

LFTD

PARTNERS INC.

OTCQB ticker symbol: LIFD



May 1, 2023

www.LFTDPartners.com | www.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, 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.



LFTD Partners Inc. – The Outlier

LFTD Partners Inc. (OTCQB: LIFD) may be the only publicly-traded company in the hemp and psychoactive products industries that is:

- Profitable 2022 and 2021
- No debt
- Trading at a very conservative multiple of fully diluted EPS
- Led by CEO who has built two large publicly-traded companies
 - Founder and CEO of Metal Management Inc. (NASDAQ: MTLM)
 - 37 acquisitions, \$900M in revenue
 - Stock price increased 17 X
 - Founder and CEO of Think Partnership Inc. (AMEX: THK)
 - 15 acquisitions, \$90M in revenue
 - Stock price increased 40 X

Wholly-Owned Subsidiary: Lifted Made

- Founded by CEO Nick Warrender in 2014 with \$900
- Has grown to seven leased spaces in Kenosha, WI, Chicago, IL and Aztec, NM
- Total of approximately 42,427 square feet
- Approximately 200 employees and independent contractors today
- Flagship brands: Urb Finest Flowers and Silly Shroom



Lifted Made's Headquarters in Kenosha, WI

Lifted Made's Flagship Hemp-Derived Products Brand: Urb Finest Flowers

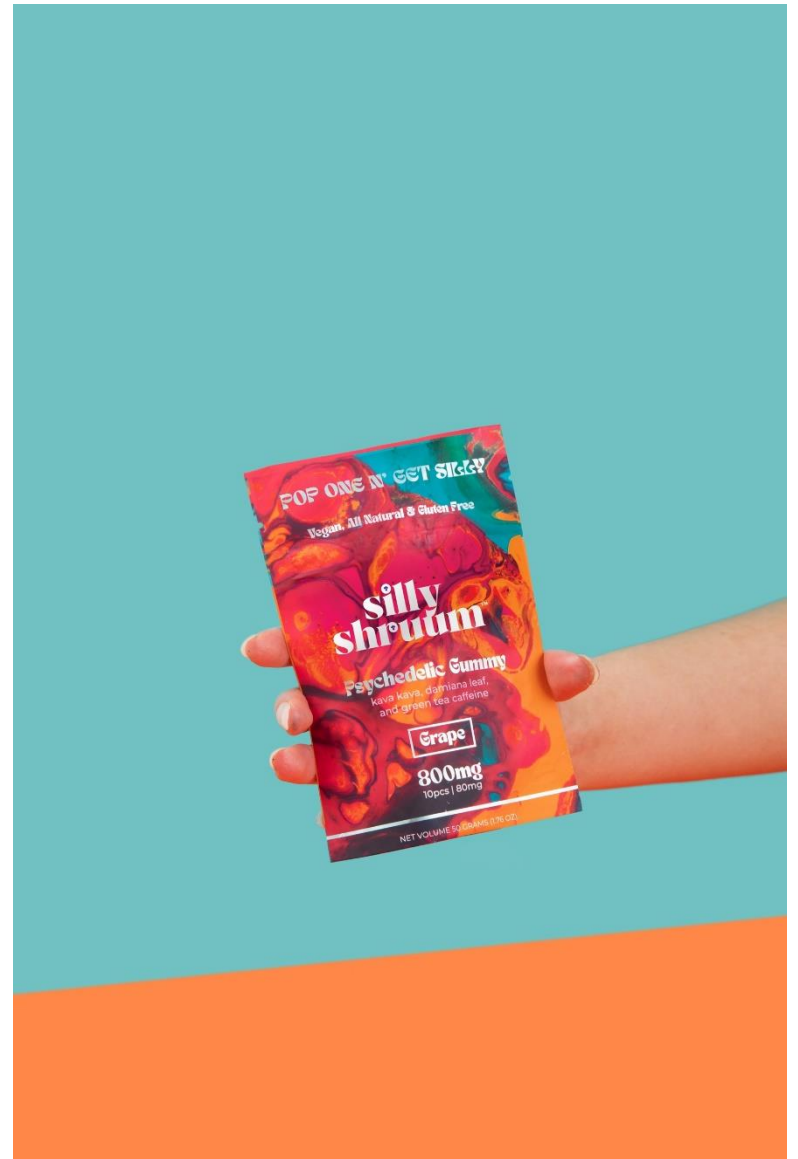
- Over 100 SKUs of hemp-derived cannabinoid products and other psychoactive products (including gummies containing amanita mushroom extract)
- Many award-winning products
 - Most recently, on April 18, 2023, Lifted Made won first place at the High Times Hemp Cup: People's Choice Edition 2023 in the "Legal Psychoactive Vape Pens" category for its new 3 mL Urb Watermelon Mojito Live Resin THC Blend Vape, and second place in the "Legal Psychoactive Flower" category for its Urb Watermelon Mojito Caviar Flower
- New products every quarter drive customer engagement, customer retention and repeat orders



