

Investor Presentation

December 2024

FITLIFE BRANDS










Forward-Looking Statements

This presentation contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements can be identified by words such as: "anticipate," "intend," "plan," "goal," "seek," "believe," "project," "estimate," "expect," "strategy," "future," "likely," "may," "should," "will" and similar references to future periods. Examples of forward-looking statements include, among others, statements we make concerning future strategic objectives, business prospects, acquisition and divestiture opportunities and plans, anticipated savings, financial results (including expenses, earnings, liquidity, cash flow and capital expenditures), industry or market conditions, demand for and pricing of our products, anticipated results of litigation and regulatory developments or general economic conditions. These forward-looking statements involve risks, uncertainties and assumptions that include, but are not limited to, the ability of the Company to continue to grow revenue, the financial condition of our retail partners, the Company's ability to successfully integrate acquisitions, and the Company's ability to continue to achieve positive cash flow given the Company's existing and anticipated operating and other costs. Many of these risks and uncertainties are based on the current estimates and assumptions of management as of the date of this presentation and are subject to uncertainty and changes beyond the Company's control. Reference is made to the discussion of risk factors detailed in the Company's filings with the Securities and Exchange Commission, including its annual report on Form 10-K and quarterly reports on Form 10-Q. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date on which they are made. We undertake no obligation to publicly update any forward-looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments or otherwise.

Brands & Sales Channels

FitLife Brands, Inc. (Nasdaq: FTLF) sells 250+ SKUs across 13 brands in both wholesale and online channels




Legacy FitLife Brands*

	Description	GNC	Other Wholesale	Online
	Premium general health & weight loss	✓		✓
	Premium sports nutrition	✓		✓
	Premium weight loss & sports nutrition	✓		✓
	Vegan & all-natural sports nutrition	✓		✓
	Premium male health & weight loss	✓		✓
	High-quality weight loss & sports nutrition		✓	✓
	Time-release energy products		✓	✓
	Weight loss & general health			✓
	Value-oriented sports nutrition & weight loss			✓

*Note: Legacy FitLife excludes all brands acquired in the last 2 years

Recently Acquired Brands

Mimi's Rock Corp (MRC) – Acquired February 28, 2023

	Description	GNC	Other Wholesale	Online
	Premium general health supplements		✓	✓
	Premium natural skincare			✓
	Premium natural skincare			✓

MusclePharm – Acquired October 10, 2023

	Description	GNC	Other Wholesale	Online
	Premium sports nutrition		✓	✓

Investment Thesis

1. Proven management team that is aligned with shareholders

2. Compelling financial performance

3. Growth potential



Management Team Overview

Management team is comprised of capable industry veterans and accomplished executives from other industries



Dayton Judd
Chief Executive Officer

- CEO since Feb '18, current Chairman
- Founder & Managing Partner of Sudbury Capital Management
- Prior experience includes: Portfolio Manager at Q Investments; Associate Principal at McKinsey & Co.
- MBA from Harvard Business School; BS/MAcc in Accounting from Brigham Young University



Jenna Sinnett
Chief Operating Officer

- COO since Oct '15
- 20 years operations experience in wholesale business
- Prior experience includes: VP of Supply Chain at FTLF; Project Management roles at FTLF
- BS and MS in Exercise Science from University of Nebraska Omaha



Jakob York
Chief Financial Officer

- CFO since Aug '22
- Prior experience includes: Controller for Greenidge Generation Holdings (Nasdaq: GREE); Controller & Financial Reporting roles at Allied Motion Technologies (Nasdaq: AMOT); Auditor at PWC
- BS/MAcc in Accounting from Brigham Young University; Certified Public Accountant



Pat Ryan
Chief Retail Officer

- CRO since Jun '16
- 25 years of experience in retail and wholesale business both domestically and internationally
- Prior experience includes: VP of Sales and other sales positions at FTLF since 2004
- BS in Public Relations from Kansas State University



Rick Anderson
EVP of Sales

- EVP of Sales since Oct '15
- 33 years of experience in the supplement industry
- Prior experience includes: EVP of Sales at iSatori (acquired by FTLF in 2015); EVP at EAS
- BS in Business and MS in Ed. Psychology from the University of Colorado Denver



