



SRM ENTERTAINMENT
LEADERS IN DESIGN & DEVELOPMENT



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This presentation of the Company contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act and other securities laws. Words such as "expects," "anticipates," "intends," "plans," "believes," "seeks," "estimates" and similar expressions or variations of such words are intended to identify forward-looking statements. For example, the Company is using forward-looking statements when it discusses market size forecasts, strategy, market position and ability to compete, anticipated developments in its operations and future financial and operating performance. Forward-looking statements are not historical facts, and are based upon management's current expectations, beliefs and projections, many of which, by their nature, are inherently uncertain. Such expectations, beliefs and projections are expressed in good faith. However, there can be no assurance that management's expectations, beliefs and projections will be achieved and actual results may differ materially from what is expressed in or indicated by the forward-looking statements.

Forward-looking statements are subject to risks in implementing its strategies, its competitive advantages, the development of new products and services, the impact of competitors, changes in laws, rules and regulations, its ability to maintain its product certifications, its ability to maintain good relationships with customers, suppliers and other strategic partners, its ability to protect its intellectual property, its ability to retain key personnel and the absence of material adverse changes in the industry or global economy. For a more detailed description of the risks and uncertainties affecting the Company, reference is made to the Company's Form 10-K filed with the U.S. Securities and Exchange Commission on April 1, 2024. Before you invest you should read the preliminary prospectus in that registration statement for more complete information about the Company and filing.

Forward-looking statements speak only as of the date the statements are made. The Company assumes no obligation to update forward-looking statements to reflect actual results, subsequent events or circumstances, changes in assumptions or changes in other factors affecting forward-looking information except to the extent required by applicable securities laws. If the Company does update one or more forward-looking statements, no inference should be drawn that the Company will make additional updates with respect thereto or with respect to other forward-looking statements.



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INVESTMENT HIGHLIGHTS

- HIGH BARRIER TO ENTRY & OVER 30-YEAR INDUSTRY TRACK RECORD

A trusted toy design & manufacturing partner for some of the biggest entertainment companies in the world

- EXPANSION & GROWTH

We expect margins to increase with growth of proprietary products

- SRM PROPRIETARY PRODUCT LAUNCH

Sip With Me® kids cups part of \$8 billion global sippy cup market
New products launched in 2024

- IP PORTFOLIO

Building on our existing portfolio of toy patents, brands, and trademarks





DESIGNED & SOLD PRODUCTS TO LARGEST THEME PARKS IN THE WORLD



- Universal Destinations & Experiences
- Walt Disney World Parks & Destinations
- United Parks & Resorts Inc / Sea World
- Cedar Fair Entertainment Corporation
- Merlin Entertainment

CUSTOMER BASE ENTERTAINMENT, DINING & SPECIALITY

- A TO Z MEDIA
- AMERICAN DREAM
- ARACA
- IMAGINE EXHIBITION
- LANDRY'S INC
- PIRATES VOYAGE





GROWTH STRATEGY

New Emerging
Theme Based
Attractions

Mass Market
& General
Gift

Online Sales

New
Distribution
Channels

Niche
Venues &
Museums

TOY INDUSTRY TRENDS

- \$106B global sales toy market in 2020 expected to reach \$230B in 2028
- Global amusement parks market grew from 67.16B in 2022 to 106.57B in 2023
- Toy based on characters found in movies, TV shows or books accounted for \$5.4B or 25% of all U.S. toy sales last year, research firm NPD estimates.



