INVESTOR PRESENTATION

Reinvent Yourself.

Vertically Integrated Across Consumer, Media & Performance —
Built to Convert Attention Into Recurring Revenue.

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Any forward-looking statements speak only as of the date they are made. The Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise.

THE PROBLEM

CONSUMERS ARE INVESTING MORE IN HEALTH THAN EVER—BUT BRANDS STILL RELY ON EXPENSIVE, SHORT-TERM CUSTOMER ACQUISITION.

Most companies rent attention through paid advertising. Growth slows when ad spend stops, making customer acquisition increasingly expensive and retention difficult.

- Rising Customer Acquisition Costs (CAC) Reduce Profitability
- Most Wellness Brands Own Products—Not Audiences
- Every New Product Launch Starts Customer Acquisition From Scratch
- Limited Customer Data Leads to Weak Retention and Lower Lifetime Value

OUR SOLUTION

LIMX OWNS THE AUDIENCE —CREATING MULTIPLE REVENUE STREAMS FROM ONE TRUSTED ECOSYSTEM.

Instead of Buying Customers for Every Brand, LIMX Builds a Loyal Audience Through Entertainment, Athletes, and Community—Then Monetizes That Audience Across Commerce, AI, and Recurring Services.

- Athlete- and Content-Led Reach Lowers Acquisition Costs
- One Owned Audience Feeds Every Subsidiary, Not Just One Product
- New Products Launch Directly Into an Existing, Engaged Audience
- Shared AI and First-Party Data Drive Stronger Retention and Lifetime Value

LIMITLESS X HOLDINGS, INC.

Building an AI-Powered Consumer Platform for Sustainable Growth

The Investment Thesis

- Owns and Allocates Capital Across Four Complementary Operating Subsidiaries
- Embeds Artificial Intelligence Across the Platform to Lower Acquisition Costs and Increase Lifetime Value
- Converts One Shared Audience Into Multiple, Recurring Revenue Streams
- Built for Platform Multiple Expansion, Compounding Value Beyond Any Single Asset

OTCQX: LIMX

THE ECOSYSTEM

One Platform. Four Complementary Businesses. A Single, Connected Growth Engine.

LIMITLESS X, INC.

Premium Health, Wellness, and Performance Products Sold Direct-to-Consumer, Retail, and Wholesale.

LIMITLESS ENTERTAINMENT GROUP, INC.

Combat Sports Events, Athlete Partnerships, and Live Entertainment Monetized Through Media and Sponsorship.

LIMITLESS FILMS, INC.

Feature Films and Premium Content That Build Brand IP and Expand Audience Reach.

BODYCOR, INC.

AI-Driven Consumer Intelligence and Personalization, Including a Stake in the Ding Platform.

COMPETITIVE ADVANTAGES

- **Lower Customer Acquisition Cost**
  Athlete- and Content-Led Reach Reduces Dependence on Paid Media.
- **Multiple Revenue Streams**
  One Audience Monetized Across Wellness, Media, and Technology.
- **Owned First-Party Data**
  Proprietary Customer Data Strengthens Retention and Lifetime Value.
- **AI-Driven Personalization**
  Shared AI Infrastructure Scales Engagement Across Every Subsidiary.

One Audience. Four Engines. One Growth Flywheel.

BUILD. SCALE. COMPOUND.

ONE PLATFORM. MULTIPLE GROWTH ENGINES. COMPOUNDING VALUE.

Limitless X Is Building an Integrated Platform Where Brands, Audiences, Content, Technology, Data, Commerce, and Distribution Work Together as a Unified Growth Engine — Designed to Accelerate Businesses, Unlock Cross-Platform Synergies, and Compound Value With Every Strategic Addition.

LIMITLESS X • The Compounding Growth Platform

Brands + Commerce

Consumer Brands, Subscriptions & Cross-Selling Designed to Drive Recurring Revenue and Lifetime Value.

Film + Entertainment

Premium Film, Television & Original Content Designed to Build Audiences, IP and Global Reach.

Pacquiao + Sports

Boxing, Live Events, Media & Streaming Designed to Activate Global Audiences and Strategic Partnerships.

