

# INVEST in MAGFAST®



**Tuesday, February 14th**

**9AM Pacific • 12PM Eastern**

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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 the investor concierge page for more information at: [invest.MAGFAST.com](https://invest.MAGFAST.com).
- Set up your account now at [netcapital.com](https://netcapital.com). You can get straight to the setup page via: [www.MAGFAST.com/setup](https://www.MAGFAST.com/setup).
- Visit [investors.MAGFAST.com](https://investors.MAGFAST.com) promptly at 9am PST, 12pm EST on February 14th.

# MAGFAST Investor Packet – Winter 2023

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

It's an exciting moment for the company. Manufacturing for three products (Lux, Life and Extreme) has continued to ramp and we have now shipped over 50,000 units to early customers, with many more to follow.

Still, it's early days. While investing in a startup could bring rewards (we're working hard to make that a reality), it's almost always risky. **Primary risks** for us at the moment include: (1) **return on ad spend (ROAS)**, which was down last year but has seen improvements in early 2023, and (2) forecast **shipping-batch dates** for pre-orders which we predict will slip in the coming months; there has been a major thrust to tweak firmware in the charger series based on early feedback. And, with your support, there are **significant opportunities** that might allow MAGFAST to become a significant company in a huge and growing market.

Please review all our materials at [investors.MAGFAST.com](https://investors.MAGFAST.com). There's also an online 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. You can [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.



**INVEST** in  
**MAGFAST**®

**Invest \$1000+**  
from February 14 2023

## Limited Availability

To celebrate this offering, we've commissioned a gorgeous limited edition of MAGFAST Air, our unique wireless charging stand that snaps to any other MAGFAST charger.

This one's a collector's item in a stunning **piano black** manufactured to order and only available to investors who participate in this round at \$1,000 or more during a limited period starting February 14, 2023.

*MAGFAST warranty applies to all MAGFAST products, including these Limited-Edition units; note, however, that these will be manufactured on a strictly limited production run and that any replacements provided under warranty will be standard non-Limited Edition units.*





# INVESTMENT PERKS

*Limited Edition*

**INVEST** in  
**MAGFAST**

## Piano-Black LE Air

**Invest \$1K or more** for a limited period starting February 14th 2023, and you'll receive this gorgeous investor-only series 2 limited-edition **piano black** MAGFAST Air wireless charging stand.



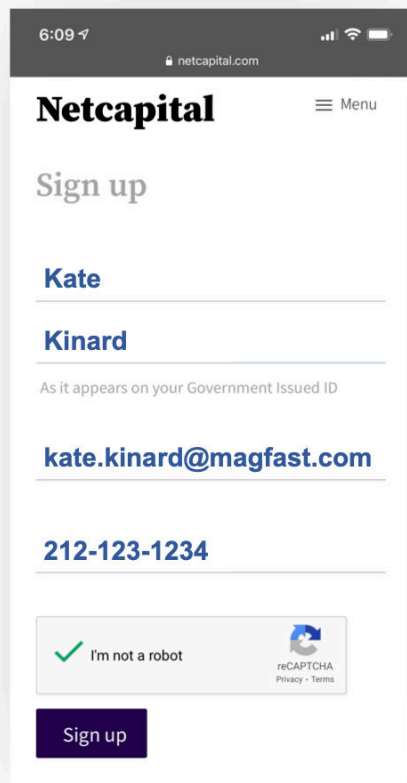
## Boxed Set



## TWO ways to get the boxed set:

- **Invest \$2K or more** to receive this boxed set with *both* a series-1 Limited Edition **alpine white** and a series-2 limited-edition **piano black** MAGFAST Air wireless charging stand. OR ...
- If your previous MAGFAST investment entitles you to a series-1 alpine white limited-edition Air, **invest another \$1K** for the full boxed set.

