



Zen Beach, Athens Riviera, Greece
Summer 2021

All eyes on SWMBRD: Introducing the uniquely designed Swimboard at Zen Beach (Athens Riviera) in the summer of 2021 attracted much attention.

Since **initiating coverage** on SWMBRD Sports Inc. in March 2021, major strides have been made by management to prepare for market launch of its unique sports and recreation lifestyle product, the Swimboard.

Spring 2021: The new board design was finalized with SWMBRD's experienced, high-quality board manufacturing partner from France.

- Subsequently, 18 pre-production boards in 4 sizes were created for intense testing in real-life situations in Canadian, Greek and Swiss waters.

- The performance and versatility of the Swimboard surpassed even the founders' expectations.

Summer 2021: Management traveled to Greece for the introduction of 18 swimboards into the Athens Riviera.

- During the 3-month stay in Athens, SWMBRD's executive team forged strategic relationships with key allies.

- For instance, 6 pre-production boards are already in use at the [Divani Apollon Hotel](#). Guest outings to nearby islands have been successfully demonstrated and a menu of such outings is being planned for summer 2022. The Divani Apollon Hotel plans to promote SWMBRD rentals and outings on its in-house TV channel.



SWMBRD's Swimboard available for use at the Divani Apollon Hotel.

- Intense exposure to organized beaches, hotels and resorts and their guests at the Athens Riviera.

- Most of the 18 pre-production boards are still in use at various estates in Greece, managed by SWMBRD's new Regional Team Leaders Alex Topsoglou and Fania Zaklakouti.

- **Initial focus on the Athens Riviera: Greece is SWMBRD Heaven.** There is no product more singularly suited to exploring Greece's endless aquatic environments, enjoyed by tens of millions of locals and tourists alike, every year. By focusing on becoming the dominant aquatic recreational product and activity in this key area, SWMBRD is quickly spreading awareness and demand to other major Mediterranean target regions.

LAUNCH STRATEGY: SWMBRD's market-entry strategy is to focus on key high-influence hotels, resorts and organized beaches in the Athens Riviera, and on key islands such as Mykonos and Corfu.

- Success in this high-influence region will accelerate broader market awareness. Several hotels, resorts and organized beaches already showed interest in offering the Swimboard to its guests.

- The new sport and leisure activity of Swimboarding is safe and easy to learn for almost everyone. The whole family can participate. SWMBRD delivers simple, uncomplicated, physical fun in the water that many people desire. SWMBRD is small, light and much easier to store than SUPs, kayaks etc.



Key strategic objectives for 2022:

- Build on existing relationships
- Expand SWMBRD footprint
- Pre-orders for first 500 Swimboards
- Mass production

• **Spring 2022:** The first 50 Swimboards are scheduled to be produced by SWMBRD's OEM manufacturer in France, using SWMBRD's **proprietary aluminium mold** (see below) and state-of-the-art thermoforming production technologies to yield a durable, impact-resistant skin over fiberglass, epoxy resin and a molded, watertight EPS foam core.



swmbrd
A BOARD FOR EVERYBODY
ATHENS RIVIERA, SUMMER 2021



Fitness, Fun & Friends: Human beings are social. SWMBRD is social. The ability to swim closely together makes the Swimboard very attractive for families, couples and group activity.



"The Athens Riviera is changing its looks, offering millions of visitors a unique opportunity to experience singular moments at one of the most magnificent Mediterranean sites. There are many works currently underway, in different stages of construction, along the entire coastline. The seafront of Attica is inundated with construction sites, renovations of buildings, re-development of existing features, investment plans, road and transport functions and many extension works. The demolition of buildings that used to make up the Eastern Airport of Helliniko, has opened the flood gates to a new era of ambitious investments, the era of the Hellinikon Project. This is one of the most groundbreaking constructions in Europe, with special attention paid to the creation of a metropolitan park of international scope and the highlighting of a seafront wide open and welcoming to all. Homes, hotels, skyscrapers, restaurants, casinos and a large aquarium are all works in progress due to be completed in the near future, in an area of 6.200.000 sq.m. Alimos marina is one of the largest marinas in the Balkans, and it is also entering a new era. The development plan comprises a state-of-the-art marina which will be a point of attraction for relaxation, pleasure and recreation as well as business entrepreneurship due to its highly developed and functional outdoor areas. Within this new, multi-functional, protected area, a whole new line of professional and recreational activities will be added to the choices and services that will be on offer, making Alimos marina a point of reference not only for the Athens Riviera but for the whole of the Mediterranean Sea basin. The entire coastline is getting upgraded, contributing to the financial growth of the Athens Riviera and establishing this coastline as absolutely the most magnificent Mediterranean destination." [\(Source\)](#)

• **Spring-Summer 2022:** Management plans to return to Athens to build on the successful foundation of 2021 and to prepare its key allies, along with other potential customers, for market launch.

• The first 50 production boards are to be allocated within the Athens Riviera, as well as on key strategic islands, in particular Mykonos and Corfu.

• Following vigorous quality testing of these 50 Swimboards at select estates, the **first full production cycle of 500 boards** is planned for delivery, with the majority to be shipped to the Athens Riviera for distribution into SWMBRD's priority inception market.

• The goal is to establish a firm foothold within key hospitality chains.



Vancouver-based SWMBRD Sports Inc. is on a mission to develop its brand into a global aquatic sports and lifestyle brand built around the new sport of swimboarding.

- SWMBRD is the world's first true swimboard.
- The board's unique, patented design unleashes the human body's natural abilities without need for waves, paddles or sails. This opens up a vast, entirely new aquatic sports and lifestyle market.

SWMBRD has invested heavily in intellectual property:

- 26 design patents granted. An additional 12 patents are pending.
- Trademark approval underway in key markets.
- SWMBRD's intellectual property covers approximately 1 billion consumers in key strategic markets.

