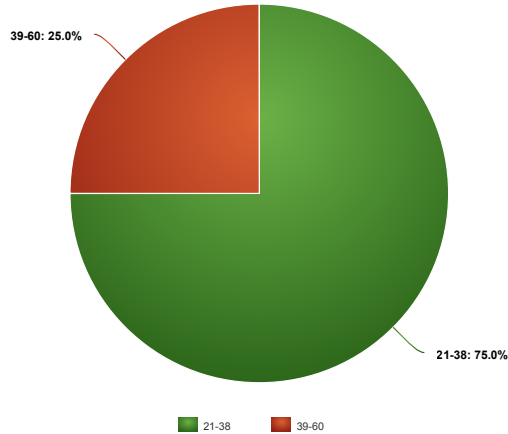
Edibles

Cartridges

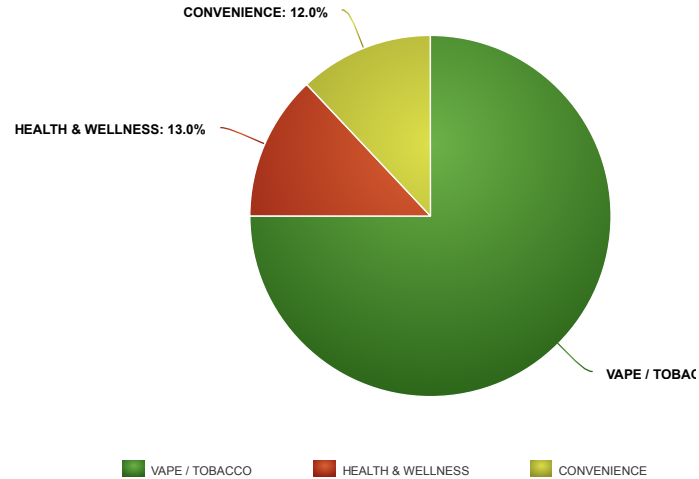
Flower

# DEMOGRAPHICS

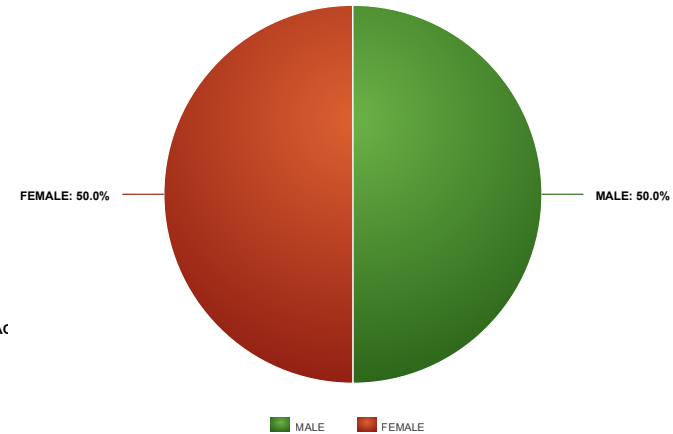
CUSTOMERS BY AGE (1)



CUSTOMERS BY RETAIL TYPE (1)



CUSTOMERS BY GENDER (1)



(1) BASED ON MANAGEMENT ESTIMATES

# FINANCIAL HIGHLIGHTS

	Q1-Q3 2023	2022	2021	2020
REVENUE	\$38,090,615	\$57,416,535	\$31,656,932	\$5,344,320
NET INCOME/(LOSS)	\$2,135,367	\$7,196,327	\$5,799,982	\$(1,534,589)
EPS	\$0.15	\$0.51	\$0.50	\$(0.29)
DILUTED EPS	\$0.14	\$0.45	\$0.43	\$(0.29)

## Balance Sheet (September 30th, 2023):

- 14,805,678 shares of common stock outstanding
- Cash on hand of \$3,081,393
- Inventory of \$9,865,202
- Working Capital of \$10,676,438

# ATTRACTIVE BANK FINANCING AND PURCHASE OF HEADQUARTERS

On December 14th, 2023:

- LFTD Partners and Lifted Made jointly borrowed \$3.91 million from Surety Bank, DeLand, Florida
- Lifted Made purchased its headquarters building in Kenosha, WI for \$1,375,000
- Attractive, fixed interest rates of 9.5% on the \$3,000,000 working capital loan, and 10% on the \$910,000 loan for the purchase of the headquarters building



# LFTD PARTNERS CONTACTS

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THANK YOU