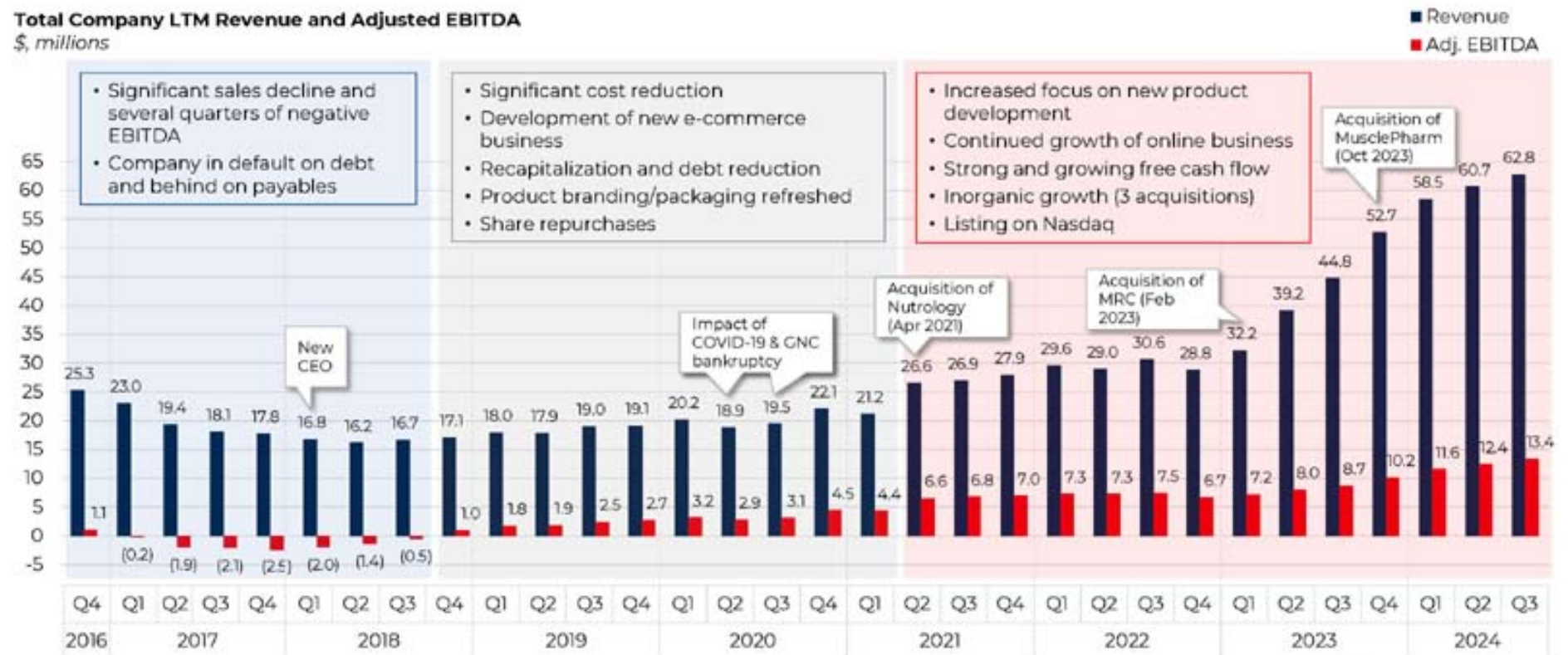
Ryan Hansen
EVP

- EVP since Nov '23
- Prior experience includes: Chief Operating Officer at Pearl Street Dental Partners; Senior Manager at Bain & Company; Product Manager at Worthington Enterprises (NYSE: WOR)
- MBA from Harvard Business School; BS/MAcc in Accounting from Brigham Young University

Historical Revenue & Adjusted EBITDA

FitLife's transformation began with our current CEO in early 2018

Total Company LTM Revenue and Adjusted EBITDA
\$, millions



Historical Stock Prices

FitLife's transformation has delivered significant equity value with minimal dilution to shareholders

Split Adjusted Price Per Share (blue line)

