LFTD PARTNERS INC.

OTCQB ticker symbol: LIFD

July 11, 2022

www.LFTDPartners.com | www.LiftedMade.com

Cautionary Note Regarding Forward-Looking Statements

Our presentation today will contain 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. (OTCQB: LIFD) – The Outlier

LFTD Partners Inc. may be the only company in the cannabis and psychedelics industries that is:

- Publicly-traded and fully reporting
- Growing
- Profitable
- Actually selling psychedelic products today
- Trading at less than 9 times 2021 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 priced increased 40 X

LIFTED MADE

LFTD Partners Inc. (OCTQB: LIFD) - Overview

- Headquartered in Jacksonville, Florida
- LFTD Partners' wholly-owned subsidiary is Lifted Made (www.LiftedMade.com), Kenosha, Wisconsin
- Lifted Made sells psychedelic products under its Silly Shruum brand, and hemp-derived products under its award-winning Urb Finest Flowers brand

LFTD Partners – Financial Highlights

Financial Highlights – Q1 2022 compared to Q4 2021

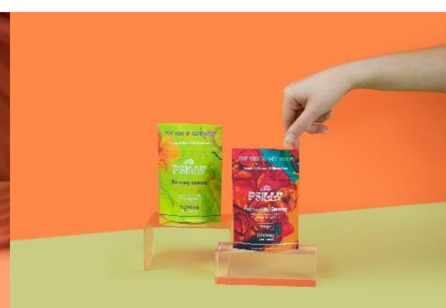
- Revenue up 41% to $18,088,877, up from $12,787,566 in Q4 2021
- Net income up 118% to $2,944,793, up from $1,349,292 in Q4 2021
- Basic earnings per share up 110% to $0.21 per share, up from basic earnings per share of $0.10 in Q4 2021
- Diluted earnings per share up 125% to $0.18 per share, up from diluted earnings per share of $0.08 in Q4 2021

Financial Highlights – Q1 2022 compared to Q1 2021

- Revenue up 439% to $18,088,877, up from $3,353,270 in Q1 2021
- Net income up 376% to $2,944,793, up from $618,359 in Q1 2021
- Basic earnings per share up 163% to $0.21 per share, up from basic earnings per share of $0.08 in Q1 2021
- Diluted earnings per share up 350% to $0.18 per share, up from diluted earnings per share of $0.04 in Q1 2021

Nick Warrender, CEO of Lifted Made, Vice Chairman and COO of LFTD Partners Inc.

- Carthage College graduate; is an expert in product and brand design, development and distribution
- Nick founded Lifted Made in 2014 with $900 in a 10’ x 10’ room in his parents’ home
- Lifted Made has grown to 4 leased locations with a total of 30,370 sq. ft.
- Lifted Made has grown from less than 10 people when it merged with LFTD Partners in February 2020 to over 127 today

Lifted Made's Rapidly Growing Capabilities and Infrastructure

LIFTED MADE

Overview

- Five leased spaces in Kenosha, WI and Chicago, IL
- Total of approximately 30,370 square feet
- Outstanding team of enthusiastic, creative, hard-working individuals with successful track records at distributors, experiential marketing companies, high-growth start-ups, and other sales organizations

Employee Overview

Management/admin/marketing:	16
Sales:	19
Production:	92
Shipping/receiving:	23
Total	**150**

Lifted Made's Headquarters in Kenosha, WI

Lifted Made’s Flagship Psychedelics Brand: Silly Shruum

- Silly Shruum is Lifted Made’s new psychedelic products brand that does not contain any hemp derivatives

- Initial launch in January 2022 of two Silly Shruum products with ingredients such as kava kava, damiana leaf, chaga, reishi, lion’s mane and cordyceps mushrooms

