



Rights Offering

Investor Presentation

March 2026



Cautionary Statement Regarding Forward-Looking Statements

Certain statements in this presentation that are not statements of historical or current facts are considered “forward-looking statements” within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, as amended. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual results or performance of the Company to be materially different from the results or performance expressed or implied by such forward-looking statements. The words “anticipate,” “believe,” “could,” “estimate,” “expect,” “future,” “groundwork,” “intend,” “likely,” “may,” “plan,” “project,” “set ourselves up,” “will” and similar expressions identify forward-looking statements. Forward-looking statements include statements expressing the intent, belief or current expectations of the Company and members of our management team regarding, for instance: (i) our belief that our cash balance, cash generated by operations and borrowings available under our Credit Agreement, will provide adequate liquidity and capital resources for at least the next twelve months and (ii) regarding the potential for growth and other opportunities for our business. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date the statement was made.

Factors that could cause our estimates and assumptions as to future performance, and our actual results, to differ materially include the following: (1) our ability to complete the Rights Offering, (2) our ability to compete, (3) concentration of revenue among a small number of customers, (4) dependency on Dutch tulip bulbs, (5) changes in interest rates, (6) ability to comply with the requirements of the Credit Agreement and operate within its restrictions, (7) economic and market conditions that may restrict or delay appropriate or desirable opportunities, (8) our ability to develop and maintain necessary processes and controls relating to our businesses, (9) reliance on one or a small number of employees, (10) our ability to generate enough cash or secure enough capital to execute our business plans, (11) our ability to obtain seasonal workers, (12) other economic, international, business, market, financial, competitive and/or regulatory factors affecting the Company’s businesses generally, (13) exchange rate fluctuations, (14) tariffs, and (15) the availability of additional capital on desirable terms, if at all. Forward-looking statements involve known and unknown risks, uncertainties and other factors, including those set forth in our Transition Report on Form 10-KT for the six months ended June 30, 2025 and additional risks, identified in our Quarterly Reports on Form 10-Q and our Current Reports on Form 8-K filed with the SEC. Such forward-looking statements should be read in conjunction with the Company’s filings with the SEC. The Company assumes no responsibility to update the forward-looking statements contained in this investor presentation or the reasons why actual results would differ from those anticipated in any such forward-looking statement, other than as required by law.

Bloomia Holdings Capital Raise

Bloomia Holdings is working to raise \$15,500,000 through a Rights Offering.

- The Rights Offering allows every shareholder to participate ratably.
- We will use the \$15.5 million to pay off \$21.9 million of debt (at a >50% discount) and invest \$1.37 million in automation to further increase facility efficiency.
- The Company expects to achieve annual interest expense savings of more than \$2.3 million alone, which will re-direct cash flow from debt service to growth investments.



Use of Proceeds

Use of Proceeds	Amount	Expected Return
Retire seller Note at a >50% discount	\$7,330,000	\$8,000,000 gain and over \$1,700,000 in annual interest savings
Retire other Notes	\$6,600,000	Annual interest savings of \$600,000
Additional investments	\$1,370,000	Reduce operating cost and improve flower quality
Cost of raise	\$200,000	
TOTAL	\$15,500,000	

Impact of Capital Raise

Total Raise: **\$15,500,000**

Current Shares Outstanding: **1,773,000**

Price Per Share: **\$4.05**

New Shares Issued (if fully subscribed): **3,827,000**

Total Annual Interest Saved: **\$2,300,000**

EPS Improvement: **\$0.41 per share**



Reasons to Invest

- This capital raise is focused on de-leveraging the balance sheet, which will save over \$2.3 million in annual interest expense and allow the Company to redirect cash flow toward growth.
- The U.S. floral market is immature compared to international markets, representing an \$8 billion domestic opportunity growing at approximately 8% per year.
- Bloomia is the first floral company certified by the Fair Food Program, our hydroponic growing methods use no pesticides, and we use heavily recycled packaging. Industry data shows 25% of American consumers consider sustainability when purchasing flowers.
- As a Certified American Grown producer, Bloomia benefits from higher product quality, lower tariff exposure, and strong local relationships with major U.S. retailers.
- The Company's operations are built on proven Dutch automation technology, with further efficiency gains available through additional greenhouse automation.
- Bloomia is positioned for e-commerce growth, currently supplying major online retailers and exploring a direct-to-consumer subscription model.

FY27 Outlook: Lower Bulb Costs Drive Improvement

Expected \$2.5M improvement in FY27 results from lower contracted bulb costs

	FY 23	FY 24	FY 25	FY 26	FY 27 estimate **
Bulb cost (in Euros)	€0.081	€0.085	€0.109	€0.129	€0.101
FX rate*	€1 ≈ \$1.00	€1 ≈ \$1.067	€1 ≈ \$1.11	€1 ≈ \$1.18	€1 ≈ \$1.20

* Rate on September 15 of each year, when the Company pays for high-season bulbs.

** 90% of FY27 bulbs locked in at this price. *FY27 savings of \$2.5 million.*

Business Description

- Bloomia operates greenhouses to hydroponically grow tulips in the United States, South Africa and Chile. The Company sells tulips to some of the largest grocery chains in the United States.
- In the last 20 years, the Company carved out a leading competitive position in the U.S. by developing a unique infrastructure, combining hydroponics and proven automation.
- By its ability to offer quality flowers year-round, Bloomia meets otherwise un-met demand by retailers. As it has gradually increased its production capacity over the years, the Company has developed repeat sales to some of the largest grocery retailers in the U.S., including Whole Foods, Publix, Albertson's and Kroger.
- The Company is expanding its sales channels by using existing e-commerce partnerships (e.g. KaBloom (via Amazon), The Bouqs, 1-800Flowers) and simultaneously exploring its own e-commerce platform.
- Bloomia's annual production is currently over 100 million stems, with the capacity to grow to 180 million stems. Its production volume exceeds those of its competitors, of which only a few offer year-round delivery.
- Outside the U.S., Bloomia operates smaller greenhouses in South Africa and in Chile (through a 30% stake in a local greenhouse). The South African and Chilean businesses produce and sell tulips locally in those markets.



Experienced Team

Mark R. Jundt

Co-CEO

Co-CEO since June 2024, Chairman since 2023. Also serves as General Counsel at Air T, Inc. (AIRT). Extensive M&A, governance, and litigation experience. Previously led Global Litigation at CHS Inc. (Fortune 100). BBA, North Dakota State; JD, Hamline University.

Elizabeth E. McShane

CFO, Treasurer & Secretary

CFO since May 2024. Previously VP and Corporate Controller at Regis Corporation (2021–2024), overseeing accounting, tax, reporting, and risk management. Started at KPMG; SEC reporting expertise at Heidrick & Struggles. BBA and MS Accountancy from Notre Dame.

Daniel C. Philp

Co-CEO

Co-CEO since June 2024. SVP Corporate Development at Air T, Inc. since 2014. Previously an Event Driven investment analyst at Whitebox Advisors, specializing in non-correlated opportunities and structured PIPE transactions. BA, St. John's University.

Werner F. Jansen

CEO, Bloomia B.V.

CEO of Bloomia B.V. since June 2022. Previously General Manager of Fresh Tulips USA and Director of ICT. 12+ years at Bloomia developing deep expertise in the global cut flower industry. BA International Management, Westminster; MA Finance & Management, Cranfield.