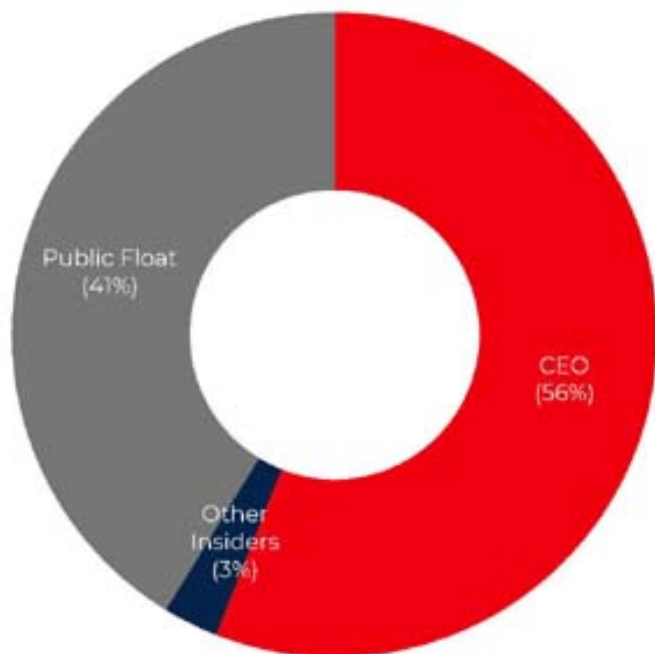


Note: All closing prices and share counts are adjusted for the effects of the reverse/forward split that became effective on 4/16/2019 and the forward split that was effective on 12/8/2021; includes prices from 1/4/2016 - 12/10/2024

Insider Ownership

CEO and entities he controls own a majority of outstanding shares, creating strong alignment of incentives

% of Total Common Shares Outstanding



Total shares outstanding as of November 13, 2024: 4,598,241



Investment Thesis

1. Proven management team that is aligned with shareholders

2. Compelling financial performance

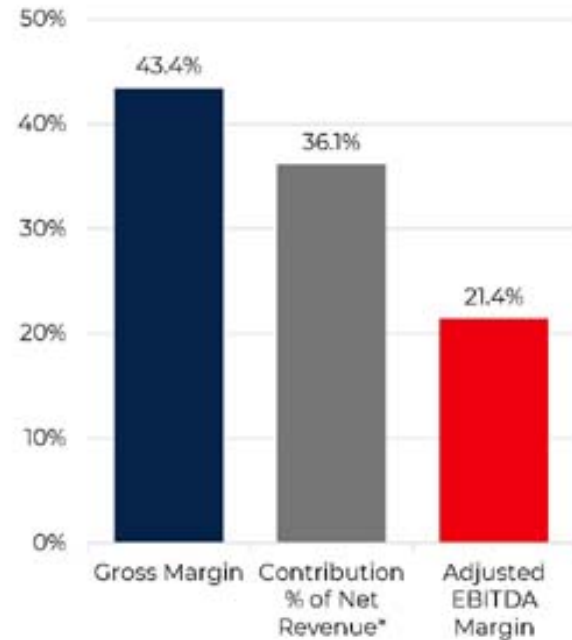
3. Growth potential



Margin Profile

Compelling margins are driven by differentiated brands and products

TTM Q3 2024 Margins
% of Net Revenue



Examples of products with strong advocacy from GNC franchisees



GNC franchisees promote FitLife products in their stores because of:

- a. High and consistent product quality
- b. Best-in-class unit economics for GNC franchisees that provide strong alignment of incentives

Examples of products on Amazon with strong search rankings and consumer advocacy

Best Seller

Dr. Tobias Colon 14 Day Cleanse, Advanced Gut Cleanse Detox for Women & Men with Cascara...

Capsule 28 Count (Pack of 1)

Options: 4 sizes

★★★★★ 88,894

100K+ bought multiple times

Overall Pick

MusclePharm Combat Protein Powder, Chocolate Milk Flavor, Fuels Muscles for Productive Workouts, 5...

52 Servings (Pack of 1)

Options: 5 flavors

★★★★★ 16,169

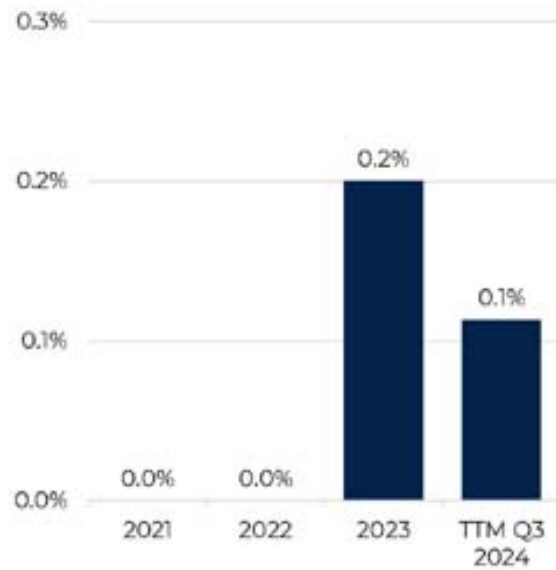
20K+ bought multiple times

*Note: Contribution is a non-GAAP financial measure which management defines as gross profit less advertising and marketing expenditures

