

sugarfina[®]

Series D Convertible Preferred
Investment Opportunity

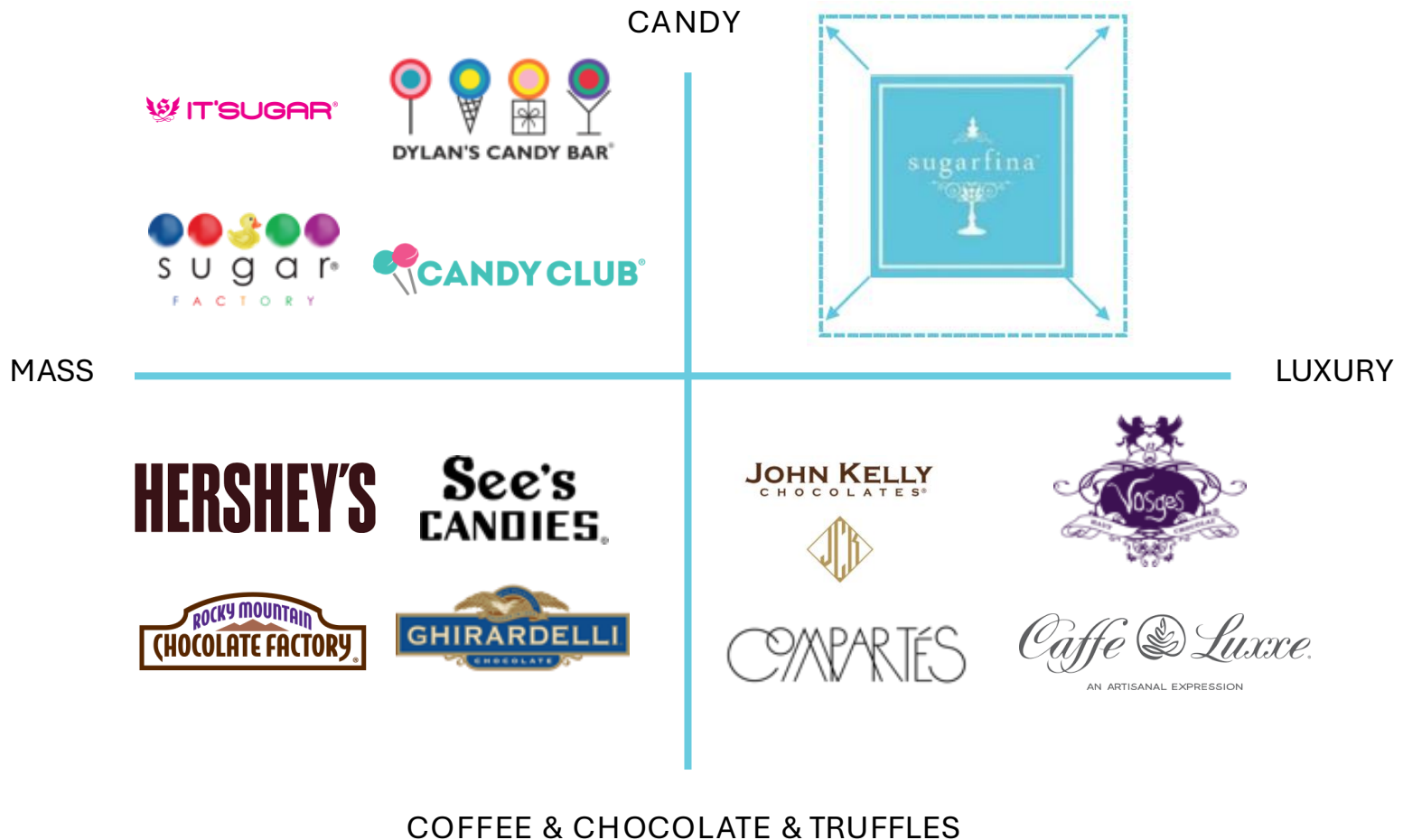
About Sugarfina

Fun and sophisticated flavors designed for the adult palate from European Artisanal candy makers.