# Prepare to Invest in **MAGFAST**

A screenshot of a mobile app interface for Netcapital. At the top, the status bar shows the time 6:09, signal strength, Wi-Fi, and battery. Below the status bar, the URL 'netcapital.com' is displayed. The app header features the 'Netcapital' logo and a 'Menu' icon. The main heading is 'Sign up'. Below this, there are four input fields: 'Kate' (first name), 'Kinard' (last name), 'kate.kinard@magfast.com' (email), and '212-123-1234' (phone number). A note below the email field states 'As it appears on your Government Issued ID'. At the bottom of the form, there is a reCAPTCHA widget 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 easily connect your U.S. bank account. Netcapital's system supports most U.S. banks and credit unions.
- (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, so it's possible that the offering will be sold out before your Wallet is funded. For this reason, we don't recommend this approach.)

That's it. Simple and quick. You could, of course, set up both a credit card and a link to your bank account, then make your choice when the offering is open. Setting up your payment method could save you valuable time if there's a rush on the day you want to invest.



A white, flexible charging cable with a gold-plated USB-C connector and a white USB-A connector. The cable has a 'W' logo on the USB-C connector and 'MAGFAST.COM/LUX/T3/5N4' printed on the cable body.

# MAGFAST®

## Introduction

**MAGFAST** is a direct-to-consumer electronics company

We design and manufacture a family of premium charging products that snap together magnetically, charge wirelessly, and support any smartphone, any tablet, any reader from any brand—old, new or in the future. Individually awesome, they're brilliant together. **MAGFAST** is the world's first system of premium chargers designed to work individually, or together, by connecting to each other through unique 'snap-to-charge' technology. It really is the last charging family you'll ever need.

Every one of our **seven** individual **MAGFAST** products is designed to compete as best in its class, and to fulfill a specific need. To date, many of our customers have pre-ordered strong, silky, flexible Lux charging cables, or 'Hello Kit' or 'Pro Kit' bundles of chargers, available together at a truly attractive price.



# MAGFAST is changing charging. For good.

**MAGFAST's** chargers and power banks are revolutionary, because they 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 a huge demand, and our customer acquisition model is proven: 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 **\$15 million**.

The global market for USB cables generated over **\$12 billion** in 2021, projected to grow to nearly **\$70 billion** by 2031<sup>[2]</sup>.

The global market for chargers and portable power banks is now worth over \$20 billion, and growing fast—it's forecast to be worth over **\$34 billion by 2026<sup>[2]</sup>**. Yet, somehow, there are no great charging brands.

## 591,133 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 plant a tree for every charger pre-ordered, doubled for many of our beloved Pro Kit customers.

Over a half of a million trees to date...that's 20X the number in New York's Central Park—enough to blanket Manhattan.



# The **MAGFAST** difference

**MAGFAST Hello Kit** and **Pro Kit** are our bundles of chargers, a favorite choice of our pre-order customers.

The charging product family is designed for durability, to take the real knocks of real life and to last for years to come. **MAGFAST** will charge your older devices from the past decade and the new devices coming up for the next decade.

The problem with traditional power banks has always been that they're so inconvenient to get power in, and to get power out! Every **MAGFAST** product has multiple ways of getting power in. And multiple ways of getting power out. Easy to charge up. Easy to charge with.

Every **MAGFAST** charger and power bank **snaps to charge**—and so Wall can instantly charge Road and Road can charge Life and Life can charge Air and...

- Each product designed to be best in class
- The **ONLY** wireless-magnetic product family
- Engineered to deliver power consistently for years to come
- Ultra elegant as well as fully featured





# In biz-speak, our 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.

We started shipping the product family in Q2 2021; prior to that, all receipts were pre-orders.

Through superior customer service, regular communication, revolutionary, integrated products and the announcement of new products and new markets, we believe excellent growth is possible, with strong levels of repeat business and a lifetime value per customer of perhaps 2-3X the initial order value.

# 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 2019 by IMARC Group, the global battery-charger market reached a value of **\$21.7 billion in 2020** and is expected to reach **\$34.1 billion by 2026**<sup>[2]</sup>. The USB cable market, as we've already seen, will be even larger. And, unlike most mature consumer markets, there are really no great charger brands.

Competitors include Belkin, Anker, Aukey, Mophie, 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<sup>[3]</sup>. 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).