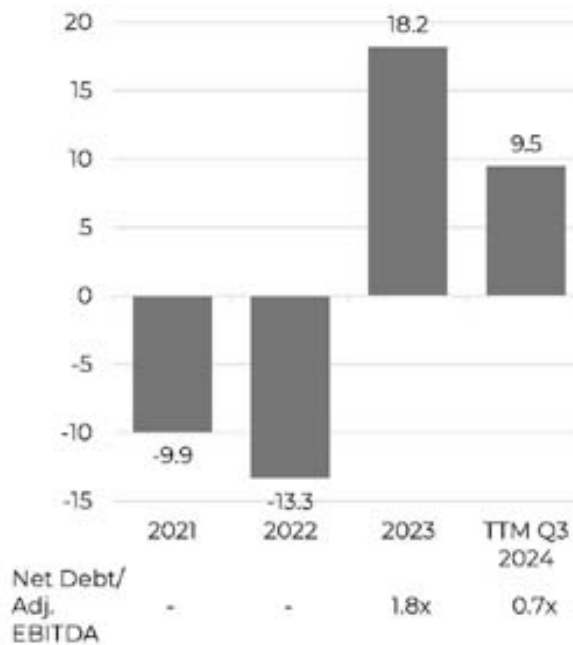
Free Cash Flow

Capital light business with low leverage results in strong cash flow

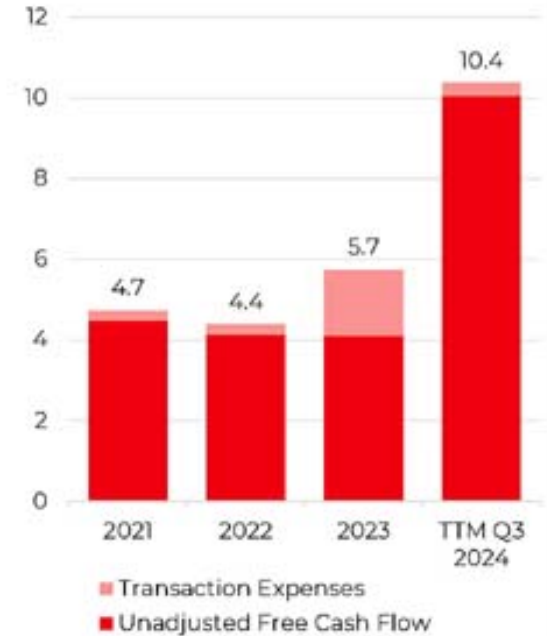
Capital Expenditures
% of Net Revenue



Net Debt
\$, millions



Adjusted Free Cash Flow*
\$, millions

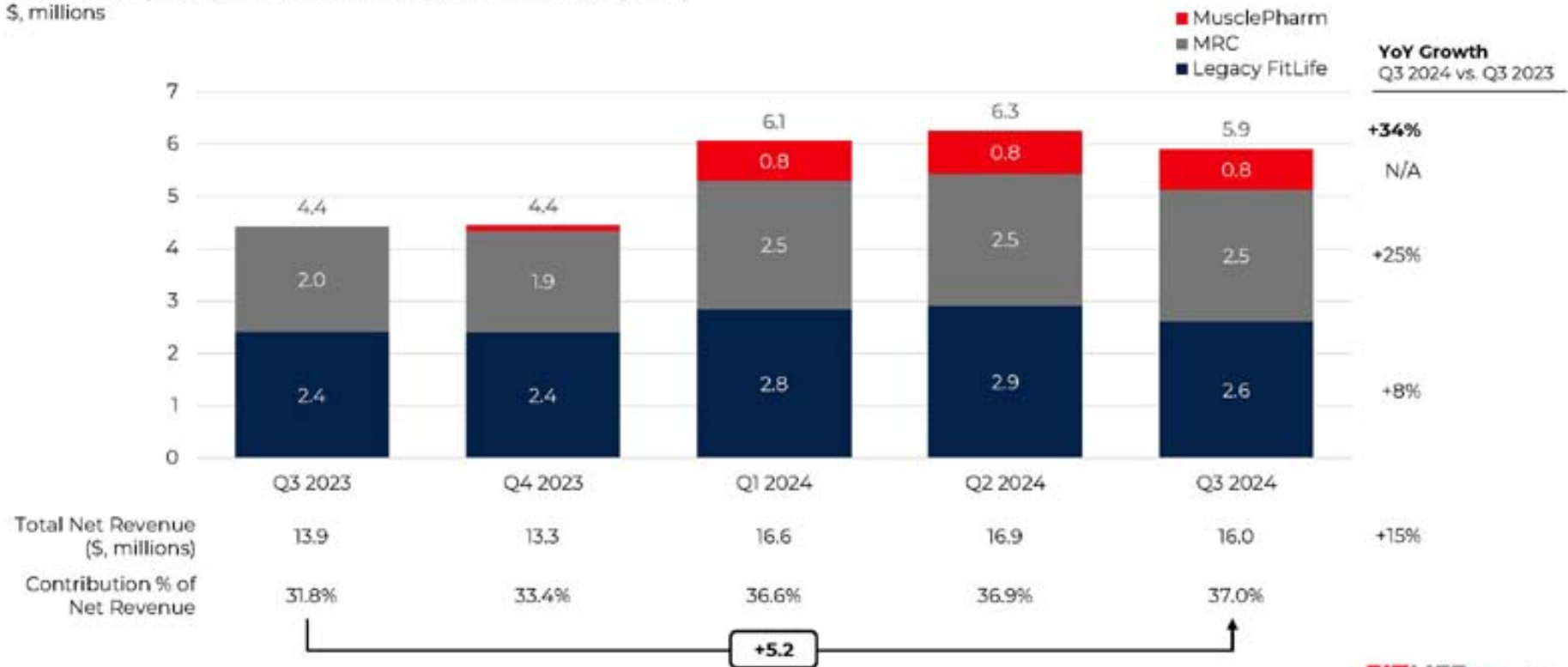


