

popticals.com

2025



Investor Presentation

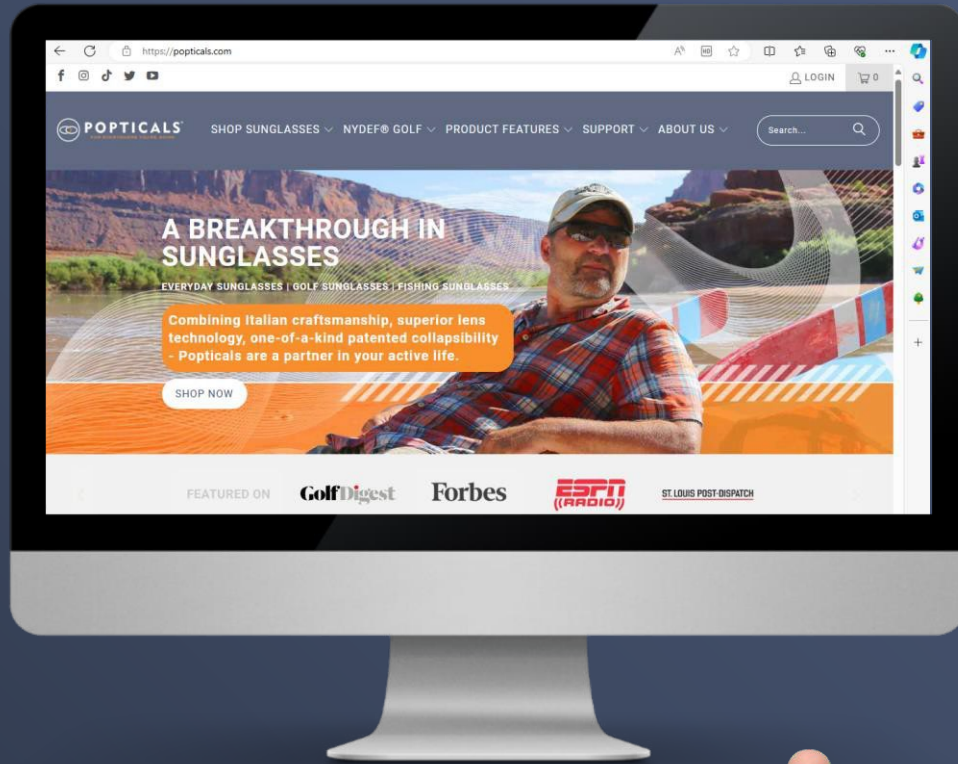
# FORWARD LOOKING STATEMENTS



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

# PROBLEM



## CONVENIENCE

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

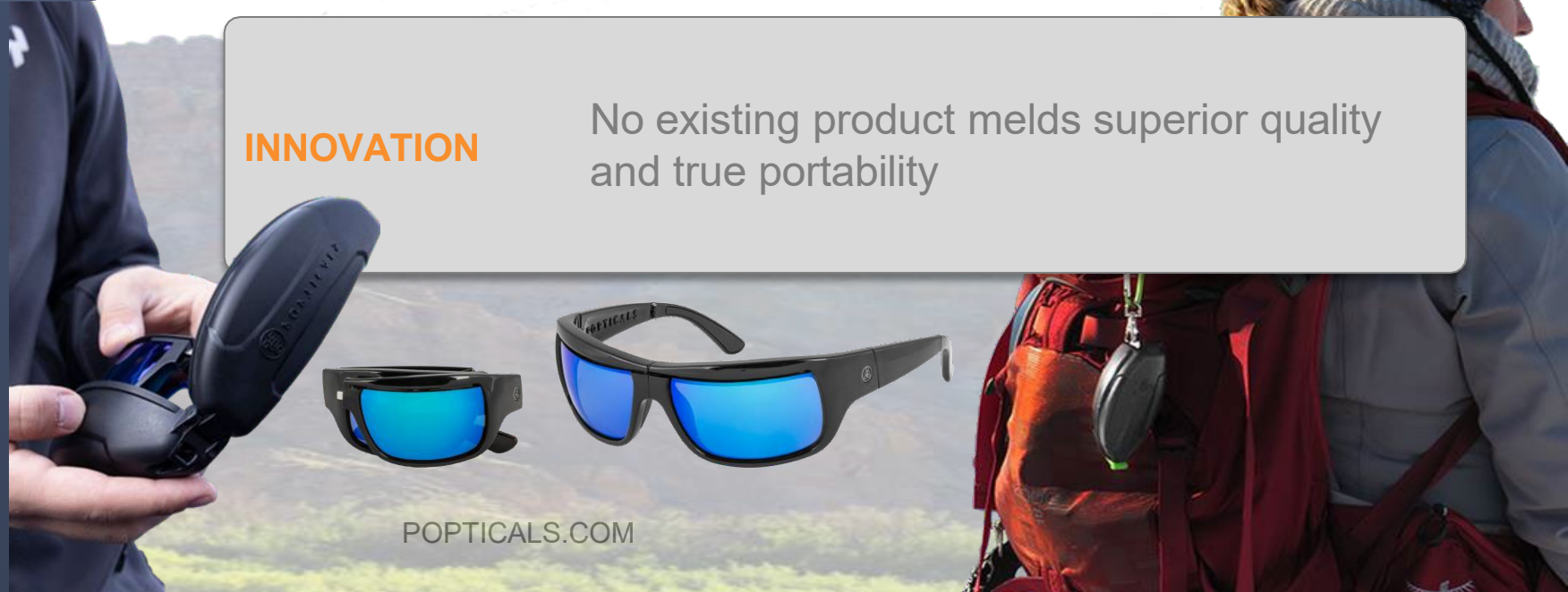
- bulky, inconvenient
- easily damaged or misplaced
- lacking portability