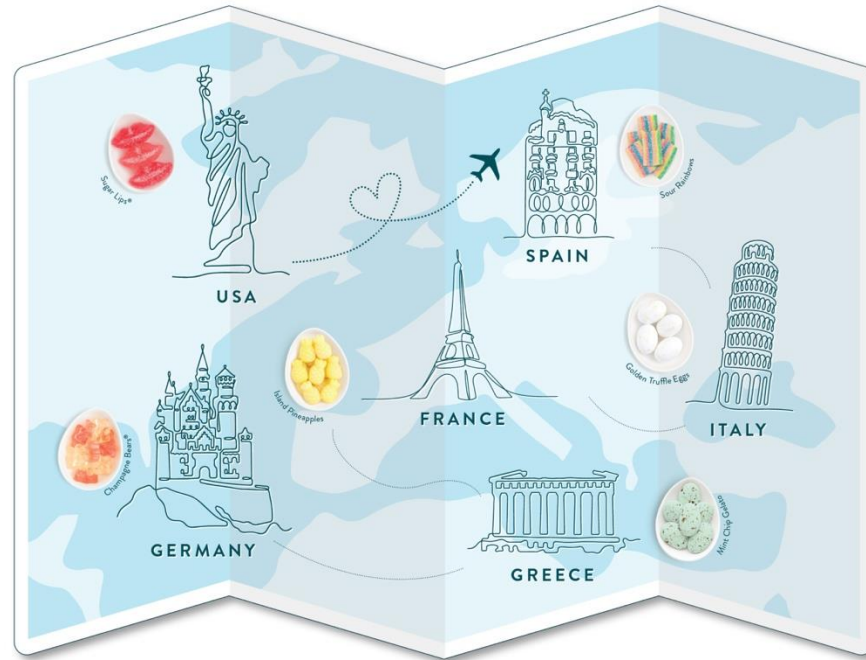
Brand Positioning

Sugarfina's premium brands are positioned as indulgent affordable luxuries.



Crafting the World's Finest Confections

The most delicious, high-quality candies in the world can only be found at Sugarfina.



ARTISAN CANDY MAKERS FROM AROUND THE WORLD

Partnering with artisan candy makers from around the world, Sugarfina creates a wide range of products that offer something for everyone: from gummies to cordials, cocktail-infused candies, and chocolate bars.

Unique Innovative Brand DNA

A distinct brand identity that resonates with today's customer.



LUXURIOUS



INNOVATIVE



PLAYFUL

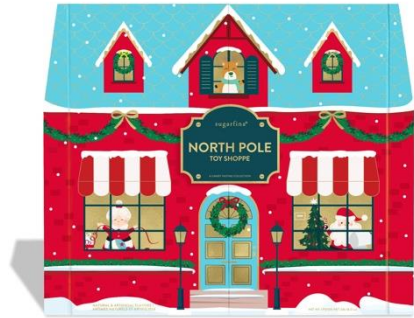
Meet the Best Sellers



CHAMPAGNE BEARS®



3 PIECE CANDY BENTO BOX®



2025 NORTH POLE TOY SHOPPE
ADVENT CALENDAR



SUGAR LIPS®



4 PIECE CANDY BENTO BOX®



20 PIECE CANDY TRUNK



SOUR STRAWBERRIES



8 PIECE CANDY BENTO BOX®

A Coveted Customer

Sugarfina has expanded the confectionary market by attracting a luxury seeking shopper.

- **87%** of customers are female
- Fashion forward and loyal
- **65%** of customers are ages 30-54
- **43%** of customers make over \$100K
- **41%** of customers have been a Sugarfina customer for 2-5 years



Highly Sought-after Partner & Press Gem

Collaborations with Industry Leaders to reach new audiences.



317K+ Email Subscribers

540K+ Loyalty Members

400K+ Social Media Followers

A Press Gem

25B+ 2025 PR reach with \$155M ad equivalency



Omni-Channel Overview

Sugarfina's distribution and consumer reach spans multiple channels.

ECOMMERCE



2
Websites
+ Amazon Store

RETAIL



7
Retail
Boutiques

WHOLESALE



5,500+
Prestige
Wholesale Doors

INTERNATIONAL



Australia
Macau
Taiwan
Singapore

GIFTING



1,200+
Corporate
& Event Clients

Ecommerce Site

SHOP OUR NEWEST COLLECTION!

