

LD Holdings -Investor Fact Sheet

Profit from the forthcoming massive transfer of generational assets from the "Baby-Boomer" generation.



LD Holdings, Inc. (OTCBB: LDHL) has developed two divisions to take advantage of business opportunities aspiring from the retirements of the "Baby-Boom" generation. (1) LD Financial, Inc., which has a business purpose of coordinating the company's efforts to capitalize on the business opportunity presented by the "Baby-Boomer" generation and (2) the Operations Division to operate businesses that have been created or acquired by LD Holdings, Inc.

Over the next 20 years as these Baby-Boomers are retiring, there are going to be businesses worth trillions of dollars that need to be sold by this Boomer generation. The company has identified what it feels is a significant business opportunity by solving a major problem facing the Baby-Boomer generation. Financing the purchase of companies that have sales between \$2 million and \$20 million and EBITDA between \$500,000 and \$3 million, is difficult and now it is almost impossible to do

With over 25 million small businesses in the USA and 15 trillion dollars worth of businesses to be sold over the next 15-20 years, there will be many opportunities for wealth generation. The following needs will be serviced and provided by LD Holdings Inc:

1. There will be a need for Marketing, Sales and other Business Services to prepare the businesses for sale.
2. There will be a need for buyers for these businesses.
3. There will be a need for entrepreneur managers to manage these businesses.
4. There will be a need for the financing of these businesses.
5. There will be a need for competent money managers to manage the money of these business sellers.

The company plans to focus its efforts on becoming a "known buyer" of small companies that meet its acquisition criteria, which it intends to widely distribute to business professionals and intermediaries directly and to others on its websites. The 5-Year Plan is to accumulate at least 45 of these small companies and to slowly meld them into cohesive business units whenever possible. Using \$10 million of revenues as an average, this will result in consolidated total revenues of \$450 million by the end of 2015. The company can envision the initial equity investment in a business will yield a return at least 3 times (300%) within a 3-year period of time (over a 50% compound yearly return).

There are Five Steps in the company's process to penetrate this Baby-Boomer market, which are as follows:

STEP #1 is a direct sales effort targeted toward companies that need additional sales; which makes most companies a prospect. We target companies with between \$2 million and \$20 million in sales that have large gross margins and unused capacity. While we may charge a small retainer, the majority of our fee is a percentage of the increase in sales so it is clearly a performance oriented solution to the owner's sales problem. The business owner has very little to lose and a lot to gain. This consulting service is typically provided under a long term multi-year contract so that as sales continue to grow, so does our income.

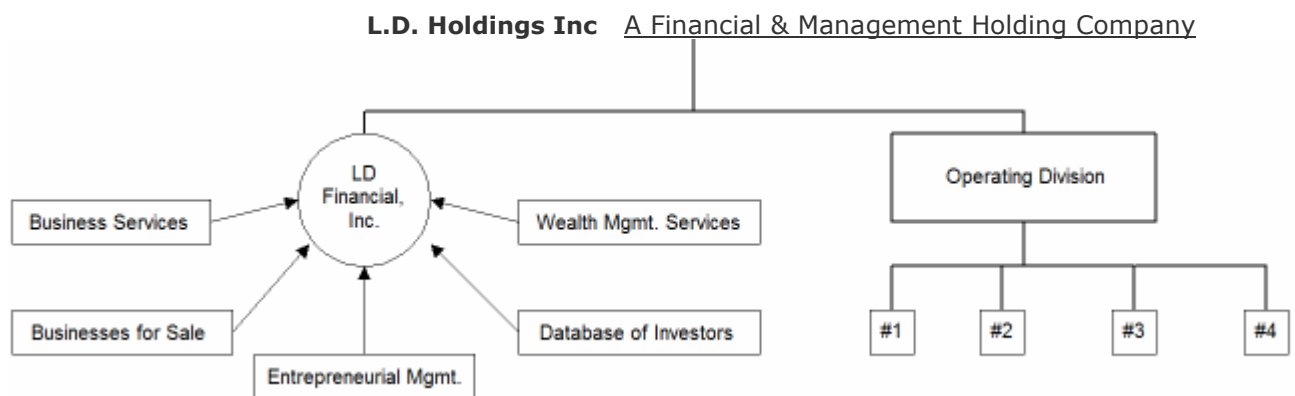
STEP #2 is to source and locate businesses for sale with sales between \$2 million and \$20 million, profitable for the last three of five years, or have a well defined path to profitability,

EBITDA of 4 X or less, inherent problems (lack of marketing, working capital, inadequate margins, out-of-date product lines, industry in down cycle, etc.) that need to be resolved quickly, the capital needs of the acquisition in terms of the down-payment by the company and the funds needed to solve any problems should be less than \$2 million initially, company should have a management team in place that can continue running the business on a post-acquisition basis and finally, the company will be looking for the "X" factors, which are those aspects of the company that are unique or provide a competitive advantage or represent barriers to entry.

STEP #3 is to maintain a database of individuals with specific backgrounds and expertise allowing us to have expertise available for both acquisition evaluation, and strategizing the post-acquisition business model for each potential acquisition candidate, once the financial aspects of the transaction are determined.

STEP #4 is to help accomplish its funding objectives through the use of its NanoCapNation.com web site for U.S. based investors, and NanoCapWorld.com (for offshore non-U.S. investors) NanoCapNation.com, an affiliated website, serves as the focal point to develop financing centered on a qualified and screened database of 1,000 accredited investors (angels and institutions) and 1,000 non-accredited investors. Within this group of investors, there would be a core group of 300 investors from each group designated as "One in a Million". This "One in a Million" group of investors will be given a first look at any transactions deemed to be suitable for them.

