

The background of the slide is a solid blue color. Overlaid on this blue background is a collage of various small, faded photographs. These photos appear to show people in different settings, possibly at work or in social gatherings. In the bottom left corner, there is a faint, stylized illustration of a plant with large, rounded leaves. On the far right edge of the slide, there is a vertical strip showing a portion of a white wall with several small, framed pictures hanging on it.

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**Technology + Local Labor
Force with an Epic Meaning**

The Family Memories Market



Albums and Scrapbooks
Children's Artwork
Framed Photos
Physical Heirlooms

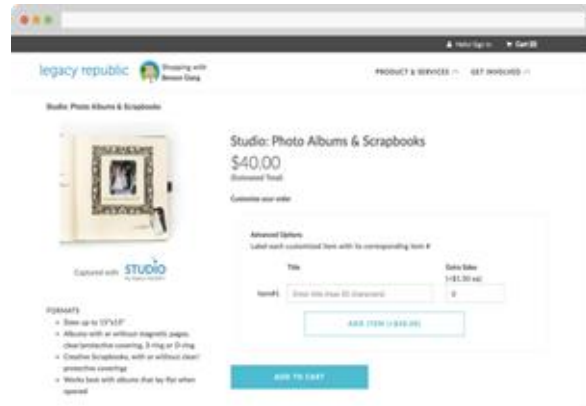


Heirlooms for Sharing in the
Real World

Studio + Keepsakes



Massive Latent Demand
\$52B in Runoff
85% GM



Underserved Demand
\$5B/year
60% GM

Introducing Studio



STUDIO
by legacy republic®

Attacking a Unique Opportunity

Sell into the home to built the customer's trust

Supply of Labor



Massive Demand

\$30/hour part time job

Highly Fragmented

Epic Passion

Transition from analog to cloud

Studio

Requires a high level of trust

Gig Economy Labor Supply Meets Massive Demand

Ready Supply

Labor + Tools

Labor + Car

Stylish women

Homes

Passionate about style

Passionate about health

Unused luxury clothing



Massive Demand

Legacy Republic

Lyft

Cabi

AirBnB

Gossier

Beauty Counter

Poshmark

Family memories

On demand transportation

Personal & social shopping

Short term lodging

Authentic cosmetics

Non-harmful makeup

Luxury clothing

Attacking a Unique Opportunity



Brian Knapp
CEO

Previously
COO YesVideo
GM GreenDot
Also Iloft, Kountermove,
WSGR



Genevieve Skory
Head of Field Development

Previously
Dir of Field Dev Matilda Jane
VP Sales and Training ViVi
Also Creative Memories, Arbonne



Benson Giang
Head of Product

Previously
Director of Product
YesVideo
Sr. Project Manager Golden
Communication



Sharleen Reyes
VP Marketing

Previously
VP Marketing YesVideo

In the News

Forbes

Life Memory Parties? Meet The
Micro-Entrepreneurs Ready To
Upload Your Legacy

VentureBeat

YesVideo invests \$6M in Legacy
Republic to start a movement
around saving memories

THE HUFFINGTON POST

TC TechCrunch

YesVideo's Legacy Republic Is Building
A Freelance Workforce To Digitize
Family Photos and Videos

BRIT+CO.

