

Investor Presentation  
December 2024

 **iPOWER**  
An introduction.

December 2024 | Nasdaq: IPW

```
File Edit View Git Project Build Debug Test Analyze Tools Extensions Window Help Search (Ctrl+F)
Debug - Any CPU - QI.Recruitment.Api - VS Express - [Icons]
ApplicationPipelineStateMachine.cs
ApplicationPipelineStateMachine
MissionConvocationHotStarted(Application application)
ApplicationPipelineStateMachine

ApplicationPipelineStateMachine
111
112
113
114
115
116
117
118
119
120
121
122
123
124
125
126
127
128
129
130
131
132
133
134
135
136
137
138
139
140
141
142
143
144
145
146
147
148
149
150
151
152
153
154
155
156
157
158
159
160
161
162
163
164
165
166
167
168
169
170
171
172
173
174
175
176
177
178
179
180
181
182
183
184
185
186
187
188
189
190
191
192
193
194
195
196
197
198
199
200
201
202
203
204
205
206
207
208
209
210
211
212
213
214
215
216
217
218
219
220
221
222
223
224
225
226
227
228
229
230
231
232
233
234
235
236
237
238
239
240
241
242
243
244
245
246
247
248
249
250
251
252
253
254
255
256
257
258
259
260
261
262
263
264
265
266
267
268
269
270
271
272
273
274
275
276
277
278
279
280
281
282
283
284
285
286
287
288
289
290
291
292
293
294
295
296
297
298
299
300
301
302
303
304
305
306
307
308
309
310
311
312
313
314
315
316
317
318
319
320
321
322
323
324
325
326
327
328
329
330
331
332
333
334
335
336
337
338
339
340
341
342
343
344
345
346
347
348
349
350
351
352
353
354
355
356
357
358
359
360
361
362
363
364
365
366
367
368
369
370
371
372
373
374
375
376
377
378
379
380
381
382
383
384
385
386
387
388
389
390
391
392
393
394
395
396
397
398
399
400
401
402
403
404
405
406
407
408
409
410
411
412
413
414
415
416
417
418
419
420
421
422
423
424
425
426
427
428
429
430
431
432
433
434
435
436
437
438
439
440
441
442
443
444
445
446
447
448
449
450
451
452
453
454
455
456
457
458
459
460
461
462
463
464
465
466
467
468
469
470
471
472
473
474
475
476
477
478
479
480
481
482
483
484
485
486
487
488
489
490
491
492
493
494
495
496
497
498
499
500
501
502
503
504
505
506
507
508
509
510
511
512
513
514
515
516
517
518
519
520
521
522
523
524
525
526
527
528
529
530
531
532
533
534
535
536
537
538
539
540
541
542
543
544
545
546
547
548
549
550
551
552
553
554
555
556
557
558
559
560
561
562
563
564
565
566
567
568
569
570
571
572
573
574
575
576
577
578
579
580
581
582
583
584
585
586
587
588
589
590
591
592
593
594
595
596
597
598
599
600
601
602
603
604
605
606
607
608
609
610
611
612
613
614
615
616
617
618
619
620
621
622
623
624
625
626
627
628
629
630
631
632
633
634
635
636
637
638
639
640
641
642
643
644
645
646
647
648
649
650
651
652
653
654
655
656
657
658
659
660
661
662
663
664
665
666
667
668
669
670
671
672
673
674
675
676
677
678
679
680
681
682
683
684
685
686
687
688
689
690
691
692
693
694
695
696
697
698
699
700
701
702
703
704
705
706
707
708
709
710
711
712
713
714
715
716
717
718
719
720
721
722
723
724
725
726
727
728
729
730
731
732
733
734
735
736
737
738
739
740
741
742
743
744
745
746
747
748
749
750
751
752
753
754
755
756
757
758
759
760
761
762
763
764
765
766
767
768
769
770
771
772
773
774
775
776
777
778
779
780
781
782
783
784
785
786
787
788
789
790
791
792
793
794
795
796
797
798
799
800
801
802
803
804
805
806
807
808
809
810
811
812
813
814
815
816
817
818
819
820
821
822
823
824
825
826
827
828
829
830
831
832
833
834
835
836
837
838
839
840
841
842
843
844
845
846
847
848
849
850
851
852
853
854
855
856
857
858
859
860
861
862
863
864
865
866
867
868
869
870
871
872
873
874
875
876
877
878
879
880
881
882
883
884
885
886
887
888
889
890
891
892
893
894
895
896
897
898
899
900
901
902
903
904
905
906
907
908
909
910
911
912
913
914
915
916
917
918
919
920
921
922
923
924
925
926
927
928
929
930
931
932
933
934
935
936
937
938
939
940
941
942
943
944
945
946
947
948
949
950
951
952
953
954
955
956
957
958
959
960
961
962
963
964
965
966
967
968
969
970
971
972
973
974
975
976
977
978
979
980
981
982
983
984
985
986
987
988
989
990
991
992
993
994
995
996
997
998
999
1000

private void CanMoveFromPlannedInterview(Application application)
{
    // Advisors can always move
    if (IsAdvisor()) return true;
    if (application == null) return false;

    var now = DateTime.Now; // Job reflects timezone
    return application.AppointmentDateTime < now;
}

private bool MissionIsContinuousRecruitment(Application application)
{
    return application.JobPosting.Mission.IsContinuousRecruitment;
}

private bool MissionConvocationHotStarted(Application application)
{
    return application.JobPosting.Mission;
}

private bool IsAdvisor() => currentUserAccessor.IsUserRole(UserType.Advisor);

private Task SendTestNotification(Application application)
{
    // This goes to moment, add EventListener!

    return Task.CompletedTask;
}

Output
Show output from: QI.Recruitment.Api - ASP.NET Core Web Server
[01/10/2024 10:00:00 AM] [INFO] [ServerHeartbeatProcess[0]]
[01/10/2024 10:00:00 AM] [INFO] [ServerHeartbeatProcess[0]] Server laptop-6692uekg:32084:bce997ea heartbeat successfully sent
[01/10/2024 10:00:00 AM] [INFO] [ServerHeartbeatProcess[0]]
[01/10/2024 10:00:00 AM] [INFO] [ServerHeartbeatProcess[0]] Server laptop-6692uekg:32084:bce997ea heartbeat successfully sent
```





## Safe Harbor

This presentation is for informational purposes only and is not an offer to sell securities or a solicitation of an offer to buy any securities and may not be relied upon in connection with the purchase or sale of any security. Sales and offers to sell iPower, Inc. (the “Company”) securities will only be made in accordance with the Securities Act of 1933, as amended, and applicable Securities and Exchange Commission (“SEC”) regulations, including the written prospectus requirements.

