RESPECT YOUR UNIVERSE

TAILORED INNOVATION FOR THE URBAN ATHLETE

A preliminary prospectus containing important information relating to the securities described in this document has been filed with the securities regulatory authorities in each of the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, New Brunswick and Nova Scotia. A copy of the preliminary prospectus, and any amendment, is required to be delivered with this document. The preliminary prospectus is still subject to completion. There will not be any sale or any acceptance of an offer to buy the securities until a receipt for the final prospectus has been issued. This document does not provide full disclosure of all material facts relating to the securities offered. Investors should read the preliminary prospectus, the final prospectus and any amendment for disclosure of those facts, especially risk factors relating to the securities offered, before making an investment decision.

There is no minimum amount of funds that must be raised under the offering. This means that the corporation could complete the Offering after raising only a small proportion of the offering amount set out above. An investment in the securities offered by the preliminary prospectus is highly speculative and involves a high degree of risk. See "Risk Factors" and "Cautionary Note Regarding Forward-Looking Information" in the preliminary prospectus for a discussion of factors that should be considered by prospective investors and their advisors in assessing the appropriateness of an investment in the securities.

December 19, 2016

INTRODUCTORY NOTES AND FORWARD-LOOKING INFORMATION

Common shares of RYU Apparel Inc. (the "Corporation") will be offered for sale on a commercially reasonable efforts basis under the preliminary prospectus (the "Offering").

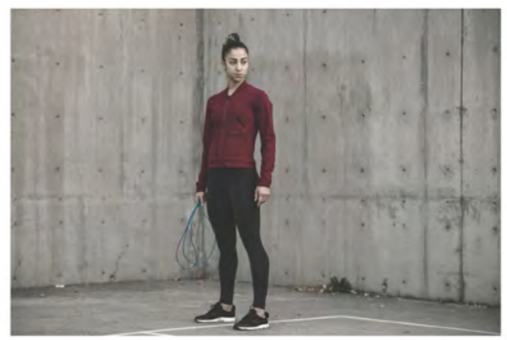
This presentation contain "forward-looking information" within the meaning of applicable securities laws, which includes, but are not limited to, statements with respect to the planned opening of the Corporation's retail stores. Often, but not always, forward-looking information can be identified by the use of words such as "plans", "may", "could", "would", "might", "expects", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates", "believes", "guidance" or variations of such words and phrases. While the Corporation has based this forward-looking information on its expectations about future events as at the date that such information was prepared, the information is not a guarantee of the Corporation's future performance and is subject to risks, uncertainties, assumptions and other factors which could cause actual results to differ materially from future results expressed or implied by such forward-looking information. The material assumptions supporting such forward-looking information include, among other things the Corporation's ability to:

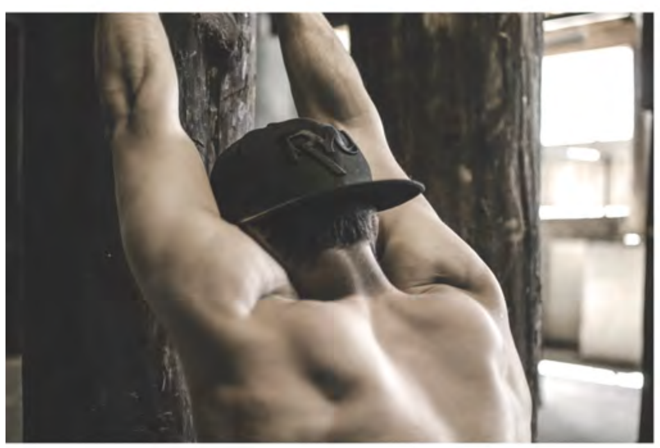
- obtain any necessary financing on acceptable terms;
- keep pace with changes in consumer demands;
- compete with other athletic apparel brands;
- rely on third party manufacturers;
- manage expansion effectively;
- enforce its intellectual property rights;
- launch additional product lines;
- retain its skilled personnel;
- manage current tax and regulatory regimes;
- manage the fluctuation in foreign currency exchange rates and interest rates; and
- follow general economic and financial market conditions.

These statements are only predictions and involve known and unknown risks, uncertainties and other factors, including the risks set out under the heading "Risk Factors" in the preliminary prospectus and other documents incorporated by reference therein, which may cause the Corporation's actual results, levels of activity or performance to be materially different from any future results, levels of activity or performance expressed or implied by such forward-looking information. Further, although the Corporation has attempted to identify factors that could cause actual actions, events or results to differ materially from those described in such forward-looking information, there may be other factors that cause actions, events or results not to be as anticipated, estimated or intended. Subject to applicable securities laws, the Corporation undertakes no obligation to publicly update, reissue or revise any forward-looking information, whether as a result of new information, future events or otherwise. As 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 information, readers should not place undue reliance on forward-looking information. All forward-looking information in this presentation is qualified by this cautionary statement.

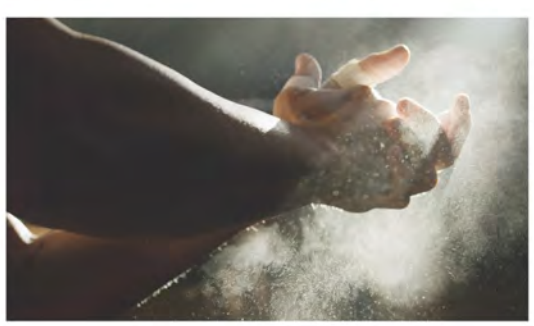
WHAT IS RYU?

RESPECT YOUR UNIVERSE is the world's first tailored, urban athletic training brand. Engineered for the fitness, training and performance of the multi-discipline athlete.