Lifted Made's Flagship Psychoactive Brand: Silly Shroom

- Silly Shroom is Lifted Made's new psychoactive products brand that does not contain any hemp derivatives
- Initial launch in January 2022 of two Silly Shroom products with ingredients such as kava kava, damiana leaf, chaga, reishi, lion's mane and cordyceps mushrooms
- Psychoactive products have been extremely well received by Lifted Made's distributors and customers

**silly
shroom**



Lifted Made Collab With Cali Sweets

Blockbuster influencer Flo Mirsky's Cali Sweets, maker of the runaway hit Koko Nuggz (www.KokoNuggz.com), has agreed to collaborate with Lifted Made on her new brands Koko Puffz and Koko Gummiez



- 5 year exclusive worldwide manufacturing and distribution by Lifted Made
- Development and manufacturing costs will shared equally
- Profits split 60% to Lifted Made and 40% to Cali Sweets
- First products shipped at the end of April 2023

Lifted Made Collab With Diamond Supply Co.

Lifted Made has entered into a multi-year agreement with Diamond Supply Co. (www.diamondsupplyco.com) to serve as the exclusive worldwide manufacturer of Diamond-branded hemp-derived products

Under the agreement, among other things:

- Lifted Made and Diamond will collaborate on product formulation and design
- Lifted Made and Diamond will share costs and revenues pursuant to mutually agreed upon formulas
- Lifted Made will exclusively manufacture the products
- Lifted Made and Diamond will each market and distribute the products using their respective distributors, websites, and other established sales channels

The first Diamond-branded SKU has been designed and is expected to ship during Q2 2023