Ease of ownership:

- SWMBRD's small size and lightness makes it practical and easy to fit into your life. In other words, SWMBRD is a board designed for the reality of the modern world. This simple fact alone, gives SWMBRD a huge competitive edge.
- Ease of ownership couples with the obvious, unique similarity of SWMBRD to swimming is of major importance.



New Frontiers – A Radidly Growing Market: SWMBRD's unique empowerment and ease-of-use opens up a vast world of aquatic activity and tourism. Places which were previously very difficult for people to access, can now be experienced by all.



Swimming is the 2nd most popular recreational activity in the world (after walking). It is the most popular sport for children and teens aged 7-17 years.

“Professional sports like running, cycling and football (soccer in the U.S.) often get the limelight on the global stage. But the percentages of swimmers in different regions of the world show that the recreational activity is more universal – for adults and children alike – than you might think. Roughly 6 million adults in Australia (about 23% of the population) swim, making it the country’s No. 1 sport. About 91 million Americans (about 31% of the population) over the age of 16 swim in oceans, lakes and rivers each year. Swimming is the fourth most popular recreational sport in the country [...] after walking, running and cycling.” (Source)

Excerpts from “Trends in Outdoor Swimming Report” (2021):

• “An argument for learning to swim is that it could save your life. However, our findings suggest that this may be the tip of the iceberg when it comes to reasons to learn to swim. We show, for example, almost everyone who swims outside says it supports their mental and physical health, it keeps them fit and is important for their social lives. Being able to swim gives you access to a lifetime supply of self administered mental and physical health support, a means to exercise at almost any age and it is a source of great friendships. Moreover, becoming an outdoor swimmer may change how you think about a range of issues such as climate change, the environment and pollution. It could make you a more caring person as well as a healthier and happier one.”

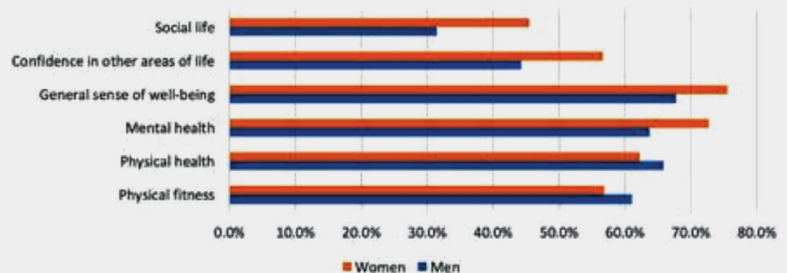
• “The pandemic has encouraged more people to swim outside... The consensus is that outdoor swimming is growing, that it has been growing for a number of years and that the corona virus pandemic gave it a boost. In fact, every single one of the respondents to our survey of swimming-related businesses said they thought the pandemic had made outdoor swimming more popular and 87% think it’s growing rapidly.”



“Families should be encouraged that building patterns in outdoor recreation can give kids tools to weather the storms to come. Things happen in life, and getting kids outside regularly is an easy way to build some mental resilience.” (Kathryn Stevenson, Assistant Professor of Parks, Recreation & Tourism Management at North Carolina State University, in [March 2020](#))



Percentage reporting that outdoor swimming is essential or very important to the following:



• “A mere 1% of women said that outdoor swimming was not at all important to their general sense of wellbeing.

Nearly everyone who swims outside believes it is beneficial to their physical and mental health to some degree.”

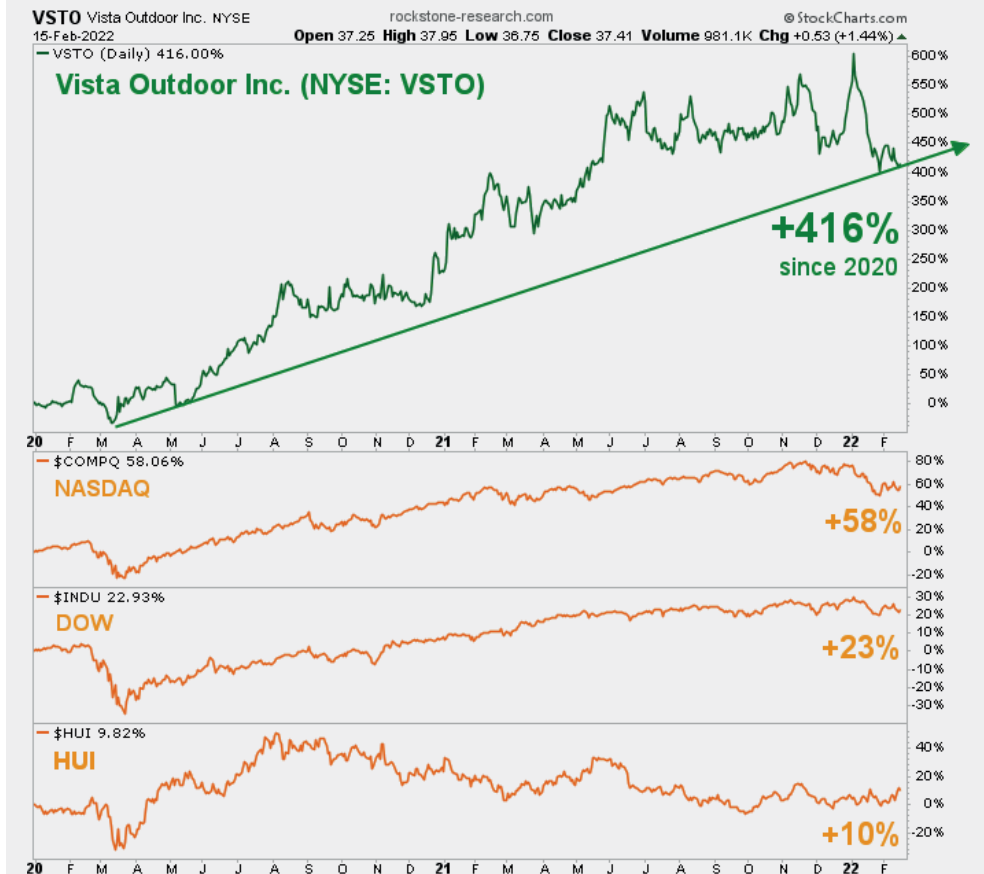


“Two years into the pandemic, people continue to find enjoyment in their newly acquired and rediscovered outdoor passions. We continue to see increasing levels of activity and participation across outdoor recreation...” (Chris Metz, CEO at Vista Outdoor Inc. in [February 2022](#))