HISTORY

2014

- DECEMBER - RYU APPAREL INC. IS BORN
- DECEMBER - NEW LEADERSHIP TEAM IS ASSEMBLED
- DECEMBER - RYU RE-BRANDING BEGINS
- DECEMBER - CLOSED SEATTLE STORE

2015

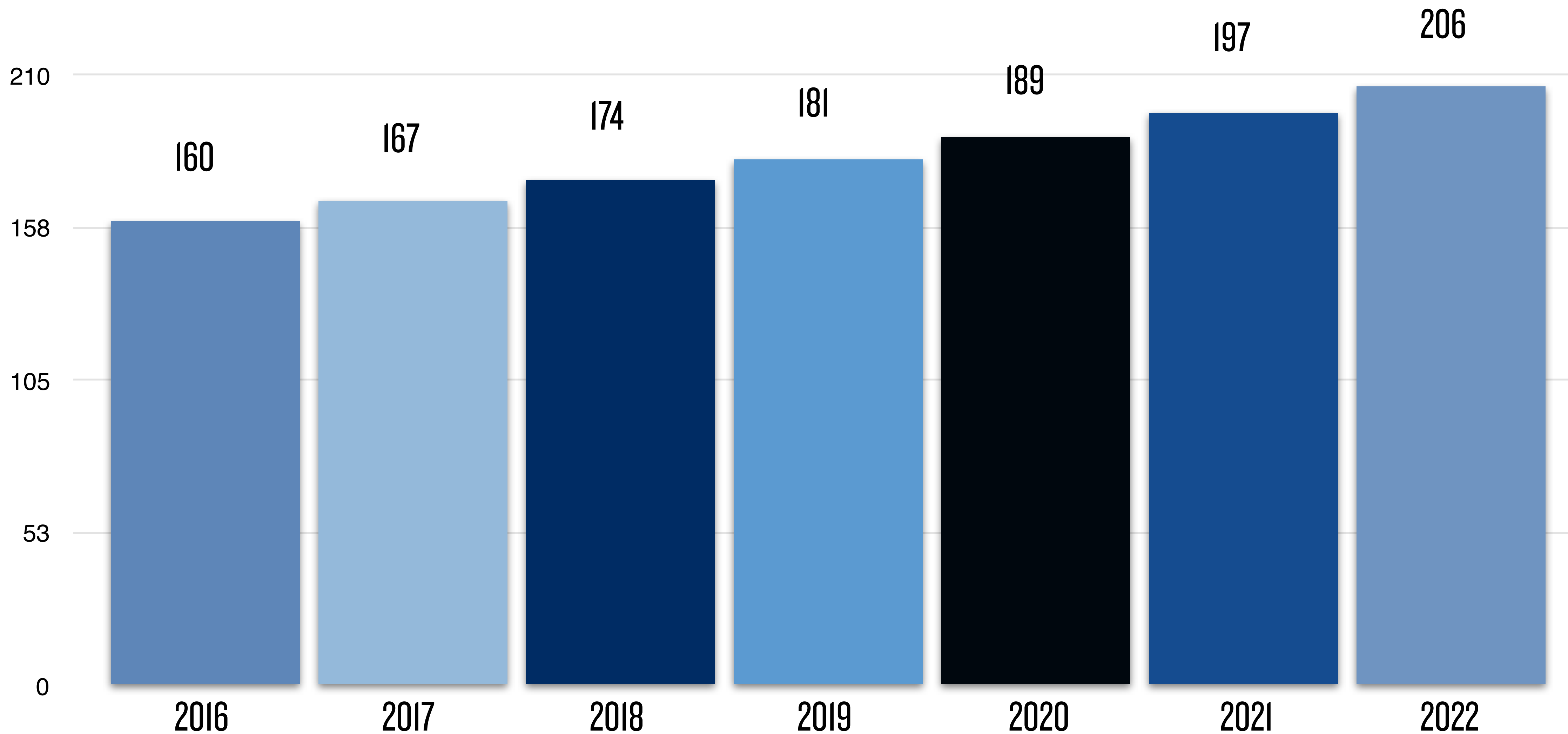
- JANUARY - NEW VANCOUVER HEADQUARTERS OPENS
- FEBRUARY TO JUNE NEW PRODUCT LINE DESIGN + DEVELOPMENT
- JUNE TO NOVEMBER PRODUCTION + DELIVERY OF NEW PRODUCT LINE
- NOVEMBER - FLAGSHIP STORE OPENS
- DECEMBER - ONLINE STORE OPENS
- DECEMBER - NEW RYU SALES FOR 2015: TOTAL $245K

2016

- APRIL - LOCKER PACK LUX NOMINATED BY CARRYOLOGY FOR BEST WORK BACKPACK
- APRIL - QUICK PACK LUX NOMINATED WINS SILVER A DESIGN AWARD
- APRIL - SECOND LOCATION ANNOUNCED TO OPEN FALL 2016
- MAY - FLAGSHIP STORE WINS WGSN FUTURES AWARD FOR BEST STORE
- JUNE - THIRD LOCATION ANNOUNCED TO OPEN WINTER 2016
- AUGUST - FOURTH LOCATION ANNOUNCED TO OPEN SUMMER 2017
- OCTOBER - FIFTH LOCATION ANNOUNCED TO OPEN SPRING 2017

