



CSE: **SHOE**
OTCQB: **GPAIF**
FWB: **K1G**, WKN A3DVB1
W: groundedpeople.com
E: investors@groundedpeople.com
T: 1-844-673-6753

Grounded People Announces US Listing on OTCQB® Venture Market

VANCOUVER, British Columbia, Canada – February 07 2022 - **Grounded People Apparel Inc.** (“**Grounded**” or the “**Company**”) (CSE: **SHOE**, Frankfurt: **K1G**, WKN: A3DVB1), an ethical shoe apparel company based in Vancouver, British Columbia, Canada, and dedicated to reducing the harmful impact of the global fashion industry on the environment, is pleased to announce that commencing market open on February 7, 2023, its common shares will be listed for trading on the OTCQB® Venture Market (“**OTCQB**”) under the trading symbol **GPAIF**.

Grounded People’s CEO, Mr. Maximillian Justus, commented, *"The OTCQB listing is an important milestone for Grounded People and will allow for greater exposure and accessibility to the Company for our existing and prospective US shareholders. We look forward to growing our shareholder base further and sharing our story with U.S. investors."*

Trading on the OTCQB platform offers Grounded People the advantages of being publicly traded in the U.S. while also providing the added benefit of lower cost and complexity than a major U.S. exchange listing. US investors will have access to efficient trading through their preferred broker or financial advisor, transparent pricing with real-time quotes, and trusted and full disclosure on the Company that is made broadly available to broker-dealers and market data providers.

The OTCQB is a leading market for early-stage and developing U.S. and international companies. To be eligible, companies must be current in their reporting and undergo an annual verification and management certification process. Investors can find information and trading statistics on Grounded People at [OTC MARKETS](#).

The Company's common shares will continue to trade on the Canadian Securities Exchange under the symbol SHOE.

The Company also wishes to announce that following its most recent successful multi-million-dollar raise the Company signed a contract for a marketing & awareness program with Stride Publishing (“Stride”) to further strengthen market recognition for the brand and the company overall and in the investment community. The Company budgeted a total of \$550,000 for the next 12 months and advanced the payment in full.

The services will include but not limited to investor relations, creation of content, strategic planning, digital advertisement placement, and overseeing progress and results of digital campaigns.

Consideration offered to Stride does not include any securities of the Company. Aside from this engagement, the Company previously retained Mr. Raafat Nasser, CEO of Stride, as a consultant of the Company providing executive administration to the Company. Mr. Nasser has not received any securities or stock options as compensation. Mr. Nasser does not have any interest, directly or indirectly, in the Company or its securities.



CSE: **SHOE**
OTCQB: **GPAIF**
FWB: **K1G**, WKN A3DVB1
W: groundedpeople.com
E: investors@groundedpeople.com
T: 1-844-673-6753

Stride's business address is located 1805 – 5311 Goring Street, Burnaby, BC, Canada, V5B 0B5, email is raafat@stride.report, telephone number is 604-710-7318 and website is stride.report.

ABOUT GROUNDED PEOPLE APPAREL

Grounded People Apparel Inc. is a Vancouver, British Columbia, Canada based innovative apparel company focused on delivering high quality products to its customers that are 100% PeTA – APPROVED vegan. The Company is primarily engaged in the business of fair trade, sustainable and earth-conscious fashion. The Company's initial products, which launched in the fourth quarter of 2021, are its high-top and low-cut canvas sneakers, which are made from sustainable, ethically-sourced and produced materials, and are manufactured by fair-trade workers, in a 100% vegan manufacturing facility which is located in Brazil.

In addition to its commitment to a fashion industry that reduces waste and environmental impacts, the Company aims to create a meaningful positive impact on the world through its L.A.C.E.S. campaign. The L.A.C.E.S. campaign provides consumers an option to select a specific set of shoelaces to accompany their footwear purchase the colour of which is associated with one of the charities the Company has committed to support, whereby all profits from the sale of shoelaces will be donated correspondingly.

ON BEHALF OF THE BOARD OF DIRECTORS

"Maximilian Justus"

Maximilian Justus
Chief Executive Officer

For further information, please contact:

Email: investors@groundedpeople.com

Telephone: 1-844-673-6753

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 DISCLAIMER STATEMENT

This news release includes certain "forward-looking statements" under applicable Canadian securities legislation, including with respect to the social and financial objectives of the Company. Forward-looking statements are necessarily based upon several estimates and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause



CSE: **SHOE**
OTCQB: **GPAIF**
FWB: **K1G**, WKN A3DVB1
W: groundedpeople.com
E: investors@groundedpeople.com
T: 1-844-673-6753

the actual results and future events to differ materially from those expressed or implied by such forward looking statements. Such factors include, but are not limited to general business, economic, competitive, political, and social uncertainties, and uncertain capital markets. Readers are cautioned that actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements. The Company 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 required by law.