“Almost two years since the world witnessed incredible upheaval, the events of 2020 continue to drive lasting change in consumer behavior in the active lifestyle and outdoor markets. As we make the return to normalcy, consumers continue to take to the outdoors and focus on their health and wellness at record rates and well above pre-pandemic levels. While participation has surged in many pursuits, we remain bullish in 2022 and beyond as consumers have now adopted or re-adopted, these activities as habit.” (John Bastian, Director of Enthusiast Brands & Active Lifestyle at Robert W. Baird & Co Inc. in [January 2022](#))

“We believe 2022 will provide a number of opportunities for our business, as people want fun experiences with their families focused on health and wellness. The new year will allow customers to expand on their new hobbies... People are looking for experiences coupled with fun...” (Steve Lawrence, EVP & Chief Merchandising Officer at Academy Sports & Outdoors Inc. in [January 2022](#))

“If anything positive can be said about the coronavirus pandemic, it’s that it caused a lot of people to take their health more seriously. Smoking, obesity, and unhealthy lifestyles in general are all risk factors for COVID-19. Many people took that as a sign it was time to clean up their act. Coupled with the fact that being locked down at home gave them more leisure time and made them want to get outside more, suddenly the great outdoors became just that, a great place to be. The Outdoor Industry Association says 8.1 million more people hiked [in the USA] in 2020 than they did in 2019; freshwater fishing saw participation grow more than 8%, adding 3.4 million new anglers to the sport; and camping



With a share price increase of +416% since 2020, US-based outdoor sports and recreational product manufacturer **Vista Outdoor Inc.** (NYSE: VSTO; market cap: \$2 billion USD) has strongly outperformed other stock market indices, such as the NASDAQ (+58% during same period), DOW (+23%) and the HUI Gold Miners Index (+10%). Other sportsgear and sportswear companies performing strongly since 2020 include **Academy Sports & Outdoors Inc.** (+178%; NYSE: ASO; market cap: \$3 billion USD), **Yeti Holdings Inc.** (+91%; NYSE: YETI; market cap: \$6 billion USD); **Deckers Outdoor Corp.** (+86%; NYSE: DECK; market cap: \$8 billion USD), **Brunswick Corp.** (+68%; NYSE: BC; market cap: \$7 billion USD), **Nike Inc.** (+46%; NYSE: NKE; market cap: \$179 billion USD), and Vancouver-based **Lululemon Athletica Inc.** (+37%; NYSE: LULU; market cap: \$39 billion USD).

surged 28% with 7.9 million more people spending a night outdoors. Perhaps more importantly, over 60% of those who started or resumed some outdoor activity during the pandemic – whether it was walking, biking, fishing, or jogging – intend to continue once restrictions are lifted.” ([Source](#))

“[The] simple desire to get out of our homes, breathe fresh air, and visit new sites close to home, has meant huge upticks in the use of outdoor space and activities. Normally quiet hiking trails have become jam-packed with visitors; lakes have seen a bustle of boats, kayaks and canoes; and cultural institutions

have seen immense gravity around their vast outdoor assets.” ([Source](#))

“Outdoor recreation participation sky-rocketed during the pandemic and shows no signs of receding. Overwhelmingly, recreational boating and fishing is the number one contributor to the outdoor recreation economy and is the largest activity in 39 states and the District of Columbia. In 2020, traditional outdoor recreation – such as boating, fishing, hiking, and RVing – thrived, with these activities increasing their contribution to the overall outdoor recreation economy by 22%.” ([Source](#))

“There is no doubt that the outdoor recreation industry is having its day in the sun. According to a study commissioned by the Outdoor Foundation, 53% of Americans ages 6 and over participated in outdoor recreation at least once in 2020, the highest participation rate on record. And new consumers appear to be seeking solace or an endorphin rush in the great outdoors: In 2020, 7.1 million more Americans participated in outdoor recreation than in the year prior. New participants are bringing greater diversity to the industry... This could be just the beginning of a mountainous shift toward an interest in greater health and happiness through nature. We will likely continue to see an influx of novice consumers entering the industry as they join the already fiercely loyal and active enthusiasts. I expect our outdoor experiences to become brighter, more inclusive and more meaningful than ever.” [\(Source\)](#)

“Results indicated that nearly half of adults from across the United States now participate in outdoor recreation on at least a monthly basis, and approximately 20% may be new to outdoor recreation during the pandemic. “A 20% increase in outdoor recreation in the U.S. is good news for anyone who cares about people’s health or the environment,” said Taff. “It is encouraging from the public health perspective that – amidst one of the more challenging periods in recent history – a new group of outdoor recreationists have emerged, and, because of their participation, they likely benefit from improved health... Additionally, research suggests that people who recreate in nature have a more favorable view of environmental protection, so this development could increase support for future conservation efforts.” [\(Source\)](#)

“The primary factor driving the market growth is the push by surfing equipment manufacturers, marketers, and associations to make surfing much more approachable than it has been in previous years. In addition, increased interest in surfing due to the growing focus of consumers on wellness and fitness will support the market growth... People are spending an increasing amount of money on surfing as the sport’s culture grows.” [\(Source\)](#)

