

INVEST in
MAGFAST®

Fall 2024



INVEST in MAGFAST®

Fall 2024

As **MAGFAST** develops, there are opportunities, from time to time, to invest a chance to share in the risks and possible rewards of our future.

Investment in **MAGFAST** is available to everyone, but not suitable for all. Which is just as well because, based on our experience from previous raises, there may not be room for everyone.

If, after careful consideration, you've decided that investing in **MAGFAST** is right for you, please:

- Visit: invest.MAGFAST.com
- Read the disclosures and other information
- Click the orange 'Invest' button, answer some questions, and complete your investment. It's a quick and easy process.

MAGFAST Investor Packet – Fall 2024

So you're considering an investment in MAGFAST? This packet is one way to find answers to your questions.

We believe our opportunity to dominate the charging market has never been greater. We have extraordinary new team members and advisers - some of whom you'll see in the investor presentation. If you'd like to find out more about our plans and the people involved, please take the time to watch.

And MAGFAST's Gen2 product range is likely to be the fastest of its kind in the world.

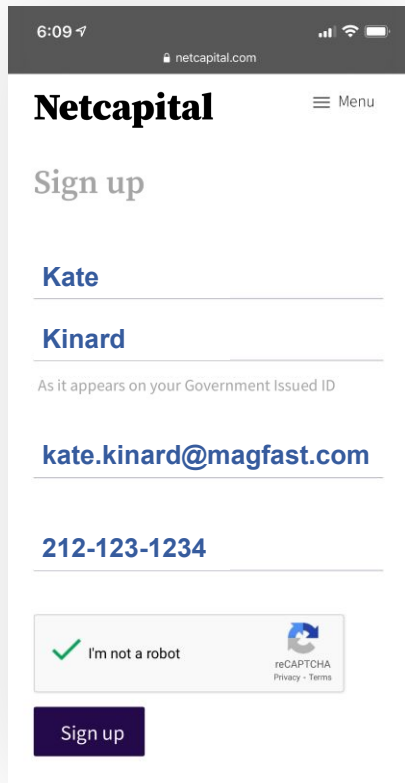
There are still challenges. Back in April, we took the tough decision to stop production of our first generation of products and to focus 100% on Gen2. This hasn't pleased everyone, but we firmly believe that this is the best approach to ensure both customer satisfaction and to maximize chances of a return for investors. We have also taken the decision to ship only items in stock or significantly through the development cycle.

Please review all our materials at investors.MAGFAST.com. We have a Q&A session coming up, and more details at the Netcapital website. Netcapital is our investment portal, the only place where you can invest in **MAGFAST**. We've also prepared a Frequently Asked Questions (FAQ) packet which contains answers to your more detailed questions. Please [download your copy here](#).

The following pages include an overview of what **MAGFAST** does, why we're different, our business model, competition, market, progress to-date, intellectual property, products, team and finances. There's also a page on how to set up an account at Netcapital, if you haven't done so already.



Prepare to Invest in **MAGFAST**



The screenshot shows a mobile browser interface for the Netcapital website. At the top, the status bar shows the time 6:09 and the URL netcapital.com. The page header includes the Netcapital logo and a menu icon. The main heading is 'Sign up'. Below this, there are four input fields: a name field with 'Kate' entered, a last name field with 'Kinard' entered, an email field with 'kate.kinard@magfast.com' entered, and a phone number field with '212-123-1234' entered. Below the email field, there is a small text note: 'As it appears on your Government Issued ID'. At the bottom of the form, there is a reCAPTCHA verification area with a green checkmark and the text 'I'm not a robot', and a 'Sign up' button.

Make sure you're set up so you're ready to invest. If you haven't already done so, **set up a free account at Netcapital.com**, the SEC-approved secure investment site.

- Go to [Netcapital.com/sign-up](https://netcapital.com/sign-up)
- Enter your name, email address and phone number, then click 'Sign Up'. Open the confirmation email from Netcapital and click the button to confirm your address.
- Choose a nice secure password, enter it twice and check to confirm the terms. Hit 'Sign up' and your account is created.

