

LIMITLESS

Reinvent Yourself

INVESTOR DECK | SUMMER 2022

Statements in this presentation may be “forward-looking statements”. Forward-looking statements include, but are not limited to, statements that express our intentions, beliefs, expectations, strategies, predictions or any other statements relating to our future activities or other future events or conditions. These statements are based on current expectations, estimates and projections about our business based, in part, on assumptions made by management. These statements are not guarantees of future performance and involve risks, uncertainties, and assumptions that are difficult to predict. Therefore, actual outcomes and results may and are likely to, differ materially from what is expressed or forecasted in forward-looking statements due to numerous factors. Any forward-looking statements speak only as of the date of this presentation and Limitless X Inc. does not undertake any obligation to update any forward-looking statements to reflect events or circumstances after the date of this presentation. Limitless X Inc. 9454 Wilshire Blvd., Unit 300, Beverly Hills, CA 90212; ir@limitlessx.com; (888) 966-3119. Source: Limitless X Inc.

LimitlessX Inc. is a global ecosystem with three verticals and a series of unique product and service-oriented businesses within each, focused on the **Health & Wellness, Beauty & Skincare, and CBD Industry.**

DREAM. BELIEVE. ACHIEVE.

OUR MISSION is to empower people to live better lives through our wellness-focused ecosystem.

WHAT WE DO

We create successful, **high-revenue brand ecosystems** that enrich people's lives.

- ▶ Create successful brands targeting consumer needs.
- ▶ Optimize whole supply chain for efficiency and better ROI.
- ▶ Utilize our vast network of influencers and celebrity ambassador.



Brand Development
& Sales of Products



Sales of
Digital Services



Performance
Marketing

A Business Model with **Non-Stop Growth**

Limitless X Inc. has helped its partners to develop multi-million dollar, memorable brands.



Health & Wellness

Merging respected expertise across industries with digital technology.



Beauty & Skincare

Targeting clean beauty market's billion-dollar growth projection.



CBD / Hemp

Building a competitive edge with premium hemp products.

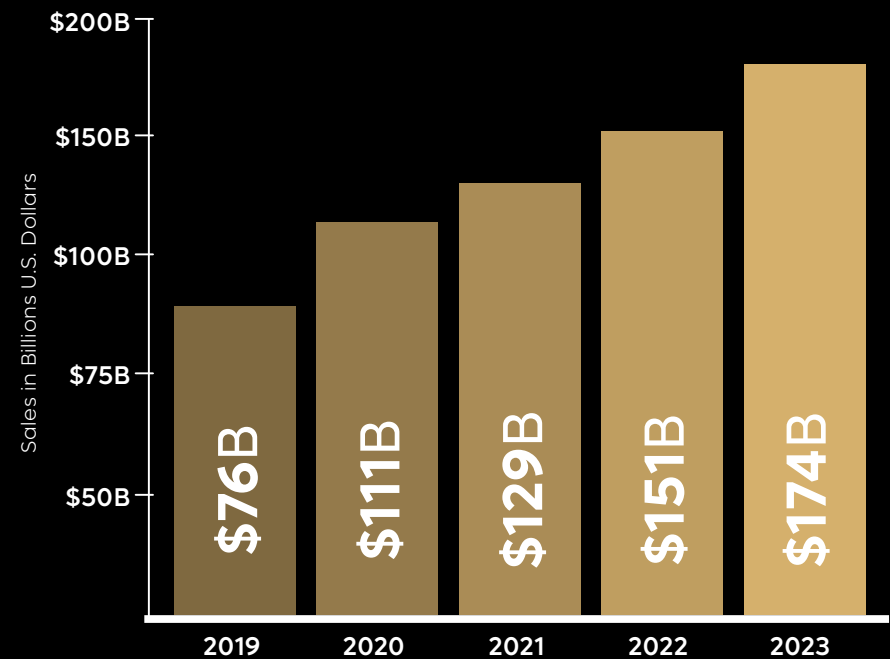
A Business Model with **Non-Stop Growth**

The DTC industry is poised to grow at a steady **15% during 2022 and 2023**.