sugarfina®

Search | SIGN IN

NEW ARRIVALS | SHOP CANDY | SHOP GIFTS | CUSTOMIZE | CORPORATE GIFTING | INSTANT GIFTS | REWARDS | FIND A STORE

FREE 3PC CANDY BENTO BOX WITH \$125 SPEND, CODE: SPEND125

make everyday a
SWEET ESCAPE

SHOP THE COLLECTION

●○○○

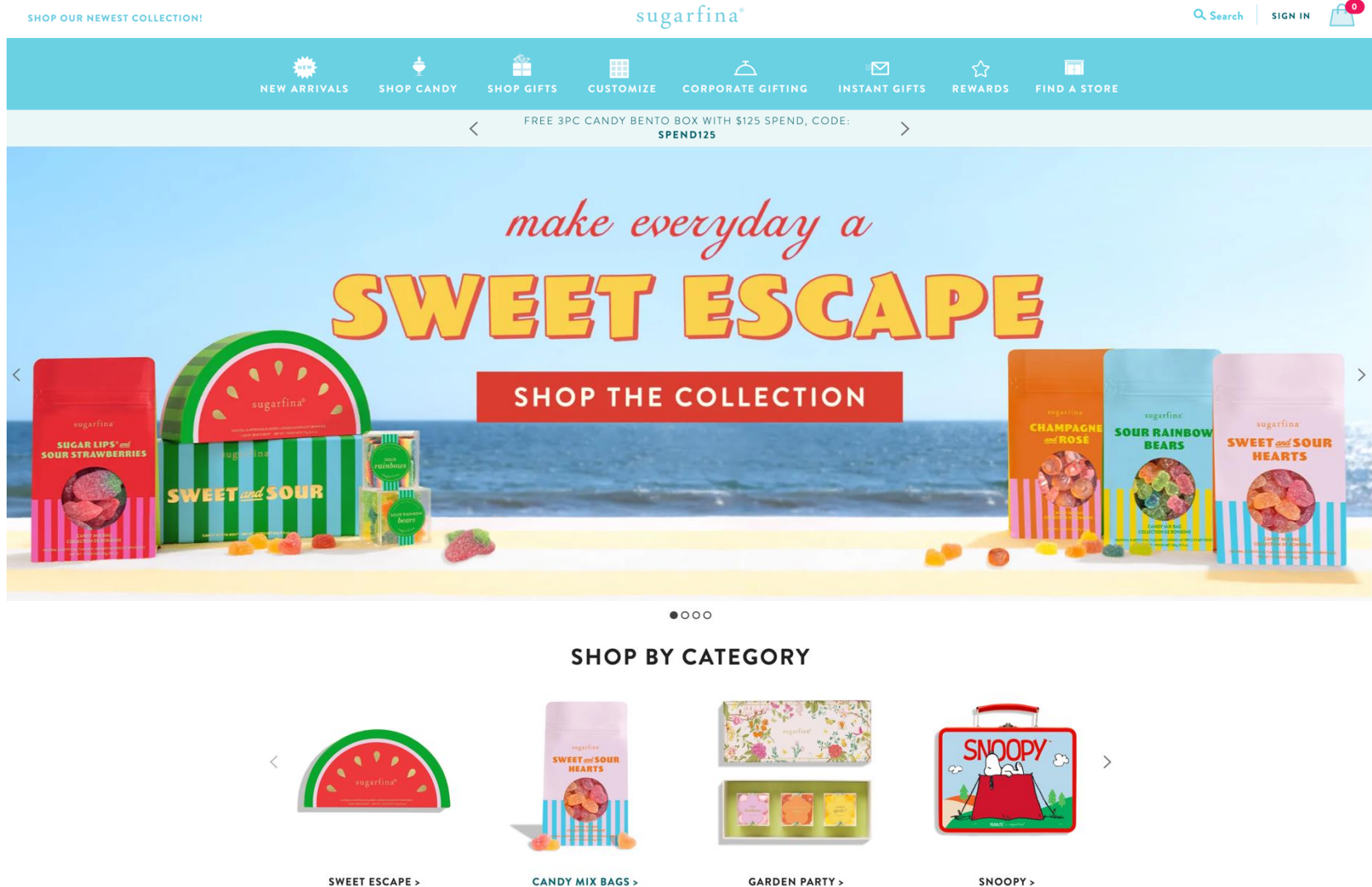
SHOP BY CATEGORY

SWEET ESCAPE >

CANDY MIX BAGS >

GARDEN PARTY >

SNOOPY >



Retail Boutiques

Sugarfina currently operates 7 Retail Boutique Locations.