## 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



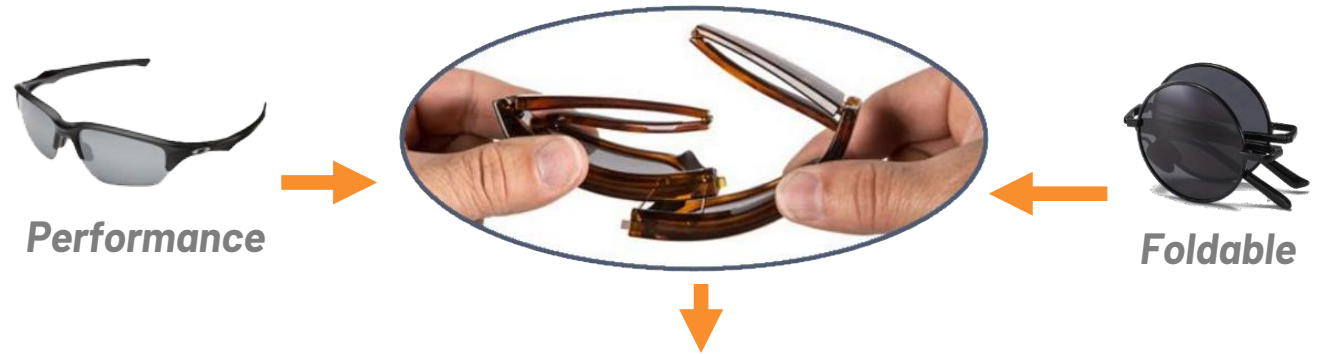
# SOLUTION

## 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



# 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

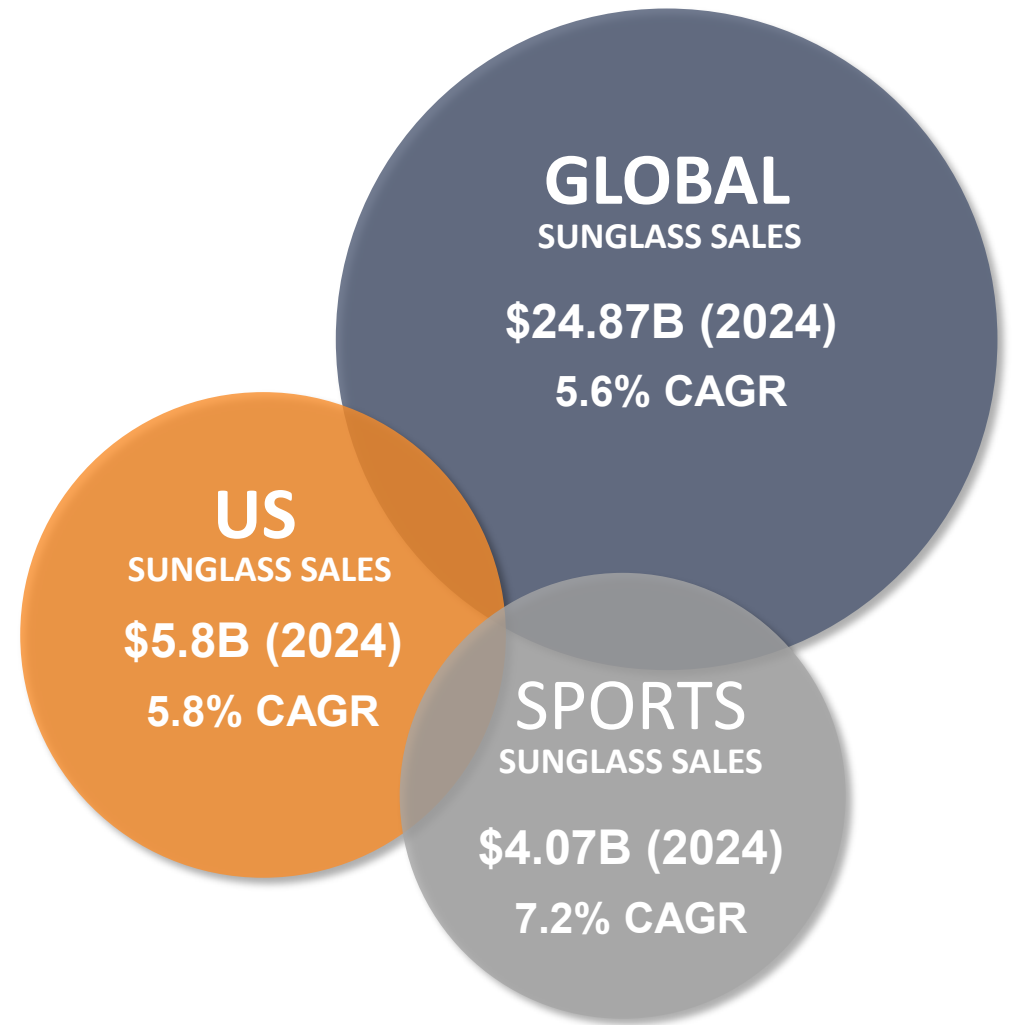
## Sports-specific sales are growing faster than the category as a whole

- 7.2% CAGR, 130 bp more than sales overall

## DTC Growing Rapidly






- ~28% sales online in 2023

# MARKET SIZE



# COMPETITORS

Popticals delivers premium quality and unique portability at a price point on the lower end of the spectrum—offering exceptional value in the performance eyewear category.

	 <b>POPTICALS®</b>	 <b>OAKLEY</b>	 <b>Ray-Ban</b>	 <b>COSTA</b>	 <b>UNDER ARMOUR</b>
Lens Quality	★★★★★	★★★★☆	★★★★☆	★★★★☆	★★★★☆
Portability	★★★★★	★☆☆☆☆	★★☆☆☆	★☆☆☆☆	★☆☆☆☆
Durability	★★★★☆	★★★★☆	★★★★☆	★★★★☆	★★★★☆
Innovation	★★★★★	★★★☆☆	★★☆☆☆	★★★☆☆	★★☆☆☆
Price Range	\$139 - \$239	\$180 - \$250	\$150 - \$300	\$180 - \$300	\$120 - \$180

# PRODUCT FEATURES

## WORLD CLASS NYDEF<sup>®</sup> LENSES *powered by ZEISS<sup>™</sup>*



-  **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<sup>®</sup> Coating**  
Completely repels water, oil & dust





## PREMIUM FRAME DESIGN *With Grilamid<sup>®</sup> TR90 Material*



-  **Grilamid<sup>®</sup> 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<sup>™</sup>*



-  **FL2 Micro-Rail System<sup>™</sup>**  
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

### NYDEF<sup>®</sup> GOLF

#### SPECIALITY LINE

- *Designed Specifically for Performance on the Course*
- *Available in 9 Styles*



