

BUILDING TO A HIGHER STANDARD



QUALICO®

2020
A YEAR IN REVIEW



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MESSAGE FROM THE PRESIDENT & CEO

2020... What a year.

The stories shared in this publication demonstrate the undeniable commitment of our employees at Qualico. To say we have had to operate in a challenging environment would be an understatement.

I feel a strong sense of pride when flipping through the pages of this Year in Review. There are many excellent examples of our industry-leading employees stepping into high gear to face the pandemic conditions head-on. In early April, we transitioned to COVID-19 contingency plans for worst-case economic scenarios and as we maneuvered through the year, I'm pleased to say, despite the challenging environment, we saw Qualico become a market-leader in many ways.

We remained a committed philanthropic partner to groups who were most at risk during the pandemic. Within our business units, we collaborated on the best ways to pivot to sell and showcase homes virtually and safely, and continue to build and service homes and properties for our customers.

Our building and supply companies didn't miss a beat and our construction teams turned over houses day after day to customers who were trusting us to deliver a safe place for them to call home. Our property managers on both the commercial and residential sides worked within challenging conditions, while still meeting the needs of their tenants.

We were also reminded of how important it is to have strong relationships and communication with our supply chain partners and our trades.

Our confidence in our employees never faltered over the past year. We knew we

could count on them to deliver on the core of our business, safely and successfully.

Qualico's staying power relies on a combination of traits - it's our diversification within our integrated model, along with our spread of regional markets. It's also about our financial strength, and it's certainly tied to our employee bench strength.

The excellent work in 2020 was a direct result of a dedicated, competitive and trusting team. Our employees at Qualico are the best in the industry.

Throughout 2021, as we celebrate 70 years of business, we have plans to share with the broader community the ways in which Qualico and our business units have contributed to building better cities throughout Western Canada and the US.

A core value at Qualico is to continue to build the legacy. There's no doubt in my mind that the past 12 months have shown our capacity to do just that.

Thank you to everyone.

Sincerely,

Kevin Van





MESSAGE FROM RUTH & BRIAN HASTINGS

Finding the words to capture how Brian and myself have felt over the past year has proven to be challenging. Fresh into the new year of 2020, one could not imagine the uncertainty we'd face together as employees, community members and together globally. With the time at home that many of us have found for ourselves this year, our family has spent time reflecting and being grateful.

I think about the hardships of my parents, Qualico's founders - Dr. David and Katherine Friesen. It's an unimaginable amount of pain and suffering they and their parents, my grandparents, would have experienced fleeing their homes in Russia after being persecuted nearly 100 years ago. The perspective of what is considered modern-day sacrifice has been humbling.

What David and Katherine built was once too a small local business - Quality Construction. Each time Qualico expanded to another new market or

vertical - that was another small business. We've seen firsthand the fierceness, the protectiveness and the sleepless nights that come from having it 'all on the line' when you're a small business owner facing economic uncertainty.

For many of our employees at Qualico, our company is older than not only them, but also many of their parents. We have generations of history, and we are proud to stand alongside many other family-owned companies that have reached impressive milestones. To have this degree of staying power takes more than luck - as we've seen in this past year. As a company, we've understood that we need to surround ourselves with employees who are wise, disciplined, creative, bold and informed. Extending out from our employees, we also align ourselves with exceptional business partners, financial partners and community members.

Underlying all of this, however, is knowing and serving a customer base that looks to us to be a leader in building better cities. Qualico has invested 70 years of our history forming and strengthening our business, community, and employee relationships based on principles of mutual respect.

A lesson that my parents passed down to Brian and myself was to never take anything for granted. Even when facing hardship, it's important to support those who are struggling alongside you. We have a responsibility to look out for one another and keep one's most basic needs met - food and shelter.

Qualico continues to be in 'the shelter business', as my father called it. We are most proud of the company we see today and the dedicated employees who deliver exceptional ideas, products and services. Together, we continue to build the legacy.

This publication provides a sample of news and information about our company.

For more details, visit
[Qualico.com](https://www.qualico.com)





INTEGRATED REAL ESTATE MODEL





A COMPANY 70 YEARS IN THE MAKING



Qualico's story is the story of its founders – Dr. David and Katherine Friesen. Their vision, incredible work ethic, and intuitive business savvy laid the foundation for Qualico's achievements since its inception in 1951. A vision that began with the construction of seven homes has grown to become one of Canada's most successful integrated real estate companies.

Katherine Friesen was born in Southern Russia in 1918. She was only six years old when her family fled Russia, as they, like so many other Mennonites, were being persecuted. Her family escaped on foot to neighbouring Germany, and then were able to safely immigrate to Canada. They faced many personal and economic hardships as they moved from Alberta, to Ontario, and finally to Winnipeg, Manitoba, where Katherine's father was hired by the Canadian Wheat Board. Katherine went to school and became a teacher in the country in a one-room schoolhouse.

David Friesen was born in Southern Russia in 1911. Suffering from extreme poverty due to persecution and tragically losing their youngest child to starvation, David's family fled to Canada to secure their health and safety. David was 12 years old when he arrived in Canada and the family settled in Winkler, Manitoba, where they operated a mink farm. Upon high school graduation, David rode his bicycle to Winnipeg to find work. His first job was at a small local grocery store.

David and Katherine's paths crossed while attending First Mennonite Church. They would end up being business partners for life, as well as raising a family and giving back to the community. Having both shared similar childhoods, they also learned firsthand to never take anything in life for granted, and they would pass this lesson down to future generations of their family.

In the late 1940s, David was working as a lawyer and Katherine was a teacher. They were making some money, but not enough to buy a house and start a family. With soldiers returning home from WWII, many young families were looking for a place to call home. They saw this as an opportunity, not just to secure their own home – but provide affordable housing to others. They discussed the idea of buying some land with another couple and together they'd build homes and sell them. David successfully built the first seven homes, and Katherine demonstrated her finesse at selling all of them. It was a success. They jumped in with both feet starting Quality Construction in 1951 and home sales company, Rancho Realty.

They took calculated risks as they expanded the company into different markets and business verticals – all while surrounding themselves with talented and respected hardworking people. Now, 70 years later, the company is known as Qualico and has over \$3 billion in assets and more than 1,600 employees.

Through the generations of leadership, Ruth Hastings, the daughter of David and Katherine, and her husband Brian have seen Qualico through its fastest-paced growth and expansion years. Ruth and Brian's son-in-law, Kevin Van, was appointed President & CEO of Qualico in 2018.

The family's commitment to giving back to the community has been unwavering. Qualico's permanent and influential contributions to each city where it operates takes the family company to a higher level. Qualico truly sees itself as an active contributor and builder of better cities.

HISTORICAL HIGHLIGHTS

● — **1951**
Quality Construction Company Ltd. is incorporated

● — **1954**
Qualico expands into the Calgary market

● — **1955**
Qualico expands into the Edmonton market

● — **1957**
Rancho Realty is formed to deliver a new way of selling homes

● — **1969**
Qualico Winnipeg introduces condominium living to the Prairies

● — **1973**
Qualico enters the Vancouver market

● — **1990**
The StreetSide Developments brand name is introduced for the first time

● — **2004**
Qualico enters the Austin, Texas market

● — **2008**
Rancho Management Services hits the top 10 in Canada for the total square footage of condos managed

● — **2011**
Epcor Tower is completed in downtown Edmonton, a joint-venture project that is Qualico's largest and tallest office tower

● — **2013**
By 2013, Qualico establishes business units in both Regina and Saskatoon

● — **2017**
Qualico enters the Dallas-Fort Worth, Texas market

● — **2019**
Qualico opens its largest contractor store with Star Building Materials in Winnipeg



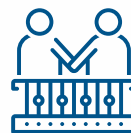
OUR PURPOSE

As a private company, we find ourselves building on the most public stage in the world. The city. Your city. On every block, every street, and every lot, we have the chance to help build a better city.

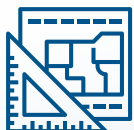
WE HELP BUILD BETTER CITIES BY



Bringing longevity and sustainability to our cities' built spaces so that they can be enjoyed today and for decades to come.



Thoughtfully designing and supporting our communities so that they encourage stronger connections between people, services, and businesses.



Understanding our customers so well that when we build an office tower, a family home, or a network of roads and walkways, it's done with such care and purpose, and to such a high standard, that it provides an experience that's second to none.



Taking every opportunity to improve the way our cities grow and interact so that the legacy we leave behind is one that future generations will be proud to continue.

For us, that's the best reason to come to work each day.



SINGLE-FAMILY HOMES
2020 HIGHLIGHTS AND ACCOMPLISHMENTS

SINGLE-FAMILY HOMES

Qualico has built single-family homes since 1951. Today, Qualico offers housing alternatives to fit every stage of life and every budget – from entry-level models to luxury residences – in all regions it does business.

In every design, decades of experience and innovation are evident in the quality of materials and workmanship, the trend-setting design features, and the energy-efficient materials and technologies that are so important in challenging climates.





PACESETTER HOMES AUSTIN OFFERS UNIQUE QUAD HOMES IN EASTON PARK

AUSTIN, TEXAS. In Austin's Easton Park community, Pacesetter Homes Austin has introduced a unique product offering seen nowhere else in the city. The appropriately named QUAD homes feature four homes grouped together with a shared driveway - but these differ from the multiple-home designs that people may be used to seeing.

Although residents share a driveway, the U-shaped QUAD home design offers features that provide plenty of privacy, such as a separate side courtyard for each home.

The QUAD design also allows for a feature that more and more buyers are seeking - the ability to include an auxiliary dwelling unit (ADU) above the garage that can be used as additional living quarters or rented out for extra income.





DESIGNQ EDMONTON'S NEW WEBSITE IMPROVES CUSTOMER SERVICE AND PROVIDES A ONE-STOP SHOP FOR CLIENTS' HOME DESIGN NEEDS

EDMONTON, ALBERTA. Homeowners building a new home with Qualico builders in Winnipeg, Edmonton, and Austin, Texas rely on designQ, Qualico's certified interior decorator and design centre, to help them realize their dream homes.