SEC regulations require certain kinds of information to be collected about all investors, in part to protect you, in part to prevent money laundering and other nefarious activities.

- From the menu, select 'Settings'.
- Add your address, date of birth, social security number and brief financial information.
- The information you enter is kept securely on Netcapital's servers, and managed according to SEC regulations. Setting up an account including one or more methods of payment at Netcapital will prepare you to invest – without obligating you in any way.

Use your credit/debit card or transfer from your bank account



There are two main ways to fund your investment in **MAGFAST**.

- You can set up a **credit or debit card** to use on the day you will invest. Netcapital makes a charge of about 3% for processing. Even if you are regularly investing online, we recommend that you call and advise your card provider in advance: They can make a note on your account that a transaction from Netcapital is coming. Your credit card is the simplest way to invest, particularly if you are outside the U.S.
- Alternatively, you can fund your investment via **wire transfer**. And if you're in the U.S. you can easily connect your bank account. Netcapital's system supports most U.S. banks and credit unions using ACH. Please note, however, that *the ACH option is being upgraded and may not be available in the short term.*
- (There is also an option to transfer funds from your account to the 'Netcapital Wallet', but it takes a few days for funds to arrive.)

That's it. Quick and simple. You could, of course, set up both a credit card and a link to your bank account, then make your choice whenever you choose to make an investment. Setting up your payment method could save you valuable time if there's a rush on the day you want to invest.

MAGFAST®

Introduction



MAGFAST is a direct-to-consumer electronics company

MAGFAST is the world's first system of premium chargers designed to work individually, or together in a system. We design and manufacture a family of premium charging products that snap together magnetically and charge wirelessly - and a range of high-performance charging cables.

To date, the vast majority of our customers have pre-ordered charger kits or our premium Lux charging cable, America's highest-rated USB cable^a.

The next phase of our journey is both challenging and very promising.

The company has new opportunities and initiatives underpinned by two advanced technologies that could significantly expand sales and, potentially, establish a new global charging standard.

MAGFAST is changing charging. For good.

MAGFAST's chargers and power banks use snap together magically, and charge as soon as they touch. No wires. No mess. No missing cables. They just work. A family because, like all good families, they work together.

We know there's huge demand, and our customer acquisition model is well tested: We test launched **MAGFAST** in 2017 and pre-orders totaled over **\$250,000 in under 15 minutes**, over **\$600,000 in the first 24 hours**. Consumers have, to date, placed pre-orders worth over **\$20 million**.

The global markets for our product families - chargers, portable power banks and USB cables - are together projected to be worth worth well over **\$100 billion** by 2030^{[2][3]}.

Yet, somehow, there are no great charging brands.

649,413 trees and counting...

We're doing some real good along the way to our ultimate goal of being the world's greenest charging company.

We've planted a tree for every charger and cable, doubled for many of our beloved Pro Kit customers.

Well over a half a million trees to date...that's 31X the number in New York's Central Park—to blanket Manhattan.



The **MAGFAST** difference

MAGFAST Gen2 products, currently in development, are unique.

We expect that Gen2 will be:

- The world's **fastest power banks***
- The world's only power banks with the convenience of wireless charging IN and OUT
- Capable of stacked charging (multiple power banks charging simultaneously) when Gen2 power banks are used in conjunction with a Gen2 base station
- Smart, adapting to your preferences, and ultimately providing features well beyond charging
- Interactive, with a high-definition color screen

**Projected features - subject to change and performance testing*



In biz-speak, our primary business model is 'direct to consumer' (DTC)

In more straightforward language, we find our customers directly—through online advertising and a long-form webinar that explains the product range—and then we embrace and pamper everyone who chooses to become part of the family.

Direct contact with customers is important - an opportunity to build a community, a long-term partnership, not just a customer base.

And with the addition of team members deeply experienced in 'traditional' channels, we make our first moves in 2025 into wholesale and retail distribution - and participation in trade shows.

