



SWMBRD Appoints Pollock Sales Group Inc. DBA Riptide Sales Group as Non-Exclusive United States and Caribbean Sales Representative

VANCOUVER, BC, July 19, 2023: SWMBRD Sports Inc. (CSE: SWIM) (“SWMBRD” or the “Company”) is pleased to announce that the Company has approved the appointment of Pollock Sales Group Inc., doing business as “Riptide Sales Group” (“Riptide”), as its non-exclusive sales representative in the United States of America and the Caribbean (www.riptidescuba.net). Riptide will be engaged for a period of twelve months, commencing September 1, 2023, to market and sell the Company’s proprietary swimboard (the SWMBRD) and related products to 1,450 retail Dive Stores in the USA and Caribbean. The Company will pay Riptide a monthly merchandising fee of \$500.00 and a sales commission of 13%, based on the sales report provided by the Company each month for the prior month’s sales.

About Riptide Sales Group:

Dave Pollock, Riptide’s President, is the former General Manager of Mares S.p.A. (www.mares.com/en/), one of the world’s most iconic scuba brands, and is the former Vice President of Head Sport GmbH (https://www.head.com/en_US/). Riptide is a sales and marketing organization specializing in selling into the retail scuba diving market sector. Riptide represents scuba and other aquatic products to more than 1,450 brick-and-mortar dive stores in the USA and Caribbean. Riptide is a prominent exhibitor at the World’s largest Dealer-only Dive Industry Tradeshow, DEMA. (<https://www.demashow.com/DEMA23/Public/MainHall.aspx>)

SWMBRD President, Justin Schroenn commented, “We are very pleased to have concluded this sales representative agreement with Riptide to introduce SWMBRD to the important USA and Caribbean markets. SWMBRD’s clear synergy with snorkelling, spearfishing and other related aquatic activities makes this relationship a perfect fit, and the opportunity for increasing consumer awareness of SWMBRD in key markets is significant. This step is part of the Company’s global strategy of growing the SWMBRD brand through strategic geographical partnerships, including licensing, distribution, and sales representation agreements.”

Riptide President, Dave Pollock commented, “My team and I look forward to introducing SWMBRD into the dive industry. New products and innovation are key to keeping a market sector vibrant. Scuba diving requires in-store and open-water training to become a certified diver. This is why we feel that divers will be attracted to SWMBRD, as SWMBRD also requires a short training session to become competent. Divers understand the importance of training or lessons and are open to learning how to use new cutting-edge products. We are excited about the opportunity to work with SWMBRD and its enthusiastic team.”

About SWMBRD Sports:

SWMBRD Sports Inc. is a Vancouver, B.C.-based sporting goods company looking to enable millions to rethink their way of recreating in the water. Management believes that SWMBRD’s proprietary aquatic sports board, by virtue of its patented design, is revolutionary in how it empowers the human body in the

water like nothing before, giving water lovers of all ages and abilities the freedom to explore all aquatic environments with ease. By offering an aquatic board sport that is versatile, easy to use, easy to store, and which can be used by all ages and body types in any body of water (rivers, oceans, lakes and pools), the Company believes SWMBRD and the sport of swimboarding has the potential to become one of the most popular board sports in the world and a tremendous aquatic brand. The Company has refined manufacturing techniques most relevant to the SWMBRD and has successfully produced demonstration fleets of fully functioning boards, which have been in rigorous real-world use in Hawaii, Canada, Turkey and Greece. The Company has now commenced large-scale mass production under an OEM agreement with Take Outdoors, Vannes, France - the preeminent board sport manufacturer in Europe.

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Forward-Looking Statements

This news release contains forward-looking statements. All statements, other than statements of historical fact that address activities, events or developments that the Company believes, expects or anticipates will or may occur in the future are forward-looking statements. Forward-looking statements in this news release include statements regarding: the Company's business plan with respect to the production and sale of the SWMBRD; the appointment of Riptide as a non-exclusive sales representative in the US and Caribbean; the Company's expectation that the relationship with Riptide will rapidly increase consumer awareness of SWMBRD in key markets, including the United States and Caribbean; the Company's plan to develop its brand and the sport of swimboarding; the expectation that the sport of swim boarding may become one of the most popular board sports in the world, and SWMBRD a great aquatic brand; and those additional risks set out in the Company's public documents filed on SEDAR at www.sedar.com. The forward-looking statements reflect management's current expectations based on information currently available and are subject to a number of risks and uncertainties that may cause outcomes to differ materially from those discussed in the forward-looking statements. Although the Company believes that the assumptions inherent in the forward-looking statements are reasonable, forward-looking statements are not guarantees of future performance and, accordingly, undue reliance should not be put on such statements due to their inherent uncertainty. Factors that could cause actual results or events to differ materially from current expectations include, among other things: that the Company may be unable to complete large scale mass production of the SWMBRD or commence any significant retail sales in 2023 for various reasons; that the Company will be unable to implement its business plan with respect to the production and sale of its SWMBRDs; that the appointment of Riptide as non-exclusive sales representative for the Company will not proceed as expected; that the relationship with Riptide fails to meet the

Company's expectations, for various reasons, and in particular, does not serve to increase consumer awareness of SWMBRD in the key target markets or otherwise; that the sport of swim boarding may not become as widely adopted or popular as expected; general market conditions may impact the business of the Company; factors related to the ongoing COVID-19 pandemic may impact the business of the Company; other factors beyond the control of the parties and other risks outlined in the Company's publicly filed documents available on SEDAR. Actual results and future events could differ materially from those anticipated in such information. The Company 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 required by applicable law.