

—  
OUR UNI-  
VERSE. TWENTY  
TWENTY-ONE.



(TSXV: RYU)  
(OTCQB: RYPF)  
(FWB: RYAA)

RYU APPAREL INC.  
— MARCH 2021



—  
INDUSTRY IS  
ALIVE AND WELL  
AND IT'S GROWING  
AT AN  
EXPONENTIAL  
RATE.

\* 208<sup>2025</sup><sub>B</sub>  
+10.4% VS 2020

\_\*STATISTA, JAN 20, 2021



— WE LIVE  
IN AN  
UNDIFFERENTIATED  
MARKETPLACE.

— CROWDED  
— OVER-SATURATED  
— COMPLEX



— IT'S  
TIME  
TO CUT  
THRO-  
UGH  
THE  
NOISE.



— WE  
CHANGE  
THE GAME  
+ DIST-  
RUPT  
THE  
MARKET.

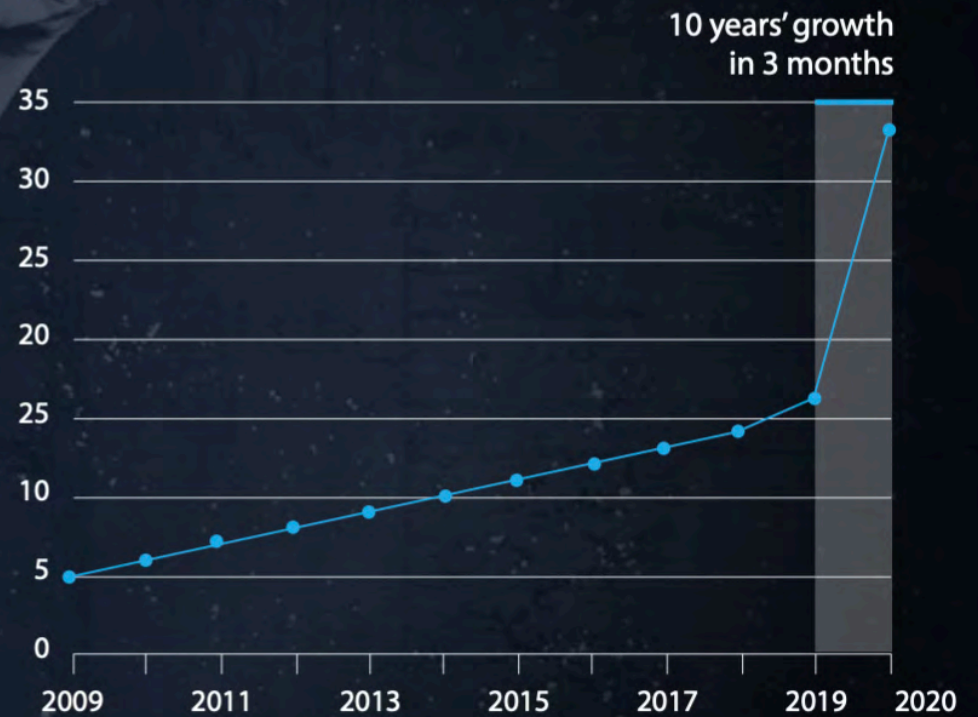


—  
LEAD  
WITH  
DIGITAL.

# \_THE LEAP

HOW FAST IS THE WORLD MOVING  
AROUND US? CONSIDER HOW QUICKLY  
E-COMMERCE HAS REPLACED PHYSICAL  
CHANNELS IN THREE MONTHS.

US e-commerce penetration, %



Source: Bank of America, Forrester Analytics; ShawSpring Research; US Department of Commerce; McKinsey analysis

A person wearing a grey hoodie is seen from behind, looking out a window. The scene is dimly lit, with light coming from the window on the right. The person's hand is visible near their face.

“  
—

**ONLY 18% OF CONSUMERS  
BELIEVE BRANDS OFFER AN  
EXCEPTIONAL CUSTOMER”  
EXPERIENCE” — eMarketer**

“  
—  
THE BEST RETAILERS DON'T JUST  
HAVE PRODUCTS OR APPS THEY  
HAVE AN ECOSYSTEM.”

