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Debug - Any CPU - QIRecruitment.Api - VS Express
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Company Overview

iPower is a tech and data-driven online retailer and supplier of consumer home and garden products, as well as a provider of value-added ecommerce services.

- **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 as well as hundreds of other brands through its ecommerce channel partners websites, and captive sites such as www.zenhydro.com and www.simplifiedeluxe.com
- **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
- **Strong Supplier Relationships.** Management has built strong relationships with its key suppliers over its 13+ year history, and maintains a diversified supplier network
- **Emerging SuperSuite Services Offerings.** Providing value chain services (sourcing, logistics, merchandising, channel sales, etc.) represents a lucrative new business for iPower
- **Attractive Growth Profile.** In FY 2023, the Company’s revenue grew 12% YoY to approximately \$89 million while generating more than \$9 million of cash flow from operations
- **Extensive In-House Brands.** The Company offers a broad selection of high-quality products under its in-house brand portfolio, which represented over 90% of total sales in FY 2023

Duarte,
CA
Headquarters

100+
Suppliers

Broad
Coverage
in North America
& Europe

Key Milestones/Highlights:

- IPO in May 2021
- Revenue up 12% to \$89M in FY 2023
- Completed \$25M secured revolving credit facility with JPMorgan Chase with an accordion feature to borrow an additional \$25M
- Leading gross margin profile of peer group driven by large and growing in-house brand sales
- Asset-light business model
- High-quality channel partners including ecommerce giants like Amazon and Walmart



iPOWER at a Glance

Major Product Categories

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

In House Brands



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

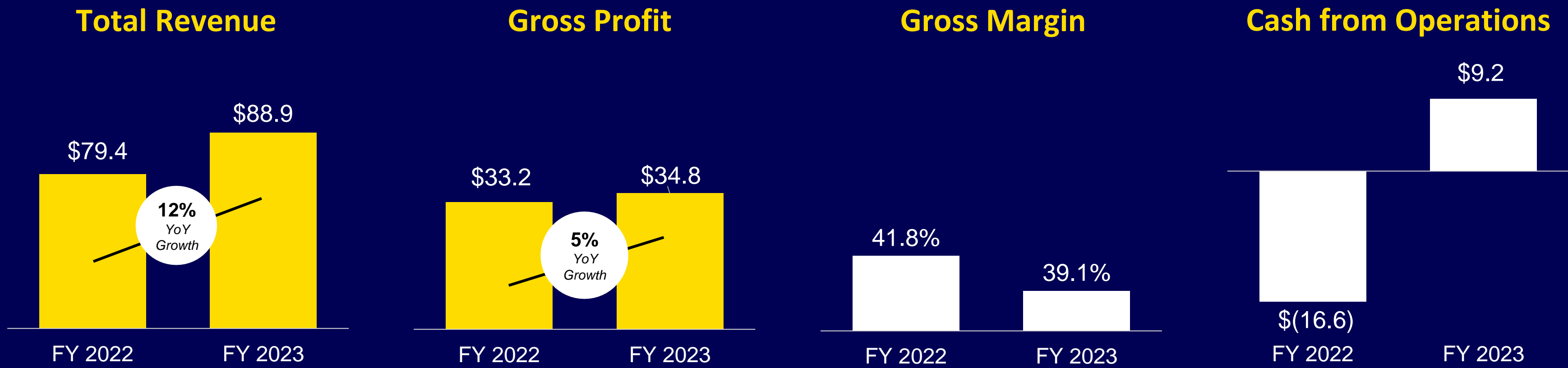


The Company’s own specialty retail websites zenhydro.com and simpledeluxe.com aim to service the retail and small commercial cultivator markets



