

LFTD

PARTNERS INC.

OTCQB ticker symbol: LIFD



February 28, 2025

Headquartered in Jacksonville, FL

www.LFTDPartners.com

www.urb.shop

Cautionary Note Regarding Forward-Looking Statements

Certain statements in this document are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such information includes the acquisitions, operations, financing, growth, performance, products, plans and expectations of LFTD Partners Inc. and Lifted Liquids, Inc. d/b/a Lifted Made and d/b/a Urb Finest Flowers. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and other factors which may cause or contribute to these companies' planned acquisitions, operations, financing, growth, performance, products, plans or results of these companies differing materially from those expressed or implied by the forward-looking statements. The Company undertakes no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise. Actual results, performance or achievements could differ materially from those anticipated in such forward-looking statements as a result of certain other factors, including the risk factors set forth in LFTD Partners Inc.'s filings with the U.S. Securities and Exchange Commission. None of the statements contained herein have been approved by the U.S. Food and Drug Administration, and none of the products manufactured or sold by Lifted Made are intended to diagnose, treat, cure or prevent any disease. This deck does not constitute an offer to sell common stock, convertible preferred stock, or any other securities of LFTD Partners Inc.

LFTD Partners (OTCQB: LIFD): A Leading U.S. Hemp-Derived Products Company, Now Entering the U.S. Marijuana Industry

Hemp

- Owns Lifted Made, the manufacturer of award-winning intoxicating hemp-derived products brand Urb
- Manufactures vapes, gummies, joints, cartridges and other flower products in-house
- Lifted Made was started by Nick Warrender in 2014 with \$900, and has grown rapidly from \$5 million in revenue in 2020 up many times that today
- Approximately 150 employees in Kenosha, WI and in Durango, CO



Marijuana

- On February 19, 2025, LFTD Partners signed letters of intent to acquire 5 Illinois Cannabis licenses, a lease of a fully built-out manufacturing space in Skokie, IL, two industrial buildings and retail businesses in Rockford, IL



LFTD Partners: Successful, Experienced CEO

Gerard M. Jacobs, Chairman and Chief Executive Officer

- Phi Beta Kappa graduate of Harvard University
- Full scholarship to the University of Chicago Law School
- Ten years of experience in corporate and securities law, and investment banking
- Founded and served as CEO of Metal Management Inc. (NASDAQ: MTLM), which he grew via 37 acquisitions into the largest scrap metal recycling company in North America with \$900 million in sales and over 2,000 employees, and its stock increased 17X in value
- Founded and served as CEO of Think Partnership Inc. (AMEX: THK), which he grew via 15 acquisitions of internet marketing and advertising firms, with \$90 million in sales, and its stock increased 40X in value



LFTD Partners: Branding Expert COO

Nicholas S. Warrender, Vice Chairman and Chief Operating Officer, and Founder and CEO of wholly-owned subsidiary Lifted Made

- Graduate of Carthage College
- Expert in brand design, product development and formulations, innovative packaging, and online and traditional distribution channels
- Conceived and executed the launch and growth of the wildly successful Urb brand of intoxicating hemp-derived products
- Charismatic leader who is a nationally recognized leader in the U.S. hemp industry
- Has quarterbacked the successful sale of well over \$100 million of Urb products during the past 3 years
- First to market with many products that have revolutionized the U.S. cannabis industry:
 - Hemp-derived delta-9-THC products
 - Numerous delta-8-THC products
 - Live resin products
 - CBD vape additive



LFTD Partners: M&A and Financial Expert President and CFO

William C. “Jake” Jacobs, CPA, Director, President and
Chief Financial Officer

- Graduate of the University of Southern California, with a double major in Accounting and Business Administration with a Finance Concentration
- Four years experience at Ernst & Young auditing publicly traded and privately held companies in Los Angeles and Chicago
- Has led due diligence, financial reporting and business development activities as LFTD Partners has grown spectacularly
- Expert in U.S. mergers and acquisitions, financial reporting and business development
- Two-time USASA National Champion in Men’s Snowboarding Boardercross events in 2024 and 2015