— JOHN\_DONAHOE, CEO NIKE INC.

NIKE Q1 FISCAL YEAR UP 82%.  
NIKE BELIEVES MORE THAN 50%  
OF IT'S BUSINESS WILL COME  
FROM DIGITAL.





# BUILD + SCALE A CONSUMER-LED INTEGRATED MARKETPLACE.

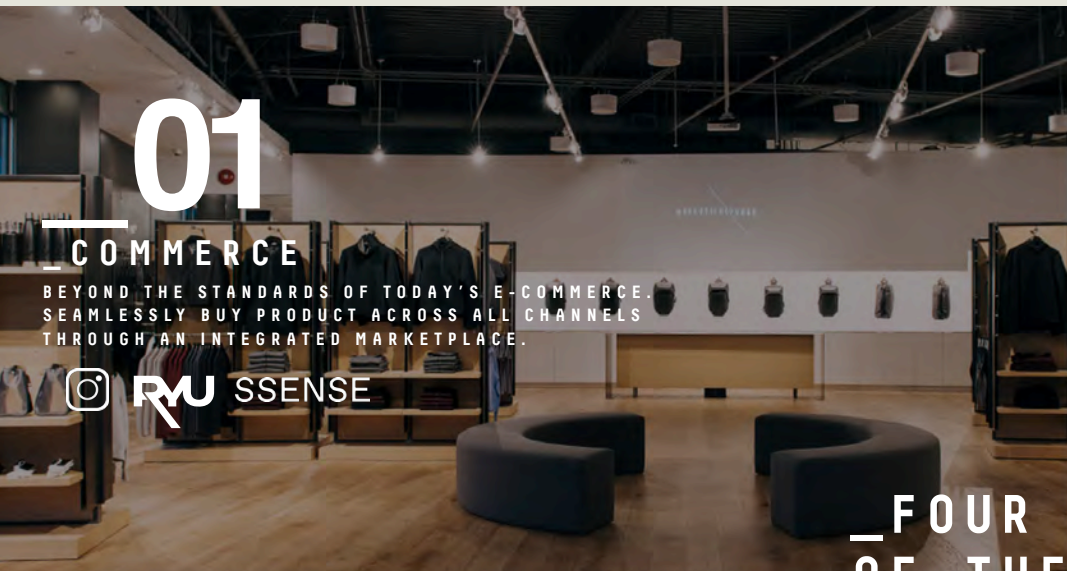
INTEGRATED MARKETPLACE\_  
LED BY RYU.COM  
PREMIUM + ELEVATED DISTRIBUTION.  
DISTINCT, CONSUMER-LED DIMENSIONS.