- ▶ Develop, manufacture, and sell products directly to customers.
- ▶ Bypassing any third-party retailers, wholesalers, or any other middlemen.
- ▶ DTC industry is able to offer a better customer experience while keeping costs down and increasing profits.

Direct-to-consumer (D2C) e-commerce sales in the United States from 2019 to 2023. Source: Statista.

Limitless X is a creative and empowering lifestyle agency specializing in the full spectrum of digital advertising and marketing. **At our core, we drive sales through our unique Direct-to-Consumer model.**



Direct to Consumer Spending | 2019-2023

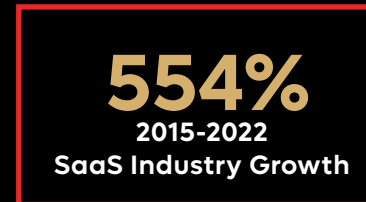
The Rise of Wellness-as-a-Service

Since 2015, the SaaS industry has grown from \$31.5 billion to an estimated **\$172 billion in 2022**: **5x's the average growth rate** in only six years.

Wellness and Fitness companies are just getting started in the uncharted territory of SaaS fitness-focused products with a combined revenue of **\$1.2 billion** serving **26M customers**, growing at a CAGR of **33.1% from 2020 to 2027**.

Global End-User Spending on Public Cloud Services Expected to Exceed \$480 Billion Next Year. *Source: Gartner*
The Top Fitness Software SaaS Companies. *Source: Latka*

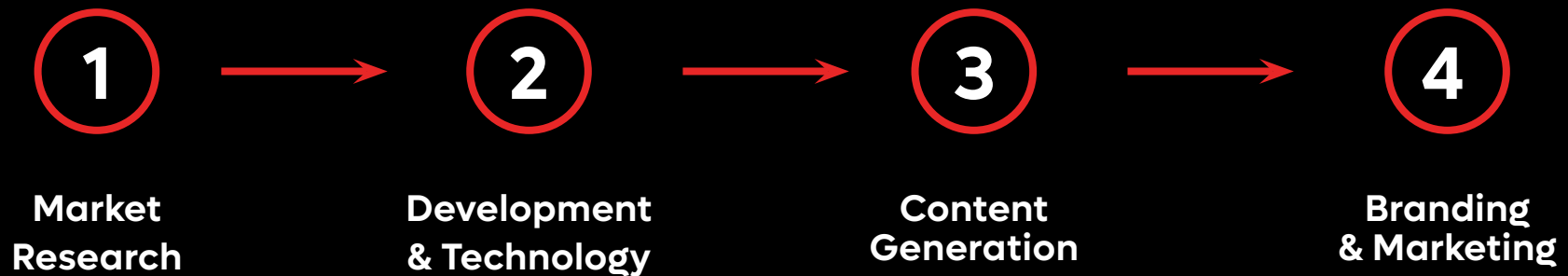
Limitless X is well strategically positioned to capitalize on the rise of Wellness-as-a-Service.



SaaS Industry Spending
2015-2022

Limitless X Inc. is poised to become a leader in the growing Fitness SAAS industry.

- ▶ Tech Team Develops Custom-Made Software
- ▶ Utilize Influencer & Ambassador Networks.
- ▶ Offer Premium Products & Fitness Services



