

P2P GROUP LTD. CLOSSES THE PREVIOUSLY ANNOUNCED NON-BROKERED PRIVATE PLACEMENT

Vancouver, British Columbia – November 20, 2024 – P2P Group Ltd. (*formerly*, Pure to Pure Beauty Inc.) (the “**Company**”) (CSE: PPB), announces today that pursuant to its news releases dated October 23, 2024, October 31, 2024, and November 13, 2024, it has closed the non-brokered private placement (the “**Financing**”).

The Company issued 6,344,158 units (“**Units**”) in the capital of the Company at a price of CAD\$0.07 per Unit, for gross proceeds of CAD\$444,091.06. Each Unit consists of one (1) common share (“**Share**”) and one-half of one share purchase warrant (each two half warrants are one whole warrant, a “**Warrant**”). Each whole Warrant is exercisable by the warrant holder to acquire one additional Share at a price of \$0.14 for a period of two years from the date of closing, subject to acceleration. In the event the volume weighted average trading price of the Shares on the Exchange is greater than \$0.20 for a period of 10 consecutive trading days, the Company may provide written notice to the holders that the Warrants are to be exercised within 10 business days.

The Company paid finders fees of cash in the amount of \$1,365.

The Company has allocated the proceeds of the Financing for general working capital and administration purposes.

The securities issued pursuant to the Financing are subject to a statutory hold period of four (4) months plus one (1) day that expires on March 21, 2025.

Due to current strong financing interest around the Company, it may proceed with a second and final tranche on or before December 13, 2024.

On behalf of the Board,

Edward Clarke
Chief Executive Officer

For more information, please contact:

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The CSE has neither approved nor disapproved the contents of this news release. Neither the CSE nor its Market Regulator (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.

CAUTIONARY STATEMENT REGARDING “FORWARD-LOOKING” INFORMATION

This news release may contain forward-looking statements that are based on assumptions as of the date of this news release. Forward-looking statements are frequently characterized by words such as “anticipates”, “plan”, “continue”, “expect”, “project”, “intend”, “believe”, “anticipate”, “estimate”, “may”, “will”, “potential”, “proposed”, “positioned” and other similar words, or statements that certain events or conditions “may” or “will” occur. All such forward-looking statements involve substantial known and unknown risks and uncertainties, certain of which are beyond the Company’s control. The reader is cautioned that the assumptions used in the preparation of the forward-looking statements may prove to be incorrect and the actual results, performance or achievements could differ materially from those expressed in, or implied by, these forward-looking statements. Accordingly, no assurances can be given that any of the events anticipated by the forward-looking statements will transpire or occur, or if any of them do, what benefits, including the amount of proceeds, the Company will derive therefrom. Readers are cautioned that the foregoing list of factors is not exhaustive. The Company is under no obligation, and expressly disclaims any intention or obligation, to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as expressly required by applicable law.