



EIGHTCO
HOLDINGS

CORPORATE OVERVIEW 2024

NASDAQ:OCTO

Company Overview

Eightco Holdings Inc. is a publicly-traded holding company that operates in the consumer products and e-commerce markets, with a focus on developing and deploying innovative technology and capital solutions to empower small to medium-sized businesses. The company executes this mission by investing in its subsidiaries, Forever 8 and Ferguson Containers, helping them drive production innovation and expansion into new and exciting markets.

Forever 8 provides unique and data-driven cash-flow management solutions for e-commerce businesses and the refurbished cell phone and electronics market. With its platform, businesses can manage their growth effectively without worrying about inventory capital, and focusing on sales and brand growth. The platform offers a data-driven inventory 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, and optimize delivery and reorder.

Eightco's subsidiary, Forever 8 was recently able to expand into the refurbished cell phone and electronics market with the launch of its technology platform specifically tailored to the provision of inventory capital and cash-flow management tools for wholesalers and retailers in this market. This launch positions Forever 8 to leverage its expertise and resources in scaling its business to new heights within this thriving industry. The worldwide refurbished electronics market was valued at approximately \$85 billion in 2021 and is estimated to be worth \$272.91 billion by the end of 2031*

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.

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

**GloboNewsWire - <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. Through our subsidiaries Forever 8 and Ferguson Containers, we offer innovative solutions that empower businesses to thrive and succeed in their respective industries. As we embark on this journey of growth and innovation, we invite you to join us in monetizing the future of technology and commerce. Together, we can drive create lasting value, and seize exciting opportunities in the market.



Market Opportunity

The e-commerce, refurbished cell phone and electronics, and consumer packaging industries present significant market opportunity for Eightco Holdings and its subsidiaries. For Forever 8, the global e-commerce market is expected to reach \$6.3 Trillion in 2023*, while the worldwide refurbished electronics market was valued at approximately \$85 billion in 2021 and is estimated to be worth \$272.91 billion by the end of 2031*. For Ferguson Containers, the consumer packaging industry is estimated to have had a market value of \$215.38 billion 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 dynamic inventory-capital solution.

Forever 8 offers inventory capital and cash flow management solutions for small to medium-sized e-commerce businesses and retailers in the refurbished cell phone and electronics market. Many of these businesses are unable to tap into traditional sources of capital to fund their inventory needs, which limits 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 a cash flow management platform, which offers an end-to-end solution that includes two principal tools: a data directed inventory capital solution as well as inventory management tools. Leveraging proprietary, data-driven tools, the former allows for quick and informed decisions on provision of inventory capital, generating long-term, profitable relationships with no credit checks or personal guarantees required. The latter optimizes efficient delivery and reorder of stock, 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 inventory directly from the manufacturer and consigns it to the reseller, always retaining legal title to the goods themselves providing a clear collateral to the underlying funds. This enables them to provide an efficient inventory capital solution, that flexes with growth and doesn't require the typical constraints that come with a bank loan or other forms of capital.

Forever 8's data-driven approach allows for quick decision-making and turnaround times, which sets it apart from other capital and 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.



Expansion into the refurbished cell phone and electronics market.



F8M Forever 8
Mobile

Wholesalers and retailers in this market have the luxury of refurbishing and selling products of one of the world's most desired brands, Apple. A burgeoning demand for refurbished goods for the environmentally-conscious customer and constant demand for the Apple brand is fuelling significant growth in this market, with participants most significant challenge being access to capital to fuel that demand. Significant industry participants are emerging in this space, such as the Goldman Sachs-backed e-commerce platform, Backmarket (latest valuation \$5.1 billion, a platform exclusively focused on selling refurbished goods). Recognizing this opportunity, Forever 8 has developed an ancillary technology solution that offers similar inventory capital and cash flow management tools to what it provides in the e-commerce market more broadly, but specifically tailored for the refurbished cell phone and electronics market, positioning itself with a unique offering in a market that is estimated to be worth in excess of \$270 billion worldwide by 2031.

By leveraging Forever 8's offering, wholesalers and retailers not only gain access to inventory financing but also benefit from a seamless integration e-commerce, inventory management, and logistics. This holistic approach eliminates the need for multiple third-party services and simplifies operations for retailers, empowers them to focus on growing their business. This is a unique and comprehensive solution that covers every aspect of the e-commerce journey, from inventory capital and supplier management, enabling wholesalers and retailers to thrive in the competitive refurbished mobile phones and electronics market.

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



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. Ferguson Containers 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 has been recycling paper since day one. Its sheets are also produced with approximately 70% recycled content. Ferguson Containers provides an analysis of its clients' current packaging designs to determine if it 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 its 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. Its durable corrugated materials are designed for easy assembly.

Once orders are complete, Ferguson Containers can orchestrate packaging, storage, and shipment. Ferguson Containers leverages its strong relationships with numerous carriers, including UPS and FedEx, to ensure that it meets its 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 its clients' businesses. Boasting a senior management team with over 100 years of collective experience in marketing, producing, and delivering packaging materials, Ferguson Containers 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

Kevin O'Donnell - Executive Chairman, Interim CEO

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.

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.

Paul Vassilakos - President, Forever 8

Mr. Vassilakos began his career in investment banking and financial services, working for Salomon Brothers and Citigroup in New York and London, where he was involved in M&A and IPO transactions. He then ran a medium sized family office, which was involved in private investments and small cap companies, at which time he held various positions on Boards and management teams of publicly listed companies.