Within the last year, the designQ Edmonton team has introduced a new website to improve customer service, allowing homebuyers to view products, including furniture, online prior to their appointments. The site also includes inspiration photos from showhomes and videos showcasing each store in designQ.

Providing customers with the option to look through all of designQ's offerings ahead of time from the comfort of their own homes eliminates the need to go from one store to the next to select interior finishes. It has created a truly comprehensive and stress-free experience for customers, which has proven to be especially valuable throughout the COVID-19 pandemic.



Visit designqedmonton.com





QUALICO HOMEBUILDERS AND SALES STAFF EARN NATIONAL CUSTOMER SERVICE ACCOLADES

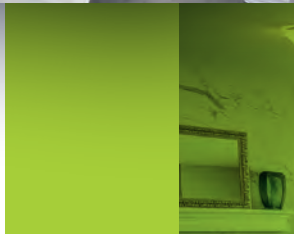
CALGARY, ALBERTA. Two Qualico homebuilders were recognized in 2020 by Avid Ratings for their excellent customer service: NuVista Homes Calgary received the Avid Gold Award and Augusta Fine Homes Calgary won the Avid Benchmark Award.

The Avid Gold Award is presented to builders that have the highest scores in their region based on the New Home Move-In Experience survey that is filled out by customers. The survey captures information spanning from the purchasing experience to the first 90 days of ownership.

The Avid Benchmark Award is awarded to builders that score among the top 25 per cent in Canada on the New Home Move-In Experience survey that is filled out by customers.

While this is the first time that Augusta Fine Homes Calgary has received the Avid Benchmark Award specifically, the company has received other Avid Awards in previous years - the Avid Diamond Award last year, and the Avid Gold Award the year before that.

It was also announced that three employees from Broadview Homes Winnipeg, two employees from Pacesetter Homes Austin and two employees from NuVista Homes were awarded an Avid Service Award this year for the exemplary customer service they provided.





FOXRIDGE HOMES WINS ITS FIRST AVID GOLD AWARD

METRO VANCOUVER, BRITISH COLUMBIA.

The Foxridge Homes BC team won their first Avid Gold Award in 2020, which is based entirely on customer feedback.

Avid Ratings presents the Avid Awards each year to recognize builders across North America that are providing extraordinary customer experiences.

Gary Mertens, Regional Vice-President, British Columbia, said the Foxridge Homes BC team's hard work, dedication, and consistency is what earned the business unit this award.



NUVISTA HOMES WINS BILD AWARD FOR NEW HOME DESIGN BASED ON CUSTOMER FEEDBACK



CALGARY, ALBERTA. The BILD Calgary Region Awards celebrate the most creative and professional work in the Calgary homebuilding industry, and in 2020, NuVista Homes received the award for Best Townhome/Villa, \$300-\$380K. The award was given to The Pearson, a 1,762-sq.-ft. home in the Sirocco community in southwest Calgary that was designed using feedback from homebuyers, making it a unique model that reflects customer demand.

When customers make a request for design changes, the feedback is recorded by NuVista Homes' staff and analyzed, looking for shifts in customer preferences. If demand is there, adjustments are made, and the home plan designers draw up a revision of the home.

Based on customer feedback, The Pearson has a kitchen located in the back of the home with a large window overlooking the backyard. Customers wanted an L-shaped kitchen but still wanted an open-plan concept, so the home was designed with these suggestions in mind.

Additional design considerations based on feedback included increased natural light and nine-foot ceilings throughout the home.





PACESETTER HOMES TEXAS CLIMBS THE RANKS IN BUILDER MAGAZINE'S TOP 100 LIST

AUSTIN AND DALLAS-FORT WORTH, TEXAS.

For the fourth year in a row, Pacesetter Homes Texas has claimed a spot on Builder Magazine's Top 100, a list that recognizes US homebuilders with the highest number of closings each year.

Pacesetter Homes Texas jumped eight spots to #90 with a total of 490 closings.



PACESETTER HOMES DALLAS-FORT WORTH EXPERIENCES CONSIDERABLE GROWTH IN 2020

DALLAS-FORT WORTH, TEXAS.

Pacesetter Homes Dallas-Fort Worth continued to see rapid growth in 2020. The team expects to exceed its 2020 financial goals and is planning for another double-digit percentage rate of growth from 2020 to 2021.

Pacesetter Homes is currently building in 10 communities in the Dallas-Fort Worth area, with another two coming online in the first quarter of 2021, and the homebuilder is targeting between 175 and 185 possessions for 2020 (112 had already closed by the end of October).

The sales team doubled from 5 to 10 members, and on June 1, 2020, the team moved into a larger office space, with more room to grow.





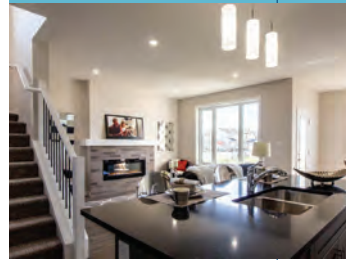
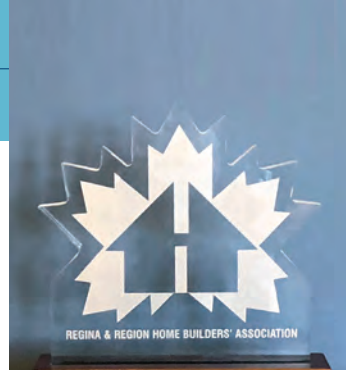
PACESETTER HOMES REGINA RECEIVES GREEN BUILD OF THE YEAR AND ENVIRONMENTAL LEADERSHIP IN HOUSING AWARDS

REGINA, SASKATCHEWAN. Pacesetter Homes Regina has further solidified its position as one of Regina's top homebuilders with its award-winning home at 3152 Trombley Street. The two-storey, 1,862-sq.-ft. home was completed in August 2019.

The home is 16 per cent more energy-efficient than a typical home and has an air tightness rating that is 50 per cent better than the industry standard. It was also the first house Pacesetter Homes built that exceeded its usual standard of 15 per cent

better energy efficiency than code. This earned Pacesetter Homes the 2019 Green Build of the Year Award at the Regina and Region Home Builders' Association (RRHBA) Master Awards Gala on February 1, 2020.

The team also took home the Environmental Leadership in Housing Award (20+ Homes), as it has proven itself to be a true leader when it comes to environmentally-conscious homebuilding in Regina and the surrounding areas.



QUALICO WINNIPEG HOMEBUILDERS HONoured AT MHBA'S FALL PARADE OF HOMES AWARDS



Manitoba Home Builders' Association

WINNIPEG, MANITOBA. The Manitoba Home Builders' Association capped off its longest-running Fall Parade of Homes with a virtual awards gala held on October 23, 2020, and all of Qualico's homebuilders went home with gold.

Broadview Homes Winnipeg took top honours for three showhomes located in the communities of Bonavista, Sage Creek and Grande Pointe Meadows. Sterling Homes Winnipeg was also awarded gold for its 2,335-sq.-ft. showhome in RidgeWood West. Kensington Homes Winnipeg was awarded a record four golds for its showhomes in Grande Pointe

Meadows, Bridgwater Trails, and two in Sage Creek, and Foxridge Homes Winnipeg won gold for its elegant RidgeWood West showhome.

In the multi-family awards, StreetSide Developments Winnipeg took home a gold award for its popular bungalow-style floorplan of The Bayberry, located in Amber Grove.





QUALICO HOMEBUILDERS CONSOLIDATE OPERATIONS TO BECOME PACESETTER HOMES SASKATCHEWAN

REGINA AND SASKATOON, SASKATCHEWAN.

As Qualico marks its 10th anniversary of operating in Saskatchewan, its homebuilders in Regina and Saskatoon will consolidate under one common brand to become Pacesetter Homes Saskatchewan on January 1, 2021.

Qualico introduced its first premier homebuilder to the Saskatchewan market in 2011, with the opening of Pacesetter Homes in Regina. It quickly became an industry trailblazer, winning awards for home design, quality construction, energy efficiency, and industry-leading customer service.



Montana Homes was acquired by Qualico in 2013 and is a leader in Saskatoon's homebuilding industry. As a crowning accolade, the company has received Avid Ratings' Gold Award for small production builder twice in the past several years.

While both brands have exemplary reputations, Pacesetter Homes was chosen as the brand in Saskatchewan to be consistent with Qualico's other regions. The Pacesetter Homes brand also operates in Edmonton, Calgary, Dallas-Fort Worth and Austin, Texas. A consolidation of branding will ensure an even stronger presence in the homebuilding industry.

Centralizing operations will enable the brand to better serve homebuyers in the province, while continuing to strengthen relationships with those working in the homebuilding industry.

SASKATOON



REGINA



A QUALICO Company



MULTI-FAMILY HOMES

Qualico has earned a reputation for market leadership. Qualico's multi-family projects are built on this legacy.

Qualico's multi-family projects in Canada operate under the StreetSide Developments brand.

Our multi-family division builds apartment-style, townhome-style, detached-home, and luxury condominiums throughout Western Canada.

With projects that range from innovative urban developments to historic retrofits to lifestyle communities, we provide a range of solutions for homeownership. With a focus on quality, value, and service, we are passionate about building lasting relationships with our customers and our suppliers.





STREETSIDE DEVELOPMENTS EDMONTON GOES THE EXTRA MILE IN RECOGNIZING EMPLOYEES AND CUSTOMERS WITH THE ABOVE AND BEYOND PROGRAM

EDMONTON, ALBERTA. Inspired by the Kudos program created by the StreetSide Developments Calgary team, StreetSide Developments Edmonton's Above & Beyond program has promoted employee engagement and customer satisfaction since 2018.

The program has two components. The first allows employees to recognize fellow team members for exceptional work. It is well-used and intended to be all-directional with crossover between all departments. Greeting cards are made available and

employees are able to choose from a selection of gift cards to include with a hand-written note for whom they want to recognize.



The second component of the program encourages employees to give a personalized gift to a homebuyer in order to 'shock and amaze them' with an authentic service tailored specifically to them. A homebuyer who loves cats may very well find a special cat tree gift waiting for them in their new home.