This presentation is proprietary and is intended solely for the information of the persons to whom it is presented. It may not be retained, reproduced or distributed, in whole or in part, by any means (including electronic) without the prior written consent of the Company.

This presentation may contain "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. All statements, other than statements of historical fact, in this release that address activities, events or developments which we expect will or may occur in the future are forward-looking statements, including statements regarding the intent, belief or current expectations of the Company and members of our management team. Such forward-looking statements are not guarantees of future performance and involve known and unknown risks and uncertainties. These risk and uncertainties include, without limitation, the timely availability and acceptance of new products, product mix, market conditions, as well as factors that affect the industry in general and other factors. The forward-looking statements contained herein are also subject generally to other risks and uncertainties that are described from time to time in our filings with the SEC, including our Annual Report on Form 10-K. Actual results may differ materially from those contemplated by the forward-looking statements. We undertake no obligation to update our forward-looking statements to reflect future events or circumstances.



## Company Overview

iPower Inc. is a tech and data-driven online retailer, as well as a provider of value-added ecommerce services for third-party products and brands

- **Data and Technology Driven Culture.** Founded by two software engineers, management has approached ecommerce with a data first mindset, utilizing in-house technology throughout the business to streamline operations and spark innovation
- **Experienced Ecommerce Capabilities.** iPower offers thousands of stock keeping units from its in-house brands through its deep network of sales channels
- **Sophisticated Fulfillment.** iPower utilizes its own fulfillment centers located on the west coast. The Company has the capacity within its fulfillment operations to address significant increases in order volume
- **Accelerating Growth in SuperSuite Supply Chain Business.** Providing value chain services (sourcing, logistics, merchandising, channel sales, etc.) represents a lucrative new business for iPower
- **Strong Supplier Relationships.** Management has built strong relationships with its key suppliers over its 14+ year history and maintains a diversified supplier network
- **Attractive Financial Profile.** In FY 2024, the Company generated approximately \$86 million in revenue with 46% gross margin and more than \$6 million of cash flow from operations

**Rancho Cucamonga, CA**  
Headquarters

**100+**  
Suppliers

**Broad Coverage**  
in North America & Europe

### Key Milestones / Recent Highlights:

- IPO in May 2021
- Asset-light business model
- Recently renewed its \$15M secured revolving credit facility with JPMorgan Chase with an accordion feature to increase the facility size up to \$40M
- Leading gross margin profile of peer group driven by large and growing in-house brand sales
- High-quality channel partners like Amazon, Walmart, TikTok Shop and Temu
- Reduced debt obligations by nearly \$3M in fiscal Q1 2025



# iPOWER at a Glance

## Major Product Categories

- Home
- Garden
- Outdoor
- Pet
- Wellbeing
- Electronics

## Strong Online Presence



The Company is a leading home and garden supplier and retailer on Amazon, which is the most important online channel in the category



Invited to the Walmart platform in 2019, growing well in-excess of corporate average since launch



iPower's first channel partner, have developed a strong position on eBay and will maintain its position on the platform



TikTok Shop

Established a strong brand presence on TikTok Shop, where iPower is an approved seller for both short-form videos and live shopping



iPower launched sales on Temu in April 2024 and has seen promising early results in the kitchen and pet categories



# Strength Of Our Brands

- iPower has a deep portfolio of offerings available under the brands iPower, Simple Deluxe, Flourish, YSSOA, iFarm, ScratchMe and Fluffy Dream
- Brand building execution has allowed the Company to offer its expertise to third party brands
- In-house brands have grown from less than 40% of iPower's revenue in 2019 to over 95% today<sup>1</sup>