SOUTH COAST PLAZA
Costa Mesa, CA



CENTURY CITY
Los Angeles, CA

Prestige Wholesale Doors

NORDSTROM

Wynn LAS VEGAS

F A I R E

Neiman Marcus

Bristol Farms

BW
BEVERLY WILSHIRE
Beverly Hills
A FOUR SEASONS HOTEL

bloomingdale's

BOX
fox

Total  Wine
& MORE

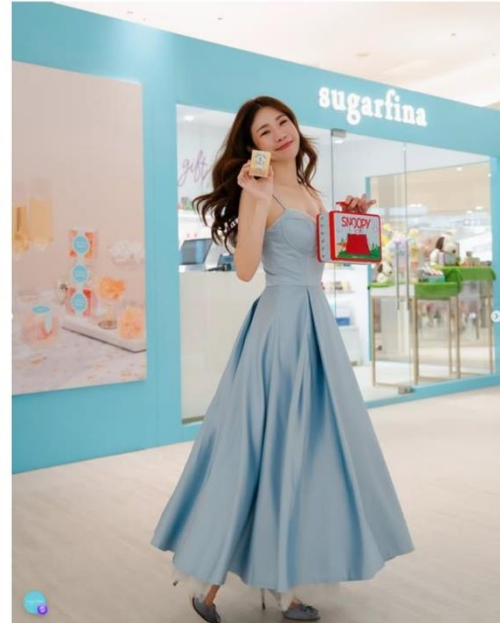
BERGDORF
GOODMAN


FOUR SEASONS

Fairmont
HOTELS & RESORTS

Taiwan

Taichung pop up opened April 10th!



teacherchiang ✓

我是江老師

1,978 posts 315K followers 670 following

合作邀約請來信: iamteacherchiang@gmail.com

@teacherchiang

Followed by sugarfinataiwan

Follow

Message

+8

Taiwan

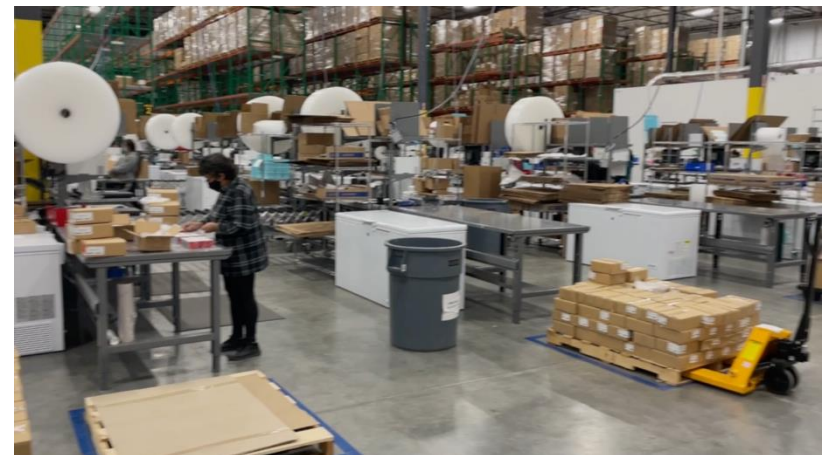
New Store at A13 in Xinyi Area opening April 16th!



Las Vegas Operations Center

Capacity for acquiring and scaling businesses with minimal capital.

Robust supply chain, inventory management, and shipping capability. Enabling increased sales distribution without incremental capital investment.



Acquire Complementary Symbiotic Premium Brands

Q4 2024

BOX
fox

Q1 2025

 **CANDY CLUB**[®]

Q4 2025

Caffe  *Luxxe.*
AN ARTISANAL EXPRESSION

SYNERGIES

REVENUE

COST OF GOODS

OPERATIONS

SG&A

Acquired BOXFOX October 2024

Premium curated boxes for any occasion.

A SHAREABLE UNBOXING

A MEMORABLE MOMENT

UNPARALLELED

PRESENTATION

- Ready to Ship
- Build a BOXFOX
- Corporate Gifting
- Personalized Gifts
- Gifts by Occasion
- Marketplace



BIRTHDAY



THANKS



PERSONALIZE ME

NEW BABY // GIRL



PERSONALIZE ME

PIZZA NIGHT

Fast Facts

RETURN CUSTOMER RATE
55.25%

EMAIL SUBSCRIBERS
250K+

AOV
\$100.25

SOCIAL FOLLOWERS
125K



Acquired Candy Club March 2024

*Curated nostalgic and innovative sweets in fun, giftable packaging.
Moderate Tier Positioning to Grow Market Share.*



Acquired Caffe Luxxe December 2025

Inspired by a European coffee lifestyle since 2006.



8th Caffe Luxxe – Culver City

Opened 3/12!



