

GPO Plus, Inc.

July 24, 2025

KEY POINTS

- **A \$327 Billion Overlooked Market Opportunity.** GPOX's approach is solving the biggest pain point for the \$860B U.S. convenience store market, where 63% of 152,000+ stores are single-location operators. With ~500 stores today and improving gross margins, GPOX is built for scale and aiming to reach 20K stores, leveraging new SKUs, private label expansion, inside sales, and a capital-light inventory model to drive multi-channel growth. At \$3,000 per store/month, potential revenue could scale to \$720M annually at 20,000 stores. Whether it's vapes, hemp-based goods, or energy shots, this reliable, repeat business can help fuel consistent growth.
- **First-Mover Advantage with Rural Mini-Hubs Consolidating a Fragmented Market.** GPOX is reinventing the traditional Direct Store Delivery (DSD) model through tech-enabled "Mini-Hubs," profitably servicing underserved rural convenience stores and gas stations. Over 70% of the 152,000 U.S. c-stores are located outside major metros, and more than 60% are independently owned. Their unique model consolidates the fragmented 15%-20% of products overlooked by larger distributors, representing a \$50B market gap by solving critical inventory, sourcing, and vendor challenges for independent retailers.
- **AI-Powered Direct Store Delivery (DSD).** GPOX's proprietary PRISM+ platform leverages AI to optimize routing, inventory, and sales workflows, improving operational efficiency and driving an 87% increase in gross margins (a Y/Y comparison for the nine months ending in 3Q, January 31, 2025). Its Scan Pay system reduces store inventory risk by allowing stores to pay only for products after they are sold, shifting unsold items between stores to avoid waste. This incentivizes store managers to actively promote products, further boosting sales and brings efficiency to an industry traditionally slow to adopt new technology.
- **SurgePays Partnership.** Through their strategic partnership with SurgePays (NASDAQ: SURG), GPOX is building a national outbound sales team to offer GPOX's in-demand products to a network of 10,000+ retail locations. This collaboration allows them to rapidly scale distribution with minimal internal overhead.
- **In Growth Mode with Expanding Margins.** GPOX showed 13% revenue growth (a Y/Y comparison for the nine months ending in 3Q, January 31, 2025), and gross margins nearly doubled from 15% to 28% Y/Y. The company is upgrading warehouses with ambient cooling to expand into new, high-margin categories like apparel, auto, and health supplements, while prioritizing proprietary brands that offer roughly twice the profitability of third-party products. This combination of more stores and higher-margin products is expected to drive increasing revenue growth.
- **Scalable Call Center Accelerating Nationwide Growth.** GPOX's in-house Las Vegas call center, led by seasoned professionals, supports national growth. Each seat should generate an estimated \$75-100K in annual revenue per month, with plans to scale up to 22 seats in Las Vegas, adding an estimated \$13.2 million annually. Combined with a newly deployed field sales team targeting 300+ Las Vegas stores before replicating the model nationally, this hybrid strategy enables rapid expansion with minimal upfront capital investment.

STATISTICS



Ticker	OTC : GPOX
Current Price	\$0.09
52-Week Range	\$0.02 - \$0.17
Average Volume (30-Day)	181,072
Shares Outstanding (MM)	58.6
Market Cap (\$MM)	\$5.0
Fiscal Year-End	April
Sector	Consumer
Industry	Specialty Retail
Headquarters	Las Vegas, Nevada
Website:	Here
LinkedIn:	Here
Latest Presentation:	Here

PRICE PERFORMANCE



COMPANY DESCRIPTION

GPO Plus, Inc. is an AI-powered, technology-driven distributor aiming to revolutionize the DSD - Direct Store Delivery - model for gas stations, convenience stores, and other independent retailers across the U.S. Leveraging its proprietary PRISM+ platform, an AI-based logistics and inventory management system, GPOX optimizes route planning, stock replenishment, and data analytics to drive operational efficiency and customer satisfaction. Through a national network of strategically located Regional and Mini Hubs, GPOX consolidates a highly fragmented market traditionally dominated by regional vendors. The company partners closely with retailers to curate a tailored assortment of fast-moving consumer goods (FMCG), including third-party and proprietary brands in categories like CBD, energy drinks, and cleaning products. By combining advanced technology, a recurring in-person store service model, and a scalable distribution infrastructure, GPOX is building toward its mission of becoming the largest nationwide DSD distribution platform servicing the independent retail sector.