Select financial information

Fiscal year ended June 30, 2023

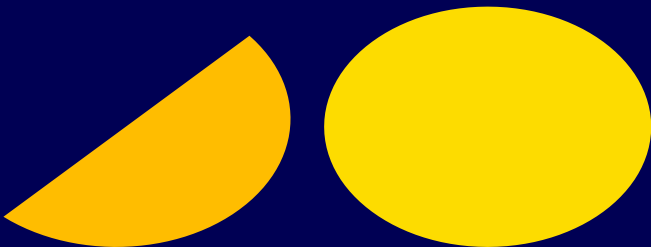


~90% In-House Brands Revenue Mix **~75%** Non-Hydro Revenue Mix **~43-45%** In-House Brands Gross Margin

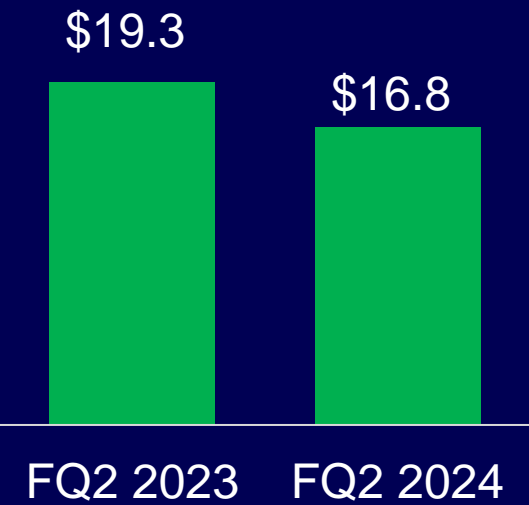


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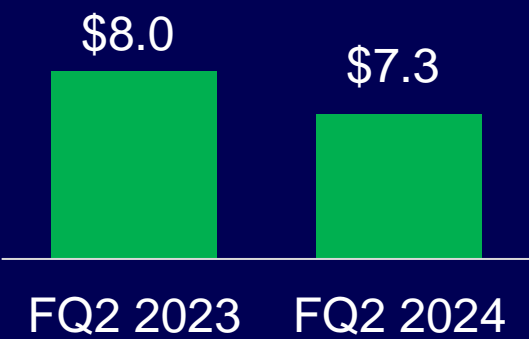
Fiscal quarter ended December 31, 2023



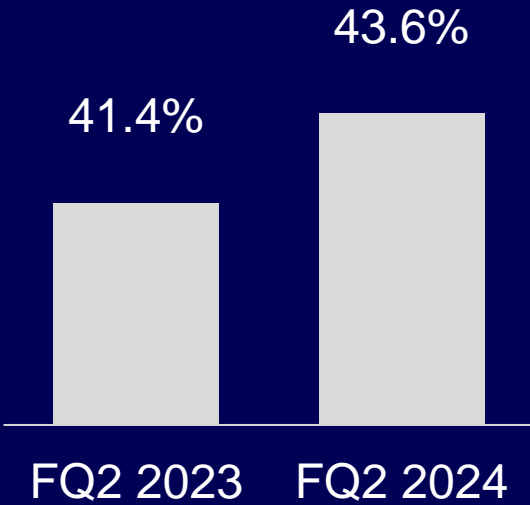
Total Revenue



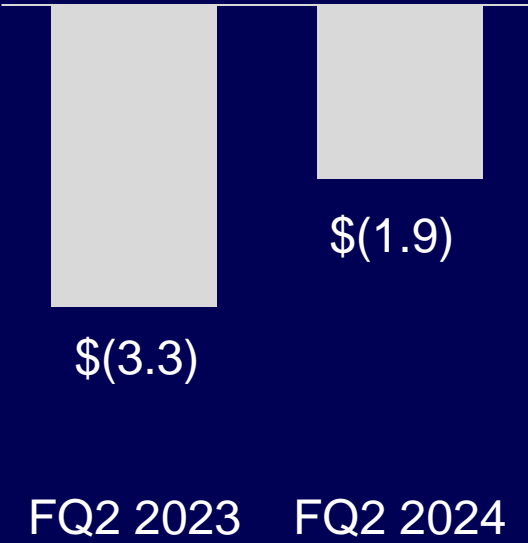
Gross Profit



Gross Margin



Net Income



Other Highlights:

