



SRX Global Investor Presentation

NYSE American: SRXH | July 2026

Forward Looking Statements

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Who We Are

SRX Global is an AI-enabled platform company dedicated to generating returns through investments in high-conviction operating companies, strategic assets, and technology-enabled opportunities.

EMJX (Gen2 DAT)

Multi-Asset Design

BTC + ETH core holdings with strategic high conviction traditional asset allocation

Active AI Management

Proprietary Quantitative AI with Machine Learning (QAM) engine for optimal allocation and volatility management

Options Strategies

Generate income and protection independent of market direction

Halo® (Pet Food Brand)

Premium Pet Nutrition Rooted in Nature

All-natural, sustainably sourced whole meat food and treats for dogs and cats

Digital Channel Focus

Pet food category continues to migrate online and Halo captures significant recurring revenue base

Asset Light Model

Cost effective, agile manufacturing network with leading co-manufacturing partners across Dry, Wet, Freeze-Dried Raw, and Treats formats

Our Platform



AI-POWERED ADVANTAGE

Proprietary SRX AI platform enhances decision-making, operations, and risk management.



OPERATOR-LED EXECUTION

Seasoned operators drive performance improvements and scalable growth.



STRATEGIC RETURNS, MULTIPLIED

We compound value through disciplined capital allocation, operational excellence, and innovation.

High Growth End Market Exposure



Financial
Technology



Consumer



Biotech

Proprietary AI Capabilities Inform Platform Decisions

How our QAM Engine Works:



Elite Quantitative Team
Ph.D.-led engineering team with deep expertise in machine learning, quantitative finance, and algorithmic trading
Institutional-grade development standards with robust execution infrastructure



Dynamic Strategy Adaptation

Continuous learning algorithms improve predictions with each market cycle



Multi-Cycle Training & Validation

Models trained across real and complete market datasets since 2021

Validated across extreme market events (2022 Crypto Winter, 2024 BTC Rally, 2025 Liquidation Event)

Leadership Team



Kent Cunningham
Chief Executive Officer

Mr. Cunningham is a consumer-centric business leader with 25 years of experience leading, scaling, and turning around underperforming brands across Health and Wellness, Pet Food, and Vitamins and Mineral Supplements (VMS) categories. He has a consistent record of driving growth, maximizing profits, and creating value.

Mr. Cunningham holds a Master of Business Administration from Vanderbilt University, and a Bachelor of Arts in Communications from the University of Michigan.



Nina Martinez
Chief Financial Officer

Ms. Martinez is a dynamic and accomplished finance professional with a forward-thinking and innovative approach to driving financial performance and profitable organizational growth. She brings a wealth of expertise in strategic financial planning and leading public companies through transformative growth stages, from IPOs and M&As, to restructurings and recapitalizations.

Ms. Martinez is a licensed Certified Public Accountant in Florida and holds a Master of Science in Accounting from The University of Tampa, and a Bachelor of Science in Business Administration from the University of Central Florida.



Eric M. Jackson, Ph.D.
President, EMJX Platform & Head of Asset Management

Mr. Jackson has developed a track record of identifying high-performing investments, including his \$OPEN Army movement that drove Opendoor's appreciation and Rising Dynasty, which empowers retail investors to identify market opportunities. His quantitative approach and AI-driven models form the foundation of EMJX's proprietary QAM engine, developed with academic and institutional rigor since 2021.

He has a Ph.D. in Management from the Columbia Business School and a Bachelor of Arts in English Literature from McGill University.

The logo for SRX, featuring the letters 'SR' in a dark blue, bold, sans-serif font, followed by an 'X' in a lighter blue, bold, sans-serif font. The 'X' is slightly offset to the right.