*Note: Adjusted Free Cash Flow = Net cash provided by operating activities – capital expenditures + merger and acquisition related costs

Contribution

Strong financial performance evidenced by YoY growth in contribution dollars & contribution as a percent of net revenue

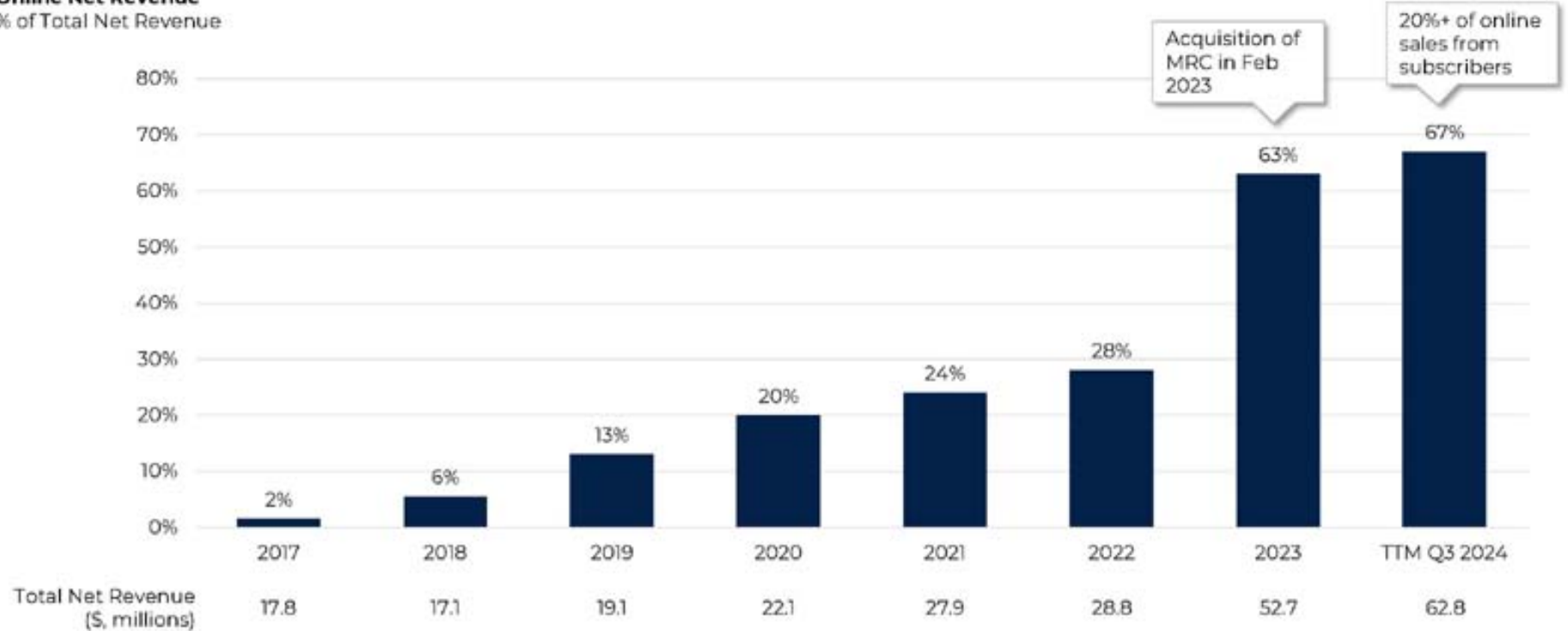
Contribution (Gross profit less advertising and marketing expense)
\$, millions