- As of December 31, 2023, net debt (total debt less cash) was reduced by 56% to \$3.6 million compared to net debt of \$8.1 million as of June 30, 2023
- Net loss attributable to iPower improved 42% to \$1.9 million compared to net loss attributable to iPower of \$3.3 million
- iPower generated \$1.0 million in cash from operations in FQ2'24, bringing FY'24 YTD cash from operations to \$5.0 million



Key business highlights

Strong Online Product Offering

- iPower sells an extensive variety of consumer home, garden, hydroponics and wellness products through 3rd party online retailers and its own retail websites
- iPower's in-house brands provide superior margins to the Company and competitive prices to consumers

Proprietary Ecommerce Infrastructure

- The Company uses its inhouse software development capabilities technology and advanced data and analytics to manage all aspects of its business including product development, logistics, warehousing, inventory management, and merchandising

Diversified and Growing Customer Base

- The Company's products are marketed almost exclusively to consumers
- The Company has diversified its product offerings to consumers beyond traditional hydroponics, with non-hydroponics accounting for more than 75% of sales in FY 2023
- Sales are starting to grow internationally, with Europe, Japan, South America and Mexico representing new markets for the iPower

Strong Supplier Relationships

- Management has developed deep relationships with suppliers and manufacturers in the 13+ years of its existence
- iPower has manufacturing redundancies for its key product lines to minimize supply chain disruptions
- Large on the ground operations in China to manage existing suppliers, source new suppliers, perform QA, and coordinate shipment flows for channel partners

Established Relationship with Amazon and Other Channels

- The Company's relationship with Amazon as both a retailer and wholesaler provides key customer and product insights. Relationship with Amazon strengthened through the pandemic, as Amazon narrowed its Vendor Central supplier base
- iPower's success online has led to increased interest from traditional offline home and garden retailers

Double Digit Growth Profile¹

- The Company grew revenue by 12% from FY 2022 - FY 2023 to \$89 million while maintaining strong gross margins and generating approximately \$9 million of cash from operations

