

popticals.com

2024



Executive Summary

June 13th, 2024

Investor Presentation

Confidential & Proprietary. Copyright© by Popticals. All Rights Reserved.

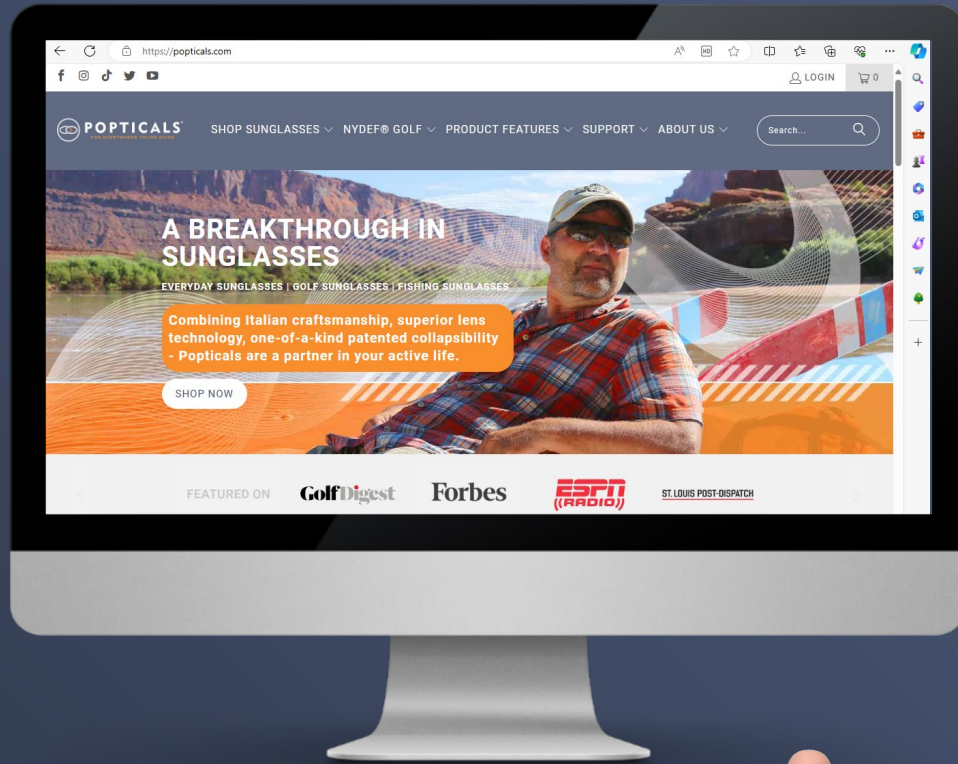
FORWARD LOOKING STATEMENTS



This presentation is CONFIDENTIAL and may include forward-looking statements. Certain information, projections, and statements included in this presentation are based on estimates and assumptions that, while considered reasonable by DK Largo Corporation management, are inherently subject to significant business, economic, regulatory, and competitive uncertainties, and contingencies, many of which are beyond the control of management and are based upon assumptions with respect to future business decisions, which are subject to change. Management's projections and DK Largo Corporation's actual results may vary, and those variations may be material. Nothing in this presentation should be regarded as representations by DK Largo Corporation or any other person that the forward-looking statements and projections set forth herein or any other materials delivered to you by or on behalf of DK Largo Corporation will be achieved or that any of the contemplated results of such forward-looking statements or projections will be achieved.

ABOUT US

Popticals are a breakthrough in premium sunglasses that combine Italian craftsmanship, superior lens technology and unique, patented portability in a wide range of designs. Our product is tailored to discerning buyers who are active and embrace the outdoors, offering the perfect combination of quality, convenience and performance. Popticals reflect our users' individuality and the active, engaged lives they lead.



POPTICALS.COM

MARKET OPPORTUNITY

Sunglasses are Indispensable

- 85.5% of Americans wear nonprescription sunglasses; 117M sunglasses sold in the US in 2023