### BALLISTICS & SAFETY

#### SPECIALITY LINE

- *ANSI Z87+ Safety Rating*
- *Meets MIL-PRF-32432 Military Ballistic Standards*



### MOSSY OAK<sup>®</sup>

#### SPECIALITY LINE

- *Licensing agreement for "Break-up Country" pattern*
- *Available in 7 Styles*



POLARIZED &  
NON-POLARIZED

11  
FRAME STYLES

SPORT SPECIFIC  
PRODUCT LINES

135  
VARIATIONS

UNISEX STYLES,  
RANGE OF SIZES



# INTELLECTUAL PROPERTY



Popticals 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 Popticals® products in the United States. This is not all-inclusive, and Popticals® has additional patents and trademarks in the United States and International. For more information visit [POPTICALS.COM/IP](http://POPTICALS.COM/IP)

# BUSINESS STRATEGY



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

# TRACTION

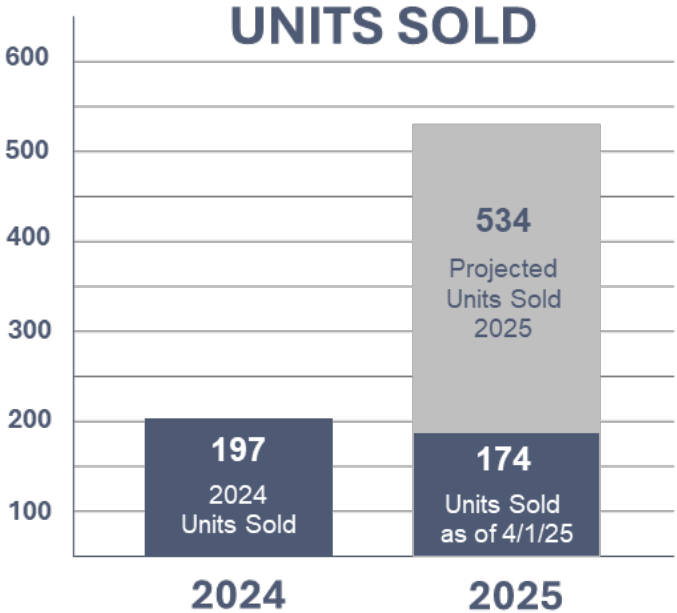
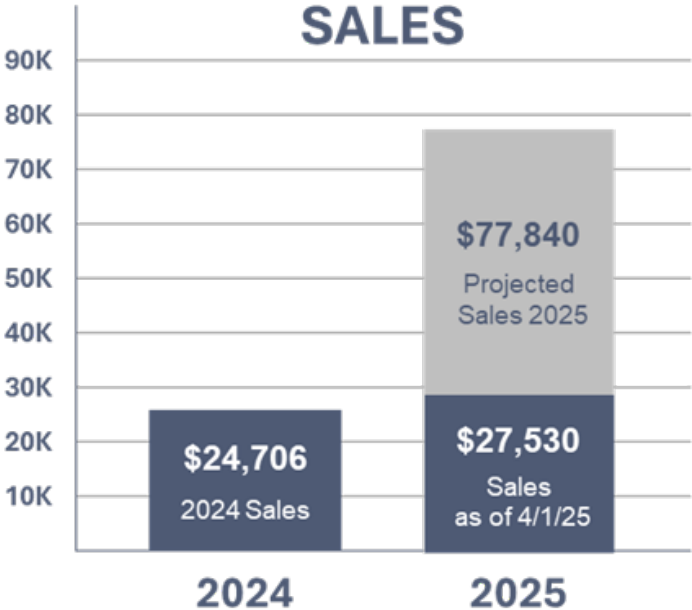
Momentum is building as customers validate the product-market fit and year-over-year sales continue to accelerate, reinforcing our market strategy and long-term growth potential.

### CUSTOMER LOYALTY

- Returning Customer Rate: 9.07%
- Average Review: 4.86 Stars

### CUSTOMER SATISFACTION

- Product Return Rate: < 1%
  - Most common reason: Fit
- Warranty Claims: < 1%



# HIGHLIGHTS

## SPONSORSHIP



Popticals is proud to be a National Sponsor of the 2025 & 2026 Applied Underwriters Invitational, which has raised over \$300M for local charities—alongside sponsors like **Cobra Puma Golf**, **Bridgestone Golf**, and **Bass Pro Shops**.

## RECOGNITION

Golf Digest

ESPN  
(RADIO)

GEARJUNKIE



Forbes

ST. LOUIS POST-DISPATCH

MEN'S JOURNAL

## GIVING BACK



Popticals donated newly launched POPZULU Ballistic and Safety eyewear to outfit the entire Ellisville, MO Police Department.