Data drives every decision

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

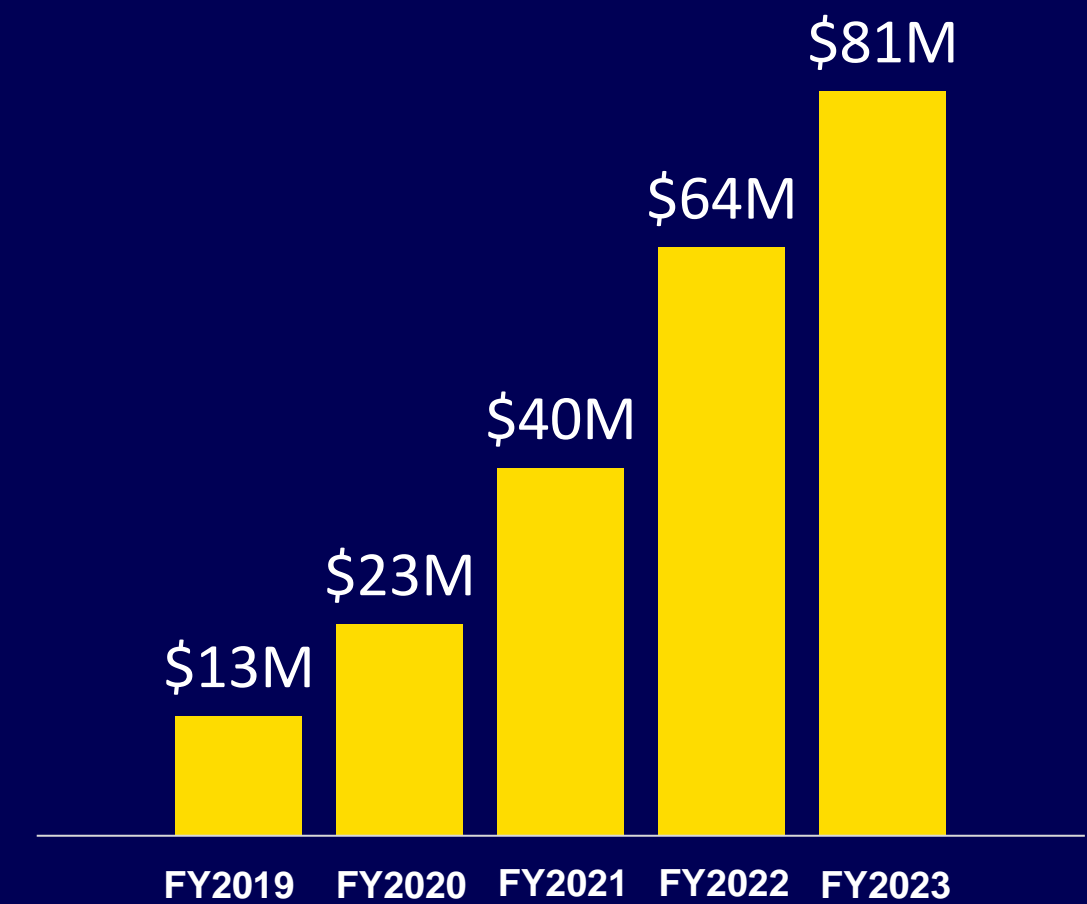


Strength of our brands

- The Company has a deep portfolio of offerings available under the brands iPower, Simple Deluxe, Flourish, YSSOA and iFarm
- In FY 2023, in-house brands accounted for ~15% of iPower's SKUs, but contributed more than 90% of total revenue
- Continued development of best-in-class in-house products is a core part of iPower's go-forward strategy



In-House Brand Annual Sales





A trusted partner with Amazon

~8%
Amazon
Advertisement /
Revenue %¹

~60
of Amazon
Choice
Products¹

~5-10
#1 Best-Seller SKUs¹



Amazon's Choice



ScratchMe Super-Absorbent Waterproof Dog and Puppy Pet Training Pad, Housebreaking Pet Pad, 50-Count Small-Size,...

★★★★☆ ~ 4,154

Best Seller



+7 colors/patterns

Simple Deluxe 150W 2-Pack Ceramic Heat Emitter Reptile Heat Lamp Bulb No Light Emitting Brooder Coop Heater for Amphibian Pet &...

★★★★☆ ~ 7,366

Amazon's Choice



YSSOA Heavy Duty 5-Shelf Shelving Unit, 30" W x 14" D x 61" H, 5 Tier, Black, 1 Pack, 1 Pack

★★★★☆ ~ 1,486

Top Rated



iPower GLDUCT25CV1 6 Inch 25 Feet Non-Insulated Flex Air Aluminum Ducting Dryer Vent Hose for HVAC Ventilation, 2 Clamps Included

Visit the iPower Store

★★★★☆ ~ 6,508 ratings

#1 Best Seller in HVAC Ducting



iPower GLFANXCONTROL Exhaust Variable Speed Adjuster for Duct Inline Fan Vent Blower, HVAC Controls, 350W, Black

Visit the iPower Store

★★★★☆ ~ 1,836 ratings

Amazon's Choice for "fan speed control"



iPower 4 Inch Air Carbon Filter Indoor Plants Grow Tent Odor Control Scrubber with Australia Activated C for Inline Fan, Prefilter Included, 4", Silver