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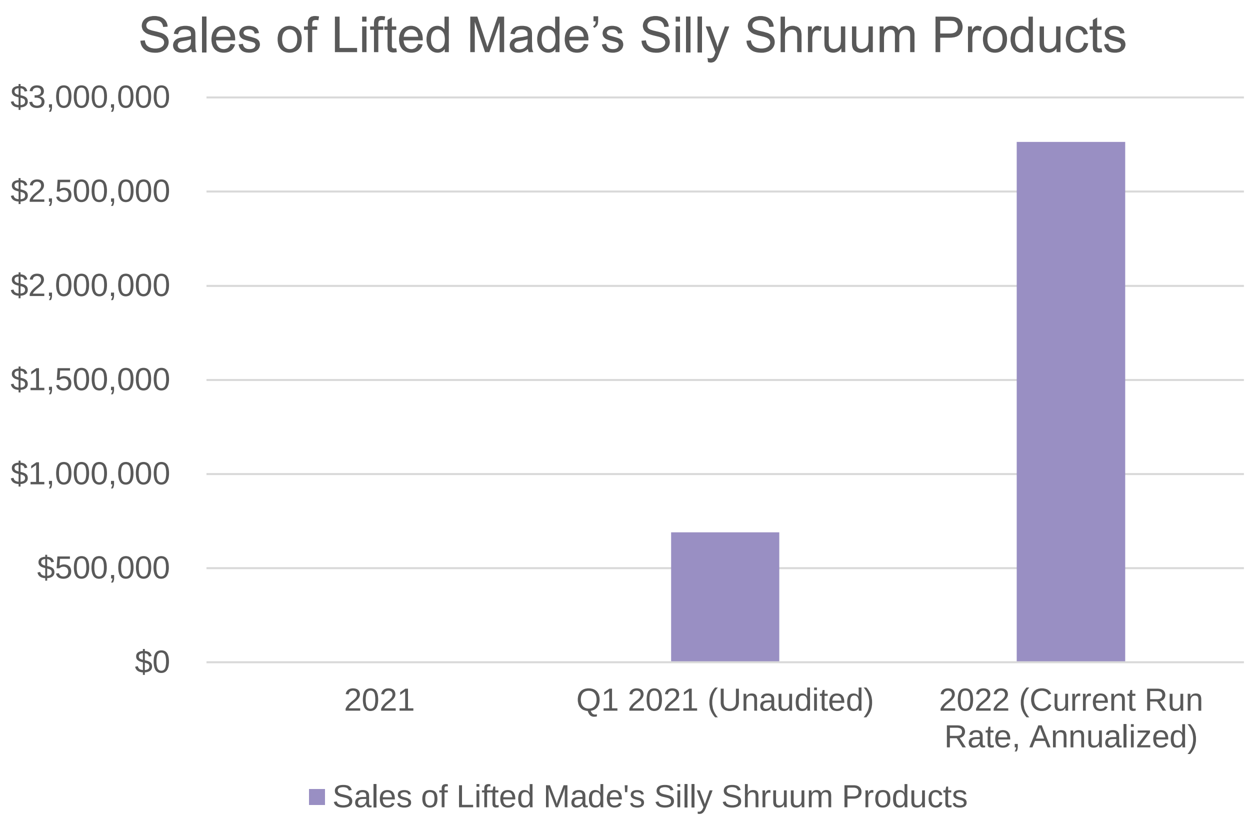
Silly Shruum Has Been An Instant Success

- Silly Shruum has been an instant success
- Launched on January 5, 2022, Lifted Made completely sold out of its Silly Shruum initial inventory in less than 48 hours
- Approximately $691K in sales between January 5, 2022 and March 31, 2022
- Current annual run rate of $2.8M in sales of Silly Shruum products in 2022