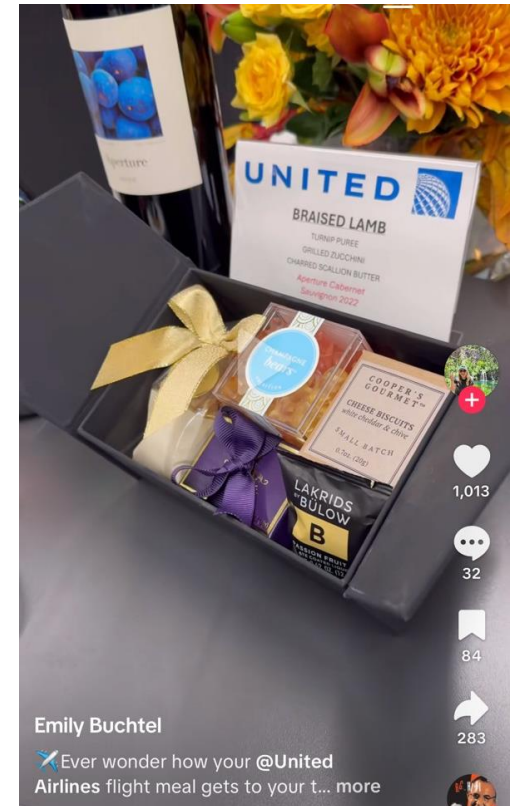
First Half 2026 Update

- Strong Q1 Revenue Growth
- Caffe Luxxe Performing in line with Acquisition Pro Forma
- Sugarfina and Candy Club Launched Target EVD Program into 1,800 stores
- Sugarfina Seasonal Collections Selling Well
- Folding BOXFOX into Las Vegas Operations in Q2 Improving Margins by 10% Points
- Folding Candy Club into Las Vegas Operations in Q3 Improving Margins by 10% Points
- Applied for Tariff Refunds of \$319,000 in April

New High Profile Hospitality Distribution

Partnering with United Airlines' new Polaris Business Class Snack Box Program!

- Sugarfina will be the center point of snack boxes
- Will be rotating flavors
- First shipment December 2025
- Estimated 30,000 units for 2026
- Estimated 100,000 units for 2027



Target



Everyday and Mother's Day Lines March/April Launch!



Sugarfina Corporation Q1 Financial Highlights

- Consolidated Revenue +77% versus LY
- Gross Margin +\$2.5M versus LY
- SG&A as a % of Sales Reduced from 17.6% to 10.3%
- EBITDA +\$.6M versus LY

Sweet Escape

Launched 4/6!



Candy Club – Nordstrom Rack



Launching May 2026!



Sugarfina x Caffe Luxxe

Launching July 2026!



Bellissimo!
3 Piece Candy Bento Box



Ollie's Birthday Cake Cookies
Candy Cube
**For human consumption*



Mini Candy Coffee Cups
NEW Chocolate Espresso Beans
Cold Brew Cordials
NEW Espresso Beans



Dark Chocolate
Sea Salt Caramels
Candy Bag



Caramello
Coffee Bean Bag



Chocolate
Caramello Latte

Nordstrom

Nordstrom 125th Anniversary Collection!



Sneak Peek: Holiday 2026

Launching this September!



Candy That Does More: A New Ritual Category

By bringing indulgence, beauty, and ritual to wellness, Sugarfina has the opportunity to create a category it can lead.



glow getter

A rosé bottle shape, designed to toast your glow.

CORE BENEFITS

- Skin Radiance
- Hair and Nail Strength



calm the confetti

Confetti-inspired dots that quiet the day.

CORE BENEFITS

- Promotes Relaxation
- Helps Reduce Stress



bright ideas

A smiling shape that cue calm, clear focus.

CORE BENEFITS

- Supports Focus and Clarity
- Promotes Mental Sharpness



Sugarfina Investment Highlights

- Leading Global Experiential Luxury Brand
- Seasoned Management Team
- Differentiated Product
- Appealing Unit Economics
- Scalable Platform Executing Premium Brand Roll-Up
- Significant Growth Opportunities
- Additional Actionable M&A Targets
- Potential Franchise Opportunities



Sugarfina Financial Highlights

2025

REVENUE

\$32.6M

GROSS MARGIN

\$15.7M

GROSS MARGIN %

48.3%

EBITDA

-\$3.7M

EBITDA %

-11.4%

2026

REVENUE

\$60.0M

GROSS MARGIN

\$34.9M

GROSS MARGIN %

58.2%

EBITDA

\$5.0M

EBITDA %

8.3%

2027

REVENUE

\$72.0M

GROSS MARGIN

\$42.0M

GROSS MARGIN %

58.4%

EBITDA

\$10.0M

EBITDA %

13.9%

Series D Convertible Preferred

Term Sheet · Launching May 2026

OFFERING SIZE

Up to \$25M

CONVERSION PRICE

\$5.78

DIVIDENDS

6% PIK

Cumulative, per annum

CONVERSION

Common Stock

At effective date of "Go Public Transaction"

WARRANTS

5-Year, 100% Coverage

Equal to shares issuable upon conversion at same price

ENTERPRISE VALUATION

\$148M

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