

To Our Shareholders:

I am very pleased to be able to communicate with our loyal shareholders directly and to give you a continued update with the Company's progress. Branded Legacy, Inc. is a holding company that specializes in hemp and CBD. Its primary focus is the commercial development of cannabinoid-infused edibles, topicals and tinctures with a secondary focus on acquiring manufacturing facilities/companies that can aid in the development of its product lines. Branded Legacy is made up of five subsidiaries, Spikes CBDx, LLC, Versatile Industries, LLC, Real Skinz, LLC, Total Refinement Solutions, LLC and Alpha Growers, LLC.

In 2022 we have added over \$500,000 in assets to the balance sheet as well as secured over 1 million in future revenues through its acquisitions.

In my previous CEO Letter, I stated that Branded Legacy, Inc. is now utilizing its wholly owned subsidiary, Versatile Industries, as an incubator to bring companies public and spin them off into their own entities. Versatile Industries has successfully begun the acquisition processes in 2022, acquiring a patent called "The Quickness," Astound NMN, Magic 1 Promotions, LLC, Alpha Growers, LLC, Total Refinement Solutions, LLC and ReelSkinz, LLC in 2022.

Currently we have spun off Magic 1 Promotions into Strategic Management & Opportunity Corp. for One Hundred Million (100,000,000) restricted common shares of Strategic Management & Opportunity Corp. (OTC: SMPP) and cash. ([Read More](#))

We sold Elev8 Hemp, LLC to Apple Rush Co., Inc. (OTC Pink: APRU). The purchase price was One Hundred Million (100,000,000) restricted common shares of Apple Rush Co., Inc. (OTC Pink: APRU). ([Ready More](#))

We also secured the sale of The Quickness and Astound NMN to Consumer Automotive Finance, Inc. (OTC: CAFI). Consumer Automotive Finance, Inc. has acquired the patent for The Quickness, a sports training assembly designed to help training from a more real-life scenario with the element of surprise in exchange for Twenty Million (20,000,000) restricted common shares of Consumer Automotive Finance, Inc. (OTC: CAFI) and cash. Consumer Automotive Finance, Inc. has also acquired Astound NMN in exchange for Ten Million (10,000,000) restricted common shares of Consumer Automotive Finance, Inc. (OTC: CAFI) and cash. ([Read More](#))

We are currently in talks with some investors, feeling out their interest in the Company. We are looking to setup a conference call in the coming weeks. Right now, with recent acquisitions, the Company is looking to raise capital to help fuel our business plans for 2023.

In the month of September, the Company received majority shareholder consent and board approval for the reduction of its authorized shares. The reduction will bring the Authorized Common Shares down to Six Hundred Million (600,000,000). We strive to keep our shareholders well informed on all progress. Our attorney is helping finalize all proper documents with the state of Utah. Once changed with Utah, we will reflect the change on OTC Markets.

Branded Legacy, Inc. has officially moved its corporate headquarters to Charlotte North Carolina. The new corporate address is 227 W 4th Street, Unit 108, Charlotte, NC 28202. The move was finalized on September 1, 2022. With me being right outside of Charlotte and Chairman, Brandon Spikes living in the area as well, this move was important for the growth of the Company.

I am very proud of what we have accomplished during 2022. This year will continue to be a year of acquisition and growth. Our plan is to expand our current companies and post over 2 million in revenues come December 31, 2023. The execution of our acquisition has led to some valuable people being added to the team. We are currently in talks with another acquisition that could further grow our retail lines, having distribution lined up in strategic locations.

I plan to continue to have strong communication with our shareholders. The progress we have made and continue to make, will be detailed in upcoming press releases, and followed up by, at minimum, monthly CEO letters. Thank you for all who continue to support Branded Legacy, Inc.

To follow the Company's latest developments visit us on <https://brandedlegacy.com> and on <https://twitter.com/BrandedLegacy>.

Sincerely Yours,



/s/Jermain Strong
Chief Executive Officer | Branded Legacy, Inc.