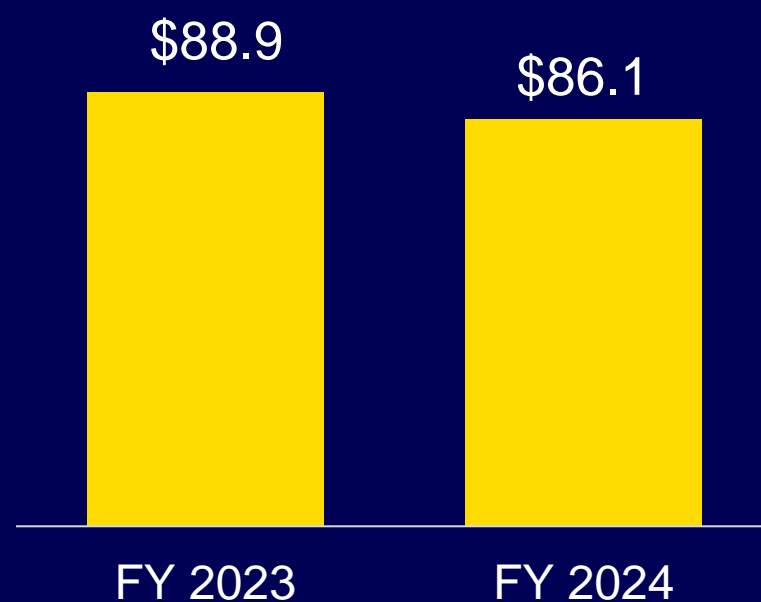




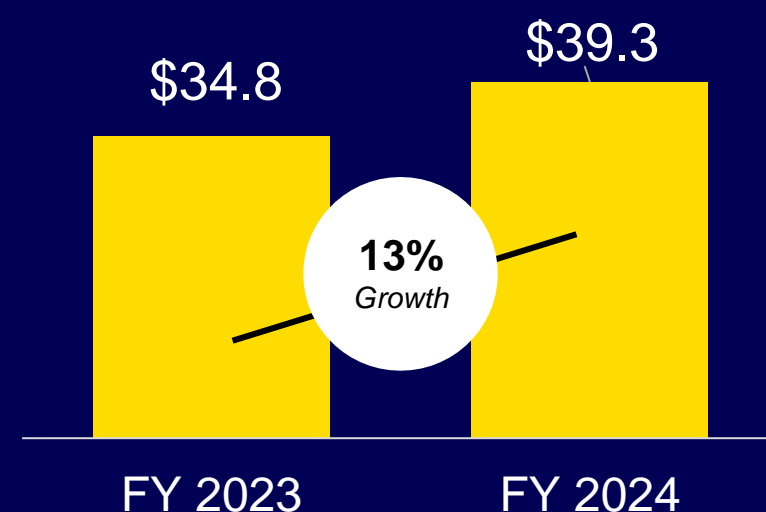
# Select financial information

Fiscal year ended June 30, 2024

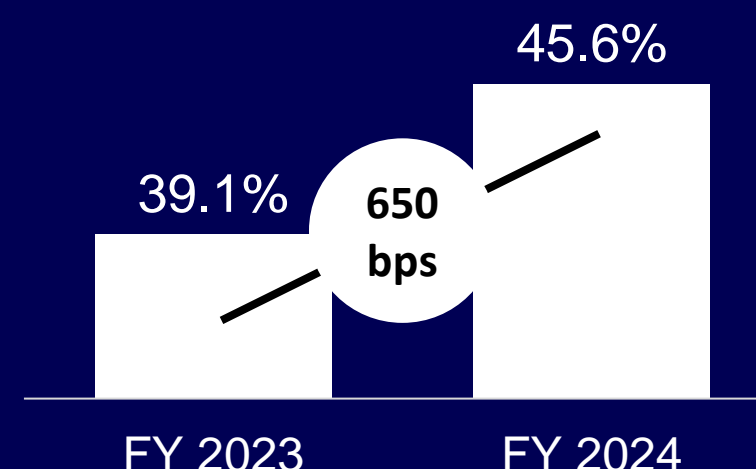
## Total Revenue



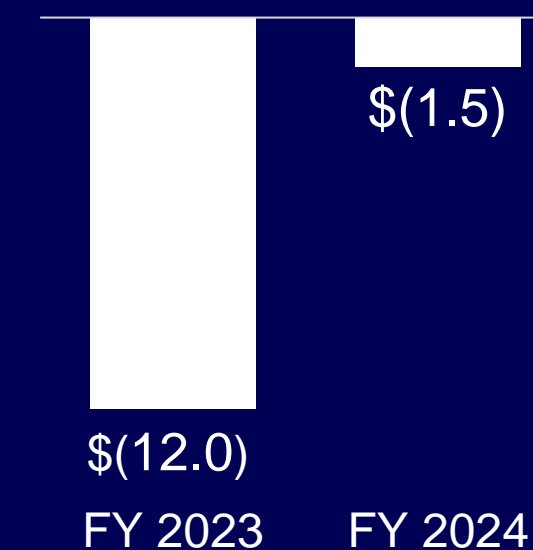
## Gross Profit



## Gross Margin



## Net Income

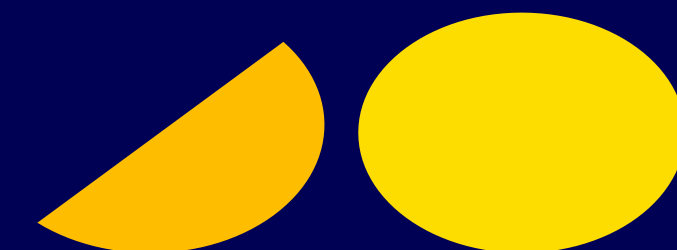


**~90%** *In-House Brands Revenue Mix*     
 **45%+** *In-House Brands Gross Margin*     
 **\$6.2M** *FY'24 Cash Flow From Operations*



# Select financial information

Fiscal quarter ended September 30, 2024



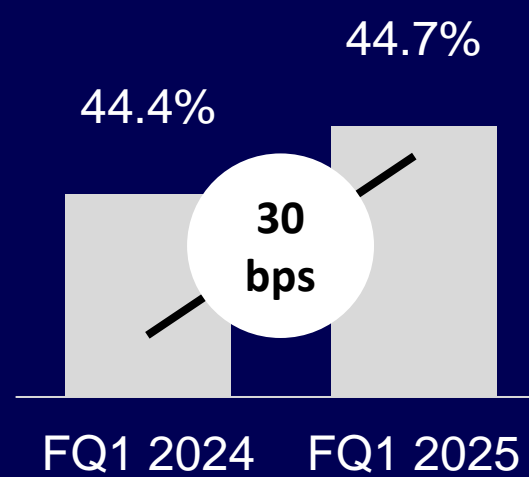
## Total Revenue



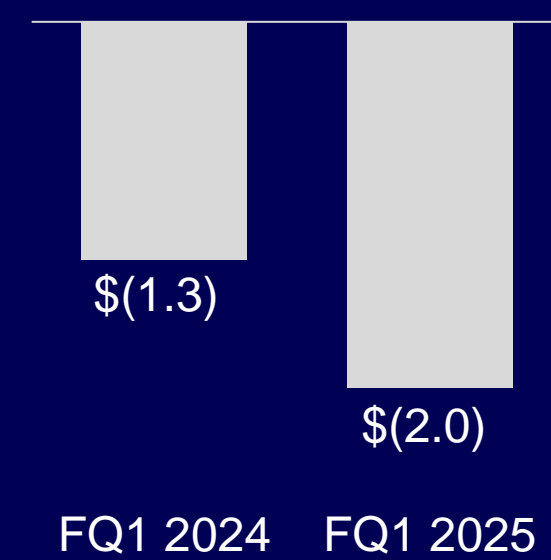
## Gross Profit



## Gross Margin



## Net Income



### Fiscal Q1 2025 Highlights:

- Optimization initiatives drove gross margin expansion during the quarter
- Continued to build momentum in iPower's SuperSuite business, integrating critical elements across logistics, technology, and marketing to elevate its service offering
- As of September 30, 2024, total debt was reduced by 45% to \$3.5 million compared to \$6.3 million as of June 30, 2024