OVERVIEW

Product Portfolio

GPOX's products are tailored for gas stations, convenience stores, smoke shops, and other specialty retailers. Their offerings span GPOX-owned brands, licensed brands, and partner brands, ensuring a curated selection of high-demand, high-margin consumer packaged goods.

1. GPOXBrands

GPOXBrands, the company's in-house owned and manufactured products, represent their highest margin category, achieving up to twice the profitability of third-party brands. For example, their GPOXBrand Delta Vape Pen costs \$7.25 per unit and yields a 57.3% margin, significantly outperforming an equivalent partner brand which costs \$11.43 per unit with only a 28.2% margin. GPOX focuses on these branded products, such as Delta Vape Pens and Delta Gummies (both CBD/hemp-based), to fill market gaps and capitalize on white-label opportunities, thereby driving profitability and differentiation by controlling the entire supply chain, including quality, pricing, and branding.

Figure 1: Partner Brands vs. GBOX Brands

Products	PartnerBrands Average Cost/Unit + Margin	GPOXBrands Average Cost/Unit + Margin	Additional Revenue Earnings/Unit + Margin Increase
Delta Vape Pens	\$11.43 28.2%	\$7.25 57.3%	\$4.18 29.1%
Delta Gummies	\$9.75 26.7%	\$6.37 47.7%	\$3.39 21.0%

Source: Company Presentation

2. Licensed Brands

GPO Plus is starting to strategically utilize Licensed Brands by entering into exclusive licensing agreements with established third-party brands. This allows them to create and manufacture high-quality products that already benefit from strong consumer familiarity and trust. The exclusivity clause in these agreements is key, providing GPO Plus with a unique market position and differentiated distribution value, as it typically prevents other distributors from offering the same licensed products within their defined territory.

3. Partner Brands

GPO Plus strategically enhances its offerings through Partner Brands by identifying established "category-killer" brands and entering into mutually beneficial distribution agreements. By leveraging its robust distribution network, GPO Plus actively contributes to increasing sales and market exposure for these partner brands, creating a win-win scenario where both companies benefit from expanded reach and enhanced market penetration.

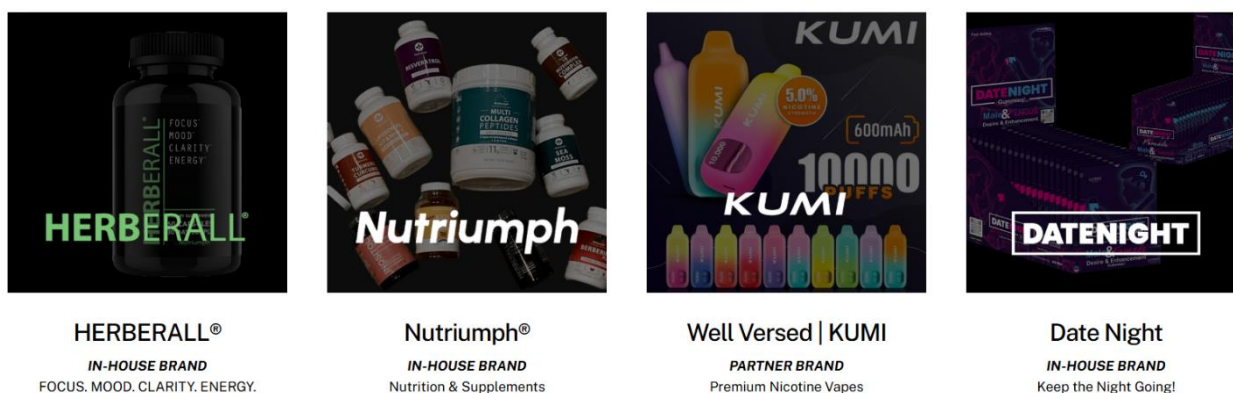
Product Categories

GPO Plus, Inc. is strategically expanding its product portfolio to meet the evolving and diverse preferences of gas station and convenience store customers. Beyond representing products from leading vendors, the company is committed to developing its own branded products to address specific market gaps and offer unique solutions.

