



EIGHTCO
HOLDINGS

CORPORATE OVERVIEW 2023

NASDAQ:OCTO

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THIS PRESENTATION CONTAINS FORWARD_LOOKING STATEMENTS WITHIN THE MEANING OF THE PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995. ALL STATEMENTS IN THIS PRESENTATION OTHER THAN STATEMENTS OF HISTORICAL FACT COULD BE DEEMED FORWARD LOOKING. WORDS SUCH AS “PLANS,” “EXPECTS,” “WILL,” “ANTICIPATES,” “CONTINUE,” “EXPAND,” “ADVANCE,” “DEVELOP” “BELIEVES,” “GUIDANCE,” “TARGET,” “MAY,” “REMAIN,” “PROJECT,” “OUTLOOK,” “INTEND,” “ESTIMATE,” “COULD,” “SHOULD,” AND OTHER WORDS AND TERMS OF SIMILAR MEANING AND EXPRESSION ARE INTENDED TO IDENTIFY FORWARD_LOOKING STATEMENTS, ALTHOUGH NOT ALL FORWARD_LOOKING STATEMENTS CONTAIN SUCH TERMS. FORWARD_LOOKING STATEMENTS ARE BASED ON MANAGEMENT’S CURRENT BELIEFS AND ASSUMPTIONS THAT ARE SUBJECT TO RISKS AND UNCERTAINTIES AND ARE NOT GUARANTEES OF FUTURE PERFORMANCE. ACTUAL RESULTS COULD DIFFER MATERIALLY FROM THOSE CONTAINED IN ANY FORWARD_LOOKING STATEMENT AS A RESULT OF VARIOUS FACTORS, INCLUDING, WITHOUT LIMITATION: THE POTENTIAL THAT THE EXPECTED BENEFITS OF EIGHTCO’S ACQUISITION OF FOREVER 8, LLC _“FOREVER 8”_ ARE NOT ACHIEVED; EIGHTCO’S INABILITY TO SUCCESSFULLY ACHIEVE ITS 2023 CORPORATE PRIORITIES; FOREVER 8’S AND FERGUSON CONTAINERS, INC.’S INABILITY TO IMPLEMENT ITS BUSINESS PLAN; MARKET AND OTHER CONDITIONS; UNEXPECTED COSTS, CHARGES OR EXPENSES THAT REDUCE EIGHTCO’S CAPITAL RESOURCES; EIGHTCO’S INABILITY TO RAISE ADEQUATE CAPITAL TO FUND ITS BUSINESS, INCLUDING THE BUSINESS OF FOREVER 8 AND FERGUSON CONTAINERS, INC.; EIGHTCO’S INABILITY TO INNOVATE AND ATTRACT USERS FOR EIGHTCO’S PRODUCTS; FUTURE LEGISLATION AND RULEMAKING NEGATIVELY IMPACTING DIGITAL ASSETS; AND SHIFTING PUBLIC AND GOVERNMENTAL POSITIONS ON DIGITAL ASSET MINING ACTIVITY. GIVEN THESE RISKS AND UNCERTAINTIES, YOU ARE CAUTIONED NOT TO PLACE UNDUE RELIANCE ON SUCH FORWARD_LOOKING STATEMENTS. FOR A DISCUSSION OF OTHER RISKS AND UNCERTAINTIES, AND OTHER IMPORTANT FACTORS, ANY OF WHICH COULD CAUSE EIGHTCO’S, FOREVER 8’S AND FERGUSON CONTAINERS, INC.’S ACTUAL RESULTS TO DIFFER FROM THOSE CONTAINED IN THE FORWARD_LOOKING STATEMENTS, SEE EIGHTCO’S FILINGS WITH THE SECURITIES AND EXCHANGE COMMISSION _SEC_, INCLUDING THE SECTION TITLED “RISK FACTORS” IN EIGHTCO’S ANNUAL REPORT ON FORM 10-K AND ITS QUARTERLY REPORTS ON FORM 10-Q. ALL INFORMATION IN THIS PRESENTATION IS AS OF THE DATE OF THE PRESENTATION, AND EIGHTCO UNDERTAKES NO DUTY TO UPDATE THIS INFORMATION OR TO PUBLICLY ANNOUNCE THE RESULTS OF ANY REVISIONS TO ANY OF SUCH STATEMENTS TO REFLECT FUTURE EVENTS OR DEVELOPMENTS, EXCEPT AS REQUIRED BY LAW.

Company Overview

Eightco Holdings Inc. is a publicly traded holding company that operates in the consumer products and e-commerce ecosystem, with a focus on empowering small to medium-sized businesses. The company's mission is to empower growth and success for both its subsidiaries and their clients, and to continuously invest in the future of Forever 8 LLC and Ferguson Containers, Inc.

Forever 8 provides innovative and data-driven cash flow management solutions for e-commerce businesses. With its platform, businesses can manage their growth effectively without worrying about inventory capital, unlocking their cash from inventory and focusing on sales and brand growth. The platform offers a data-driven capital solution with quick decision and turnaround time, scalable inventory purchasing ability, and multi-channel capabilities. It also provides a predictive inventory solution that helps businesses make informed decisions about their inventory and optimize delivery and reorder.

