



 **STRÄN**
promotional solutions

INVESTOR PRESENTATION

OCTOBER 2021

Background photo shows ponchos produced by Stran for the NYC Marathon, annually since 2013



Forward-Looking Statements and Industry Data

This presentation contains forward-looking statements that are based on our management's beliefs and assumptions and on information currently available to us. All statements other than statements of historical facts are forward-looking. These statements relate to future events or to our future financial performance and involve known and unknown risks, uncertainties and other factors that may cause our actual results, levels of activity, performance or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. Forward-looking statements include, but are not limited to, statements about:

- our goals and strategies;
- our future business development, financial condition and results of operations;
- expected changes in our revenue, costs or expenditures;
- growth of and competition trends in our industry;
- our expectations regarding demand for, and market acceptance of, our products;
- our expectations regarding our relationships with investors, institutional funding partners and other parties we collaborate with;
- our expectation regarding the use of proceeds from the offering;
- fluctuations in general economic and business conditions in the markets in which we operate;
- relevant government policies and regulations relating to our industry;
- key personnel continuing their employment with us; and
- the duration and impact of the COVID-19 pandemic.

In some cases, you can identify forward-looking statements by terms such as "may," "could," "will," "should," "would," "expect," "plan," "intend," "anticipate," "believe," "estimate," "predict," "potential," "project" or "continue" or the negative of these terms or other comparable terminology. These statements are only predictions. You should not place undue reliance on forward-looking statements because they involve known and unknown risks, uncertainties and other factors, which are, in some cases, beyond our control and which could materially affect results. Factors that may cause actual results to differ materially from current expectations include, among other things, those listed under the heading "Risk Factors" and elsewhere in the registration statement that we have filed with the SEC. If one or more of these risks or uncertainties occur, or if our underlying assumptions prove to be incorrect, actual events or results may vary significantly from those implied or projected by the forward-looking statements. No forward-looking statement is a guarantee of future performance.

In addition, statements that "we believe" and similar statements reflect our beliefs and opinions on the relevant subject. These statements are based upon information available to us as of the date

on which the statements are made in this presentation, and while we believe such information forms a reasonable basis for such statements, such information may be limited or incomplete, and our statements should not be read to indicate that we have conducted an exhaustive inquiry into, or review of, all potentially available relevant information. These statements are inherently uncertain and investors are cautioned not to unduly rely upon these statements.

The forward-looking statements made in this presentation relate only to events or information as of the date on which the statements are made in this presentation. Although we have ongoing disclosure obligations under United States federal securities laws, we do not intend to update or otherwise revise the forward-looking statements in this presentation, whether as a result of new information, future events or otherwise.

Market & Industry Data

This presentation also contains estimates and other statistical data made by independent parties and by us relating to market-size and other data about our industry. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such data and estimates. In addition, projections, assumptions and estimates of our future performance and the future performance of the markets in which we operate are necessarily subject to a high degree of uncertainty and risk. Neither we nor our affiliates, advisors or representatives makes any representation as to the accuracy or completeness of that data or undertake to update such data after the date of this presentation.

Free Writing Prospectus

We have filed a registration statement (including a preliminary prospectus) with the SEC for the offering to which this communication relates. The registration statement has not yet become effective. Before you invest, you should read the preliminary prospectus in that registration statement (including the risk factors described therein) and other documents that we have filed with the SEC for more complete information about us and this offering.

You may access these documents for free by visiting EDGAR on the SEC Web site at <http://www.sec.gov>. The preliminary prospectus, filed on October 7, 2021 is available on the SEC Web site at <http://www.sec.gov>. Alternatively, we or any underwriter participating in the offering will arrange to send you the prospectus if you contact EF Hutton, division of Benchmark Investments, LLC, 590 Madison Avenue, 39th Floor, New York, NY 10022, Attention: Syndicate Department, or via email at syndicate@efhuttongroup.com or telephone at (212) 404-7002.