The company focuses on high demand product categories like:

- ✓ Snacks
- ✓ CBD/Hemp
- ✓ Personal Care Items
- ✓ Automotive Supplies
- ✓ Tobacco and Nicotine Products
- ✓ General and Seasonal Merchandise

Figure 2: Products



Source: Company Website

Current Revenue Streams

The company currently generates revenue from:

1. Wholesale Markups With Volume-based
2. In-house Manufacturing
3. Delivery/Distribution Fees

Future Revenue Streams

GPOX plans to expand its revenue stream by selling its products directly to both consumers and retailers, leveraging its manufacturing capabilities, distribution infrastructure, and branded product portfolio.

1. Direct-to-Consumer (DTC) Sales

GPOX aims to capture higher profit margins and strengthen customer loyalty by bypassing traditional intermediaries and selling directly to end consumers

- **Profitability:** This will deliver the highest profit margins by eliminating middlemen and retail partners.
- **Online Presence:** In the initial phase, GPOX will launch dedicated online stores and branded websites for each GPOX-manufactured product.
- **Unified Marketplace Vision:** The long-term goal is to develop unified online marketplaces where consumers can directly purchase a broad range of GPOX products.

- **Efficient Fulfillment:** All online orders will be fulfilled through Regional Hubs, enabling efficient shipping, well-managed inventory levels, and exceptional customer service.

2. Wholesale Sales to Retailers

GPOX continues to build wholesale revenue by supplying retailers with competitively priced products, prioritizing its proprietary GPOX-branded offerings.

- **Margin-driven model:** GPOX purchases products in bulk at discounted rates and sells them to retailers at a markup, with the spread serving as the primary wholesale revenue source.
- **Branded focus:** Emphasis on GPOX-branded products to drive profitability and brand equity.
- **Call center initiative:** In 2025, GPOX launched a dedicated Las Vegas-based call center to target independent gas stations, convenience stores, smoke shops, vape shops, and other specialty retailers, initially focusing on accounts within existing distribution territories.
- **DISTRO+ Cash & Carry:** GPOX implemented a flexible wholesale model through upgraded warehouse hubs, allowing regional and local retailers to either pick up products directly or request delivery. This initiative also facilitates entry into adjacent product categories, such as food and consumables.
- **Hub-based logistics:** The Company leverages a network of Regional and Mini-Hubs to minimize shipping costs, improve delivery times, and support drop shipping to retailers outside of DSD (Direct Store Delivery) zones.
- **Value-added services:** Offer retailers enhanced support, including inventory management, marketing services, merchandising guidance, and data analytics, to strengthen partnerships and encourage repeat business.

Key Differentiators

PRISM+

PRISM+ (Predictive Route, Inventory, and Service Management) is GPO's proprietary AI-powered technology platform designed to optimize and streamline its Direct Store Delivery (DSD) operations for gas stations and convenience stores. By automating critical logistics functions such as route planning, inventory control, and scheduling, PRISM+ significantly enhances operational efficiency while reducing manual workload. It empowers delivery drivers through a mobile app that facilitates route navigation, schedule management, real-time reporting, and payment processing. The platform also enables multi-user management, supports customized workflows for different retail partners, and ensures seamless communication with store managers, ultimately improving service consistency and responsiveness.

What sets PRISM+ apart is its robust analytics and customization capabilities. The system offers detailed workforce management tools, integrated invoicing, customer relationship tracking, and performance dashboards that support data-driven decision-making across the organization. With real-time traffic-based scheduling and dynamic route optimization, GPOX can maintain high on-time delivery rates and minimize idle time. It adapts to each partner's operational needs, enabling GPOX to deliver tailored service while maintaining scalability. As the backbone of GPOX's national expansion strategy, PRISM+ solidifies the company's leadership in tech-enabled distribution and positions it to capitalize on the fragmented and underserved convenience retail sector.

