PK Beans Reports a 72% Increase in Online Traffic and 57% Increase in Revenue in July 2020

written by Raj Shah | August 26, 2020

August 26, 2020 (Source) – Peekaboo Beans Inc. (CSE: BEAN) (OTC Pink: PBBSF) ("**PK Beans**" or the "**Company**"), a children's apparel brand with a focus on environmentally responsible clothing, is pleased to announce a 72% increase in online visitors in July 2020. With a 31% increase in conversion rate, this resulted in a 57% increase in sales revenue over July 2019.

First time customers of PK Beans accounted for 35% of July's online revenue with the Company continuing to see a strong returning customer rate this year, showing positive momentum for the Company in the lead up into its busiest season and final business quarter. PK Beans continues to expand their omni-channels and is launching a new wholesale program in August, as well as re-opening their PK RePlay second-hand and upcycle initiative program at their Flagship Store in Tsawwassen, BC.

"We are excited to see continued enthusiasm for our brand from both returning and new customers," said Traci Costa, Founder & CEO of PK Beans. "With more parents looking for quality children's wear online, people are finding PK Beans in greater numbers, and that is translating into a substantial increase in sales. This level of engagement projects strong revenue growth as we head into our busiest season."

In July, PK Beans granted an aggregate of 850,000 stock options to directors, officers and employees of the Company, to purchase

850,000 common shares in the capital of the Company pursuant to the Company's Share Option Plan. The Options vest over a period of three years and are exercisable at an exercise price of $0.10 per share for a period of 10 years from the date of grant. The grant of options is subject to regulatory approval.

About Peekaboo Beans Inc.

PK Beans is a children's apparel brand with a focus on environmentally responsible clothes that are intentionally designed to inspire play. Through an omni-channel approach, Peekaboo Beans engages sellers through social platforms, including Instagram and Facebook, as well as online retailers, to maximize revenue and build brand loyalty. The Company works to promote a playful lifestyle for children by designing comfortable clothes that are built to last.

To learn more about PK Beans, visit: www.pkbeans.com.

On behalf of the Board of Directors,
Peekaboo Beans Inc.

Ms. Traci Costa, President and CEO
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