Premium Sunglasses are a Huge Market

- 27-34M pairs sold annually in US

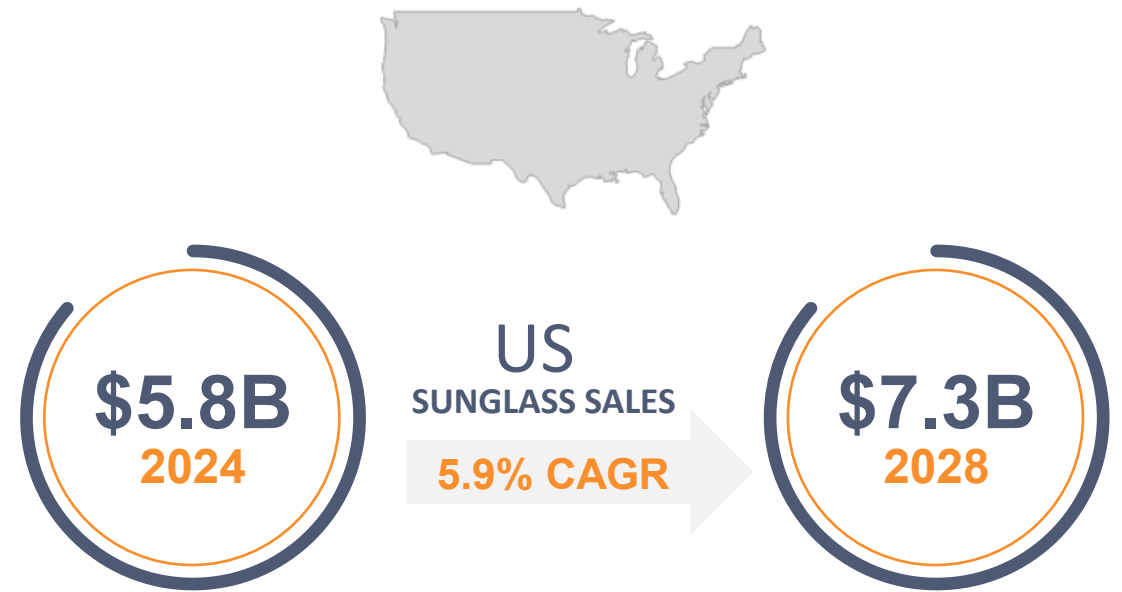
Sports-specific sales are growing faster than the category as a whole

- 7.2% CAGR, 130 bp more than sales overall

DTC Growing Rapidly

- ~28% sales online in 2023

PROJECTED MARKET GROWTH



PROBLEM



CONVENIENCE

Traditional active eyewear - including premium eyewear - does not genuinely support an active lifestyle:

- bulky, inconvenient
- easily damaged
- lacking portability

PRICE

Many premium sunglasses currently on the market feature category-high prices driven by a few large conglomerates that control a majority of the market

INNOVATION

No existing product melds superior quality and true portability



POPTICALS.COM

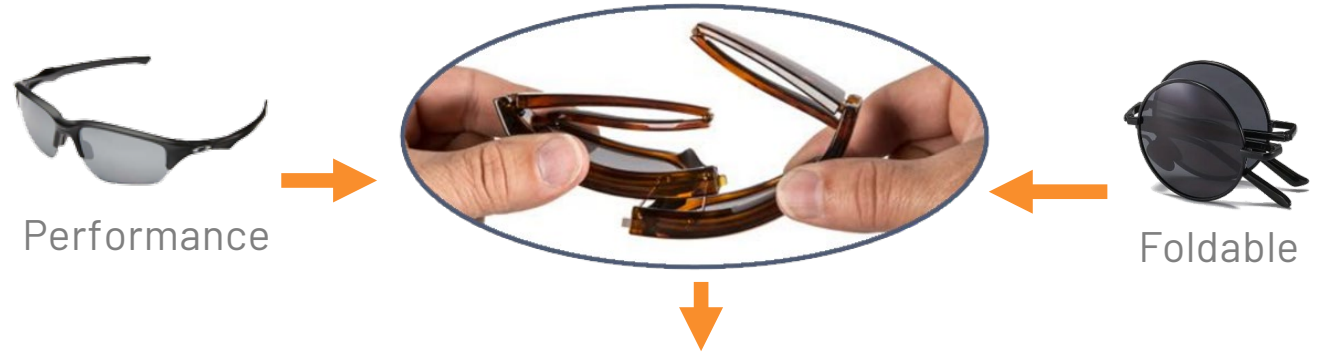
SOLUTION

POPTICALS REVOLUTIONIZE ACTIVE SUNGLASSES

- Uncompromising quality/premium components
- Patented portability and durability
- Breadth of high-end designs

