

GROUNDFLOOR LAUNCHES ONLINE PUBLIC OFFERING TO ACCELERATE ITS MISSION OF LEVELING THE PLAYING FIELD IN FINANCIAL MARKETS

Fintech company targeting 20% public ownership following a banner 2018 with 79 percent year-over-year growth

ATLANTA - February 18, 2019 - GROUND FLOOR, the only direct real estate investment platform that is open to all investors and real estate entrepreneurs, is today announcing the launch of an online public offering, enabling any GROUND FLOOR account holder to purchase stock in the company directly. The goal of the online public offering is to “level the cap table” so members of the public own an increasing share of the fintech company.

“During last year’s successful public offering, our customers invested \$4.2 million in stock to own 14 percent of the company,” said co-founder and CEO Brian Dally. “We started GROUND FLOOR with the radical idea that with the right product and platform, people are smart enough to make their own decisions in real estate investing. Who better than the investors who benefit from our mission to finance its acceleration?”

During a recent, limited-time pre-sale to existing shareholders, GROUND FLOOR already raised \$1M in new equity capital, signaling strong demand for the opportunity.

To purchase GROUND FLOOR stock, any account holder can log into their account and select the GROUND FLOOR 2019 Stock Offering. For \$15 per share, members of the public can own a portion of the rapidly growing fintech company, joining more than 2,300 public shareholders aiming to benefit from its success over the long term.

The stock offering builds upon the company’s momentum from a strong 2018, a year in which GROUND FLOOR:

- Expanded its qualified offering nationwide under Regulation A and extended its lending business to 30 states
- Moved into new office space and doubled its employee base to 50
- Raised \$4.2M in equity to bring the company’s total to \$13.8M
- Surpassed more than \$100M in loans to real estate developers to date and, in December alone, sold more than \$8M in real estate investments to retail investors on the platform
- Increased its customer base to nearly 60,000 registered users
- Added new product offerings, such as new construction loans and a fixed annualized notes product returning 5 percent on a 90-day term
- Generated more than \$3M in non-GAAP revenue

Overall, the company experienced 79 percent year-over-year revenue growth. Additionally, the company delivered strong returns across investor portfolios despite volatility in public stock markets. In 2018, GROUND FLOOR's investors earned a weighted average return of 10.37%, a stark contrast to the S&P 500 index, which was down 6.6% for the year (a loss of 4.4%, including dividends).

To participate in GROUND FLOOR's online public offering, an individual must hold an investment account with the company, but anyone can open an account and start investing with as little as \$10 per project. For more information or to become a GROUND FLOOR shareholder, visit www.groundfloor.com/stock.

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About GROUND FLOOR

Founded in 2013 by Brian Dally and Nick Bhargava, GROUND FLOOR opens private capital markets to all. GROUND FLOOR was the first company qualified by the U.S. Securities & Exchange Commission to offer direct real estate debt investments via Regulation A for non-accredited and accredited investors alike. Today, it remains the only product offering a customizable real estate debt portfolio for short-term, high-yield returns. For real estate entrepreneurs, GROUND FLOOR offers borrower friendly loan terms like a deferred payment option to give developers more control over their cash flow. The company is headquartered in Atlanta and has raised \$13.8M in equity capital. While anyone in the country can invest in GROUND FLOOR with as little as \$10, the company focuses its lending in 30 states.