DTC



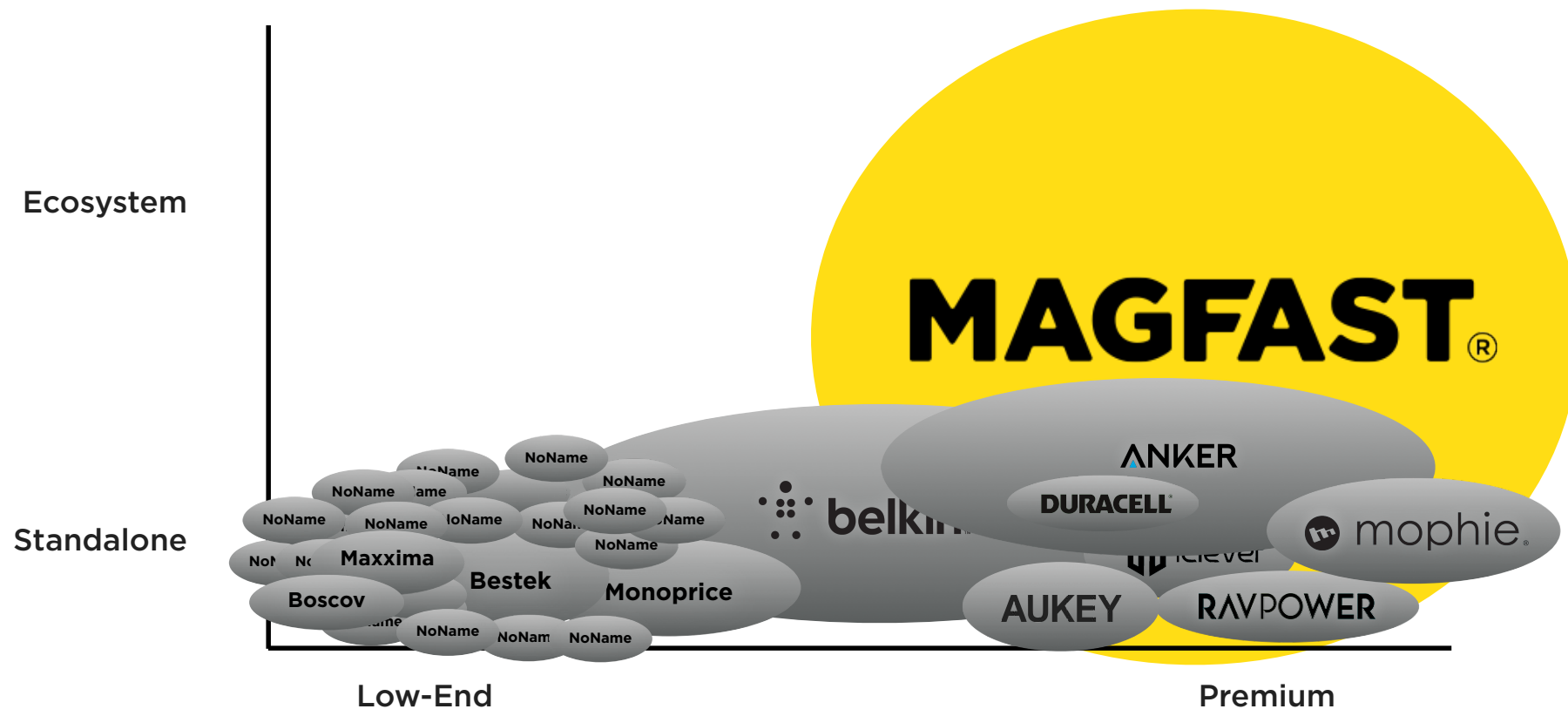
The charger market is big. **Very big.**

While analysts don't agree on quite how big, they do agree that the market is huge and growing fast. For example, in a report published in 2023 by Grandview Research, the global mobile-charger market had an estimated value of **\$36 billion in 2023** and is expected to be worth over **\$55 billion by 2030**^[2]. The USB cable market is projected by Allied Market Research to grow even faster to nearly **\$70 billion by 2031**^[3].