Unique Category Entrant, Premium Solution for Active Lives

WE'RE CREATING A NEW CATEGORY



PREMIUM COMPACT SUNGLASSES




PRODUCT FEATURES


WORLD CLASS NYDEF® LENSES powered by ZEISS™



 Superior Nylon Construction
Lightweight & High Optical Clarity


 Complete UV Protection
Filters out 100% of Harmful UV Rays


 Scratch & Impact Resistant
Distortion Free Vision & Eye Safety


 Hydrophobic Ri-Pel® Coating
Completely repels water, oil & dust

PREMIUM FRAME DESIGN With Grilamid® TR90 Material




 Grilamid® TR90 Material
Lightweight, Flexible & High Durability

 Made in Italy
Designed and hand finished in Milan

 Ultra Lightweight
Each pair weighs around 1 oz


 Full Protection
Wraparound Frames provide full coverage

 Eco Friendly
Manufactured in ISO 14001:2015 facility

TRUE PORTABILITY Patented FL2 Micro-Rail System™



 FL2 Micro-Rail System™
Patented Collapsibility

 Long Lasting Functionality
Corrosion & Rust Proof Materials

 Protective Case
High Impact Protection

 For Everywhere You're Going
Compact design fits in pocket/small bag

FRAME STYLES



POP AIR

Reflecting a timeless aviator style. Co-pilot.



POP ART

Equal parts sleek, sporty and lightweight. For being on the move.



POPEdge

Tech touches, contemporary.



POP GEAR

Go-to partner for your active life. Broad, sturdy frame.



POP GUN

In a word, performance. In another, style.



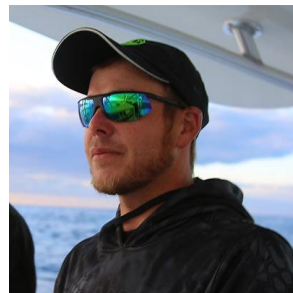
POP H2O

Water, water everywhere. And you, right there. Cutting-edge lenses, generous coverage.



POP SIGN

Sleek. Athletic. Fearless.



POP STAR

For all your adventures. Ultralight semi-rimless with broad coverage.



POP STORM

Boldly. Aggressive, barrier-breaking design. Taking the world by storm...



POP TRAIL

Vibrant hues for your colorful self.



POP ZULU

Prepared for anything. Compact protection for every mission.

POLARIZED &
NON-POLARIZED

11
FRAME STYLES

SPORT SPECIFIC
PRODUCT LINES

135
VARIATIONS

UNISEX STYLES,
RANGE OF SIZES

PRODUCT LINES

VERTICALS



EVERYDAY



GOLF



FISHING



SKIING



HUNTING



SHOOTING

SPECIALTY LINES

GOLF

- Available in 9 Frame Styles
- Designed Specifically for Performance on the Golf Course
- Enhanced Contrast & Improved Depth Perception
- Allows player to clearly see contours and undulation



MOSSY OAK™

- Available in 7 Styles
- Mossy Oak is #1 Camo brand with loyal following
- Licensing agreement in place for “Break-up Country” pattern



BALLISTIC & SAFETY

- ANSI Z87+ Rating, the highest workplace safety rating
- Meets MIL-PRF-32432 Military Ballistic Standards
- Launch date scheduled for May 2024
- Available in 3 Styles



INTELLECTUAL PROPERTY



Opticals protects our innovations through a comprehensive portfolio of valuable intellectual property



UTILITY PATENTS

- US 8,376,544
- US 8,915,586
- US 9,581,830
- US 9,310,623
- US 9,726,901
- US 10,114,230



DESIGN PATENTS

- USD714854
- USD714855
- USD714856
- USD714857
- USD716366
- USD716549



TRADEMARKS

NYDEF®, PACK SMALL. LIVE BIG®, POPART®, POPGEAR®, POPSTAR®, POPTICALS®, FL2 MICRO-RAIL SYSTEM™, Infinity Design (design)™, POPAIR™, POPEDGE™, POPGUN™, POPH2O™, POPSIGN™, POPSTORM™, POPTRAIL™, POPZULU™

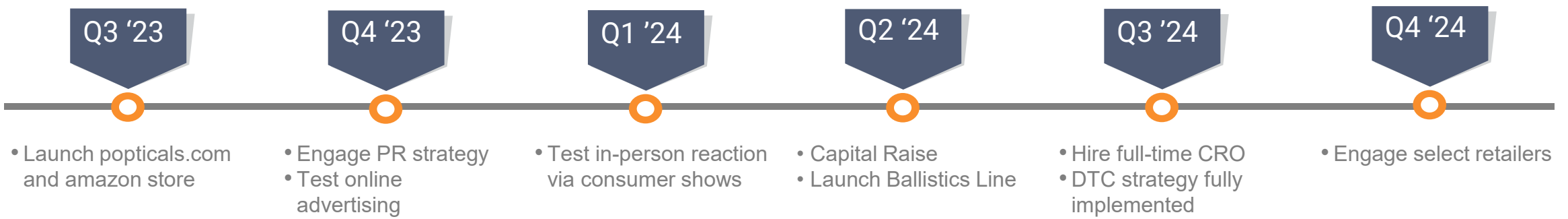
*Please note that this list includes current patents and trademarks on Opticals® products in the United States. This is not all-inclusive, and Opticals® has additional patents and trademarks in the United States and International. For more information visit POPTICALS.COM/IP