*A suite of service offerings for product companies and brands looking to expand their omnichannel presence, enabling them to accelerate their sales growth and brand recognition*

**Established  
Online/Retail Sales  
Channels**

**Network of  
Fulfillment Centers  
and Proprietary ERP  
Software**

**Superior Logistics,  
Marketing, and  
Merchandising  
Capabilities**

**SaaS Platform for  
Partner  
Management and  
Access to Extensive  
Market Data**





# How iPower attracts Partners

## Channel Expansion

- Established: Amazon, Wayfair, and eBay, where iPower has a proven sales track record and established operational processes
- Steady State: TikTok is an increasingly stable platform, offering partners access to social commerce and a younger demographic
- Emerging: Temu, a rapidly growing marketplace, provides new opportunities for brand exposure and sales expansion
- Newest Channel: Ali Express, recently onboarded, opens iPower's partners to a vast international market with promising potential

## Cross-selling of Partnership Services

- By integrating services across iPower's partner network, the Company creates opportunities to cross-sell solutions, increasing value for both partners and iPower
- This enables partners to utilize complementary services, enhancing their operational capabilities while driving growth for iPower through additional revenue streams

## Access to iPower's Robust Infrastructure through its SuperSuite Supplier Portal

- SaaS platform that enables partners to efficiently manage their product listings, merchandising, and logistics operations across multiple sales channels from one unified platform
- Partners can leverage iPower's market and product analytics to optimize their sales strategies, refine product offerings, and improve operational efficiencies, driving better overall outcomes

## Supplier Network Access

- Recent expansion into Vietnam offers:
  - Lower Cost Production: Enables iPower to reduce in-house production costs, enhancing its competitive pricing while maintaining quality
  - New Manufacturing Capacity: SuperSuite partners can access additional manufacturing resources in Vietnam, supporting their capacity needs and growth ambitions while offering cost-effective solutions. This also diversifies the supply chain, enhancing reliability and scalability for partners

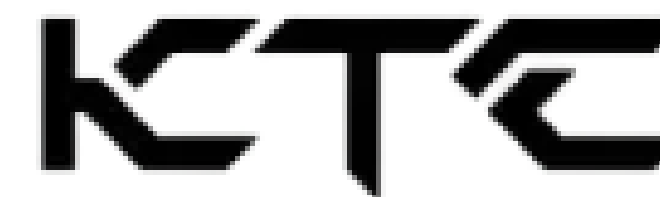
# Attracting Partners through Supply Chain relationships



an Ant International Company

- **Expanded U.S. Market Access:** Zyla by Ant International's clients gain access to iPower's sales channels, enabling them expand into major U.S. online marketplaces
- **Financial Services Integration:** Partnership is the first step toward offering integrated supply chain financial services through iPower's SuperSuite platform
- **New Business Opportunities:** iPower gains access to a network of businesses seeking to enter the U.S. ecommerce market, attracting potential new supply chain partners
- **Strategic Growth:** Enhances iPower's ability to drive growth for supply chain partners by integrating financial and logistics services under one platform
- **Competitive Advantage:** Collaboration strengthens iPower's SuperSuite offering, positioning the Company as a more attractive partner for global businesses

## Partner Brands



### Ideal partners have products that are:

- Well positioned for ecommerce
- Participate in fragmented markets
- Have little "obvious" market differentiation



# Access to established sales channels



# Optimized Shipping Solutions for SuperSuite Partners

- **Diverse Carrier Network**: Leverage partnerships with leading carriers such as UPS, FedEx, Amazon, USPS, and regional logistics providers to offer reliable and flexible shipping solutions across various markets.

- **Cost Efficiency**: Optimize shipping costs through volume discounts and strategic partnerships, passing savings on to partners while maintaining competitive delivery rates.

- **Faster Delivery Times**: Provide expedited and standard shipping options tailored to meet customer demands, ensuring quick delivery without compromising quality.

- **Expanded Reach**: Enable partners to access a broader geographic footprint, including hard-to-reach regions, through iPower's comprehensive logistics network.

- **Enhanced Customer Satisfaction**: Offer tracking and real-time updates powered by industry-leading carriers, improving transparency and trust with end customers.

- **Scalability for Partners**: Support business growth with scalable shipping solutions that adapt to seasonal fluctuations and expanding order volumes.





# Data advantage for SuperSuite partners

## Product Development

- iPower's algorithms monitor sales and keyword volumes for top listings in its product categories
- Once identified, new opportunities are tested to meet specific sales volume and margin requirements

## Pricing

- Developed proprietary pricing tools and formulas, which have been refined over management's 10-year data collection period
- Custom solutions price iPower products against the market while still meeting margin and volume requirements

## Inventory Planning

- Internal software verifies mature SKUs are in-stock, measuring PO size, manufacturer's reserve requirement, and 3P product stocking
- Anticipates ordering for new SKUs with projected and balanced inventory planning
- Advanced inventory planning capabilities have led to more predictable cash flow

## Operational Support

- In-house tools and models support operations across the business
- The Company monitors the performance of various segment teams with internally generated KPIs, which are updated daily to ensure adherence
- iPower collects and utilizes data for sales analytics, fulfillment operation monitoring, and RMA monitoring