DING AI + Data

AI-Powered Personalization, First-Party Data & Commerce Intelligence Designed to Increase Engagement and Monetization.

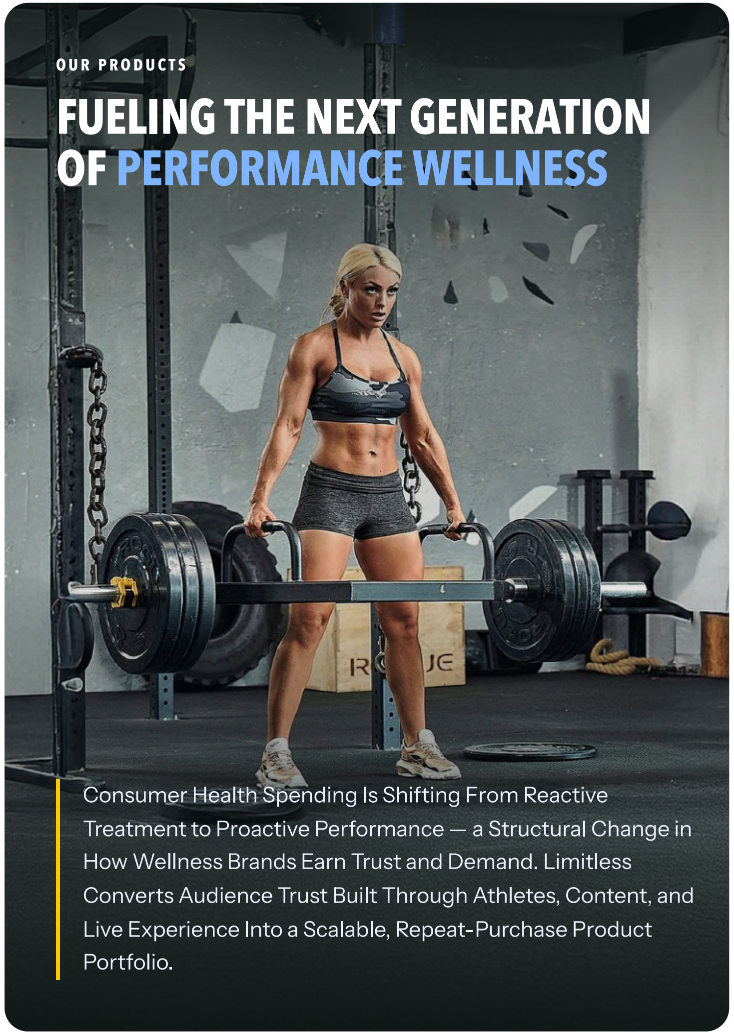
Pending Acquisition — Under LOI

M&A + Acceleration

Acquire, Incubate & Scale Businesses Through Shared Infrastructure, Distribution and Operating Expertise.

Audience → Acquisition → Commerce → Data → Personalization → Retention → Reinvestment → Growth

A Scalable Platform Designed to Turn Audience Into Customers, Customers Into Data, Data Into Intelligence, and Intelligence Into Long-Term Enterprise Value.



OUR PRODUCTS

FUELING THE NEXT GENERATION OF PERFORMANCE WELLNESS

Consumer Health Spending Is Shifting From Reactive Treatment to Proactive Performance — a Structural Change in How Wellness Brands Earn Trust and Demand. Limitless Converts Audience Trust Built Through Athletes, Content, and Live Experience Into a Scalable, Repeat-Purchase Product Portfolio.

Brain Health Supplements

NZT-48 Anchors a Premium Cognitive-Performance Category Built for Professionals, Entrepreneurs, and Athletes Who Treat Focus as a Competitive Advantage — a Positioning That Commands Premium Pricing and Reinforces Brand Credibility Across the Portfolio.

Nootropic Pre-Workouts

Limitless OneShot Competes in One of the Highest-Frequency Purchase Categories in Wellness, Converting Daily Use Into Recurring Revenue and Durable Customer Relationships.

