

Hearthfire Income Portfolio Exclusive Investor Presentation LIMITED SHARES OPEN



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- Projections are hypothetical, based on estimations and assumptions, not guarantees of future events.
- Actual returns on investments may differ from projections due to various factors; forward-looking statements subject to risks and uncertainties.

AGENDA



WHY SELF STORAGE

An overview of the most resilient class of real estate investment



2

WHY HEARTHFIRE

Our team and company history of methodical, predictable, disciplined growth. INVESTMENT OPPORTUNITY

3

Business plans, project structures, financing and other important information.

WHY SELF STORAGE?

This unique asset class has proven to be a highly efficient, resilient, and scalable investment.



Low Cost + Overhead

Low operation & maintenance costs, few capital expenditures. No toilets, tenants, expensive turns, trash or evictions.

2

Recession-Resistant

Lifecycle-tested asset class serves a need in both expanding & contracting cycles, across personal & professional customer bases.

3

High Scalability

Unlike most other asset classes, self storage lends itself to efficiency and scalability in backend ops, branding, and other areas.

COMMERCIAL PROPERTY · PRICE INDEX (2016-2023)



Cumulative Change in CPPI®: Past Seven Years



SELF-STORAGE RENTER HOUSEHOLDS (US)
— % PENETRATION



KEY TRENDS + TAILWINDS.

Major shifts in demographic, technological and industry dynamics paint an optimistic picture for our future.



COVID-Driven Behavior Change

COVID created a huge demand for home-based office and learning environments, increasing the need for external storage space.



Technological Acceleration

The self storage and PropTech revolution continues to advance and mature rapidly, allowing our tech focus to thrive and scale.



Mergers & Acquisitions as REITS and Private Equity expand into markets

Large portfolio acquisitions and mergers point to growing institutional interest in the asset class. Portfolios allow for most effective use of tech & economies of scale.

HEARTHFIRE ACQUISITION CRITERIA.

We filter acquisition opportunities through a rigorous checklist to maximize returns and minimize risk.

- **Portfolio fit** and alignment growing presence within existing markets (Northeast, Mid-Atlantic & Eastern Midwest)
- Secondary and tertiary markets nearby existing presence; micro-monopoly focused
- Growth markets in a path of progress with high demand and/or undersupply
- 50,000 min NRSF at stabilization or with additional expansion potential
- Existing facilities, Expansions, Ground Up Development, and Conversions



WHY Invest Now?

Why Investors are making a change away from traditional investing strategies:

Begin with Why?



Retirement has to Last Longer Retirement is designed completed

Different from what you need in reality.



Rising Healthcare costs

Medical costs are rising faster than inflation. Our investors understand future is going to be a lot more expensive than expected.



Returns on Stocks won't be enough

Stock Returns are not enough when adjusted for Inflation and they are not leveraged, capital, your time or network of experts.



Now you don't have to do it alone

Syndications allow you to leverage the network of professionals.We are here to help, we are a resource.



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THE HEARTHFIRE PURPOSE

Hearthfire started as a personal investment endeavor by founders Sergio and Corinn Altomare: to create wealth through investments in real estate.

In the early days, their investments performed very well. And as thrilled as they were with the excellent financial returns they were experiencing, Sergio and Corinn realized that by sharing their real estate investment model with others they could deliver even more impact.

Since then, nearly two hundred people have joined together in this journey to create wealth through real estate. Those who have been with Hearthfire since the beginning have seen their initial investment grow by 500%+.

Now, you're invited to join the Hearthfire Community.

A HISTORY OF STRONG, METHODICAL GROWTH.

From a single triplex, to multiple acquisitions, to premium property development, our disciplined, risk-balanced growth methodology has led to years of consistent, predictable returns.



PIPELINE

INVESTMENT PORTFOLIO.