\_ SEAMLESS  
END-TO-END  
BRAND  
EXPERIENCE



SPEED  
SCALE  
EFFICIENCY




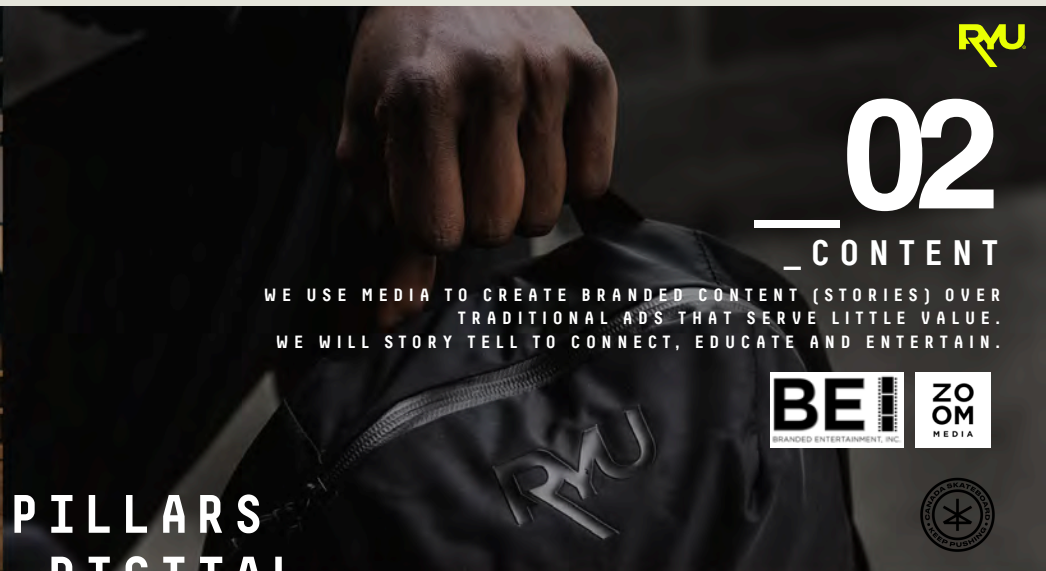


# 01

## \_ COMMERCE

BEYOND THE STANDARDS OF TODAY'S E-COMMERCE. SEAMLESSLY BUY PRODUCT ACROSS ALL CHANNELS THROUGH AN INTEGRATED MARKETPLACE.

  SSENSE





# 02

## \_ CONTENT

WE USE MEDIA TO CREATE BRANDED CONTENT (STORIES) OVER TRADITIONAL ADS THAT SERVE LITTLE VALUE. WE WILL STORY TELL TO CONNECT, EDUCATE AND ENTERTAIN.

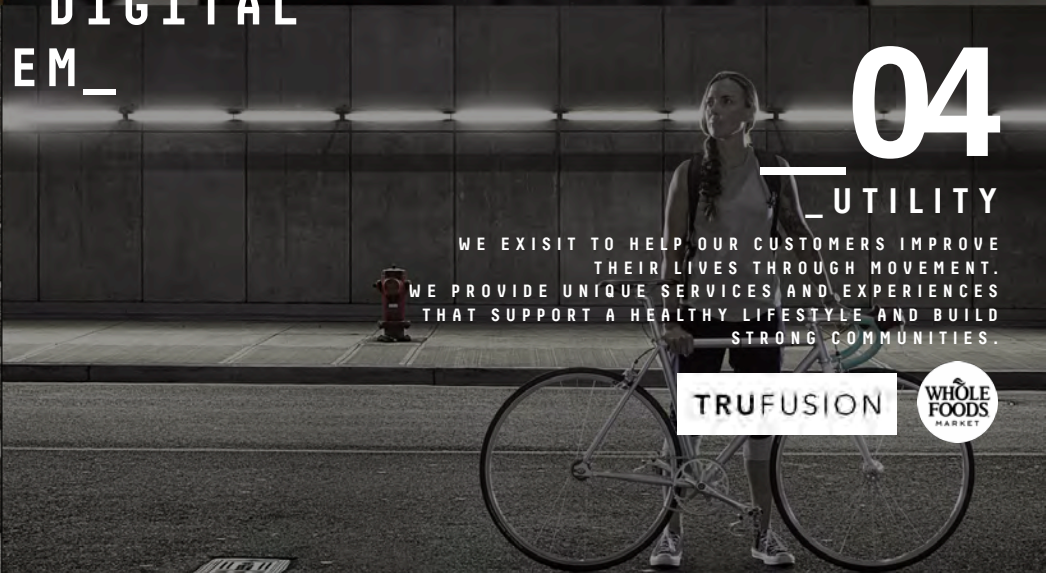
 



# 03

## \_ SERVICE

OFFER AN END-TO-END EXPERIENCE THAT BRINGS THEM BACK AND CONVERT THEM INTO BRAND ADVOCATES. WE DO EVERYTHING WE CAN TO SOLVE FOR PAIN-POINTS AND ELIMINATE FRICTION THROUGH EVERY INTERACTION.



# 04

## \_ UTILITY

WE EXIST TO HELP OUR CUSTOMERS IMPROVE THEIR LIVES THROUGH MOVEMENT. WE PROVIDE UNIQUE SERVICES AND EXPERIENCES THAT SUPPORT A HEALTHY LIFESTYLE AND BUILD STRONG COMMUNITIES.