PRICE & SIZE COMPARISON



	Any water (waves, rivers, lakes, and pools)	Any conditions	Any age (7 to 85+)	Compact (under 4')	Light (under 10lbs)	Brace core & empower legs & arms
SWMBRD	Yes	Yes	Yes	Yes	Yes	Yes
SUP	No	No	No	No	No	No
Surfboard	No	No	No	No	Yes	No
Bodyboard	No	No	Yes	Yes	Yes	No
Kayak	No	Yes	No	No	No	No

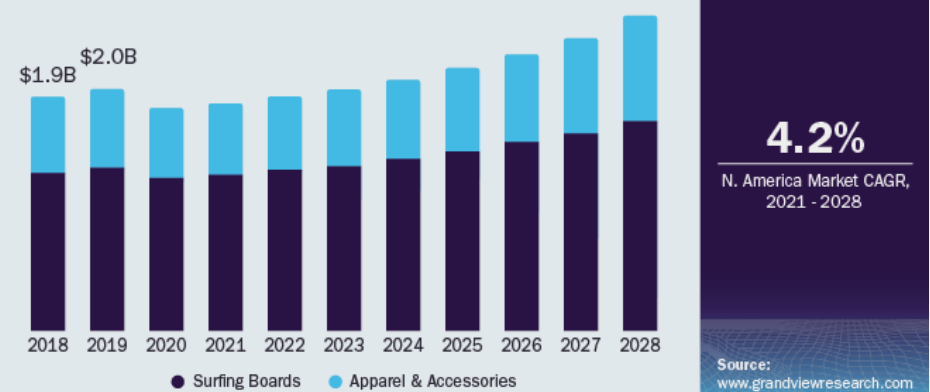
	Similar motion to Running	Similar motion to Cycling	Similar motion to Skating	Similar motion to swimming	Similar motion to scuba	Learn in under 10 minutes
SWMBRD	Yes	Yes	Yes	Yes	Yes	Yes
SUP	No	No	No	No	No	No
Surfboard	No	No	No	No	No	No
Bodyboard	No	No	No	No	No	Yes
Kayak	No	No	No	No	No	No

SWMBRD Sports Inc. / Corporate Presentation

The Market Gap: A small, user-friendly, easy-to-own board that appeals to the vast majority of consumers, which can be used in any aquatic environment (including swimming pools) and has similarities of motion to already popular sports such as running, swimming, cycling, skating, snorkeling/scuba – and which is patented – commands a far larger target group than existing aquatic sports products, especially in resort and vacation areas.

North America Surfing Equipment Market

size, by product, 2018 - 2028 (USD Billion)



“The global surfing equipment market size was valued at USD 3.88 billion in 2020 and is expected to expand at a compound annual growth rate (CAGR) of 4.4% from 2021 to 2028. The product demand is being driven by growing consumer interest in surfing and aggressive growth tactics undertaken by surfing equipment producers. Leading producers, such as Quiksilver, Channel Islands Surfboards, and Firewire Surfboards, focus on product innovation, which is propelling the industry’s growth... Businesses are implementing strategic marketing programs to grow their consumer base and increase sales. Partnerships with surfing clubs, professional surfers, and surfing superstars, for example, can help businesses get more clients... Consumers with a lot of disposable cash prefer premium products; however, product features, functionality, and comfortability are important considerations, which may hamper the market growth... Although short boards are favored due to their improved performance, professional surfers prefer long boards. The infusion of new surfers has been a major role in fueling market demand. With gyms and other outdoor gaming activities being shut due to the pandemic, young novices and adults alike turned to surfing as a socially isolated, entertaining activity... To boost their market position, most corporations are focusing on mergers and acquisitions, acquiring shares in regional companies to expand their geographical presence, broadening their product ranges, and expanding customer reach. The brands are also focusing on new product launches and mergers to expand their geographical reach.” [\(Source\)](#)



“In just 5 years, the value of the SUP board market worldwide has doubled from \$5 billion USD in 2015 to \$10 billion USD in 2020.” (Source)

“For many people around the world, if there was one upside to the pandemic, it was rediscovering a love for the outdoors. Fitness tracking app Strava’s 2020 Year In Sport report showed a 33% increase in activity participation globally compared to 2019, with 1.1 billion activities uploaded to the platform last year... As the popularity of everything from trekking to cycling surged, so did the need for the clothing and gear to perform these activities.” (Source)

“After years of sustained growth, the pandemic supercharged the outdoor recreation industry. In the pandemic year, [US] consumers spent \$887 billion on outdoor recreation according to the Outdoor Industry Association, more than pharmaceuticals and fuel combined... But a report commissioned by the Outdoor Industry Association showed that the most popular outdoor activities were ones that people could do close to home... The three most popular outdoor activities for newbies: walking, running and bicycling.. But getting into the outdoors can be overwhelming: there’s gear to buy, skills to learn, exploring unfamiliar areas and the added stressor of safety. Outdoor startups are working to lower the barrier to entry to help grow their businesses. “I think anytime you have like 2,000 articles with two dozen tips on how to use a product, that tells me that it is really, really too hard to use,” said Cabana founder Scott Kubly. “To me, that says there’s nothing but friction in this process. If you want to build something that’s mainstream, you need to make it super consistent and really easy to use.” (Source)