THE RAPIDLY INCREASING ATHLETIC APPAREL CATEGORY

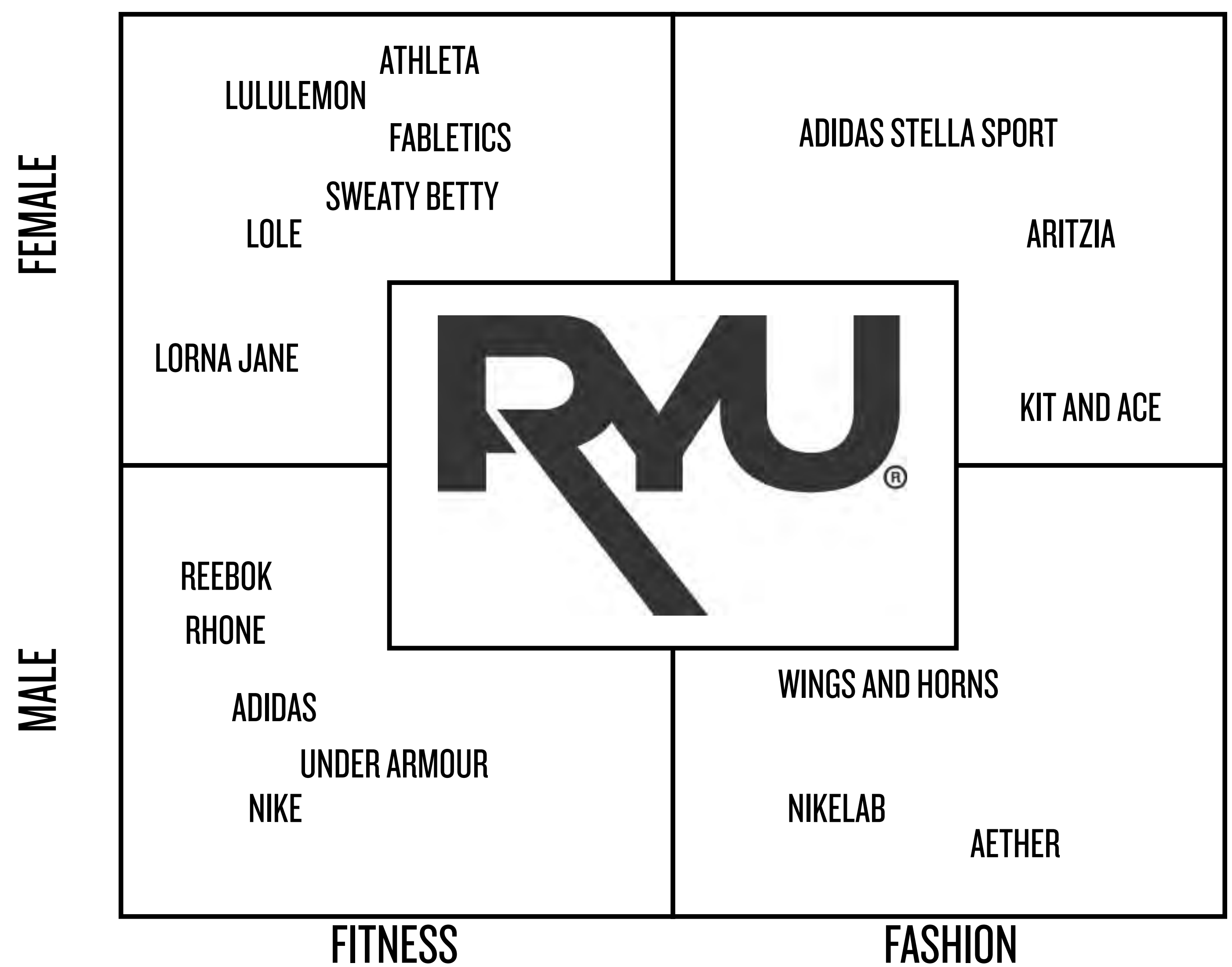
Projected development of the global sports apparel market from 2016 to 2022 (in billion US dollars)



Statista 2016
source: trefis.com

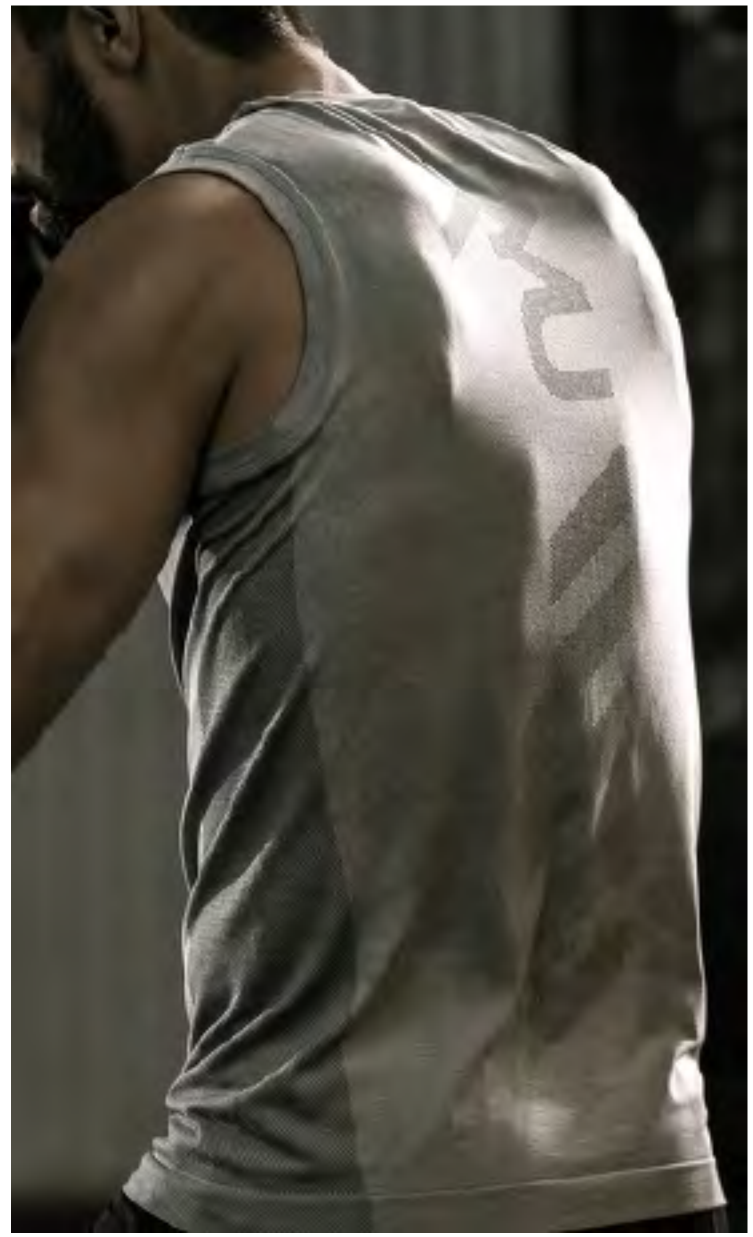
FILLING THE VOID | TAILORED INNOVATION FOR THE URBAN ATHLETE

The male athlete market is underserved.
The female athlete market is awash in a sea of sameness.
There is a void in athletic bags that organize an athlete's life. Gym, office, home, there + back.



CREATING A NEW CATEGORY
TAILORED INNOVATION. URBAN ATHLETIC.

TAILORED
We are refined contrast.
We are precision fit.
We are modern style.



INNOVATION
We are innovative solutions to athlete problems.
We are performance fabrics.
We are forefront construction methods.