Give Your Old Home Movies New Life

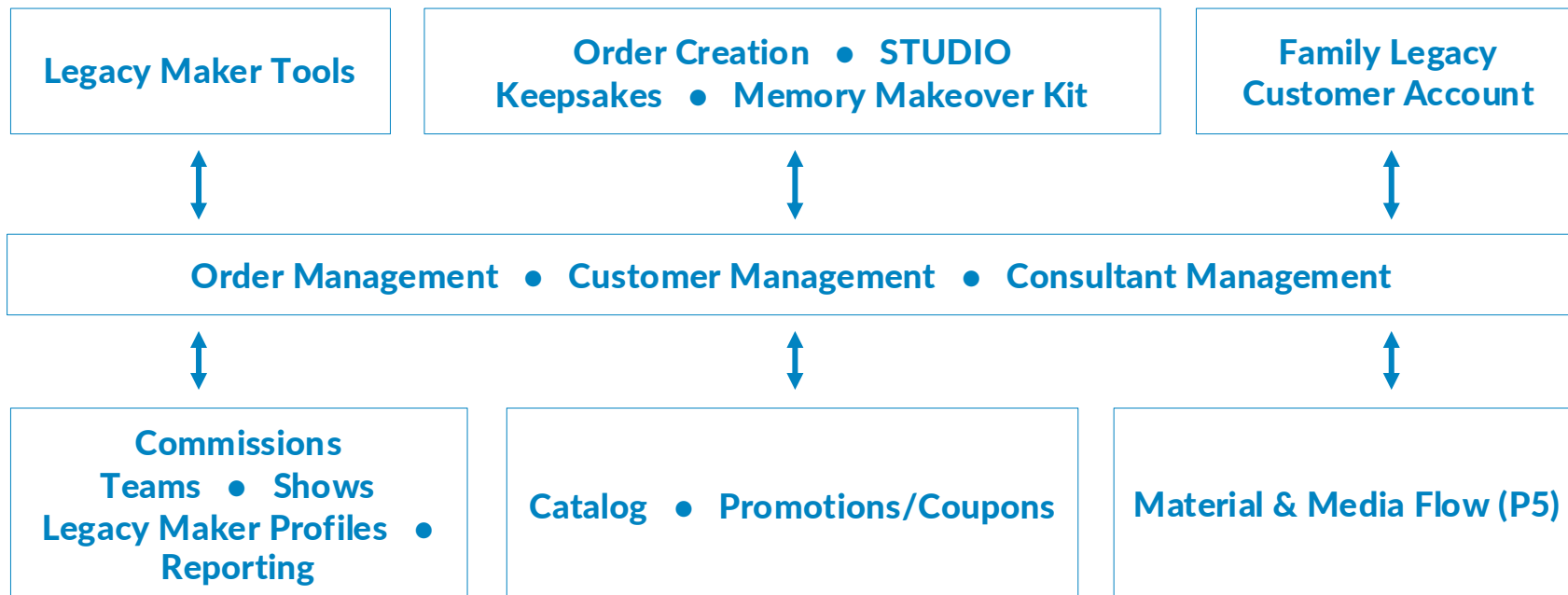
teenVOGUE

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The Legacy Republic Platform

Scalable and Extensible

Consultant & Customer Applications



Sustainable and High Gross Margins

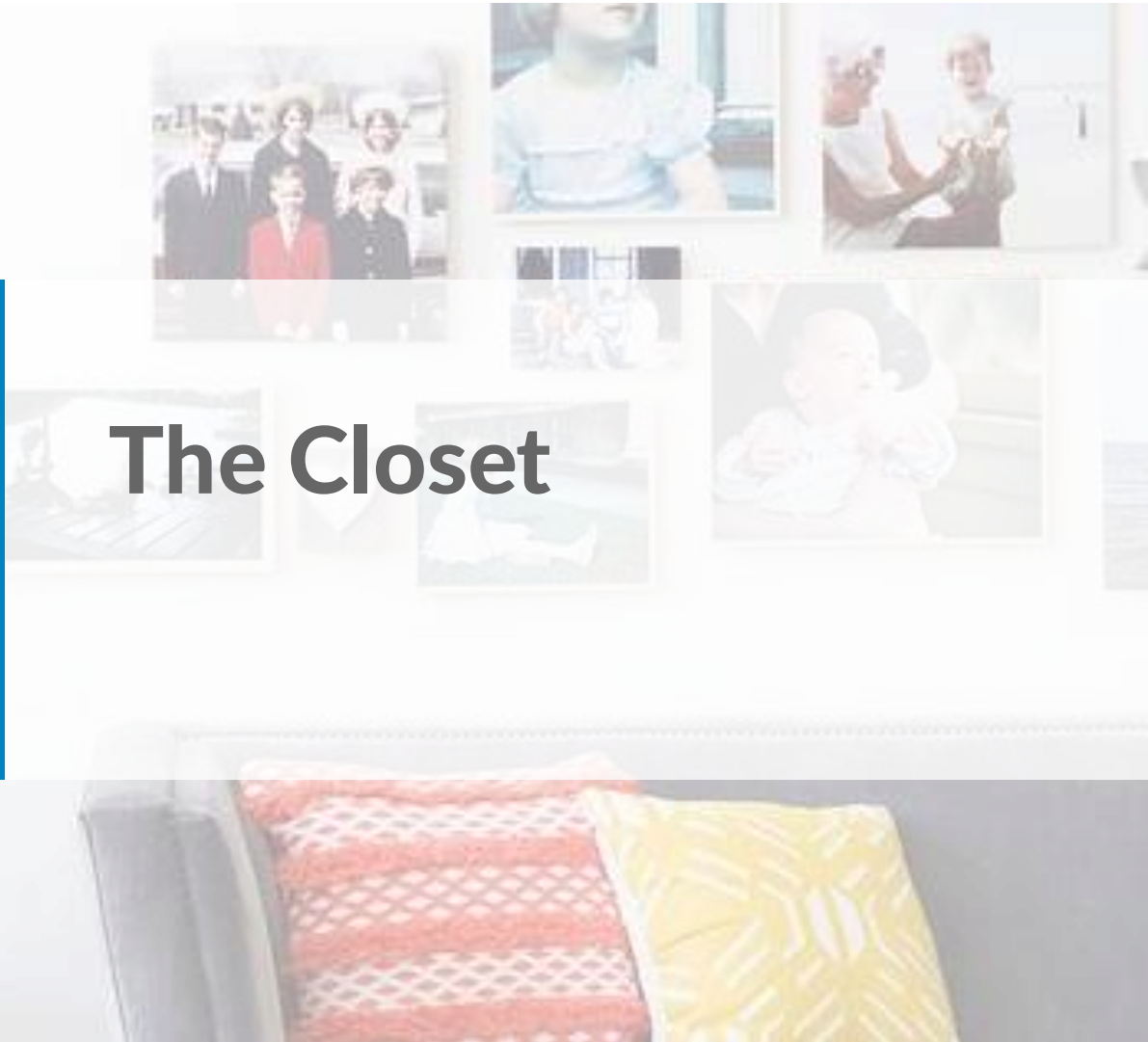
	2017	%	2018	%	2019	%	2020	%
Box	\$304,725	28%	\$718,750	29%	\$1,237,500	23%	\$2,500,000	20%
Studio	\$116,513	11%	\$833,333	33%	\$2,291,667	42%	\$5,520,833	44%
Transfer	\$528,788	49%	\$385,417	15%	\$22,917	0%	\$0	0%
Keepsakes	\$125,475	12%	\$562,500	23%	\$1,947,917	35%	\$4,479,167	36%
Revenue	\$1,075,502	100%	\$2,500,000	100%	\$5,500,000	100%	\$12,500,000	100%
Cost of Goods	\$638,347	59%	\$1,323,750	53%	\$2,065,594	38%	\$3,627,517	29%
Gross Margin	\$437,154	41%	\$1,176,250	47%	\$3,434,406	62%	\$8,872,483	71%
Engineering	\$615,584	57%	\$715,584	29%	\$815,584	15%	\$915,584	7%
Fin. & Admin.	\$53,775	5%	\$78,775	3%	\$128,775	2%	\$178,775	1%
Marketing	\$2,062,176	192%	\$2,212,176	88%	\$2,462,176	45%	\$2,712,176	22%
Commissions	\$394,400	37%	\$850,000	34%	\$1,750,000	32%	\$3,850,000	31%
Total	\$3,125,936	291%	\$3,856,535	154%	\$5,156,535	94%	\$7,656,535	61%
Op. Inc/(Loss)	-\$2,688,781	-250%	-\$2,680,285	-107%	-\$1,722,129	-31%	\$1,215,947	10%
Studios	100		278		764		1,840	
HeadCount	12		14		16		18	