Visit the iPower Store

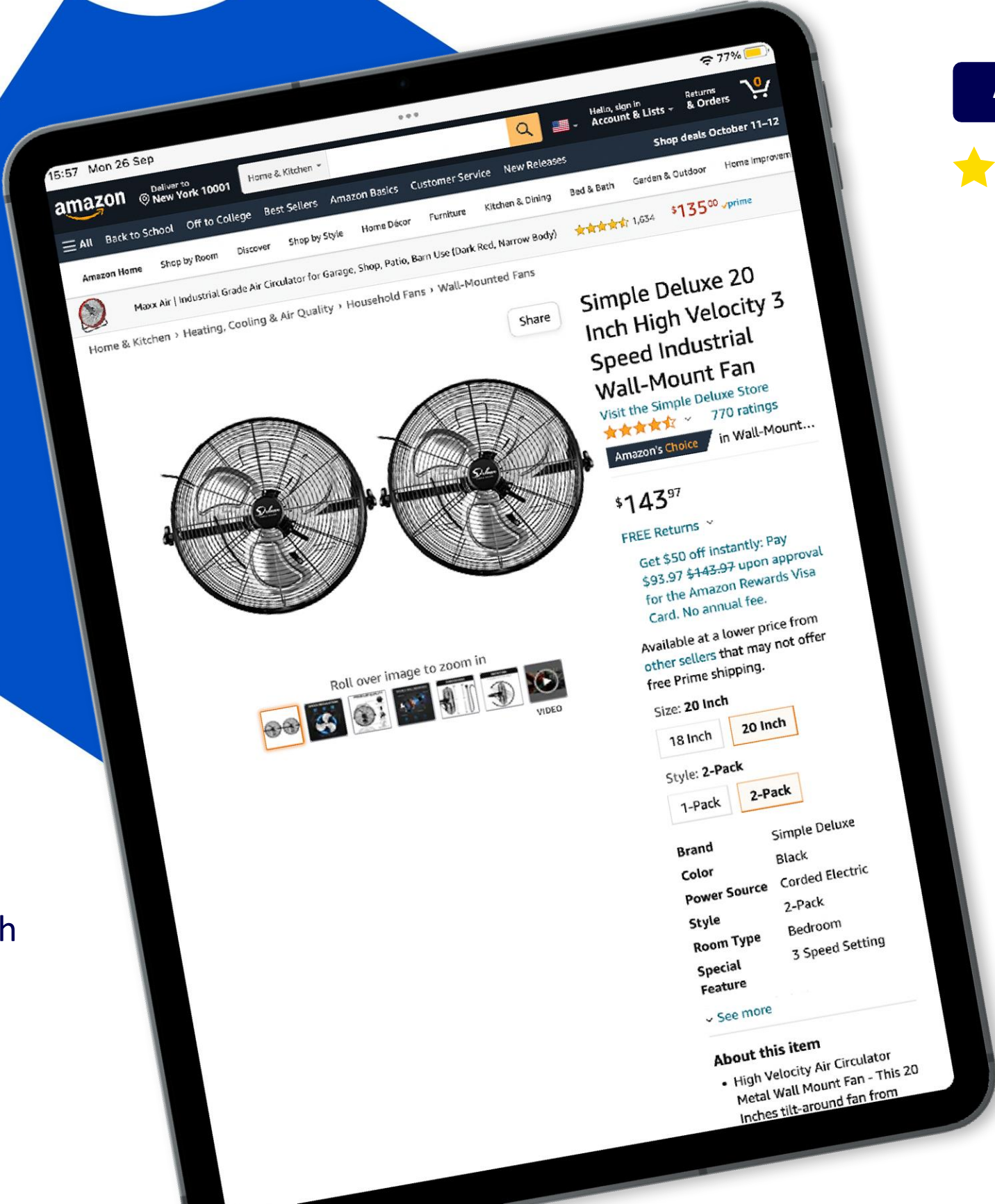
★★★★☆ ~ 1,141 ratings

Amazon's Choice for "ipower 4 inch air carbon filter"



