

Thumzup
Media Corporation
Nasdaq: TZUP

**DEMOCRATIZING
SOCIAL MEDIA
ADVERTISING**



*Bitcoin
Accumulator*

Summer 2025

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Recent Developments



Both **\$TZUP** & **\$BTC** Recently Hit All-Time Highs as Thumzup Continues to Execute its **BTC Accumulation Strategy**

Addition to **Russell Microcap®** Index:

Thumzup will be added on June 30, 2025, generating index-fund accumulation of **\$TZUP**.

Strong Adoption of Thumzup Platform:

Recently surpassing 1,000 advertisers, there continues to be strong adoption in target markets.

Accelerating Bitcoin Accumulation Strategy:

Authorized to hold up to 90% of current assets in **\$BTC**, Thumzup plans to accelerate its accumulation of Bitcoin.



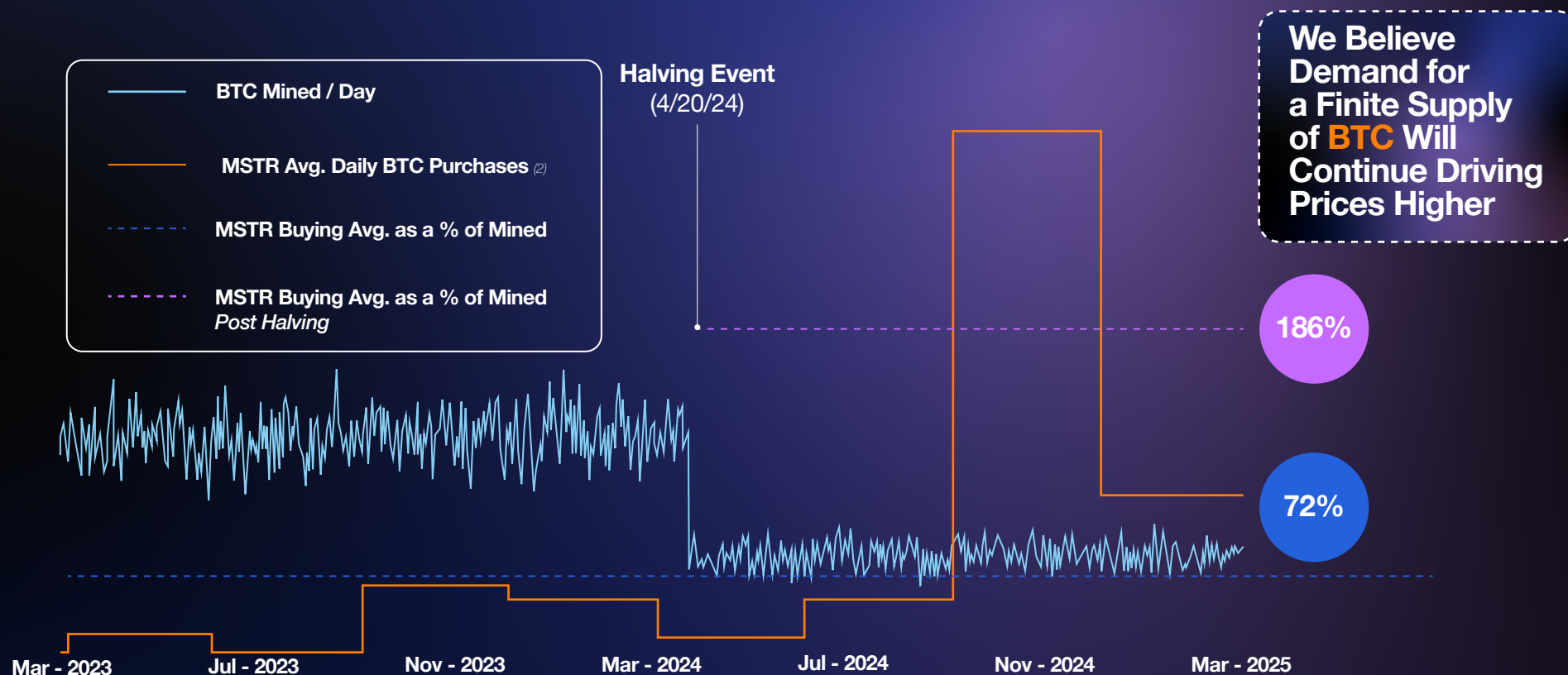
Establishes **Bitcoin-Backed** Credit Facility for **Non-Dilutive** Capital

Thumzup (Nasdaq: TZUP) has established a **Bitcoin-backed credit facility** with Coinbase Prime (Nasdaq: COIN), giving the Company **flexible access to non-dilutive working capital** while executing its BTC Accumulation Strategy.