STREETSIDE DEVELOPMENTS LOOKS AHEAD TO THE LUXURIOUS VUE TACHÉ

WINNIPEG, MANITOBA. StreetSide Developments Winnipeg has had several past successes in the sought-after St. Boniface neighbourhood, and in the spring of 2021, construction will begin for its latest project, Vue Taché.

Vue Taché will be a seven-storey, 87-unit concrete condominium with high-end finishes throughout. The StreetSide Developments team carefully designed the floor plans for modern-living needs, as they feature one-bedroom to three-bedroom open concept layouts with large balconies and main-floor terraces, spanning up to 1,898 sq. ft. of indoor living space. The project will also offer an impressive list of amenities, including heated underground parking (with 10 electric car charging stations) and the developer's first pet-friendly outdoor common area.





STREETSIDE DEVELOPMENTS CALGARY ANNOUNCES NEW CONDOMINIUM COMPLEX KONEKT A PROJECT 15 YEARS IN THE MAKING

CALGARY, ALBERTA. StreetSide Developments Calgary launched Konekt, a new 104-unit condominium complex located in Inglewood, in August 2020. With land having been purchased for the project back in 2005, its completion 15 years later is certainly something to be celebrated.

The project site went through multiple design iterations and submissions to the City of Calgary. Unfortunately, all prior development attempts were met with complicated circumstances and roadblocks that prevented StreetSide Developments from proceeding through the approval process.

The project was also subject to the Freight Rails Corridor Policy, which was still in development during the planning stages. In total, StreetSide Developments spent roughly two years, involving hundreds of people, in the planning stages of this project.

“The end goal of our project has always been to create a positive development solution that would improve the quality of the neighbourhood,” said Don O’Dwyer, Development Manager, StreetSide Developments Calgary. “We emphasized this vision throughout the project, and this is why we are here now.”

The determination clearly paid off, and the future residents will have a home situated in an area unlike any other in the city, which includes Inglewood’s Green Pathway System and the Bow River, among other features.





STREETSIDE DEVELOPMENTS EDMONTON WINS CUSTOMER SERVICE AWARD FOR THE FOURTH CONSECUTIVE YEAR

EDMONTON, ALBERTA. StreetSide Developments Edmonton won the CustomerInsight™ award for Best Customer Experience for Edmonton and Area in the Multi-Family - Large Volume category for the fourth consecutive year.

The award was presented at the H.O.M.E. Awards™ event on April 7, 2020, which was held online this year due to restrictions related to the COVID-19 pandemic.

Now in its tenth year, the H.O.M.E. Awards event celebrates excellence in customer service, recognizing builders across Canada and the United States that are providing superior customer homebuying experiences.

“Exceptional customer care can only be delivered by an exceptional team,” said Nicholas Carels, Vice-President, StreetSide Developments Edmonton.

CustomerInsight™
HOME
AWARDS



“Winning this award four years in a row demonstrates not only the level of dedication our team has shown in taking care of our homeowners, but also how consistently we have been able to perform, year after year and home after home.”

Focusing on the customer is a crucial aspect of being a H.O.M.E. Awards winner, since only scores and ratings from real homeowners are used, instead of industry judges or panels. All winners are calculated using homeowner feedback surveys.





STREETSIDE DEVELOPMENTS BREAKS GROUND ON ITS LARGEST-EVER BC TOWNHOME DEVELOPMENT

SURREY, BRITISH COLUMBIA. StreetSide Developments BC has broken ground on its largest-ever townhome development, which will feature an exciting mix of product and amenities once completed.

The Boroughs, located in the Grandview Heights neighbourhood in South Surrey, will offer easy access to retail centres and major roadways and will attract a mix of young couples and families.

Currently, civil works and road building are underway at the 12-acre site, which will have 325 homes built in three phases. Each phase will also feature its own amenity building. The first phase is Holloway, which

will have 127 two-bedroom to four-bedroom homes, followed by Bexley, with 82 homes, and the final phase will be Chelsea, which will offer a mix of homes found in the first two phases.

A city requirement for StreetSide Developments to offset environmental impacts on the land has led to an interesting feature that will be included in the community - restoration of a biodiversity preserve area called Fergus Creek Watershed Park.

The team is aiming to open its display home and sales centre in mid-2021 and hopes to complete all phases in about four years.





COMMUNITIES

Qualico Communities is recognized as a leader in the development of award-winning, master-planned communities. These are communities in the truest sense, incorporating not only residential living, but also aesthetic and recreational elements, retail options, office sites, common gathering spaces, pedestrian-friendly paths, and sport facilities. We work with local governments, builder contractors, and residents to create neighbourhoods with homebuyers in mind.



QUALICO[®]
communities





QUALICO BREAKS GROUND ON NEW CALGARY COMMUNITY, AMBLETON

CALGARY, ALBERTA. Qualico Communities Calgary ceremonially broke ground in Ambleton, a community 15 years in the making, on September 29, 2020, in northwest Calgary.

The new community of Ambleton, located just north of Evanston, is comprised of 64.7 hectares (160 acres) and will be developed through eight phases, totaling over 1,200 homes when complete.

Ambleton will be a distinctive and integrated community that will provide a wide range of housing, activity and recreational choices. A large draw will be the natural environmental reserve, off-street pathways and a large stormwater pond.

Showhomes will open in the summer of 2021 and will feature Qualico Calgary homebuilders Sterling Homes and Broadview Homes, as well as joint-venture partners, Shane Homes, Jayman Homes, Trico Homes, and Truman Homes.

Residents who call Ambleton home will be able to access the amenities of Evanston, its neighbouring Qualico community, which is thriving with a strong commercial presence, two schools (and another on the way), parks and numerous walking paths. The commercial space already includes a grocery store, pub, yoga studio, pet store, and much more, allowing this new community to feel more established from the beginning.





QUALICO'S RIDGEWOOD WEST COMMUNITY MOVES INTO FINAL PHASE

WINNIPEG, MANITOBA. The last phase of Qualico Communities Winnipeg's RidgeWood West neighbourhood is now underway and will continue to build on the success of the previous phases completed over the past five years.

Located in Winnipeg's desirable Charleswood neighbourhood, RidgeWood West offers the perfect mix of connecting with nature and accessing a variety of amenities such as schools, community centres, grocery stores, golf courses, recreational trails, and parks.

The variety of lot types and sizes available in RidgeWood West means that homebuyers are sure to find homes that meet their budgets and desired home styles/sizes.

So far, there have been over 450 house starts and more than 400 families have moved into the area. Servicing of the final phase in RidgeWood West has already begun and will be completed in 2021, with community build out expected one to two years later. Once all phases are complete, RidgeWood West will have approximately 789 single-family homes and four multi-family projects.

The success of RidgeWood West and its impending completion has led Qualico Communities to begin looking for additional development opportunities in the area.





QUALICO EARNS BILD CALGARY'S 2019 COMMUNITY OF THE YEAR AWARD FOR THE SPRINGBANK COMMUNITY OF HARMONY

CALGARY, ALBERTA. Harmony, Springbank's first lake community, was named BILD Alberta's Community of the Year (Calgary Region) for a third time.

The BILD Calgary Region Awards celebrate and recognize quality products and accomplishments amongst builders.

Launched in 2016, Harmony is a master-planned community being developed under a partnership between Qualico Communities and Bordeaux Developments. The community includes a stunning 40-acre fresh-water lake (with another 100-acre lake to come), beaches, a future beach club, pathways, playgrounds, and a new adventure park to be unveiled this fall. Harmony is also home to the Mickelson National Golf Club, which is on track to be one of Canada's top courses, and a future urban-style village centre with a world-class wellness spa.

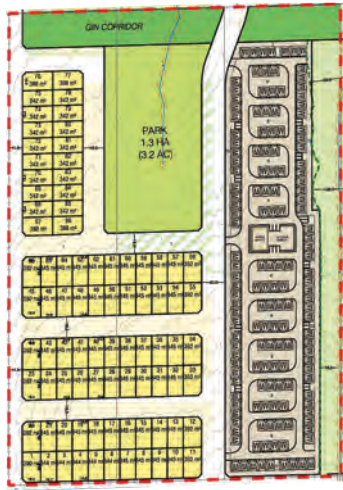
Spa developer Groupe Nordik will construct the spa, which will span 10 acres in Harmony's village centre, and will represent an investment of more than \$45 million and the creation of approximately 400 full-time and part-time local jobs when it opens. The spa has a projected 2022 opening date.





Multi-Family Single-Family

QUALICO LOOKS AHEAD TO ITS NEW METRO VANCOUVER COMMUNITY IN WEST CLAYTON

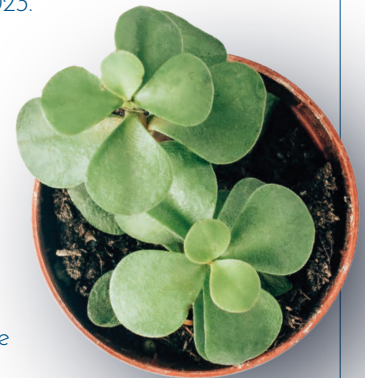


SURREY, BRITISH COLUMBIA. A few minutes' drive from Qualico's new Surrey regional office is the site of an upcoming Qualico community in the neighbourhood of West Clayton.

Qualico Communities BC secured 27.6 acres of land in the 713-acre West Clayton neighbourhood, providing a construction and sales pipeline for both Foxridge Homes and StreetSide Developments BC. Qualico's acquisition will result in approximately 90 single-family lots and 145 townhomes.

The Qualico community will bring necessary infrastructure for further neighbourhood development, such as a sanitary main and stormwater detention pond, with the full development approval process expected to take three years.

Qualico Communities anticipates the West Clayton groundbreaking to be in late 2023.



QUALICO BREAKS GROUND ON NEW EDMONTON COMMUNITY, ASTER

EDMONTON, ALBERTA. In the spring of 2020, Qualico Communities broke ground on Aster, an appealing new community located in sought-after southeast Edmonton. Qualico will develop its 215 acres of land over the next five to seven years and will offer future residents beautifully landscaped ponds, parks, playgrounds, several preserved natural areas, inter-connected trail systems, a future school site and commercial amenities.

Aster's desirable location offers quick and easy access to several major commuter routes, established commercial conveniences within walking distance, nearby schools, transit hubs and a recreational centre close by.

