XCEL

LEADERS IN VIDEO & SOCIAL COMMERCE

www.xcelbrands.com

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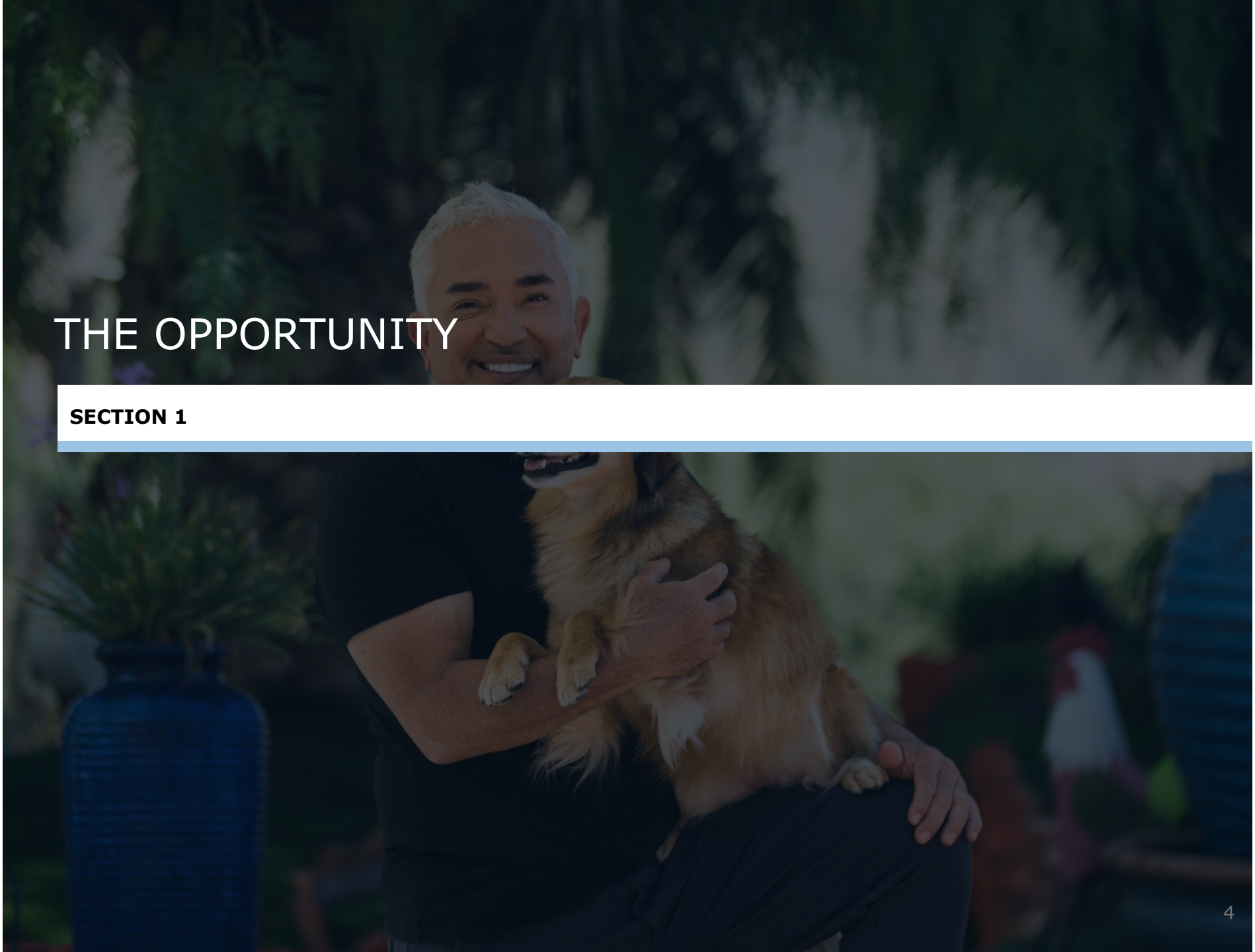