# Multiple growth opportunities

## New Channel Opportunities

- **Established Channels:** Proven success with Amazon, Wayfair, and eBay ensures a strong foundation for continued growth
- **Social Commerce:** Stable presence on TikTok Shop, tapping into a younger demographic and social-driven sales
- **Emerging and New Channels:**
  - **Temu:** Rapid growth with promising results in key product categories like kitchen and pet
  - **Ali Express:** Newly onboarded, opening iPower and its partners to a vast global audience, enhancing international market exposure

## Product Development & Acquisitions

- **Organic Product Expansion:** Utilizing data and analytics to identify high-demand products and develop in-house SKUs to meet market needs
- **Strategic Acquisitions:** Potential to acquire complementary product lines and brands, accelerating scale and expanding iPower's comprehensive product portfolio
- **Diversification:** Expanding into adjacent product categories with high purchase frequency to capitalize on evolving consumer preferences

## Expansion of SuperSuite Supply Chain Business

- **Service Offering Expansion:** Continued growth in supply chain services, including sourcing, logistics, and merchandising for third-party brands
- **Increasing Revenue Contribution:** SuperSuite is contributing ~10% of total revenue, with several opportunities for further acceleration
- **Partner Network Growth:** Current partners benefit from extensive sales channels and robust infrastructure, with potential to onboard additional brands
- **Global Manufacturing Network:** Recent Vietnam expansion provides lower-cost production and new manufacturing capacity for both iPower and its partner brands



# Early Momentum in Newly Onboarded Channels



- TikTok Shop empowers brands and creators to connect with highly-engaged customers utilizing Artificial Intelligence to market and sell their products to over 150 million users across the United States
- Per Bloomberg, TikTok Shop is expected to hit \$20 billion in gross merchandise value by end of 2023, a 4x increase from the prior year



- Temu is an innovative online marketplace that connects consumers with affordable, quality products through advanced algorithms and streamlined supply chain networks
- Per Statista, Temu has ~167 million monthly active users worldwide and is projected to reach \$54 billion in annual sales in 2024, reflecting its rapid growth and rising popularity among global shoppers



- AliExpress is a global ecommerce platform that connects millions of buyers with international sellers, offering a vast selection of products at competitive prices through a seamless online experience
- According to Statista, AliExpress is projected to exceed \$50 billion in gross merchandise value in 2024, solidifying its position as a leading cross-border ecommerce marketplace worldwide

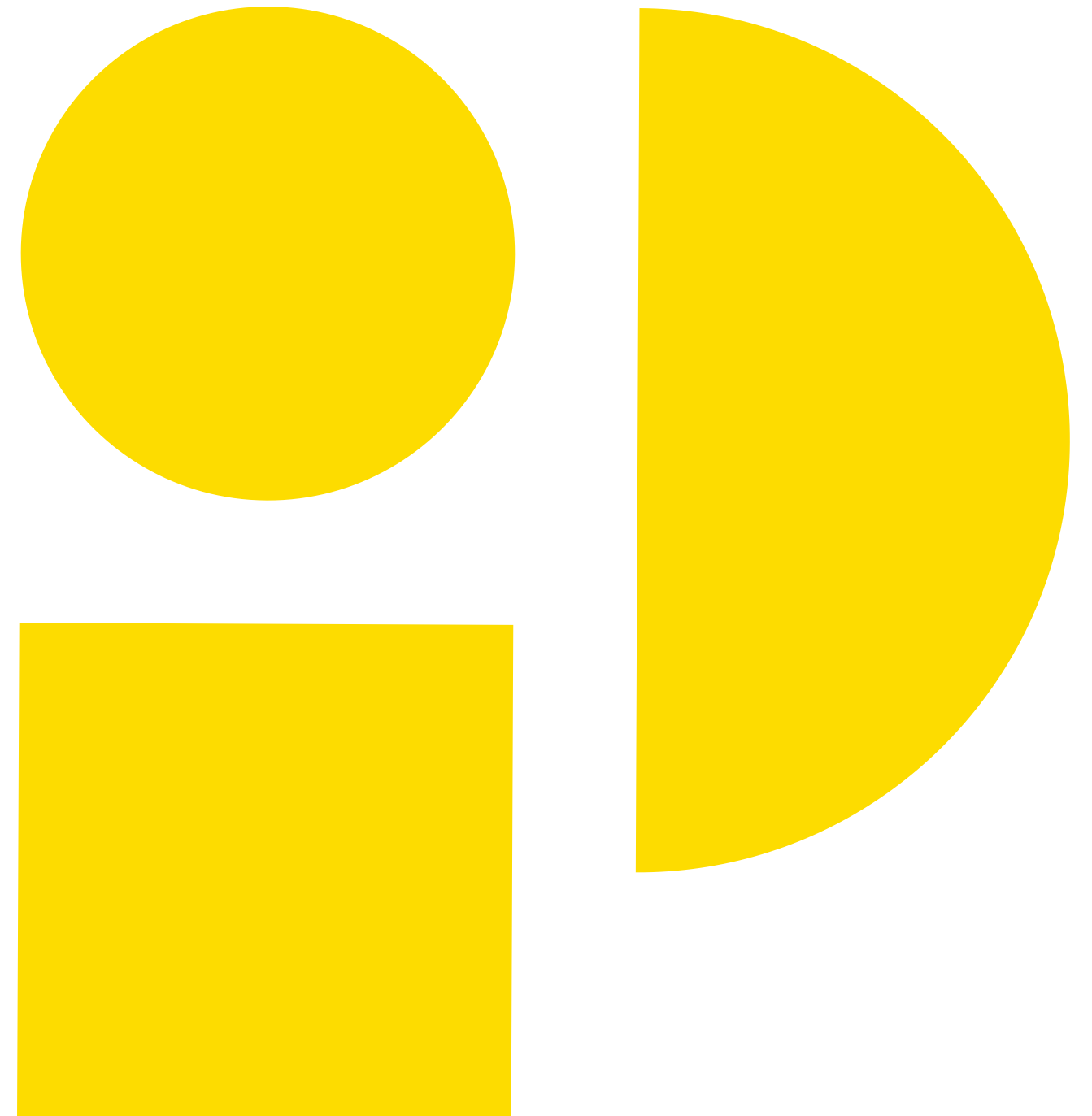
# Thank you

**Company Contact:**

Kevin Vassily  
Chief Financial Officer  
8798 9<sup>th</sup> Street  
Rancho Cucamonga, CA 91730

