



CSE: **SHOE**  
OTCQB: **GPAIF**  
FWB: **K1G**, WKN: **A3DVB1**  
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## **Grounded People Applauds Major Brands for Agreement Supporting Higher Wages and Better Conditions for Cambodian Workers and Announces Option Grant**

VANCOUVER, British Columbia, Canada – May 29, 2024 - **Grounded People Apparel Inc.** (“**Grounded**” or the “**Company**”) (CSE: **SHOE**), (OTCQB: **GPAIF**), (Frankfurt: **K1G**, WKN: **A3DVB1**), applauds global brands H&M, ASOS, and PVH Corp. for signing a significant new agreement for higher wages, better working conditions, and commitments to ethical sourcing in production centers.<sup>1</sup>

At the Global Fashion Summit in Copenhagen (held from May 21-23), these fast fashion leaders—H&M (which includes brands like COS, & Other Stories, Monki, Weekday, and ARKET), ASOS, and PVH Corp. (home to Tommy Hilfiger, Calvin Klein, Warner's, Olga, and True & Co)—entered into a binding agreement with the union IndustriALL. Representing fifty million workers globally in the mining, energy, and manufacturing sectors, IndustriALL collaborated with these brands to address labour concerns specifically within their supply chains in Cambodia, a key production hub.

The new pact, a product of the ACT (Action, Collaboration, Transformation) initiative formed almost a decade ago, marks a pivotal shift from the previously voluntary commitments to binding agreements. This shift is expected to yield substantial improvements in labour conditions, potentially leading to actual wage increases for workers. The bilateral agreements aim to stabilize labour costs, maintain consistent sourcing volumes, and prevent factory owners from exploiting the system to the detriment of employees. Additionally, the brands commit to contributing to a common fund for worker training and development.

Grounded People commends H&M, ASOS, and PVH for their leadership and dedication to sustainable and ethical fashion practices. This agreement signifies a historic step towards improving the livelihoods of garment workers and sets a precedent for the industry to follow. Grounded People, which is already engaged in the business of fair-trade, sustainable, and earth-conscious fashion, remains committed to supporting initiatives that promote fair labour practices and the well-being of workers worldwide.

The Company also announces that its Board of Directors has approved a grant of 3,410,000 incentive stock options (the “Options”) to directors, officers, and consultants of the Company, pursuant to the Company’s equity incentive plan (the “Plan”), entitling them to purchase an aggregate amount of up to 3,410,000 common shares (the “Common Shares”) of the Company. The Options are exercisable on or before May 29, 2029, at an exercise price of \$0.56 per Common Share. The Options, and any Common Shares issued upon exercise of such Options are subject to a four (4) month and one (1) day hold period, expiring on September 30, 2024.

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<sup>1</sup> <https://www.nssmag.com/en/fashion/36808/pact-fast-fashion-cambodia>



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## 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

For further information, please contact:  
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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



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