Data Analytics

At GPO Plus, data analytics is a cornerstone of operational excellence, enabling the company to optimize its Direct Store Delivery (DSD) model across multiple dimensions. By analyzing delivery routes, traffic conditions, and historical performance, GPOX dynamically adjusts schedules in real-time to reduce fuel costs, shorten delivery windows, and minimize vehicle wear. In inventory management, predictive analytics play a vital role, forecasting demand based on seasonal trends and sales patterns to maintain optimal stock levels at Regional and Mini Hubs. This process ensures retailers consistently receive the right products at the right time, significantly reducing stockouts or excess inventory and enhancing customer satisfaction.

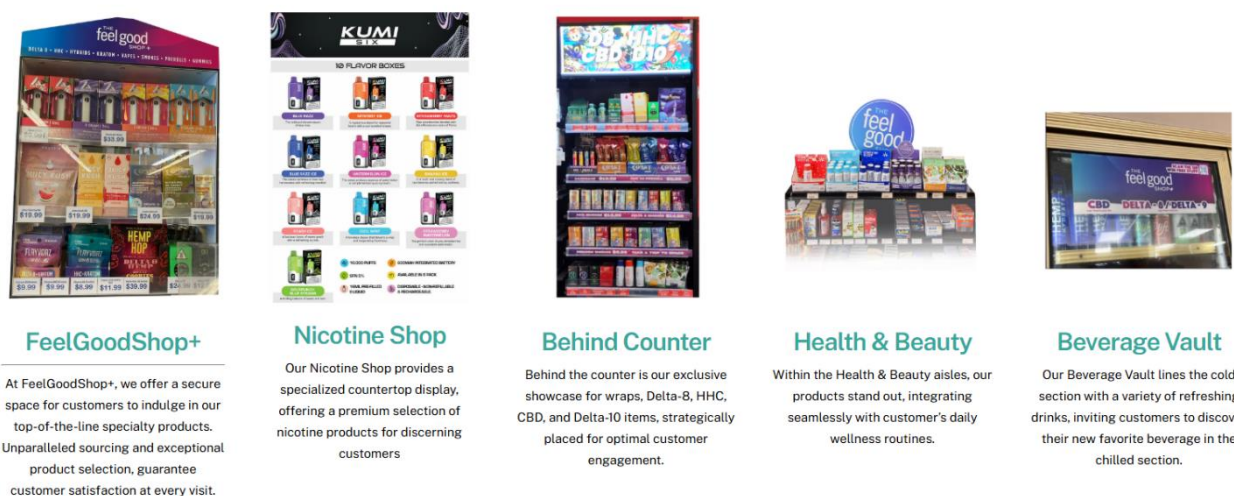
Beyond logistics, data analytics empowers strategic decision-making across sales and financial functions. GPOX uses store-level sales data to identify high-performing products, tailor regional promotions, and refine product placement strategies. It also enables the company to deliver targeted marketing campaigns based on customer buying behavior, increasing engagement and loyalty. On the financial side, historical data and market trends are used to generate accurate forecasts, allocate resources efficiently, and anticipate supply chain disruptions. This analytical approach improves profitability and operational agility and strengthens relationships with retail partners by delivering value-driven, data-informed solutions.

Sales and Marketing

The company's marketing approach focuses on forging meaningful connections between its audience and the products they seek by leveraging cutting-edge technologies and a variety of marketing platforms and channels. This multi-channel strategy engages new and existing customers and guides them toward five in-store "touchpoints," while building brand awareness and fostering loyalty to differentiate GPO Plus from competitors. A central element of this approach is the **FeelGoodShop+** store-within-a-store concept – a plug-and-play in-store destination featuring curated sections such as the Nicotine Shop, Behind The Counter, Health & Beauty, and the Beverage Vault. Each of these specialized areas offers a targeted selection of products (ranging from premium nicotine items to health and beverage options) to enrich the shopping experience and cater to customers' well-being and enjoyment.

On the sales side, GPO Plus employs multiple channels to sell products directly to consumers as well as to specialty retailers. It maintains an Inside Sales team of knowledgeable representatives who assist customers over the phone and an Outside Sales team that engages retailers through on-site visits and in-person appointments. These are complemented by a Digital Sales team of marketing experts dedicated to exploring new marketing technologies and expanding the company's online reach. This comprehensive sales structure is continuously refined to drive business growth and ensure broad market penetration of GPO Plus's product portfolio.