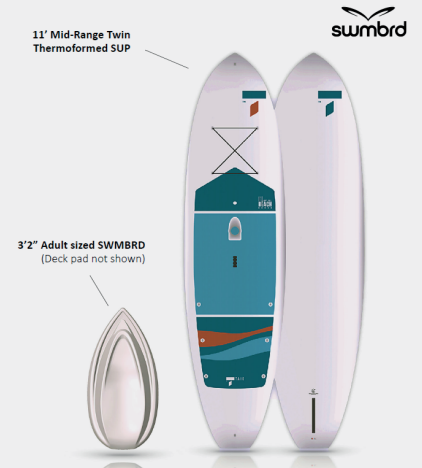
“In a review of many studies, researchers found that people more connected to nature (seeing themselves as part of nature and caring about the natural world) tended to have more positive feelings, vitality, and life satisfaction compared to those who were less connected.” (Source)

PRICE & SIZE COMPARISON

	Construction	Price (EUR)
SWMBRD	Twin Thermoformed	500.00
Mid-range dive fins		18.00
		518.00
Mid-Range 11' SUP	Twin Thermoformed	1,099.00
Mid-Range Paddle		139.00
SUP Leash and Coil		39.00
		1,277.00

Note: SUPs under 11' are not suitable for average adult rental or resort boards. 'Surf' and 'performance' SUPs are not suitable for beginners.

SWMBRD Sports Inc. / Corporate Presentation

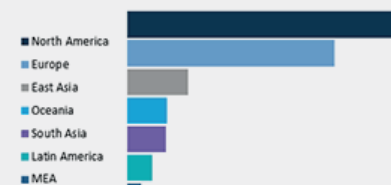


The SUP (Stand-Up Paddle) market is dominated by general purpose SUP boards, averaging about 335-366 cm for adult riders and weighing about 14-16 kg (depending on construction). Smaller SUP versions are available for smaller adults and children, but particularly at beach rentals or resorts these are far less available than standard adult SUPs. Inflatable SUPs are currently surging in market share, underlining the average user’s demand for light and easy-to-transport boards. While the Swimboard is always ready to go, inflatable SUPs must be pumped up before use (and deflated after use) and come with more trade-offs such as wobbly, less stable feel and low board speed, performance and longevity.

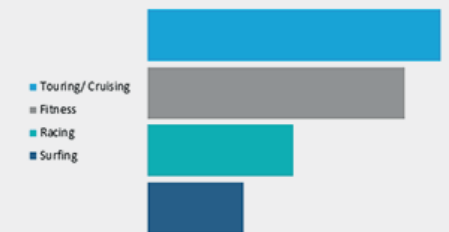
Global Stand Up Paddle Board Market Forecast, 2022-32



Market Split by Regions, 2021



Market Split by Application, 2021



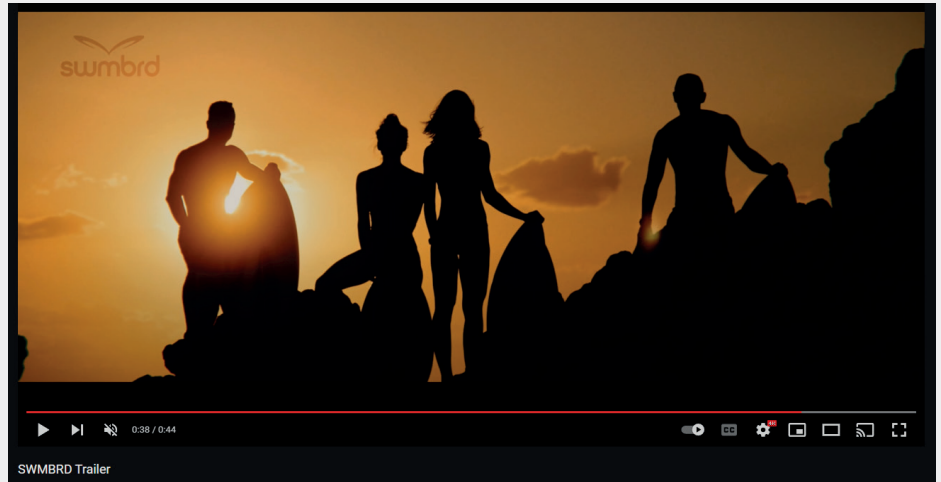
Source : Fact.MR

“The global stand up paddle board market is estimated at USD 1.5 Billion in 2022 and is forecast to surpass USD 3.8 Billion by 2032, growing at a CAGR of 9.7% during 2022-2032... The upsurge in recreational sports activity in the various regions raised the demand for SUP boards... In 2019, more than 180 Million people in the United States participated for water sports events as per the data of the National Marine Manufacturers’ Association (NMMA)... According the latest report by Fact.MR, the global stand up paddle board market is poised to create absolute opportunity of nearly USD 2.2 Billion during the forecast period. Countries like U.S, Germany, France, UK and Spain are among the prominent region contributing in the growth of the market... According to the market analysis, the top manufacturers of stand up paddle board are Anhui Light Industries International Co. Ltd, SURFTECH, LLC., Tahoe SUP, Tahe Outdoors, Starboard and Hobie Cat Company. To increase the global penetration in the profitable areas, the above mentioned players are opting for combination of inorganic and organic growth strategies which include launching of new products, product modification and constructive collaboration and partnership with small manufacturer or startup to boost their sales and increase Company’s profitability and match the latest trends in the standup paddle board industry.” (Source)