URBAN ATHLETIC
We live in a city.
We live in a gym.
We are athletes

#BEAUTIFULTOUGH
#THISISAGYM

CREATING A NEW CATEGORY | URBAN ATHLETIC

MEN'S EVERYWEAR PANT Everything. Everyday. Everywear.

EVERYWEAR PANT.

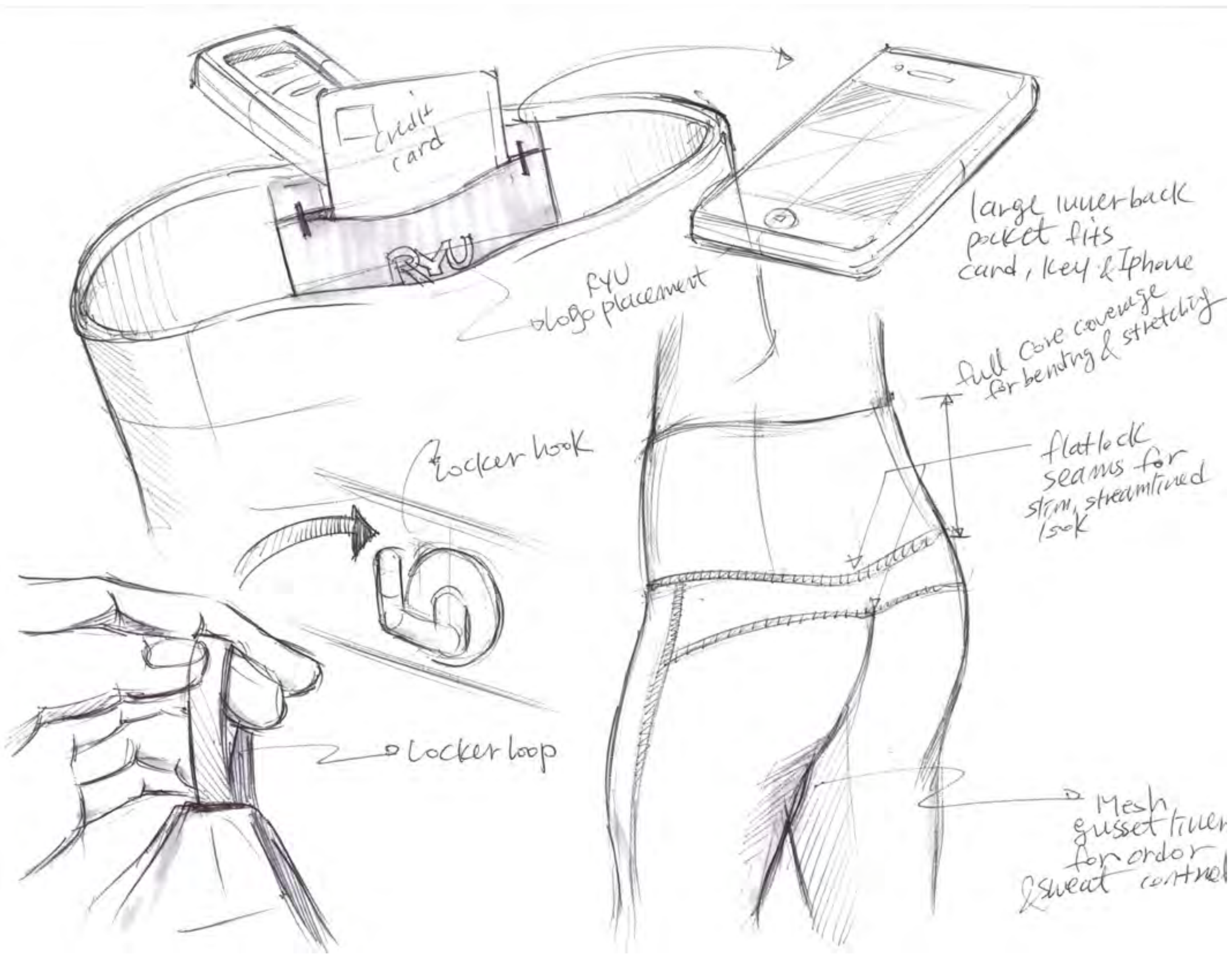
The toughest fabric. Dense knit nylon fiber will withstand abrasion.
The most movement. 30% of the fabric is lycra fiber. Strategically designed gussets. Tailored cut.
Built in Vancouver. Fabric milled in the USA.

CREATING A NEW CATEGORY | URBAN ATHLETIC

MEN'S EVERYWEAR PANT Everything. Everyday. Everywear.

CREATING A NEW CATEGORY | URBAN ATHLETIC

WOMEN'S TOUGH TIGHT Put them on and forget about them.



TOUGH TIGHT.

Supports all that you do. TriLayr Technology waistband.
No distractions. Cut so it stays in place. No readjusting needed. Active seam and flat lock construction.
Bacteriostatic carbon mesh lined gusset. Go commando.