# \_ FOUR PILLARS OF THE DIGITAL ECOSYSTEM \_

RYU

01

\_ COMMERCE



02

\_ CONTENT



\_ COOL PRODUCT



03

\_ SERVICE



\_ INSPIRING  
STORIES

\_ EFFORTLESS

04

\_ UTILITY



A photograph of a cyclist from behind, wearing a grey long-sleeved jersey and a white helmet, adjusting the straps. The background shows a paved road and a railing.

—  
MOVE-  
MENT.  
MATT-R  
ERS.

—  
HOW  
WE  
SOLVE.

— UNITED \_ BY \_ PURPOSE .

DRIVEN \_ BY \_ MOVEMENT .

— PATH \_ LESS  
— TRAVELLER

—  
WHO  
WE  
SER—  
VE.

TRA  
IN\_



LIV  
E\_



RYU

SLEEPING

MORNING

MOVING

RANGE OF MOTION

SIMPLICITY

WORKING

AFTERNOON

SW EATING

BREATHABILITY



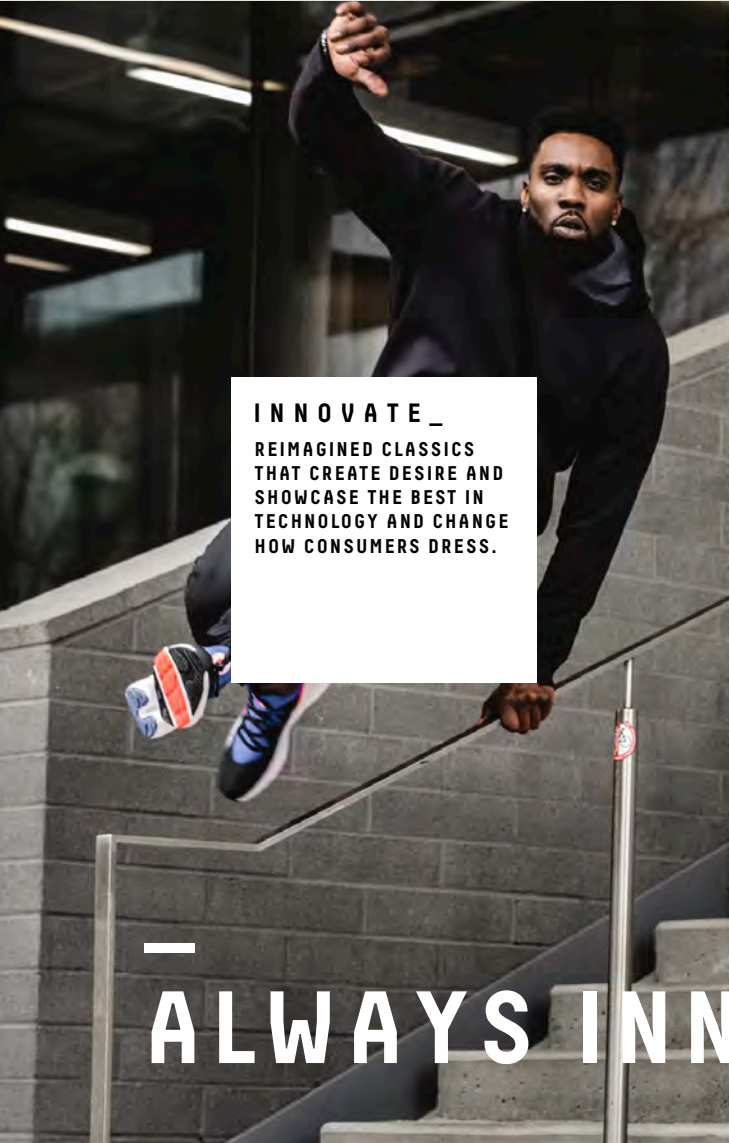
24HRS OF MOVEMENT

NIGHT MOVING

PROTECTION

DRINKING

ATTITUDE



**INNOVATE\_**

REIMAGINED CLASSICS  
THAT CREATE DESIRE AND  
SHOWCASE THE BEST IN  
TECHNOLOGY AND CHANGE  
HOW CONSUMERS DRESS.



**CURATE\_**

ENHANCED END-TO-END  
EXPERIENCE THROUGH A  
HYPER-CURATED PRODUCT  
OFFERING THAT  
ELIMINATES THE NOISE.