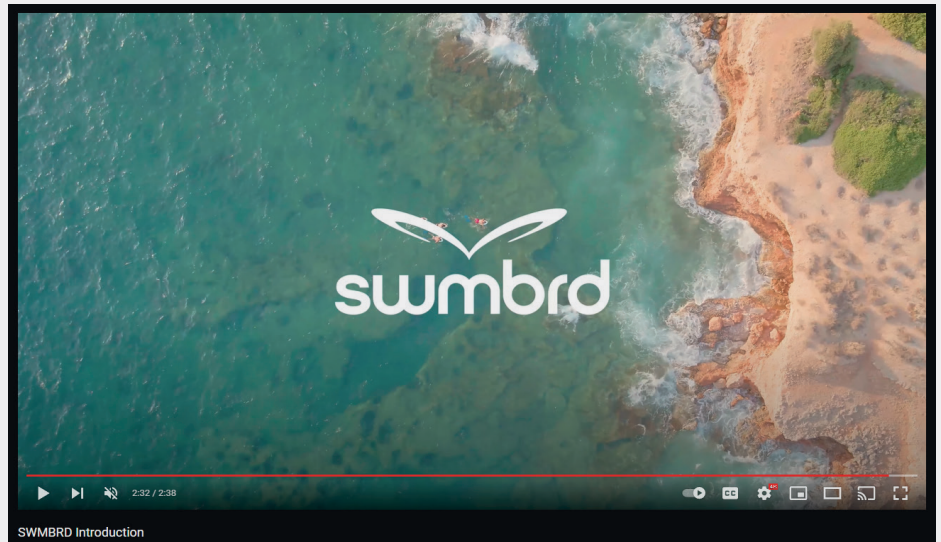


“Johnson Outdoors Inc., a global innovator of outdoor recreation equipment and technology, announced higher revenue and earnings for the fiscal year ending October 1, 2021. Continued high demand for products in Fishing, Camping and Watercraft Recreation propelled a 26% increase in sales as operating profit grew 56.6% and net income rose 51% over the prior fiscal year. “Johnson Outdoors had an exceptional year, driven by people’s continued interest in spending time outdoors. Fishing, Camping and Watercraft Recreation saw strong sales during all four quarters, with Diving beginning to recover in the third and fourth fiscal quarters...,” said Helen Johnson-Leipold, Chairman and chief executive officer. “Looking ahead, we remain focused on our key strategic drivers – understanding our consumers, sustaining innovation leadership, identifying new sources and paths of growth in our markets, and continually optimizing our digital consumer experience – to ensure our portfolio of market-leading brands is well-positioned for success.” [...] Watercraft Recreation sales rose 59% due to continued high demand across all product categories.” (Source)

“The U.S. Bureau of Economic Analysis (BEA) released new data on the economic impact of outdoor recreation in 2020. BEA found outdoor recreation accounted for \$689 billion in gross output (consumer spending) and 1.8% of gross domestic product in 2020. “Throughout this pandemic, outdoor recreation has been a cornerstone of American life,” said Lise Aangeenbrug, Outdoor Industry Association (OIA) executive director. “As stay-at-home orders forced people to adapt their lifestyles, new groups of people, including more women, more urban-dwellers, and more minority populations turned to the outdoors as a place for recreation and refuge. Declines in indirect spending like dining out, air travel, and hotel stays may have impacted our industry’s output, but we saw a significant uptick in outdoor recreation participation. At a time when people needed an outlet for social connection and physical activity, the outdoors was there to provide countless mental and physical health



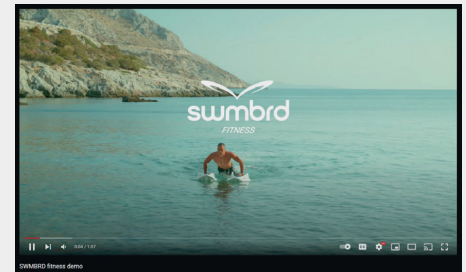
Visit <https://youtu.be/T4glpKTJy2s>



Visit <https://youtu.be/c1XzhYqnWTI>



Visit <https://youtu.be/HRXYPaGNsp8>



Visit https://youtu.be/9M_Rlpcdfb4

Click above to watch videos from SWMBRD at the Athens Riviera in 2021.

benefits. “As we look forward, it’s clear the outdoors will be an important part of America’s economic future. Many OIA member companies had exceptionally strong sales over the past year, pointing to how increased participation and newfound respect for the outdoors is putting the outdoor industry on a path toward continued success. Further, lawmakers have introduced new legislation to expand access to the outdoors and

invest in climate resiliency, positioning the outdoor industry to continue to grow, create new jobs, and contribute to the national economy. Together, the outdoor industry is a force, and OIA is determined to ensure our industry and the outdoors will thrive for years to come... A recent poll showed 69 percent of Americans have gained a renewed appreciation for the outdoors during the COVID-19 pandemic.” (Source)



MASSIVE MARKET POTENTIAL

Bodyboards ('Boogie boards')
Around 3 million bodyboards are sold per year globally with sales in the range of \$98.5 million USD.

SUP (Stand-Up-Paddling)
Approx. 130,000 paddleboards sold annually in the US and Europe for total revenues of approx. \$143 million USD

By 2022 Global aquatic sports equipment market expected to reach approx.:
US\$18 billion

(Ken Research) <https://www.kenresearch.com/consumer-products-and-retail/sporting-equipments/global-water-sports-equipment-market/149592-95.html>

By 2027 Global Swimwear and Beachwear Market to reach approx.:
\$27.6 Billion

(Research and Markets)

Aquatic Fitness
In 2019 the Global Aquatic Gym market was \$512.9 million USD.

Outdoor recreation
makes up 2.1 percent of U.S. GDP, generating \$788 billion in real gross output and supporting 5.2 million jobs. Source – U.S. Bureau of Economic Analysis (BEA).

Surf

Approximately 400,000 surfboards are sold annually alone in the US for total revenues of approx. \$220 million USD

- The [global athleisure market](#) size was valued at **\$285 billion USD** in 2020, forecasted to reach **\$549 billion** by 2028, growing at a CAGR of **8.6%**.
- The [global swimwear & beachwear market](#) was valued at **\$19.5 billion USD** in 2020, projected to reach **\$27.6 billion** by 2027, growing at a CAGR of **5.1%**.



THE SWMBRD TEAM



Justin Schroenn
President

Justin has over nine years of experience in the junior mining sector, where he was involved with raising capital for numerous publicly traded companies. He has provided investor relations services for multiple companies and has played an advisory role in corporate strategic planning across a wide spectrum of subjects.