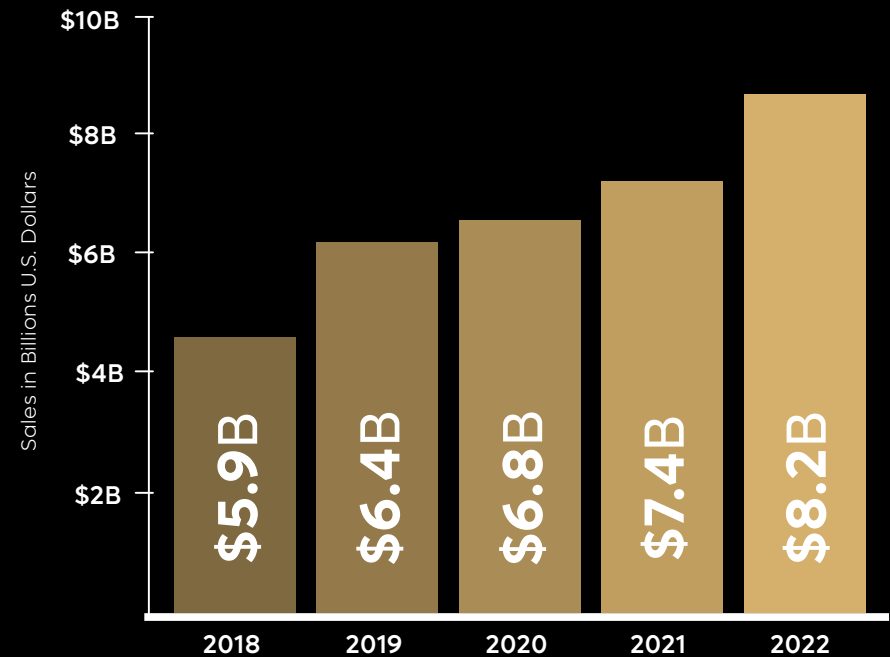
A **Win-Win** for Publishers & Advertisers

Statista estimates the affiliate marketing industry will reach **\$8.2 billion by 2022**, up from **\$5.4 billion in 2018**.

Performance marketing allows advertisers and publishers **to share sales profits** by expanding the reach of a product through highly-focused customer channels.

Affiliate marketing spending in the United States from 2010 to 2022. Source: Statista.

Limitless X offers an innovative way for brands to reach their targeting audience.

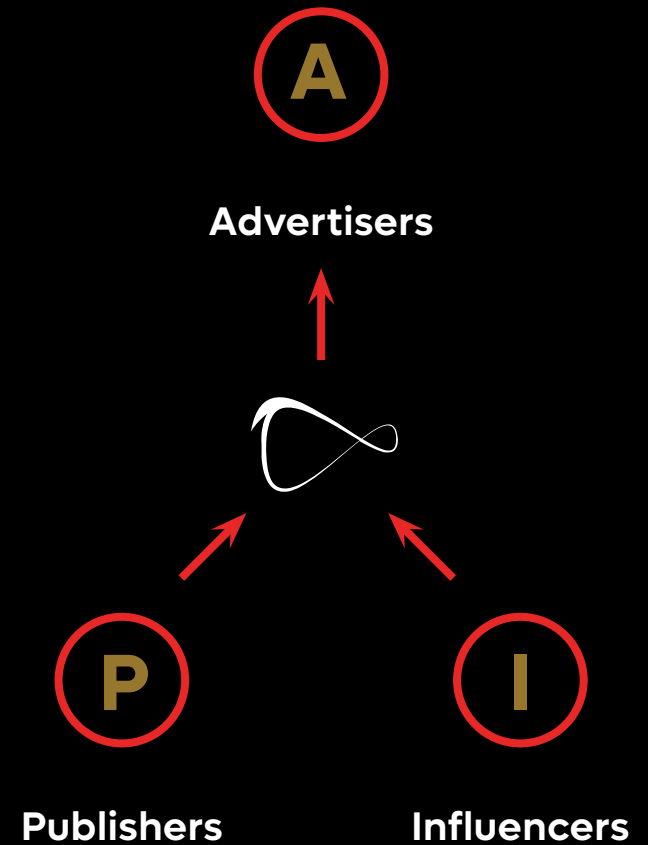


Affiliate Marketing Spending
2018-2022

PERFORMANCE MARKETING

A unique approach to advertising, publishing and affiliate marketing.

