



33 THREADS.

TAVL TOEŠOX. **VOORAY** B▲SE 33.

Thirty Three Threads Launches \$10M Regulation D 506 (C) Capital Raise to Finance Growth

SAN DIEGO, California — Thirty Three Threads, Inc. (“Company”), a portfolio of premium athleisure and athletic brands, announced it has launched a \$10M, Regulation D 506 (C) capital raise, in partnership with Dealmaker and Valynt Digital. The Company will be selling 3,636,363 shares at a price of \$ 2.75 per share. Investors in this offering must meet the requirements to be considered an accredited investor, as defined in Rule 501(a) of Regulation D under the Securities Act. These funds will be used for various purposes as outlined in our Private Placement Memorandum, including but not limited to growth capital, potential acquisitions, inventory financing, and expansion of existing brands.

“Our ability to attract both existing and new investors to a capital raise will be imperative to funding of our growth, which will exceed 30% for the fiscal year ending June 30, 2023, as well as fund an acceleration of our growth in the years to come. We are excited to expand our investor pool, and to see our price per share continue to rise,” said Barry Buchholtz, Chief Executive Officer.

“The Company continues to grow at an exceptional rate and we believe that the additional capital will further accelerate our growth, improve efficiencies, and ultimately improve profitability,” said Chris Dunn, Chief Financial Officer.

Further information is available in the Company’s Private Placement Memorandum, Brand Book, and various financial filings, all of which can be found on the Company’s investor website, www.thirtythreethreads.com, or the Company’s new investor landing page, www.thirtythreethreads.com/invest.

“We are pleased to partner with Dealmaker as our Investor Portal and Transfer Agent. Their automation and technical capabilities will greatly enhance the investors

journey with Thirty Three Threads and allow for seamlessly automated investments,” said Kaila Harter, General Counsel.

Please contact the Company’s Investor Relations, Erica Gravalec, for more details about the capital raise by booking a time with her at <https://calendly.com/egravalec>.

About Thirty Three Threads

Thirty Three Threads was born on the 33rd parallel. It echoes the spirit of the active lifestyle so intrinsic to San Diego, our home, and it is here that our story comes to life. Our brands: ToeSox®, TAVI®, Vooray®, and Base 33® all reflect this synergy, although each steps boldly with its own unique personality.

We define new trends in the studio and beyond, driven by our customers’ desire to continually enhance their practice. And we dedicate our days to innovating and creating high-performance and enduring quality products that allow them to lead the active lifestyle they choose with style they love. We invite you to join our journey.

Forward Looking Statements

All disclosures and risk factors listed in our annual report, which is available on our corporate website or at SEC.GOV shall apply to this shareholder update. This update contains “forward-looking statements” that involve risks and uncertainties, as well as assumptions that, if they prove incorrect or never materialize, could cause the execution of our plans or their results to differ materially from those expressed or implied by such forward-looking statements.

Such forward-looking statements include but are not limited to statements regarding:

- Expectation of development of our brands,
- Development or growth of our business or operations,
- Future product offerings,
- Resolution of claims against us,
- Statements regarding our vendors, manufacturers, distributors or customers,
- Our financial expectations, including budget, revenues, earnings, and balance sheet items,
- Our forecast and/or budget and any information or projections contained therein,
- Our use of proceeds, including investment of cash pending use of proceedings,
- Our working capital,
- Statements related to future economic conditions or performance,

- Statements as to industry trends, governmental regulation and litigation, and other matters that do not relate strictly to historical facts or statements of assumptions underlying any of the foregoing.

These statements are often identified by the use of words such as “anticipate,” “believe,” “continue,” “could,” “estimate,” “expect,” “intend,” “may,” “will,” or “plan,” and similar expressions or variations. These statements are based on the beliefs and assumptions of our management based on information currently available to management. Such forward-looking statements are subject to risks, uncertainties and other factors that could cause actual results and the timing of certain events to differ materially from future results expressed or implied by such forward-looking statements. Furthermore, such forward-looking statements speak only as of the date of this meeting. We undertake no obligation to update any forward-looking statements to reflect events or circumstances after today’s meeting.