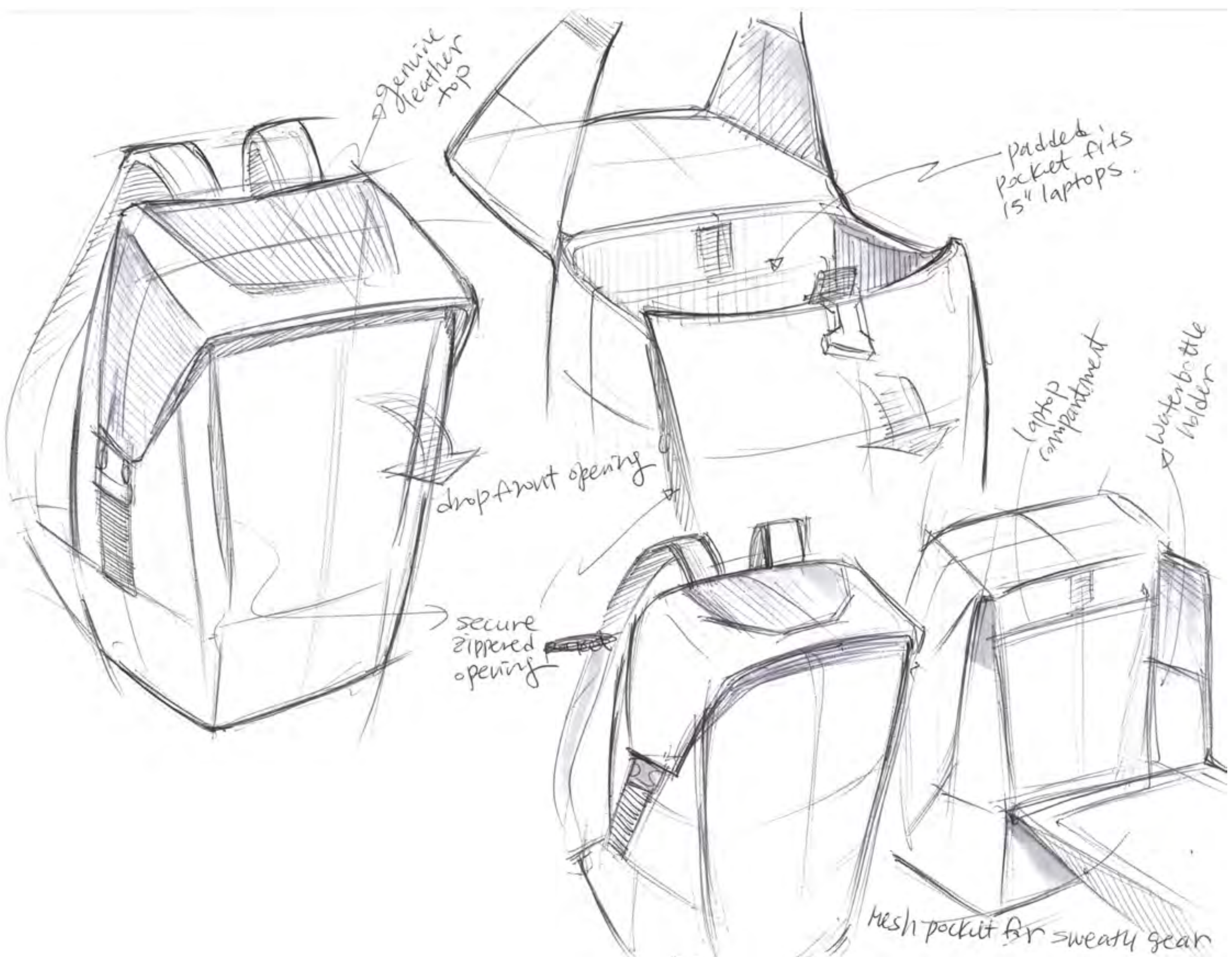
CREATING A NEW CATEGORY | URBAN ATHLETIC

WOMEN'S TOUGH TIGHT

Put them on and forget about them.

CREATING A NEW CATEGORY | URBAN ATHLETIC

LOCKER PACK LUX The bag that works as your gym locker.



LOCKER PACK LUX.

Drop front opening for easy access to all your gear.
Open mesh pockets inside for water bottles, wraps, tape, etc.
Tough wearing Australian loomed canvas that looks better with age.

CREATING A NEW CATEGORY | URBAN ATHLETIC

LOCKER PACK LUX

The bag that works as your gym locker.

THE NEW STANDARD | TAILORED INNOVATION.

RYU OTHER

RYU OTHER

BETA 37.5

An environment for innovation

Leveraging Vancouver's established international expertise in technical design, RYU has pioneered a new process for bringing tailored innovation to market.

Ideas are incubated. Designers work at a 3D level vs 2D sketches.

In-house samples are built, beat up and made better until the Golden Sample is achieved.

The costly back and forth communication between factory and designers is eliminated.

Proprietary innovation is created. Speed to market and production efficiencies are achieved.