Qualico Communities' development in the Aster neighbourhood will be home to approximately 1,500 families and will provide a diverse range

of housing options, including street-oriented townhomes, a variety of single-family home styles, duplex-style homes and condominiums.

The first stage of development includes a landscaped park and playground, community commercial site, mixed-use site and 137 residential lots. Aster's premier new homebuilders began pre-selling homes in the summer of 2020, with showhome construction set to begin in early 2021.





PROPERTIES

Qualico Properties is the alignment and consolidation of our commercial leasing and development, property management, and property investment operations to provide value for tenants and the community-at-large.

Qualico's commercial projects are comprised of more than 3 million sq. ft. of office, retail and industrial space in major centres across Western Canada - with an additional 5 million sq. ft. of development projects in the pipeline.

Rancho Property Management Services is an associate company of Qualico and one of the largest property management companies in Western Canada. The company's management portfolio includes office, retail, residential rental, and condominium properties.

Qualico's US property assets portfolio includes independent and joint-venture multi-family projects in Austin, Texas, Hercules and Long Beach, California, and Redmond, Washington. Qualico's US multi-family project partnerships are managed through the Qualico US regional office in Austin, Texas.



QUALICO®
commercial

RANCHO
MANAGEMENT SERVICES CORPORATION





INTRODUCING THE QUALICO PROPERTIES BUSINESS VERTICAL

In early 2020, Qualico announced the introduction of the Qualico Properties business vertical, which represents a strategic move that will strengthen and evolve Qualico's position as a market leader in the real estate industry.

With a strong inventory of existing commercial and multi-family residential properties and a significant commercial portfolio in development, Qualico is in a unique position to leverage its operations for a stronger competitive advantage. To do this, Qualico will rely on significant leadership and experience to meet future growth opportunities.

Within Qualico Properties, an aligned team of Corporate, Qualico Commercial and Rancho employees operate with a greater connection to

invest, develop, grow and manage the value of Qualico-owned property investments.

Qualico has promoted Mike Saunders to the position of Senior Vice-President to lead the business vertical focused on leading regional operations in Edmonton, Winnipeg, and Calgary. Qualico Properties is responsible for the following:

- Delivering on the mandate to grow the Qualico Properties portfolio in Canada and the US
- Managing the ROI for all long-term income-producing investments
- Integrating and leading the commercial development, leasing, rental income, asset management and property management entity

SINGLE-FAMILY HOMES

MULTI-FAMILY HOMES

PROPERTIES

PROPERTIES	
COMMERCIAL DEVELOPMENT	COMMERCIAL LEASING
INVESTMENT PROPERTIES	PROPERTY MANAGEMENT

SUPPLY CHAIN

LAND





NEW SURREY REGIONAL OFFICE HIGHLIGHTS AMENITIES AND SUSTAINABLE FEATURES

SURREY, BRITISH COLUMBIA. Qualico employees in the British Columbia Region now have a new regional office to call home that includes improved amenities and an impressive sustainable design.

Employees from StreetSide Developments, Foxridge Homes, Qualico Communities, and Qualico Commercial moved into the new building - located in the Cloverdale community in Surrey - at the end of August 2020.

Some of the amenities included in the new design are more comfortable lighting, standing/sitting workstations, breakout spaces, design tables, and a central kitchen. The building is also aesthetically pleasing, with open spaces that are lit by plenty of natural light.

A high-efficiency HVAC system, external insulation, low-flow water fixtures, energy-efficient appliances, and efficient lighting are all examples of the building's sustainable design. The office also has a waste diversion program, which means most of the building's waste is recycled and there are only two available garbage bins in the entire space.

Along with all of the bells and whistles included in the new office is the long-term suitability of it for the multiple business units.

"We now have room to grow and expand here, based on our new office space," said Gary Mertens, Regional Vice-President, British Columbia. "As well, the public and industry perception that comes with us having a substantial, high-quality office building is something that is certainly going to help us moving forward."



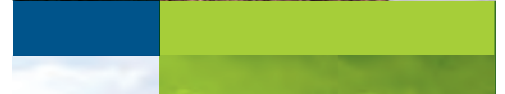


QUALICO COMMERCIAL COMPLETES RETAIL PAD BUILDINGS AT HARVEST HILLS OFFICE PARK

CALGARY, ALBERTA. Harvest Hills Office Park is a suburban office campus in north-central Calgary where Qualico Commercial continued to add value for commercial tenants in 2020.

Qualico Commercial oversaw the completion of two retail pad buildings totalling 11,820 sq. ft. at the site in 2020, which provide some convenient dining amenities for office tenants.

The site still has a 4,720-sq.-ft. section for future development that will have room for one to three tenants, as well as available land for two additional office buildings with underground parking or one large fitness facility with surface parking.



QUALICO COMMERCIAL STARTS CONSTRUCTION ON AMBLESIDE CENTRE AND EDGEMONT LANDING RETAIL CENTRE

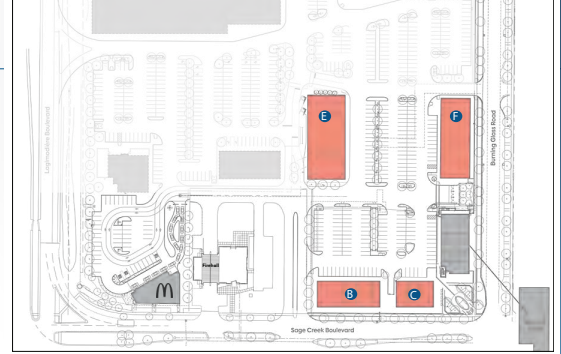
EDMONTON, ALBERTA. In early 2020, Qualico Commercial started construction on the first phases of two retail centres in southwest Edmonton - Ambleside Centre and Edgemont Landing.

The retail centres are located in new and growing neighbourhoods where Qualico is also building many single-family and multi-family homes.

The first phases of the construction at both Ambleside Centre and Edgemont Landing will be complete in the first quarter of 2021, with the second phases beginning in 2021, coming to completion in the second or third quarter of 2022.

Once completed, Ambleside Centre will be approximately 104,000 sq. ft. and Edgemont Landing will be 91,320 sq. ft.





QUALICO PROPERTIES BRINGS SAGE CREEK'S WALKABLE VILLAGE CENTRE TO LIFE

WINNIPEG, MANITOBA. Over the past 15 years, the Qualico community of Sage Creek has seen impressive growth, with around 7,000 residents now calling the community home. The original vision of a bustling village centre is truly taking shape, with pedestrians front of mind.



Street and sidewalk design for the village centre provides plenty of walking and cycling space, and resting places are included amongst the buildings. Local art pieces can also be found throughout the community. The commercial portions of the village centre feature a local shopfront aesthetic, and four new commercial buildings will be completed by spring 2021 to offer even more retail and services.



RANCHO REALTY TAKES ON HOA MANAGEMENT IN CALGARY COMMUNITIES

CALGARY, ALBERTA. Rancho Realty (1975) Ltd. (Rancho Calgary) has expanded its service offering with the management of Homeowners Associations (HOAs) in two Qualico communities in the Calgary area - Redstone and Crestmont.

Previously, Qualico Communities Calgary managed the HOAs in these communities. Rancho Calgary will now take on tasks such as negotiating service

contracts, attending board meetings and annual general meetings, collecting fees, performing site visits, and doing repairs and maintenance in these communities.

Rancho Calgary will take on the management of HOA services in the community of Harmony, beginning January 1, 2021.



RANCHO VANCOUVER USES FIVE PILLARS OF SUCCESS TO HELP DRIVE 40,000-UNIT MILESTONE

VANCOUVER, BRITISH COLUMBIA. Rancho Management Services (B.C.) Ltd. (Rancho Vancouver) hit a significant milestone this year – the business unit is now managing 40,000 units of third-party contracts in the region. The team also manages about 160,000 sq. ft. of commercial space. This makes Rancho Vancouver the largest Canadian-owned strata management company in Vancouver and the third-largest strata management company in the area overall.

Chris Sargent, Vice-President & General Manager, Rancho Vancouver, pointed to five pillars of the team's

success over the years: owners, employees, clients, trades, and technology. He also noted that a crucial factor underlying such success is the people.

A future goal for Rancho Vancouver is reaching 50,000 units by 2024. With 90 Vancouver stratas (representing 16,000 units) coming in the next four years, and with the company's proven combination of excellent service and positive referrals, Chris believes that goal will be achievable.





QUALICO AND JOINT-VENTURE PARTNERS SEE THE HERCULES BAYFRONT DEVELOPMENT HIT LEASING AND DEVELOPMENT MILESTONES

HERCULES, CALIFORNIA. Located in the town of Hercules, in the San Francisco Bay Area, Hercules Bayfront is a waterfront 38.4-acre, multi-phase residential and retail community. The Exchange at Bayfront is the debut building for this project, featuring 172 apartments and townhomes, plus retail. The complex was completed in June of 2020, with leasing currently underway, at 62 per cent occupancy and growing.

Located on remediated land that was home to the former Hercules Dynamite factory, Hercules Bayfront is situated in a location that possesses a deep and rich history.

Hercules Bayfront provides a multitude of open spaces, captivating views and pedestrian-friendly streets. Residents can choose from an array of floor plans, including one-bedroom, two-bedroom and three-bedroom flats and lofts.

The project's next parcels of land are under construction and will be home to The Grand. This 232-unit building with a mix of apartment and townhome suites has a scheduled completion date of May 2021. There are still seven more phases to come at this master-planned, dynamic and impressive waterfront community, with development projected to extend through 2027.





FINAL PHASE OF TECHRIDGE BY QUALICO AND PARTNERS IS NEARLY COMPLETE

AUSTIN, TEXAS. In 2011, Qualico and joint-venture partners began construction on a six-phase, 126.5-acre, mixed-use project called The Lakes at Techridge, located at the heart of the region's technology sector.

The first two phases included multi-family rental units followed by commercial development and the construction of LEED®-certified office space, where the Qualico US regional office now resides.

Qualico is set to complete its final phase of development in the first quarter of 2021, with the construction of The Vineyard. The Vineyard is a garden-style apartment complex that includes 468 suites across 15 three-storey buildings. Amenities

include a state-of-the-art health and fitness club with a dedicated yoga room, pet grooming spa, sparkling pool and heated spa.