Competitors include Belkin, Anker, Aukey, Mophie, Baseus, ZAGG, Ugreen, RAVPower, Duracell, iClever, EasyAcc, Samsung, Xiaomi, Monoprice. Lesser-known (in the U.S. and elsewhere) brands include Aibocn, Boscov, Bestek, Yoobao, iMuto, Maxxima, Moshi, Native Union, Nimble^[3]. The market is highly fragmented, with no large companies primarily dedicated to charging, and several smaller companies jockeying to differentiate themselves based on minor feature differences (improved build quality, marginally larger batteries, slightly faster charging times, etc).

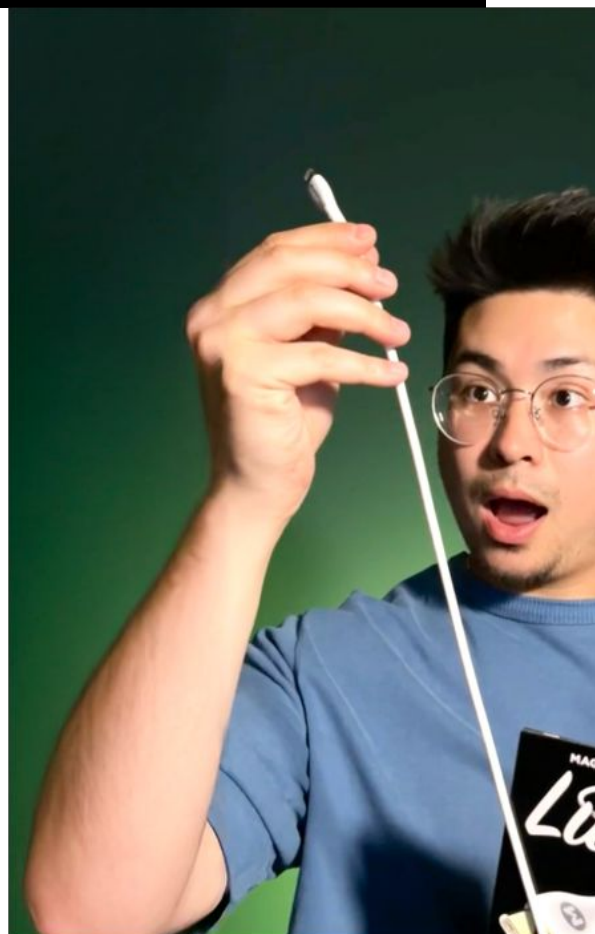
No charger company offers an integrated system of products that all work seamlessly together as a family. **MAGFAST's** product range is designed to be considerably more 'sticky' than competitive chargers and power banks.

Product strategy



We expect repeat orders and a strong lifetime customer value for these reasons...

- Products that work together as a system provide an excellent incentive to buy additional units in the same family of devices.
- **MAGFAST** is one of the first companies in the space to adopt the 'direct-to-consumer' (DTC or D2C) model comprehensively. This gives us the advantage of a much closer relationship with prospects and customers: we currently communicate on a weekly and monthly basis about progress, special offers and new opportunities.
- We have ceased the pre-order phase that helped us get started, and engaged new manufacturing partners for the Gen2 product range.
Most customers need a product that ships today for use tomorrow.
Others need to see product reviews from journalists and users.
- These are primary reasons why this share offering is important. An improved cash position will arm us with greater negotiating power to cut the cost of goods, speed development and engineering, and to invest in inventory—major direct impacts on our competitive positioning and market share.