STEP #5 is a wealth management service provided by LD Financial, Inc. and is targeted at wealthy individuals, small institutions and pension plans. The company has access to several outstanding money managers which provide advice for a fee, using primarily the value style of investing. This style of investing focuses on finding undervalued businesses that can be purchased at a discount (usually 35%+) from their intrinsic value. Within this value type of investing, there are both active and passive investment styles available to meet the needs of the client.



Significant and Real Growth Opportunity

In our first full year of operations (2011) the company plans to acquire at least 3 companies with \$25 million sales and EBITDA of \$2.0 million. At 8 X EBITDA this would place a market capitalization of \$16 million on the company.

Once the company has its investor base in place, the company intends to quicken its acquisition pace as shown in the table below:

Year	New Acquisitions	Total Acquisitions
2011	3	3
2012	6	9
2013	9	18
2014	12	30
2015	15	45

LD Holdings Inc. Projected Sales and EBIT

The following table sets forth LD Holdings Inc.'s estimates for revenue and earnings before interest and taxes. These estimates are for the first three (3) full years of operation after acceptable financing is sourced. These estimates are forward looking and are based on acquiring and closing acquisitions and the availability of financing.

	Year 1	Year 2	Year 3
Revenue	\$25.0 Mil	\$75.0 Mil	\$150.0 Mil
EBIT	\$2.0 Mil	\$6.0 Mil	\$12.7 Mil

Rationale for LD Holdings Inc. Investment

1. We are Public (Exit Strategy).
2. Company's stock is trading at an all-time low (5 yr. range; \$3.74 - \$.002)
3. Tight Capital Structure (2-3 million shares in Trading Float—about half of those have a cost basis above \$2.00).
4. Management is shareholder and market conscious.
5. Low operating cost (About \$10,000 a month operating cost including being public cost).
6. We have a mature, believable, scaleable Business Plan.
7. Seasoned management that has had Public Market experience.
8. We have identified our opportunities and our problems.
9. Management is committed and has invested in the company.
10. Low debt and burn rate. Acquisitions are accretive.
11. Can purchase companies for \$.25 - .50 on sales dollar and finance them for \$2-3 sales dollar (4-12 times leverage).

Experienced Management

Officers and Executive Management

John R. Ayling – Chairman of the Board. John R. Ayling is LD Holdings Inc. Chairman of the Board, its largest shareholder, and co-founder. Since 1989, he has served as president of Continental Capital Management, Inc., a Perrysburg, Ohio, money management firm. From 1983 to 1988, he served as a Vice President at Oberweis Securities. From 1969 to 1982, he managed accounts for individuals and institutions with Bell & Beckwith, a Toledo, Ohio broker dealer. Mr. Ayling is a NASD registered representative and holds Series 7, 24, and 63

licenses. From 1966 to 1968, he served as a Captain with the U.S. Army. Mr. Ayling has helped launch several start-up operations, financed several business enterprises, and provided management support and development for all phases of management, with an emphasis on business integration and financial controls. Mr. Ayling is a graduate of the University of Toledo.

John Alimo – President LD Financial/Executive Vice President Business

Development. Over 25 years of Entrepreneurial, Executive Sales and Business Development experience including 6 years as Vice President Business Development KKR (Kravis, Kolberg and Roberts) where he grew sales more than 20% at 4 of KKR's 25 companies with innovative sales and marketing initiatives. Overall increases in sales included the opening of over 35 new nationally recognized chains.

John has vast international sales, marketing and product development experience and as Vice President Sales for Summit Marketing International, Inc. He developed an array of strategic alliances and contacts throughout Southeast Asia including China, Hong Kong and Turkey.

Mr. Alimo grew the International Importing side of Summit Marketing from zero annual sales as a start-up company to over \$14 million annually by adding new clients including Wal-Mart, Sam's Club, Bed Bath & Beyond, Michael's, Family Dollar, Dollar General and more than 25 other nationally recognized retail chains. Mr. Alimo is a graduate of Southern Vermont College.

David Clark – Vice President of Business Development. David Clark has over 25 years of experience in planning, launching and growing businesses with both large public companies and entrepreneurial ventures. He has proven international expertise in strategic planning, business and product development, sales and marketing and strategic alliances with several companies including Mellon Bank, Ernst & Young and Hogan Systems. As CEO of an early stage venture, he received the Growth 100 Award from Kelley School of Business at Indiana University.

Ernie Stevens – Vice President of Operations. Ernie Stevens has 29 years of senior operations experience in the pool and spa industry. In 1987, Mr. Stevens joined Clark Manufacturing, d/b/a/ Sundance Spas, as Director of Operations. At the time, Clark Manufacturing was the U.S.'s second largest spa manufacturer. From 1979 to 1987, he served as Manufacturing Manager of Printronix, a manufacturer of advanced dot matrix printers. From 1975 to 1979, Mr. Stevens was Plant Manager for Far West, Inc. Leisure Time Products, and a custom and recreational vehicle manufacturer. From 1973 to 1975, he was Operations Manager of Imperial Vans, a manufacturer of recreational vehicles. Mr. Stevens received his advanced management training at Long Beach City College, Orange Coast College and the University of California Irvine School of Management.

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