Portfolio	Property	NRSF	Units	Acquisition Date	Acquisition Price	Estimated Stabilized Value
	745 Main Street, Mt Joy, PA	24,500	139	Jan 2021	\$1,971,000	\$2,986,160
Hearthfire Growth Fund I/Lancaster Portfolio	884 Speedwell Forge Road, Lititz, PA	47,300	155	Jan 2021	\$3,577,000	\$3,694,916
	1444 Cloverleaf Road, Mt Joy, PA	15,600	133	Jan 2021	\$1,752,000	\$11,543,279
SUBTOTAL		87,400	427	Jan 2021	\$7,300,000	\$18,224,355
HSS 4043 Londonderry	4043 E. Harrisburg Pike, Middletown, PA	23,100	186	May 2021	\$2,112,500	\$3,371,684
103 4043 Londondenry	193 Cedar Ave, Middletown, PA	25,930	176	May 2021	\$2,112,500	\$2,655,822
SUBTOT	AL	49,030	362	May 2021	\$4,225,000	\$6,027,506
	406 Detroit Street, LaPorte, IN	37,000	233	Nov 2021	\$1,825,000	\$6,120,435
Hearthfire Growth Fund II/Indiana Portfolio	9845 Old North Buffalo Road, LaPorte, IN	22,700	77	Nov 2021	\$1,200,000	\$5,500,669
Healthing Grower Fand Infindiand Fortolio	13005 3rd Road, Plymouth, IN	51,258	364	Nov 2021	\$2,975,000	\$7,401,248
	16220 Lincoln Highway, Plymouth, IN	52,440	380	Nov 2021	\$3,875,000	\$6,096,473
SUBTOT	AL	163,398	1,054	Nov 2021	\$9,875,000	\$25,118,825
Hearthfire Income Portfolio I LLC	355 N. Fail Rd, LaPorte, IN (previously 357 N. Fail Rd.)	11,600	66	Oct 2022	\$884,849	\$10,761,117
Heartime income Fordolo TEC	29285 Discount Land Rd, Laurel, DE	30,300	224	Jan 2023	\$3,400,000	\$11,318,099
	1157 E 150 N, La Porte, IN	19,200	107	April 2024	\$900,000	\$1,240,000
SUBTOT	AL	61,100	397		\$5,184,849	\$23,319,216
HSS Crete	25608 S. Dixie Highway, Crete, IL	59,100	279 (204 units + 75 parking spaces)	May 2022	\$4,600,000	\$8,919,223
1146 Main Street	1146 Main Street, Fitchburg, MA	17,090	211	August 2022	\$775,000	\$2,406,706
Hearthfire Harrisonburg	1250 W. Market Street, Harrisonburg, VA	o	0	June 2023	\$450,000	\$18,162,828
HSS Tulsa LLC	2817 N Peoria Ave, Tulsa, OK	22,900	150	January 2024	\$2,700,000	\$2,700,000
TOTAL	16 properties	460,018	2,880		\$35,109,849	\$95,959,436

HEARTHFIRE TODAY.

Hearthfire Holdings is building the self storage industry's most durable and scalable self-storage investment platform.

By combining real estate assets, innovative technology, and extraordinary people, we deliver outsized, risk-adjusted returns for our investors.

16 properties \$75MM asset value 2,880 units 460,018 rentable sq ft



HEARTHFIRE SKIN IN THE GAME.

We are 100% IN—fully committed to our investors, our growth and our team.

33% of feam personally invested of total equity 15% invested across 3 generations of family 60% 75%+ % of founders' net worth Bootstrapped of returns from exits invested in company & Operations to date reinvested in the company portfolio assets

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THE HEARTHFIRE PLATFORM COMPOUND EFFECT.



A diverse group of seasoned innovators and disciplined investors.



