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KEY DATA POINTS INSIDE

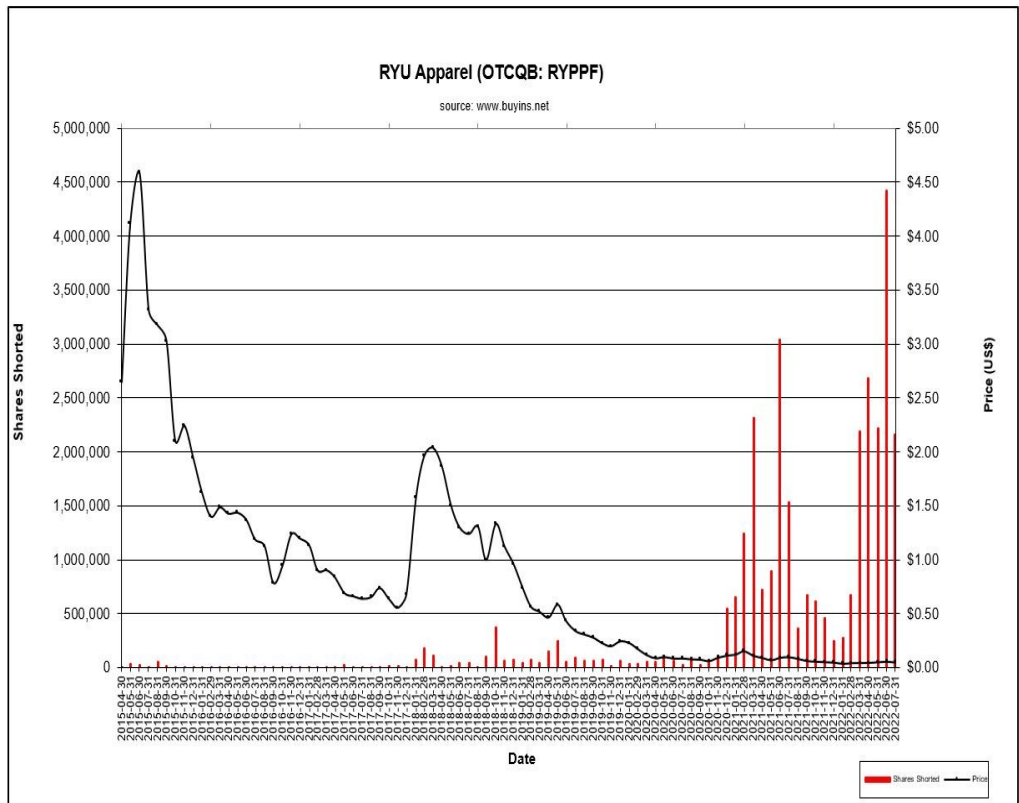
- Daily Short Volume*
- Naked Short Volume*
- Market Maker Friction*

RECENT RYPPF NEWS

- GlobeNewswire**•7 days ago
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RYU Apparel, Inc. (OTCQB: RYPPF) secures Blockchain and Capital Markets Expert Thomas Carter as Key Advisor to Identify and Launch Profitable Web3 and Metaverse Opportunities for RYU
- GlobeNewswire**•21 days ago
RYU Apparel, Inc. Secures Multi-Faceted Contract with NFL Alumni Academy to Provide High Performance Apparel and Life Skills Coaching to NFL and XFL Talent Pool for 2022 Season
- GlobeNewswire**•29 days ago
RYU Apparel Inc. (TSXV: RYU) (OTCQB: RYPPF) Announces Company Achievements and Roadmap For Shareholders with growth in Operations, Rollup Acquisition Strategy, and Disruptive Technology Opportunities
- CNW Group**•last month
RYU Apparel Credits Ecommerce

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RYPPF SHORT SELLERS



Starting in April 2015 short sellers have shorted RYPPF. Shorts have become much more aggressive recently which warrants further investigation. Buyins.net will report the results of its surveillance on a monthly basis.