THE OPPORTUNITY

SECTION 1

THE OPPORTUNITY | INVESTMENT HIGHLIGHTS

A LEADER IN BRAND DEVELOPMENT AND INFLUENCER MARKETING

- Xcel has an extensive track record of building successful brands around celebrities and influencers with an existing portfolio of brands reaching over 46MM social media followers and 200 million households
- Xcel utilizes a next generation approach to marketing its influencer led brand partnerships to amplify customer reach
- Expansion into new distribution of video content over digital streaming platforms, integration into TV shows and radio promotions

STRONG RETAIL PARTNERSHIPS ACROSS MULTIPLE CATEGORIES

- A leader in direct-to-consumer video commerce shopping in multiple categories
- Significant retail distribution in food, pets, fashion, and home categories
- Xcel plans to introduce new brands and product categories that will expand an already sticky customer base

HIGHLY SCALABLE INFRASTRUCTURE

- 8 owned brands in the portfolio and a robust pipeline of new influencer-led brands
- Network of over 1,600 potential licensing partners across hundreds of categories
- Live-Stream studio in NYC with remote location capabilities
- Xcel's growth is highly leverageable with limited requirements for additional fixed overhead

EXPERTISE IN VIDEO AND SOCIAL COMMERCE

- Xcel's video commerce innovation has generated over $5BB of retail sales and over 20,000 hours of programming on television and digital channels
- Xcel has developed and invested in a social commerce platform in partnership with a SAS technology company. This technology is fully tested.The technology can be launched to target multiple categories to leverage true social commerce.

WELL-POSITIONED FOR GROWTH

- Xcel has a demonstrated ability to generate cash flow throughout market cycles with over $280MM of royalty revenues generated over the past 14 years
- Brand potential to achieve average annual royalties of $7MM per brand by 2030, with expected exit value of $350MM+ on current portfolio of brands by 2030

SEASONED MANAGEMENT TEAM WITH PROVEN TRACK RECORD

- Led by Xcel's CEO, Robert D'Loren, the company's management team has unmatched experience in leading and investing in consumer and entertainment companies with over $2BB invested

XCEL OVERVIEW

SECTION 2

XCEL OVERVIEW

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

CELEBRITY INFLUENCE + SOCIAL COMMERCE = POWER 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	$600MM+	$280MM+	20K+	8	46MM+	$5BN+
Leader in video and social commerce	Average annual retail sales generated	Cumulative Royalty Revenues	Hours of livestream content production	Current brands in portfolio	Followers on social media	Total retail sales to date

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

XCEL OVERVIEW | REPRESENTATIVE BRAND PORTFOLIO

Xcel leverages its portfolio of brands and influencers to drive audience engagement and product sales

REPRESENTATIVE BRANDS AND INFLUENCERS

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

XCEL OVERVIEW | REPRESENTATIVE BRAND PORTFOLIO (CONT.)

Xcel leverages its portfolio of brands and influencers to drive consumer engagement and product sales

REPRESENTATIVE BRANDS AND INFLUENCERS

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

XCEL OVERVIEW | NETWORK OF STRATEGIC BRAND PARTNERS

Xcel's best-in-class licensees and partners source, produce, and distribute products

WORLD-CLASS LICENSING PLATFORM

- **Working capital-light model**
  - No inventory held, minimizing costs and risk
  - Revenue generated through royalties from licensees and retail partners
- **UTG partnership**
  - Broad supplier base across Asia supports high-quality, value-driven product development
- **Licensing Network**
  - Over 1,600 licensees across multiple product categories and countries, as well as collaboration partners.
  - Collaborations in the past have included Disney, Crayola, Sesame Street, Norman Rockwell, General Motors, and others.

