



CSE: **SHOE**
OTCQB: **GPAIF**
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Grounded People Successfully Closes Soft-Launch Phase, Prepares for International Brand Launch

VANCOUVER, British Columbia, Canada – December 18, 2024 - **Grounded People Apparel Inc.** ("**Grounded**" or the "**Company**") (CSE: **SHOE**), (OTCQB: **GPAIF**), (Frankfurt: **K1G**, WKN: **A3DVB1**), is pleased to announce the successful conclusion of its soft-launch phase, a milestone for the Company which represents a key step in its strategic growth as it gears up for an aggressive international marketing campaign.

The soft-launch phase was designed to raise awareness of Grounded People's commitment to sustainability, ethical craftsmanship, and its guiding motto: "Do Better. Walk Better." During this phase, the Company implemented social media and online campaigns to introduce its vision and product line to eco-conscious consumers. These campaigns aimed to foster excitement and build anticipation for the brand's broader international launch.

"The soft launch was about creating a connection with our audience and showcasing what makes Grounded People unique," said Maximilian Justus, the Company's CEO. *"We've been thrilled with the early engagement and feedback, and it has provided valuable insights as we prepare for the next phase of our growth."*

With the successful soft launch complete, and the international brand launch ahead in early 2025, the Company is now poised to roll out a dynamic marketing initiative centered around the *Grounded People Living is Giving* Social Media Campaign. This innovative strategy is designed to deepen connections within the Grounded People online community while driving meaningful action toward sustainability and positive global impact.

The *Living is Giving* campaign, launching as part of the Company's international expansion, encourages individuals to embrace eco-friendly living, perform acts of kindness, and inspire change. By sharing their sustainable lifestyle choices and stories of giving back on social media using the hashtag **#LivingIsGiving**, participants will amplify a collective movement toward environmental conservation and social responsibility.

"At Grounded People, our mission is to inspire individuals to make conscious choices that positively impact the planet. The Living is Giving campaign reflects our belief that even small acts of kindness and sustainability can spark meaningful change, fostering a global community committed to creating a better, greener future," said Claire Lawrence, Co-Founder of Grounded People.

Harnessing the reach of social platforms, this campaign aims to engage and mobilize a broad audience, fostering a community committed to creating a better future. As the sustainable fashion market continues



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its rapid growth—projected to reach \$33.05 billion by 2030¹—Grounded People’s plan to blend innovation, purpose, and community into a strategy aims to redefine fashion’s role in shaping a more sustainable world.

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, were 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

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¹ <https://www.coherentmarketinsights.com/industry-reports/global-sustainable-fashion-market>



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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 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.