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March 16, 2023

By FedEx with Email Confirmation
ENoble@Vincovenures.com

Mr. Erik Noble
Secretary
Vinco Ventures, Inc.
24 Aspen Park Blvd.
East Syracuse, NY 13057

Vinco Ventures, Inc.
500 Linden Oaks
Suite 300
Rochester, NY 14625

Re: Retail Stockholder Nomination of Persons for Election as Directors at the 2023 Annual Meeting of Stockholders of Vinco Ventures, Inc.

Dear Mr. Noble:

Our firm represents Austin L. Gilmore (“Mr. Gilmore”), Shadwick J. Vick (“Mr. Vick”), Lorne Ross (“Mr. Ross”), and Christopher L. Muntz (“Mr. Muntz”), each of whom is an individual stockholder of Vinco Ventures, Inc. (NASDAQ: BBIG).

Enclosed with this letter is a notice of nomination for election at the 2023 annual meeting of stockholders, Mr. Vick, Mr. Ross, and Mr. Muntz to the Board of Directors of the Company being submitted by Mr. Gilmore attaching all required information and documents pursuant to Section 2.5 of Article II of the second amended and restated bylaws (the “Bylaws”) of Edison Nation, Inc., a Nevada corporation (predecessor via merger to Vinco Ventures, Inc., a Nevada Corporation) (the “Company”).

As you know through your engagements on Twitter, the retail stockholder community for BBIG is very active, regularly researching and sharing publicly available information about the Company with one another and regularly conducting space conferences via Twitter whereby community leaders, such as Mr. Vick, Mr. Ross, and Mr. Muntz discuss the publicly available

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business of the Company with other stockholders. Some of these space calls include thousands of participants most of whom are believed to be retail stockholders. The term “retail stockholder” simply refers to a stockholder who is not an insider and is not an institution.

This BBIG community of retail stockholders, which is represented not only on Twitter but also on Reddit, Stocktwits, Facebook, LinkedIn, YouTube, other social media, and also on the community’s website www.bbigfamily.com, has grown by leaps and bounds over the last several years. In fact, bbigfamily.com has registered approximately 1200 individual stockholders accounting for approximately 34,482,950, shares of BBIG stock from the retail community. It is believed that the actual retail stockholder share count may be 80-85% of the traded float of the stock.

The retail community is passionate about BBIG and its assets, particularly short form video platform Lomotif and complementary monetizing company Adrizer, and the perceived upside for the Company in light of the recent public outcry for banning of Chinese owned short-form video platform competitor TikTok. However, many members of the retail stockholder community are concerned regarding direction of the company and its stock price. While there are many circumstances giving rise to this collective concern, a primary concern from my clients centers around the various deficiency notices received from the Company’s listing exchange NASDAQ. Such NASDAQ deficiency notices include the following, as disclosed by cited Company press releases:

1. **2022 Q2 Earnings Report Delinquency** – “(“VincO,” or the “Company”) today announces that on August 19, 2022 it received a notice (the “Notice”) from the Listing Qualifications Department of The Nasdaq Stock Market LLC (“Nasdaq”) advising VincO Ventures that it was not in compliance with Nasdaq’s continued listing requirements under the Nasdaq Listing Rule 5250(c)(1) (the “Rule”) as a result of its failure to file its Quarterly Report on Form 10-Q for the quarter ended June 30, 2022 (the “Form 10-Q”) with the United States Securities and Exchange Commission (the “SEC”) in a timely manner, which deadline was August 22, 2022 (as a result of the Company’s filing of a Form 12b-25 on August 15, 2022, which provided for the short extension of the otherwise August 15, 2022 deadline).” – Company Press Release on August 25, 2022.

2. **2022 Q3 Earnings Report Delinquency** – “On November 17, 2022, VincO Ventures, Inc. (the “Company”) received a notice (the “Notice”) from the Listing Qualifications Department of The Nasdaq Stock Market, LLC (“Nasdaq”) advising the Company that it was not in compliance with Nasdaq’s continued listing requirements under the Nasdaq Listing Rule 5250(c)(1) (the “Rule”) as a result of the Company’s failure to file its Quarterly Report on Form 10-Q for the quarter ended September 30, 2022 (the “Form 10-Q”) with the United States Securities and Exchange Commission (the “SEC”) in a timely manner, which

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deadline was November 14, 2022.” – Company Press Release on November 28, 2022.