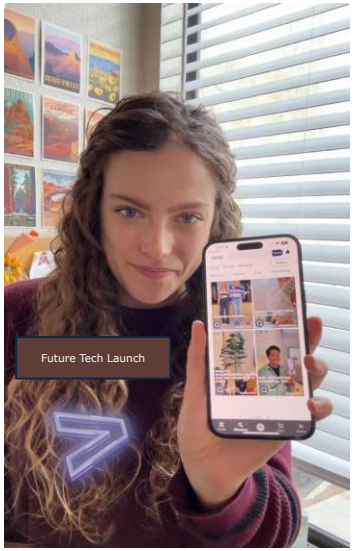
United Trademark Group

PLAYBOY

Dickies

SOCIAL COMMERCE TECHNOLOGY

- **Investments:** Next-gen short form video + social commerce SAS technology
- **Immersive Experience:** Blends entertainment and shopping
- **Seamless Transactions:** Live streaming, affiliate, 1-click checkout
- **User Empowerment:** Every shopper can influence and earn
- **Scalable Tech**: White-label ready for multiple categories



Future tech launch

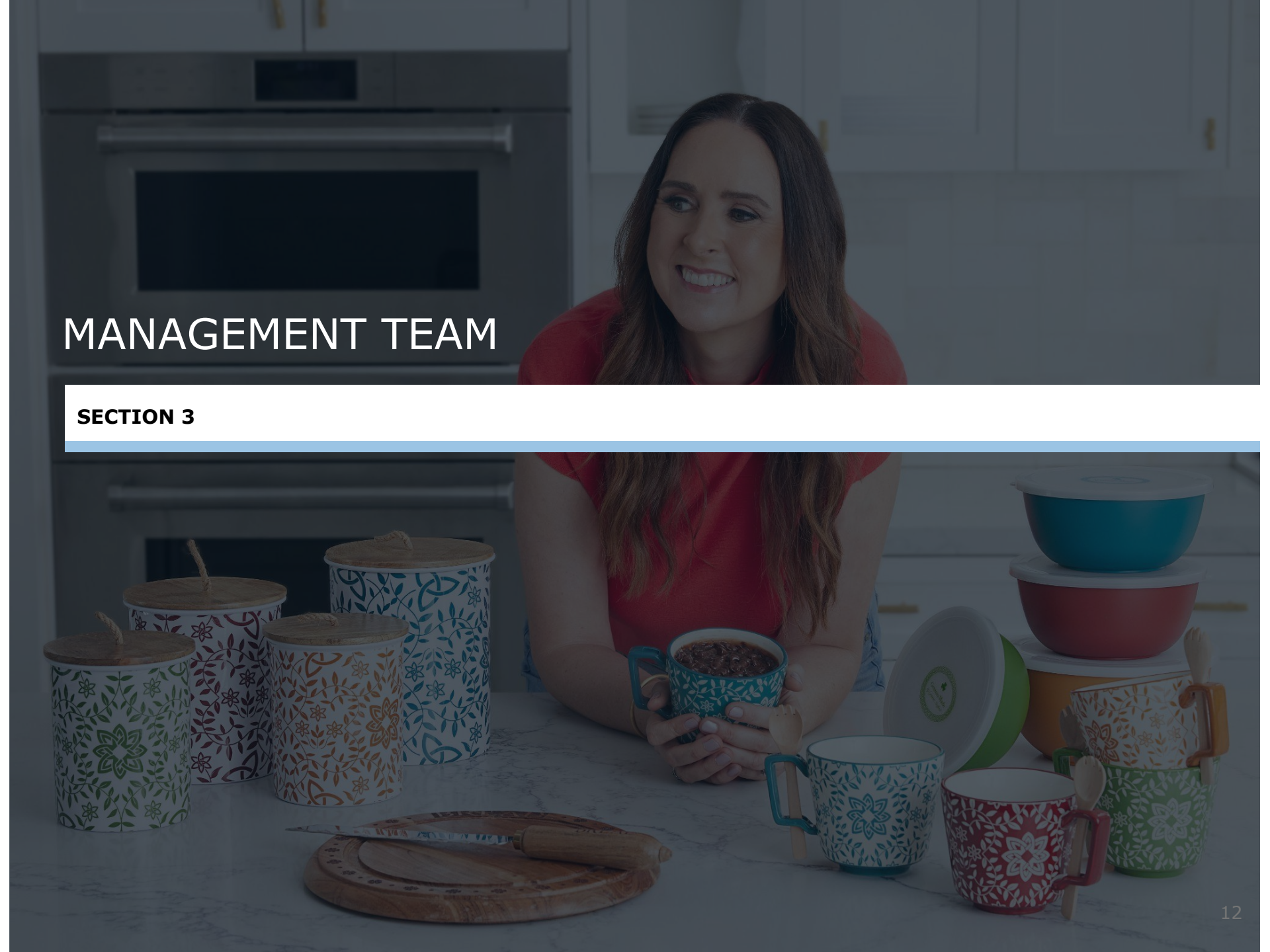
GET IT ON Google Play

Download on the App Store

XCEL OVERVIEW | STRATEGIC PRIORITIES

Strategic initiatives position XCEL to accelerate growth, drive scale, and expand profitability

- Launch new influencer-led brands through all channels of distribution
- Launch and grow social commerce apps driven by exclusive technology
- Aggressive analysis and refocusing of licensees' digital marketing spend to drive conversations through influencer revenue-share model to reduce customer acquisition cost
- Implementation of AI into Xcel's business, focused on high impact opportunities
- Bring brands into new international channels through partnership with UTG
- Expansion into new complementary categories across all owned brands
- Pursue new influencer brands and acquisitions through Xcel's partnerships, and deal flow networks to goal of 100 million social media followers across brand portfolio



MANAGEMENT TEAM

SECTION 3

MANAGEMENT TEAM | XCEL

XCEL BRANDS SENIOR LEADERSHIP

Robert W. D'Loren – Chairman of the Board & CEO

- Has a 35+ year history as an entrepreneur, leader, and executive in the consumer products and media space
- Under Mr. D'Loren's leadership, Xcel has pioneered livestream and social commerce, generating over $5 billion in sales