SERGIO ALTOMARE CO-FOUNDER & CEO HEARTHFIRE HOLDINGS

- 20+ years of experience in real estate and 30+ years as a business and technology architect, including 22 for the US Federal Reserve System
- An inspiring leader who demonstrates unwavering commitment to results, leveraging vast expertise in diverse fields to drive organizational success. Believes in the power of technology and strategic financial management to deliver impressive business outcomes.
- With a rich background in central banking, possesses exceptional financial and investment acumen, able to identify and profitably manage real estate, equity, and business positions, and undertake lucrative ventures.



CORINN ALTOMARE CO-FOUNDER HEARTHFIRE HOLDINGS

- 15+ years of experience in real estate and law
- 5+ years in technology project management, including multi-million dollar projects for the financial system
- Corinn founded Hearthfire Holdings with the belief in the power of real estate investing to change lives, and the commitment to turn that belief into a reality

A diverse group of seasoned innovators and disciplined investors.



MICHAEL BAILLARGEON COO HEARTHFIRE HOLDINGS

- 25+ years of experience in Self Storage
- In his prior role as Senior VP of Operations for Store Space Storage portfolio, led rapid growth from 27 stores to 100+ in under 2 years. During that same time, Store Space outperformed all REITS in revenue and NOI growth YTD
- 3 years in third party and asset management at Extra Space Storage
- 15 years in field and operational roles at Extra Space Storage and Public Storage



HEARTHFIRE HOLDINGS

- Proven real estate CFO and executive with success in both private and public markets over multiple business cycles.
- Most recently CFO and member of the executive leadership team for Blue Onyx Companies, a vertically integrated multifamily real estate operator and developer.
- Prior to that, Michael was Co-Portfolio Manager for the global real estate securities strategy at Barings Alternative Investments, which outperformed the relative benchmarks and achieved Morningstar 5 Star status.
- Earlier in his career, Michael served in investment and asset management roles at EII Capital, Prudential Securities, Sovereign Investments, and Lehman Brothers. Michael began his career as a CPA and auditor at KPMG.



HENRY METCALF DIRECTOR OF ACQUISITIONS

- Most recently served as Investments Director for Leitbox Storage Partners, a nationwide real estate investment company focused on the development and acquisition of self storage and mixed-use projects throughout the US
- Led underwriting efforts (2k+ assets) for Third Party and Asset Management team at Extra Space Storage for both acquisition and development projects
- Led land acquisition and development with Ivory Homes, Utah's largest home builder

A diverse group of seasoned innovators and disciplined investors.



ETHAN BLUM DIRECTOR OF CAPITAL MARKETS

- 15+ years of experience in commercial real estate, transacting \$1b+ in debt and equity since 2016
- Previous roles include: Director of Debt & Equity Finance at Avison Young (8 yrs); Investment Associate for the LeFrak Organization (6 yrs)
- Track record and knowledge base across capital origination, structuring, finance, and analysis, completing deals ranging from pure ground-up to adaptive re-use and deep value-add

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MICHAEL CAPRARO DIRECTOR OF FINANCE and ASSET MANAGEMENT

- Previously served as Asst. Vice President -Corporate Finance at Store Space, with \$1b+ AUM and 100+ store locations
- Corporate Finance Director at C6 Capital
- Before entering the storage industry, worked with a sell side investment bank as advisor for multiple companies across diverse industries.
- Extensive experience in banking & financial modeling and has provided recommendations for various models, including DCF, LBO, IPO, Comparable Company Analysis, and Mergers & Acquisitions.

A diverse group of seasoned innovators and disciplined investors.

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DIRECTOR OF CONSTRUCTION

- 22+ year leader in real estate development and construction
- Most recently led development efforts for Extra Space Storage, across the US Midwest and Northeast regions
- Previous experience includes multi-million dollar projects for public and private clients



SENIOR CONSTRUCTION MANAGER

- 22+ yrs in real estate development and construction.
- Dan has overseen teams of 90+ employees on \$100M+ projects.
- Most recently, Dan worked as a project manager consultant for Extra Space Storage, across the US Midwest and Northeast regions.