Leasing at The Vineyard is now underway with high levels of interest, reaching the 30 per cent leased rate at the end of 2020.

"The Lakes at Techridge has been a successful endeavour for Qualico," said LaNelle Deardorf, Regional Vice-President, Qualico US. "Every single phase has sold as construction completed, with two phases selling even before completion. I came into this project just as phase one was nearing completion - to see it now at phase six, and to come to work each day within our offices located in this space, it's both impressive and something to be proud of."

QUALICO US BUILDS ON SUCCESS IN EAST AUSTIN WITH APARTMENT PROJECT STARLIGHT

AUSTIN, TEXAS. With much success in the already revitalized and hip neighbourhood of East Austin, Qualico US has broken ground on a new project called Starlight. Qualico and its joint-venture partner, Ledcor, completed the land acquisition in December 2019. Starlight is a four-storey, 325-suite apartment building, located on 2.3 acres of land at the intersection of Manor Road and Alexander Avenue.

"Starlight is a product that follows a proven success model of similar multi-family projects in the area," said LaNelle Deardorf, Regional Vice-President, Qualico US. "It offers the desired product to young professionals and families within a popular neighbourhood."

The property will offer studio, one-bedroom and two-bedroom suites, consistent with market demand in the area, and early renderings for Starlight include a courtyard pool, spa, cabanas and other desired amenities. Starlight is a 10-minute walk to the nearest metro station and a three-mile drive to downtown Austin. Construction for Starlight is set for completion during the fourth quarter of 2022.





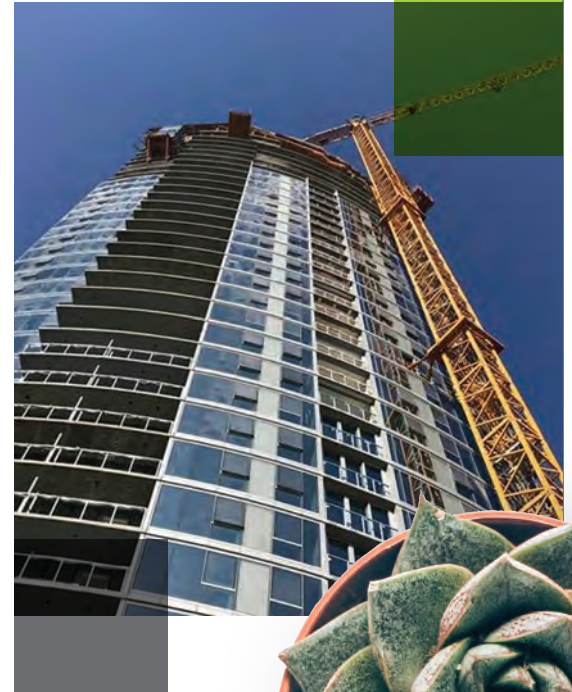
QUALICO AND JOINT-VENTURE PARTNERS SEE SHORELINE GATEWAY REACH THE 35TH FLOOR

LONG BEACH, CALIFORNIA. Nearing completion, the Shoreline Gateway project is generating quite a bit of excitement, catering to a currently under-supplied market in a rapidly growing urban neighbourhood. With its location in the East Village Arts District in downtown Long Beach, the project is considered one of the most walkable locations in all of Southern California and comes with unparalleled 360-degree views of Long Beach, Catalina Island, Orange County and downtown Los Angeles.

"Knowing that this project has been planned for a decade, and excavation started two years ago, it's very satisfying to see construction reach the 35th floor," said LaNelle Deardorf, Regional Vice-President, Qualico US. "It's an impressive piece of real estate property."

Shoreline Gateway is a mixed-use complex with 315 luxury apartments and retail services. Shoreline Gateway and its sister building, The Current, are the only two coastal-adjacent high-rise apartment buildings built in Long Beach and exist within the first LEED®-ND (Neighbourhood Design) project in the city.

Completion targets have remained consistent against construction schedules, with a July 2021 delivery and pre-leasing commencing in the spring.

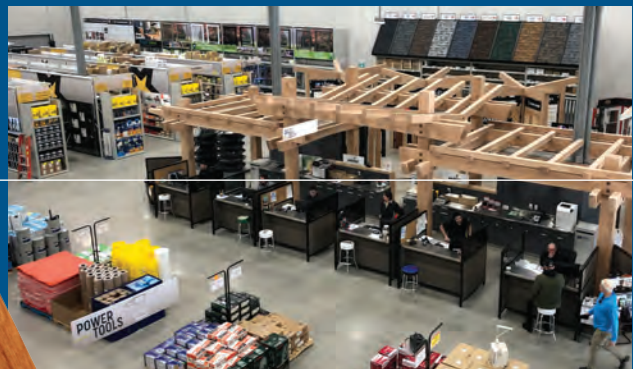
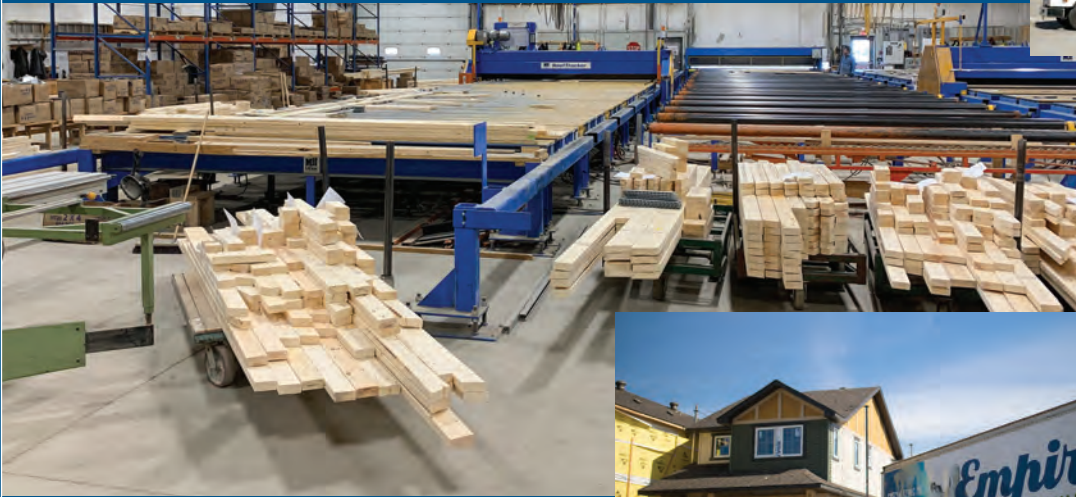




BUILDING MATERIALS SUPPLIES AND SERVICES
2020 HIGHLIGHTS AND ACCOMPLISHMENTS

BUILDING MATERIALS SUPPLIES & SERVICES

Under the building materials supplies and services business vertical, companies have been creating exceptional value for Qualico, as well as for other builders, contractors, and retail customers, for decades. Our integrated offering of services and products includes building materials, plumbing, heating, drywall installation, flooring, and concrete products and services.





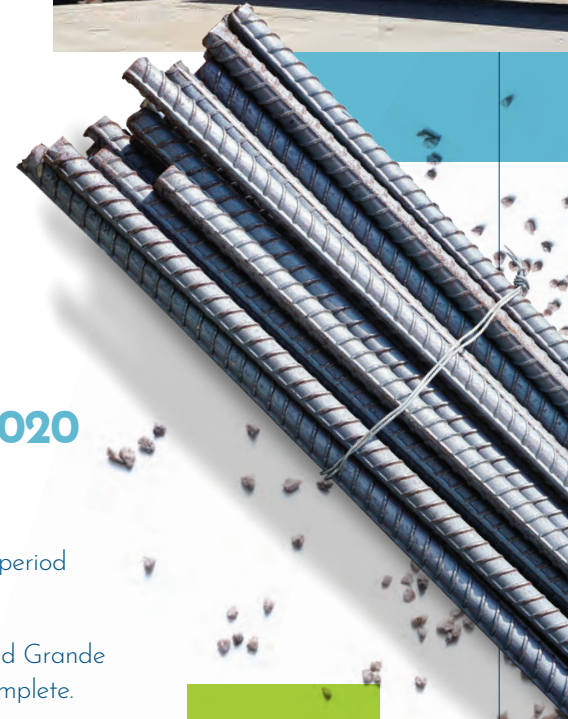
BUILDING PRODUCTS & CONCRETE SUPPLY LEVERAGES LARGE PROJECTS AND NEW EQUIPMENT TO CONTINUE ITS SUCCESS THROUGHOUT 2020

WINNIPEG, MANITOBA. Building Products & Concrete Supply worked hard in 2020 to ensure it saw continued business growth, while also celebrating its 100th anniversary.

The company had three major projects in progress throughout the year - the Bruce Oake Recovery Centre, which is near completion; the Royal Aviation Museum of Western Canada, which is ongoing; and the Winnipeg Art Gallery's Inuit Art Centre, which is now complete.

Aside from major building construction projects, another key to the team's

success this year was its concrete paving business. In 2019, Building Products & Concrete Supply purchased a Reliable Mix by Axiom Portable Plant (RMX 200) to better serve its highway paving projects. These projects are frequently located in remote areas, require extremely high volumes within short time frames, and have demanding supply rates.



EMPIRE DRYWALL SEES CONTINUED GROWTH IN 2020

EDMONTON AND CALGARY, ALBERTA. Empire Drywall experienced a significant year of growth in 2020. There were 642 Edmonton residential division job starts from Jan.-Sep. 30, 2020, compared to 446 from the same period in 2019, which marks 44 per cent growth.

Work at The Hub - a mixed-use student housing community in Calgary - and Grande Prairie Regional Hospital, two of Empire Drywall's largest projects, is now complete.





STAR BUILDING MATERIALS' NEW RETAIL STORE MEETS DEMAND FOR THE INCREASE OF HOME IMPROVEMENT PROJECTS



WINNIPEG, MANITOBA. In the fall of 2019, Star Building Materials Winnipeg officially opened its brand new retail store, expanding its footprint and product assortment to offer more of a selection for anyone who wants to 'buy where the builders buy.'

