



CGrowth Capital Inc.'s Sports Division Expands Globally, Secures Major European Retail Deal

NEW YORK, NY, August 9, 2023 – CGrowth Capital Inc. (OTC: CGRA) is a public holding company for alternative and undervalued assets. The company is sector and industry agnostic and currently consists of two divisions including Sports Technology and Mining. The company is focused on investing in growth-oriented opportunities where the company’s capital, expertise, and capabilities can help create significant added value for shareholders.

CGrowth Capital Inc. is pleased to announce the international expansion of its sports division with functional fitness subsidiary ‘Savage Barbell’ now in the final stages of closing a significant contract with a major European retailer. This contract represents a significant milestone as the ‘Savage Barbell’ brand is set to be stocked by a household retail brand in Q4 of 2023, strategically timed to capitalize on the lucrative Christmas market. An official announcement will be released in the coming weeks once the contract has been finalized. With this achievement, CGRA Sports takes its first decisive step in implementing its ambitious international expansion strategy.

As part of the company’s expansion strategy, ‘Savage Barbell’ is preparing to unveil an exciting new range of gym apparel. This updated collection has been designed to encompass the latest advancements in fabric technology, seamlessly blending functionality, comfort and style, to compliment the company’s existing range of best sellers.

The ‘Savage Barbell’ range has historically been primarily focused on functional fitness apparel, however, as it expands globally it will widen its offering, covering a larger range of performance fitness apparel. The company looks forward to providing further updates about this exciting new collection and its endorsers prior to its intended launch in Q4 2023.

The primary goal of this international expansion is to capture a larger market share within the rapidly growing global sports apparel industry, which is expected to reach a valuation of \$203.26 billion by the end of 2023. This strategic move sets the stage for ‘Savage Barbell’s’ aggressive global expansion plans and positions the company for continued success in the highly lucrative sports apparel industry. The company is currently rolling out an integrated sales strategy by means of a combination of sales through well-known store and online retailers in UK, USA, Middle East, and South Africa driven by online marketing, influencers and sponsorship.

“We are excited to announce the international expansion of our sports division with several ongoing negotiations with retailers and international distributors across Europe, America and the Middle East entering the final stages of negotiations. With the Savage Barbell brand soon to be

stocked by a household retailer it demonstrates the company has taken a significant step towards realizing its ambitious global expansion plans and solidifying its position in the highly lucrative sports apparel market. Finally seeing the products on the global stage, endorsed by celebrities, will be well deserved for the team who have worked very hard developing this new range. We anticipate this development will be highly profitable for the company. This first retail contract alone will more than double our current revenue within the first 6 months of this agreement with many more contracts in negotiation,” commented Mitchell Smith, CEO of CGrowth Capital Inc.

For regular CGrowth Capital (CGRA) updates, you are invited to view the company’s website and/or to follow the company’s Twitter account:

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Source: CGRA

Forward-Looking

Statement

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