Supply of Bitcoin is Finite



MSTR'S Demand for New Bitcoin Already Exceeds BTC Mining Output



(1) Per <http://bitcoinvizuals.com> as of May 21, 2025

(2) Per <https://bitcointreasuries.net/>; Daily purchasing average taken quarterly

Bitcoin's Inherent Supply Constraints Create Sensitivity to Any New Source of Demand ⁽¹⁾

Increasing Adoption



Accumulation of Cryptocurrencies by Publicly-Traded Companies Transforming Market Dynamics

70+

Publicly-Traded
Companies Globally with
Cryptocurrency Holdings

723,784

BTC Held

\$71B

Approximate Market
Value

GameStop
NYSE: GME
BTC

TWENTY ONE
NASDAQ: CEP
31,500 BTC

upexi
NASDAQ: UPEXI
201,500 SOL tokens

Strategy[®]
NASDAQ: MSTR
252,220 BTC

TESLA
NASDAQ: TSLA
~2,043 BTC

METAPLANET
OTCMKTS: MTPLF
BTC

MARA[™]
NASDAQ: MARA
BTC

Blockchain Group
EPA: ALTBG
BTC

Semler Scientific[®]
NASDAQ: SMLR
BTC

block
NYSE: SQ
~8000 BTC

Jetking
Better Life
JETKINGQ.BO
BTC

Summer 2025

Thumzup (Nasdaq: TZUP)

Source: <https://treasuries.bitbo.io/>
As of May 7, 2025


Slide 6

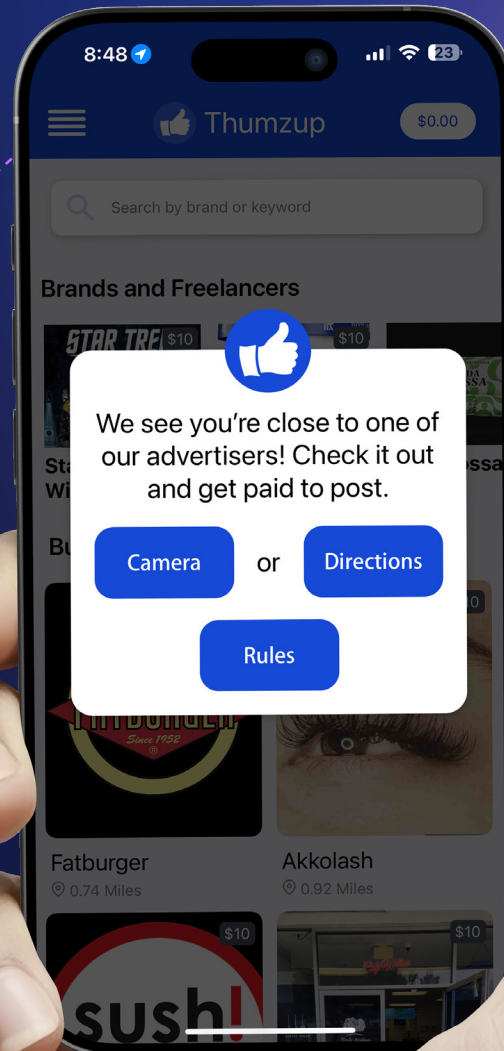
Thumzup Platform - Integrating BTC



**Thumzup Enables
People to **Get Paid**
to Post About
Local Businesses
They Love**

**Our Mission is to Democratize
the Multi-Billion-Dollar
Advertising Industry**

 **We Plan to Implement a
Framework to Enable
Our Users to Get Paid
in **BTC****



**STAR TREK
WINES**

**FAT TOMATO
PIZZA**



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Thumzup (Nasdaq: TZUP)