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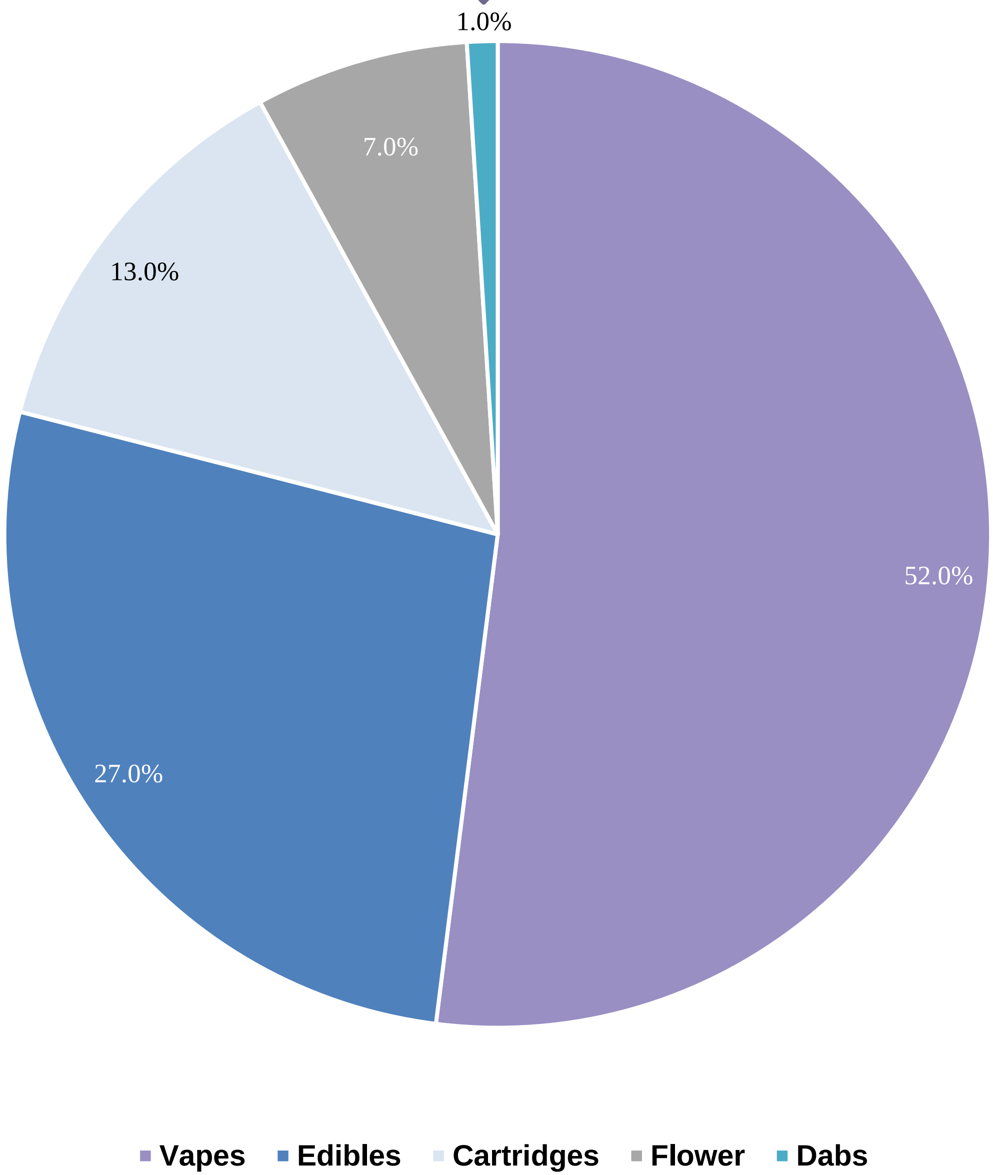
Lifted Made’s Flagship Hemp-Derived Products Brand: Urb Finest Flowers

- Over 100 SKUs of hemp-derived cannabinoid products and other psychedelic products