RETAIL STORES

RYU Flagship

Kitsilano, Vancouver
Opened November 2015

Thurlow + Robson

Downtown Vancouver
Opened November 2016

Metrotown

Burnaby
Opening Q2 2017

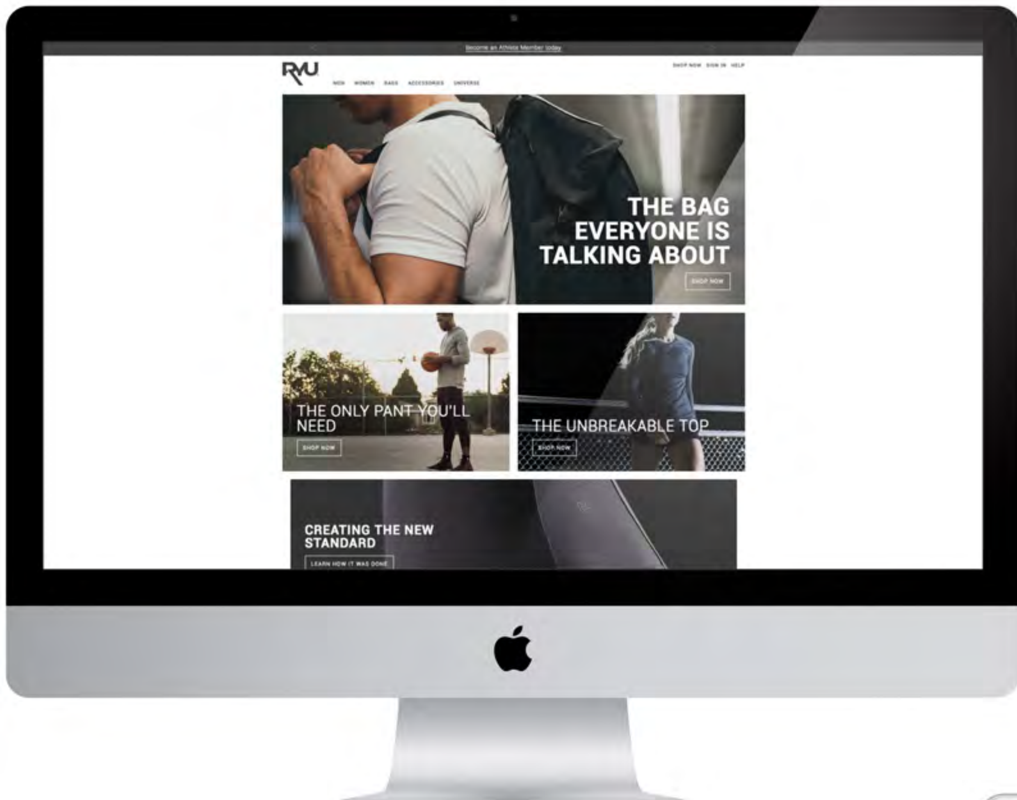
Park Royal South

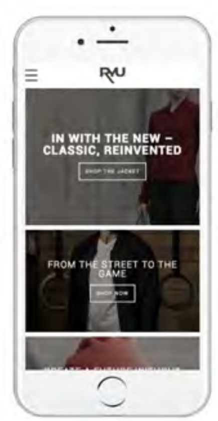
West Vancouver
Opening Q1 2017

Queen Street West

Toronto
Opening Q2 2017

eCOMMERCE

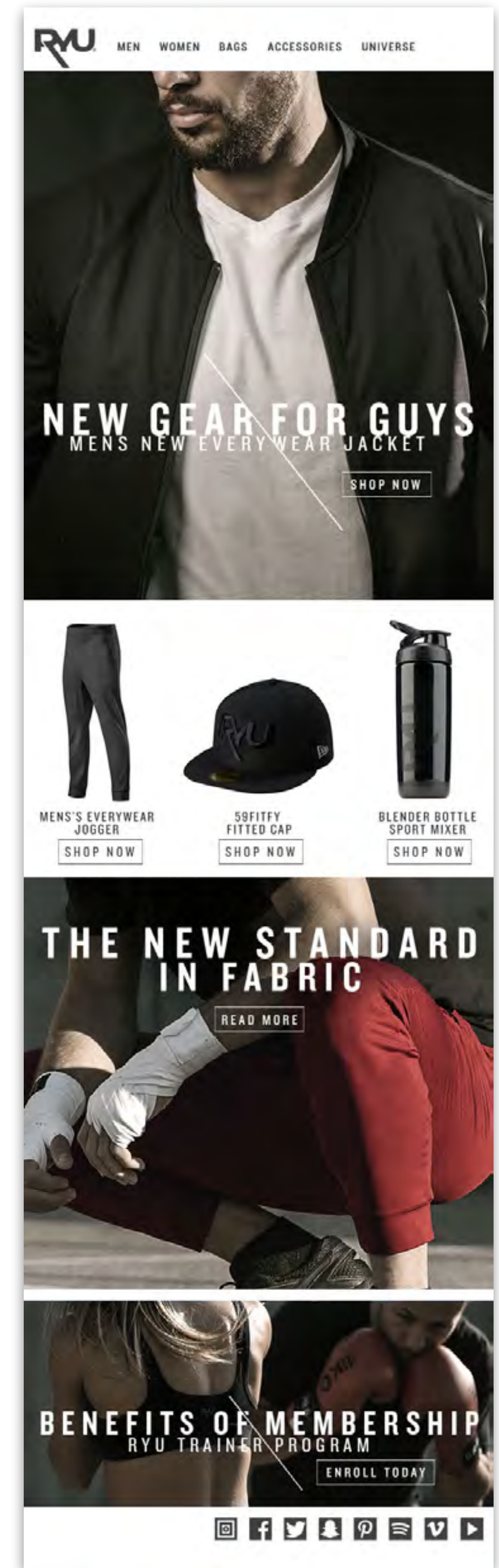




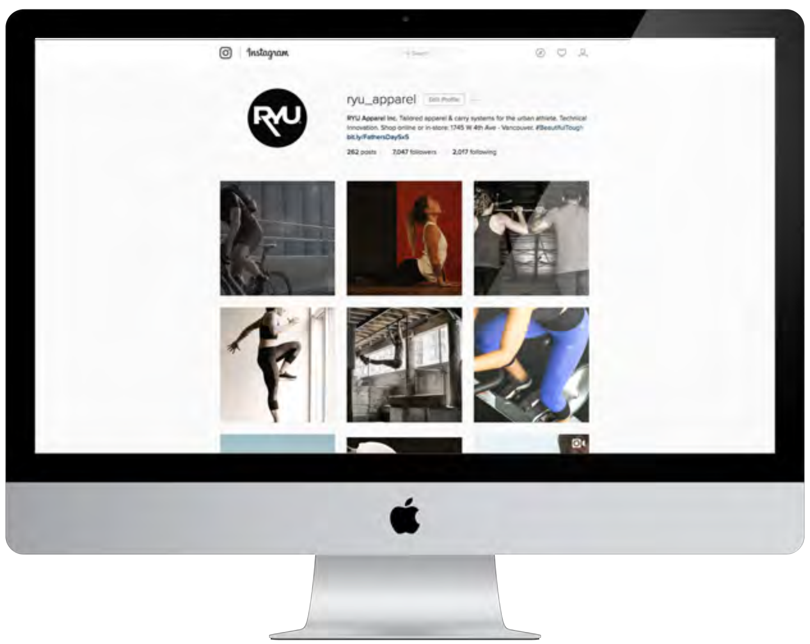
ONLINE STORE

YTD 2016 e-commerce represents 20%
of overall revenues based on organic sales.