## CUSTOMER FEEDBACK



Neal F.

"These far exceeded my expectations."



Tom G.

"Absolute best sunglasses I have ever owned"



Doris M.

"I recently purchased Popticals sunglasses, and they are absolutely amazing!"



Brad H.

"These sunglasses are fantastic! This is my 2nd pair. Absolutely love them."

## PRO ENDORSEMENTS



**Marshall Faulk**  
NFL Hall of Famer



**Scott Suggs**  
Major League Fishing



**Jay Delsing**  
PGA Tour & PGA  
Champions Tour



**Dr. Craig Farnsworth,**  
"The Putt Doctor"  
World Renowned  
Putting Instructor

# 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



**Tom Butch**

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



**David Meltzer**

Sports Executive, Investor, Entrepreneur, Author, Speaker



**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

	2025	2026	2027	2028	2029
Sales	77,840	421,199	995,084	2,612,095	6,171,032
Cost of Goods Sold	33,786	193,986	458,291	1,203,015	2,842,104
Gross Profit	39,573	227,213	536,792	1,409,079	3,328,927
Gross Margin	54%	54%	55%	55%	56%
SG&A	139,635	580,138	678,922	979,267	1,482,200
EBITDA	-100,063	-351,078	-133,442	463,858	1,953,461
EBITDA Margin	-136%	-83%	-13%	18%	32%

## BALANCE SHEET

	As of 03/31/25
Assets	\$2,791,578
Liabilities	\$12,068
Equity	\$2,779,510

## KEY ASSETS

### Units in Stock

- Ready to ship, 24k units

### Injection Molds

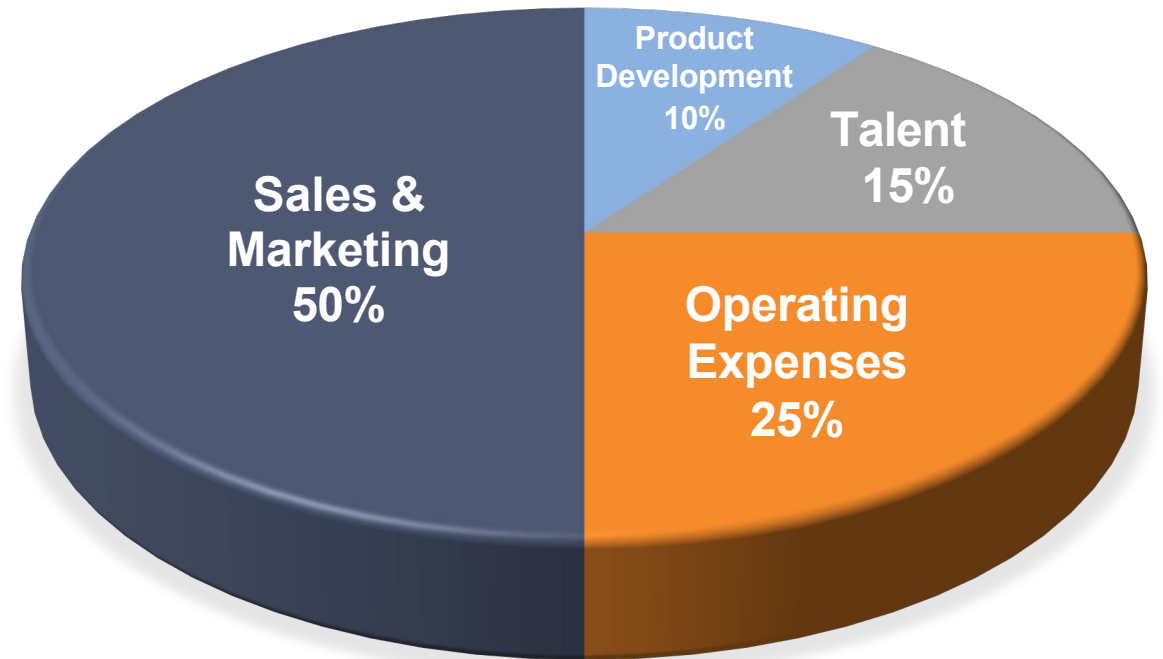
- Like new, proprietary injection molds

### Intellectual Property

- Utility Patents (6), Design Patents & Trademarks

# 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:
  - 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**<sup>®</sup>  
FOR EVERYWHERE YOU'RE GOING

# Thank You



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