TECH-DRIVEN SCALE: INVESTMENT MANAGEMENT



TECH-DRIVEN SCALE: CONSUMER FACING

We create economies of scale through our end-to-end tech stack, which includes a self-booking storage platform integrated into our backend facility management.



INVESTOR PLATFORM.

Our institutional grade investor platform delivers a seamless experience for investor partners to participate in new offerings, access statements, and stay informed on investment performance.

Online/Mobile Subscription Process. Emails link to an online deal room with the details of the offering, complete with electronic signature functionality, which saves time and reduces paperwork.

Investor Statements & Documents Electronic statements are customized based on investment portfolio and stored within unique Investor Portal profiles, along with other documents such as K-1s and Investment Agreements; these files are easily accessible anywhere and from any device.

Transparency & Global Access. Dashboards with real-time data are available on-demand, giving access to view and analyze the data that matters most to investor partners. Keep track of distributions with historical documentation on the dashboard.

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INVESTMENT SUMMARY. \$865,00 IN-PLACE EQUITY

3 PROPERTY PORTFOLIO ACQUISITION

Details:

- 506(b) open to sophisticated and accredited investors.
- **Business Plan:** Acquire multiple value-add properties, improve operations, and significantly increase value through expansion potential.
- Additional Benefits: Cost segregation for depreciation and tax benefits for those who qualify
- Min Investment: \$50,000
- Preferred Return: 8%
- Equity Split: 70/30 to Class A Investors up to 15% IRR, 60/40 to Class A Investors above 15% IRR
- Timeline: 5-7 years from acquisition date of Jan 2023

Return Targets**:

17 - 20%

2 - 2.25X EQUITY MULTIPLE

7 - 9% STABILIZED CASH-ON-CASH (est 2026-27)



Return projections and financial data subject to change upon finalized construction debt terms.

INVESTMENT TIMELINE.

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Investment Timeline	Q4 2022	Q1-2 2023	Q3-4 2023	Q1-2	2024	Q3-4 2024	Q1-2 2025	Q3-4 2025	2026	2027	
Capitalization		Equity/Debt		C	onstructio	n Financing	Permanent Finan	cing			
Capitalization									Refin	ance/Hold-Sell Analysis	
Distributions		Р	referred Return Ac	crual			Preferred Return I	Distributions			
Distributions									Recap	pitalization/Capital Event	
Project Timeline	Q4 2022	Q1-2 2023	Q3-4 2023	Q1-2	2024	Q3-4 2024	Q1-2 2025	Q3-4 2025	2026	2027	
	Acq/Mgt	Entitlements/		c	roundbre	aking (5/1)					
Laurel, DE	Onboarding (1/23)	Construction Planning	Permitting			on (11 mo)	C/O - Lease-up			Revenue Optimization	
	(1/23)	Flatining									
	A any /Mart	Entitlemente (
LaPorte, IN	Acq/Mgt Onboarding	Entitlements/ Construction	Permitting			aking (5/1)	C/O - Lease-up Revenue		Revenue Optimization		
	(10/22)	Planning		0	Construction (10 mo)		C, C Louise up				
LaPorte, IN (Annex)				Acquisi	ion (4/1)	E	conomic Stabilizati	on	R	evenue Optimization	

Orange = In Progress

Laurel, DE

PROPERTY SNAPSHOT: LAUREL STORAGE CENTER

Laurel, DE

Details & Highlights:

1

Located in an growing market with high median HH income & positive population trends.

Opportunity to **2x the existing rentable space** through a mix of Drive Up & Climate Controlled Units.