"When COVID-19 landed, everything stopped," said Mark Kennedy, Vice-President, Star Building Materials Winnipeg. "But then, people decided to invest back into their properties. We saw huge increases in decks, fences, pergolas, garages, sheds and cottages being built."

With mills being shut down, product shortages began to surface and commodity pricing went sky high. The team had to manage inventory carefully. Thankfully, with an overall footprint of 52,000 sq. ft., the new store allows ample room for shelving of stock and provides a spacious retail shopping experience (18,000 sq. ft.) that supports physical distancing protocols.

With increased interest in online shopping, Star Building Materials Winnipeg will be focusing on creating a new website to create a digital, touchless experience that will help customers shop even more safely.





STAR READY TO MOVE HOMES EXPERIENCES A RECORD IN FALL SALES

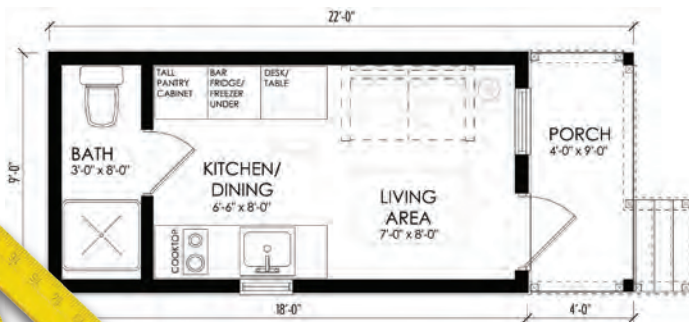
WINNIPEG, MANITOBA. Cottage-life has always been a big part of Canadians' lives, but with the onset of the COVID-19 pandemic, more people than ever are looking to build a get-away home outside of the city.

"We experienced a record fall for sales in 2020," said Jeff Meseman, Branch Manager, Star Ready To Move (RTM) Homes. "We sold out of all our in-stock homes, as well as five of our display homes from our Show Home Neighbourhood. We've also seen an increase in our loft-style garage sales."

New home designs for 2020 include the Wind River, featuring a deck on the roof of the home, and a unique mini home series called the Chickadee, coming in at a compact 162 sq. ft.

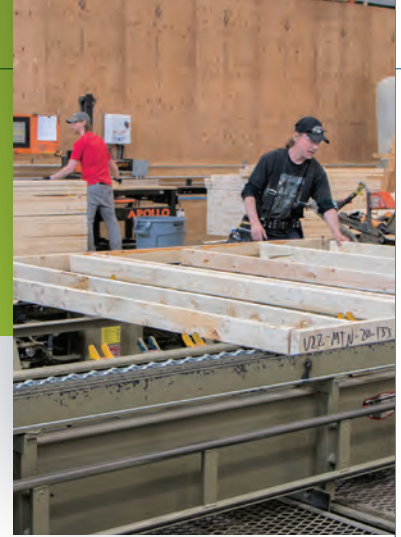
Online inquiries have been strong, and the ability to communicate effectively has been critical for customer service. All design and drafting appointments have been moved online, and customers are now able to do a virtual 360-degree walkthrough of showhomes on the website.

Star RTM also completed a major renovation to its design centre and showroom area in 2020, which included a new public washroom facility and a new kitchen and bathroom ensuite display.





STAR BUILDING MATERIALS EXPANDS SERVICES AND SEES CONSIDERABLE GROWTH IN 2020



CALGARY, ALBERTA. Star Building Materials Calgary made some exciting changes to its service offerings, resulting in significant growth throughout 2020, including Star Building Components officially coming under the direction of Star Building Materials, which allows for greater synergy between operations.

In March of 2020, Star Building Materials established a new wall panel line, and in mid-August, the truss plant in Edmonton installed a new Hundegger TURBO-Drive saw, which replaced two older saws. These changes helped the team keep up with the increase in demand and provide the best customer service possible.

Ken Crockett, Vice-President, Star Building Materials Calgary, is more than satisfied with the expansion of the company's services, the new wall panel line and where the company and his team are headed.

"Production has been phenomenal and continues to support the investment that we have made," he said. "We are looking forward to growing this part of our business in the future."





COMMITTED TO A BETTER WORLD



WE NEED TO TAKE EVERY OPPORTUNITY TO IMPROVE THE WAY OUR CITIES GROW AND INTERACT SO THAT THE LEGACY WE LEAVE BEHIND IS ONE THAT FUTURE GENERATIONS WILL BE PROUD TO CONTINUE.

Kevin Van, President & CEO

THE PHILANTHROPIC SPIRIT OF QUALICO HAS CONTINUED FOR 70 YEARS THROUGH THE GENERATIONS OF LEADERSHIP.

Our founders, Dr. David and Katherine Friesen, started small, and from their early days in the business, they felt a responsibility to help those around them where they could. Ruth and Brian Hastings continue to be pillars in the philanthropic communities in cities where Qualico has a history. Under the leadership of Kevin Van, President & CEO, Qualico is evolving its corporate responsibility to focus on five impact areas with a progressive style of delivery and remaining focused on the power of partnership.





THE POWER OF PARTNERSHIP

Our aim is to support organizations within our communities that are subject matter experts.

A PROGRESSIVE STYLE OF GIVING

Within five impact giving areas, there are various ways we can deliver on corporate responsibility. We have structured our corporate responsibility to blend the following approaches:



PHILANTHROPY

Traditional giving through donations



GROWING TALENT

Investing in the enrichment of the employees who work for us today and our future talent base



INNOVATION

Promoting innovation to face the challenges and opportunities of today's changing world

QUALICO IMPACT AREAS



END THE CYCLE OF POVERTY



GENDER EQUALITY



BUILDING SUSTAINABLY



LIFELONG EDUCATION



HEALTHY LIVES





AREAS OF GIVING AND OUR CONNECTION TO THE CAUSE



END THE CYCLE OF POVERTY

We understand that throughout the cycle of poverty there are varying needs and a comprehensive support network. We support organizations that are working to help people at each point of the poverty cycle to set them up to be safe and independently provide themselves with shelter, where possible. We provide our support to ensure that as many members of our cities as possible go to bed without hunger and in safe shelter.

Our Connection... Our founders came from disadvantaged backgrounds as families fleeing Russia to start a new life in Canada. Our founders knew what it means to have very little, and that taught them to never take certain luxuries in life for granted.



GENDER EQUALITY

We understand that while there has been progress, women of all ages in Canada and the US face systemic and historical obstacles related to gender equality across many areas in their personal and professional lives. We support organizations that encourage leadership skills, entrepreneurialism, athletics, and career advancement of women, particularly in sectors of our industry and related ones.

Our Connection... Qualico is a company that was founded as a wife and husband team, with both equally driving the company forward. As the company has grown through the generations, our current President is a proud father of three daughters and wants to ensure the opportunities for accessing education, leadership training, and professional advancement, and the pay and compensation for women are equal to that of men.



BUILDING SUSTAINABLY

We understand that sustainable cities are the result of a highly collaborative effort across government, public and private business, and social causes. We work to ensure that our planning and development of communities, our building methods, and our consumption and production of building materials consider how we build sustainably. We support organizations that are working towards improving how our cities are designed, built, and lived in.

Our Connection... Qualico is responsible for designing and building major sections of cities in the form of communities. It is both for the benefit of our business, and for the health of the cities in which we all live, that we have a long-term vision and short-term operational strategies that recognize the impact that sustainable cities have within the context of climate change.



LIFELONG EDUCATION

We understand that equal access to education, in all its forms, should be encouraged and made accessible throughout a person's life. We work to ensure that education is seen as both personal and professional development. We believe that how one feels is as important as what one knows. We support organizations that provide education in progressive and universally accessible formats.

Our Connection... Our founders have always believed in the benefits of lifelong learning. Our founder, David Friesen, received his PhD in his 60s. He was a firm believer in supporting educational institutions and finding a way for people to afford higher education.