Kevin Ferguson - President, Ferguson Containers

Mr. Ferguson has led Ferguson Containers since 1999, with a background in the corrugated container business. He earned a business administration degree from Villanova University, and now serves as president and sits on the board of directors. Under his leadership, Ferguson Containers specializes in custom containers, known for reliability, branding, and secure shipping. They also create custom displays. Mr. Ferguson's vision includes expanding Ferguson Container's role in strategic e-commerce partnerships to assist in product development, manufacturing, and e-commerce fulfillment through custom packaging and shipping solutions.

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.

Board of Directors

Kevin O'Donnell - Executive Chairman, Interim CEO

Mr. O'Donnell has served as the Chairman of the Board of Directors since October 13, 2021. Mr. O'Donnell founded Poptop Partners, LLC, a boutique operating and investment firm specializing in small to mid-market companies with an emphasis on the retail sector in April 2011 and continues to serve as its Managing Partner. From May 2007 to June 2010, Mr. O'Donnell served as the Founder/President of KOR Capital, LLC, a private equity and consulting firm specializing in turn around management of mid-market companies. Mr. O'Donnell has been an early-stage investor in multiple industries including hospitality, beverage, cannabis, hemp and technology. Mr. O'Donnell has served or continues to serve on numerous private and public boards including but not limited to SRM Entertainment, Vinco Ventures, Inc., Lakeside Alternatives Hospital Foundation, and The University Club. Mr. O'Donnell brings to OCTO close to 25 years of strategic corporate growth, financial structuring, leadership, and business development initiatives to emerging growth companies.

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

Mr. Jennings has served as a member of the Board since October 13, 2021. Since 2019, Mr. Jennings has served as the Chief Sales Officer at Castlight Health. From August 2014 to 2019, Mr. Jennings was employed as the Vice President of Sales, North America by Doctor on Demand, Inc., an innovative healthcare telemedicine provider. He currently serves as an advisor at Aptihealth and Covera Health and is on the Board of Directors for Vinco Ventures, Inc. Mr. Jennings is a co-founder of the CMK Foundation, a charitable organization which has been helping people in local communities since 2009. Mr. Jennings brings to OCTO 30 years of experience in business development and management of sales professionals in a variety of technology-adjacent industries.

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. Previously she was a Senior Advisor to OC&C Strategy Consultants from December 2017 to December 2020. From March 2012 to April 2017, Ms. Halford was both a Managing Director and then a Senior Managing Director in FTI Consulting's TMT Group working both in NY and London. Ms. Halford built out the digital operations for ITN Networks from 2008 – 2009 and from 1997 through 2002, Ms. Halford built and developed the platform for the Fox International Channels Group. In addition, from 2007 through 2014, Ms. Halford served on the Board of Directors of Triton Digital. Ms. Halford received her Bachelor of Arts degree in Government and Economics from Georgetown University and her Master's in Business Administration from Harvard University. Ms. Halford brings to OCTO over 30 years of experience as both an operator and consultant to the global media and entertainment industry.

Louis Foreman - Board Member, Audit Committee Chair

Louis 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 and has been directly responsible for the creation of over 20 others. In 2013, Mr. Foreman was appointed by the SBA Administrator to serve on the National SBDC Advisory Board until the end of 2022. In 2008, Mr. Foreman was appointed by United States Secretary of Commerce Carlos M. Gutierrez to serve for a three-year term on the nine-person Patent Public Advisory Committee (PPAC) of the United States Patent and Trademark Office. In 2011, he was appointed by Secretary Gary Locke to serve an additional three-year term. In addition to being an inventor, Mr. Foreman was the creator of the Emmy Award winning PBS TV show, Everyday Edisons, and served as the Executive Producer and lead judge. Mr. Foreman currently serves as Chairman of the Board of Directors of the James Dyson Foundation, the Intellectual Property Owners Association (IPO), New Dominion Bank, The Federal Reserve Bank Industry Roundtable, Beyond Campus Innovations, Vinco Ventures, Inc., and the Intellectual Property Owners Educational Foundation (IPOEF). Mr. Foreman has a Bachelor of Arts degree in Economics from the University of Illinois. Mr. Foreman brings to OCTO significant experience with start-ups and knowledge of intellectual property matters.

Brian McFadden - Board Member

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.

2023 Highlights

- **Q2 Revenue Growth** Eightco Holdings increased revenues by 29.3% sequentially quarter over quarter to \$20.5 million for the three months ended June 30, 2023.
- **Non-dilutive Asset-Based Lending Facility** Eightco Holdings secured a crucial non-equity asset-based lending facility, further fortifying the financial foundation of its wholly-owned subsidiary, Forever 8. This facility enables Forever 8 to continue providing essential capital and inventory management solutions to its clients.
- **Raised Revenue Guidance for Fiscal Year 2023** Building upon a track record of achievement, Eightco Holdings announced increased revenue guidance of \$73 million for the fiscal year 2023.
- **Successful Non-Deal Roadshow with Prominent Investment Bank** An effective non-deal roadshow was recently carried out in collaboration with a well-established investment bank, solidifying a new strategic partnership for the Company.
- **Name Change Reflecting Strategic Focus** This decision underscores the Company's evolving focus and dedication to delivering pioneering inventory solutions.
- **Transforming the Refurbished Mobile Phone Industry** Forever 8 expanded its offerings by creating F8M, aimed at redefining the refurbished mobile phone industry. This addition will harness the strengths of Forever 8 to deliver enhanced value and services to customers, focusing on creating a tailored one-stop shop for used mobile phones and electronics.

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