



Lift Fi

LIFT FINANCIAL HOLDINGS LLC

Lift Financial Holdings LLC

Structure. Discipline. Long-Term Ownership.

Building and operating technology-enabled businesses designed to compound value over time.

INVESTOR PRESENTATION

A Private Holding Company Built for the Long Term

Lift Financial Holdings LLC is a diversified private holding company focused on **acquiring, building, and operating technology-enabled businesses.**

Our mission is to centralize ownership, operations, technology, and capital allocation across complementary industries to create long-term shareholder value.



Acquire

Pursue ownership of durable, cash-generating businesses in sectors we understand deeply.



Build

Develop technology, systems, and brands internally when building creates more value than buying.



Operate

Run each company with discipline, shared infrastructure, and a long-term ownership mindset.

An Ecosystem of Companies That Reinforce One Another

We are building an ecosystem of companies designed to strengthen each other through **shared technology, centralized operations, disciplined capital allocation, and scalable systems.**



Shared Technology

Software, AI systems, and automation developed once and deployed across the entire portfolio.



Centralized Operations

Common back-office, administrative, and operational functions that reduce cost and complexity.



Disciplined Capital Allocation

Capital directed to its highest and best use across the group, with a focus on durability over speed.



Scalable Systems

Processes and platforms designed to support each new company added to the ecosystem.

Operating Companies & Brands

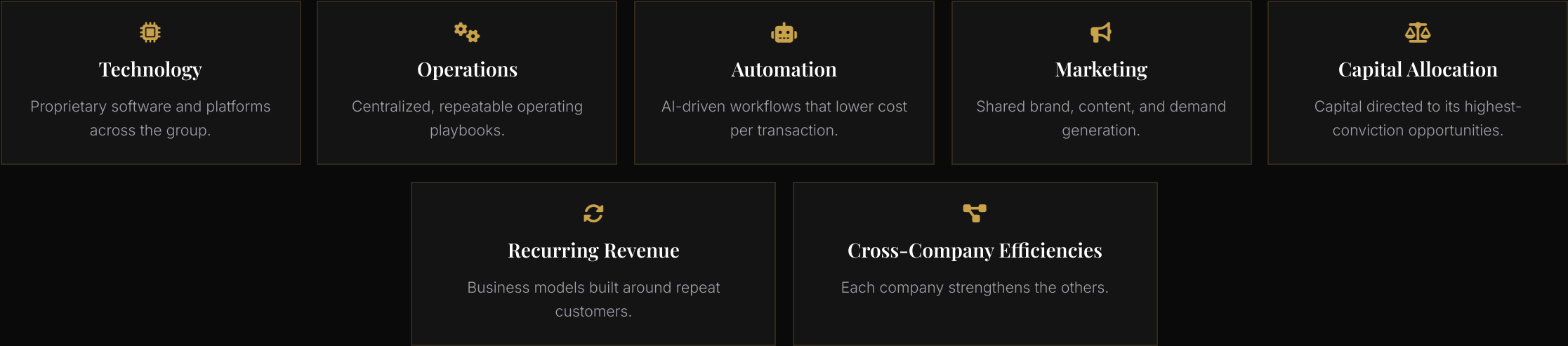
 Aivara Solutions LLC TECHNOLOGY & AI WEBSITE	 FreightSync TMS LLC TRANSPORTATION TECHNOLOGY WEBSITE
 International Property Management HOSPITALITY WEBSITE	 RichAF Global TRAVEL & MEDIA WEBSITE
 New Opportunity Entertainment LLC ENTERTAINMENT & MEDIA OPERATING COMPANY LIFT FINANCIAL HOLDINGS LLC	

One Parent. Shared Infrastructure. Compounding Growth.



How Lift Fi Creates Value

Value is created by combining capabilities that most standalone companies cannot afford to build on their own.



Combined, these are designed to produce durable, compounding enterprise value.

COMPETITIVE ADVANTAGES

Why This Model Wins Over Time



Technology-First Infrastructure

Every portfolio company operates on modern software and AI-enabled systems from day one.



Scalable Business Model

Adding a new company adds revenue without proportionally adding overhead.



Shared AI Systems

Automation and intelligence built centrally and deployed across the entire portfolio.



Centralized Operations

Finance, administration, and back-office functions handled once — not duplicated in every company.



Multiple Revenue Streams

Diversification across technology, logistics, hospitality, and media reduces single-market risk.



Long-Term Ownership Philosophy

We build and hold. No exit-driven timelines forcing short-term decisions.



GROWTH STRATEGY

Six Engines of Growth

Organic Growth

Deepening each operating company's customer base, offerings, and market position.

Technology Development

Building proprietary software and AI platforms that create defensible advantages.

National Expansion

Scaling operations across new cities and regions within the United States.

Strategic Acquisitions

Acquiring complementary businesses that benefit from our shared infrastructure.

Operational Expansion

Extending proven operating playbooks into adjacent services and verticals.

International Expansion

Taking established models into international markets over time.

Positioned Where Durable Trends Converge

Our strategy focuses on sectors being reshaped by technology adoption, automation, and changing consumer behavior — where disciplined operators with modern systems can win.



Technology

Businesses of every size are modernizing operations, creating sustained demand for software and integration.