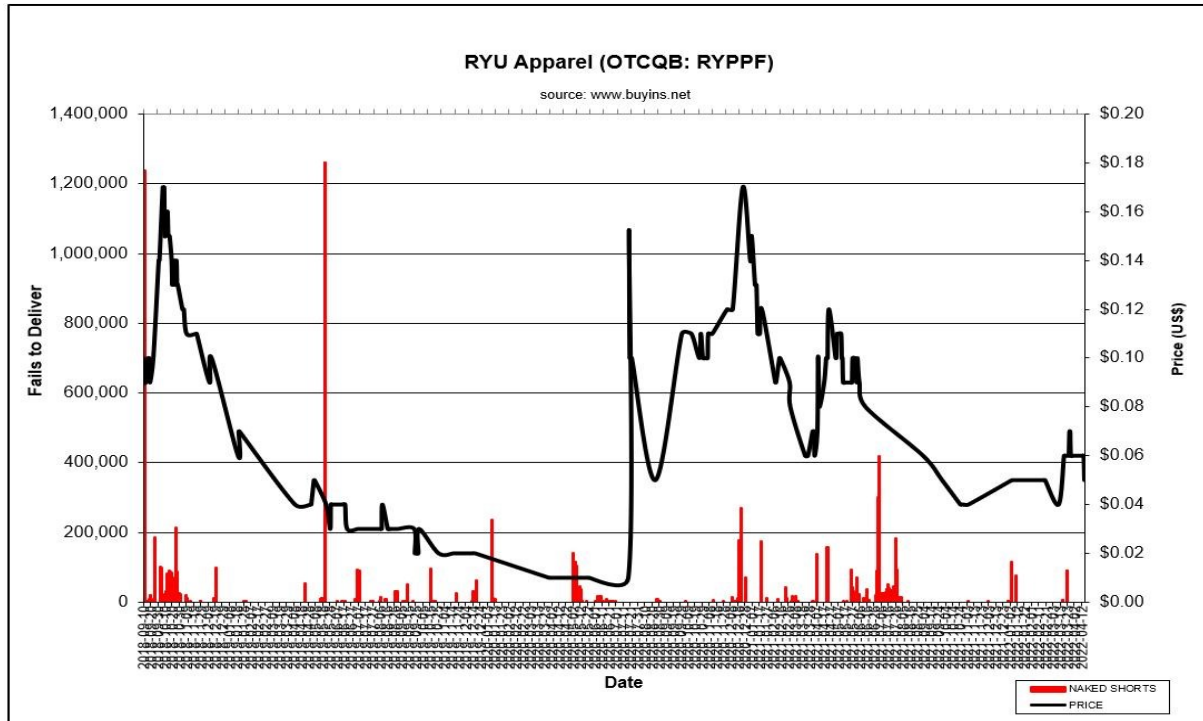
OVERVIEW OF RYPPF SHORT SALE DATA

After careful analysis of RYPPF short sale, naked short sale and market maker friction factor data it is clear that RYPPF has had issues with short sellers who have been continuously shorting approximately 64% of all trading volume. Short sellers

have been building a sizable position in shares of RYPPF as a percentage of total trading volume and market makers have made a neutral market lately. New evidence of daily short sellers shorting shares of

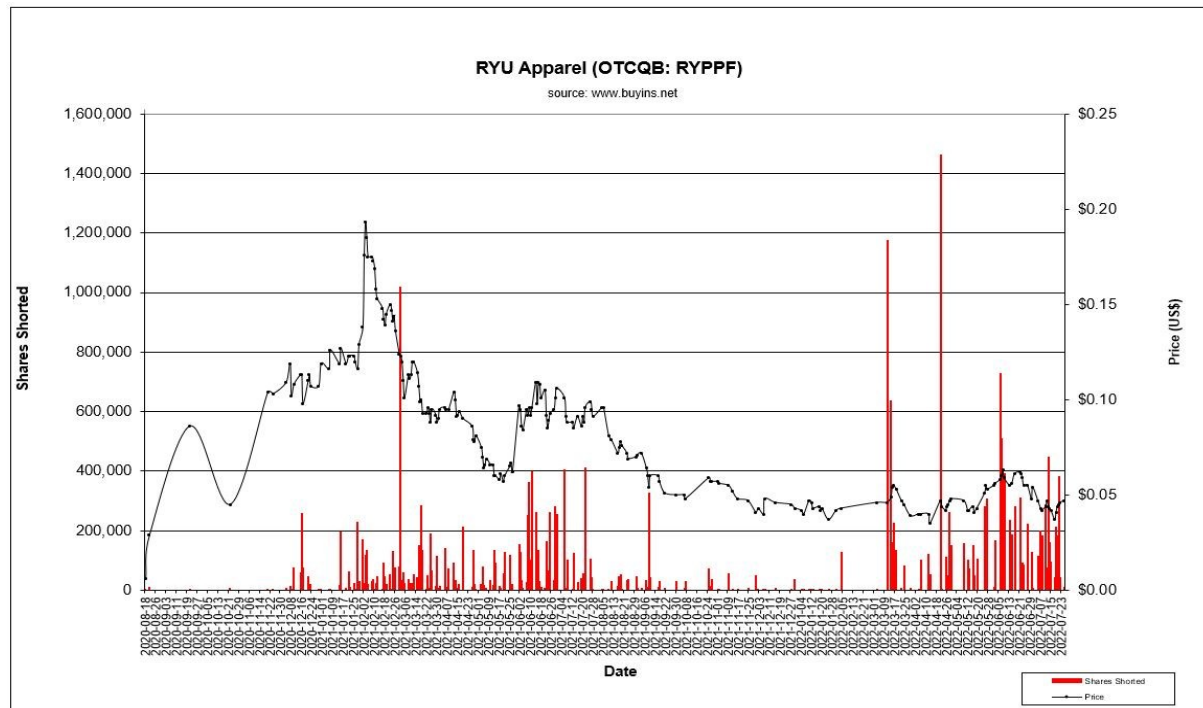
RYPPF has now come to light as the SEC has finally given Buyins.net access to DAILY short sale data which is updated every night. Protecting RYPPF from abusive shorting is a high priority.