E-NEWSLETTERS



SOCIAL MEDIA



INSTAGRAM

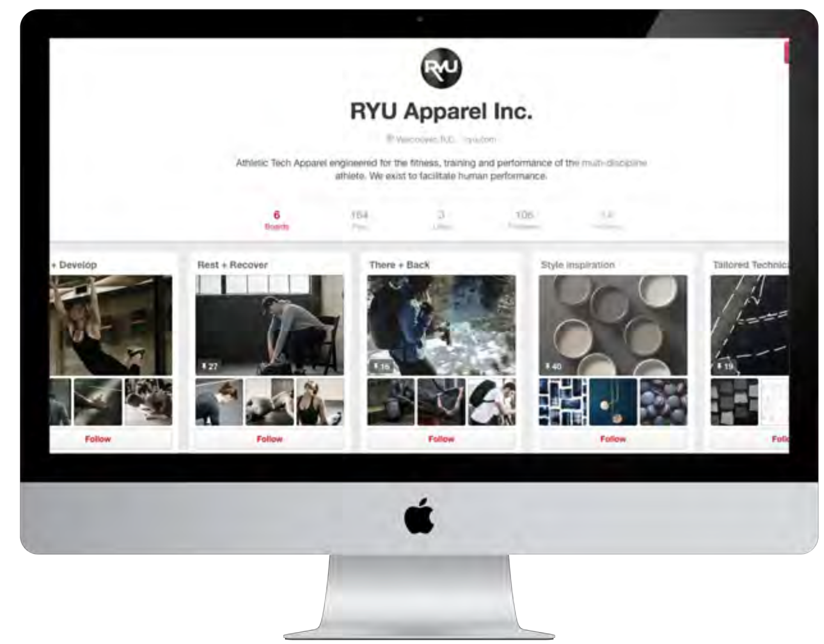
INSTAGRAM.COM/RYU_APPAREL

- Main focus on conversation and athlete interaction
- 20+ tags/mentions in user posts each day
- #Beautifultough campaign - 6000+ posts, 95% user generated.

FACEBOOK

FACEBOOK.COM/RYU APPAREL INC.

- Community hub for our athletes
- Lists all engaging events to bring new customers into our store every day
- Engagement and likes grew 5000% this past quarter



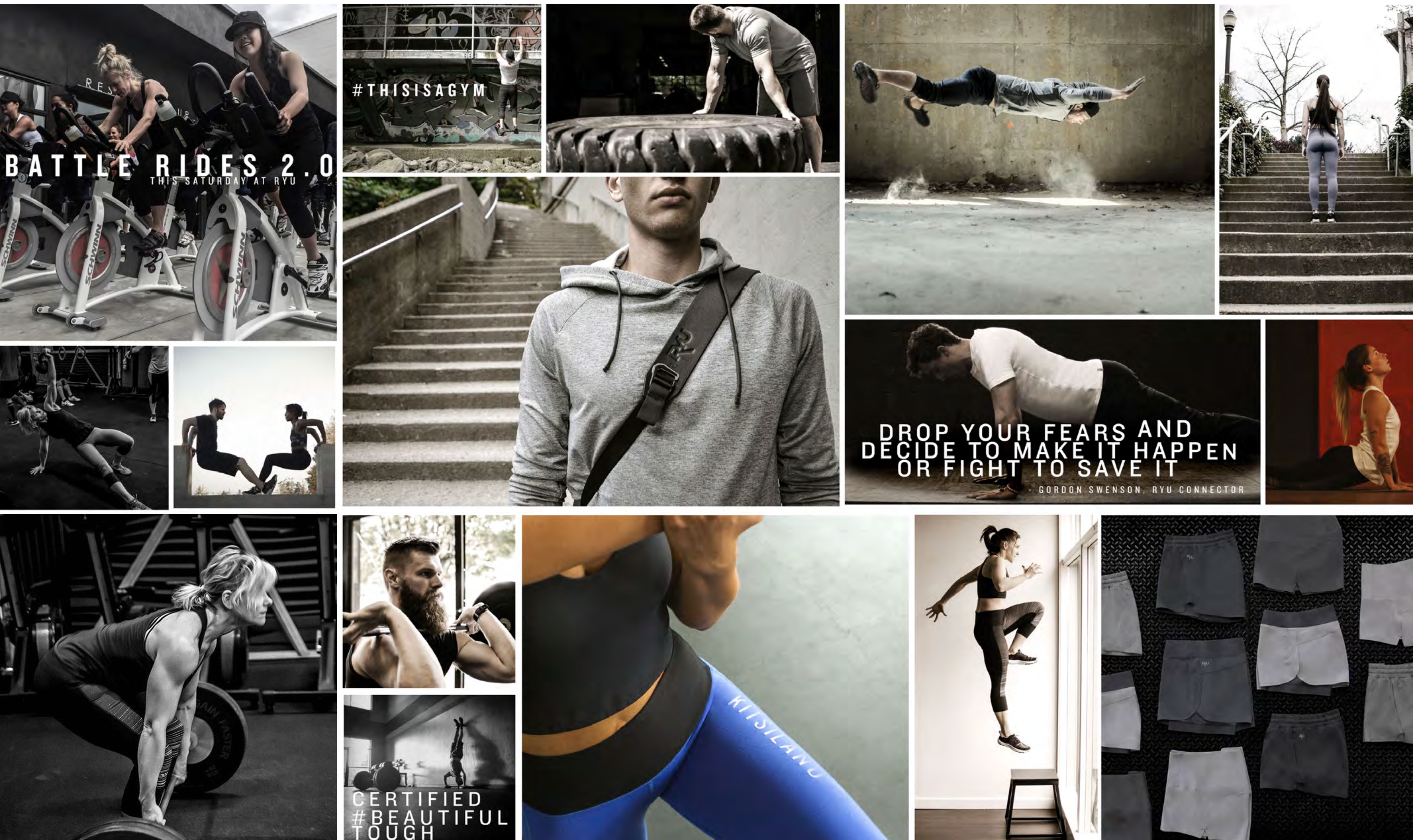
PINTEREST

PINTEREST.COM/RYU APPAREL INC.

- Platform to share design inspiration, new collections, and athlete stories

SOCIAL MEDIA

#beautifultough | #thisisagym



COMMUNITY

Snapshot of RYU events

RYU + SPIN SOCIETY | BATTLE RIDES

RYU + FOUR SEASONS + GLOBAL WELLNESS DAY

NATALIE LANGSTONS' FITNESS ON THE RUN

TREVOR BIRD'S NUTRITION SEMINAR

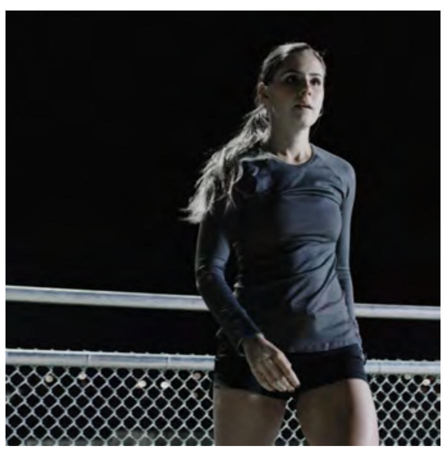
THE GET UP | 3 VS 3 HIP HOP BATTLE

RYU CONNECTOR PROGRAM

The RYU Connectors Program is building a community of influential leaders that represent, and live, the values of RYU: aliveness, bold expression, curiosity, discipline and respect. Our goal is to facilitate human performance for one million athletes around the globe.