Lifted Made: Leading the U.S. Hemp Industry

U.S. manufacturer of award-winning intoxicating hemp-derived products

- Currently manufacturing over 600 product SKUs with proprietary formulations of cannabinoids, terpenes, flavorings and other ingredients
- 22 million/month gummy manufacturing capacity in-house
- Proprietary vape devices
- 2023 High Times Hemp Cup Winner in the Legal Psychoactive Vape Pens category



Lifted Made: Headquarters

Address: 5511 95th Avenue, Kenosha, WI

Purchase Date: December 14, 2023

Purchase Price: \$1,375,000

Square Footage: 11,238 sq. ft.

Use: Office space, manufacturing, storage



Lifted Made: Other Facilities

Address: 8910 58th Place Suites 100, 600 and 700,
Kenosha WI 53144

Lease Began: 2021

Square Footage: 31,000 sq. ft.

Use: Shipping & Receiving, Packaging, Offices



Address: 5732 95th Ave, Suites 100, 200 and 300, Kenosha,
WI 53144

Lease Began: 2022

Square Footage: 7,325 sq. ft.

Use: Gummy Manufacturing

*In the process of seeking CGMP Certification for gummy
manufacturing*



Lifted Made: Other Facilities

Address: 789 Tech Center Drive, Unit C,
Durango, Colorado 81301

Lease Began: 2024

Square Footage: 2,205 sq. ft.

Use: Joint and other flower product
production



LFTD Partners: Financial Highlights

	<u>Q1-Q3 2024</u>	<u>2023</u>	<u>2022</u>
Revenue	\$28,845,623	\$51,610,562	\$57,416,535
Net Income/(Loss)	\$(1,858,615)	\$2,159,007	\$7,196,327
EPS	\$(0.13)	\$0.15	\$0.51
Diluted EPS	\$(0.13)	\$0.13	\$0.45

Balance Sheet as of September 30, 2024:

- 14,822,678 shares of common stock outstanding
- Cash on hand of \$4,174,805
- Inventory of \$9,748,937
- Working Capital of \$10,848,003



LFTD Partners: Debt as of September 30, 2024

- Term loan
 - 5 year term
 - 9.5% interest
- Real estate mortgage
 - 5 year term
 - 10% interest



Total debt principal as of September 30, 2024: \$3,480,467

LFTD Partners: Planned Acquisitions Pursuant to Letters of Intent Dated February 19, 2025

(1) Illinois Cannabis Licenses

- Craft Grow license, two Infuser licenses, and two Transport licenses
- Illinois is a “limited license” state which makes these licenses valuable

(2) Lease of 18,558 sq. ft. manufacturing space in Skokie, Illinois that is fully built out and approved for manufacturing of marijuana products

(3) Two industrial buildings in Rockford, Illinois (33,792 sq. ft. and 13,536 sq. ft.) that may be used for Cannabis cultivation and THC-infused beverage manufacturing, respectively

(4) A small hemp product manufacturer, a restaurant called Mrs. Buckbee’s Wake N Bakery, and at least half of two bar/restaurants in Rockford, Illinois

The value of the assets to be acquired by LFTD Partners in these planned acquisitions is expected to exceed the liabilities of the acquired companies by up to \$20 million

The aggregate acquisition consideration payable by LFTD Partners will consist of 7,635,925 shares of unregistered common stock of LFTD Partners, which will increase LFTD Partners’ outstanding share count to 22,458,603

LFTD Partners: Contact Information

Gerard M. Jacobs
Chairman and CEO of LFTD Partners Inc.
GerardMJacobs@lftdpartners.com
(847) 915-2446

Nicholas S. Warrender
Vice Chairman and COO of LFTD Partners Inc.
CEO@urb.shop
(224) 577-8148

William C. "Jake" Jacobs
President and CFO of LFTD Partners Inc.
JakeJacobs@lftdpartners.com
(847) 400-7660