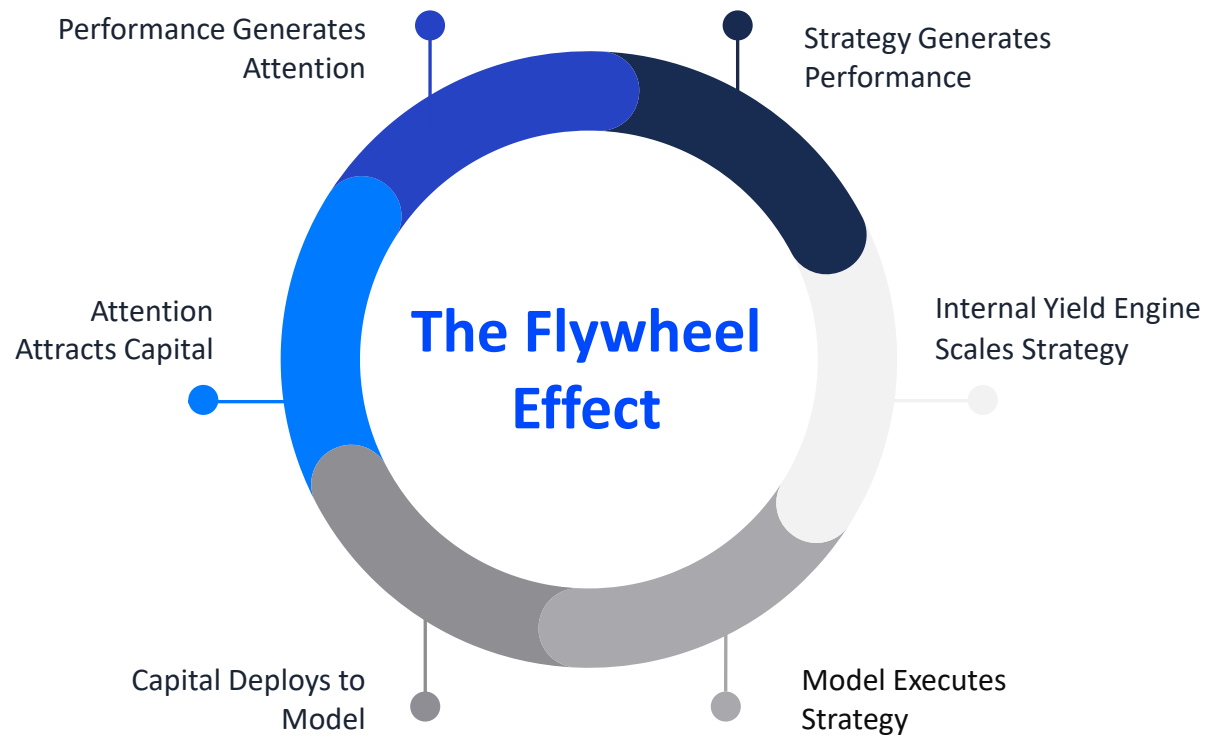
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PORTFOLIO COMPANY

EMJX

EMJX Delivers DAT Flywheel Benefits While Managing Risk

Downside Protection ➤ Higher Yields ➤ Less Dilution



EMJX's Business Model



Dual Value Creation Engine

Primary Value Creation

NAV Growth: Treasury assets compound through strategic acquisition and AI-timed entry

