



## **SWMBRD Announces Successful Registration of United Kingdom Design Patent**

**VANCOUVER, BC, November 25, 2022: SWMBRD Sports Inc. (CSE: SWIM) (“SWMBRD” or the “Company”)** is pleased to announce the successful registration of a United Kingdom design patent for the Company’s proprietary aquatic sports board.

The United Kingdom design registration is in addition to SWMBRD’s existing intellectual property portfolio, covering multiple embodiments of its unique swimboard design and associated accessories, as disclosed in the Company’s final long form prospectus (available on SEDAR, [www.sedar.com](http://www.sedar.com)).

“We are very pleased that the important UK Design Registration has been granted,” says Justin Schroenn (President and CEO of SWMBRD Sports Inc.). “Revenue in the UK Aquatic Sports Equipment segment amounts to US\$110.8 million in 2022. The market is expected to grow annually by 4.29% CAGR 2022-2027 ([www.statista.com](http://www.statista.com)).

Residents of the United Kingdom are an important target market for SWMBRD. The current population of the United Kingdom is **68,736,857** as of Wednesday, November 23, 2022, based on Worldometer elaboration of the latest United Nations data.

Not only are UK residents a major component of summertime tourism in vacation destinations throughout Mediterranean coastline from Spain to Turkey, but we believe SWMBRD’s versatility brings into orbit the spectacular coastline (both still water and surf), lakes and rivers of England, Scotland, Wales and Ireland as well.

Of significance also is the fact that many cars and residences in the UK tend to be compact. Consequently, management believes that SWMBRD’s small size (3’2”), lightness (8.7lbs), easy carrying ergonomics and unique versatility of use, may make it a perfect aquatic sports product for the UK consumer.

The award of this UK design patent strengthens SWMBRD’s position as developer of its proprietary swimboard and serves as a strong foundation for future SWMBRD products, accessories, events, media and lifestyle products.

SWMBRD’s expanding intellectual property portfolio continues to be a key strategic component of the Company’s growth. While SWMBRD does not divulge jurisdictions in which intellectual property applications are still pending, the Company is pleased to keep investors apprised of important jurisdictions in which applications have been successful, such as the United Kingdom Design Registration now granted. We would like to thank Thomas Bailey and the team at Oyen, Wiggs, Green & Mutala LLP for all their efforts in helping to secure this very important accomplishment.”

### **About SWMBRD Sports Inc.**

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 great 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 and Greece. The Company is now preparing to commence large scale mass production under an OEM agreement with Tahe Sports, Vannes, France - the preeminent board sport manufacturer in Europe.

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### **Forward-Looking Statements**

*Certain statements in this press release are forward-looking statements and are prospective in nature. Forward-looking statements are not based on historical facts, but rather on current expectations and projections about future events, and are therefore subject to risks and uncertainties which could cause actual results to differ materially from the future results expressed or implied by the forward-looking statements. These statements generally can be identified by the use of forward-looking words such as “may”, “should”, “will”, “could”, “intend”, “estimate”, “plan”, “anticipate”, “expect”, “believe” or “continue”, or the negative thereof or similar variations. Forward looking statements in this news release include statements regarding the Company’s planned expansion of its intellectual property portfolio, the United Kingdom and its residents being an important target market for sale of the Company’s products, 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 that the Company will complete large scale mass production and sale of its SWMBRD in December 2022.. 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. Such statements are qualified in their entirety by the inherent risks and uncertainties surrounding the Company’s business plan with respect to the production and sale of its aquatic sports boards; the Company’s plan to develop its brand and the sport of swimboarding; and those additional risks set out in the Company’s public documents filed on SEDAR at [www.sedar.com](http://www.sedar.com). Such forward-looking statements should therefore be construed in light of such factors, and the Company is not under any obligation, and 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.*