Slide 7

Target Market



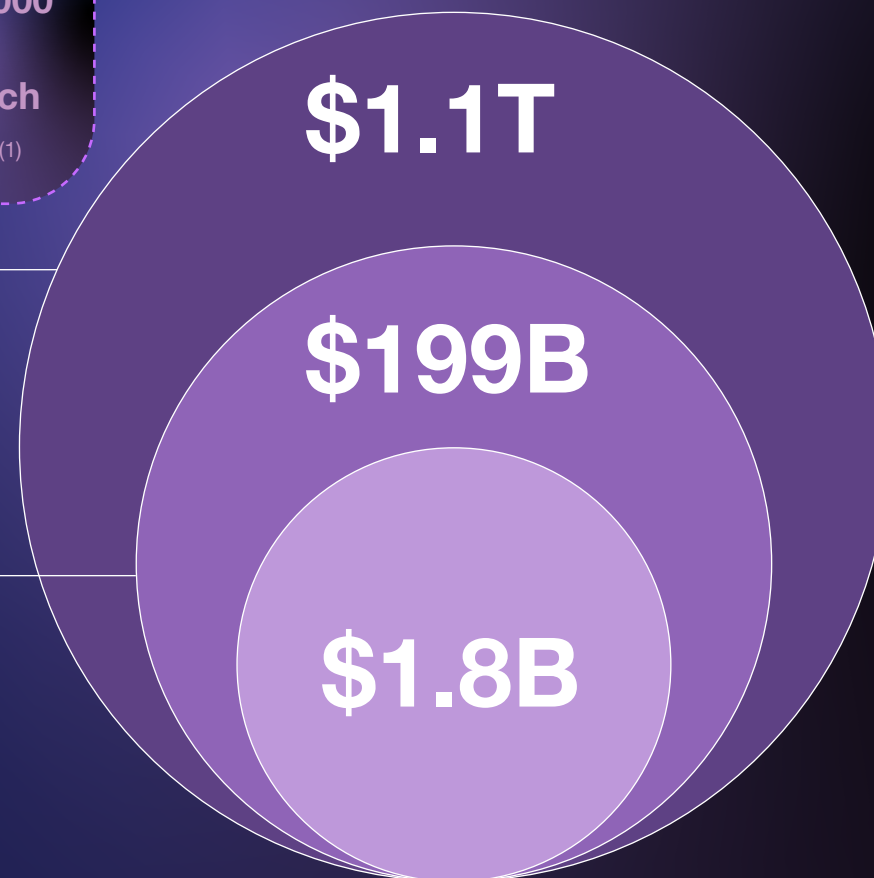
Growing Market

Global Digital Advertising Market Forecast 2030 ⁽²⁾

Thumzup's platform has had over 30,000 posts with a potential reach of 50 million ⁽¹⁾

Global Influencer Marketing Forecast 2032 ⁽³⁾

US Digital Advertising Spend we plan to capture ⁽¹⁾



⁽¹⁾ Based on the Company's calculations as of May 19, 2025

⁽²⁾ <https://www.marketresearch.com/Global-Industry-Analysts-v1039/Digital-Advertising-40816236/#:~:text=Global%20Digital%20Advertising%20and%20Marketing,grow%20at%20approximately%209.2%25%20CAGR.>

⁽³⁾ <https://www.einpresswire.com/article/781648870/influencer-marketing-market-is-likely-to-expand-us-199-6-billion-at-28-6-cagr-by-2032>



Market Potential

We Charge a 20% Commission on Advertiser's Spend on Thumzup

Total # of US Small Businesses ⁽¹⁾	33,185,550
Percent That Buy Digital Ads ⁽²⁾	45%
Current Average Monthly Digital Ad Spend ⁽²⁾	\$534
Assume 10% Become Thumzup Clients	14,933,498
Assume Thumzup Gets 20% of Avg Monthly Spend	\$107
Monthly Potential Advertising Volume	\$159,788,423
Annual Potential Advertising Volume	\$1,917,461,079
Annual Potential Thumzup Revenue	\$442,491,018

(1) <https://advocacy.sba.gov/2023/03/07/frequently-asked-questions-about-small-business-2023/>

Shareholder & Leadership Alignment



Actions Demonstrate Commitment to Creating Shareholder Value

Insider Ownership:

Insiders Own 51.2% of Outstanding Common Stock

Insider Buying:

Insider Buying of ~\$216k Since Uplist to Nasdaq and have Invested ~\$742k in TZUP Since Inception

Share Buyback:

Executed ~\$298k in Stock Buybacks Under \$1 Million Authorization for FY 2025



“Every Officer & Director of Thumzup is personally invested in \$TZUP. Thumzup’s decisive actions demonstrate our Board of Directors’ ongoing commitment to protect & create long-term value for our shareholders.”

– Robert Steele, CEO

“TZUP’s Board and Officers understand the importance of protecting the cap table to facilitate the accretion of shareholder value.” - Isaac Dietrich, CFO

All Data as of May 22, 2025

Capitalization Structure



Thumzup Media Corporation (Nasdaq: TZUP)

Current Price

\$9.47

Data as of May 22, 2025

Year-to-Date

+176.09%

52 Week Range:

\$2.02-\$9.74

Simple Cap Table:

- **9,508,794** Common Outstanding
 - **4,864,451** (51.2%) *Held by Insiders*
 - **79,377** *Treasury Shares from Buyback*
 - **4,565,966** *Non-Affiliate Float*
 - **2,333,775** Common Underlying Series A Preferred
 - **181,250** Common Underlying Series B Preferred
 - **1,223,000** **Potential Common Shares** *from Underlying Employee, Director, & Executive Stock Options with \$5.06 Weighted Average Strike*
 - **71,250** **Common Shares Underwriter Warrants** *from Nasdaq Up-Listing with \$6.25 Strike*
-
- 13,318,069** **Fully-Diluted Common**

Thumzup (Nasdaq: TZUP)
Year-to-Date Chart as of
May 22, 2025

**Connect
with Us**



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