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(a Delaware Company)

SHAREHOLDER REWARD DISCLOSURES

ISSUANCE OF UP TO [14,200] DIGITAL COUPONS

TO ALL SHAREHOLDERS OF RECORD OF JUPITER WELLNESS

MARKET PARTICIPANTS ARE ADVISED DIGITAL COUPONS WILL BE ISSUED AS NON-FUNGIBLE TOKENS ("NFTS") AND THE TRADING WILL BE IN UNITED STATES DOLLARS ("USD").

The date of these Shareholder Reward Disclosures is January 23, 2023

MERJ EXCHANGE DOES NOT ENDORSE OR RECOMMEND ANY PUBLIC OR PRIVATE DIGITAL COUPONS BOUGHT OR SOLD ON UPSTREAM. MERJ EXCHANGE DOES NOT OFFER INVESTMENT ADVICE OR RECOMMENDATIONS OF ANY KIND. ALL SERVICES OFFERED ON UPSTREAM ARE INTENDED FOR SELF-DIRECTED CLIENTS WHO MAKE THEIR OWN INVESTMENT DECISIONS WITHOUT AID OR ASSISTANCE FROM UPSTREAM. ALL CUSTOMERS ARE SUBJECT TO THE RULES AND REGULATIONS OF THEIR JURISDICTION. ALL DIGITAL COUPON HOLDERS SHOULD INFORM THEMSELVES AS TO THE TAX CONSEQUENCES WITHIN THE COUNTRIES OF THEIR CITIZENSHIP, RESIDENCE, DOMICILE AND PLACE OF BUSINESS WITH RESPECT TO THEIR ACQUISITION, HOLDING OR DISPOSAL OF THE DIGITAL COUPONS. THIS DISCLOSURE DOCUMENT SHALL NOT CONSTITUTE AN OFFER TO SELL DIGITAL COUPONS OR SECURITIES OR THE SOLICITATION OF AN OFFER TO BUY DIGITAL COUPONS OR SECURITIES IN ANY JURISDICTION WHERE SUCH OFFER OR SOLICITATION IS NOT PERMITTED.

Name of Listed Issuer:	<u>Jupiter Wellness</u>
Coupon Symbol:	<u>JUPWDC</u>
Maximum Number of Coupons to be Issued:	<u>14,200</u>
Record Date:	<u>December 30, 2022</u>
Pay/ Issue Date:	<u>January 23, 2023</u>
Claim Date Expiration Date:	<u>April 30, 2023</u>
Redeemable Date Expiration Date:	<u>December 30, 2023</u>

The Company shall issue to all shareholders of a record on December 30, 2022, a digital coupon that shall entitle shareholder to redeem the digital coupon for:

The gift package will have a retail value of \$179 and offer an assortment of CBD-infused products, including an 8oz Comfort Cream, 50 SPF CaniSun, 55 SPF CaniSun, 30 SPF CaniSun Continuous Spray, Acai Lip Balm, Peppermint Lip Balm, and their original Healing Lip Balm. In addition to the CBD products, investors will also receive a sample bottle of the company's NoStingz jellyfish prevention sunscreen.

The issuance date will be January 23, 2023. Shareholders can prepare to receive the digital coupon by downloading Upstream from their preferred app store at <https://upstream.exchange/>, creating an account by tapping sign up, and completing a simple KYC identity verification by tapping the settings icon on the home screen and tapping KYC.* Complete instructions will be made available at <https://jupiterwellness.com/investors/shareholder-faq/> a week before the issuance date of January 23, 2023.

For shareholders of record that currently maintain positions in brokerage accounts that are non-objecting, the digital coupon will be cross-referenced against the shareholder list. Shareholders that are objecting shareholders may receive a request to provide a copy of their brokerage account statement via email for the record date of December 30, 2022.

Only one digital coupon per shareholder will be granted regardless of the number of shares owned as of record date. The total amount of digital coupons issued shall equal the total number of shareholders of the Company.

On pay/issue date of January 23, 2023, shareholders may claim their digital coupon. Shareholders may claim their digital coupons beginning on pay/issuance date January 23, 2023 for a period expiring on June 30, 2023. Shareholders that do not claim their digital coupon prior to claim date expiration, shall not be entitled to the digital coupon past the claim date expiration.

Shareholder may redeem their digital coupon by following the instructions at <https://jupiterwellness.com/investors/shareholder-faq/> The digital coupons may be redeemed for a period of [12] months ending on December 30, 2023. Digital coupons not redeemed by the expiration date will no longer be valid.

The digital coupons are not securities and are issued as ERC721 tokens, which are a standard for representing ownership of non-fungible tokens (NFTs), that is, where each token has a unique identifier.

The digital coupons may not be withdrawn or transferred from the Upstream app and are only claimable using the Upstream app by navigating to the Upstream app **Investor** section, then tap NFT, and tap NFT Redeem and enter the claim code JUPWGIFT.

Shareholders that do not wish to redeem their digital coupons may elect to sell their digital coupon on the Upstream NFT marketplace.

Navigate to the **Portfolio** screen inside the Upstream app:

1. Tap on the digital coupon NFT that was previously claimed
2. Tap **Sell**
3. Set the **Limit Price** (i) (*this is the price you're willing to sell for*).
4. Hold and drag the Set Expiry button to select how long you want your selected offer to be available on the market.
5. Tap the **Sell** button and verify your identity using biometrics and your order will be signed by the Upstream app and submitted to the blockchain orderbook.
6. If your offer is filled based on the parameters you've set, you'll be notified via the app. Your digital coupon will appear from the Portfolio section of the Upstream app and your available funds will be increased by the sale price minus 1%.
7. You can see all your previous orders or active orders waiting to be filled by navigating to the Orders tab in the app.

To purchase a Jupiter Wellness digital coupon from a selling holder:

Navigate to the **Market** screen inside the Upstream app:

1. Tap on the digital coupon
2. Tap **Buy Now**
3. Enter your **Maximum Bid**
4. You must have sufficient funds to complete the purchase as entered plus the 1% fee. Note, while your order is awaiting execution, the funds required for this transaction will not be available to you for other buy orders. You must have sufficient funds available to fulfil all of your open **Buy** orders.
5. Tap the **Buy Now** button and verify your identity using biometrics and your order will be signed by the Upstream app and submitted to the blockchain orderbook.
6. If your order is filled, based on the parameters you've set, you'll be notified via the app. The new digital coupon NFT will appear in the Portfolio section of the Upstream app and your available funds will be reduced by the price paid plus 1%.
7. You can see all your previous orders or active orders waiting to be filled by navigating to the Orders tab in the app.