



CSE: **SHOE**
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Grounded People Announces Marketing Plan and Applauds UNEP’s Sustainability Initiative

VANCOUVER, British Columbia, Canada – December 13, 2024 - **Grounded People Apparel Inc.** (“**Grounded**” or the “**Company**”) (CSE: **SHOE**), (OTCQB: **GPAIF**), (Frankfurt: **K1G**, WKN: **A3DVB1**), is pleased to announce that it plans to undertake direct marketing efforts aimed at raising awareness about the Company and its products, with the twin goals of increasing both potential customer and investor awareness. The Company plans to expend approximately \$233,000 towards such efforts, most of which is anticipated to be expended to pay for Google ads and native advertising. As part of this campaign, the Company will, as appropriate, launch text ads, display ads, and coordinate online advertisers and marketers corresponding to online marketing targets.

The Company also commends the United Nations Environment Programme (UNEP) and its partners for launching a \$340 million global initiative. This program unites Cambodia, Costa Rica, Ecuador, India, Mongolia, Pakistan, Peru, and Trinidad and Tobago to address the environmental impacts of the fashion and construction industries, two of the most resource-intensive sectors worldwide. The UNEP-led initiative, supported by the Global Environment Facility (GEF), aims to overhaul supply chains by promoting regenerative design, resource-efficient production, and the adoption of sustainable materials. By addressing pollution alongside climate change and biodiversity loss, this initiative comprehensively responds to the triple planetary crisis.¹

The six-year program is expected to prevent the release of 6 million tonnes of greenhouse gas emissions and eliminate 18,750 tonnes of hazardous chemicals, significantly reducing the environmental footprint of these industries. It will also revitalize ecosystems and benefit 2 million people globally by 2031, creating sustainable growth and community empowerment opportunities.

Grounded People applauds UNEP’s focus on integrating indigenous knowledge, empowering women and youth, and promoting regional cooperation to drive systemic change. The initiative’s dedication to innovation, from transforming banana pseudo-stem waste in Pakistan into eco-friendly fibres to advancing green building certification in Cambodia, exemplifies the forward-thinking solutions needed to tackle complex global challenges.

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

¹ <https://www.unep.org/news-and-stories/press-release/new-initiative-aims-reduce-environmental-impact-fashion-construction>



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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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