Product development

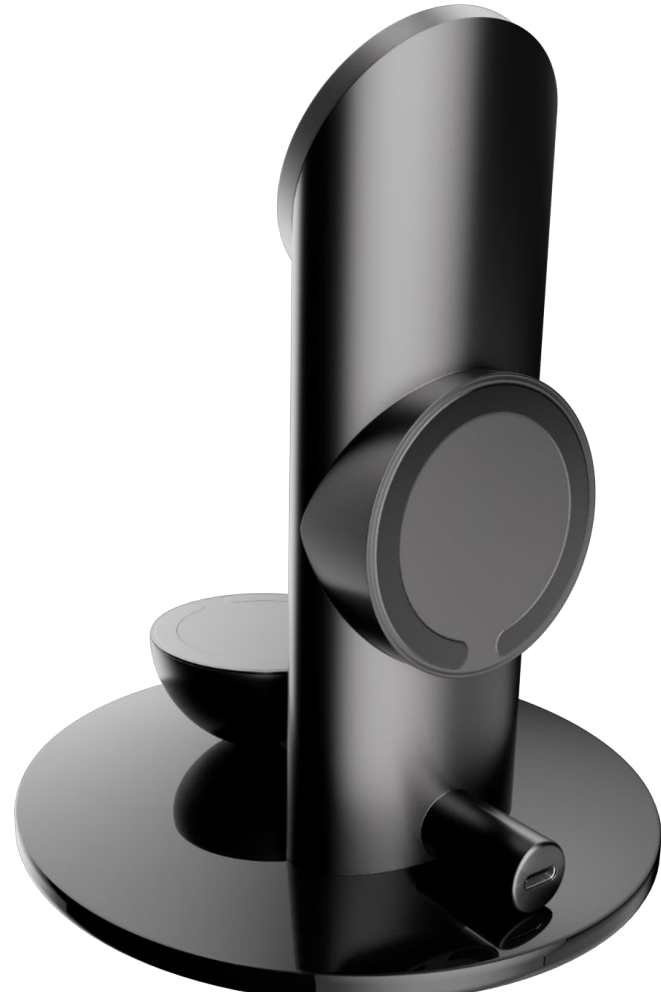
We've changed our approach to product development to bring more of the design and engineering under our team's tight control.

Completing product engineering for the original product family ("Gen1") took much longer than expected. As a result, the company took a series of tough decisions in April 2024 which included discontinuation of all Gen1 chargers and power banks and the Heathrow luggage range.

The advanced Gen2 product range takes the best features and learning from Gen1, and delivers technologies which we believe will make these the fastest charging products on Earth.

While we will often reveal product plans to investors, we will, in common with most consumer-electronics companies, announce the release dates for products only in the final stages of manufacturing.

Production status^[4] is updated from time to time at MAGFAST.com/status.



Marketing

Online marketing is a core competency for **MAGFAST**. The team is led by the company's CEO, a gifted online marketing expert. **MAGFAST** marketing is currently 100% online, primarily in the form of targeted ads, primarily on Facebook.

New online ads are made and released regularly and tested in different market segments; each month's learning is fed into new creative, refining format, benefits and content.

Ad respondents typically attend a long-form webinar that introduces the company and product.

New marketing initiatives in 2024-25 include the addition of short-form video sales letters and influencer marketing.



In addition, **MAGFAST** is planning:

- participation at CES, the Las-Vegas consumer-electronics show
- a comprehensive channel-distribution plan with the goal of placing MAGFAST products in thousands of retail outlets over the coming years.



Operations

MAGFAST has been based since inception on a virtual workforce, with team members working remotely in the U.S. and other countries, and a comprehensive suite of online technologies designed to scale. **MAGFAST.com** has been built to handle high traffic volumes reliably and fast.

All pages of the site are cached on Google's Cloud Platform which can serve millions of users simultaneously, and the event experience and checkout process (a customized experience for every visitor) use JavaScript to offload the bulk of the computing to the visitor's browser. Remember, our systems handled \$1/4 million in under 15 minutes on the first day of our original launch of the Pro Kit.

Packing and distribution are handled by:

- a high-efficiency fulfillment house in the Pacific Northwest
- Amazon



Google Cloud Platform

Intellectual property

The growing portfolio of patents and trademarks relating to the **MAGFAST** product range is used by the company under exclusive, royalty-free license from the inventor, Seymour Segnit.

According to the terms of the license agreement, title to the licensed materials is automatically assigned to the new controlling entity in the event of a change of control.