Coffee Concentrates

Coffee Concentrates Meet Consumers Where Daily Habits Already Exist, Pairing the Ritual of Coffee With Functional Cognitive Benefits — an Accessible Entry Point That Expands the Company's Everyday Reach.

Health Support Gummies

Gummies Are Among the Fastest-Growing Formats in Wellness, Delivering Accessible Daily Nutrition Across a Broad Consumer Base and Expanding the Company's Addressable Market Beyond Core Supplement Users.

THE LIMX OMNICHANNEL COMMERCE FLYWHEEL

ATTRACT

Audience Acquisition & Brand Creation

Global Digital Commerce & Media Economy:

$6T+

Health, Wellness & Creator Economy:

$1T+

Why It Matters?

- Content Attracts High-Value Audiences
- Athletes & Creators Build Trust
- Owned Media Lowers Customer Acquisition Costs

LIMX Advantage

- Owns the Audience Before the Sale
- Original Content Creates Proprietary IP
- Brand Equity Compounds Over Time

MONETIZE

Commerce & Revenue Engine

Convert engaged audiences into repeat customers across multiple products and channels.

Outcome: Revenue Growth

Why It Matters?

- Multiple Revenue Streams
- High Repeat Purchase Potential
- Scalable Omnichannel Distribution

LIMX Advantage

- One Audience, Multiple Brands
- Content Converts Into Commerce
- Retail, DTC & Marketplace Distribution

OPTIMIZE

DING AI

Global Digital Health & AI Market:

$300B+

Why It Matters?

- AI Personalizes Health & Wellness at Scale
- Recurring SaaS & Subscription Revenue
- First-Party Data Increases Customer Lifetime Value
- Growing Demand for Preventive & Personalized Healthcare

DING Competitive Advantage

- Strategic Instacart Partnership Enables AI-Powered Commerce
- Personalized Product Recommendations Based on Health Insights
- Proprietary First-Party Consumer Data Platform
- AI Intelligence Integrated Across the LIMX Ecosystem

STRATEGIC PARTNERSHIP

Instacart

Connecting AI-powered health recommendations with one of North America's leading digital grocery and retail ecosystems.

Market size estimates based on industry reports from McKinsey, Bain, Deloitte, PwC, Statista, IBISWorld, PitchBook, Grand View Research, Fortune Business Insights, and public company filings.

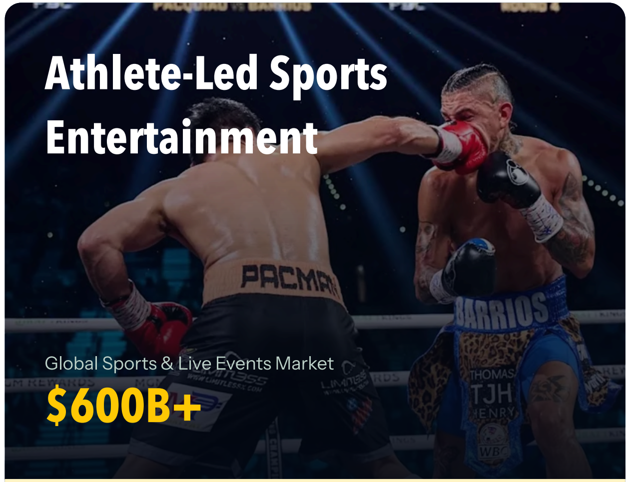
BUILD THE AUDIENCE.
GROW THE BUSINESS.

🔔 **Why It Matters?**

- Own Valuable Intellectual Property (IP)
- Generate High-Margin Licensing Revenue
- Build Global Audiences Through Premium Content
- Create Multiple Monetization Opportunities

LIMX Advantage

- Original, IP-Owned Content Portfolio
- Integrated Distribution & Brand Ecosystem
- Audience-First Content Strategy
- Scalable Platform for Future Media Assets



Why It Matters?

- Sports IP Generates Multiple Monetization Opportunities
- Elite Athletes Build Trust & Brand Authority
- Live Events Create High-Value Audience Engagement
- Global Demand for Premium Combat Sports Continues to Grow

LIMX Advantage

- Athlete Partnerships & Premium Experiences
- Original Sports Content & Event IP
- Cross-Platform Audience Monetization
- Integrated Sports, Media & Commerce Ecosystem

LIMX doesn't just sell products–it owns the customer journey.