Online Revenue

Growing online business with strong subscriber base underpins current financial performance

Online Net Revenue
% of Total Net Revenue



Investment Thesis

1. Proven management team that is aligned with shareholders

2. Compelling financial performance

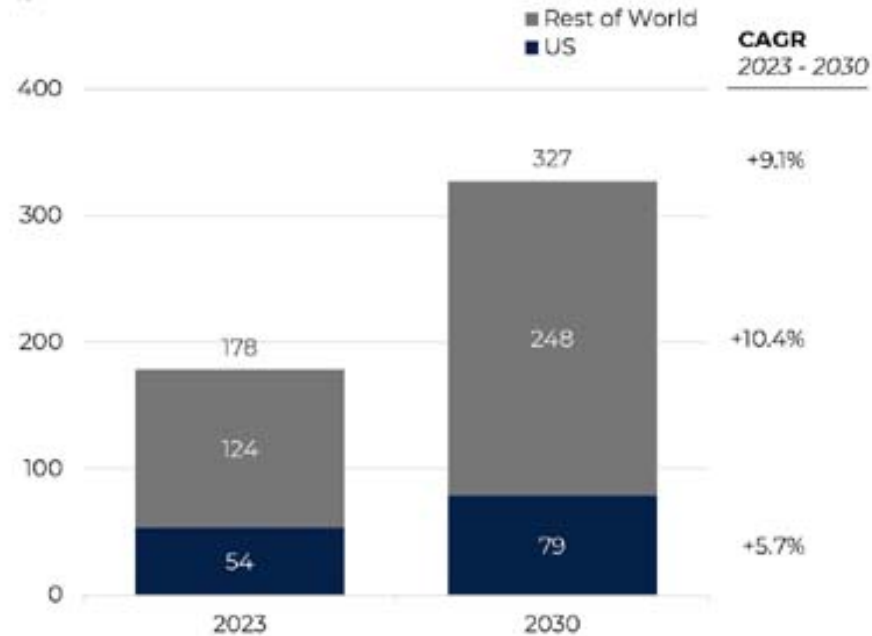
3. Growth potential



Organic Growth

Large and growing industry supports organic growth potential of existing brands

Estimated Dietary Supplement Market Size
\$, billions



Key Growth Opportunities for Select Brands:

Legacy FitLife

- Continued increase in online sales and subscribers, despite declining foot-traffic and sales at certain wholesale partners
- Pursuing international expansion opportunities

Dr. Tobias (the largest MRC brand)

- Growth on Amazon via continued optimization of advertising campaigns
- New product development with focus on single-ingredient supplements
- Currently exploring sales channels beyond Amazon

MusclePharm

- Continuing process of gaining increased distribution among both new and previous MusclePharm wholesale customers
- New product development, including the upcoming launch of newly developed MusclePharm Pro Series product line in majority of Vitamin Shoppe locations during first quarter of 2025

Source: Grand View Research, "Dietary Supplements Market Size, Share & Trend Analysis Report, 2024-2030"

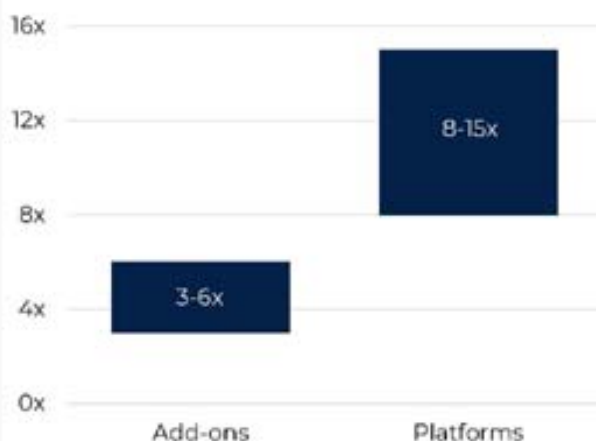
Inorganic Growth

Industry fragmentation coupled with FitLife's access to deal flow and strong balance sheet create opportunity for M&A