IP consists of:

- Trademarks
- Patents
- Design Patents

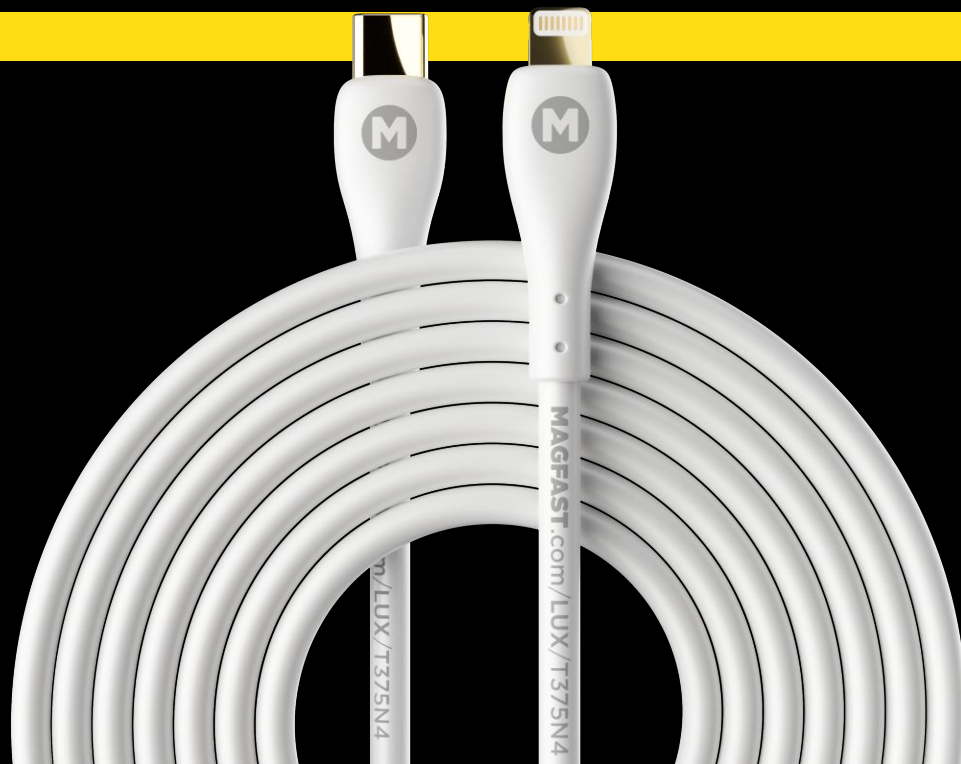
MAGFAST is a registered trademark with the USPTO (US Patent and Trademark Office) and the EUIPO (European Union Intellectual Property Office).

A collection of patents and design patents are at various stages of development from awarded to newly filed.



MAGFAST[®]
Gen2

Welcome to the Family



MAGFAST Lux cables are like no other:

- Precision manufactured, teflon-infused and guaranteed FOR LIFE
- Gorgeous silky feel and 'kink-free'
- Available as USB-C to USB-C, or USB-C to Lightning, they work perfectly with your Apple and Android devices
- Free USB-A adaptor: compatible with all your existing chargers and power banks

USB2:

- Up to 60W charging
- 480Mbps (an entire HD movie in 30 seconds)

Welcome to the Family



MAGFAST Lux Pro shares key Lux features:

- Precision manufactured, teflon-infused and guaranteed FOR LIFE
- Gorgeous silky feel and 'kink-free'
- Available as USB-C to USB-C for all current Apple and Android devices
- 5 gorgeous colors
- Free USB-A adaptor

USB4:

- Up to 240W charging
- 10Gbps (an entire HD movie in 4 seconds)

Welcome to the Family



MAGFAST Gen2 launches with a powerful 10,000 mAh (10K) power bank.

Unlike *any* other power bank available, 10K expected features combine*:

- Hyper-fast recharging: 0-100% in about 25 minutes
- Qi2 Wireless charging OUT (to charge your phone or tablet) and Qi2 Wireless charging IN (to recharge your 10K)
- 2 high-performance USB-C ports
- Color screen

**Projected features - subject to change and performance testing*

Welcome to the Family



The second **MAGFAST Gen2** product in development is a slim, highly portable 5,000 mAh (5K) power bank.

