



OTC: SFLM

Investor Presentation
June 2021



Forward Looking Statements

The presentation may include certain statements that are not descriptions of historical facts but are forward looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These forward-looking statements may include the description of our plans and objectives for future operations, assumptions underlying such plans and objectives, and other forward-looking terminology such as "may," "expects," "believes," "anticipates," "intends," "projects," or similar terms, variations of such terms or the negative of such terms. There are a number of risks and uncertainties that could cause actual results to differ materially from the forward-looking statements made herein. Such information is based upon various assumptions made by, and expectations of, our management that were reasonable when made but may prove to be incorrect. All of such assumptions are inherently subject to significant economic and competitive uncertainties and contingencies beyond our control and upon assumptions with respect to the future business decisions which are subject to change. Accordingly, there can be no assurance that actual results will meet expectation and actual results may vary (perhaps materially) from certain of the results anticipated herein.

Corporate Overview

SFLMaven is a premium provider of high-end jewelry through its top-rated eBay store, having driven over \$130 million in sales and over 98,000 positive reviews since inception in 2004.

- **An Elite eBay Store:** Prestigious ‘Top Rated Seller’ badge with established eBay corp. relationships, known for its ‘Famous Thursday Night Auctions’
- **Robust Financial Profile:** \$2.7 million in sales in Q1 2021 alone
- **Demand Inelastic Industry:** Given vast demand & efficient nature of ‘no reserve’ auctions, supply is only constraint - “if you list it, they will come”
- **Proprietary Dealer Network:** Significant competitive advantage from trusted dealer network that procures pre-owned items from consumers
- **Revenue Growth Drivers:** Improved capitalization as public company expected to drive increasingly large weekly auctions
- **Strong Macroeconomic Tailwinds:** Operates at intersection of the growing jewelry and E-commerce markets, benefitting from recovering economy



SFLMaven

OTC: SFLM

Share Price ¹	\$0.006
Market Cap ¹	\$7.8M
Q1 2021 Revenue	\$2.7M
Q1 2021 Gross Margin	21.7%
Shares Outstanding	1.2B
Float	0.6B
Headquarters	Fort Lauderdale



1. As of May 24, 2021

Market Opportunity

Jewelry Market

- Jewelry market has continued to expand with the emergence of digital platforms that brings the shopping experience to consumers.
- Global jewelry market size expected to reach \$266.5 billion by 2027¹
- U.S. jewelry market recorded \$36.8 billion in 2018²
- Increasing disposable income and spending power by consumers is helping to drive the market, benefiting from an increase in the number of households earning more than \$100,000 over the past five years

E-commerce Market

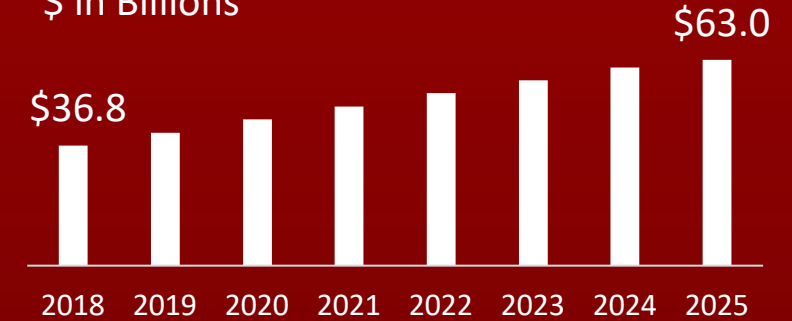
- E-commerce increased 44.0% in the U.S. in 2020 to \$861 billion³
- Cumulative data anticipates a 276.9% increase in worldwide ecommerce sales over the most-recently tracked period⁴

SFL Maven brings these two profitable markets together on eBay, the world's largest auction marketplace



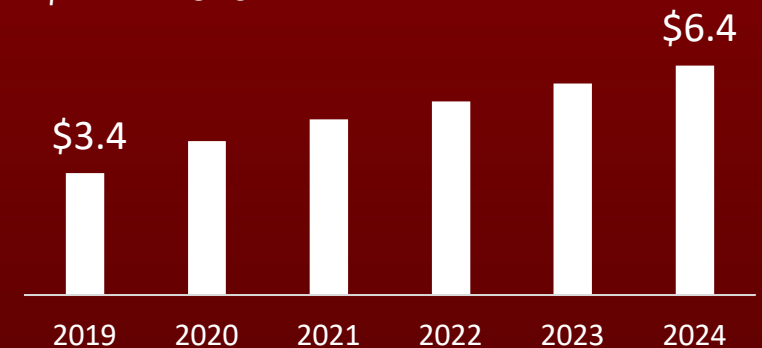
U.S. Jewelry Sales²

\$ in Billions



Global E-commerce Sales²

\$ in Trillions



SFL Maven eBay Store



- Dedicated eBay store to host auctions
 - Close relationship with eBay corporate
- Ongoing optimization of online presence through SEO, promoted listings and social media activities
- Features wide range of brand name jewelry for men, women and children including:
 - Watches
 - Necklaces
 - Rings
 - Pendants
 - Earrings
 - Collectibles
 - Bracelets
 - Heavy jewelry
 - Brooches
 - High Fashion items