HEALTHY LIVES

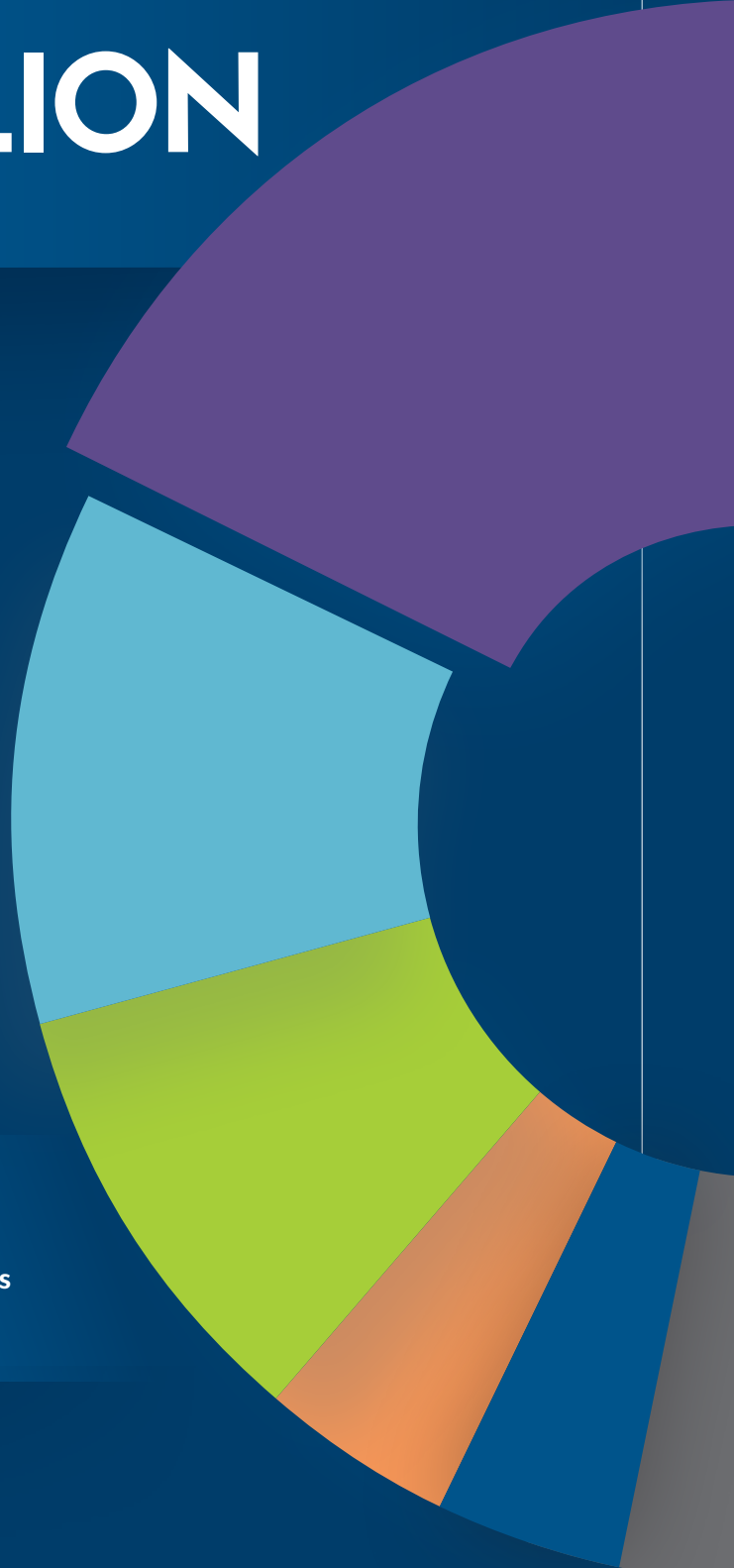
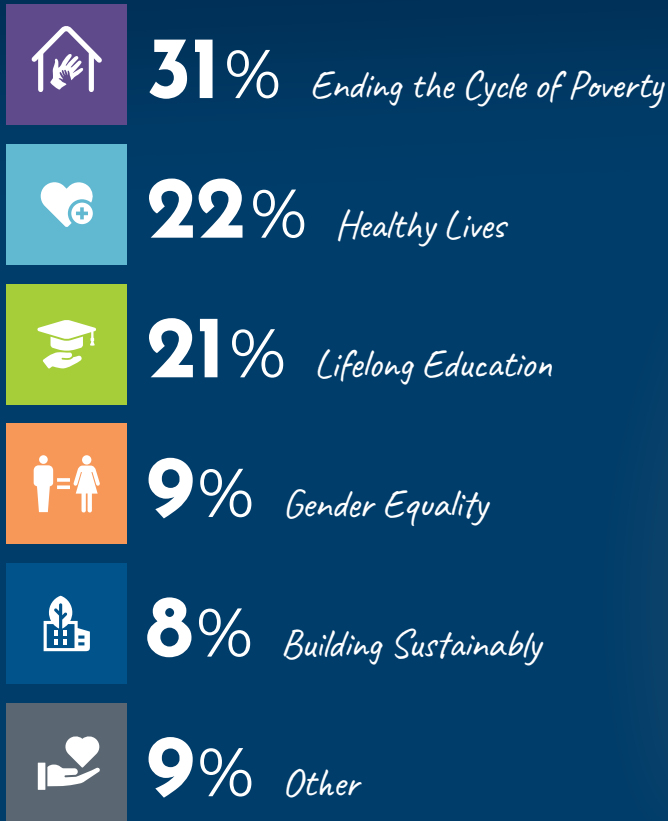
We understand that good health includes physical and emotional health. We want as many people in our communities as possible to be able to lead healthy lives. We support organizations that educate and/or deliver programming on what it means to have good health and well-being. We support organizations that have progressive ideas on how to deliver services and respond to socio-economic trends.

Our Connection... The Hastings and Van families prioritize healthy personal lifestyles and have a high appreciation for the role that family and team sport play in leading a healthy life. Within the community, the family has always ensured they support the full spectrum of health. This includes providing access to healthy food and contributing to causes that build local community gathering spaces that are focused on outdoor recreation, art, and history.



Since 2007, Qualico has donated a minimum of \$1 million each year back to the communities it is a part of.

HERE'S A LOOK AT THE FIRST MILLION DONATED IN 2020



Qualico donates in the form of financial donations, gifts-in-kind and expertise in the form of donating the time of employees as advisors, experts or event volunteers.



QUALICO DONATION HELPS BUILD STATE-OF-THE-ART SERVICE HUB AND COMMUNITY HEALTH CENTRE



WINNIPEG, MANITOBA. Qualico has provided Main Street Project (MSP) in Winnipeg with a major gift-in-kind donation to their large expansion capital campaign, alongside an emergency donation to help keep its warming centre open.

MSP, a local non-profit organization, aims to provide a range of services to residents in need, including emergency shelter and nutrition services, drug and alcohol detoxification, health advocacy and support, and counselling and housing support services.

In the fall of 2018, MSP purchased a 112-year-old building with the vision of introducing a state-of-the-art service hub for people in Winnipeg experiencing homelessness, and mental health and addiction issues.

As part of a capital campaign to help fund the renovation of the 36,000-sq.-ft. building, Qualico donated \$300,000 as a gift-in-kind to MSP in February of 2019. Throughout 2020, construction continued despite the strain of COVID-19 and the effects it had on Winnipeg's homeless population.

Qualico saw its gift-in-kind applied throughout the construction, including various building materials, drywall and flooring. The facility officially opened its doors in December of 2020.

With the renovations completed and doors now open, the newly designed space accommodates up to 150 beds in designated areas to help keep clients safe. Those who use the facility will have access to a semi-private or private sleep pod. In the non-residential space, clients will be able to use MSP's food services and 24-hour cafeteria, gathering and meeting spaces, an Indigenous healing circle space and smudging area, family suites, an art or activity centre, primary care treatment rooms, counselling rooms, and quiet spaces.

In January and February of 2020, Qualico was also called on to provide emergency funding to ensure MSP's warming centre was open eight hours overnight over a 50-day period. The warming centre provides a comfortable drop-in space for those experiencing homelessness.





LONG-TERM PARTNERSHIP WITH QUALICO HELPS SURREY MEMORIAL HOSPITAL EXPAND AND IMPROVE

SURREY, BRITISH COLUMBIA. The Surrey Memorial Hospital has been expanding to meet the needs of the city's growing population with the help of donors like Qualico. The long-term partnership between Qualico and the hospital has resulted in donations totaling \$731,800 since 2007, as well as support through governance board participation.

"Qualico is a leader when it comes to giving," said Jane Adams, President and CEO of the Surrey Hospital Foundation. "The company has always been among the first donors to every major hospital campaign over the last decade. Qualico is one of our largest developer partners and the single largest development sponsor of the hospital's signature gala, Celebration of Care."

Some examples of the support Qualico has provided over the years include:

- \$300,000 toward the \$15-million 150-bed ER, Critical Care Tower (CCT) campaign
- \$300,000 toward the completion of the Jim Pattison Outpatient and Care and Surgery Centre
- \$50,000 toward an emergency short-stay stabilization unit for children with mental health issues
- \$1,000 toward a new playground for child patients at the hospital





RIDE THROUGH THE ROCKIES

IN SUPPORT OF HABITAT FOR HUMANITY SOUTHERN ALBERTA SMASHES ITS FUNDRAISING GOAL

CALGARY, ALBERTA. Since 2014, Star Building Materials Calgary has coordinated and sponsored Ride Through the Rockies, an impressive fundraising cycling event in support of Habitat for Humanity Southern Alberta. To date, the event has raised over \$700,000, and with a collective attitude of ‘the show must go on,’ the 2020 event was successful as a virtual ride, amidst COVID-19 restrictions.

Typically occurring as a multi-day event in the Rocky Mountains, the ride took place on a single day instead, with participants logging their cycling kilometres on their own fitness apps and sharing their results on Facebook, participating in whichever cities they live in. Riders could choose their own routes (outdoors or indoors), aiming to hit 60, 100, 160, or 200+ kilometres over the course of the day.

The event saw 43 participants from Calgary, Canmore, Lake Louise, Invermere, the Okanagan, Edmonton, Winnipeg, and Missouri collectively ride more than 5,000 kilometres. The fundraising goal for the ride was \$20,000, and the participants managed to raise more than double that amount, reaching a total of \$42,000.



WOMEN IN TRADES CONFERENCE ENCOURAGES #EACHFOREQUAL



WINNIPEG, MANITOBA. A first-ever Women in Trades Conference by Manitoba Construction Sector Council (MCSC) was held February 18-19, 2020. With 275 attendees from across the province and beyond, the focus was on bringing more women into construction trades.

The conference is geared toward women who are looking for support, guidance, and connections to make their construction career a success, as well as to employers, superintendents, project managers, and estimators to identify ways to recruit, retain, and support women in trades.

According to BuildForce Canada, an organization that assists the construction industry in providing resources to help manage workforce requirements, only 16 per cent of residential construction employees are women, but even fewer are employed in heavy civil and many of the trades (electrical, plumbing, etc.) that support these industries.

Qualico sponsored four attendees in rural and Northern Manitoba to join the conference, and had employees from Qualico Corporate Services and Star Building Materials in attendance. Kensington Homes’ design and drafting manager, Jennifer Vermette, was a panel speaker as well.





QUALICO'S 2019 GIFT-IN-KIND DONATION HELPS ADDICTION RECOVERY CENTRE CONSTRUCTION GET UNDERWAY

WINNIPEG, MANITOBA. Construction of the Bruce Oake Recovery Centre, a long-term treatment facility located in Winnipeg, is well underway, thanks to donations like the one Qualico committed in late 2019.

The donation was a gift-in-kind, where unlike a cash donation, Qualico committed a donation of building materials to be provided. For the Bruce Oake Recovery Centre, \$150,000 in concrete was donated by Qualico through its partner company Building Products & Concrete Supply. This was enough concrete to pour the foundation for the centre.

"Qualico takes pride in supporting our communities in need," said Kevin Van, President & CEO. "One of our community impact areas we support is healthy lives, and by contributing to this special project and important cause, we are helping make a difference in the lives of those recovering from addiction - who, along with their families, truly need the centre's support and services."

The centre was founded by Canadian sportscaster Scott Oake, CBC Sports and Sportsnet's *Hockey Night in Canada*, and his family after they lost their son Bruce to addiction in 2011. It will provide 50 beds for adult men in Manitoba who are looking for help with addiction recovery.





