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THE ELEGANCE OF LUXURY CLOTHING
THE COMFORT YOU DEMAND

Sophie Grace Designs.

INVESTOR PRESENTATION

Forward-looking *Statements.*

This presentation contains certain statements or disclosures that may constitute forward looking information under applicable securities laws with respect to the Company, including, but not limited to statements or information concerning: the successful development of the Company, the number of investors, users and issuers that will utilize the Company, the valuation, as well as any other statements that may predict, forecast, indicate or imply future plans, intentions, levels of activity, results, performance or achievements, and involve known and unknown risks, uncertainties and other factors which may cause the actual plans, intentions, activities, results, performance or achievements of the Company to be materially different from any future plans, intentions, activities, results, performance or achievements expressed or implied by such forward-looking information.

There can be no assurance that forward-looking information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking information.

Testimonials may not be representative of the experience of other customers or investors. Testimonials are no guarantee of future performance or success.



Our Beginning

“I wondered why no one made a simple work collection for women where everything was boardroom appropriate, matching, and multifaceted. Why did no one make a collection where the pencil skirts, pants, blouses, sweaters, and dresses could be intermixed to create a whole collection of awesome outfits that could be pulled together with little to no thought? Why did brands change their *NAVY* all the time? Why did I have to rely on a whole slew of brands in order to put together *ONE* outfit?

I wondered why there wasn't a brand that focused on creating streamlined elegant mix and match staples. So I made one."

A woman with dark hair, wearing a white long-sleeved dress, is looking down at a sculpture of a horse's head. The sculpture is made of a light-colored, textured material. The background is a neutral, light-colored wall with a brown curtain on the right.

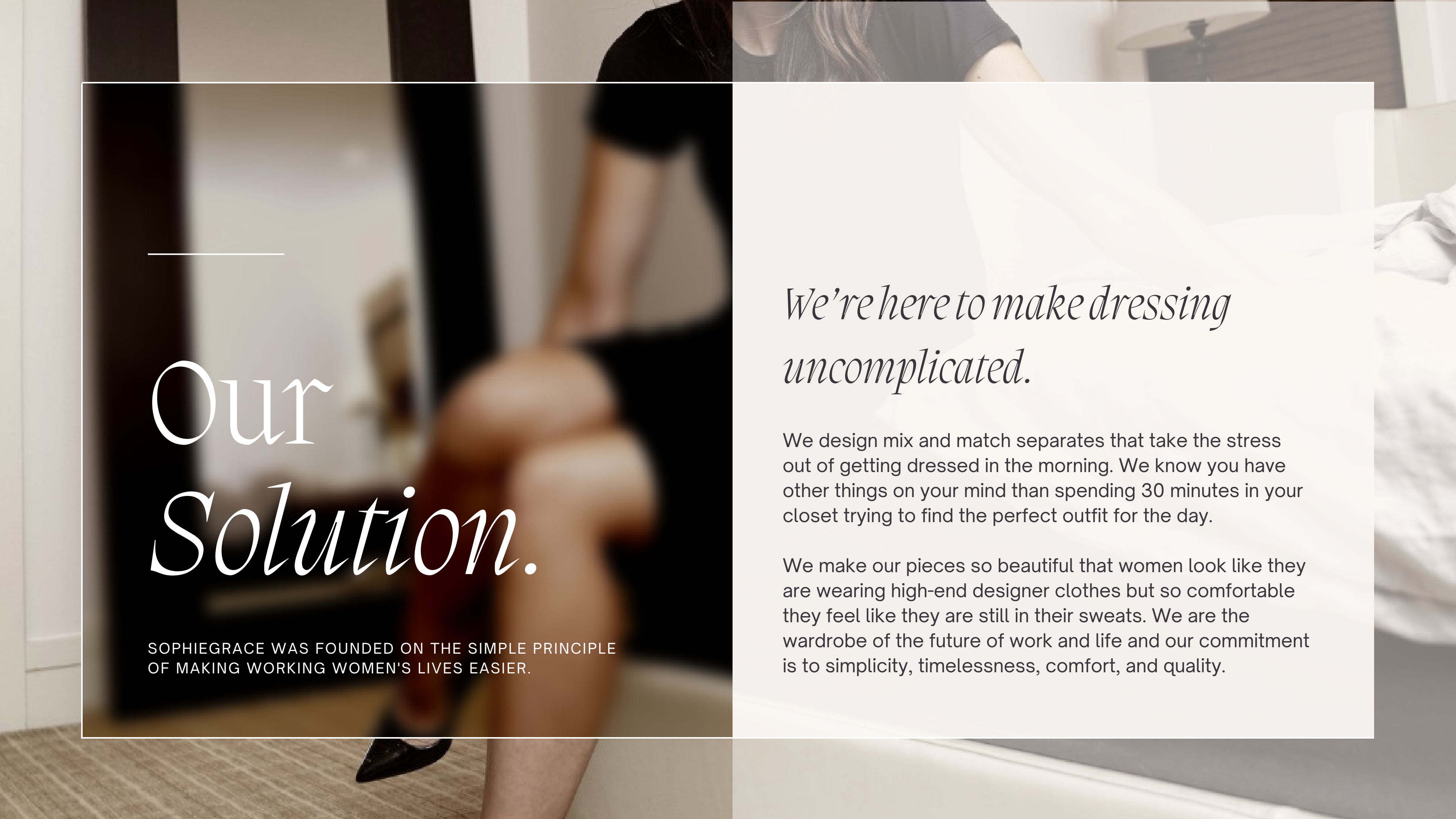
The Problem.