Home of “Famous Thursday Night Auction”, where jewelry is auctioned at no reserve



Top Rated eBay Seller

Delivering consistent value to high-end jewelry customers

99.9%

Positive Feedback

98,000+

Positive Ratings

SFL Maven is an elite operator in eBay's **"Top Rated Seller Program"** awarded to accounts providing high sales volume and an exceptional quality of customer service.

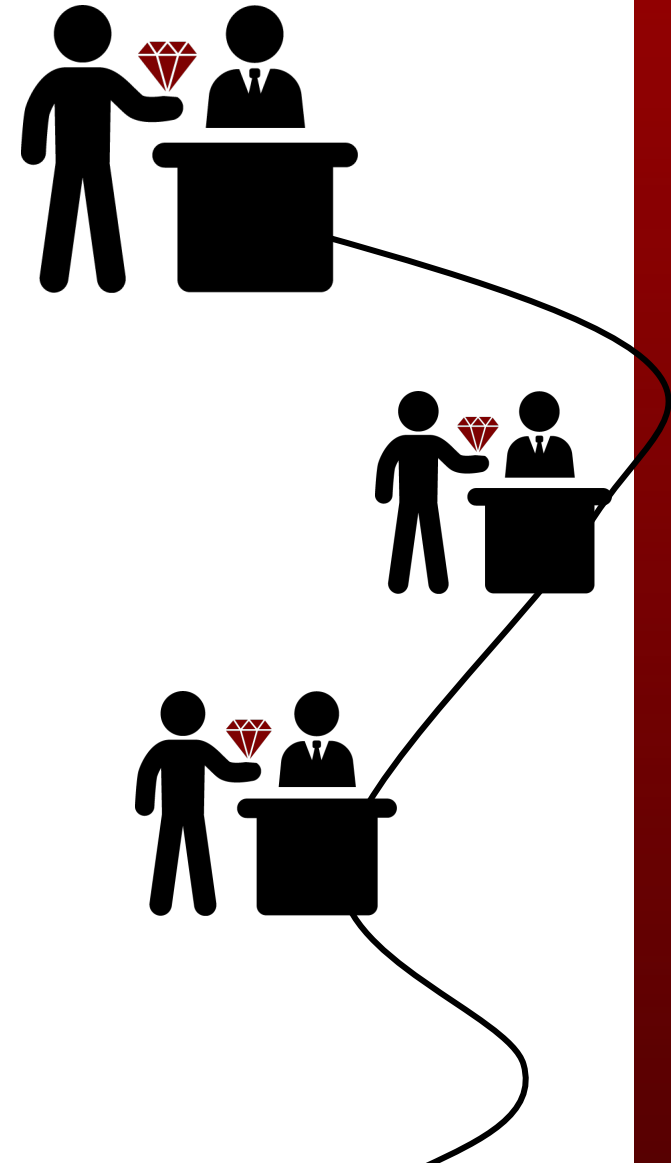
The eBay logo is displayed in its signature multi-colored font: 'e' is red, 'b' is blue, 'a' is yellow, and 'y' is green.

- + "Another over the moon purchase from a favorite seller! I am so excited to wear this diamond and gold bracelet. I will definitely be bidding on more items from this seller."
Heavy 18K gold elegant 2.70CTW VS diamond cluster fancy link bracelet
\$1,091.66
- + "Love this seller!! Always satisfied with my purchases from them."
Heavy Platinum 2.88CTW VS1/F Baguette diamond 7mm wide band ring size 5.75
\$1,550.00
- + "My local jeweler was ecstatic over this set. I got a deal of a lifetime, thank you."
Heavy Platinum .75CTW VS diamond bridal/wedding ring set semi-mounting size 7.75
\$731.00

End-to-End Distribution Model

Sourcing

- Jewelry pieces sourced from proprietary network of educated dealers that purchase pre-owned items from consumers
 - ~93% of inventory is sourced directly from sellers selling directly to SFL Maven
 - Transactions with dealers are convenient, reliable and fast
- Dealers + SFL Maven professionals remove friction from transaction process, building lasting relationships with consumers selling jewelry
 - In 2019, ~65% of gross merch. value came from repeat sellers
- Unique model incentivizes consumers to transact by making the process quick and easy, unlocking a vast quantity of desirable, high-quality, pre-owned luxury goods



End-to-End Distribution Model

Inspection

- Builds trust in buyer base by thoroughly inspecting the quality and condition of every item and putting every item through a full authentication process
- This trust drives repeat purchases from buyer base and instills confidence in first-time buyers to purchase pre-owned luxury goods from SFL Maven