NAV Premium

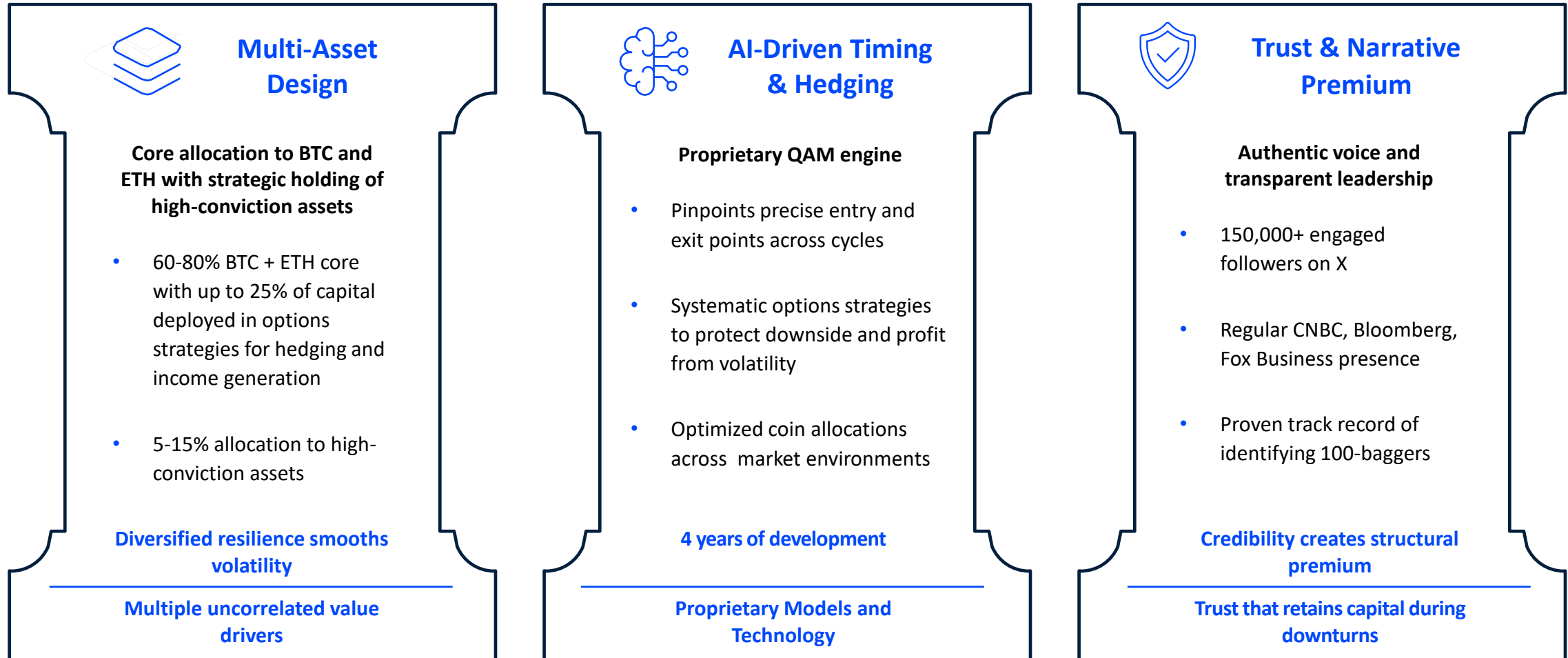
Trust + Execution + Leadership

Secondary Value Creation

Option Yield: Hedging strategies generate income reinvested into treasury

Reduces dilution and accelerating NAV growth without constant capital

The Three Pillars of the EMJX DAT Model



EMJX: Compounding Through The Drawdown

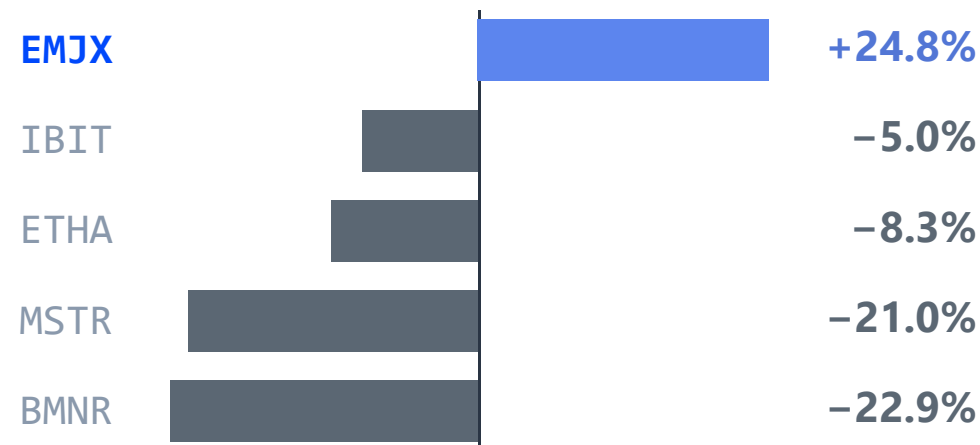
Back-tested data from February 11, 2026, to July 10, 2026

+24.8%

EMJX TOTAL RETURN

+46 pts

AHEAD OF MSTR & BMNR



While Bitcoin fell -4.2% and the crypto-treasury comps fell 5-23% since Feb 11, EMJX compounded +24.8% — a lead of roughly 46 points over MicroStrategy and BitMine.