Offering Summary

Issuer:	Stran & Company, Inc.
Proposed Exchange / Ticker:	Nasdaq Capital Market / STRN, STRNW
Offering Type:	Underwritten Initial Public Offering
Securities Offered:	Units, each consisting of one share of common stock and a warrant to purchase one share of common stock at 125% of the offering price of the Units
Gross Offering Proceeds (Including Over-Allotment):	Up to \$17.25 million
Over-Allotment:	Over-Allotment: 15%
Estimated Offering Price Range:	\$4.00 - \$5.00 per unit of common stock and accompanying warrant
Pre-Money FD Shares Outstanding:	10,000,000 shares
Anticipated Use of Proceeds:	Acquisitions & partnerships, investments in technology & expanding corporate infrastructure, expansion of sales team & marketing efforts, general working capital & other corporate purposes
Book-Running Managers:	EF Hutton, division of Benchmark Securities, LLC; US Tiger Securities, Inc.
Expected Close:	Q4, 2021



Investment Highlights



Established business since **1994**



Operating within a **\$25 billion growth industry**



Consistent **organic growth** over the past 27 years



Seasoned **owner-led management** team



2020 Annual revenue exceeding **\$37 million**



Large **acquisition opportunity** set within highly fragmented industry



Market leader with strong track record and **reputation**



Compelling financial profile: **cash positive and highly scalable model**

Experienced Executive Team



Andrew Stranberg
Co-Founder
Executive Chairman
27+ years

Andrew is the co-founder and current Chairman of Stran. In 1995, he also founded Stran Capital LLC and has since been its CEO. From 1997-2016 he served as Chairman of Stran Technologies which was sold to Corning in 2016. He also formed Stran Maritime LLC, a joint venture with Atlas Maritime Ltd., and served as Office of the Chairman for SFX entertainment from 2012-2014.



Andy Shape
Co-Founder
President & CEO
27+ years

Andy is the co-founder and current CEO & President of Stran. He also serves as a Director for Naked Brand Group, a Nasdaq listed leading intimate apparel & swimwear company. Andy also served as CEO of Long Blockchain Corporation from August 2018 through February 2020. Prior to forming Stran & Company, Andy worked at Copithorne & Bellows Public Relations as an Account Executive covering the technology industry.



Randy Birney
Executive VP
23+ years

Randy is the Executive Vice President of Stran and has been with the company since 1998. His role is focused on business development and strategic vision. In addition to these responsibilities, he is instrumental in managing the day-to-day business of multiple large retail and consumer-based program accounts.



Chris Rollins
CFO
6+ years

Chris is the CFO. He is a senior financial manager with extensive experience in Fortune 500 and start-up companies. Prior to Stran, Chris was Director of Finance for Toshiba Business Solutions, VP of Finance of Yardi Systems, Controller of Powerhouse Technology, Senior Financial Accountant for Saucony, and Portfolio Accountant for Putnam Investments.