Matthew Schroenn
Vice President

Matthew has more than 15 years of experience in food and beverage management. During his career in the Hospitality industry, he has managed large operations and initiatives, focusing on increasing revenues and reducing costs, while maintaining quality and service.



Gareth Schroenn
Vice President

Gareth is a Red Seal Chef with 32 years of experience in hospitality management in Vancouver, British Columbia. Gareth brings a depth of understanding of inventory management, labor management and product cost controls to SWMBRD.



Jody Bellefleur
CFO

Jody Bellefleur is a CPA with over 25 years of experience as a corporate accountant, focusing exclusively on public companies for the last 13 years. In her capacity as CFO, Jody will be responsible for managing the Company's finances, including financial planning, management of financial risks, record-keeping, and financial reporting.



Frances Petryshen
Director

Frances brings over 30 years of management experience in corporate and regulatory compliance and governance for public, private and not-for-profit organizations. She has held numerous roles as Director, Corporate Secretary and Compliance Officer throughout her career. Frances is a Chartered Secretary, Accredited Director (Acc.Dir.) and a Fellow with the Chartered Governance Institute of Canada (FCG). She is Past President of the BC branch of the Institute and was a director for over 10 years.



Mike Hodge
Director

Michael Hodge has over 20 years of experience in the private and public markets and brings a variety of skills to the board. He is currently the President and CEO of Saville Resources Inc., a public junior mining company. Michael also holds a diploma in International Ecotourism from the College of the Rockies and was a top salesperson in Canada for Atmosphere Sports, where his focus was on hard goods, including water sports products.



Roc Smith
Director

Roc Smith has a degree in international fashion marketing, which encompasses areas of logistics and fulfillment, sales, and marketing, international trade, and project management. Based in Europe, Roc is fluent in several European languages. His primary initial focus will be institutional sales in Spain and Greece.

SWMBRD Founders, Justin, Matthew, and Gareth Schroenn (the "Schroenn Brothers") invented the SWMBRD and, over a period of seven years, advanced it through the various stages of its design, development, patenting and manufacturing. The Company, the board (in all its variants) and the SWMBRD brand itself are their creations.



Brand Authenticity

- Billabong and Quiksilver do not make surfboards.
- Speedo does not own swimming.
- SWMBRD is the only lifestyle brand that controls the product and sport on which the lifestyle is based.
- SWMBRD is poised to become synonymous with 'the Good Life' and travel to the world's most beautiful places.





AQUATIC FITNESS
A RAPIDLY GROWING MARKET





Branded Clothing & Accessories

- SWMBRD plans to not only offer the Swimboard but also all kinds of apparel and gear.
- If consumers love the Swimboard and the sport, they will be inclined towards SWMBRD branded products.









DISCLAIMER AND INFORMATION ON FORWARD LOOKING STATEMENTS

Rockstone Research, Zimtu Capital Corp. ("Zimtu") and SWMBRD Sports Inc. ("SWMBRD") caution investors that any forward-looking information provided herein is not a guarantee of future results or performance, and that actual results may differ materially from those in forward-looking information as a result of various factors. The reader is referred to SWMBRD's public filings for a more complete discussion of such risk factors and their potential effects which may be accessed through SWMBRD's documents filed on SEDAR at www.sedar.com. All statements in this report, other than statements of historical fact, should be considered forward-looking statements. Statements in this report that are forward looking include that the start of trading on the Canadian Stock Exchange (CSE) is expected at market open today under the symbol SWIM; that mass production is to start in 2022; that the newly branded company with its innovative Swimboard aims to benefit from one of the largest and fastest growing industries globally: Outdoor Recreation; that the booming outdoor recreation economy shows no signs of receding as the world is opening up again and people continue to spend time outside; that the timing couldn't be any better for SWMBRD Sports Inc. to start trading on the Canadian Stock Exchange and – together with its loyal shareholder base – build its new brand around a new sport that is based on the company's proprietary Swimboard and its unique swimboarding experience; that the Divani Apollon Hotel plans to promote SWMBRD rentals and outings on its in-house TV channel; that by focusing on becoming the dominant aquatic recreational product and activity in this key area, SWMBRD is quickly spreading awareness and demand to other major Mediterranean target regions; that success in this high-influence region will accelerate broader market awareness; that several hotels, resorts and organized beaches already showed interest in offering the Swimboard to its guests; that the first 50 Swimboards are scheduled to be produced by SWMBRD's OEM manufacturer in France; that management plans to return to Athens to build on the successful foundation of 2021 and to prepare its key allies, along with other potential customers, for market launch; that the first 50 production boards are to be allocated in Greece; that the first full production cycle of 500 boards is planned for delivery; that the SWMBRD product opens up a vast, entirely new aquatic sports and lifestyle market; that trademark approval underway in key markets; that the mentioned companies and markets will continue to perform well in future (past performance is no guarantee for future developments); that SWMBRD plans to not only offer the Swimboard but also all kinds of apparel and gear; that if consumers love the Swimboard and the sport, they will be inclined towards SWMBRD branded products; that the outdoor recreation industry will continue to boom; that SWMBRD's swimboard will be suitable for all age groups; that the company will be successful in developing SWMBRD into a global aquatic sports and lifestyle brand built around the new sport of Swimboarding; that its patents will prove effective and to protect SWMBRD from certain competitive forces, including high margins; that any of the various methods currently employed in the production of surfboards, bodyboards, SUPs, windsurfboards and kayaks will prove effective for the production of SWMBRD's board; that SWMBRD has the solution to a market gap. Such forward-looking statements are subject to a variety of risks and uncertainties and other factors that could cause actual events or results to differ materially from those projected in the forward-looking information. Risks that could change or prevent these statements from coming to fruition include that SWMBRD and/or its partners will not find adequate financing to proceed with its plans; that the OEM manufacturing agreement will not be fulfilled by either party; that there will be circumstances to hinder a product launch and targeting of proposed markets. There are certain risks associated with the business of SWMBRD and with an investment in its securities including the following: Proposed regulatory reforms; involvement in an early stage industry; publicity or consumer perception; ongoing needs for financing; future fluctuations in SWMBRD's quarterly results of operations; limited market for SWMBRD's securities; dilution to existing shareholders; no history of paying dividends; SWMBRD's limited operating history upon which its business can be evaluated; SWMBRD's ability to achieve or maintain profitability; SWMBRD's ability to attract new customers or to sell additional products and services to its existing customers; competition; failure to develop or market new products or services; SWMBRD's plans to achieve growth in future periods and its ability to execute its business plan, maintain high levels of service, or address competitive challenges adequately; SWMBRD's ability to effectively expand sales and marketing capabilities; reliance on intellectual property; use and potential infringement of intellectual property; potential conflicts of interest; reliance on others and key personnel; litigation; changes in laws; insurance coverage; reliance on licensing; market acceptance; acquisitions; and potential delay or future impairment. The risks and uncertainties described above are those SWMBRD currently believes to be material, but they are not the only ones faced by SWMBRD. If any of the following risks, or any other risks and uncertainties that SWMBRD has not yet identified, that SWMBRD currently considers not to be material or of which SWMBRD is not aware, actually occur or become material risks, the business, prospects, financial condition, results of operations and cash flows of SWMBRD, and the value of the securities of SWMBRD, may be materially and adversely affected. SWMBRD's management team has considered possible risks that could arise in this business. Any start-up or established business struggles when the cash runs out and total current liabilities exceed liquid assets. Every business idea is prone to competition by bigger players in the market. If there is money to be made by filling a market gap, there are plenty of others aiming to capture the market share. In the initial stages of mold manufacturing and board production, spanning at least the first 12 to 18 months of production,