**INSPIRE\_**

CREATING A CULTURAL  
MOVEMENT IN TRAINING.

—  
**ALWAYS INNOVATING**

RYU

-  
**WIN**

THROUGH TECHNICAL TRAINING TOPS  
AND SHORTS, ANCHORED BY CLEAR  
FIT AND FUNCTION ARCHITECTURE\_

-  
**FOCUS**

ON ESTABLISHED CATEGORIES -  
TRAINING, RUN, YOGA, RIDE  
EXECUTE DIFFERENTIATED  
DESIGN ETHOS AND  
IMPECCABLE FINISHING  
CREATE STYLES WITH CROSS-OVER  
INTO DAILY LIFE





# POSITIONED TO WIN.

\_ FASHION

\_ PREMIUM

\_ PERFORMANCE

\_ VALUE



—  
RIGHT  
TEAM IN PLACE.  
EMPOWERED TO  
DO WHAT THEY DO  
BEST.

—  
WE'VE  
DONE  
THIS  
BEFORE.

AKI  
27

# EXPERIENCE MATTERS

WE'VE  
DONE  
THIS  
BEFORE.

**CESARE FAZARI, CEO**  
OVER 30 YEARS EXPERIENCE

**ROB BLAIR\_COO**  
OVER 20 YEARS EXPERIENCE

**ALEX MCAULY\_CFO**  
OVER 10 YEARS EXPERIENCE

**JAY GUNDZIK\_CD**  
OVER 22 YEARS EXPERIENCE

**JEAN-PIERRE ROY\_PRODUCT  
AND MERCHANDISING**  
OVER 16 YEARS EXPERIENCE



—  
WELCOME  
TO THE  
PATHLESS  
TRAVEL-  
LED CLUB.



—  
THIS  
IS  
ONLY  
THE  
BEGINNING.

UNITED\_BY\_PURPOSE.

DRIVEN\_BY\_MOVEMENT.

—  
**UNDER  
 WAY\_**  
 —

**\_01  
 FINALIZE  
 BRAND  
 DIRECTION  
 AND TARGET  
 AUDIENCE\_**

**\_02  
 ENGAGE  
 ENGINE  
 DIGITAL TO  
 BUILD THE  
 ECOSYSTEM\_**

**\_03  
 DEVELOP  
 PRODUCT  
 CREATIVE  
 DIRECTION\_**

**\_04  
 ACTIVATE  
 AGILE  
 SUPPLY  
 CHAIN \_**

**\_05  
 DEFINE RYU  
 CORPORATE  
 RESPONS-  
 IBILITY  
 GUIDELINES  
 —**

**\_06  
 SOLIDIFY  
 PHASE I  
 TALENT  
 NEEDS\_**

**-  
GRO-  
WTH  
PLAN.**

# **- GROWTH PATH**

**-  
PHASE III**

**MAXIMIZE**  
NEW CATEGORY GROWTH  
MARKET EXPANSION

**-  
PHASE II**

**SCALE**  
LEVERAGE BRAND EQUITY  
RETAIL-CHANNEL GROWTH  
WOMEN'S

**-  
PHASE I**

**IGNITE**  
DIGITAL ECOSYSTEM  
SEAMLESS BRAND EXPERIENCE  
SERVICE MODEL  
NEW PRODUCT  
WOMENS

**UNDERWAY**

**SEED**  
BRAND RESET  
BUILD ORGANIZATION  
ALIGNING RESOURCES  
BUILD THE CORE

2021

2022-2023

2023-2024

2025



# SHARE METRICS

MARCH 7, 2021



Shares outstanding	179,863,537
Warrants	137,009,638
Stock options	13,671,201
RSUs	3,000,000
Fully diluted	333,544,376
Convertible debt	28,571,429
Proforma fully diluted	362,115,805

(TSXV: RYU)  
(OTCQB: RYPPF)  
(FWB: RYAA)

A wide-angle photograph of a city street intersection. A cyclist is riding across the intersection. A large white truck is parked on the right side of the road. In the background, there are modern buildings and a traditional brick building. The sky is overcast.