We were tired of trying to find elegant separates in a sea of fast fashion.

In today's youth-focused culture, our target market - the smart, sophisticated, working woman - is often overlooked despite spending more online than any other demographic. Averaging a spend of \$960/year per woman, **20% of US working women earn over \$100,000 and spend over 3 billion dollars annually on apparel online.** Yet most fashion companies cater to her teenage daughter.

Fast fashion has become a prominent trend in the fashion industry despite the unethical and unsustainable side effects. Fast fashion is responsible for **nearly 10% of global gas emissions.**

This market is underserved, affluent, and ready to spend on sustainable, high-quality pieces that fit her lifestyle.

A woman with long dark hair, wearing a black dress and black high heels, is walking away from the camera in a modern office setting. The background is blurred, showing office furniture and a lamp.

Our *Solution.*

SOPHIEGRACE WAS FOUNDED ON THE SIMPLE PRINCIPLE
OF MAKING WORKING WOMEN'S LIVES EASIER.

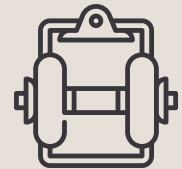
*We're here to make dressing
uncomplicated.*

We design mix and match separates that take the stress out of getting dressed in the morning. We know you have other things on your mind than spending 30 minutes in your closet trying to find the perfect outfit for the day.

We make our pieces so beautiful that women look like they are wearing high-end designer clothes but so comfortable they feel like they are still in their sweats. We are the wardrobe of the future of work and life and our commitment is to simplicity, timelessness, comfort, and quality.

WITH JUST 12 PIECES FROM OUR COLLECTION YOU CAN
CREATE 73 DIFFERENT OUTFITS.

Our *Products.*



Eco-Fabrics

In 2022, our plan is to increase our usage of sustainable /ecofabrics.

We are also choosing natural fabrics that stand the test of time.

We select fabrics that work on real women's bodies.



Capsule Collection

We commit to core colours, to ensure the ongoing workability of building out your wardrobe.

The blazer you bought last season will match perfectly with the new pant coming next spring.



Online Focus

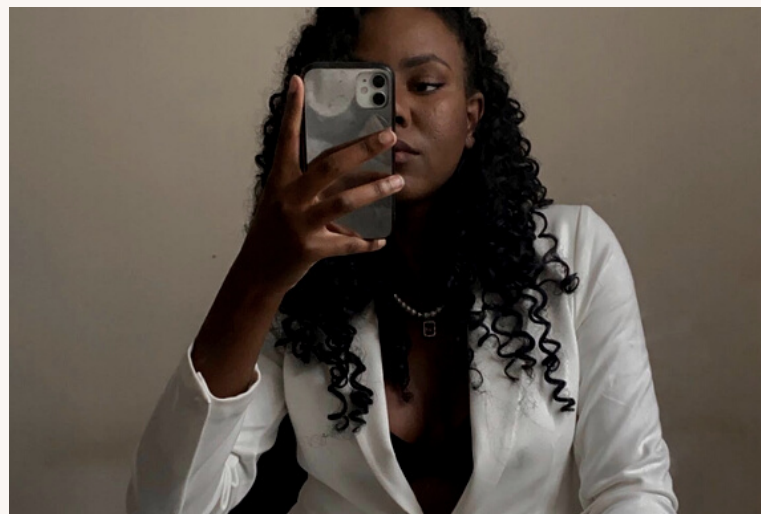
Consumers have the ability to shop online, stop by one of our showrooms in Calgary or Vancouver or occasional pop-up shops or book a styling in person or virtually with our in-house stylist.