Opportunities to **increase rental rates to market by at least 11%,** and add value via tech stack. **DONE**

Business Plan:



Implement our operations, tech stack, and revenue management processes to **maximize** the **customer experience** and **investment returns**



PERFORMANCE UPDATE: LAUREL STORAGE CENTER

Laurel, DE



Revenue Growth % \$21,659 vs \$23,998



Actual Occupied Rent Growth \$8.52 vs \$9.84



2 Laporte, IN

PROPERTY SNAPSHOT: LAPORTE MINI STORAGE

LaPorte, IN

Property Details & Highlights:

- **Existing facility is small and poorly operated.** Although there is very low delinquency, the existing operator does not use any technology and has not increased rates in many years. **DONE**
- **Hearthfire currently operates** three other self-storage facilities in the area, allowing for economies of scale.
- The vacant lot next to it offers a **great opportunity for high-quality expansion** to meet unmet market demand.

Business Plan:

- Add an **additional 48,975 NRSF** (3 single-story drive-up buildings + a 3-story climate controlled building) to comprise a total facility of **60,575 NRSF**
- Implement our operations, tech stack, and revenue management processes to **maximize** the **customer experience** and **investment returns**



PERFORMANCE UPDATE: LAPORTE MINI STORAGE

LaPorte, IN



\$3,191 vs \$5,982

Revenue Growth %

Actual Occupied Rent Growth \$4.56 vs \$8.76



OFFERING TERMS

Project Sponsor	HIP Partners I LLC
Investment Owner Entity	Hearthfire Income Portfolio I LLC
Total Project Cost	\$19,064,493
Investor Equity	\$6,500,000
GP Co-investment	\$800,000 - 12%
Capital Call End Date	April 30, 2024
Distributions Commencement	Upon development completion and lease-upstart of lease-up of expansion. Estimated year 3 or 4
Projected Hold Period	5+ Years
Acquisition Fee	2.75% of project cost, paid at closing
Construction Fee	10% of capital expenditures, as incurred
Asset Management Fee	1% of invested equity, annual, paid quarterly
Property Management Fee	5% of gross revenue, \$2,500 min (3rd party)
Minimum Investment	\$50,000
Investment Structure	Class A members: 8% preferred return with 70/30 equity split
IRR Hurdle	Upon achieving a 15% IRR hurdle the equity split reverts to 60/40 for Class A members
Distribution From Capital Event	100% of proceeds to investors (Class A members) until they have received their cumulative accrued preferred return and 100% of their principal investment is repaid. Thereafter, 70% to the Investors and 30% to the Sponsor

FINANCIAL ANALYSIS

KEY ASSUMPTIONS & RETURN METRICS - COMBINED							
INVESTOR RETURNS			PRO FORMA (TRENDED)	<u>2024</u>	Stabilized ('26)	<u>Sale ('28)</u>	
Investment Amount		\$50,000	Effective Gross Revenue	\$468,347	\$1,602,682	\$2,296,571	
Equity Percentage		1%	- Operating Expenses	<u>(\$220,156)</u>	<u>(\$528,868)</u>	<u>(\$628,289)</u>	
Cash Flow at Sale (Annual)		\$430,704	Net Operating Income	\$248,191	\$1,073,814	\$1,668,282	
Cash on Cash Return		7%	- Capital Expenditures	<u>(\$11,166)</u>	<u>(\$32,850)</u>	<u>(\$39,377)</u>	
Total LP Distributions per Investment		\$103,594	Cash Flow from Operations	\$237,025	\$1,040,964	\$1,628,905	
			- Debt Service	(\$325,763)	(\$1,198,715)	(\$1,198,201)	
SOURCES	<u>%</u>	<u>Amount</u>	+ Reserves	<u>\$148,950</u>	<u>\$219,591</u>	<u>\$0</u>	
Debt	67%	\$12,792,892	Cash Flow after Financing	\$60,212	\$61,840	\$430,704	
Equity	<u>33%</u>	<u>\$6,343,040</u>					
Total Sources	100%	\$19,135,932	Cash-on-Cash Return			7%	
			Total LP Distributions			\$15,182,763	
USES	<u>%</u>	<u>Amount</u>					
Acquisitions Costs	29%	\$5,537,717				<u>Sale</u>	
Hard Costs	55%	\$10,516,614	Net Operating Income			\$1,668,282	
Soft Costs	10%	\$1,933,673	Cap Rate			6.0%	
Financing Costs	<u>6%</u>	<u>\$1,147,928</u>	Valuation			\$27,804,700	
Total Uses	100%	\$19,135,932					

*Return projections and financial data subject to change as we finalize debt terms, expansion plans, and financial projections.