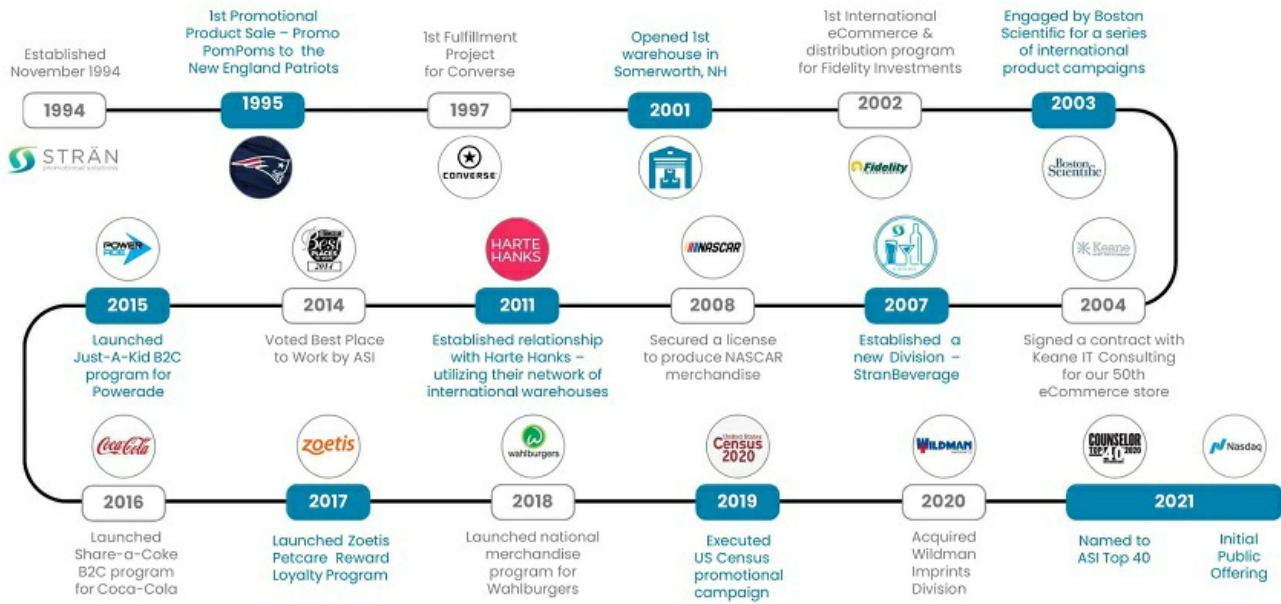


What We Deliver

Comprehensive Program Managers delivering results



Stran – History of Our Business



Positioned to Deliver Sustainable Value Creation



TAM Opportunity
\$387 Billion

Including loyalty, print, promo, tradeshow, packaging*



Industry Specific
Market Opportunity
\$25 Billion**

Promo Industry alone



Accelerated
Revenue Growth
24% CAGR
2017-2020 CAGR



Top Tier Customer Base
30+ Fortune
500 customers

2,000+ total
customers



2020 Revenue
\$37 million+



Years in Business
27 Years



Number of Employees
65+ employees



Orders Processed Annually
25,000+



Acquisition Experience
\$10mm recent
acquisition



Profitable Margins
30% gross margin
(2017-2020)
Profitable
(2017-2020)



*See slide 19 for Total Addressable Market (TAM) by specific industry

** <https://www.asicentral.com/news/web-exclusive/july-2020/state-of-the-industry-2020>

Promotional Products Industry Growth

- Most highly regarded form of advertising by recipients

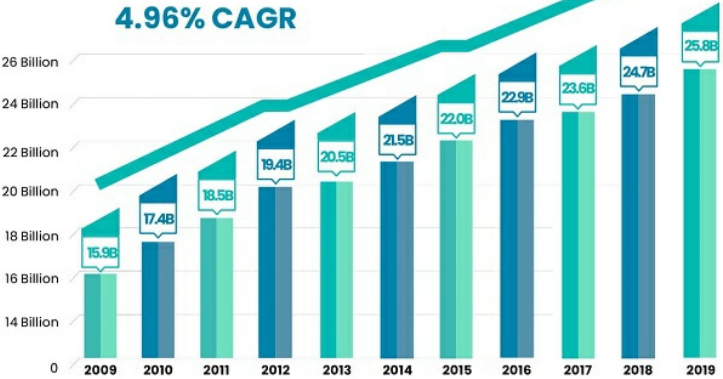
- Highest recall rates

- Gaining larger share of marketing spend

- Creates greater brand awareness

- Lowest cost per impression compared to other advertising

Continuous growth (4.96% CAGR from 2009–2019*) because of a shift in advertising and brand recognition spend



* <https://www.asicentral.com/news/web-exclusive/july-2020/state-of-the-industry-2020/>

See page 31 in the appendix for more information on the effectiveness of promotional products.