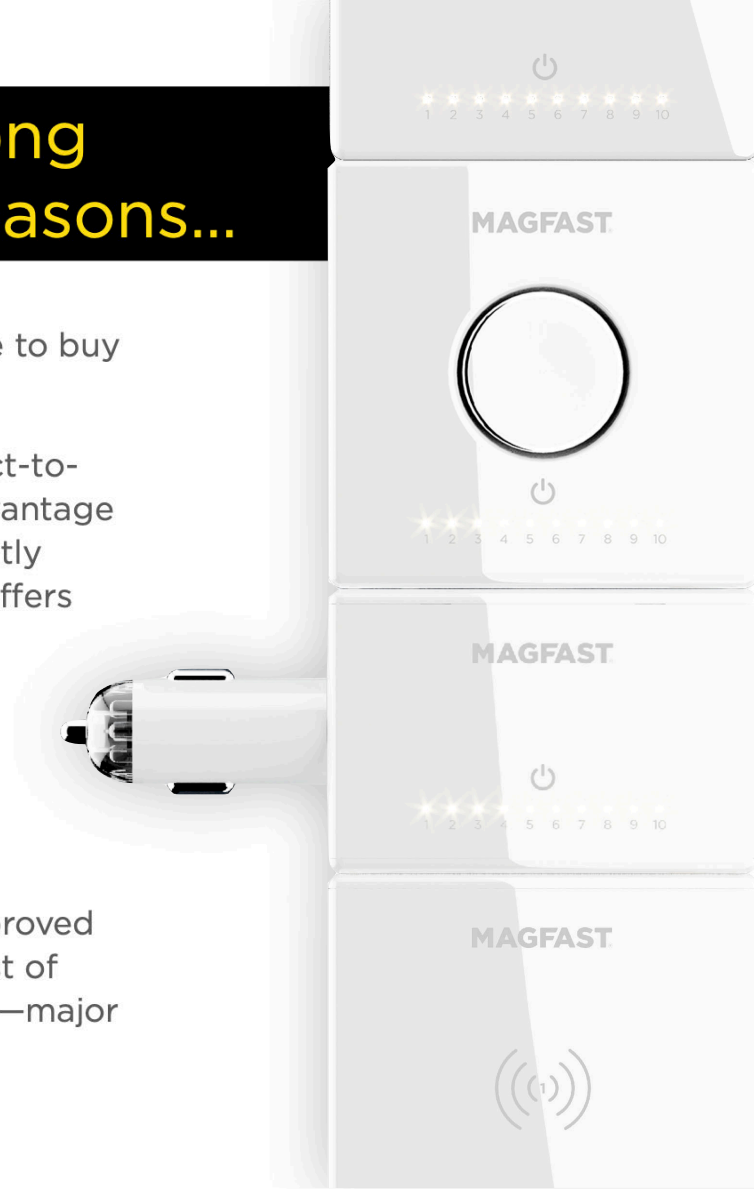
No charger company offers an integrated system of products that all work seamlessly together, or any equivalent to snap-to-charge. **MAGFAST's** product range and business model are designed to be considerably more 'sticky' than competitive chargers and power banks.





# 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.
- A major slice of the charger market is simply not available to us until we are beyond the pre-order phase and able to ship immediately. 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

Design, development, engineering and manufacturing are handled by a highly experienced team led by our chief operating officer, responsible for over 30 products over the past 25 years.

Our key partner is P3 International, a U.S.-based manufacturer in New York with partners in Asia. P3 works with us on chargers and power banks. Lux is made to our specific design by one of the leading USB cable manufacturers.

Completing product engineering for the product family has taken much longer than expected, impacted in part by our lack of negotiating power and the effects of COVID-19.

Production status<sup>[4]</sup> is regularly updated at [MAGFAST.com/status](https://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, a CMO with over 25 years experience of building brands, and a digital marketing. **MAGFAST** marketing is currently 100% online, primarily in the form of targeted ads on Facebook and YouTube. A sophisticated marketing funnel, built over four years by an in-house team led by a talented digital marketing specialist, is monitored and refined constantly.

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

constantly refining format, benefits and content. Ad respondents typically attend a webinar offering pre-shipping (crowdfunding) pricing. Once you have shown interest by registering for an online event or other promotional activity, you're part of the **MAGFAST** marketing ecosystem and a sophisticated program of customer-relationship marketing kicks in.