BUSINESS STRATEGY



BRAND RECOGNITION	SALES CHANNELS	GROWTH OPPORTUNITES	CUSTOMER EXPERIENCE
<ul style="list-style-type: none"> Public Relations Social Media Marketing & Advertising Endorsements Influencers Popticals Pros 3rd Party Product Reviews 	<p>ONLINE SALES</p> <ul style="list-style-type: none"> Popticals.com Amazon.com Social Media Affiliate Program Select Marketplaces <p>OFFLINE SALES</p> <ul style="list-style-type: none"> Popticals Pop-up Shop Events Consumer Shows 	<p>PLANNED Q2-24</p> <ul style="list-style-type: none"> Try at Home Pilot ✓ Launch Ballistics Line ✓ International DTC ✓ <p>IN DEVELOPMENT</p> <ul style="list-style-type: none"> NYDEF® Fishing Lenses Prescriptions <p>EXPLORING</p> <ul style="list-style-type: none"> Corporate Event Partners Wholesale Strategy IP Licensing 	<p>SUPPORT</p> <ul style="list-style-type: none"> Self-Service Support Tools Virtual Try-On Product Recommendation Quiz <p>PRODUCT</p> <ul style="list-style-type: none"> 30-day returns Manufacturer Warranty Replacement Program <p>EDUCATION</p> <ul style="list-style-type: none"> NYDEF Golf Learning Center

TIMELINE & PROGRESS



PRO ENDORSEMENTS

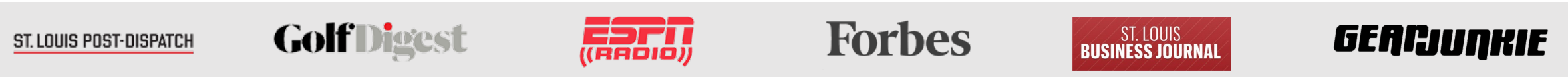
- Dr. Craig Farnsworth, "The Putt Doctor"**
World Renowned Putting Instructor
- Jay Delsing**
Professional Golfer
- Scott Suggs**
Major League Fishing
- Tyler Beckerman**
Tournament Fishing
- Sam Povich**
MotoAmerica Racer

PARTNERSHIPS



RECOGNITION

- A' Design Award Winner – Eyewear Design Category (2024)
- Finalist for ING Ingenuity Award (2024)
- *Top 10 "Hot Stuff" at 2024 PGA Show, Ranked #1, newengland.golf*
- Featured in multiple major national media holiday gifts guides (2023)



THE TEAM

EXECUTIVE TEAM



Gary DiSalvo
CEO

Financial Services, Strategy & Operations, Sales Leadership, Process Optimization, Ecommerce, Entrepreneur



Dana DiSalvo
COO

Financial Services, Operations, Client Experience, Ecommerce, Entrepreneur

ADVISORY BOARD



Tom Butch

Public Company C Suite Experience, Strategic Planning, Marketing and Distribution



Tom Cox

Executive Management, Eyewear & Consumer Brand Experience, CS, Operations, Marketing, Retail, DTC & Wholesale Expertise



Mike Roth

CFO, Mergers & Acquisitions, Manufacturing, Supply Chain, Private Equity, Entrepreneur

COLLECTIVE EXPERIENCE

100+ YEARS
EXECUTIVE EXPERIENCE

CEO, COO, CFO, CMO
ROLES HELD

DIVERSE INDUSTRY
EXPERIENCE & PERSPECTIVE

PUBLIC & PRIVATE
COMPANY EXPERIENCE

SALES PROJECTIONS & FINANCIALS

EARNINGS & REVENUE PROJECTIONS

	2024	2025	2026	2027	2028
Sales	68,689	421,199	995,084	2,612,095	6,171,032
Cost of Goods Sold	31,635	190,290	440,999	1,135,573	2,631,672
Gross Profit	37,054	230,908	554,084	1,476,522	3,539,359
Gross Margin	54%	55%	56%	57%	57%
SG&A	203,568	635,963	858,033	1,192,998	1,768,741
EBITDA	-166,515	-405,054	-303,948	283,524	1,770,619
EBITDA Margin	-242%	-96%	-31%	11%	29%