GLOBAL CUSTOMERS



DESIGNED & MANUFACTURED

- AVATAR
- CARS
- 101 DALMATIANS
- DUFFY
- LILO & STITCH
- MARVEL
- MICKEY & MINNIE
- MONSTERS INC
- NEMO
- NIGHTMARE BEFORE CHRISTMAS
- PETER PAN
- PIRATES OF THE CARRIBEAN
- POOH
- PRINCESS
- STAR WARS
- TINKER BELL
- TOY STORY
- SMURFS
- DESPICABLE ME
- FAST & FURIOUS
- HARRY POTTER
- JIMMY FALLON
- JURASSIC PARK
- KING FU PANDA
- MARVEL
- MIB
- SEUSS
- SHREK
- SPONGE BOB
- STRANGER THINGS
- TERMINATOR
- TRANSFORMERS
- TROLLS



PRODUCTS

- ACTION FIGURES
- BATTERY OPERATED PLUSH
- BUMP & GO
- CHARACTER GRIPPERS
- CHARACTER SIPPY CUPS
- DRINKWARE
- FASHION DOLLS FUNDANGO
- HANDHELD PROJECTORS
- KEYCHAINS
- LIGHT & SOUND BLASTERS
- LIGHT & SOUND HELMETS
- LIGHT & SOUND WANDS LIGHT CHASER®
- LIGHT UP CANDY CONTAINERS
- LIGHT UP HEADWARE
- LIGHT UP PINS
- LOCATION INTERACTIVE PRODUCT
- MISTING FANS
- PLUSH
- POPCORN BUCKETS
- REMOTE CONTROL
- ROLE PLAY
- SAND SETS
- SIP WITH ME®
- SOUVENIRS
- VOICE CHANGERS



DESIGNED & MANUFACTURED
SIP WITH ME®

THE
SMURFS

PAPA SMURF



BRAINY SMURF



GROUCHY SMURF



SMURFETTE



ENE



ALIEL



PROMI

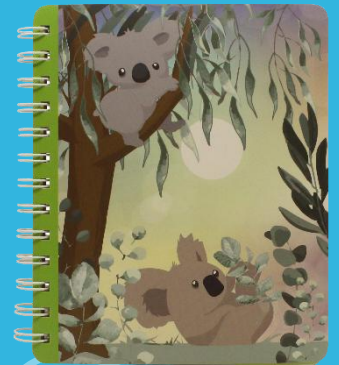


VALEO



Zoonicorn

BRANDED PRODUCTS TOYS & GIFTS



SIP WITH ME® & DINE WITH ME

Sip With Me® strategically positioned for kids who outgrow sippy cups

- Global sippy cup market expected to reach \$11.7B in sales by 2027
- Customization and innovation are growth trends

Dine with Me Melamine Plates and Tableware

- Kids tableware market expected to reach \$1.3B by 2028
- Growth driven demand for branded products



SIP WITH ME®



- SRM has exclusive worldwide rights to U.S. patent 11000140 for design of Sip With Me® cups
- Designing and selling to theme parks and themed attractions worldwide
- SRM proprietary brands and designs to be sold into new channels, including mass market, convenience stores, restaurants, and online retailers.



LICENSED PRODUCTS

THE SMURFS



ICEE



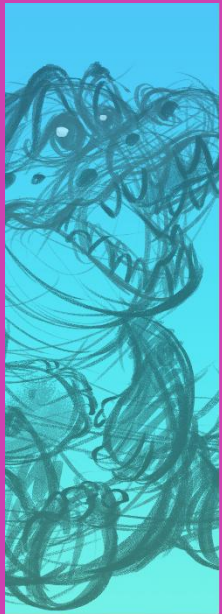
Zoonicorn



PRODUCT DEVELOPMENT

Bringing the Magic to Life!

Explore our Design Process: SRM is a trusted toy and souvenir designer and developer, selling into the world's largest theme parks and entertainment venues. We create whimsical, fun and unique products that enable fans to express their affinity for their favorite "something"—whether it is a movie, TV show, favorite celebrity, or favorite restaurant. We infuse our distinct designs and aesthetic sensibility into a wide variety of product categories, including figures, plush, accessories, apparel, and homewares.