Figure 3: Marketing



Source: Company Website

DSD Distribution

GPOX is focused on perfecting its AI-powered Direct Store Delivery (DSD) distribution model by integrating traditional logistics with advanced technology. Their strategy includes:

- **AI-Driven Operations:** Leveraging their in-house PRISM+ platform to optimize inventory tracking, delivery routes, and fulfillment.
- **Vertical Integration:** Distributing and manufacturing high-demand products to ensure quality control and supply chain resilience.
- **Retail Collaboration:** Working closely with retailers and vendors to tailor product offerings and in-store promotions, improving service consistency and profitability.
- **Scalability:** Growing store count while maintaining high service standards, acting like a Group Purchasing Organization (GPO) to secure better deals and margins.
- **Continuous Improvement:** Committing to rigorous training, strategic partnerships, and refining their model before expanding further.

Their goal is to become a market leader in DSD for convenience retail by building a scalable, efficient, and customer-centric distribution network.

Figure 4: DISTRO+

Source: Company Website

A Strategic Problem Solver

GPOX positions itself as an essential partner to retailers by solving multiple operational challenges through its weekly in-store DSD service. Key benefits include:

- **Inventory Optimization:** Automatic replenishment eliminates the need for retailers to place orders or store excess stock.
- **Labor and Space Efficiency:** Saves retailers time and space by managing stock directly on shelves, reducing the need for backroom storage and manual labor.
- **Planogram Compliance:** Ensures store layouts match corporate plans, aiding accurate forecasting and sales tracking.
- **Advanced Analytics:** Provides data-driven insights to optimize product assortment, identify trends, and support growth initiatives.
- **Broad Midwest Coverage:** Offers premium DSD service in a region typically underserved by full-service distributors.
- **Strong Relationships:** Maintains low driver turnover, ensuring consistent, high-quality service and real-time feedback.
- **Speed and Responsiveness:** Quickly adapts to market trends and regulatory changes, helping retailers stay competitive.
- **Out-of-Stock Reduction:** Ensures high availability of products and actively manages supply disruptions.
- **Private Label Support:** Enhances private label programs through data analysis and shelf protection against national brands.
- **Additional Services:** Supports store openings and custom needs beyond traditional distribution roles.

Overall, GPOX enhances retailer efficiency, profitability, and responsiveness through a hands-on, tech-enabled distribution model.

SURG | GPOX Partnership

In January 2025, GPO Plus announced a strategic partnership with SurgePays, Inc. (Nasdaq: SURG), a technology and telecommunications company focused on serving underbanked communities. Under the agreement, SurgePays will establish and manage a dedicated outbound sales team for GPOX from its newly launched operations center in El Salvador. This team will target independent retailers — including convenience stores, bodegas, liquor stores, and smoke shops — to drive growth across GPOX's high-demand product lines. The partnership leverages SurgePays' robust retail network, proprietary POS marketing software, and experienced bilingual sales force to enhance customer acquisition and expand GPOX's market presence. By combining SurgePays' sales infrastructure and fintech expertise with GPOX's sourcing and distribution capabilities, the collaboration provides a scalable and cost-efficient model to strengthen both companies' reach in the independent retail space.

G-Force Field Sales Team

GPO Plus has launched its G-FORCE field sales team in Las Vegas, marking the first phase of its national rollout strategy. The team's initial goal is to onboard 200 new retail locations and establish a repeatable, scalable model for future expansion. G-FORCE will drive growth by opening new accounts, managing in-store product placement, collecting store-level data, and increasing revenues.

The initiative is part of GPOX's broader strategy to bypass traditional distribution bottlenecks and directly engage with independent retailers. Alongside its call center and digital ordering portal (DISTRO+ Wholesale Portal), the field team is a key lever to expand GPOX's total addressable market (TAM) and support its billion-dollar growth vision. The Las Vegas rollout will serve as a blueprint for expansion into additional urban markets across the U.S.

In-House Call Center

GPOX has launched a new in-house call center in Las Vegas to expand its direct B2B sales capabilities. This move supports GPOX's broader multi-channel growth strategy, complementing its field teams, DISTRO+ Wholesale Portal, and regional hubs. The call center begins with 10 seats, each expected to generate \$50,000 to \$100,000 in monthly revenue, totaling up to \$1 million/month. Plans are in place to scale up to 22 seats, potentially delivering \$1.1 million monthly and \$13.2 million annually in additional revenue.