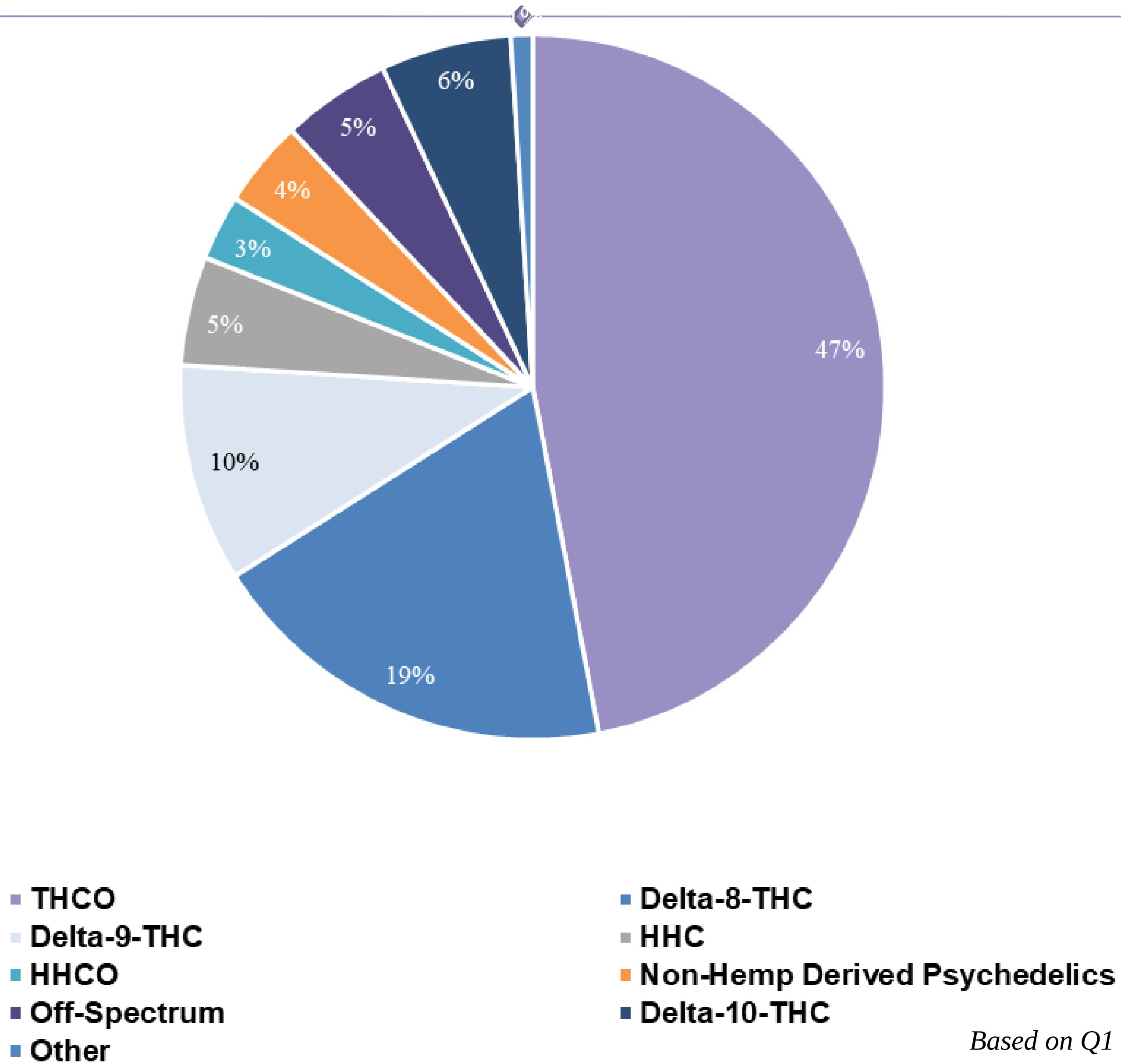
- New products every quarter drive customer engagement, customer retention and repeat orders

Lifted Made – Diverse Product SKUs



Based on Q1 2022 sales figures

Lifted Made – Diversified Principal Ingredients



Based on Q1 2022 sales figures

Recent Products from Urb Finest Flowers

Lifted Made is constantly first-to-market with innovative, ground-breaking products. Recent Urb Finest Flowers launches include:

Urb Rocks

- First-to-market in July 2021 with Urb Rocks
  - Flavored popping crystals infused with 15 mg of hemp-derived delta-9-THC.
- The federally compliant Delta-9-THC Urb Rocks come in packets containing two formulations:
  - AM Poppin' for morning consumption with caffeine
  - PM Poppin' for evening consumption with melatonin, and Gaba
  - Both blends also utilize sunflower lecithin for rapid absorption and faster onset

Live Resin THCO Disposable Vape

- First-to-market in September 2021 with a THC-O Live Resin Disposable
  - Product contains a blend of THC-O, Delta 8 Distillate and rich Live Resin from fresh frozen hydro-carbon extracted flower
- Live Resin extracts retain oleoresins and terpenes and are rich in minor cannabinoids, working together for a more robust effect and natural cannabis taste
  - Live Resin is known to be the highest grade and most sought after concentrate in the cannabis world

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Lifted Made's Product Strategy

First-to-Market With New Products	▪ 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 ▪ Product collaborations with other well recognized brands including Happi and Sugar
Aggressive Pricing	▪ Economies of scale have allowed Lifted Made to be aggressive on pricing for distributors, wholesalers and ultimate consumers while maintaining EBITDA margins typically over 20%
Massive Distribution Nationwide	▪ 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 1,000 retailers nationwide ▪ Online sales to over 20,000 consumers via www.LiftedMade.com
Brand Awareness	▪ Trade shows, social media campaigns, public relations, and experiential marketing campaigns ▪ Education of distributors and wholesalers as to new products