- ▶ Omni-Channel Sales
- ▶ High-Conversion Ads
- ▶ Powerful Tracking Tools
- ▶ Attractive Affiliate Commissions
- ▶ Established Influencer Networks
- ▶ Celebrity Ambassador Networks





Integrated Direct to Consumer Model

- ▶ Bypass Retailers & Any Middle Men
- ▶ Keep Costs Down & Increase Profits
- ▶ Capture Consumer Data to Meet Evolving Needs



Memorable Brands, Superior Products

- ▶ Created and Launched more than 20 Brands
- ▶ Manufacturing Control, from Sourcing to Packaging
- ▶ Products for the Wellness, CBD and Beauty Industry



Ambassador Network

- ▶ Music Artists
- ▶ Movie Stars
- ▶ Pro Athletes
- ▶ Popular Influencers
- ▶ Fitness Experts
- ▶ Nutrition Coaches

CELEBRITY ENDORSEMENTS



Floyd Mayweather
is a minority partner
in SMILZ brand



EXECUTIVE TEAM



Jas Mathur
CEO



Ken Haller
President



Rob Cucher
COO



Ben Chung
CFO

Our 70+ experienced team formed by in-house marketers, creatives, and digital gurus work relentlessly to **create powerful funnels and memorable marketing** that has helped us fulfill millions of orders worldwide.

JAS MATHUR

Jaspreet "Jas" Mathur is an accomplished Canadian Entrepreneur, Venture Capitalist and Innovator of East Indian descent. As the CEO of Limitless X Inc., Mathur is responsible for running all facets of the businesses with over 20 years of proven Executive Management experience. Mathur's experience includes implementation of all global sales, marketing strategies, and managing all operations.

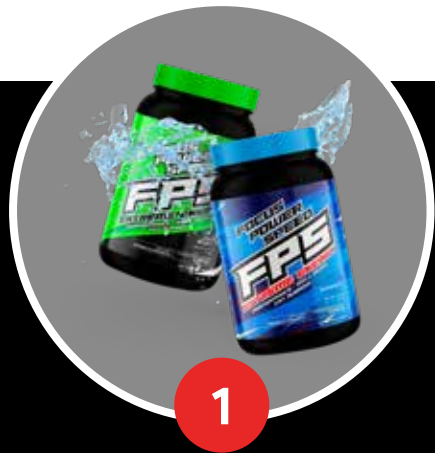
Mathur has become a coveted expert to high-profile entrepreneurs and investors. He brings his deep-seated experience in entrepreneurship and spiritual and physical health to others.

His work has helped them improve their business performance, turning risk and originality into opportunities, developing strategies and enhancing their organization's value. Jas has been featured as on MSN, TMZ, Inquisitr, HipHopDX, The Independent and RadarOnline, and in publications including Forbes, Men's Journal, Muscle and Fitness, Entrepreneur, Life & Style, Star, US Weekly, In Touch Weekly, and OK Magazine.

Laser-Focused for **Agile Business Development.**

Our business success is built around a quick turnaround development process:

- ▶ We analyze and find high-return business opportunities.
- ▶ We quickly develop them into real products.
- ▶ We market and ship products directly to our customers.



Brand Development



Product Manufacturing



Direct-to-Consumer Marketing



Product Fulfillment

BRAND DEVELOPMENT

We create brands
**that inspire people
and transform**
business.

- ▶ Market Research
- ▶ Brand Identity & Positioning
- ▶ Labeling & Packaging
- ▶ Content Marketing Strategy



PRODUCT MANUFACTURING



From start to finish, we maintain total control over the manufacturing process.

- ▶ Greater Efficiency
- ▶ Superior Quality
- ▶ Reduced Cost



Sourcing of High Quality Ingredients



Reliable Supply Chain Network



Distributed Network of Manufacturers



Quality Assurance & Compliance

Certifications



Proven Consumer Marketing Strategies

- ▶ Own Consumer Communication
- ▶ Collect Data & Addresses
- ▶ Data-Driven Consumer Strategies
- ▶ Omni-Channel Marketing



▶ High-Conversion Landing Pages



▶ High-Traffic, High Conversion Funnels



▶ Email Marketing

FULFILLMENT



We use reliable behind-the-scenes fulfillment and logistics **for fast delivery.**

Available in:



United States



Canada

Limitless Complete Fulfillment Process



(per Mckinsey & Company)

Also known as “the wellness economy,” the wellness industry definition refers **to any products around physical and mental health.**

▶ This includes products for fitness, nutrition, sleep & general well-being. If it improves our bodies or our minds in some way, it’s the wellness industry.