**MAGFAST's** direct-to-consumer (DTC) model affords us a much closer relationship to prospects and customers than traditional consumer electronics manufacturers using conventional wholesale and retail outlets as their path to market.





# Shipping & fulfillment

**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 from scratch in 2017—no legacy code—in order 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.

At **MAGFAST**, we think a little differently. We hired Sanja, a former lawyer, for customer service because at her interview she aced the question 'What's customer service all about?'. Keeping our customers happy is the whole game, which is why 9/10 are sticking with us on this long development journey. Today she runs the department.



Google Cloud Platform

## Customer Care

**MAGFAST** is laser focused on customer service as a key part of building long-term relationships with a large and growing group of supporters.

We've devoted a big slice of our time to figuring out how to keep customers happy without draining cash: Our team has developed "Intelligent Customer Support" that allows us to keep a big-hearted personal touch while drastically cutting the time it takes to answer every support ticket.

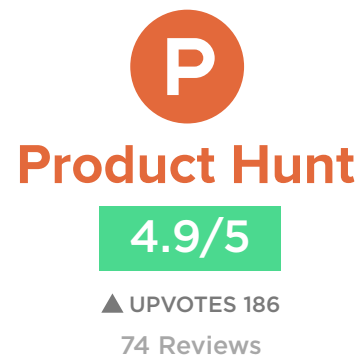
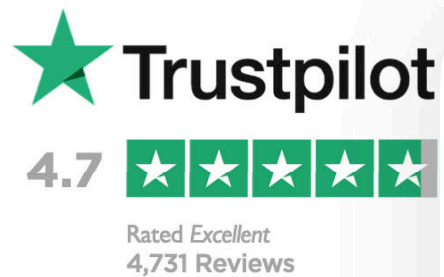
Our customer service team is also geographically distributed around the globe to enable around-the-clock support.

Say hello to Sanja & Co at [Hello@MAGFAST.com](mailto:Hello@MAGFAST.com)

“It's ALL about  
Serotonin”

**Sanja Bodonji**  
Head of Customer Care





# 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.



# Growth Plans

We project significant growth, both through repeat orders from existing customers and the development of new markets. Current and future initiatives include:

- A self-liquidating offer (SLO) based on Lux designed to bring new customers into the **MAGFAST** fold, and delight them with the quality of our products and customer experience.
  - A follow-up campaign shortly after initial inquiry recalls features and benefits for prospects who did not purchase.
  - Ongoing communications allow **MAGFAST** to build its relationship with customers, cover product and production updates, and make special offers.
  - The ongoing release of brand-new products featuring snap-to-charge and other **MAGFAST** design features.
  - The release of international variants allowing us to address markets in the EU, UK, Asia and beyond.
- 
- The image shows a white, rectangular MAGFAST device, which is a retail charger and power-bank. It has a circular charging port on top and a USB-C port on the side. The brand name 'MAGFAST' is printed on the top surface. A white Apple Watch with a black face and white band is placed on top of the device. The device is shown against a white background with a subtle shadow.
- A distinctive new form of product-referral program.
  - An innovative retail charger and power-bank rental system.
  - A breakthrough initiative in the travel market.



# Welcome to the Family



**MAGFAST Lux** is the last charging cable you'll ever buy

- Lux cables are like no other—precision manufactured, teflon-infused and guaranteed FOR LIFE
- Gorgeous silky feel and 'kink-free' technology
- 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



# Welcome to the Family

# Life



**MAGFAST Life[4]** is your palm-sized powerhouse

The perfect everyday charger, Life packs two to four full smartphone charges

- High-performance charging, wired or wireless
- Perfect with all your devices—any phone, any tablet, any reader...from any brand, old or new
- Truly versatile—five ways to get power out, four ways to get power in

# Welcome to the Family



**MAGFAST Extreme** is a super-charger in a league of its own

- Enough power to keep your devices going for days
- The world's first power bank with three Qi Wireless charging zones
- Six ways to get power out, four ways to get power in
- Powerful with all your devices, it's also powerful with all your vehicles
- Add the available Jumpers™ and Extreme will jump-start your car!