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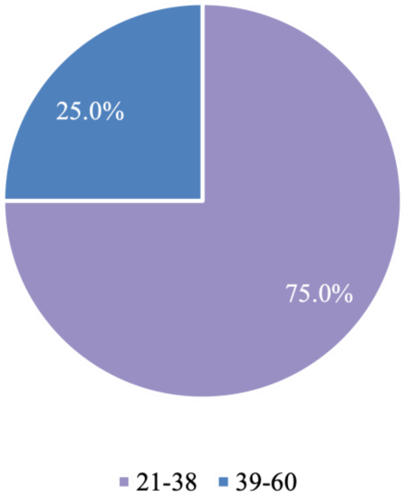
Lifted Made's Customer Demographics

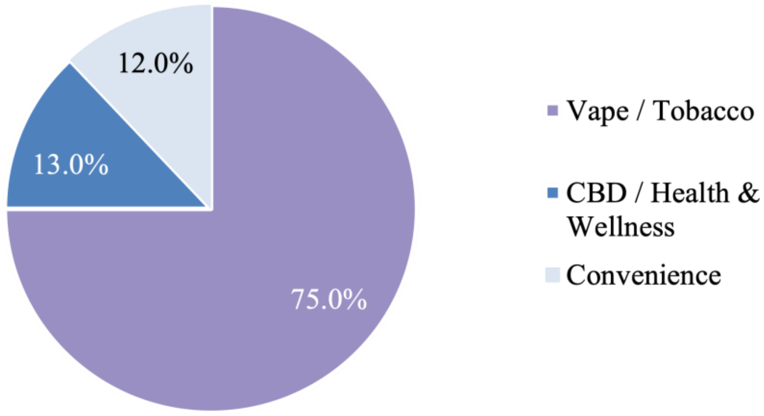
Overview

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

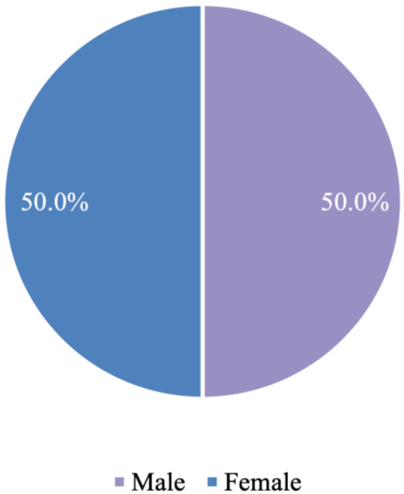
Customers by Age Group(1)



Customers by Retail Type(1)



Customers by Gender(1)



(1) Based on management estimates

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Lifted Made’s Sustainable Packaging

Newly Implemented Domestic and Fully Sustainable Packaging

- In 2021, Lifted moved all of its packaging manufacturing to companies based in the USA
- Newly released cartridge and disposable packaging are produced without any plastics
- Proprietary and custom designs

National Recognition of Lifted Made

HIGH TIMES

GQ

RollingStone

Marijuana Business Daily

Forbes

WWW.THEHYPEMAGAZINE.COM
HYPE MAGAZINE

BENZINGA

HEMP MARKET REPORT
PRODUCT REVIEWS, NEWS, & MARKETPLACE

SKUNK

LFTD Partners – Financial Overview

	Q1 2022 (Reviewed)	Full Year 2021 (Audited)	Full Year 2020 (Audited)	Full Year 2019 (Audited)
LIFD Consolidated Sales	$ 18,088,877	$ 31,656,932	$ 5,344,320	$ -
LIFD Consolidated Net Income	$ 2,944,793	$ 5,799,982	$ (1,534,589)	$ (1,236,105)
LIFD Consolidated EBITDA	$ 4,178,212	$ 7,398,552	$ (1,461,116)	$ (1,233,735)
Basic EPS	$ 0.21	$ 0.50	$ (0.29)	$ (0.48)
Diluted EPS	$ 0.18	$ 0.43	$ (0.29)	$ (0.48)

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***LFTD Partners acquired Lifted Made on February 24, 2020; financial statements consolidated that date forward*

LFTD Partners – Strong Balance Sheet

- Lifted Made’s EBITDA margin, typically over 20%, means that our company is generating a substantial amount of free cash flow each month, which has generated a strong balance sheet

As of March 31, 2022 (reviewed):

- Cash on hand of over $4.5 million
- Inventory of more than $5.9 million
- Prepaid inventory of more than $3 million