Industry Fragmentation

With over **23,000** registered distributors, this industry is ripe for consolidation



Majority of industry players are small with only a few employees



In 2019 the largest player was 4Imprint with over \$839 Million in sales – a 3.3% share of the market



In 2019 only 24% of the market was shared amongst the top 50 Distributors; the balance spread between 23,000+ distributors



Requisite technology will drive future consolidation as smaller illiquid players struggle to keep pace



Stran is well positioned as Top 40 player:
Ranked #18 overall and 7th fastest growing in the USA by Print + Promo Magazine,
Ranked # 32 in USA by ASI' Counselor magazine in 2021



Stran has experience and proven success with recent \$10mm acquisition



PRINT+PROMO
Top 50 Distributors 2020



What Makes Stran Different

Name Recognition & Well-Regarded Reputation – people know who we are; both customers and industry professionals. Our visibility is enhanced through routinely speaking at conferences, being published in trade magazines, exhibiting at events, online presence, & referrals



Innovation

consistent focus on evolving our use of technology and our processes to stay ahead of the curve and deliver value



Creativity

bringing ideation and creativity to our clients with both products and comprehensive offerings



We Leverage the Latest Technology

making it easier for our customers to do business with us through custom developed solutions



Flexibility

ability to shift our focus to meet customer demands; products, pricing, logistics, technology, service, etc...



Global Network of Service Providers

long standing strategic global relationships that allow us to offer our services around the world



Supply Chain

established relationships with factories, suppliers, and logistics companies that allows us to meet the most demanding customer needs – including during a pandemic



Vision and Strategy

Top-down commitment to become the premier leader through organic and acquisition growth strategies



Culture

engaged collaborative culture with a customer first mindset

Leading Technology

Managing over 280 online stores for our customers

Invested millions of dollars into custom technology development over the past 7 years

Proprietary e-Commerce solution built on Magento 2.0

Our technology makes it easier for customers to do business with us

Makes customers sticky - they depend on our technology

Implementation of Oracle NetSuite - Q1, 2022 launch

Allows for scalability

Creates efficiencies in order process



ORACLE
NETSUITE



Driving a Competitive Flywheel Effect



Competitive Analysis

		Online e-Retailers	Franchise Model	Large & Inflexible	Not Core Offering	Small Mom & Pop
Focus on Service	✓	✗	✓	✗	✗	✓
Creativity & Innovation	✓	✗	✗	✓	✗	✗
Flexible & Nimble	✓	✗	✗	✗	✗	✓
Customer Specific Technology	✓	✗	✗	✗	✗	✗
Clear Strategy	✓	✓	✗	✓	✗	✗
Program Managers	✓	✗	✗	✓	✓	✗
Financial Strength & Scalability	✓	✓	✓	✓	✓	✗

Blue-Chip Client Base




Growth Strategy




Merger & Acquisition Opportunity

+  Add geographic balance with a focus on acquiring a company in the branded merchandise space based in the Western US in the \$5mm-\$10mm Revenue range (Texas, California, Colorado, Oregon, Washington State)

+  Add additional smaller promotional companies in the \$2mm-\$5mm revenue range who lack the programmatic capabilities but have a min of 30% gross margins and comparable or improved profitability

+  Add businesses with complementary offerings to increase Stran's portfolio of services and depth of expertise in these additional industries:

 Packaging

 Loyalty & Incentives

 Decorators (Screen Print, Embroidery, Direct-To-Garment, Transfers etc)

 Event/Tradeshaw Service providers

 STRÄN
promotional solutions



Demonstrated M&A Success

- Transaction with Wildman Imprints closed September 26th, 2020
- Structured as an Asset Purchase Agreement
- New Office located in Warsaw, Indiana
- Approximately 120 programs and over 1400 total customers accounts
- 2019 revenue in excess of \$10 million
- Purchased existing inventory of approximately \$650,000 (majority with customer guarantees)
- 3-year earn out as consideration.
 - Year 1; pay 15% of gross profit
 - Year 2-3; pay 30% of gross profit



