# XCEL BRANDS INC. CONFIDENTIAL OVERVIEW
# NASDAQ: XELB

Industry leader in video and social commerce. Xcel combines social media influence and engagement into powerful consumer brands

- **Seasoned Leadership** – 40+ years in consumer products, 30+ acquisitions, $2B+ invested, founders of major brand management firms
- **Strong Track Record** - over $280MM of royalty revenues generated over the past 14 years
- **Industry Pioneer** – 14+ years leading video and social commerce, livestream shopping, and branded video content platform
- **End-to-End Influencer Platform** – Brand management, design & merchandising, licensing, sales, content creation, talent management, marketing & PR
- **Proven Scale** – $5B+ retail sales via livestreaming, 20,000+ hours of commerce-driven content
- **Diversified Portfolio** – 8 brands across apparel, footwear, accessories, fine jewelry, pet, and home reaching over 46MM followers on social media
- **Growth Pipeline** – Access to new national brands, influencers and TV shows
- **Asset-Light Model** – Supported by a best-in-class global network of licensees and retail partners (no inventory risk)
- **Proprietary Technology -** Investments in proprietary shortform video and social commerce technology

| 14+ Years | $5BB | $280MM+ | 20K+ | 8 | 46MM+ |
|---|---|---|---|---|---|
| Leader in video and social commerce | Cumulative sales at retail | Cumulative Royalty Revenues | Hours of livestream content production | Current brands in portfolio | Followers on social media |

## BUILDING AUTHENTIC BRANDS DRIVEN BY SOCIAL COMMERCE

### Spokesperson Model

- Connecting Influencers with Existing Brands
- Collaborative Product Development
- Shared Upside in Exit based on Performance

HALSTON

Longaberger® BY SHANNON DOHERTY

WONDER

### Influencer Brand Development Model

- Xcel Builds New Co-Brand with Influencers
- Collaborative Product Development and Strategy
- Licensed use of Name, Image and Likeness; Xcel owns co-Brand with equal exit participation by both parties.

Gemma Made by Gemma Stafford

MESA Mia BY JENNY MARTINEZ

TRUST · RESPECT · LOVE BY CESAR MILLAN

## GROWTH IN REVENUE AND ADJ. EBITDA

| CONSOLIDATED ANNUAL INCOME STATEMENT | ACTUAL 2024 | ACTUAL 2025 | GOAL 2026 | GOAL 2027 | GOAL 2028 |
|---|---|---|---|---|---|
| **Royalty Revenue** | **7,872** | **5,121** | **7,525** | **20,541** | **28,791** |
| Talent and Direct Costs | (3,471) | (1,235) | (1,344) | (7,247) | (10,697) |
| Payroll | (4,465) | (3,658) | (3,049) | (2,987) | (3,088) |
| Professional Fees | (1,450) | (1,376) | (1,060) | (1,081) | (1,103) |
| Office Expenses | (1,483) | (1,586) | (1,362) | (1,181) | (1,088) |
| Other G&A | (738) | 27 | (599) | (664) | (670) |
| **Adjusted EBITDA** | **(3,463)** | **(2,207)** | **111** | **7,254** | **11,998** |

Note: projections are based on certain assumptions by management of the Company and are subject to change based on factors.

See Risk Factors in the Company's latest quarterly and annual filings.

## REPRESENTATIVE BRAND PORTFOLIO

**Cesar Millan**

- 21MM+ total social media reach
- 325MM+ total views worldwide
- Multiple best-selling books

**Gemma Stafford**

- 5.8MM+ fans on social media
- 500MM+ views on viral recipes and baking tutorials
- 80MM+ household viewers

**Jenny Martinez**

- 4.8MM+ total social media reach
- Writer of a national bestselling cookbook
- 120 million likes

**Christie Brinkley**

- 1.7MM+ total social media reach
- 90MM+ households on TV weekly
- 500 magazine covers

**Coco Rocha**

- 6.3MM+ total social media reach
- 50 million likes
- Featured in global fashion campaigns
- Star of Project Runway Canada

**Longaberger: Shannon Doherty**

- 3MM+ Social Media Followers
- $2BB+ Lifetime Sales
- Reaches over 100MM households

**C Wonder: Ken Downing**

- 250K+ total social media reach
- 90MM+ Households on TV weekly
- Estimated growth of over 50% in core categories in 2025

**Halston**

- 471K+ total social media reach
- Master License with G-III Apparel Group

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