3. **Failure to maintain stock price over \$1.00** – “On December 1, 2022, Vinco Ventures, Inc. (the "Company") received a notice (the "Notice") from the Listing Qualifications Department of The Nasdaq Stock Market, LLC ("Nasdaq") advising the Company that it was not in compliance with Nasdaq's continued listing requirements under the Nasdaq Listing Rule 5550(a)(2) (the "Rule") as a result of requiring listed securities to maintain a minimum bid price of \$1 per share. Based upon the closing bid price for the last 30 consecutive business days, the Company no longer meets this requirement. However, the Rules also provide the Company a compliance period of 180 calendar days in which to regain compliance. If at any time during this 180 day period the closing bid price of the Company's security is at least \$1 for a minimum of ten consecutive business days, Nasdaq will provide you written confirmation of compliance and this matter will be closed.” – Company Form 8-K SEC Filing on December 6, 2022.

4. **Failure to regain compliance by deadlines** – “Vinco Ventures, Inc. (Nasdaq: BBIG) (“Vinco Ventures,” “Vinco,” or the “Company”), a digital media and content technologies company, on February 14, 2023, Vinco Ventures, Inc. (the “Company”) received a Staff Determination letter (the “Letter”) from Nasdaq. The Letter states that on August 19 and November 17, 2022, Staff notified the Company that it did not comply with Nasdaq’s filing requirements set forth in Listing Rule 5250(c)(1) (the “Rule”) because it had not filed its Form 10-Q for the period ended June 30, 2022, and its Form 10-Q for the period ended September 30, 2022 (the “Delinquent Filings”). Staff granted the Company an exception until January 31, 2023, to regain compliance with the Rule. Subsequently, on January 26, 2023, the Company requested additional time to file the Delinquent Filings and Staff granted the Company an exception until February 13, 2023, to regain compliance with the Rule.

Upon further review, Staff determined that the Company did not meet the terms of the exception because it had not filed the Delinquent Filings by February 13, 2023. The Company will appeal Staff’s determination to a Hearings Panel (the “Panel”), pursuant to the procedures set forth in the Nasdaq Listing Rule 5800 Series.” – Company Press Release on February 17, 2023.

5. **Failure to hold a required annual stockholder meeting in 2022** - “On February 21, 2023, Company received staff determination letter from Nasdaq. On January 4, 2023, Staff notified the Company that since it had not held an annual meeting of shareholders within twelve months of the end of the Company's fiscal year end, it no longer complied with our Listing Rules (the "Rules") for continued listing. In that regard, the Company was required to submit its plan by February 20,

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2023, which was timely submitted. However, pursuant to Listing Rule 5810(c)(2)(A), this deficiency serves as additional and separate basis for delisting. The letter is formal notification that the Nasdaq Hearings Panel (the "Panel") will consider this matter in rendering a determination regarding the Company's continued listing on The Nasdaq Capital Market." – Company Press Release on February 27, 2023.

Due to his concerns over potential of NASDAQ delisting and other circumstances, Mr. Gilmore is submitting the notice of nomination for election of Mr. Vick, Mr. Ross, and Mr. Muntz, who share his concerns, each of whom we believe should be considered an independent candidate for the Board of Directors.

Given the failure of the company to conduct a stockholder annual meeting in 2022 and the short notice of the annual stockholder meeting via Form pre-14A filed on March 9, 2023, indicating a date of the stockholder annual meeting of April 18, 2023, we respectfully submit that the stockholder nominator and nominees discussed herein have had a very short timeframe for preparing these important materials for nomination. Therefore, we request that if you identify any deficiencies regarding the notice of nomination or the accompanying information, you immediately contact me so that we may have an opportunity to remedy any such deficiencies as soon as possible, without rejection of the nomination.

We appreciate your consideration of the notice of nomination. Please direct any questions or concerns regarding the notice and nomination to me.

Very truly yours,



Patrick B. Horne

PBH:cms
Enclosures

With Enclosures
cc: Brian Hart – Director, Chair of Nominating and Corporate Governance Committee
(Via hard copy to company address and bhart@vincoventures.com)
Jesse Law – Director, Member of Nominating and Corporate Governance Committee
(Via hard copy to company address and jlaw@vincoventures.com)
Richard Levychin, CPA, CGMA – Director, Member of Nominating and Corporate Governance Committee
(Via hard copy to company address and rlevychin@vincoventures.com)
Roderick Vanderbilt – Director, Executive Chairman (Via hard copy to company address and rvanderbilt@vincoventures.com)

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Lisa King – Director (Via hard copy to company address and lking@vincoventures.com)
Paul Yang – CEO, Lomotif Pte. Ltd. (Via paul@lomotif.com)
Ken Bond – CEO, Adrizer LLC (Via kbond@adrizer.com)
Vinco BBIG Family - bbigfamily.com (members)
Twitter: \$BBIG Vinco Ventures Family (members)
Reddit: r/BBIG - <https://www.reddit.com/r/BBIG> (community)
Stocktwits: <https://stocktwits.com/symbol/BBIG> (community)