Revenue and margin Mix

Revenue Mix	2017	2018	2019	2020
Box	28.3%	28.8%	22.5%	20.0%
Studio	10.8%	33.3%	41.7%	44.2%
Transfer	49.2%	15.4%	0.4%	0.0%
Keepsakes	11.7%	22.5%	35.4%	35.8%
	100.0%	100.0%	100.0%	100.0%
Gross Margin				
Box	55.0%	55.0%	67.0%	67.0%
Studio	28.7%	51.3%	68.8%	80.0%
Transfer	28.0%	31.0%	31.0%	31.0%
Keepsakes	35.0%	41.7%	52.5%	62.1%
Contribution Margin				
Box	15.6%	15.8%	15.1%	13.4%
Studio	3.1%	17.1%	28.6%	35.3%
Transfer	13.8%	4.8%	0.1%	0.0%
Keepsakes	4.1%	9.4%	18.6%	22.2%

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The Closet



Memory Transfer Market Size

Digitization of Every Type of Analog Media



1 BILLION VIDEOS

\$25 Billion Market



800 MILLION ALBUMS

\$40 Billion Market



BILLIONS OF IMAGES

OVER \$10 Billion Market

Photo Home Décor & Gifts Market Size

Online Photo Printing Industry - \$2.7B and growing.



KEEPSAKES

ONLINE
SHUTTERFLY

HAND-SELLING
LEGACY REPUBLIC

RETAIL
WALGREENS

ZERO CAC

HIGH MARGIN

SHOULD BE 3X
THE SIZE OF
TODAY'S \$4B



Target Market

Female X'ers and Boomers are the premium customer

GENERATION X - 1965-84

So ~33 to 52 years old, ~80 million

BABY BOOMERS -- 1940s to 1964; ~70M

Affluent Female Millennials are the Premium Consumer

Our Customer
Demographic

- 83% Female
- 70% Millennial

Market Opportunity

Highly fragmented, ready for innovation

- \$10B Family Memories market; Shutterfly largest player
- 90 million households in the US alone have old photo albums, scrap books, VHS videos, films, etc; don't know who to turn to for help
- Since 1999, parent company YesVideo has provided back-office digitization services through Walgreens, Walmart, etc; invested \$6M in Legacy Republic in 2014 to go direct to consumers through Legacy Makers
- Patented (2 issues patents to date, and continuations in process) and award-winning Studio technology converts iPhone into professional studio for Legacy Makers to digitize in consumers' homes
- Legacy Makers sell keepsakes around digitized content

Legacy Republic's Epic Meaning

Purpose drives authentic conversations with customers and new Legacy Makers

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Legacy Republic's Epic Meaning

Purpose drives authentic conversations with customers and new Legacy Makers

To strengthen family relationships through reliving
and sharing memories.

We achieve this mission in partnership with Legacy
Makers, who personally help individuals digitally
preserve their most precious memories

Market Opportunity

Highly fragmented, ready for innovation