Why It Wins

- Content Attracts the Audience
- Sports Build Trust
- Commerce Generates Revenue
- AI Increases Retention & Lifetime Value

Strategic Investor Takeaway

Every new customer strengthens the entire ecosystem—not just one business. That creates a compounding growth model that becomes more valuable as the platform scales.

CELEBRITY-LED GO-TO-MARKET DISTRIBUTION

Why This Is a Repeatable GTM Model

Playbook Can Be Replicated With Additional Athletes & Icons

Low CAC vs. Traditional Paid Media

Each Partner Acts as a Media Channel, Distributor & Brand Accelerator

Owned Audiences Reduce Dependency on Ads

Manny Pacquiao

8-Division World Champion, Global Boxing Icon

PRIMARY GTM CHANNEL

Asia-Pacific & Global Wellness

Audience Reach

- 50M+ Global Fan Base Across Asia, U.S., and Faith-Based Communities
- Deep Penetration in Philippines & SEA Retail and Digital Channels

Activation Mechanics

- Co-Branded Pacman Signature Performance & Wellness Line
- Live Appearances, Social Drops, Faith & Community Events
- Retail Pull-Through via National Distributors

Revenue Impact

- Product Sell-Through Driven by Signature Line
- Category Expansion Into Supplements, Recovery, and Longevity

DJ Pauly D

Grammy-Nominated DJ, Reality TV & Nightlife Icon

PRIMARY GTM CHANNEL

U.S. Nightlife & Social Virality

Audience Reach

- 20M+ Combined Social Following Across a Young, Highly Engaged Fanbase
- National Reach Through Vegas Residencies, Touring, and Mainstream Reality TV Exposure

Activation Mechanics

- Social-Led Product Launches With Built-In Viral Amplification
- Integrated Activation Across Nightlife, Events, and Lifestyle Brand Tie-Ins

Revenue Impact

- DTC Spikes From Social Drops
- Broadens Reach Into Younger, Lifestyle-Driven Consumer Segments

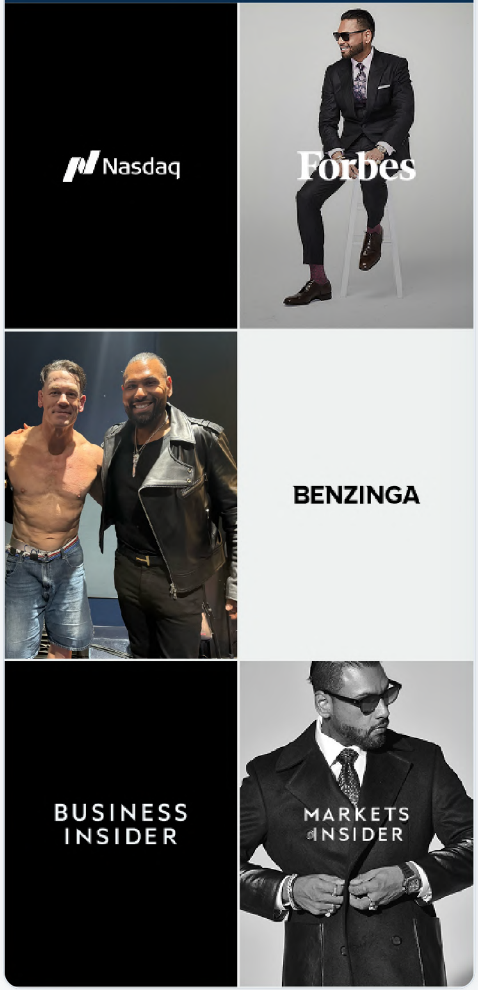
PROVEN ABILITY TO BUILD BRANDS THAT GET NOTICED

LIMX has earned recognition across leading business, consumer, fitness, and entertainment media, demonstrating its ability to build brand awareness, establish credibility, and expand market reach.