# Welcome to the Family

## Road

**MAGFAST Road** is the star in your car

- All the features you want plus a few more
- Charge Road from the 12V car socket or snap on any other **MAGFAST** charger
- A built-in cable plus four USB outlets
- Plus that gorgeous, super-bright flashlight!

# Welcome to the Family

## Wall

**MAGFAST Wall** is powerful and versatile, the perfect home-charging 'base station'. Our upgrade to one of the world's most popular charger designs<sup>[5]</sup> now offers MAGFAST snap-to-charge magnetic charging top and bottom.

- Retain your home power outlets plus take advantage of wired and Qi Wireless charging
- Snap any **MAGFAST** power bank right on top or underneath
- Height-adjustable micro-USB, ultra-modern USB-C and Apple's Lightning connector tips—all stored neatly in the back
- Two 'quick-charge' USB-A outlets



# Welcome to the Family



**MAGFAST Air** is your simple, gorgeous Qi Wireless charging stand

- Qi-certified to work perfectly with every modern smartphone.
- Snaps instantly on to any other **MAGFAST** charger for power or just plug in a USB-C or micro-USB cable.
- The innovative stand stores neatly on the back and snaps sturdily onto the base when you need it.

# Welcome to the Family

## Time



**MAGFAST Time** is the coolest way to charge the world's most popular watch—Apple Watch®

- A full power bank with all the core features—fast USB-C, built-in mini-cable, Qi Wireless charging
- Plus a neat, motorized platform to charge your Apple Watch®
- Enough power on board for up to two weeks



# TEAM MAGFAST®



**Seymour Segnit**  
Founder & President

Seymour is MAGFAST's eclectic, experienced, passionate, highly-talented CEO. Now a leading authority on internet marketing, Seymour builds magic and drives down risk to deliver what Seymour calls 'The best work of my life'.

**Amy Rau Segnit**  
CoFounder & Secretary

Amy is a veteran of New York City's advertising industry, lending her unique creative abilities, skills and sparkle to everything from branding to social media campaigns to product packaging.

**Rich Warwick**  
Operations

Rich is a highly driven serial entrepreneur, two-time founder, and a veteran executive of eight venture-funded startups, where his roles were VP of Engineering & Operations, COO and CEO., M.S.E.E. (Georgia Tech).

**Rex Northen**  
Investment Strategy

Rex leads MAGFAST's investment strategy and advises on customer development. Rex served as executive director of the Cleantech Open from Jan 2009 to Dec 2014. M.A. (University of Oxford)

**Michael Mataluni**  
Digital Marketing

Michael specializes in digital strategy, media buying and direct sales. He has nine years' experience running over 37.5 million dollars of marketing spend across multiple industries and markets.

**Neil Scaife**  
Marketing Strategy

Neil oversees MAGFAST's marketing function. He has a 20-year background in some of the world's largest communications agencies (Publicis, WPP, Havas) as a strategist, advising some of the world's largest brands.

**Damian Krause**  
CEO of P3 International

Born and raised in Germany, Damian moved to the US in the 1980s.. P3's outstanding team is coordinating the manufacturing process of the MAGFAST family of chargers and power banks.

**Shawn Herzinger**  
VP Engineering, P3 International

Shawn is the brains behind manufacturing our products. Shawn trained as an electrical engineer and he's been directing the manufacturing of precision consumer electronics products at scale for over 25 years.

**Anita Vargas**  
Financial Consultant

Anita has been business coach, advisor and analyst for over 20 years. She is an expert in business practices, performance analytics, pricing, business modeling, collaboration with legal, tax and labor compliance entities.

# TEAM MAGFAST®



## Afroz Nissar

IT

Afroz turns marketing magic into technical wizardry. He ensures our email marketing and website are as reliable as they are alluring. He's spent the last 15 years as a business consultant, marketing technologist and programmer.

## Toni Bodonji

Web Developer

Toni is a valuable member of the MAGFAST tech team as a front-end WordPress developer and designer. He is analytical, detail-oriented, overall great at solving the problems and finding optimal solutions quickly.