**Investor Contact:**

Sean Mansouri, CFA or Aaron D'Souza  
Elevate IR  
720-330-2829  
IPW@elevate-ir.com





# Supply chain & logistics

- The Company services customers around the globe with a fully developed distribution network that includes three distribution centers in California, which combine for 200,000 sq. ft.
- iPower manages a diverse supply chain with over 100 suppliers
- The Company maintains strong, long-term supplier relationships, providing iPower with: pricing volatility mitigation, lower supply chain interruption, production forecasting flexibility, upstream supply chain transparency, lower compliance risk, and more

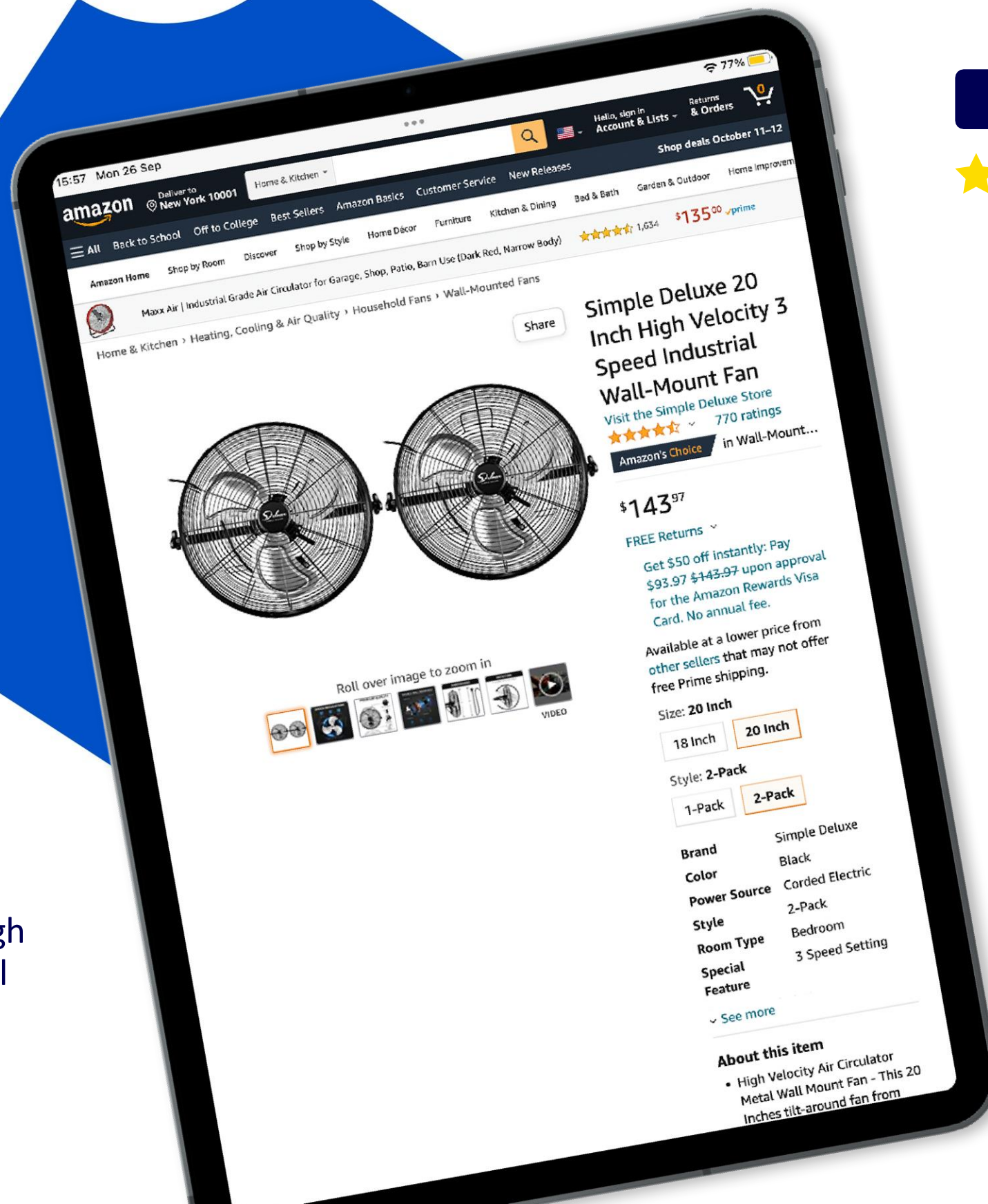






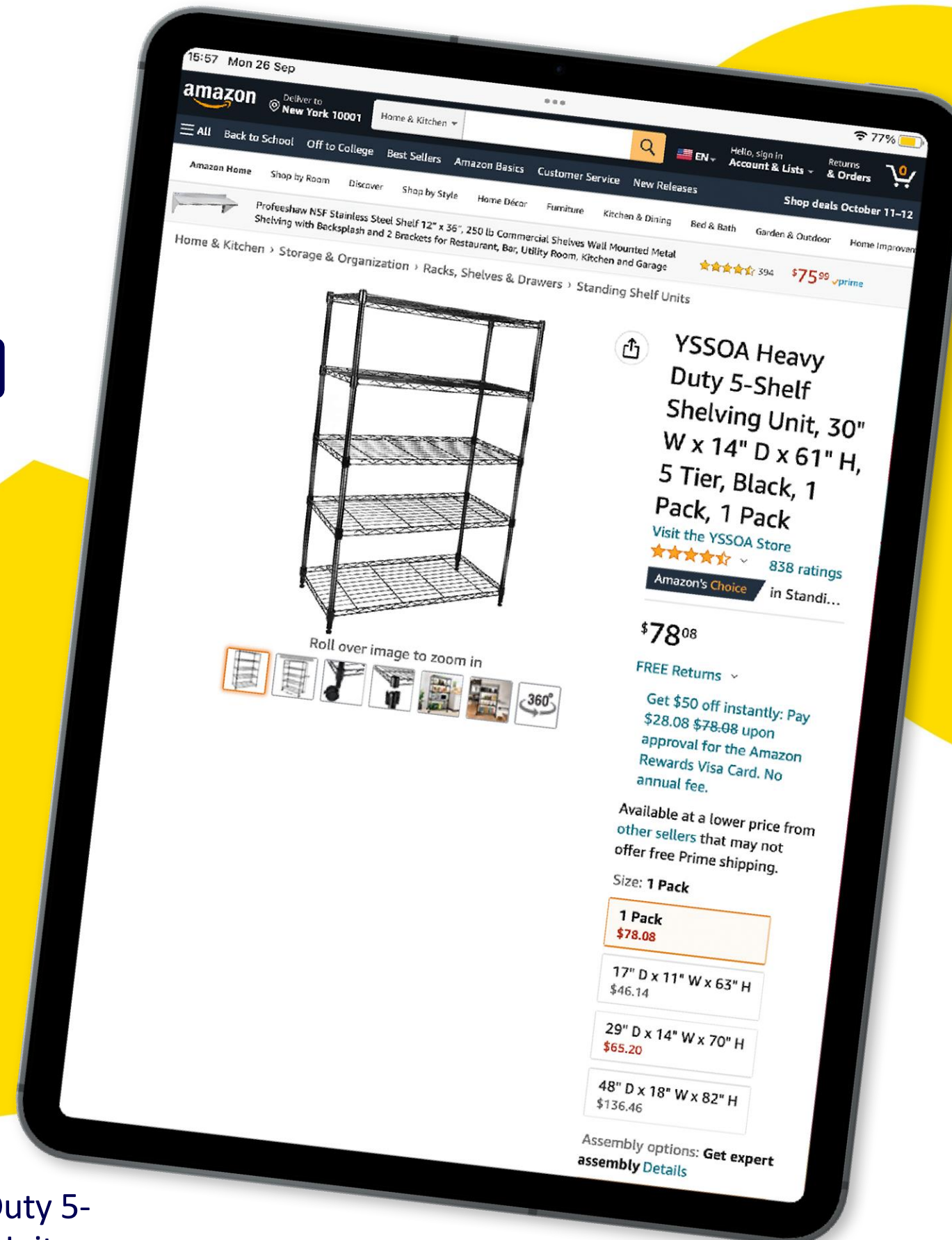
# Best selling products

Amazon's Choice



Simple Deluxe 20 Inch High Velocity 3 Speed Industrial Wall-Mount Fan

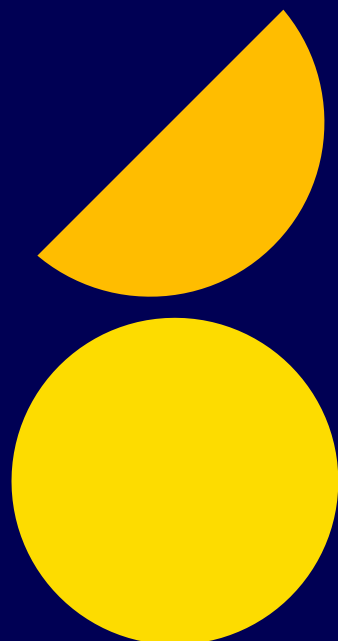
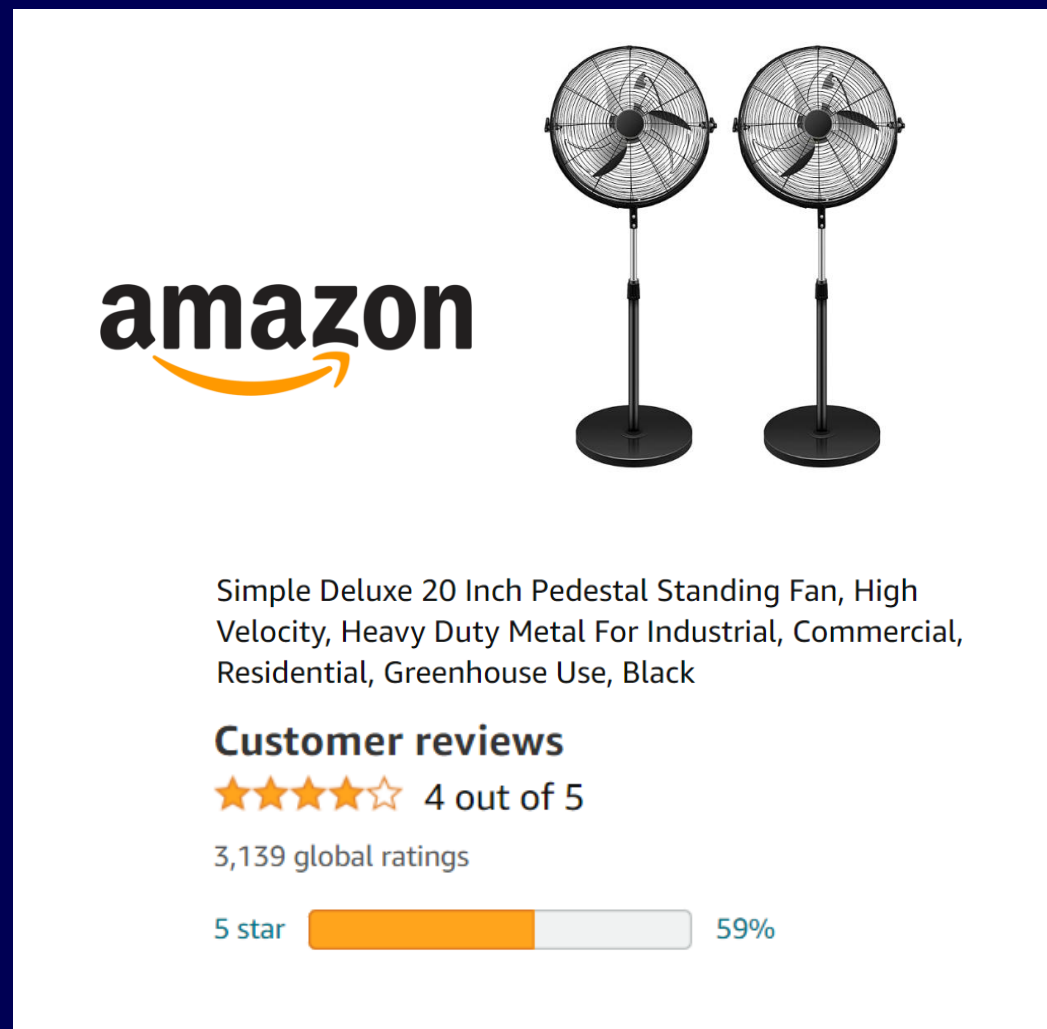
Amazon's Choice