Estimates and assumptions may require modification as additional information becomes available and as economic and market conditions warrant.

PERFORMANCE UPDATE.

	Average Monthly Revenue			Average Occupied Rate			
	Pre-Acq	Post-Acq	Revenue Growth %	Pre-Acq	Post-Acq	AOR Growth %	
Laurel, DE	\$21,659	\$23,998	10.80%	\$8.52	\$9.84	15.49%	
La Porte, IN	\$3,191	\$5,982	87.48%	\$4.56	\$8.76	92.11%	
La Porte, IN (Annex)	\$5,114	\$ -	- %	\$3.49	\$ -	- %	

3 Laporte, IN

PROPERTY SNAPSHOT: LAPORTE MINI (ANNEX)

La Porte, IN

Details & Highlights:

- **Severely mismanaged property** with rates currently **250%** below market on average.
- **Opportunity to push rates to market** with greater confidence having control of multiple facilities in the La Porte market.
- Will run as an annex to our existing facility that is being expanded on N Fail Rd, bringing greater operational efficiency.

Business Plan:

- Acquire facility, **immediately bring on Hearthfire brand**. Implement tenant insurance in month 1 and begin existing customer rate increases in month 3.
- Run as annex property to expanding N Fail Rd location, generating additional operating efficiencies and additional disposition interest from having a greater market share.



MARKET UPDATE: LAPORTE, IN



The Banks - Mixed-Use Community

- Grand Opening: October 4, 2022
- \$35MM development, with 5k sq ft of retail and 194 apartment units.
- 3 Miles from two Hearthfire Self Storage properties
- Phase 2 in planning 150 additional units



MARKET UPDATE: LAPORTE, IN

	Park Street
	Over\$121
	• 2.4
Migration & Development	
the state store for	

\$12 million housing project to bring over 100 single family homes to city of La Porte

by Gabbi Lumma, WSBT 22 Reporter | Fri, December 8th 2023

Park Street Community - Housing Development

- Over 100 single family homes across 34 acres
- \$12MM housing project
- 2.4 miles from N Fail Rd location



CONSTRUCTION UPDATE: LAUREL STORAGE CENTER

Laurel, DE



- Property annexed from county to township.
- All construction design (CD) docs done, fully entitled and permitted
- Gerard Construction has won the competitive bid to serve as General Contractor (5 bidders) lined up, signed off, budget numbers set, and fully negotiated contract.
- \$101.55/sf to build.

Total Construction Hard Costs \$4,795,000

CONSTRUCTION UPDATE: LAPORTE MINI STORAGE

LaPorte, IN



- Fully entitled and permitted.
- Hearthfire will hire a construction manager to oversee all subs. Subs partially bought out.
- Site utilities groundwork started October 2023.
- \$72.00/sf to build.

Total Construction Hard Costs \$4,895,000

FINANCING UPDATE.

Laurel, DE Loan Commitment at 8.50%, at 75% of as-stabilized LTV. 12 months IO. Construction loan closing 1st week of May.

LaPorte, IN Cash purchase.

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LaPorte, IN	(Annex
Cash purchas	ie.

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Construction loan at 8.20%, closed 12/28/23, at 75% of as-stabilized LTV. Refi at 75% LTV, 6.99% Appraised for \$1,240,000 20 year AM

24 months IO.

Closing on asset: 3/29/24.

OUTSTANDING SHARES AVAILABLE.

Outstanding Equity Available to Investors: \$ 1,000,000



Eligible for IRA & 401(k) accounts



hfire.co/Invest