SWMBRD will be dependant on one OEM manufacturer, and its suppliers. Therefore, in these initial stages, SWMBRD's strategic plan will be vulnerable to potential disruptions to this manufacturer. Such disruptions to the OEM manufacturer include fire or flood, bankruptcy, labour disputes, regulatory violations, and lockdown due to COVID-19. For this reason, it is a strategic priority of SWMBRD to secure a second, and ultimately third OEM manufacturer for SWMBRD's board as rapidly as possible. This diversification of production will be dependant upon available capital, however. Therefore, until such capital is raised from investors, or generated by board sales, SWMBRD will be reliant on the initial OEM manufacturer. SWMBRD may become excessively dependent on one or more employee(s), manager(s) or strategic partner(s). Aquatic sports boards are not heavily regulated in Canada, the USA, or the EU. There might come the requirement for SWMBRD to certify SWMBRD's board in some way. Individual jurisdictions within SWMBRD's target market may ultimately require that the board be certified in some way. SWMBRD may not be able to comply fully with all such requirements as they arise. SWMBRD's board may turn out unsafe, dangerous and/or useless. SWMBRD may get sued by others. SWMBRD may not obtain insurance against third party liability etc., and other legal risks. Other risks include that management members, directors or partners will leave the company; that SWMBRD will not fulfill its contractual obligations; there may be no or little similarities between SWMBRD's board and other products available in the market; changing costs for marketing and sales and other matters; increased capital costs; interpretations based on current data that may change with more detailed information; potential production methods based on limited real-world use; intended production methods and planned marketing and sales procedures may not be feasible because of cost or other reasons; the availability of labour, equipment and markets for the products produced; world and local prices for components and other products; that advisory or contractual terms may be changed or no positive results from the advisory or contracts are reached; and even if there will be sales generated by SWMBRD, these may not be significant or profitable; the products may prove to be unworthy of further expenditure; there may not be an economic business plan; methods and strategies thought would be effective may not prove to be in practice; economic, competitive, governmental, environmental and technological factors may affect SWMBRD's operations, markets, products and prices; SWMBRD's specific plans and timing of them may change; SWMBRD may not have access to or be able to develop any markets and sales because of cost factors or being accessible, or availability of equipment and technology; and SWMBRD may also not raise sufficient funds to carry out its plans. The writer assumes no responsibility to update or revise such information to reflect new events or circumstances, except as required by law. Cautionary notes: Stated comparisons with other products in the target markets of SWMBRD are not necessarily indicative of the potential of SWMBRD and its plans and should not be understood or interpreted to mean that similar results will be obtained from SWMBRD. Data, results, and projections of stated products, companies and markets are not necessarily indicative of the potential of SWMBRD's proposed products and should not be understood or interpreted to mean that similar results will be obtained from SWMBRD. The information on SWMBRD's competitors / similar products is relevant only as an indication that some similarity may exist.

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Author Profile & Contact

Stephan Bogner (Dipl. Kfm., FH)
Rockstone Research
8260 Stein am Rhein, Switzerland
Phone: +41 44 5862323
Email: sb@rockstone-research.com



Stephan Bogner studied Economics, with specialization in Finance & Asset Management, Production & Operations, and Entrepreneurship & International Law, at the International School of Management (Dortmund, Germany), the European Business School (London, UK) and the University of Queensland (Brisbane, Australia). Under Prof. Dr. Hans J. Bocker, Stephan completed his diploma thesis ("Gold In A Macroeconomic Context With Special Consideration Of The Price Formation Process") in 2002. A year later, he marketed and translated into German Ferdinand Lips' bestseller "Gold Wars". After working in Dubai's commodity markets for 5 years, he now lives in Switzerland and is the CEO of [Elementum International AG](#) specialized in the storage of gold and silver bullion in a high-security vaulting facility within the St. Gotthard Mountain in central Switzerland.

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