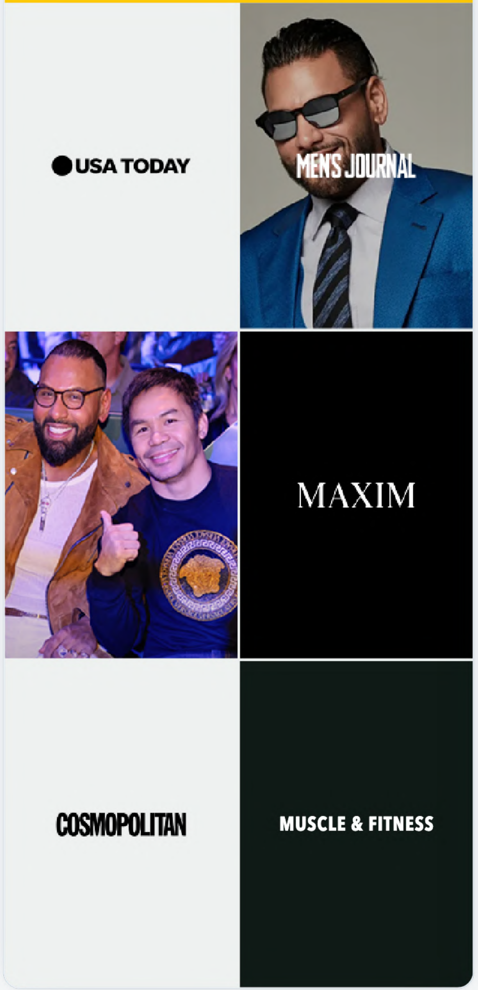
- 50+ Tier-One & National Media Features
- 20M+ Audience Reach Through Strategic Partnerships
- Growing Visibility Across Consumers, Investors & Capital Markets

VOGUE TMZ Page Six Esquire
BAZAAR INTERNATIONAL BUSINESS TIMES MUSCLE AND HEALTH
FHM Us OK! magazine Life&Style InTouch
L'OFFICIEL MENS FITNESS Los Angeles ELLE
GeekWire PAPER The Miami Herald

Business Credibility



Consumer Reach



Cultural Influence

EXECUTION MILESTONES Q4 2025 - Q1 2026

Completed and announced milestones that expanded the LIMX platform, strengthened revenue, and built the foundation for the next phase of growth.

[NEXT 90 DAYS – FORWARD CATALYSTS]

→ Complete DING Acquisition
→ Commercial Launch of the DING AI Platform
→ Expand Product Portfolio
→ Increase Consumer Product Revenue
→ Announce New Film & Entertainment Projects
→ Execute Additional Strategic Partnerships
→ Continue Building the LIMX Audience Ecosystem

Feb 24, 2026
SPORTS / MEDIA

Limitless X Named Executive Producer in Historic Mayweather vs. Pacquiao II Rematch Streaming Live on Netflix

Executive Producer, Mayweather vs. Pacquiao II

Why It Matters:
- Back-end economics tied to global broadcast revenue
- Exposure to Netflix's 325M+ subscribers worldwide
- Cross-promotional reach across LIMX subsidiaries

Feb 2, 2026
TECHNOLOGY / M&A

Limitless' Bodycor Subsidiary Enters Binding LOI to Acquire DING, an AI Nutrition Platform Embedded in Instacart-Enabled Commerce

Binding LOI to Acquire DING

Why It Matters:
- AI-powered meal planning embedded in Instacart checkout
- Scalable, capital-efficient commerce enablement
- Expected to be immediately accretive

Jan 5, 2026
LEADERSHIP

Limitless X Appoints Seasoned Consumer Products and Manufacturing Executive Daniel Sanders as President

Daniel Sanders Appointed President

Why It Matters:
- 20+ years scaling consumer wellness brands
- Experience across Walmart, Costco, Whole Foods, Target
- Strengthens manufacturing & retail execution

Dec 2, 2025
DISTRIBUTION / BRAND

Limitless X Subsidiary Expands National Partnership with Manny Pacquiao Promotions After Sold-Out Launch Event