A seasoned industry veteran has been hired to lead the team, with the first 10 seats expected to be filled by July 2025 and full expansion targeted by fiscal Q2 2025. Backed by a 70,000+ retail account database, this initiative is considered a high-impact, scalable, and cost-efficient sales engine, accelerating nationwide retail penetration without added delivery infrastructure.

A Massive and Fragmented Market with High Growth Potential

Figure 5: Target Market



Source: Company Presentation

The U.S. convenience store and gas station industry is vast, comprising 152,396 locations as of 2023. Notably, 63.1% (96,161 stores) are single-store operators, highlighting a large base of independent retailers underserved by traditional supply chains. The industry's total revenue reached \$859.8 billion, with \$532.2 billion from motor fuel and \$327.6 billion from in-store product sales, which is GPOX's primary area of focus. This highlights the significant value opportunity within the in-store segment alone.

The Opportunity Ahead

GPO Plus is targeting a significant inefficiency within the U.S. convenience retail supply chain: the fragmented 15%-20% of in-store product sales not served by major national distributors. Representing an estimated \$50 billion in annual market value, this long-overlooked segment includes general merchandise, impulse items, trending beverages, age-restricted products, and other fast-turning consumer goods. While traditional distribution covers core categories such as beverages, snacks, and tobacco, independent retailers—particularly the 96,000+ single-store operators across the U.S.—are often left managing dozens of fragmented vendor relationships to source these remaining products.

GPOX's platform consolidates this fragmented vendor landscape through a differentiated Direct Store Delivery (DSD) model, underpinned by centralized sourcing, regional warehousing, scan-based replenishment, and real-time inventory analytics. In effect, GPOX is positioning itself as a full-service distributor for the "last 15%" of retail inventory—addressing a complex set of supply chain challenges that conventional distributors have yet to solve. By doing so, the company becomes an indispensable partner to independent store owners, while carving out a scalable, capital-efficient path to growth.

Key Retailer Challenges and GPOX Solutions

Independent convenience store operators face a distinct set of recurring pain points that hinder their ability to stay competitive. GPOX addresses these directly:

- **Access to Trending Products:** Retailers often struggle to identify, evaluate, and source new high-demand SKUs in time to meet customer preferences.
 - *GPOX Solution:* Uses centralized sourcing, direct vendor relationships, and trend-tracking tools to introduce high-margin, emerging products early.
- **Competitive Pricing:** Independent operators frequently lack the volume leverage to negotiate favorable terms with vendors.
 - *GPOX Solution:* Operates as a group purchasing organization to secure better pricing and pass margin improvements through to retail partners, and their customers.
- **Vendor Fragmentation:** Store owners routinely engage with 50–100 vendors monthly, consuming valuable time and operational bandwidth.
 - *GPOX Solution:* Consolidates vendor relationships into a single point of contact via weekly DSD service, streamlining operations and minimizing disruptions.
- **Inventory and Storage Limitations:** High minimum order volumes can result in overstocking, expiration risks, and inadequate storage space.
 - *GPOX Solution:* Offers case-by-case delivery quantities, manages weekly replenishment, and uses scan-based consignment models to eliminate overbuying.
- **Stale Product Risk:** Products that do not sell tie up capital and shelf space.
 - *GPOX Solution:* Enables dynamic inventory reallocation, moving underperforming SKUs from slower stores to higher-performing ones to maintain freshness and sell-through rates.

This full-service model is particularly impactful in small towns and rural regions—home to 70% of U.S. convenience stores—where traditional DSD models are either absent or subscale. By employing a hub-and-spoke infrastructure with regional hubs and mini-hubs, GPOX extends DSD functionality to these underserved geographies.

Scalable Foundation and Strategic Inflection Point

GPOX currently services approximately 500 stores, primarily across the Midwest and Southwest, with monthly average sales per location around \$1,000. However, the company's infrastructure and technology platform were built for national scale. Management has identified the 1,000-store threshold as a strategic inflection point—expected to unlock greater supplier interest, attract higher-quality products, and accelerate retailer adoption via word-of-mouth and operational case studies. Notably, the company has recently improved gross margins from 15% to 28%, an 87% increase, reflecting refinements in its sourcing, logistics, and execution strategy.