Unlike *any* competitive power bank, 5K expected features combine*:

- Hyper-fast recharging: 0-100% in less than 25 minutes
- Ceechi high-speed charging OUT (charge your phone or tablet) and Ceechi high-speed charging IN (recharge your 5K)
- 2 high-performance USB-C ports
- Color screen

**Projected features - subject to change and performance testing*

Welcome to the Family



The third **MAGFAST Gen2** product is a slim, high-capacity 27,000 mAh (27K) power bank for long trips and laptops.

Unlike *any* competitive power bank, 27K expected features combine*:

- Hyper-fast recharging: 0-100% in less than 50 minutes
- Ceechi high-speed charging OUT (charge your phone or tablet) and Ceechi high-speed charging IN (to recharge your 27K)
- 2 high-performance USB-C ports
- Color screen

**Projected features - subject to change and performance testing*

Welcome to the Family



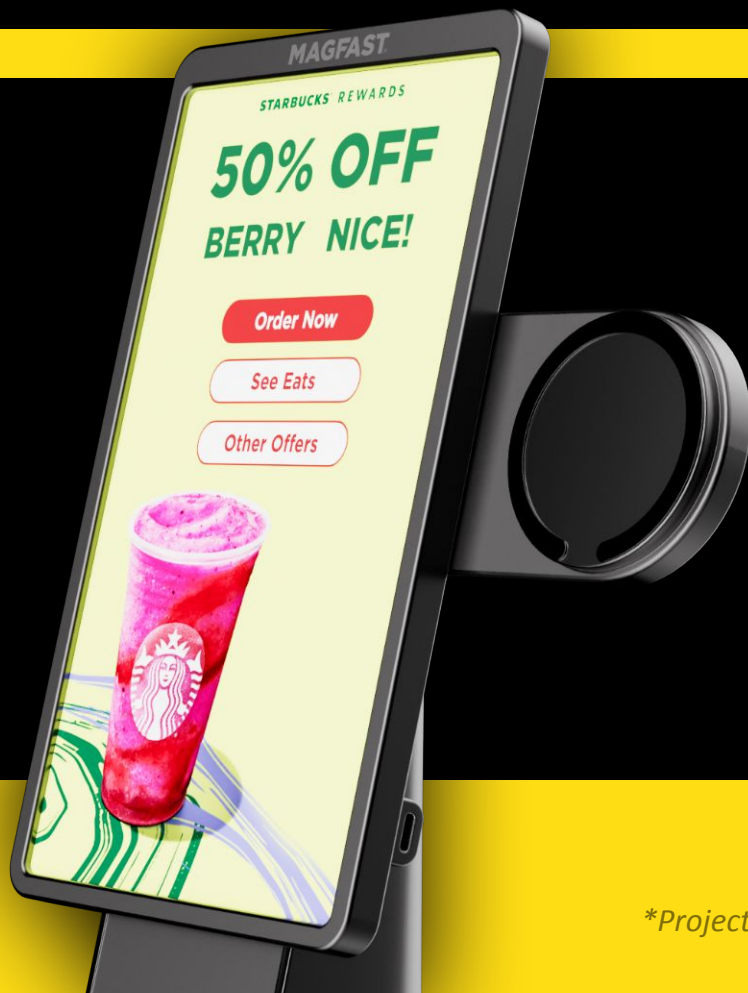
MAGFAST **Homestation** is the natural complement to Gen2, a powerful base station designed specifically to fast charge MAGFAST high-speed power banks.

Unlike *any* competitive charger, Homestation expected features include*:

- Hyper-fast recharging at up to 240W
- Three Ceechi charging ports
- Support for stacked charging (multiple power banks charging simultaneously)

**Projected features - subject to change and performance testing*

Welcome to the Family



MAGFAST **Public Chargers** offer MAGFAST's unique high-performance feature set in a robust form that's designed to take the knocks of public charging.

Unlike *any* competitive charger, public chargers expected features combine*:

- Hyper-fast recharging at up to 240W
- Ceechi charging port
- Support for stacked charging (multiple power banks charging simultaneously)
- High-resolution full-screen display
- High-performance USB-C port

**Projected features - subject to change and performance testing*

MAGFAST System



We've already received plenty of questions from people interested in investing. Here are answers to some of the most important and frequently asked. This is just a sampling - all questions and all answers are posted on the Netcapital website.