- Prior to forming Xcel Brands, he was the Founder and CEO of NexCen Brands, a global consumer products holding company that owned nine companies with operations in 45 countries, and re-capitalized and launched Iconix Brand Group.
- Mr. D'Loren has served as a Manager with Deloitte and an Asset Manager with Foster Lane where he managed in excess of $2BB
- CPA; earned a B.S. from NYU Stern School of Business and an M.S. from Columbia University

James F. Haran – CFO and Principal Financial and Accounting Officer

- Joined Xcel Brands in 2011
- Oversees all finance and accounting operations for Xcel Brands
- Previously served as CFO of IPX Capital and as Executive Vice President of Capital Markets at NexCen Brands
- CPA; earned a B.S. from the State University of New York at Plattsburgh

Olin Lancaster – Chief Revenue Officer

- Joined Xcel Brands in 2025 as Chief Revenue Officer
- Has more than 30 years of experience with consumer brand-facing organizations in C-suite roles, most recently serving as CEO of Meridian Brands, following senior executive positions at Ralph Lauren, Kenneth Cole, and Donna Karan
- Received a B.A. from Southern Methodist University

Seth Burroughs – Executive Vice President, Licensing & Treasury

- Joined Xcel Brands in 2011 as Executive Vice President of Business Development and Treasury
- Previously served as Vice President of Corporate Development with NexCen Brands, and Investor Relations with UCC Capital
- Received a B.S. from The Wharton School of Business at the University of Pennsylvania

Joe Falco – President, Chief Merchandising Officer

- Joined Xcel in 2011
- Oversees merchandising operations and consumer-facing businesses including direct-response television and livestreaming. He leads the design and is responsible for the integration of product into all disciplines ensuring consistent brand messaging at all consumer touchpoints.

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