Expanded Manny Pacquiao Promotions

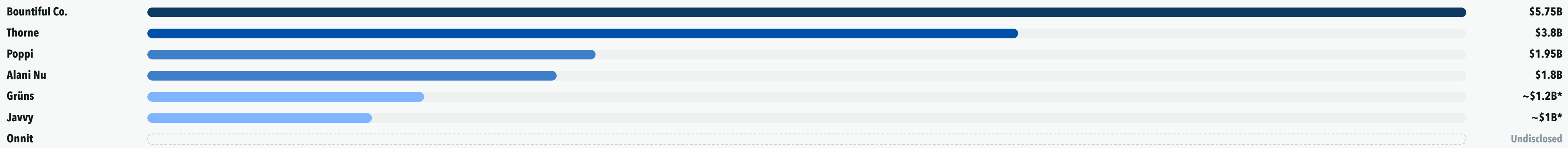
Why It Matters:
- Sold-out debut validates consumer demand
- Global ambassador-led brand reach
- Platform for international expansion

BILLION-DOLLAR ACQUISITIONS VALIDATE THE CATEGORIES
LIMITLESS X'S SUBSIDIARY IS BUILDING IN

COMPANY	ACQUIRER	YEAR	DEAL VALUE	LIMX RELEVANCE
Thorne	P&G	Aug 2026	$3.8B	Adjacent to LIMX's core supplement line
Bountiful Co. Core Brands	Nestlé	2021	$5.75B	Validates strategic scale value in-category
Poppi	PepsiCo	2025	$1.95B / $1.65B net	Adjacent to LIMX's coffee & drink formats
Alani Nu	Celsius	2025	$1.8B / $1.65B net	Adjacent consumer wellness category
Grüns	Unilever	Apr 2026	~$1.2B est.*	Adjacent to LIMX's gummy line
Onnit	Unilever	2021	Undisclosed	Direct category validation for NZT-48
Javvy	Exploring Sale	2026	~$1B potential*	Direct validation for Limitless Coffee Concentrates

Grüns figure per Axios, unconfirmed by Unilever. Javvy reflects an early-stage sale process per Reuters, not a completed transaction.

DEAL VALUE COMPARISON



Bars are illustrative and not to scale with LIMX. Not a projection of LIMX transaction value.

LIMX TAKEAWAY LIMX is building across multiple categories where strategic buyers have demonstrated significant acquisition appetite — from supplements and cognitive performance to functional beverages and next-generation consumer wellness.

FROM PRODUCTS TO PLATFORM

Building Enterprise Value Beyond Traditional Consumer Brands

Traditional consumer brands monetize a single transaction. LIMX builds a long-term customer relationship that generates recurring revenue across content, commerce, sports, and AI.

Early Validation

- 24% Gross Margin (Q3 2025)
- Margin Expansion Expected in 2026
- Platform Strategy Already Demonstrating Operating Leverage

What Others Are

Traditional Consumer Brands

- ✕ Single Product Business
- ✕ Growth Depends on Paid Advertising
- ✕ Limited Customer Relationships
- ✕ One-Time Revenue Model
- ✕ Marketing Creates Temporary Demand

Result: Growth Slows as CAC Increases.

What Limitless Is

The LIMX Flywheel

- ↑ Owns the Audience, Not Just the Customer
- ↑ Content & Sports Generate Organic Demand
- ↑ Multiple Businesses Monetize One Audience
- ↑ AI & First-Party Data Increase Customer Value
- ↑ Every New Customer Strengthens the Platform

Result: A Compounding Growth Engine With Expanding Margins.

Why It Matters Financially

Why Investors Care

- Lower Customer Acquisition Costs
- Higher Customer Lifetime Value
- Multiple Recurring Revenue Streams
- Operating Leverage Improves Over Time
- Higher Margins Through Vertical Integration
- Greater Enterprise Value Potential

Result: A Business Model Designed to Become More Valuable as It Scales.

THE MARKET DEMAND DRIVERS

Five Durable Trends Are Converging — and LIMX Is Built to Capture All of Them at Once.