Incremental Revenue Opportunities



References:
 Loyalty Industry: Incentive Marketing Association
 Print Industry: Ibis World
 Promotional Industry: Advertising Specialties Institute
 Tradeshow Industry: MarketingCharts.com
 Packaging Industry: Statista

Already in these spaces	Have established business relationships already in place	Capabilities to add these offerings to our tech stack	Ability to cross sell to current customer base to drive incremental revenue	Creates stickiness as one stop shop where Stran adds even more value	Capitalizing on industry disruption by using technology to our advantage
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Financial Highlights



Accelerated Revenue CAGR:
24% CAGR 2017-2020



2020 Profitable Revenue:
\$37MM + Profitable Revenue



Strong gross margins:
Consistent 30% avg gross margin



Sticky customer base
Over 30+ Fortune 500 customers



Over 280 online stores
managed by Stran



Successful Acquisition
Completed / Integrated \$10mm acquisition



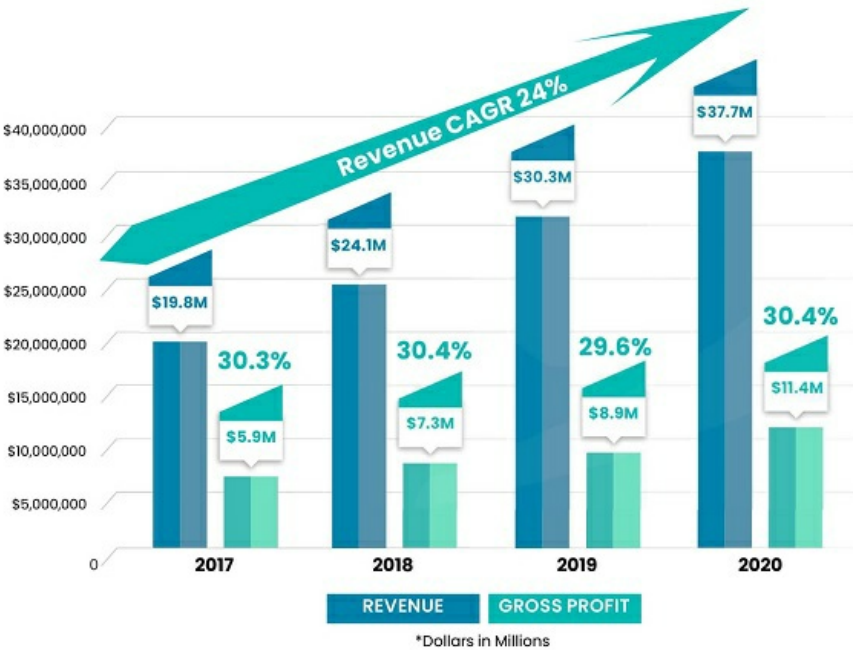
Accelerated Growth & Steady Gross Margin