Global Market	\$4.4 TRILLION
US Market	\$52.5 BILLION



Expect **9.9%** annual growth to 2025



Global Healthy Eating, Nutrition, & Weight Loss	\$946 BILLION
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3.6% growth for 2022



Our goal is to **maintain strong balance sheet** and disciplined approach to capital allocation.

Dependent upon market conditions and our strategic priorities, our capital allocation approach includes:

- ▶ **Invest in organic growth opportunities** – To drive long-term profitable growth and maintain positive cash flows.
- ▶ **Invest in technology** – To adapt to changes in external environments and to effectively and efficiently manage distribution and logistics, therefore, creating scalability for future growth.
- ▶ **Manage effective marketing spendings** to drive revenue by providing highest quality of products and branding power including continuous drive for high gross margin.
- ▶ Opportunistic M&A



Dependent on our availability of capital to **expand and invest in our infrastructure**, we expect the following revenue segment:



- ▶ Online (current)
- ▶ Retail and Wholesale (*expected in Q4 2022 – less than 10% of total revenue*)
- ▶ Global expansion (*expected in FY 2024*)
– *Currently not included in our projections*

Our product segment is as follows:

- ▶ Health and wellness
- ▶ Hemp and CBD
- ▶ Beauty and Skincare

Our global expansion plan is as follows (expected to start from Q3 2023):

- ▶ USA (*current*)
- ▶ Canada (*Q3 2023*)
- ▶ Australia (*Q2 2024*)
- ▶ New Zealand (*Q3 2024*)
- ▶ UK (*Q4 2024*)
- ▶ India (*Q1 2024*)
- ▶ South America (Mexico and Brazil) (*Q1 2024*)

Do what we are good at, build on our strength, and **build stronger and scalable infrastructure to prepare for growth** into different distribution channel (retail, wholesale, global expansion and more).

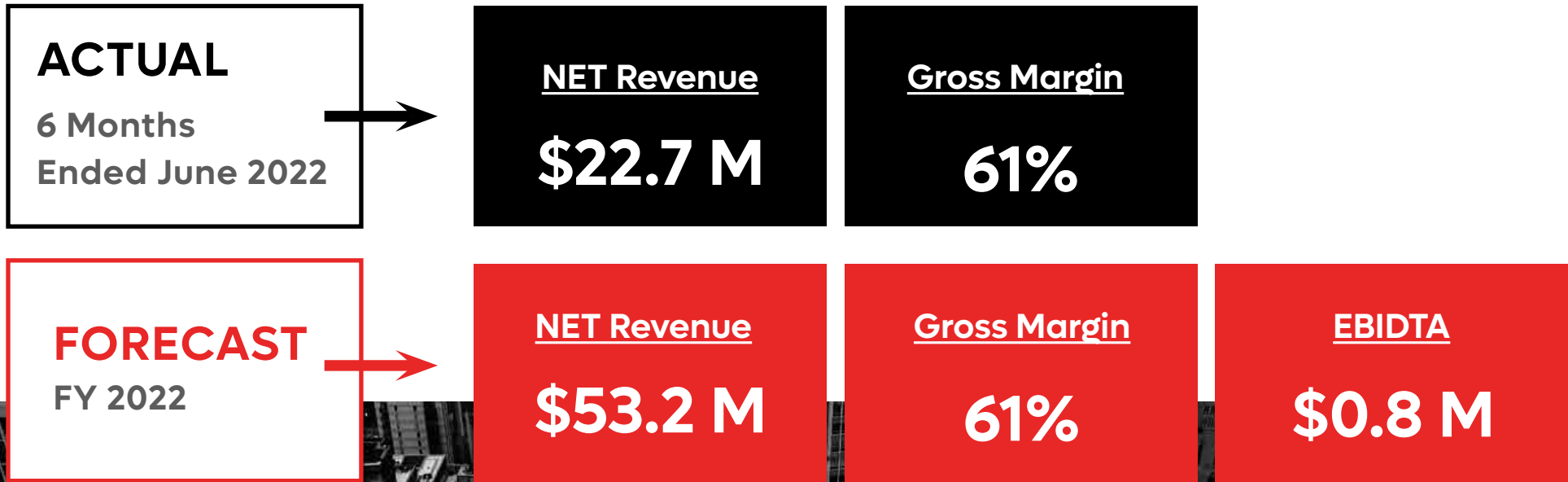
RETAIL

(expected by Q3 of FY 2023 – initial sample launch for some initial key retail stores) Wait for Jas to provide detail.