E-commerce Sales

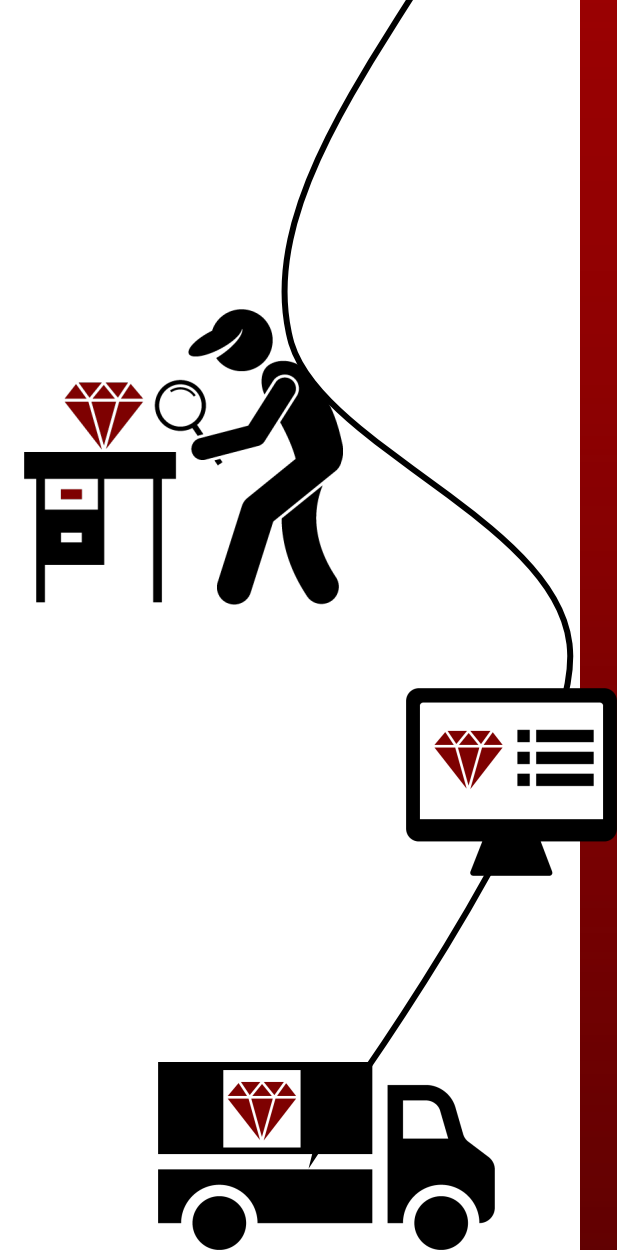
- Items are marketed globally for auction on eBay to a robust database of new and returning customers built over 20 years in business
- Items are concurrently listed on multiple social media channels and promoted through additional advertising to drive bidding wars

Delivery

- Express 2-day shipping with worldwide shipping available

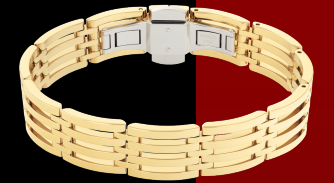
A Strong Network Effect Drives Growth Of The Online Marketplace

As more sellers offload inventory to SFL Maven, a greater supply of product is unlocked, increasing the merchandise assortment and attracting more buyers to the SFL Maven store.



Growth Strategy

- SFL Maven primarily operates ‘no reserve’ eBay auctions
 - Given eBay’s vast reach and the efficient nature of online marketplaces, supply will almost always be sold in the vicinity of a fair market price
 - Due to this effect, product supply is the only constraint to growth, as demand is nearly infinite
- To grow sales, SFL Maven simply needs to expand product sourcing capabilities to obtain more jewelry at fair prices
- SFL Maven is currently pursuing the following:
 - Expansion of dedicated dealer network
 - Development of online product sourcing capabilities



Select Financials

- Fairly stable revenue base with significant growth potential, able to weather various economic conditions
- Gross margin profile varies based on competitive bidding dynamics, realized robust 21.7% margin profile in Q1 2021
 - Given auction nature, particularly unique products that trigger bidding wars can reach 75%+ gross margins
- SFLM went public in early 2021; initiating audit with goal of filing Form 10, becoming fully reporting company & uplisting to OTCQB

(USD \$ in Millions)	3 Months Ended March 31, 2021	3 Months Ended March 31, 2020
Revenue	\$2.7	\$2.9
Gross Profit	\$0.6	\$0.2
Net Income (Loss)	\$(0.1)	\$0.1



To provide a relevant year-over-year comparison, the year-ago comparative figures are from SFLMaven Corp., the private company prior to its merger with Sun Kissed Industries and the renaming to SFL maven.

Key Investment Highlights

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