Ferguson Containers specializes in custom packaging solutions for businesses of all sizes. The company leverages the expertise and experience of its senior management team to provide efficient and effective packaging solutions, utilizing eco-friendly materials. The company handles every aspect of the packaging process, from design to delivery, and offers a wide range of services including custom packaging design, sustainable packaging, and custom displays.

The e-commerce and consumer packaging industries present a significant market opportunity for Eightco Holdings and its subsidiaries. The global e-commerce market is expected to reach \$6.3 Trillion in 2023*, while the consumer packaging industry is expected to have a market value of \$215.38 billion in 2023**. By leveraging its expertise and innovation, Eightco Holdings is well positioned to capture a significant share of these growing markets and drive continued growth for its shareholders.

*Forbes - <https://www.forbes.com/advisor/business/ecommerce-statistics/>

**GlobeNewswire - <https://bit.ly/400QCSm>

Mission

Our mission is to build a sustainable foundation for growth and scale by investing in our subsidiaries, clients, and communities. We are committed to driving long-term value for our shareholders through the delivery of exceptional results, a focus on innovation, and an unwavering commitment to customer satisfaction.



Market Opportunity

The e-commerce and consumer packaging industries present a significant market opportunity for Eightco Holdings and its subsidiaries, Forever 8 and Ferguson Containers. Forever 8 operates in the global e-commerce industry, with a current focus on Amazon and the refurbished electronics market, specifically mobile phones. The global e-commerce market is expected to reach \$6.3 Trillion in 2023*, while the refurbished cellular devices market is projected to be worth \$55.7 billion in 2023**. Ferguson Containers operates in the consumer packaging industry which is expected to generate \$215.38 billion in sales in 2023^.

These industry statistics highlight the significant growth potential for Eightco Holdings and its subsidiaries. By leveraging its expertise and innovation capabilities, the company is well positioned to capture a significant share of these growing markets and drive continued growth for its shareholders.

*Forbes - <https://www.forbes.com/advisor/business/ecommerce-statistics/>

**Statista - <https://www.persistencemarketresearch.com/market-research/refurbished-and-used-mobile-phones-market.asp>

^Globenewswire - <https://bit.ly/400QCSm>





forever8

We don't lend money. We provide a high-growth supply solution.

Forever 8 offers cash flow management solutions and standardized information for small to medium-sized e-commerce businesses facing inventory capital constraints, which limit their ability to stay in stock and fuel growth. Forever 8 estimates that over 75% of e-commerce sellers experience cash flow issues due to the lag between paying for inventory and receiving payment for sales, creating a significant market opportunity. Existing solutions are either too short in duration or insufficient in magnitude, while traditional financing often involves board seat control, personal guarantees, growth limitations, or equity dilution.

Operating
in over
25+
Countries

Over
1,000
unique SKUs
financed

Accelerating small to medium-sized business growth with cash-flow management and inventory solutions.

To address these challenges, Forever 8 has developed the cash flow management platform, which offers an end-to-end solution that includes two principal tools: a data directed capital solution and inventory management. Leveraging proprietary data-driven tools, the former allows for quick and informed decisions, generating long-term, profitable relationships with no credit checks or personal guarantees required. The latter optimizes efficient delivery and reorder, tracks sales, returns, losses, missing and damaged goods, integrates logistics, and assists with inventory projections to accommodate seasonality, color, sizes, and other variations. Unlike other capital solutions, Forever 8 purchases the product from the manufacturer and consigns it to the reseller, providing a clear collateral to the underlying funds.

Forever 8's data-driven approach allows for quick decision-making and turnaround times, which sets it apart from other cash flow management solutions. The company's flexible inventory solution does not require personal guarantees or fixed amortization schedules to secure inventory funding, allowing businesses to scale their inventory needs alongside their growth. Additionally, Forever 8 does not require a board seat or dilution, allowing businesses to retain their independence and control over their operations.



Looking ahead, Forever 8 plans to continue expanding into new markets and industries while focusing on revenue growth. Forever 8's cash flow management platform has the potential to address cash flow issues across a variety of industries beyond e-commerce, positioning it for future growth and success. With a significant market opportunity, a unique data-driven approach, and proven success metrics, Forever 8 is well-positioned to drive growth and innovation in the cash flow management industry.



Today's packaging solutions for tomorrow's needs.

Ferguson Containers is a specialized packaging provider that offers sustainable and eco-friendly packaging and shipping solutions to businesses of all sizes. Ferguson Container's aims to reduce waste, enhance efficiency, and deliver exceptional service to their customers. With over 50 years of industry knowledge and resources, Ferguson Containers provides complete logistical solutions with a focus on flexibility, expertise, and trustworthiness.

Traditional packaging providers often lack the flexibility to meet the needs of modern brands. In contrast, Ferguson Containers delivers a single customizable and scalable packaging solution for small businesses to enterprise clients. The company offers just-in-time manufacturing and delivers results with short lead times, making getting the job done correctly and on time their main priority.