An RYU Connector's objectives are, first and foremost, to continue being leaders in the athletic community, to support others in their health, fitness and performance goals, to respect others at all times, and to be actively engaged in community events, charities and volunteer efforts.

Facility owners, trainers, nutritionists, physiotherapists and competitive athletes are enrolled in the Connectors Program from across Canada and the US.



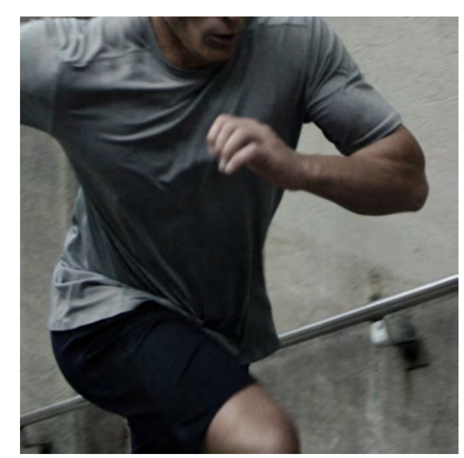
Alexandra Ianculescu
Canadian National Team
Olympic Speed Skater

Ben Carr
Professional Trainer
Innovative Fitness

Tori Katongo
Personal Trainer | Steve Nash
Dancer | Singer | Actor

Simon "Thor" Damborg
Head Coach | Director
Raincity Athletics

Cassie Hawyrsh
Canadian National Team
Skeleton Racer



Dai Manuel
Coach | Lifestyle Mentor
Author of The Whole Life Manifesto

LEADERSHIP TEAM

MARCELLO LEONE

CEO & PRESIDENT
2 YEARS

Mr. Leone served as VP Operations and President with LEONE, an independent specialty store, from 2009 to 2015. LEONE is located in Vancouver, British Columbia, representing over 30,000 square feet of luxury brands. LEONE'S contemporary division known as L2 represented contemporary designers. Mr. Leone was responsible for the development of new product lines, guiding the buying team, and daily operational duties for LEONE and L2. From 2012 until present, Mr. Leone has been a director and CEO of Naturo Group Investments Inc., a private British Columbia corporation that holds the Trace and Blackwater brands of nutritional water beverages. Mr. Leone is also the founder of Naturo Group.

PEDRO VILLA

CHIEF FINANCIAL OFFICER
January 2016

Mr. Villa is a Chartered Professional Accountant (CPA,CA) with six years of post-designation professional experience. Prior to joining the Company, Mr. Villa held controllership and financial reporting roles in three Vancouver based mining companies with operations in North America. He was Operations Controller for Huckleberry Mines Ltd. (2013-2015), Interim Manager of Financial Reporting for Minera Boleo of Baja Mining Corp. (2012-2013), Assistant Controller of Timmins Gold Corp. (2012), and Senior Accountant for Baja Mining Corp. (2011-2012). Mr. Villa began his professional career at Deloitte in the audit and assurance practice serving notable Canadian public companies in the IT and mining industries for four years (2007-2011). Mr. Villa has a Bachelor of Science in Business Management with concentrations in entrepreneurship and marketing from Babson College in the United States

CAPITAL STRUCTURE - December 19th, 2016

	Number	Price*		Number x Price	
Common shares	160,554,395	$	0.15	$	24,083,159
Warrants	105,829,994	$	0.35	$	37,040,498
Stock options	10,560,000	$	0.29	$	3,062,400

* Price of common shares is as at Dec. 19th, 2016. Price of warrants and stock options is the aggregate weighted average exercise price. For more details, see next slide.

Stock Option & Warrant Breakdown - December 19th, 2016

Warrant Breakdown

Expiry	Weighted Average Exercise Price	Warrants Outstanding	WA Exercise Price x Warrants O/s
Jan-17	$ 2.40	50,000	$ 120,000
Feb-17	$ 0.50	6,553,103	$ 3,276,552
Apr-17	$ 2.40	50,000	$ 120,000
May-17	$ 0.50	15,800,000	$ 7,900,000
Jun-17	$ 0.50	1,400,000	$ 700,000
Jul-17	$ 2.40	50,000	$ 120,000
Oct-17	$ 2.40	50,000	$ 120,000
Jan-18	$ 1.70	100,000	$ 170,000
Mar-18	$ 1.00	1,250	$ 1,250
Sep-18	$ 0.20	7,511,408	$ 1,502,282
Oct-18	$ 0.30	17,749,456	$ 5,349,891
Nov-18	$ 0.21	37,495,480	$ 7,847,096
Jan-19	$ 0.50	1,810,000	$ 905,000
Mar-19	$ 0.50	3,450,626	$ 1,725,313
Apr-19	$ 0.50	1,595,850	$ 797,925
May-19	$ 0.50	12,155,321	$ 6,077,661
Feb-22	$ 1.96	7,500	$ 14,700
TOTAL*:	$ 0.35	105,829,994	$ 37,040,498

Stock Option Breakdown

Expiry	Weighted Average Exercise Price	Options Outstanding	WA Exercise Price x Options O/s
Mar-17	$ 0.20	300,000	$ 60,000
Apr-17	$ 0.30	100,000	$ 30,000
Aug-17	$ 0.25	17,500	$ 4,375
Sep-17	$ 0.25	17,500	$ 4,375
Apr-18	$ 0.30	250,000	$ 75,000
May-20	$ 0.39	600,000	$ 231,400
Jun-21	$ 0.25	2,445,000	$ 611,250
Nov-21	$ 0.20	150,000	$ 30,000
Mar-23	$ 0.80	25,000	$ 20,000
Sep-23	$ 0.42	5,000	$ 2,100
Aug-24	$ 0.30	4,450,000	$ 1,335,000
Mar-25	$ 0.30	2,200,000	$ 660,000
TOTAL*:	$ 0.29	10,560,000	$ 3,062,400

* Based on the aggregate weighted average exercise price.