[WHY THIS MATTERS]

These Trends Reward Integrated Platforms That Control Distribution, Data, Media, and Brand Narrative — LIMX Monetizes a Unified Consumer Relationship Across Commerce, Content, and Community.

Global Health Optimization Shift

Rising Spending on Wellness, Performance, Recovery, and Longevity Is Expanding Demand for Trusted Health Brands.

Content-Driven Commerce Is Replacing Traditional Advertising

Consumers Discover and Buy Through Creators, Athletes, and Premium Content Instead of Ads — Improving Acquisition Efficiency.

Platformization of Consumer Brands

The Strongest Consumer Brands Now Operate as Integrated Platforms Combining Content, Commerce, and Community.

Offline-to-Digital Spillover Economics

Live Events and Real-World Experiences Extend Into Lasting Digital Engagement, Content, and Repeat Purchases.

Global Expansion Tailwinds

International Markets Are Rapidly Adopting Wellness Products, Digital Health, and Athlete-Driven Brands.

Why LIMX Is Positioned to Win

LIMX Combines Media, Sports, Commerce, and AI Into One Ecosystem — Lowering Acquisition Costs and Creating Multiple Revenue Streams From Every Customer.

FOUNDER & CEO

JAS MATHUR

FOUNDER · OPERATOR · DEALMAKER

Nearly 30 Years Building, Scaling & Monetizing Businesses — Proven Execution, Global Relationships & Personal Conviction Behind Limitless X.

[BODY TRANSFORMATION]

250+ lbs
Lost — Before to Today

~30 Yrs Founder & Operator	**$100M+/mo** Peak Marketing Scale, Emblaze One	**$100Ms** Cumulative Revenue Across Ventures

[GLOBAL DEALMAKING & STRATEGIC ACCESS]

CEO, Manny Pacquiao Promotions

Leading Strategic Growth, Partnerships, and Global Commercial Initiatives.

Global Boxing & Media Negotiations

Named Executive Producer of the 2026 Mayweather vs. Pacquiao II Rematch, Streaming Live on Netflix.

Celebrity, Sports & Business Network

Three Decades of Relationships Spanning World-Class Athletes, Entertainers, Political Figures, Media, and Business Leaders.

[OPERATOR DNA]

DISCIPLINE
250lbs+ Personal Body Transformation

RESILIENCE
Nearly Three Decades Through Multiple Business Cycles

NEGOTIATION
High-Stakes Sports & Commercial Transactions

RELATIONSHIPS
Trust and Access Across Industries

PATIENCE
Long-Horizon Approach to Value Creation

PERSISTENCE
Never Giving Up Through Setbacks or Cycles

PERSEVERANCE
Pushing Through Adversity to Reach the Goal

$12M+

ALIGNED WITH SHAREHOLDERS

Founder and Affiliate Debt Converted to Equity, Strengthening the Balance Sheet Ahead of the Company's Uplisting Efforts.

MEET OUR SENIOR LEADERS

Daniel Sanders

President

- **Institutional Manufacturing Leadership:** Scaled and Oversees 150,000+ Sq. Ft. of GMP-Compliant Production With Demonstrated Capacity Expansion.
- **Proven Product Commercialization:** Extensive Experience Moving Science-Based Products From Development Through National Rollout.
- **Established U.S. Retail Distribution:** Brands Placed in 7 of the 10 Largest U.S. Big-Box Retailers, Supporting Rapid National Scale.

Danielle Young

Chief Operating Officer

- Has Over 14 Years of Experience in Public Accounting.
- Possesses Extensive Knowledge in Internal Audit, Sarbanes-Oxley Compliance, and Corporate Management.
- Successfully Led and Managed Internal Audit Divisions for Publicly Listed Companies.
- Serves as a Trustee on the Board of Directors for The Miss America Foundation.

Benjamin Chung

Chief Financial Officer

- Has Over 20 Years of Experience in Public Accounting.
- Founded and Led Several PCAOB-Registered Accounting Firms.
- Gained Experience Working With PwC and Ernst & Young.
- Applies Extensive Knowledge of SEC Rules and Regulations.