Q: I'm not from the U.S. Can I invest?

A: Yes, you can, according to legal advice: <https://CrowdfundingAttorney.com/2018/11/05/non-u-s-investors-and-companies-in-u-s-crowdfunding/>. For more information, contact Netcapital at Hello@Netcapital.com

Q: Is there a replay of the presentation you gave about this?

A: Yes. It's online with other relevant info at Investors.MAGFAST.com

Q: I've got other questions about setting up my account at Netcapital.

A: The Netcapital folks are terrific. Contact them at Hello@Netcapital.com

Q: How do I review the investment details at Netcapital?

A: invest.MAGFAST.com will take you right there. Please review carefully.

Q: What is the minimum investment?

A: The minimum is just \$110.39 for U.S. investors, \$315.40 for investors outside the U.S. (Your investment can only be in whole units, and our units aren't priced in round numbers, so the minimum is slightly more than \$100 or \$300.)





MAGFAST creates and defines an entirely new category of chargers and accessories that delights users with products that are far more useful, more intuitive and more beautiful than ever before.”

SEYMOUR SEGNIT, *FOUNDER & CEO*

Footnotes

Here are some footnotes that clarify some of the points in this packet.

Please remember that this packet is only one part of the story about our business and ambitions.

Please review all the materials there before you make your decision.

[1] MAGFAST and the MAGFAST logo are trademarks of Mischievous LLC and are used under license. Apple, Lightning and MFi are trademarks of Apple, Inc. and are used by license under Made for Apple/MFi program. Qi is a trademark of the Wireless Power Consortium and is used under license.

[2] Analysts differ in their opinions as to the size of the global markets for MAGFAST's products. The market for USB cables is large and growing fast, particularly for USB-C. We estimate the combined charger + power bank markets to be at least \$20 billion and probably much larger. Research includes:

- A recent report from Allied Market Research showing that the USB cable market generated \$12.73 billion in 2021 and is projected to be worth \$69.86 billion in 2031, a CAGR of 20.24% from 2022 to 2031.
- IMARC Group's report, titled 'Battery Charger Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2020 - 2026', finds that the global battery charger market reached a value of US\$ 21.7 billion in 2020 and is anticipated to reach US\$ 34.1 billion by 2026. Source: Allied Market Research <https://www.alliedmarketresearch.com/power-bank-market>
- The market for wireless chargers is expected to grow considerably more rapidly: "The Global Wireless Charging Market size is expected to reach \$25.6 billion by 2026, rising at a market growth of 28.4% CAGR during the forecast period." <https://www.globenewswire.com/news-release/2020/05/15/2034383/0/en/The-Global-Wireless-Charging-Market-size-is-expected-to-reach-25-6-billion-by-2026-rising-at-a-market-growth-of-28-4-CAGR-during-the-forecast-period.html>

[3] This is a cross sample of competitors from our own observations and represented in market research published by third parties. Competitors vary by region.

[4] At this early manufacturing stage, our full family of products may be represented in our materials by production and pre-production units, along with hand-made prototypes, animations and CAD 3D renderings.

[5] Amy and Seymour Segnit were previously the owners of thingCHARGER, Inc. which shipped over 14 million units of thingCHARGERS based on that company's records, before thingCHARGER, Inc. ran out of funds. MAGFAST Wall is an updated version of thingCHARGER. Rights to key thingCHARGER assets were purchased by Amy and Seymour when they started MAGFAST.

[6] If you choose to make your investment using a credit card, Netcapital will charge you a card processing fee that's typically slightly more than 3%. Netcapital can answer your questions about this fee.

[7] MAGFAST is a Limited Liability Company (LLC). LLCs have considerable flexibility in the language used to define their ownership and governance. Instead of 'members' and 'units', MAGFAST has chosen to use terminology that we believe is more readily understood: for example, managing members may be referenced in our materials as MAGFAST's board of directors, and members as stockholders.

INVEST in
MAGFAST®

Fall 2024