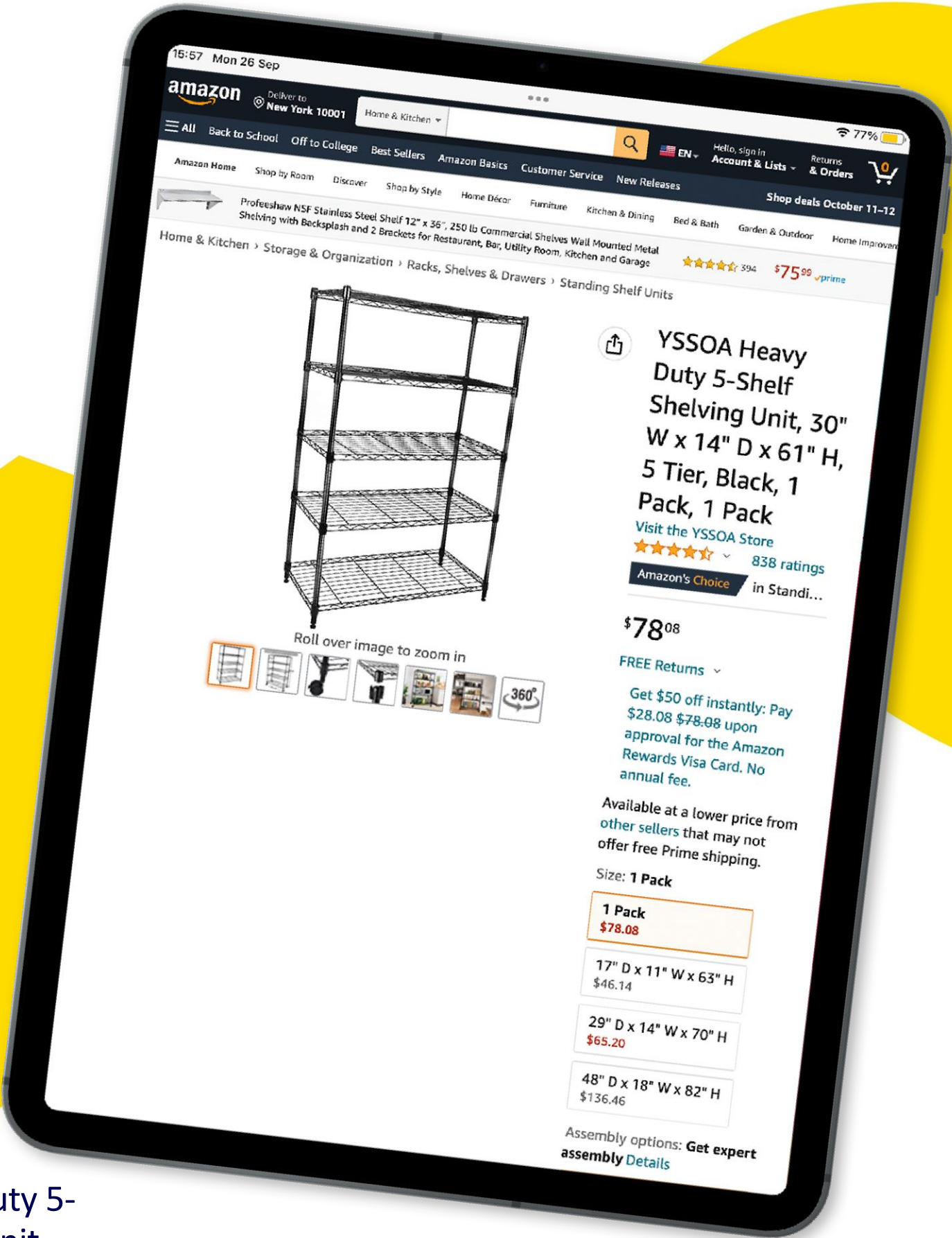
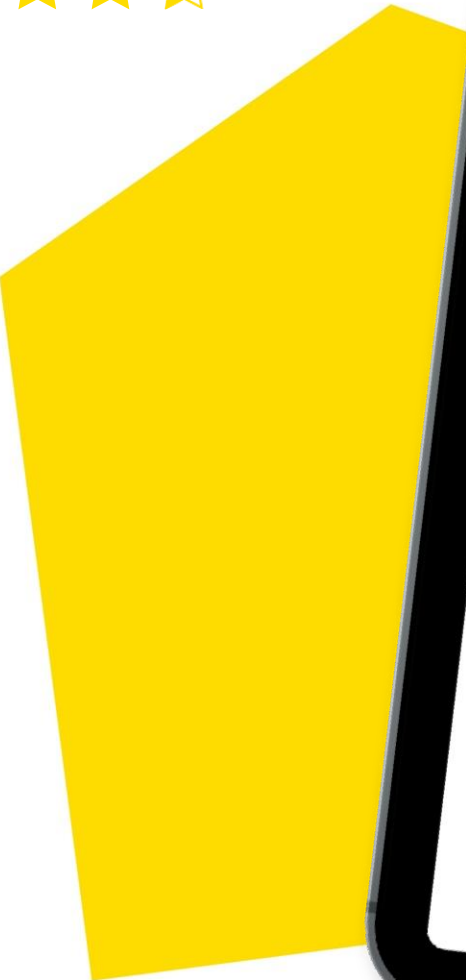
Best selling products