IDEA



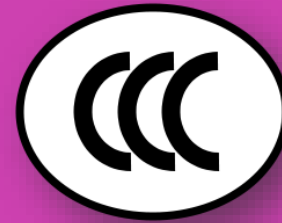
Concept



Create



Final



HIGHLIGHTS

- 2023 launch of Sip With Me® Cups
- 2024 themed product & toy launch
- Launch of licensed products with major brands Smurf, Zoonicorn, & Icee
- Continued growth and demand from installed base of theme parks, restaurants, and entertainment customers



MANAGEMENT TEAM



RICH MILLER

CEO and Chairman of the Company, served as an Officer and Director of Jupiter Wellness, Inc. from October 2018 to 2023. Mr. Miller has managed SRM since it was acquired by Jupiter Wellness in November 2020. Since 2003, Mr. Miller has served as president of Caro Consulting, Inc. which is a consulting firm that advises emerging growth companies. Over the last twenty years Mr. Miller has provided strategic advice to hundreds of companies across diverse industries. He assisted C Level executives with expanding, financing, and other challenges emerging companies face. Mr. Miller co-founded of Teeka Tan Suncare Products in 2004 and oversaw the development, design, and launch of a diverse suncare product line along with the public offering of the company. He is an advocate for school safety and local schools through his grass roots group My School Counts.



TAFT FLITTNER is President of SRM Entertainment, Inc. Mr. Flittner co-founded Options, Inc. in 1991, a very successful manufacturer sales rep firm located in Orlando Florida. At Options, Mr. Flittner developed custom theme park products which included toys, gifts, souvenirs, and confections. Options maintained approximately twenty sales associates and a showroom in AmericasMart located in Atlanta Georgia. In addition to his manufacturer sales firm, Mr. Flittner developed many internationally known toys, souvenirs, and gifts for the theme park industry. Mr. Flittner currently lives in Orlando, FL with his wife and two boys.

MANAGEMENT TEAM



DOUG MCKINNON, CFO and Director, has served as the CFO of Jupiter Wellness, Inc. From 2019 to 2023. Mr. McKinnon served as the Chief Executive Officer of AppYea, Inc. since March 2016. Mr. McKinnon served as a director of Surna, Inc. since March, 2014 and as Surna's Executive Vice President and Chief Financial Officer since April, 2014. Prior to Surna, Inc., Mr. McKinnon served as Chief Executive Officer of 1st Resource Group, Inc. for four years. Mr. McKinnon's 35+ year professional career includes financial, advisory, and operation experience across a broad spectrum of industry sectors, including oil and gas, technology, cannabis, and communications. He served in C-level positions in both private and public sectors, including Chairman and CEO of an American-Stock-Exchange traded company, VP - Chief Administrative Officer of a \$12-billion market cap Nasdaq-traded company for which the management team raised over \$2.2 billion, CFO of several publicly-held US, Canadian, and Australian companies, and CEO/CFO of various other private enterprises. As an entrepreneur, Mr. McKinnon has been involved in organizations ranging from start-up companies using venture capital funding to publicly traded institutional backed companies. Additionally, Mr. McKinnon has extensive merger and acquisition, and turnaround experience.



DEBBIE MCDANIEL HAND is Vice President of Product Development & Operations for SRM Entertainment. She has a 35 year career in the Theme Park Industry. Prior to joining SRM, Mrs. McDaniel Hand was with Universal Studios Theme Parks for more than 20 years. During that time, she managed Hardline Product Development, was a liaison for the Merchandising Office with Marketing and Sales, and responsible for initiating the Universal Sourcing Department. During this time, Mrs. McDaniel Hand customized and developed items, learned manufacturing processes, capabilities, and built relationships with different production factories worldwide. Before joining Universal Studios, she was with Anheuser Busch Theme Parks, Sea World Orlando for more than 10 years. She was the Hardline buyer overseeing purchasing of Gifts, Toys, and products for all sales stores. Mrs. McDaniel Hand currently lives with her husband in Orlando, Florida.

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