Lifted Made's Vertical Integration: In-House Gummy Manufacturing

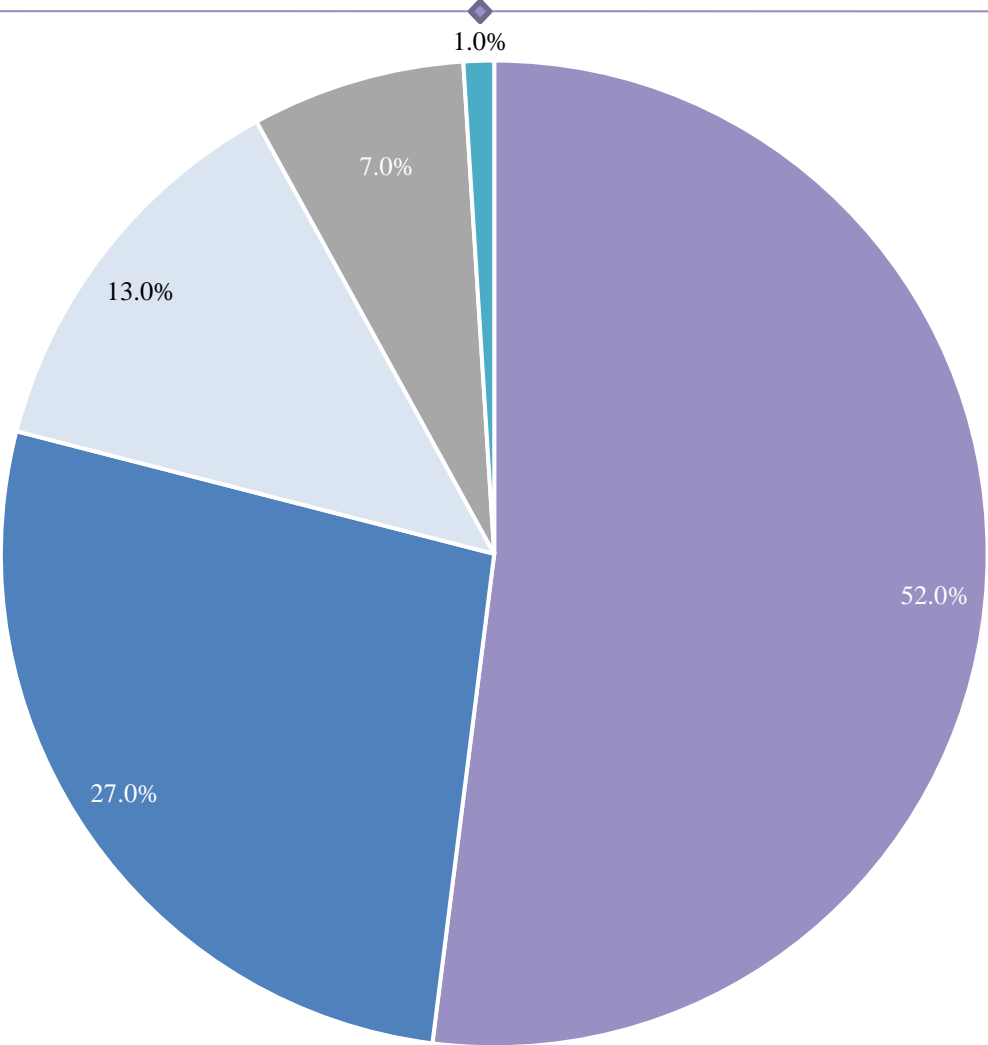
In-house gummy manufacturing

- First gummy machine operational in Q4 2022
- Second gummy machine expected to be operational in the first week of May 2023
- Lifted Made has recently hired a compliance officer who is responsible for seeking certification of Current Good Manufacturing Practices (CGMP) for our gummy manufacturing operation

Lifted Made's Vertical Integration: Closed Purchase of Hemp Flower Products Supplier

- On April 28, 2023, Lifted Made purchased nearly all of the assets of its hemp flower products supplier Oculus CRS, LLC, Aztec, New Mexico ("Oculus")
- Since 2020, Oculus has been a valuable supplier of high quality, award-winning, packaged flower products, such as joints and blunts, to Lifted and other top brands in the country
- Advantageous deal structure
- Purchase includes a brand new machine that is expected to substantially automate the operations of the business