US FAILURE TO DELIVER (NAKED SHORT) VOLUME STARTING SEPTEMBER 2018



Failures to Deliver in RYPPF have occurred as short sellers were lax at complying with Regulation SHO starting in mid 2018. Buyins.net will continue to monitor and report short sellers for non-compliance with Regulation SHO borrow requirements.

US DAILY SHORT SALE TRADING VOLUME STARTING AUGUST 2020



Shorts have been shorting RYPPF on a daily basis. An average of 63.91% of daily trading volume is short selling. This is much higher than what is considered normal.

US DAILY SHORT VOLUME CHART SHOWS AGGREGATE EXEMPT & NON-EXEMPT SHORT SALES

Date	ShortVolume	TotalVolume	Percent	SqueezeTrigger	\$Value
7/25/2022	8,677	194,225	4.47%	\$0.047	\$408
7/22/2022	42,604	52,604	80.99%	\$0.046	\$1,960
7/21/2022	382,500	462,167	82.76%	\$0.045	\$17,213
7/20/2022	183,100	226,001	81.02%	\$0.044	\$8,056
7/19/2022	213,189	267,882	79.58%	\$0.041	\$8,741
7/18/2022	42,538	219,863	19.35%	\$0.037	\$1,574
7/15/2022	93,861	123,780	75.83%	\$0.042	\$3,942
7/14/2022	161,058	172,058	93.61%	\$0.043	\$6,925
7/13/2022	446,831	549,831	81.27%	\$0.044	\$19,661
7/12/2022	74,196	80,196	92.52%	\$0.047	\$3,487
7/11/2022	288,100	344,675	83.59%	\$0.044	\$12,676
7/8/2022	182,100	182,100	100.00%	\$0.042	\$7,648
7/7/2022	197,345	384,025	51.39%	\$0.043	\$8,486
7/5/2022	114,001	117,001	97.44%	\$0.047	\$5,358
7/1/2022	5,000	5,000	100.00%	\$0.054	\$270
6/30/2022	125,836	126,057	99.82%	\$0.048	\$6,040
6/27/2022	222,928	268,036	83.17%	\$0.055	\$12,261
6/24/2022	85,326	120,326	70.91%	\$0.055	\$4,693
6/23/2022	90,000	140,000	64.29%	\$0.059	\$5,310
6/22/2022	80,000	227,920	35.10%	\$0.061	\$4,880
6/21/2022	310,263	663,963	46.73%	\$0.062	\$19,236
6/17/2022	279,000	577,515	48.31%	\$0.061	\$17,019
6/15/2022	186,385	405,770	45.93%	\$0.056	\$10,438
6/13/2022	235,465	296,465	79.42%	\$0.055	\$12,951
6/9/2022	390,000	393,500	99.11%	\$0.059	\$23,010
6/8/2022	402,000	432,305	92.99%	\$0.063	\$25,326
6/7/2022	510,100	796,100	64.07%	\$0.060	\$30,606
6/6/2022	728,140	847,588	85.91%	\$0.058	\$42,232
6/2/2022	166,000	226,000	73.45%	\$0.056	\$9,296
6/1/2022	10,000	10,000	100.00%	\$0.055	\$550
Total	25,763,008	40,308,425	63.91%	\$0.134	\$3,448,303

*Total includes data back to 6-11-15 and is split adjusted.

MARKET MAKER SURVEILLANCE SYSTEM (FRICTION FACTOR)