Ferguson Containers' products include customized packaging blueprints, sustainable packaging solutions, custom corrugated displays, and strategic distribution solutions that support e-commerce, B2C, and B2B industries. Ferguson Containers has a team of specialized designers who create cost-effective and high-quality custom packaging solutions after gaining a thorough understanding of their clients' needs and brand.

Traditional packaging providers lack flexibility and fluidity across industries

Ferguson Containers offers corrugated packaging that is reusable and recyclable, and the company has been recycling paper since day one. Their sheets are also produced with approximately 70% recycled content. Ferguson Containers provides an analysis of their clients' current packaging designs to determine if they can generate an eco-friendlier version.

A unique one-stop shop for corrugated goods solutions

Industrial Manufacturing

E-commerce Distribution

Retail Displays

Sustainable Solutions

Ferguson Containers has a specialized team that works with their clients' businesses to design, print, and manufacture custom displays that meet a variety of needs and budgets. These include point-of-purchase displays, floor displays, counter-top displays, shipper displays, and more that are retail ready. Their durable corrugated materials are designed for easy assembly.

Once orders are complete, Ferguson Containers can orchestrate packaging, storage, and shipment. The company leverages its strong relationships with numerous carriers, including UPS and FedEx, to ensure that they meet their clients' quick turnaround needs.

Overall, Ferguson Containers provides a unique one-stop-shop for corrugated goods solutions with a focus on boosting the efficiency of their clients' businesses. Boasting a senior management team with over 100 years of collective experience in marketing, producing, and delivering packaging materials, the company is fully equipped to meet the demands of clients across different industries, including industrial manufacturing, e-commerce distribution, retail displays, and sustainable solutions.

OUR VALUES

- **Customer Commitment**
- **Innovative Solutions**
- **Quality Standards**
- **Safety and Reliability**

Management Overview

Brian McFadden - Chief Executive Officer, Director

Mr. McFadden is responsible for managing the Eightco Holdings' operations, and for identifying opportunities to increase profitability and promote long-term growth. Prior to his role, he served as Chief Strategy Officer for a publicly traded company, where he identified disruptive assets to expand the company's portfolio.

Brett Vroman - Chief Financial Officer

As CFO, Mr. Vroman is responsible for Eightco Holdings' financial operations, including budget development and management, financial statement preparation, and reporting to shareholders and the board of directors. He is a Certified Public Accountant (inactive) with prior experience as CFO at a NASDAQ publicly traded company, as well as with BDO USA, LLP and Smart and Associates, LLP.

Kevin O'Donnell - Executive Chairman, Chairman of the Board

Mr. O'Donnell is the Chairman of Eightco Holdings, and a founder of Poptop Partners, a boutique operating and investment firm. He has experience as an early-stage investor in various industries, including hospitality, beverage, cannabis, hemp, and technology.

Sheamia Smith - Chief of Staff

Ms. Smith serves as Chief of Staff, responsible for streamlining daily operations and serving as a bridge between the executive office and various business lines. Ms. Smith has experience in multiple industries including entertainment, technology, construction, staffing, and consumer products. Ms. Smith has held similar roles for a NASDAQ-traded company and a private equity firm. Prior to that, she worked at Bloomberg and Radio One.

Phillip A. McFillin - General Counsel

Mr. McFillin serves as the General Counsel for Eightco Holdings, where he is responsible for managing the company's legal affairs. With over 25 years of experience as a real estate investor, developer, and attorney, he has represented individuals, partnerships, private companies, and public companies in a wide range of matters. This includes complex, multi-district litigation as well as various business and real estate matters, such as venture capital, mergers and acquisitions, financing, real estate syndication, and other investment transactions.

Independent Directors

Mary Ann Halford - Board Member

Ms. Halford has served as a member of the Board since October 13, 2021. She is currently a Partner in the Telecommunications, Media, and Technology (“TMT”) strategy consultancy Altman Solon. Ms. Halford brings to Eightco Holdings over 30 years of experience as both an operator and consultant to the global media and entertainment industry.

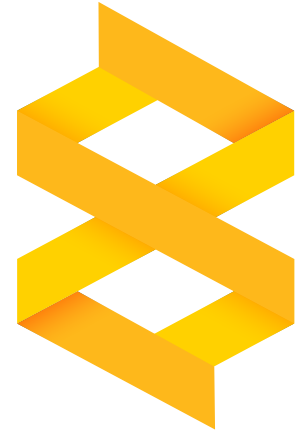
Frank Jennings - Board Member, Compensation Committee Chair, Nominating Committee Chair

Mr. Jennings has served as a member of the Board since October 13, 2021. Mr. Jennings brings to Eightco Holdings 30 years of experience in business development and management of sales professionals in a variety of technology-adjacent industries.

Louis Foreman - Board Member, Audit Committee Chair

Mr. Foreman has served as a member of the Board since October 13, 2021. Mr. Foreman is the founder and Chief Executive of Enventys, an integrated product design and engineering firm. Over the past 34 years, Louis has created 10 successful start-ups. Mr. Foreman brings to Eightco Holdings significant experience with start-ups and knowledge of intellectual property matters.

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