Transportation

Freight and logistics remain fragmented — technology-enabled operators gain efficiency advantages.



Hospitality

Travel demand and professionalizing short-term rental operations favor systematized property managers.



Digital Media

Audience-driven brands can be built with low capital intensity and monetized across channels.



Artificial Intelligence



AI is shifting from experiment to infrastructure — operators who deploy it early compound the advantage.



Professional Services

Service businesses enhanced with automation can deliver better margins and more consistent quality.

Partnering With Aligned, Long-Term Capital

Lift Financial Holdings welcomes conversations with strategic capital partners who align with our long-term vision. Potential areas where future capital may be deployed include:

 Technology Development

 Software Platforms

 Sales & Marketing

 Hiring

 Strategic Acquisitions

 Working Capital

 Operational Scaling

 Expansion Into New Markets

The Case for Lift Financial Holdings

Multiple Operating Businesses

A working portfolio across technology, logistics, hospitality, and media.

Scalable Systems

Infrastructure built to absorb new companies efficiently.

Disciplined Leadership

Founder-led with a structured, methodical approach to growth.

Premium Brand

A holding company identity built on structure, discipline, and trust.

Technology-Driven

Software and AI at the core of how every company operates.

Shared Infrastructure

Centralized technology, finance, marketing, and operations.

Long-Term Ownership

Built to hold and compound — not to flip.

A Deliberate Path Forward



NOW

Current

Operating companies established with shared brand and infrastructure.



NEXT

Optimization

Strengthening systems, margins, and operating discipline.



THEN

Growth

Scaling revenue across each operating company.



THEN

Expansion

New markets, new verticals, new capabilities.



THEN

Acquisitions

Adding complementary businesses to the ecosystem.



ONGOING

Long-Term Compounding

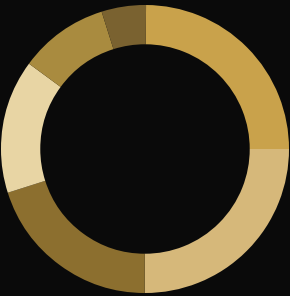
Reinvesting cash flow to compound value across the group.



The Platform Today — And Where Capital Could Go

i Illustrative examples for discussion purposes only — not projections, offers, or guarantees.

5 PORTFOLIO COMPANIES	7 INDUSTRIES SERVED	3 TECHNOLOGY PLATFORMS	4 OPERATING MARKETS	6 RECURRING REVENUE STREAMS
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- Technology Development 25%
- Strategic Acquisitions 25%
- Sales & Marketing 20%
- Working Capital 15%
- Hiring & Operations 10%
- Research & Innovation 5%



How Additional Capital Could Accelerate Growth

 The following scenarios are hypothetical examples for planning purposes only and are not projections or guarantees of future performance.

SCENARIO A

Organic Growth

\$250,000

ILLUSTRATIVE INVESTMENT

POTENTIAL FOCUS

- Technology improvements
- Marketing
- Team expansion
- Operational efficiency

ILLUSTRATIVE OUTCOMES

- Additional business capacity
- Increased automation
- Expanded customer acquisition

SCENARIO B

Strategic Expansion

\$500,000

ILLUSTRATIVE INVESTMENT

POTENTIAL FOCUS

- Geographic expansion
- New software products
- Strategic acquisitions
- Leadership hiring

ILLUSTRATIVE OUTCOMES

- New markets
- Diversified revenue
- Increased operational scale

SCENARIO C

Accelerated Growth

\$1,000,000+

ILLUSTRATIVE INVESTMENT

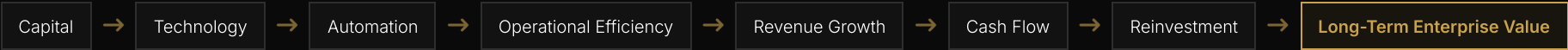
POTENTIAL FOCUS

- Multiple acquisitions
- Enterprise software
- National expansion
- International opportunities
- AI development

ILLUSTRATIVE OUTCOMES

- Larger portfolio
- Greater operating leverage
- Broader market presence

A Disciplined Path From Capital to Enterprise Value



“Our objective is not rapid exits. Lift Financial Holdings is focused on building durable businesses that generate long-term value through disciplined ownership, technology, and operational excellence.”

Risk Management

 Diversified operating companies	 Multiple industries	 Shared technology platform
 Centralized operations	 Long-term ownership approach	 Disciplined capital allocation

WHY ADDITIONAL CAPITAL MATTERS

Capital as an Accelerant for a Working Platform



Accelerate software development



Expand into new markets



Acquire complementary businesses



Increase automation



Strengthen operations



Scale the LiftFi ecosystem

An interactive, illustrative capital planning tool is available at liftfi.io/investor-relations.html.

The information contained in this section is for illustrative discussion purposes only. It does not constitute financial projections, investment advice, an offer to sell securities, or a guarantee of future performance. Actual results will depend on numerous factors and may differ materially from any illustrative examples.



Lift Fi

LIFT FINANCIAL HOLDINGS LLC

Thank You

Building Businesses That Build Each Other.



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INVESTOR DATA ROOM — ACCESS BY INVITATION

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