QUALICO DONATES TO FIREFIGHTER CHARITIES IN BC

METRO VANCOUVER, BRITISH COLUMBIA.

In the summer of 2020, Qualico donated \$7,500 to two different firefighter charity events, including The Township of Langley Firefighters' Charities Society (TLFCS) Chip In Golf Tournament, and The Coquitlam Firefighters Virtual Charity Gala.

Qualico was the exclusive volunteer sponsor at TLFCS' charity golf tournament. Donations, totaling over \$30,000, will help the organization do important work in the community, but also will help support the Langley Hospice Society. The Coquitlam Firefighters put on a virtual gala, which invited participants to host their own 'micro house party.' Qualico sponsored the event's online auction and raffle, and the firefighters delivered the catered dinner to participants' homes.

"We are always committed to supporting local causes in the cities that we build, with the end goal of creating healthier, more vibrant, and stronger communities for all," said Gary Mertens, Regional Vice-President, British Columbia. "These organizations are no different. We couldn't be happier to support such terrific local charities."



RANCHO REALTY EDMONTON WORKS WITH BOYLE STREET COMMUNITY SERVICES TO PROVIDE A HAND UP TO THOSE EXPERIENCING HOMELESSNESS

EDMONTON, ALBERTA. The cycle of poverty can be difficult to break. This is exactly why Boyle Street Community Services employs people who are experiencing poverty, homelessness and other barriers to the traditional job market. Since 2019, Rancho Realty (Edmonton) Ltd. has worked with this incredible organization to pick up litter from all of its sites, creating a win-win situation for everyone involved.

"I like the idea of providing a hand up, instead of a handout," said Pauline Findlay, Vice-President & General Manager, Rancho Realty (Edmonton) Ltd. "Our offices are across the street from their community

centre. We see a lot of the devastation that contributes to homelessness. It gives us a great deal of satisfaction to provide a sense of purpose to some."

By contracting the properties with Boyle Street Community Services, Rancho employs two to three mentors and 10 to 15 homeless individuals on a part-time basis. Some move on to full-time jobs as a result.

The vision of Boyle Street Community Services is to see that all people grow healthier through involvement in strong, accepting and respectful communities.





QUALICO SUPPORTS BIG BROTHERS BIG SISTERS CALGARY TO HELP YOUTH SUCCEED



CALGARY, ALBERTA. The Qualico Southern Alberta Region is proud to be a supporter of Big Brothers Big Sisters of Calgary (BBBS Calgary) and has collaborated with the charitable organization on multiple campaigns throughout the years.

For the last five years, Qualico has been one of the matching donors for BBBS Calgary's All-Stars for Kids, a fundraising campaign for mentoring programs for children and youth facing adversity. In 2020, the Qualico Calgary team continued to fundraise for All-Stars for Kids with its annual four-week campaign.

Due to the COVID-19 pandemic, some fundraising activities had to change and the fundraising goal was reduced; however, the

team still managed to raise the same amount as previous years. With Qualico's contribution of \$25,000, the BBBS Calgary team was able to raise a total of \$280,180 during this year's full All-Stars for Kids campaign.

In the last two years, Qualico also created a fundraising and marketing campaign with the Calgary Flames called Monahan's Big Goal for Kids. Every goal that Sean Monahan scored in the regular NHL season resulted in a donation of \$250 from the Flames' player, the Flames Foundation and Qualico. While this marketing campaign has now concluded, it provided amazing coverage and a new fundraising source for BBBS Calgary.

QUALICO OFFICE MOVE PROMPTS DONATION TO ISHTAR TRANSITION HOUSE



LANGLEY, BRITISH COLUMBIA. When moving into the new office building in 2020, Qualico's Surrey regional office connected with Ishtar Transition House to provide donations of items that were no longer needed.

Ishtar House is a 12-bed facility that provides safe, clean, temporary emergency accommodations for women and their children leaving abusive relationships. Based in Langley, BC, the charity runs completely on donations and is continually in need of household items including furniture, bedding, and cookware.

Qualico's connection to Ishtar House dates back to early 2019, when they were a recipient of a Qualico 'Acts of Kindness' donation. Building on this relationship, the region donated several tables and chairs, a BBQ, and several boxes of plates, glasses, cutlery and various kitchen utensils, along with a festive array of holiday decorations.





QUALICO COMMITS TO DONATE WHERE IT COUNTS MOST DURING THE COVID-19 PANDEMIC

WINNIPEG, MANITOBA. Qualico is instinctually a philanthropic company. When the real estate industry faced dramatic levels of economic uncertainty in a variety of regional markets and sectors of the business, Qualico also faced difficult decisions about annual donations.

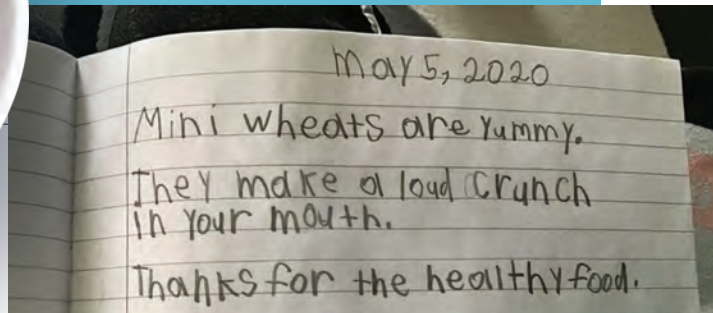
"We decided to proceed with donations focused on those at the epicentre of this crisis - helping medical front-line teams, ensuring mouths were fed and supporting the most vulnerable members of our community," said Kevin Van, President & CEO.

The donations to the front-line crisis response fund in support of healthcare workers ensured they could secure the required personal protection equipment early on in the COVID-19 crisis.

For local food banks and nutrition services, Qualico donated over \$25,000 towards organizations such as the following:

- **Meals on Wheels in Calgary** - serving seniors in the community and in the safety of their home. Qualico was Meals on Wheels Calgary's first official Corporate Champion. Before COVID-19, Qualico employees in Calgary used their annual Volunteer Day to organize and deliver food. When the pandemic hit, it was peace of mind knowing that these same members of the community could count on food continuing to be delivered to their homes.
- **Food for Thought in Edmonton** - providing nourishment to hungry kids attending school. Qualico has been proudly supporting this organization at Sherwood School since 2012. Qualico has toured the school in previous years to meet the kids and strengthen its relationship with the school. Qualico's financial commitment over the years has grown in proportion to rising food costs and the needs of the program.
- **Manitoba Harvest** - answering an emergency call for help to established partners of Manitoba Harvest. Qualico support assisted in replenishing one of the province's largest food banks, who saw their donations depleting rapidly as COVID-19 hit the city of Winnipeg.

Qualico also proceeded with several pre-committed donations in areas of mental health, shelter for the homeless, addictions centres, the Langley Memorial Hospital in BC, and support programs aimed at serving at-risk youth.





QUALICO® Acts of Kindness

Qualico is proud to deliver an Acts of Kindness campaign that operates year-round in our regions, encouraging employees to give back to our communities and the causes they care about.

Qualico employees can submit an Acts of Kindness application for a charity or not-for-profit organization to receive a \$1,000 donation. This program is now in its sixth year and over 250 Acts of Kindness have been awarded to date.



CREATE A RIPPLE EFFECT

Create a ripple effect, that is one of our actions related to one of our house rules at Qualico of 'Making Responsible Decisions.' We want the workplace culture of Qualico to empower our employees to create a ripple effect, and the Acts of Kindness program does just that.

Kevin Van

President & CEO

THE ACTS OF KINDNESS EMERGENCY FUND FOR COVID-19 AID

Alongside our traditional campaign in 2020, we introduced a special emergency fund in light of the COVID-19 pandemic. Qualico employees raised their voices to send support to organizations across our regions that have been helping those in great need.

The advocacy of our employees directly impacted our communities in the areas of emergency food banks, healthcare needs on the frontlines, and support for vulnerable people.

Below are the organizations that received donations from the Acts of Kindness special emergency fund in 2020.



With the added stress and time together caused by a public health crisis like COVID-19, families with unhealthy relationships are more likely to experience abuse. Located in Fort Saskatchewan, AB, Strathcona Shelter Society needs support more than ever for A Safe Place women's shelter.



Agape Table is in the West End of Winnipeg and helps feed the city's most vulnerable people. During the COVID-19 pandemic, rather than close their doors completely and deny their community members daily sitdown meals, Agape Table adapted and started offering bagged lunches that are available for pick-up on a daily basis.



Alberta Farm to Food Bank grows root vegetables for Alberta food banks. Due to COVID-19, more people will be experiencing financial instability and will rely more heavily on food banks to feed their families. This growing demand means that the farm will need increased support to pay for additional seed.



Edmonton's Food Bank provides food items to those who are financially unable to buy food. With COVID-19 having such an impact on people in many ways other than illness, the demand on food banks has increased. Edmonton's Food Bank serves tens of thousands of people in need every month.



The Laurel Centre provides counselling services for women in Winnipeg who have experienced childhood or adolescent sexual victimization. During COVID-19, the centre has had to help clients in crises through remote sessions, and continues to operate the Emergency Shelter Program.



Sands Secondary School helps provide food and supplies to families in need in its Delta, BC community. During this COVID-19 crisis, many of these families struggle with meeting the basic needs of putting food on the table. Kids who are in these situations have no control over their families' financial situations, and they shouldn't have to worry about where their next meals are coming from.



Located in Winnipeg, the Transcona Food Bank supplies food items to over 100 families in need throughout the area. Due to COVID-19, clients are only allowed to access the food bank once every four weeks instead of the normal two weeks, meaning donations are in great need right now.



During the COVID-19 pandemic, YW Calgary is working hard to keep 200+ women and their families safe and healthy at its shelter. YW Calgary Childcare is a designated childcare facility for essential workers during COVID-19 and needs support.

WHERE WE OPERATE

EDMONTON

METRO VANCOUVER

SASKATOON

WINNIPEG

CALGARY

REGINA

AUSTIN, TEXAS

DALLAS-FORT WORTH, TEXAS



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HIGHER STANDARD**

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