Consolidation opportunity

Opportunity for "multiple arbitrage" via consolidation of smaller brands in industry

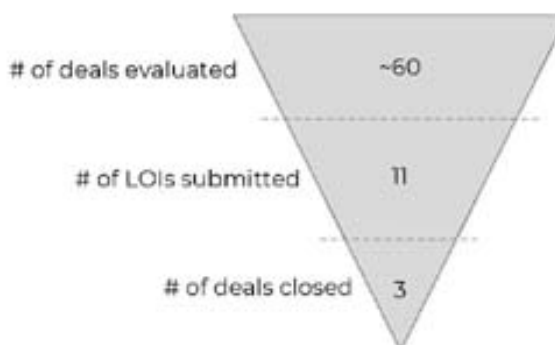
Typical Enterprise Value / EBITDA Multiples



Deal flow

Our team and infrastructure make us a qualified nurturer of brands and a desirable buyer, giving us access to deal flow

FitLife's M&A Pipeline – Last ~4 years



Ability to finance M&A

Strong balance sheet provides flexibility to close deals without issuing equity, resulting in EPS accretion for existing shareholders

Debt Ratios – TTM Q3 2024

Net Debt / EBITDA	0.7x
Net Debt / Equity Market Value*	<0.1x

*Note: Equity market value as of December 10, 2024

Recent M&A Examples

FitLife made two acquisitions in the last two years, both of which were rapidly accretive to shareholders

MRC



Deal Overview

- Closing date: February 28, 2023
- Total consideration: \$17.1 million cash (funded with \$4.6 million cash from balance sheet and \$12.5 million term loan)
- Investment rationale:
 - Increase exposure to general health & wellness supplements and online sales channels
 - Opportunity to unlock value quickly via SG&A rationalization
 - Timing and price was right – business was in financial distress

Impact under FitLife ownership

- Significant improvements in profitability – TTM Q3 2024 contribution of \$9.4 million compares very favorably to the original purchase price
- Key levers of profit growth include:
 - Reduced non-advertising SG&A by ~\$1.5 million by (a) removing executive redundancies and (b) FitLife operations team assuming responsibility for MRC
 - Reduced advertising by \$2+ million via campaign optimization
 - Returned previously declining Dr. Tobias brand to growth YoY
 - Exited unprofitable markets & optimized pricing for skin care brands

MusclePharm



Deal Overview

- Closing date: October 10, 2023
- Total consideration: \$18.5 million cash (funded with \$8.5 million cash from balance sheet and \$10.0 million term loan)
- Investment rationale:
 - Strong brand and broad consumer awareness resulting from tens of millions of promotional spend poured into the brand prior to the acquisition
 - Sound investment even assuming no return to growth; significant option value on potential future growth
 - Timing and price was right – purchased assets out of bankruptcy

Impact under FitLife ownership

- Ramped up Amazon business as previous outsourced reseller sold through inventory, including adding many new subscribers
- Re-engaged prior and new wholesale partners
- Efforts underway to regain shelf space at other wholesale partners
- Relaunched Combat Sport protein bars