Rob Cucher

VP of Legal Affairs

- Experienced Attorney With More Than 20 Years of Expertise.
- Graduated With a Law Degree From Loyola Law School in Los Angeles.
- Co-Founded Sports for All Children, a Nonprofit Organization Dedicated to Providing Athletic Opportunities for Children With Special Needs.
- Active Member of the California State Bar and the United States District Courts.

LEADERSHIP. DISCIPLINE. RESULTS.

A board and leadership team with complementary expertise across governance, capital markets, media, consumer products, and strategic growth.

Jas Mathur

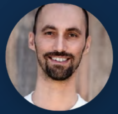
CHAIRMAN OF THE BOARD

Chairman & CEO of Limitless X Holdings and CEO of Manny Pacquiao Promotions; nearly three decades building, scaling, and monetizing digital platforms and consumer brands across DTC, media, and entertainment, generating hundreds of millions in cumulative revenue.

Arthur Sarkissian

FILM & ENTERTAINMENT MONETIZATION

Legendary Hollywood producer with four decades of experience; films generating nearly $1B in global box office, including the $900M Rush Hour franchise, While You Were Sleeping, and The Foreigner; his packaging and financing expertise informs Limitless Films' strategy.



Dan Fleyshman

BRAND SCALING & AUDIENCE GROWTH

Serial entrepreneur who took a company public as a teenage founder; scaled Victory Poker to ~$65M in volume; founded Elevator Studios, deploying $60M+ in influencer campaigns for global brands; angel investor in 40+ companies.

Hassan Iddrissu

CAPITAL MARKETS & ASSET-BACKED OPERATIONS

CFO, First Pinnacle Capital Group since 2014; co-Founder, Chairman & CEO, RoadStarr Motorsports; BBA, Loyola Marymount University.

Amanda Saccomanno

AUDIENCE GROWTH & CONSUMER ENGAGEMENT

Former WWE Superstar who held the NXT Women's Championship for 413 days; competitive fitness champion turned health and wellness entrepreneur building multiple fitness and lifestyle brands.

Bharat Mathur

GLOBAL STRATEGY & MARKETING

Former COO, KORE Fit Living; led distribution channel management at Incredible Entertainment; early contributor to Microsoft Internet Explorer 5's launch; author of You Are You-Nique.

Leon Anderson

STRATEGIC PARTNERSHIPS & BRAND RELATIONSHIPS

Built celebrity-driven brand deals in the U.K., including a first-of-its-kind ASOS buyout; extensive network across music, sports, and entertainment; helping develop the Pacquiao Prime Boxing apparel line.

[BOARD EXPERTISE]

Capital Markets · Public Company Governance · Consumer Brands · Direct-to-Consumer · Media & Entertainment · Sports Business · Strategic Partnerships · Scalable Growth

CAPITALIZATION, OWNERSHIP & INSIDER ALIGNMENT

57.93%

Total insider ownership

26,400,225

Total shares outstanding (as-converted)

[OWNERSHIP BY GROUP]

SHAREHOLDER GROUP	SHARES (AS-CONVERTED)	% OWNERSHIP
Founder & CEO	8,942,550	33.87%
Board of Directors	4,014,682	15.21%
Executive Management	2,337,361	8.85%
Public & Non-Insider Shareholders	424,005	1.61%
Partners, Contractors & Other Unaffiliated Holders	10,681,627	40.46%
Total	**26,400,225**	**100.00%**

[SECURITY CLASSES]

DESCRIPTION	SHARES	CONVERSION	COMMON CONVERTED
Common Stock	18,506,957	1	18,506,957
Common Stock Issuable	1,887,556	1	1,887,556
Class A Convertible Preferred	500,000	1	500,000
Class B Convertible Preferred	1,081,356	2	2,162,712
Class C Convertible Preferred	33,430	100	3,343,000
Class D Perpetual Preferred 155 – Par Value $25	1,669,579		–
Total Common Converted			**26,400,225**

ir.limitlessx.com

FOR ADDITIONAL INFORMATION OR DILIGENCE INQUIRIES

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Daniel Sanders, President — daniel@limitlessx.com

Danielle Young, COO — danielle@limitlessx.com