Ethical Supply Chain

A huge focus for us is our supply chain and logistics. We sew 60% of our collection in factories in Canada and focus on high quality production of classic staples rather than fast fashion trends.





Our *Customers.*

OUR ONLINE COMMUNITY IS MADE UP OF CLOSE TO 10000 FOLLOWERS AND OUR EMAIL DISTRIBUTION LIST IS UP TO 14000.

"I love every piece I've bought (and can't wait for more!) because it is SO comfortable/wearable/looks good but also because I can launder it easily and efficiently at home!!" Jana-Lyn

"Thank you for making clothes that are elegant yet soooo comfortable! Sophie Grace is to me the definition of effortless chic. I am so in love with your products...Thank you!" Marianne

"This is the most beautifully cut skirt I have ever put on." Brandy

"Pants have always been the enemy. I now have all 3 styles of pants which is amazing. To think I'd be able to order them online and have them fit and look so well is unbelievable." Karen

Our Traction.

4,000+ WOMEN HAVE SOPHIEGRACE
IN THEIR CLOSETS.



THE ASHLEY DRESS

Product price \$220



THE HAMILTON PANTS

Product price \$195

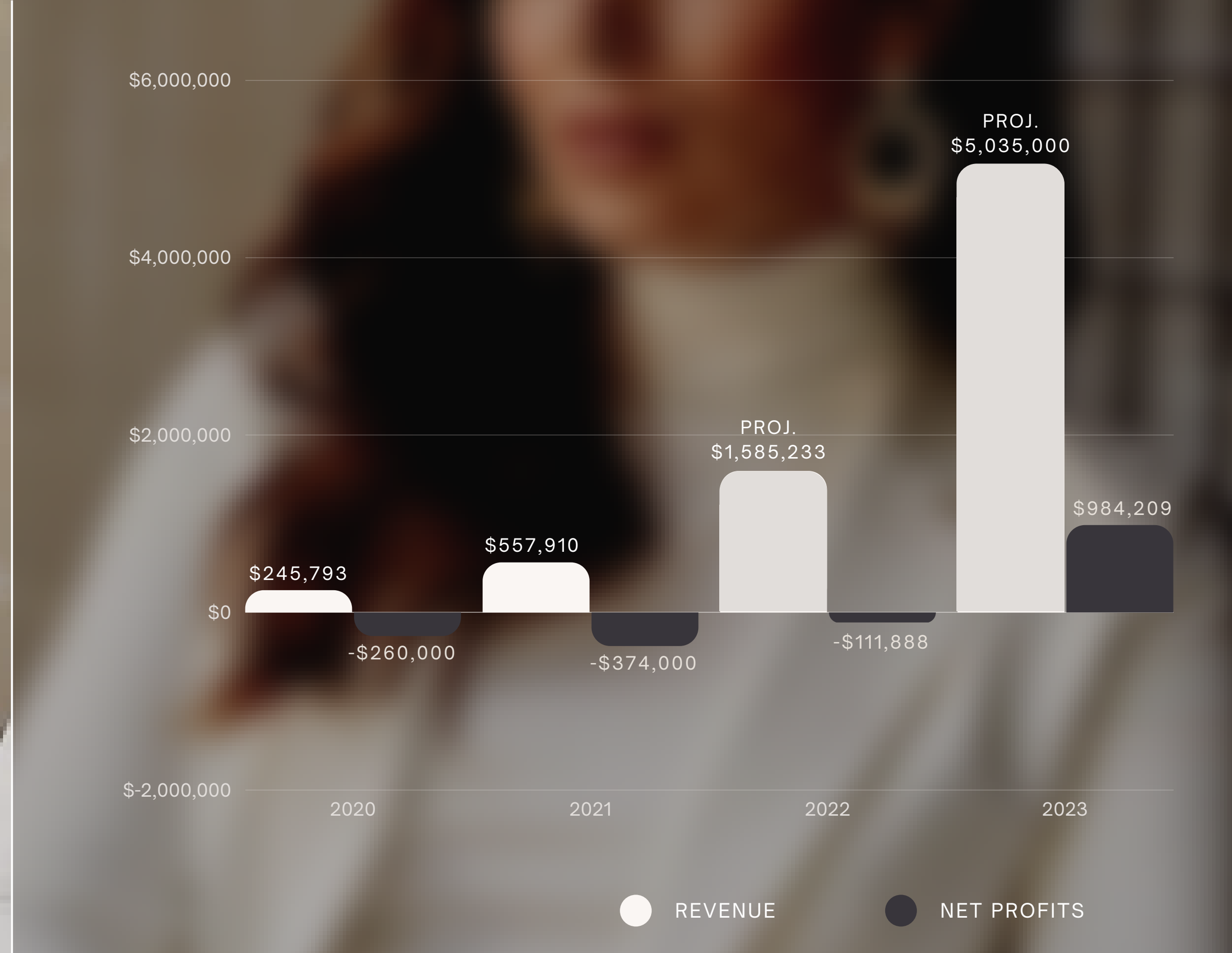


Since our 2020 launch, we've seen a 43% YoY sales increase and this year, we're exceeding our targets. In our first year, we hit \$430k in sales. In 2021, we sustained growth selling workwear in the pandemic, seeing \$940k in sales, and a 32% returning customer rate. 2021 was a year we achieved many goals from making \$100k sales in a single month and hitting revenue of \$900k in just our second year of operations.

In January 2022, we hit our break-even point and 4x sales from January 2021. February and March both saw 2.6x sales increase from the same months in 2021.

Statement of Profit/ Loss and Projections