Gross Profit has remained steady with growth

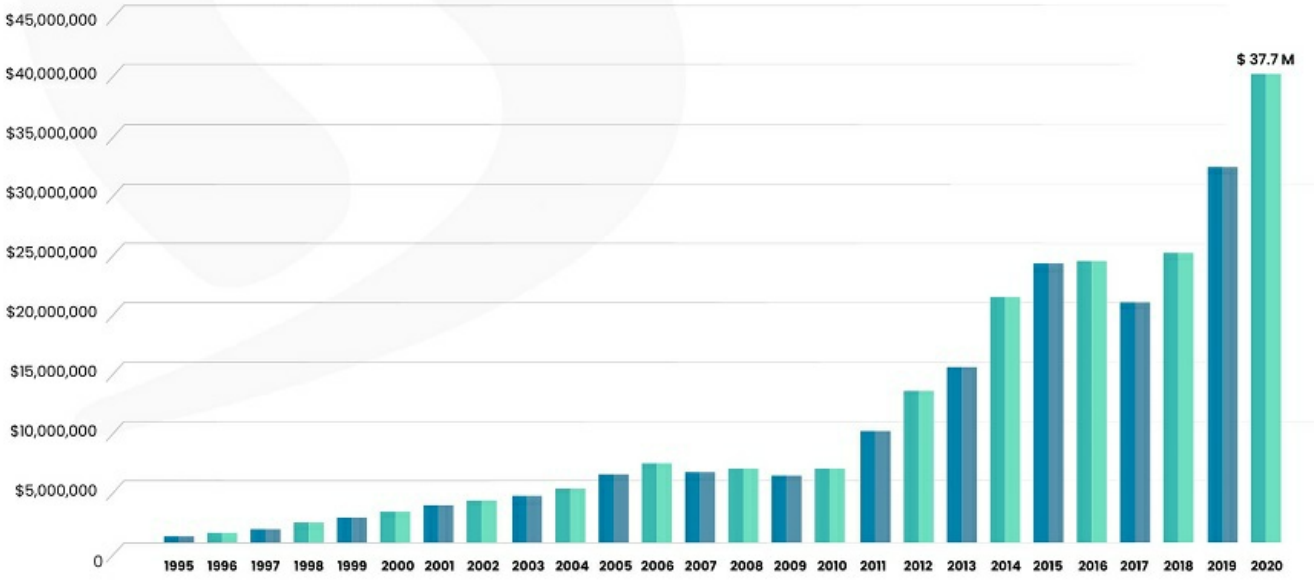
Ability to increase Margin even further with additional scale and more rebates

More value-added services demand higher margins

2017-2020, 24% CAGR



Long-Term, Consistent Revenue Growth

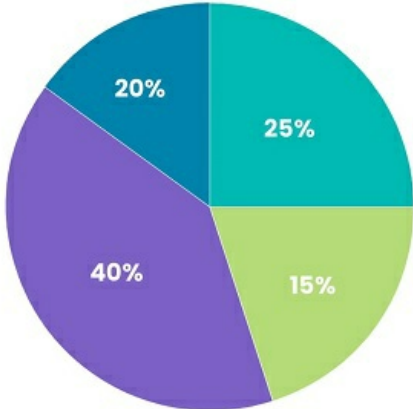


*Dollars in Millions



Use of Funds

Use of proceeds to accelerate the growth of Stran



- 25% for acquisitions and partnerships.
- 20% for investments in technology and expanding corporate infrastructure.
- 40% for general working capital and other corporate purposes.
- 15% for expansion of sales team and marketing efforts.



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2020 Annual revenue exceeding **\$37 million**



Large **acquisition opportunity** set within highly fragmented industry



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Compelling financial profile: **cash positive and highly scalable model**



Stran Promotional Solutions
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Quincy, MA 02171
www.stran.com