Summary



1. Proven management team that is aligned with shareholders

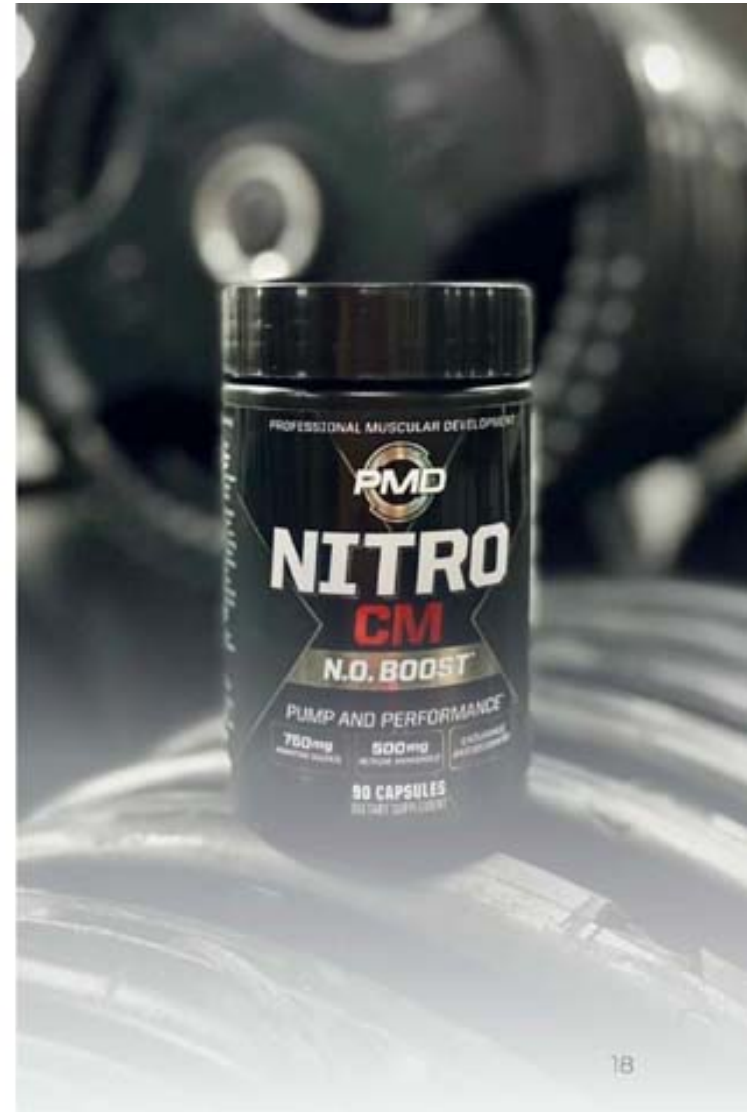


2. Compelling financial performance



3. Growth potential

Please contact us at investor@fitlifebrands.com if you have any questions.



Appendix



Non-GAAP Reconciliations

\$, thousands

	2016	2017	2018	2019	2020	2021	2022	2023	TTM Q3 2024
CONSOLIDATED STATEMENTS OF INCOME									
Revenue	25,314	17,799	17,077	19,136	22,111	27,913	28,803	52,700	62,755
Cost of goods sold	15,243	12,708	10,332	11,155	12,574	15,409	16,769	31,268	35,524
Gross profit	10,071	5,091	6,745	7,981	9,537	12,504	12,034	21,432	27,231
Operating expense:									
Selling, general and administrative	9,121	7,705	6,023	5,436	5,153	6,215	6,267	13,788	15,056
Impairment of intangible assets and goodwill	-	5,929	-	-	-	-	-	-	-
Depreciation and amortization	478	409	69	52	38	59	66	94	115
Total operating expenses	9,599	14,043	6,092	5,488	5,191	6,274	6,333	13,882	15,171
Operating income	472	(8,952)	653	2,493	4,346	6,230	5,701	7,550	12,060
Other expense (income):									
Interest expense (income)	109	112	133	47	6	(25)	(121)	736	1,451
Other expense (income)	(5)	8	-	(171)	(70)	(453)	-	(189)	(308)
Total other expense (income)	104	120	133	(124)	(64)	(478)	(121)	547	1,143
Net income before tax provision	368	(9,072)	520	2,617	4,410	6,708	5,822	7,003	10,917
Provision for income taxes	-	689	11	7	(4,415)	1,298	1,393	1,707	2,523
Net income	368	(9,761)	509	2,610	8,825	5,410	4,429	5,296	8,394
NON-GAAP RECONCILIATION									
Net income	368	(9,761)	509	2,610	8,825	5,410	4,429	5,296	8,394
Interest expense (income)	109	112	133	47	6	(25)	(121)	736	1,451
Income taxes	-	689	11	7	(4,415)	1,298	1,393	1,707	2,523
Depreciation and amortization	478	409	69	52	38	59	66	94	115
Foreign exchange (gain) loss	-	-	-	-	-	-	-	(189)	(308)
EBITDA	956	(8,551)	722	2,716	4,454	6,742	5,767	7,644	12,175
Non-cash and non-recurring adjustments:									
Stock compensation expense	99	140	293	182	78	452	363	473	723
Merger and acquisition related costs	-	-	-	-	-	253	257	1,627	325
Amortization of inventory step-up	-	-	-	-	-	-	-	323	184
Restatement related costs	-	-	-	-	-	-	318	-	-
Impairment of intangibles and goodwill	-	5,929	-	-	-	-	-	-	-
Non-recurring loss (gain)	-	-	-	(171)	(70)	(453)	-	112	-
Adjusted EBITDA	1,054	(2,482)	1,015	2,727	4,462	6,994	6,705	10,179	13,407