A capital injection gives us the means to exponentially grow revenue and create profit in short order.



PROJECTIONS AND KPIS (E.G. CAC) HAVE BEEN DETERMINED BY MANAGEMENT BASED ON INSIGHT AND INTERNAL FINANCIAL INFORMATION THAT HAS NOT UNDERGONE ANY AUDIT OR THIRD PARTY VERIFICATION.



Business Model.

SophieGrace is growing with a direct-to-consumer business strategy.

Customers can purchase from our e-commerce store or stop by one of our two showroom locations in Calgary and Vancouver (or sometimes, stop by one of our pop-up shops around the country). **Our online sales account for 98% of our total sales** and our sales are broken down as being 75% from Canada and 25% coming from the USA.

The average annualized spend of our average customer was \$400 in 2021 with an average order value of \$280. We have a repeat customer rate of 32%.



MARKETING EFFICIENCY REINFORCES STRONG
MARGIN AND PROFIT POTENTIAL.

Marketing Pillars.



*Based on our audience, we are focusing on
four marketing strategies in 2022:*

Organic: Investment in content creation targeted to our customer base (lifestyle-centric) will increase our organic engagement and traffic.

Paid: We plan to increase the budget on paid ads with a strong ROAS for customer acquisition.

PR & Media: We plan for PR and influencer partnerships to continue to build brand awareness and traffic. We will develop key partnerships for increased exposure in the US Market where 25% of our sales come from.

Billboard & Print: We will execute on direct mail/billboard ads focused in areas where our customers live and work.



The Market.

SOURCE: EUROMONITOR DEPARTMENT OF FASHION AND APPAREL SERVICES STATISTA 2019

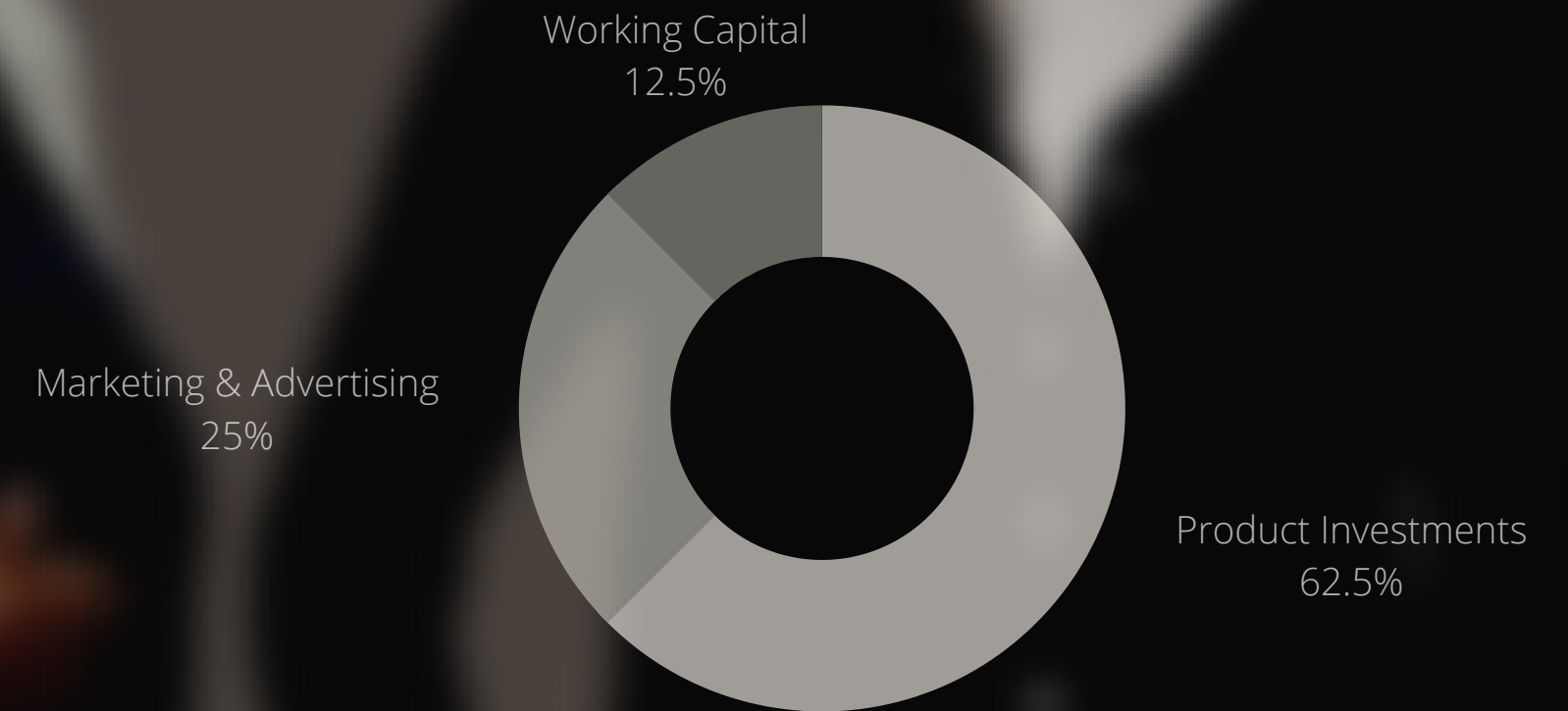
\$672B market valuation by 2023.