Lifted Made – Diverse Product SKUs



■ Vapes ■ Edibles ■ Cartridges ■ Flower ■ Dabs

Based on Q1 2022 sales figures

Lifted Made's Product Strategy



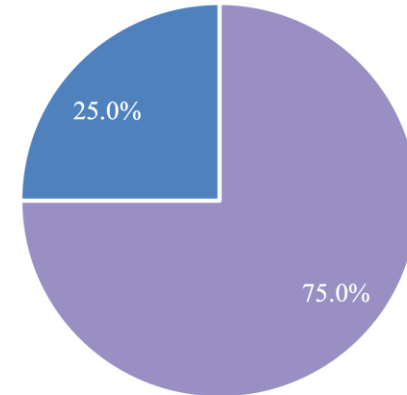
First-to-Market With New Products	<ul style="list-style-type: none">▪ First-to-market on new and innovative high quality products including hemp-derived delta-9-THC gummies and Urb Rocks, live resin THCO disposable vapes, and delta-10-THC vapes▪ Best-in-class when compared to competitors in terms of quality and packaging
Aggressive Pricing	<ul style="list-style-type: none">▪ Economies of scale have allowed Lifted Made to be aggressive on pricing for distributors, wholesalers and ultimate consumers
Massive Distribution Nationwide	<ul style="list-style-type: none">▪ Hundreds of distributors reach thousands of retail locations nationwide including vape and smoke shops, CBD and health food stores, and convenience stores▪ Direct sales to over 2,000 retailers nationwide▪ Online sales to over 20,000 consumers via www.urb.shop
Brand Awareness	<ul style="list-style-type: none">▪ Trade shows, SEO and social media campaigns▪ Education of distributors, wholesalers and consumers as to new products

Lifted Made's Customer Demographics

Overview

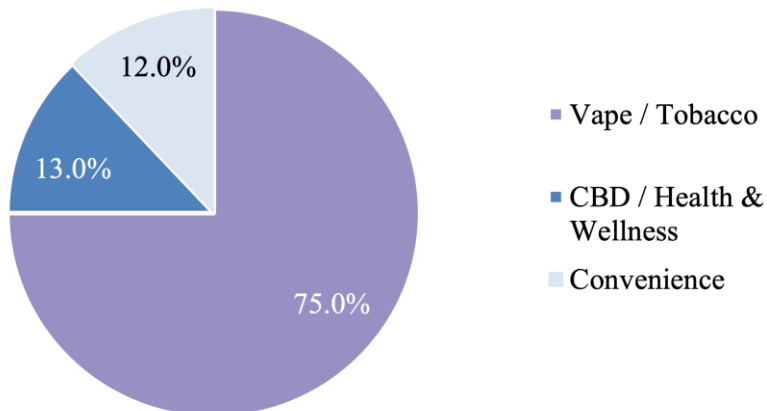
- Loyal customer base focused on psychoactive and hemp-derived products
- Majority of customers under the age of 40 with customers of many different demographics reflecting diversity in distribution channels

Customers by Age Group⁽¹⁾

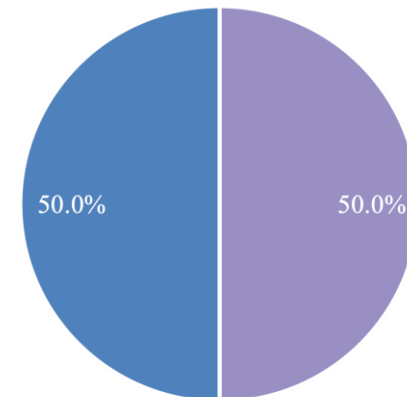


■ 21-38 ■ 39-60

Customers by Retail Type⁽¹⁾



Customers by Gender⁽¹⁾



■ Male ■ Female

(1) Based on management estimates

National Recognition of Lifted Made



HEMP MARKET REPORT
PRODUCT REVIEWS, NEWS, & MARKETPLACE



RollingStone

HIGH TIMES

Forbes

Marijuana
Business
Daily

WWW.THEHYPEMAGAZINE.COM
HYPE
MAGAZINE



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LIFTED

LFTD Partners – Financial Highlights

	2022	2021	2020
Revenue	\$57,416,535	\$31,656,932	\$5,344,320
Net Income/(Loss)	\$7,196,327	\$5,799,982	\$(1,534,589)
EPS	\$0.51	\$0.50	\$(0.29)
Diluted EPS	\$0.45	\$0.43	\$(0.29)

As of Friday, April 21, 2023:

- 14,512,578 shares of common stock outstanding
- Cash on hand of approximately \$2.5 million
- Inventory of approximately \$7.6 million
- No debt
- P/E ratio (TTM): 6.28
- Market cap: \$35.5 million

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