—  
UNITED\_BY\_PURPOSE.  
DRIVEN\_BY\_MOVEMENT.

THANK YOU.



# — APPENDIX

# — HEAD QUART— ERED IN VANC— OUVER— CANADA

## — APPAREL DESIGN & INNOVATION HUB —

BIRTH TO MANY GLOBALLY RECOGNIZED PREMIUM AND PERFORMANCE APPAREL BRANDS - LULULEMON, ARC'TERYX, ARITZIA, REIGNING CHAMP, HERSCHEL, MEC 100+ APPAREL COMPANIES HEADQUARTERED WITHIN IT, EMPLOYING 7,000 PEOPLE AND SOME 14,000 GLOBALLY\*

BIG CITY AND WORLD CLASS OUTDOOR TERRAIN INSPIRES AND DEVELOPS INDUSTRY TALENT.

UNIVERSITIES AND COLLEGES GEAR COURSES TO TRAIN TALENT TO FILL ROLES AND INDUSTRY DEMANDS.

OUR HEADQUARTERS ARE LOCATED IN THE VIBRANT KITSLANO AREA, JUST BLOCKS AWAY FROM LULULEMON'S

+  
**100**  
APPAREL  
COMPANIES

LOREM  
IPSUM—  
  
INTEGER METUS DOLOR

\* HQ VANCOUVER: GROWING A GLOBAL HUB OF PREMIUM AND PERFORMANCE APPAREL IN B.C. - 2018

—  
NINE-  
TEEN  
AWARDS  
+  
ACCOL-  
ADES\_



\_RYU QUICK  
PACK  
VOTED TOP 3  
WORLDWIDE  
“BEST WORK  
BACKPACK”\_

*Carryology*



A'DESIGN AWARD  
& COMPETITION



WORLD RETAIL  
AWARDS



WORLD RETAIL  
AWARDS

2019 WINNER  
BEST CUSTOMER EXPERIENCE  
INITIATIVE - RETAILER



*Awards*  
WINNER

WGSN  
CREATE TOMORROW

—  
FEAT-  
URED +  
RECOG-  
NIZED\_

RJU

Forbes

MENS FITNESS

MUSCLE  
& FITNESS

GEAR PATROL

Sports  
Illustrated

MEN'S JOURNAL

Outside

THE  
GLOBE  
AND  
MAIL+



GEAR INSTITUTE

HICONSUMPTION

MR  
THE MEN'S WEAR MARKET MAGAZINE



MONOCLE

SELF



MADE MAN  
Gentlemen welcome

WWD

Carryology

CHATELAINE

teenVOGUE

READER'S DIGEST  
best  
health

VICE

RETAIL  
R·I  
INSIDER

populist

oxygen

TC TechCrunch

# — INVEST- OR RELAT- IONS.

— HYBRID FINANCIAL SERVICES & RED  
CHIP COMPANIES TO LEAD STRATEGIC  
INVESTOR RELATIONS AND  
SHAREHOLDER COMMUNICATION —

- WORLD LEADERS IN INVESTOR RELATIONS, FINANCIAL MEDIA, AND RESEARCH FOR MICROCAP AND SMALL-CAP STOCKS, WITH NORTH AMERICAN AND GLOBAL PRESENCES.
- COMPREHENSIVE INVESTOR RELATIONS STRATEGY TO ENHANCE OUR AWARENESS WITH THE INVESTMENT COMMUNITY
- A COMMITMENT TO CONSISTENT UPDATES ON OUR OPERATIONAL PROGRESS WITH OUR INVESTORS.



# — GLO- BAL PART- NER- SHIPS

— INCREASING OUR BRAND PRESENCE WITH  
POWERFUL GLOBAL MULTIMEDIA PARTNERS WITH —

- ZOOM MEDIA
- AFTERPAY
- GENERATION ACTIVE
- UPRISE
- CANADA SKATEBOARD AND THE CANADIAN OLYMPIC TEAM

PENTATONIC®  
OTHERWARE

**ZO  
OM** MEDIA  
GET ACTIVE. GET RESULTS.  
afterpay   
GENERATION  
ACTIVE