KEY ASSETS & LIABILITIES

	Approx. Value	Notes
Injection Molds	\$489,600	Like new, proprietary injection molds
Retail Units – In Stock	\$1,571,299	Ready to ship, 25,728 units, Total Cost
Intellectual Property	\$2M-\$5M	Utility & Design Patents & Trademarks

The company currently has no debt

UNIT SALES PROJECTIONS

	2024	2025	2026	2027	2028
Average Unit Sales Point	137.38	144.25	151.46	159.03	166.98
Units Sold	500	2920	6570	16,425	36,956

Average MSRP = \$240.7

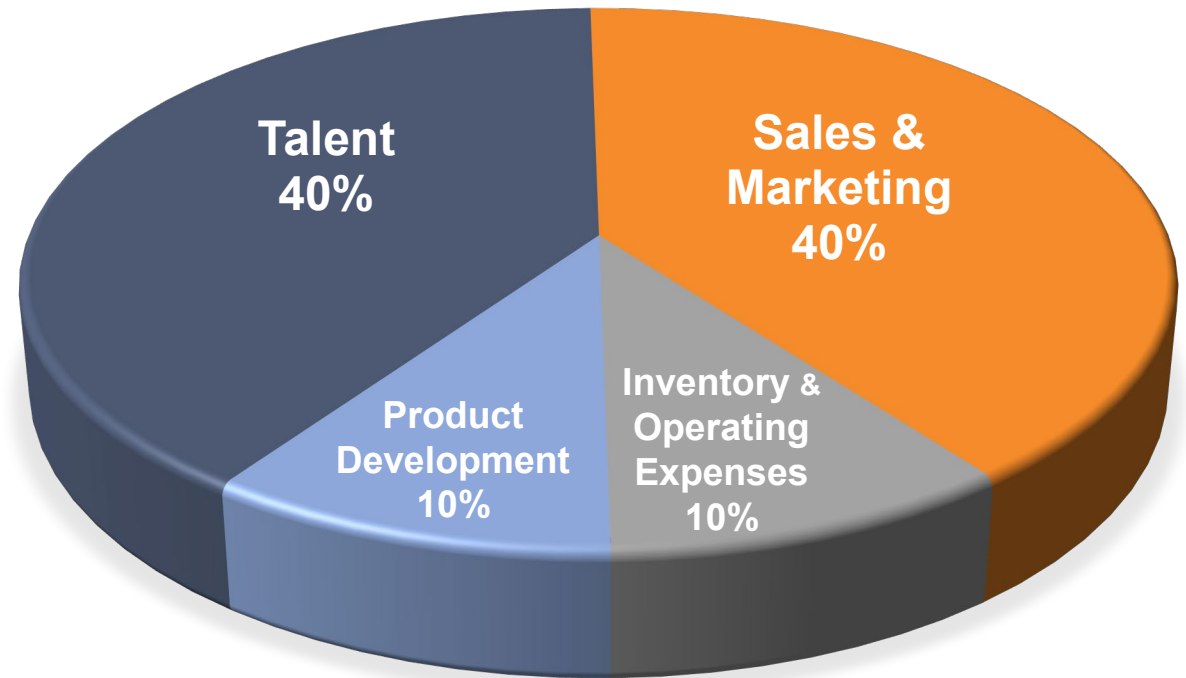
NOTES

- We believe the projections for units sold, specifically in years 1-3, are conservative.
- This accounts for the establishment of the brand in the marketplace and education around the product.
- Our modeling shows the company would have positive EBITDA by the end of year 3. Earnings in subsequent years may be used to accelerate growth.

*2024 projections are prorated from 6/1/24-12/31/24

THE ASK

- We are seeking \$1.2 million in early-stage seed capital for equity in our company.
- We believe this raise will last approximately 24-36 months and can carry us through the execution of the 5-year plan.
- With this round of funding, we will:
 - Secure top tier, experienced talent
 - Expand our marketing and DTC efforts, increase social media presence and brand recognition initiatives
 - Manage inventory & operating expenses
 - Accelerate Product Development



WHY INVEST IN POPTICALS

**INNOVATIVE
PRODUCT**

**POISED FOR
GROWTH**

**STRONG
LEADERSHIP**

**ACTIONABLE
STRATEGIC PLAN**

**MARKET
OPPORTUNITY**

**CONSISTENT
RECOGNITION**



POPTICALS[®]

FOR EVERYWHERE YOU'RE GOING

Thank You



Headquarters

16321 Westwoods Business Park
Ellisville, MO, 63021



Email

investor_relations@popticals.com



Phone

(800) 490 3578
(314) 924 9751

POPTICALS.COM