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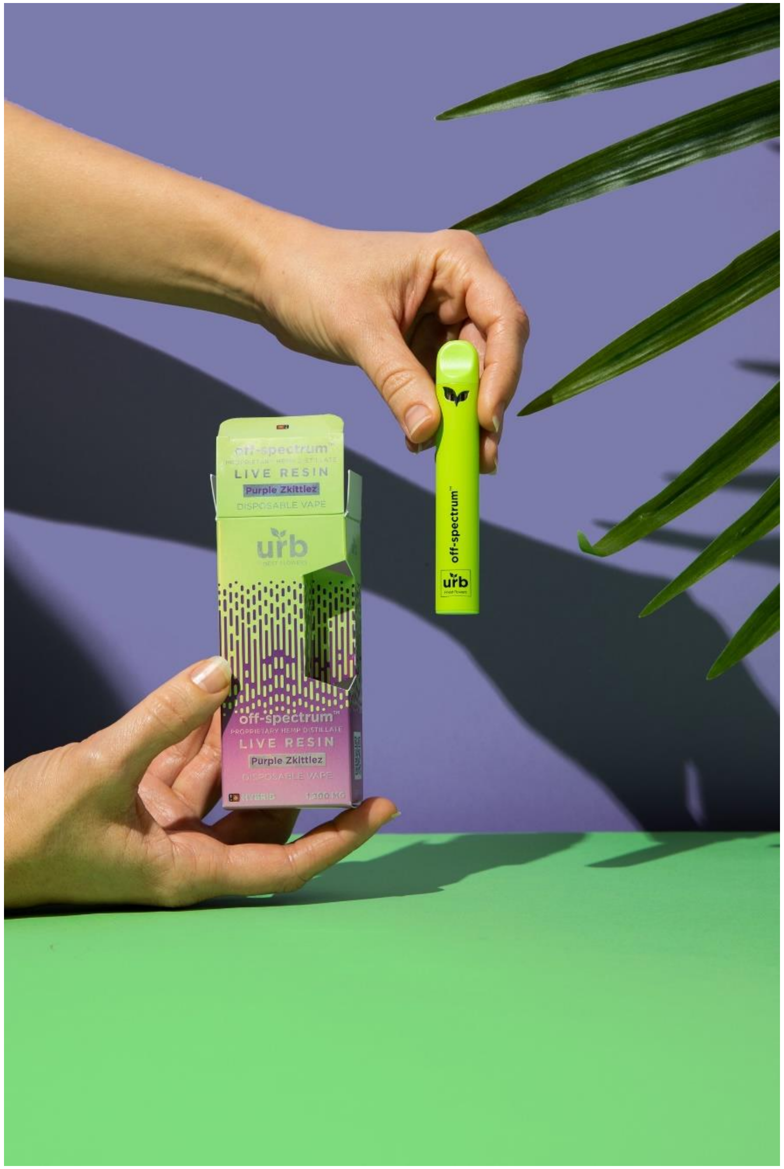
LFTD Partners – Small, Manageable Debt

- During the past seven months, LFTD Partners has paid off over $6.1 million of liabilities and taxes, leaving us with just $916,668 in secured debt, in the form of a 2.5% note payable in two equal installments no later than December 31, 2022 and 2024

- Our only other significant financial obligation is that Lifted Made has agreed to purchase its headquarters building in Kenosha for $1.375 million no later than December 31, 2023

- While we expect that timely repayment of our remaining debt of $916,668 and the $1.375 million purchase of Lifted Made's headquarters building in Kenosha can be accomplished using Lifted Made's free cash flow from operations, we are currently exploring a potential borrowing of $5 million or more that would accomplish those objectives immediately, while also adding cash to Lifted Made's working capital



LFTD Partners – Small Number of Outstanding Shares

- LFTD Partners currently has approximately 14.1 million shares of common stock outstanding

- On a fully diluted basis: if all of LFTD Partners' outstanding options and warrants are exercised (which is expected to bring into LFTD Partners over $16.2 million, disregarding certain cashless exercise provisions), and if all of LFTD Partners' outstanding preferred stock is converted into common stock, then our outstanding share count will rise to approximately 20.1 million common shares

LFTD Partners – Stock Valuation Metrics

- Currently trading at less than 9 times 2021 fully diluted EPS
- Current market cap is less than 1 X estimated 2022 sales of $75M
- The market has not yet recognized that Lifted Made has launched successful psychedelic products
- LFTD Partners is in discussions with its investment bankers Roth Capital about where, when and how to seek an exchange listing

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