YSSOA Heavy Duty 5-Shelf Shelving Unit



### Earned PR

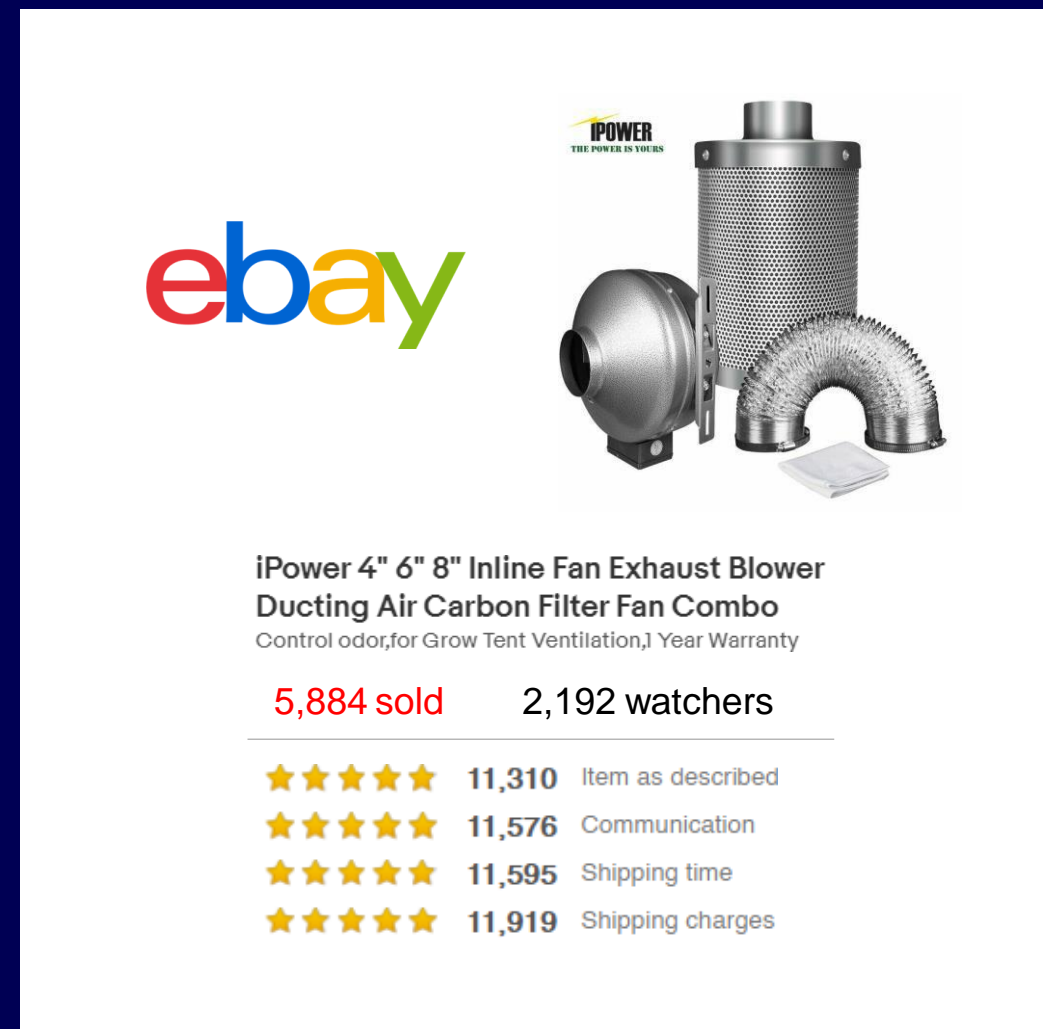
**amazon**




Simple Deluxe 20 Inch Pedestal Standing Fan, High Velocity, Heavy Duty Metal For Industrial, Commercial, Residential, Greenhouse Use, Black

**Customer reviews**  
 ★★★★★ 4 out of 5  
 3,139 global ratings

5 star 59%



**ebay**



**iPower 4" 6" 8" Inline Fan Exhaust Blower Ducting Air Carbon Filter Fan Combo**  
 Control odor,for Grow Tent Ventilation,1 Year Warranty

5,884 sold 2,192 watchers

★★★★★	11,310	Item as described
★★★★★	11,576	Communication
★★★★★	11,595	Shipping time
★★★★★	11,919	Shipping charges



**Walmart**



YSSOA 20" Portable Foldable Outdoor Charcoal Barbecue Grill, Detachable Collapsible Mini Tabletop BBQ Smoker Grill

**Customer reviews & ratings**

**4.4 out of 5**

### Website Marketing

- Designed as an information portal as well as an ecommerce store, the website provides customers with blogs and other relevant content curated by its knowledgeable staff
- iPower’s ecommerce websites offer customers flash deals, best recommendations and clearance sale items to motivate purchases
- Driving site traffic with social media and email list marketing, and the addition of auto-ship functionality represent opportunities to supplement the current website strategy