Longer term, the company aims to reach 20,000 locations nationwide. At a \$5,000 per-store monthly sales rate—a level already observed in select GPOX locations—this implies a top-line opportunity of \$1.2 billion annually. Even a more modest scenario (e.g., 5,000 stores at \$3,000/month) suggests a revenue run rate of \$180 million per year.

Expanding Revenue Levers and Operational Efficiency

GPOX's growth strategy includes both horizontal expansion (more stores) and vertical revenue enhancement (higher spend per store):

- **High-Impact Product Wins:** Recent launches such as the Nowadays THC-infused beverage line have demonstrated how a single hit SKU can lift per-store revenue substantially—from ~\$400/month to ~\$2,400/month in some cases. Management plans to introduce 10+ new SKUs in the coming months,

supported by **new climate-controlled warehouse infrastructure**, with projected near-term revenue contribution of **\$3–\$5 million**.

- **Private Label and High-Margin Categories:** The company is prioritizing in-house brands (e.g., GPO Energy) that carry higher margins, along with entry into categories like apparel, automotive additives, and health supplements.
- **Diversified Sales Channels:** GPOX recently launched an internal call center (scaling to 22 seats) designed to engage stores directly via phone, with an estimated **\$13M+ in potential annual revenue**. In parallel, the company is opening “cash-and-carry” storefronts at its warehouse hubs, enabling real-time product pick-up and rapid local restocking, both of which increase store engagement while requiring minimal new capital.
- **Capital-Light Inventory Model:** Through its Scan Pay system, GPOX enables stores to pay only when products sell. Vendors typically provide consignment-based inventory, drastically **reducing upfront working capital** needs and allowing the company to onboard hundreds of stores with minimal incremental cost.
- **Inventory Agility:** Unsold goods can be rotated to higher-performing locations, which helps mitigate waste, preserve margins, and improve in-store performance visibility across the network.

A Category-Defining Opportunity

The market segment GPOX targets is not only underserved, it is structurally neglected. While major distribution firms have focused on predictable, high-volume SKUs, the “long tail” of trending, general, and niche merchandise has been inefficiently distributed and poorly optimized at scale. GPOX is purpose-built to formalize and scale this opportunity with a platform designed specifically to solve these inefficiencies.

Importantly, the convenience store channel itself is historically resilient, often considered recession-resistant due to its role in delivering essential, high-frequency goods to local communities. GPOX empowers these retailers with access to enterprise-grade tools, a broader and more dynamic product selection, and simplified logistics, introducing meaningful operational leverage and improving profitability for its customers.

GPOX further differentiates itself through strong data analytics capabilities and an experienced team, ensuring the **right product is in the right place at the right time**. This combination of technology, expertise, and customer focus allows GPOX to adapt quickly to trends, optimize inventory placement, and enhance retailer competitiveness.

In sum, GPOX is not a traditional distributor, it is a technology- and logistics-enabled platform addressing a persistent inefficiency in the \$50 billion “last mile” of the convenience retail supply chain. While execution risk remains, the company’s operational improvements, customer retention, and early growth traction demonstrate that its model is both scalable and differentiated. As GPOX transitions from foundational build-out to nationwide expansion, its ability to consolidate a long-fragmented market may emerge as a defining growth story in the evolving DSD and specialty retail logistics landscape.

FINANCIAL REVIEW

GPO Plus’ latest reported its financial results for the third quarter FY2025 ending January 2025. Highlights include:

Third-Quarter Results

- **Revenue:** Revenue increased 13% to \$1.23 million in Q3 FY2025 from \$1.09 million in Q3 FY2024.
- **Gross Margin:** Gross profit margin was 28%, compared with 15% for Q3 FY2024, driven by a significant reduction in the cost of revenue.
- **Net Loss:** The company reported a net loss of \$0.41 million for Q3 FY25, which is an improvement from the \$0.88 million loss in Q3 FY24.