Date	Change	BuyVol	SellVol	NetVol	Friction
7/25/2022	\$0.0018	185,236	8,989	176,247	979,150
7/22/2022	\$0.0010	38,281	14,323	23,958	239,580
7/21/2022	-\$0.0028	253,490	208,677	44,813	Bearish Bias
7/20/2022	-\$0.0021	72,321	153,680	-81,359	-387,424
7/19/2022	\$0.0116	182,439	85,443	96,996	83,617
7/18/2022	-\$0.0037	45,224	174,638	-129,414	-349,768
7/15/2022	\$0.0001	7,429	116,351	-108,922	Bullish Bias
7/14/2022	-\$0.0059	110,058	62,000	48,058	Bearish Bias
7/13/2022	-\$0.0072	107,341	442,490	-335,149	-465,485
7/12/2022	\$0.0050	42,600	37,500	5,100	10,200
7/11/2022	\$0.0066	75,100	269,575	-194,475	Bullish Bias
7/8/2022	\$0.0001	137,100	45,000	92,100	9,210,000
7/7/2022	-\$0.0107	308,165	75,800	232,365	Bearish Bias
7/6/2022	\$0.0080	700	0	700	875
7/5/2022	-\$0.0080	10,000	107,001	-97,001	-121,251
7/1/2022	\$0.0064	5,000	0	5,000	7,813
6/30/2022	-\$0.0046	46,500	79,336	-32,836	-71,383
6/29/2022	-\$0.0028	0	7,000	-7,000	-25,000
6/28/2022	-\$0.0030	0	29,636	-29,636	-98,787
6/27/2022	\$0.0026	167,238	100,798	66,440	255,538
6/24/2022	-\$0.0023	326	120,000	-119,674	-520,322
6/23/2022	\$0.0008	70,000	70,000	0	Bullish Bias
6/22/2022	-\$0.0058	182,000	45,920	136,080	Bearish Bias
6/21/2022	\$0.0013	464,263	199,700	264,563	2,035,100
6/17/2022	-\$0.0003	462,000	115,515	346,485	Bearish Bias
6/16/2022	-\$0.0002	136,000	109,200	26,800	Bearish Bias
6/15/2022	\$0.0042	227,990	177,780	50,210	119,548
6/14/2022	-\$0.0003	212,693	155,416	57,277	Bearish Bias
6/13/2022	-\$0.0018	160,000	136,465	23,535	Bearish Bias
6/10/2022	\$0.0009	202,046	1,200	200,846	2,231,622
6/9/2022	-\$0.0061	0	393,500	-393,500	-645,082
6/8/2022	\$0.0001	68,000	364,300	-296,300	Bullish Bias
6/7/2022	\$0.0014	431,000	365,100	65,900	470,714
6/6/2022	\$0.0080	588,000	259,580	328,420	410,525

The above data is used to calculate if a fair market is being made in the shares of RYPPF. 50% of recent trading days are positive or bullishly biased and 50% of trading days are negative or bearishly biased. There is a neutral market being made in RYPPF in the past 34 trading days.

Friction Factor determines if there is normal or abnormal behavior in the price action of the stock when compared to the buying vs. selling trading statistics. It calculates number of net shares of buying or selling to move price +/- one cent.

Here is how to understand Friction Factor:

1. If Friction Factor is positive, more buying than selling caused RYPPF's price to rise
2. If Friction Factor is negative, more selling than buying caused RYPPF's price to fall
3. If Friction Factor is 0, there was no discernible activity either way
4. If Friction Factor is abnormal, it means that there is either a bearish bias or a bullish bias to how market makers are making market in your stock.

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Trading Solutions to Naked Short Selling

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BUYINS.NET WILL ISSUE A VARIETY OF REPORTS ON RYPPF

REGULATORY & COMPLIANCE NEWS

- Friction Factor – market maker surveillance system tracking Level II market makers in all stocks to determine Price Friction and compliance with new “Fair Market Making Requirements”
- RegSHO Naked Shorts – tracks EVERY failure to deliver in all US stocks and tracks all Threshold Security Lists daily for which stocks have naked shorts that are not in compliance with Regulation SHO

INVESTMENTS & TRADING

- SqueezeTrigger – 40 billion cell database tracks EVERY short sale (not just total short interest) in all US stocks and calculates volume weighted price that a short squeeze will begin in each stock
- Earnings Edge – predicts probability, price move and length of move before and after all US stock earnings reports
- Seasonality – predicts probability, price move and length of move based on exact time of year for all US stocks
- Group Trader – tracks sector rotation and stock correlation to its sector and predicts future moves in ALL sectors and industry groups
- Pattern Scan – automates tracking of every technical pattern and predicts time and size of move in all stocks
- GATS (Global Automated Trading System) – tracks all known trading strategies and qualifies and quantifies which are working best in real time

WHY BUYINS.NET IS BEST CHOICE FOR RYPPF MARKET INTEGRITY

The data we provide is extremely useful for RYPPF for the following reasons:

1. Stop naked short selling in shares of RYPPF
2. Break the market maker hold on Level II box causing so much price friction
3. Our SqueezeTrigger Reports that cross newswires and are sent to our 750,000 users help break the rest of the shorts
4. Discourage new short sellers from shorting your stock
5. Stop the negative perception that dropping stock price places on normal day to day business operations
6. Combined all of these facets help to stop the daily drain that the short attacks have on the company.

Here is a quick technology overview:

<http://www.buyins.com/brochure.pdf>

Background information on our CEO:

<http://www.buyins.com/images/tomronk.pdf>