According to Statista, the e-commerce fashion industry's compound annual growth rate (CAGR) is tipped to reach 14.2% between 2017 and 2025, with the industry hitting a \$672.71 billion valuation by 2023. **To capture just 1% of the Canadian market would be a \$300 million USD opportunity.**

Rising demand for everyday luxury.

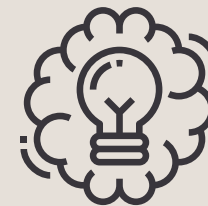
43% of consumers said they would increase their fashion spend in 2021, with clothing for work and special occasions top of their shopping list. 20% of US working women earn over 100K and spend over 3 billion dollars annually on apparel online.

Use of *Funds.*



Product Development

To expand our size range and become more size inclusive, and to develop our proprietary eco-fabric for all our pieces.



Marketing & Advertising

To execute on our four core marketing categories: content development, PR/media, paid advertising, and print.



Working Capital

We will hire a fractional Chief Marketing Officer and Chief Financial Officer and expand the team and our expertise.

Our Team.

THIS TEAM HAS THE CUSTOMER INSIGHT AND TECHNICAL EXPERTISE TO SCALE THIS BRAND.



Emma May

FOUNDER/CEO

Former lawyer, Founder Charles Real Estate, Senior Political Staffer.



Lisa MacCarthy

COO/ HEAD OF PRODUCT

Former Product Team Lead with Lululemon and Gap



Carl Abad

DIRECTOR EXPERIENCE

Carl has over 20 years of styling, fashion and retail sales experience in the women's wear space.



Jess Farnsworth

DIRECTOR DESIGN

Jess comes to us from another major Canadian brand and is leading the new design division at SG.



Therese Cormier

DIRECTOR CUSTOMER EXPERIENCE

With an extensive background in sales, Therese is leading our customer service efforts.



Jodi Christensen

ADMIN/HR



Elle Kreitz

LOGISTICS



Reasons to *Invest*.

Strong traction

4K+ women own SophieGrace in their closets and at least 32% are repeat customers

Significant sales growth

\$940k in sales in 2021 with an average order value per customer of \$280

Passionate and involved community

10K followers on IG and high engagement rates. We average a 5-star rating

Increasing demand and market potential

Accrued over \$1.7k in sales during COVID-19 and market is positioned for further growth post-COVID

Committed to our customer

We are committed to ethical production and high-quality eco-fabrics to match what our customer wants

A woman with long brown hair, wearing a white blazer and a large gold hoop earring, is shown from the side. She is looking towards the left. The background is a blurred office setting.

Thank You.

We would love to have you join us as an investor on our journey to build a legacy brand and help women win at work. We are a fast growing company with a loyal customer base who recognizes that we are filling a hole in the market and we are poised to build a profitable Canadian based clothing line that creates sustainable and beautiful product. Consider becoming a co-owner today.

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