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

Driving sales through channels beyond Amazon



Potential partners with omnichannel reach



- Targeting new channel partners with omnichannel reach
- Initial engagement with ecommerce marketplaces, using as lever to open discussions with offline retail

Multiple growth opportunities

Continue to Grow Existing Footprint

Further penetrate online channels while enhancing the current product offering with additional SKUs and product features

Acquire New Product Lines / Brands

With new funding, the Company can pursue acquisitions to quickly scale its in-house portfolio

Enhance Data & Technology Capabilities

Bolstering customer analytics and product development capabilities improve the Company's already strong market position

Expand Product Portfolio

Engaging with supply chain manufacturers and brands to grow existing product lines and expand into new categories

Geographic Expansion

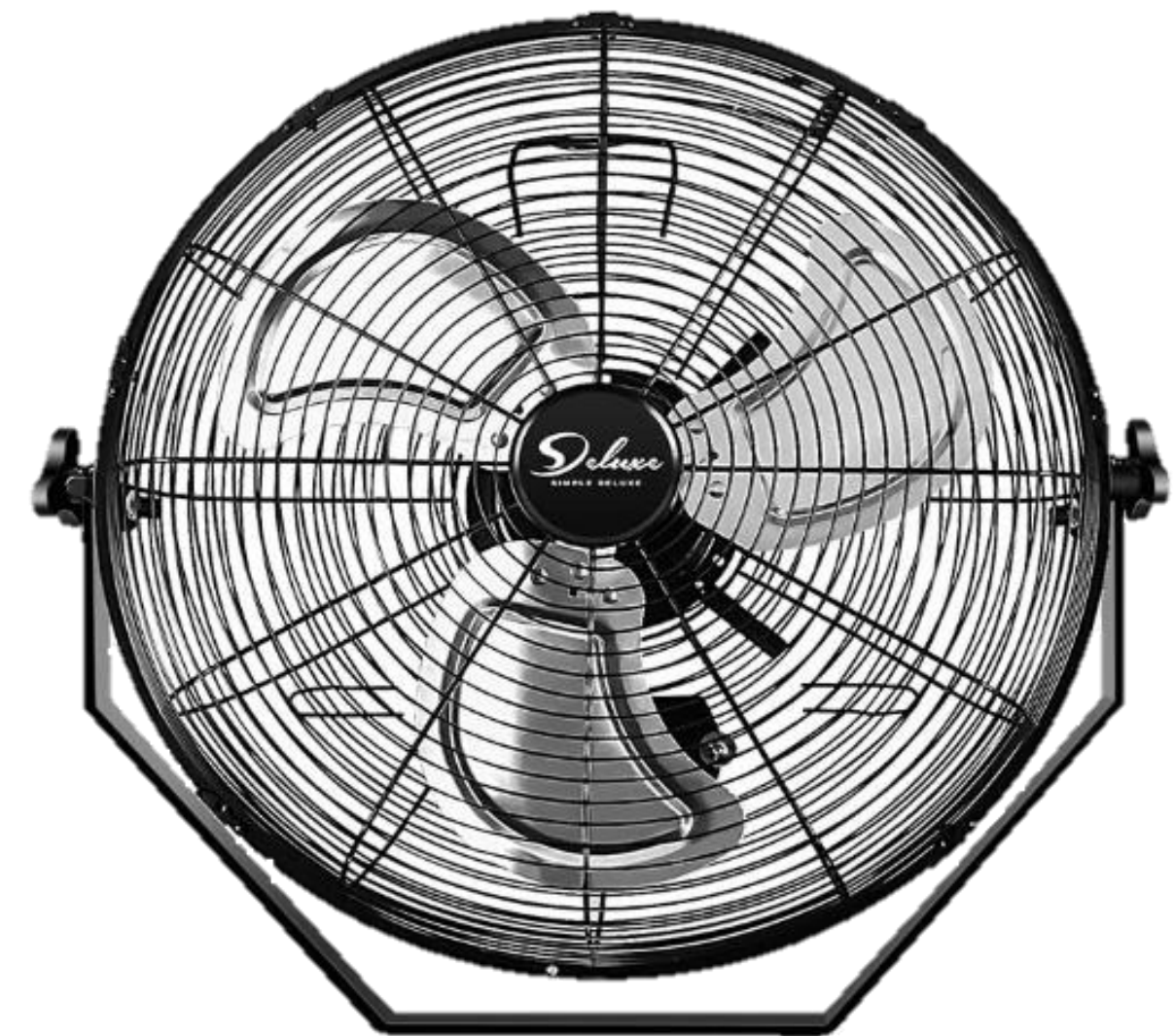
Recently entered cannabis friendly markets such as Europe and expanding in Canada to accelerate growth and further diversify the customer base

Expand Into Adjacent Product Categories

Develop in-house product lines in categories where customers purchase with high frequency

Develop Service Offerings

Lucrative opportunities to help optimize and accelerate non-competitive 3rd party brands and categories



Growth opportunities – case studies

iFarm

- Idea was to bring the concept of “vertical farming” and put it into the hands of the consumer
- iPower’s analytics determined this was a category with little differentiation, unmet needs, and price points that did not reflect value or utility
- 12 months of development, first product launched in June of FY 2023

iPower SuperSuite

- Supplier network repeatedly introduces iPower to products/brands looking for help on some part of their value chain
- Idea was to turn this interest into a revenue stream by offering iPower’s capabilities as a fee for service suite
- First pilot customers in place in electronics and home goods



TikTok Shop – Early Momentum



Overview of TikTok Shop – United States

- Launched in September 2023, 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 \$20B¹ in gross merchandise value by end of 2023, a 4x increase from the prior year.

Benefits to iPower

- **Early Access:** iPower was the first US-based TikTok Shop partner and is currently the No.1 ranked seller in the kitchen category, giving the Company a significant first mover advantage over competitors.
- **Ideal Platform:** TikTok is a natural fit for the Company's home and lifestyle goods products, as it allows iPower to access highly engaged audiences with visually appealing content.
- **Amazon Success:** iPower's success on Amazon Vendor Central demonstrates the Company's ability to scale its revenue and sales volume on a new platform.
- **Path to Growth:** iPower is currently generating encouraging sales volume and believes it can achieve material growth with continued investment and execution.

Thank you.

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Duarte, CA 91010

Investor Contact:

Sean Mansouri, CFA
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





Earned PR





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%





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





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
- Zenhydro.com and simpledeluxe.com 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