## Jimmy Johny

IT Infrastructure

Jimmy keeps our servers up, and our downtime down. In our world, that's crucial. He's an expert in Linux, AWS Cloud and Windows administration.

## Kate Kinard

Customer Support Agent

Kate is a remarkable addition to the MAGFAST family and works in customer support and video production. Since graduating from Texas A&M University in 2015, MAGFAST is Kate's second startup.

## Lauren Steinberg

Project Manager

For over two decades Lauren has been managing IT teams, leveraging the knowledge and creativity of colleagues to generate solutions. She is involved in all aspects of the project life cycle.

## Eric Kinney

Head of Interface

Eric is the engineering talent behind our website and shopping cart - he's the reason the experience is so smooth and seamless. He has been galvanizing digital startups since 2005.

## Sanja Bodonji

Head of Customer Support

Sanja is a beloved member and head of MAGFAST's customer support team. In addition to providing personal assistance via email and live chat, Sanja manages our payment plan program and complex data-driven projects.

## Steve Barns

Intellectual Property Counsel

Steve protects the founders' intellectual property. He's worked with MAGFAST since Seymour first dreamed up the product range. He founded the law office of Stephen W. Barns (Formerly Miller & Barns).

## Mayleen Torres-Rivera

Bookkeeper & Analyst

Mayleen is our steady hand on the numbers. She has been in the accounting field for over 25 years and is a long-standing member of the American Institute of Professional Bookkeepers.

# Financial Data

Use	Value	% of Proceeds
Intermediary Fees (Netcapital)	164,150	4.90%
Tooling	\$130,000	3.88%
Manufacturing & Materials	\$1,535,850	45.85%
Sales, General & Administrative	\$1,235,000	36.87%
Product Certification	\$20,000	0.60%
Research & Development	\$265,000	7.91%

By the end of 2021\* we had received pre-orders totaling \$13,087,096.

Until we shipped products, we were not able to recognize any receipts as revenue, so unsurprisingly, we show a substantial loss on operations. In 2021 (before volume shipping began), we spent \$4,268,646 on operating expenses; with zero recognized revenue, that means we recorded a loss of the same amount, \$4,268,646 for the year.

At the end of 2021, we had \$3,480,120 in cash and equivalents, including sums held by card processors until we ship.

Tooling for four products in the family is now complete, and thousands of units have shipped in 2022.

If the offering's maximum amount is raised, the table to the left shows how we plan to use the proceeds.\*

*\*2021 is the last year for which we have a completed audit. We are working now on our 2022 audit.*

*\*\*Note: Plans and priorities may change: this is our current best estimate of how proceeds will be used should we hit the maximum.*

*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](mailto: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](https://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](mailto:Hello@Netcapital.com)

**Q: When may I review all the final investment details at Netcapital?**

A: Tuesday, Feb 14th at 9am Pacific, 12pm Eastern. Please review carefully.

**Q: What is the minimum investment?**

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



**Q: What is the share price?**

A: Because of some rather enigmatic SEC rules we have to refer you to the Netcapital site for this answer, so you'll see it when the offering goes live. We can say, hand on heart, that we believe the valuation of the company is very fair for what we have achieved so far, and the potential ahead.

**Q: How liquid is this investment? Will I be able to trade it on a public exchange?**

A: **MAGFAST**<sup>[7]</sup> is a private company, so, like any private company, our securities will not be traded on a public exchange.

**Q: Can I use my existing brokerage account to invest?**

A: No. Private company securities aren't traded on public markets. The path to invest in **MAGFAST** is: (a) sign up for a free account at [Netcapital.com](https://netcapital.com) and (b) make your investment through the Netcapital website. Doors open for investment at 12 noon EST on February 14th.

**Q: Can I use PayPal or a credit card to make my investment in MAGFAST?**

A: Credit cards are accepted by Netcapital<sup>[6]</sup>. They will add a fee of around 3% to cover their card processing costs.





**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.

The offering will open on February 14th 2022 at 9am PST, 12pm EST at Netcapital.

**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**®

**Tuesday, February 14th**

**9AM Pacific • 12PM Eastern**