CEO Brett H. Pojunis commented, “Over the past year, we have refined our model, strengthened our operations, and invested in technology that gives us a significant competitive advantage. Now, we are ready to scale! With warehouse upgrades, new sales channels, and our AI-powered PRISM+ platform driving smarter, faster decisions, GPOX is positioned for rapid growth in the months ahead.”

Figure 6: GPOX Historical Financials

GPO Plus Inc.											
	JAN'25	OCT'24	JUL'24	APR'24	APR'24	JAN'24	OCT'23	JUL'23	APR'23		Jan'25
	Q3	Q2	Q1	FY	Q4	Q3	Q2	Q1	FY		Q3
Income Statement										Ratios (X)	
Sales	1,232	1,189	1,208	4,356	1,078	1,090	1,218	971	654	Price/Sales	0.44
Gross Profit	346	225	262	835	250	161	201	224	186	Price/BV	-0.32
EBITDA	(251)	(469)	(453)	(3,884)	(1,530)	(712)	(732)	(910)	(3,581)	Price/Cashflow	-1.81
Net Income	(409)	(585)	(587)	(4,938)	(1,861)	(884)	(975)	(1,218)	(4,036)	EV/EBIT	-2.30
Balance Sheet										EV/EBITDA	
Cash & ST Investment	10	16	57	69	69	407	74	52	56	EV/Sales	1.39
Total Assets	567	603	913	910	910	1,241	802	793	590		
Total Liabilities	7,128	6,967	6,702	6,373	6,373	6,977	5,774	5,221	4,453		
Cash Flow											
Free Cash Flow	(360)	(246)	(233)	(1,441)	(379)	(322)	(426)	(314)	(1,338)		

All figures in thousands of U.S. Dollar except labeled items

Source: FactSet Research

MANAGEMENT

Brett H. Pojunis: Brett is a visionary entrepreneur with over 20 years of experience in capital markets, public company operations, and investor relations. Before founding GPOX, he launched and led ventures across technology, cannabis/CBD, and political organizing. A former U.S. Army Civil Affairs Specialist, Brett has also served in national leadership roles within the Libertarian Party. At GPOX, he leads the vision for transforming the convenience retail supply chain, driving the company's corporate strategy, capital formation, and business development initiatives.

Kiernan Nevitt: Senior Director of Product, Inventory & Analytics. Kiernan brings extensive expertise in merchandising, product development, omni-channel category management, and operations to GPOX. She oversees the company's inventory strategy, operational execution, and analytics, driving optimized product selection, streamlined processes, and leveraging the PRISM+ AI platform to deliver actionable insights that enhance efficiency, performance, and profitability.

Carol Wiese: Senior Director of Supply Chain. Carol brings deep expertise in planning, merchandising, and supply chain leadership, with a strong track record across retail and pet care sectors. Carol advises on gross margin improvement and operational efficiency. She brings senior-level experience in inventory optimization and strategic planning for growth-stage businesses.

Bryan Garabrandt: Lead Technologist at GPO Plus. Bryan oversees the company's entire technology stack, including the proprietary PRISM+ platform and GPOXLabs.ai. A former NASDAQ-listed company executive and founder of a digital agency, Bryan is known for his data-driven approach to optimizing ROI and operational efficiency through technology.

Dorsey Sparks: Director of Business Development and Client Relations. Dorsey brings over 20 years of experience in education and financial services. She is focused on supplier engagement, GPO membership growth, and maintaining strong retail relationships. Her background supports the company's mission to enhance customer experience and partner collaboration.

RISKS

Dilution Risk: The company has historically relied on substantial share issuance to finance its operations, and additional dilution appears likely as it continues to pursue new capital.

Execution Risk: The company's growth depends on successful rollout of new platforms and distribution hubs. Any failure to scale effectively could hinder revenue growth.

Technology Dependence: GPOX's PRISM+ AI platform is unproven and central to its strategy. Poor adoption or performance could erode its competitive positioning.

Regulatory Exposure: Involvement in CBD and nutraceuticals exposes the company to evolving state/federal regulations and potential FDA scrutiny.

Competitive Landscape: The distribution and consumer goods sectors are highly competitive, with dominant, well-capitalized players limiting GPOX's ability to gain market share or command strong pricing.

Customer Concentration: A heavy reliance on a small number of retail partners or vendors could significantly impact revenue if relationships deteriorate.

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