Gen2 Institutional-Grade Risk Management



Scenario-Based Stress Testing

Portfolio decisions are evaluated across multiple volatility regimes before execution, eliminating emotion-based management

- **Statistical price shock modeling** tests rebalance and hedge decision against historical patterns
- **Upside and downside envelopes** ensure allocations remain within risk thresholds regardless of market direction



Performance & Risk Standards

Performance tracking uses institutional benchmarks to ensure transparency and comparability, establishing the best-in-class accountability standards

- **Sharpe ratio, Sortino ratio, and max drawdown** measured against standard risk-free rate assumptions
- **Real-time risk monitoring** with quarterly investor reporting on model accuracy and realized vs. predicted returns



Position & Exposure Sizing Discipline

Every trade operates within predefined multi-layered risk parameters that adapt to market conditions and prevent treasury drawdowns

- **Dynamic position sizing adjust based on current market environment, and maximum permissible loss caps limit** downside on each position
- **Multi-layered constraints** cap maximum directional exposure per asset, leverage through derivatives, and total portfolio concentration
- **Automatic reduction protocols** decrease exposure during high-volatility states



Collateral & Liquidity Management

Options and hedge strategies are executed with collateral discipline, enabling proactive capital deployment across market cycles rather than reactive risk management

- **Collateral is fully reserved** before any options or derivative position is opened
- **Liquidity buffers remain** available for opportunistic rebalancing and to capitalize on market dislocations
- **No dependency on** forced liquidations or margin calls

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PORTFOLIO COMPANY

HALO

30-year Pioneer in Natural Pet Food

The Halo brand enjoys a loyal core consumer and is sold primarily in the fast-growing online channel with B&M entry targeted for 2027

Halo Pet Food Brand:

Premium Pet Nutrition Rooted in Nature

All-natural, sustainably sourced whole ingredient food and treats for dogs and cats

Sales Driven by E-Commerce

\$6.3M in 1H'26 revenue, driven by recurring revenue base via Chewy and Amazon

Targeting the Most Attractive Consumers

High income pet parents with strong emotional attachment and low sensitivity to price

Asset Light Model

Cost effective, agile manufacturing network with leading co-manufacturing and 3PL partners across Dry, Wet, Freeze-Dried Raw, and Treats formats



Natural Pet Food: A Multi Billion-Dollar Growth Opportunity

\$132.4B

Global market size, 2025



\$247.7B

Projected market size, 2035



6.5%

Forecast CAGR, 2025–2035

WHAT'S DRIVING GROWTH

- Premiumization & humanization — owners treat pets as family, paying up for quality
- Personalized nutrition for specific life stages, breeds and health needs
- Functional formulations targeting digestive, joint and immune health
- Natural & sustainable sourcing — organic, plant- and insect-derived proteins

Source: Future Market Insights, Global Pet Food Market (2025–2035); PetfoodIndustry.com

Accelerating Growth and Improving Margins Across Halo

IMPROVE GROSS MARGIN

- Price increase Q3 2026
- Optimize Halo Holistic diets Q4
- Drive portfolio efficiency with SKU rationalization and ongoing mix migration

BUILD THE BRAND

- Unify brand strategy across vegan & meat lines on core Holistic
- Differentiate with consumer salient messaging and Halo point of differentiation
- Innovate on Halo with high value line extensions across life stage, breed size, variety, and freshness

GROW ONLINE CHANNELS

- Scale existing Amazon & Chewy retail presence and sales
- Demonstrate growth from media & marketing investment
- Build a replicable growth model and take advantage of Tent Poles

INVEST TO GROW

- Increase investment in Halo brand building to drive new customers to brand
- Add bench strength to close gaps and lead key growth projects
- Develop partnerships with value-add agencies and consultants to enter new channels, geographies

EXPAND TO BRICK & MORTAR

- New Broker partner will drive retail distribution strategy and data-driven selling
- Agency builds integrated marketing support plan and creative
- Online proof case study fuels retail expansion of Halo brand into broader omnichannel 2027

Capital Allocation Priorities

1

MAINTAIN FLEXIBILITY

Preserve balance sheet flexibility to invest in high-growth asset opportunities as they arise

Disciplined, returns-focused capital deployment

2

RETURN CAPITAL

Deliver a portion of returns to shareholders through dividends

Sustainable, growing distribution over time

3

REINVEST IN HALO

Reinvest into the Halo brand to accelerate growth

Fund innovation, distribution and brand-building initiatives

4

OPPORTUNISTIC M&A

Pursue opportunistic M&A that complements the portfolio

Strategic, value-accretive acquisitions

Investment Highlights

- 1 Platform strategy combines AI-driven investment approach, operational expertise, and disciplined capital allocation to deliver shareholder returns
- 2 EMJX provides exposure to select crypto opportunities and high-conviction assets while managing volatility across market cycles
- 3 Accelerating growth and improving margins across Halo pet food brands with expansion into brick and mortar in 2027
- 4 Differentiated leadership team brings together years of investment and operational expertise to drive platform strategy



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