- ▶ CVS
- ▶ Walmart
- ▶ Get into through customer relationship (agent kind of).
- ▶ Wholesale
- ▶ Global expansion



KEY FINANCIAL PERFORMANCE / FY 2022



FINANCIAL PROJECTION



	FY 2022						
	Actual 6 Months	Forecast 6 Months	Forecast Total	Forecast FY 2023	Forecast FY 2024	Forecast FY 2025	Forecast FY 2026
Net revenue	\$ 22,742,808	\$ 30,454,796	\$ 53,197,604	\$ 122,753,767	\$ 196,150,177	\$ 260,684,802	\$ 327,545,970
Cost of net revenue	8,867,988	11,798,956	20,666,944	62,409,229	107,874,349	145,820,893	182,813,385
Gross profit	13,874,820	18,655,840	32,530,660	60,344,538	88,275,828	114,863,909	144,732,585
<i>Gross profit margin (%)</i>	<i>61.0%</i>	<i>61.3%</i>	<i>61.2%</i>	<i>49.2%</i>	<i>45.0%</i>	<i>44.1%</i>	<i>44.2%</i>
Operating expenses:							
Marketing	17,043,378 *	11,231,946	28,275,324	30,165,398	38,983,044	50,998,716	65,559,593
Payroll and benefits	127,936	754,800	882,736	6,318,000	12,107,200	16,880,000	23,572,000
General and administrative	1,149,359	1,427,000	2,576,359	5,052,000	7,062,000	9,192,000	10,292,000
Total operating expenses:	18,320,673	13,413,746	31,734,419	41,535,398	58,152,244	77,070,716	99,423,593
Income from operations	\$ (4,445,853)	\$ 5,242,094	\$ 796,241	\$ 18,809,140	\$ 30,123,584	\$ 37,793,193	\$ 45,308,992
			1.50%	15.32%	15.36%	14.50%	13.83%

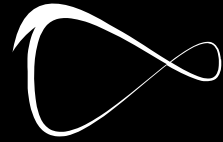
* Significant initial marketing spendings for various promotions.

KEY PERFORMANCE



	FY 2022			Forecast			
	Actual	Forecast	Total	FY 2023	FY 2024	FY 2025	FY 2026
	6 Months	6 Months					
Revenue by segment:							
Online	\$ 19,778,000	\$ 22,064,000	\$ 41,842,000	\$ 54,664,000	\$ 70,688,000	\$ 89,649,000	\$ 113,697,000
Retail and Wholesale	-	4,391,000	4,391,000	56,090,000	110,463,000	153,036,000	193,849,000
Digital Services	2,965,000	4,000,000	6,965,000	12,000,000	15,000,000	18,000,000	20,000,000
Total revenue	\$ 22,743,000	\$ 30,455,000	\$ 53,198,000	\$ 122,754,000	\$ 196,151,000	\$ 260,685,000	\$ 327,546,000
Revenue breakdown by %:							
Online	87%	72%	79%	45%	36%	34%	35%
Retail and Wholesale	0%	14%	8%	45%	56%	59%	59%
Digital Services	13%	13%	13%	10%	8%	7%	6%
Total	100%	100%	100%	100%	100%	100%	100%
Gross margin:							
Online	55.2%	62.4%	59.0%	64.7%	66.3%	66.2%	66.0%
Retail and Wholesale	n/a	20.3%	20.3%	23.1%	23.9%	24.5%	25.6%
Digital Services	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Gross margin - all	61.0%	61.3%	61.2%	49.2%	45.0%	44.1%	44.2%

- ▶ Anticipating highly recurring revenue.
- ▶ Highly anticipated retail market penetration due to brand marketing and positioning.
- ▶ In-house developed CRM system that allows digital services and quicker scalability.
- ▶ High gross margin products.



LIMITLESS

Let's work **together.**