Case Study – New York Runners



Transactional Opportunities

Launched Rising NYRR

Staff & Employee Uniforms

Member Plus Mailings

NYRR Striders & Team For Kids

NYRR Open Run

NYRR Virtual Racing

2017

\$400,000 Marathon Poncho Order

2018

National Rewards & Incentive Program \$1.2mm annually

2018

Launched site that distributed uniforms for staff

2018

Direct mail campaign that sends rewards to NYRR members

2019

Executed production, distribution, fulfillment for additional initiatives

2020

Distributed products and communication to runners worldwide

2021

Helped launch virtual program that sends gifts to participants



Case Study – Wahlburgers



Transactional Opportunities



Executed Contract



Launched Retail Site



Merchandised for franchises



Launched franchise site



Provided PPE



Launched Uniform Program

2017
\$100,000 in product sales

2018
Opportunity to provide multiple products/ services

2018
Launched direct to consumer website

2018
Developed custom product line and in-store displays for onsite franchise sales

2019
Launched B2B site for franchises to order Wahlgear merchandise

2020
Provide PPE masks, sanitizers, signage for WB retail locations

2021
Launched uniform program for employees & staff of all locations

Case Study - Zoetis



Appendix

Management Team



Andrew Stranberg
Executive Chairman



Andy Shape
President & CEO



Randy Birney
Executive Vice President



Chris Rollins
Chief Financial
Officer



Rachels Levin
Director of
Strategic Accounts



Nick Seagers
Director of Operations



Howie Turkenkopf
VP of Marketing



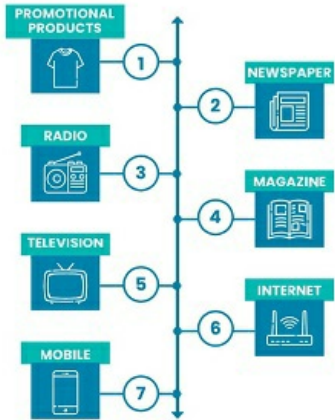
Laura Woodward
Director of HR



Industry Value Proposition

Promotional Products and Branded Merchandise is the only form of advertising that has the potential to connect with all five senses. This drives a deeper connection and bond between the brand and its audience.

Promotional products are the most **highly regarded** form of advertising



Ranking from most liked to least liked



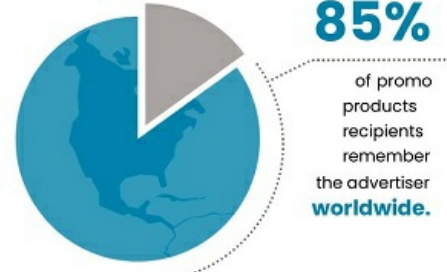
United States / Longevity



United States / Behaviors



The World Remembers 85%



Recall is highest for apparel items, as **85%** recall the advertiser that gave them a shirt or hat

Business Relationships & Associations

Technology	Industry Associations	Fulfillment	Print & Packaging	Loyalty & Payments
 Magento	 AGI	 Harte Hanks	 CoEfficient	 POWER MOTIVATE
 ORACLE NETSUITE	 PPAI	 Harte Hanks	 Global Reward Solutions	 CarltonOne
 shopify	 facilisgroup	 profill	 SPIRE	 onbe
 Web Jaguar	 NEPPA	 PROPACK	 SUPERIOR PACKAGING ENGINEERING	 ROZZ
	 SAGNY		 BOXUP	

Global Network of Service Providers



Organic Growth



Direct Sales

Continue to build out sales team to uncover new opportunities and build relationships



Convert Transactional Customers to Program Customers

A large portion of our revenue is derived from program business, only a small portion of customers are considered programmatic.



Marketing efforts & Social Media

Continue to build sales and marketing tools and campaigns to promote Stran; including Social Media (over 8,800 Instagram followers) and other alternative platforms.



Search Engine Optimization and Inbound Marketing

Implemented HubSpot Inbound Marketing and will continue to deliver content and data to drive interest in Stran.



Tradeshows and Events

Identify and exhibit at appropriate shows and events. Exhibited at ProcureCon, NBWA, ExhibitorLive with success among other events.



Extend Network of Service Providers

Identify and approach additional printers, fulfillment companies, agencies, and other companies in synergistic industries to sell into their customer base.



Referrals

Continue to promote customer referrals by offering Stran's own loyalty and customer incentive program.

Comprehensive Capabilities & Offerings



Creative Ideation
& Product Development



Robust Product Sourcing
& Established Supply Chain



Feature Rich Technology Solutions
for both B2B and B2C application



Global Fulfillment & Distribution



Digital Print on Demand,
Direct Mail, & Print Management



Tradeshow & Event
Assets Management



Custom Speciality
& Retail Packaging



Loyalty, Incentive,
& Rewards Programs