



thrive

ELECTRIFY

VIVID VISION 2026



# What is a Vivid Vision

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This is the Vivid Vision for Thrive Electrify. Creating this vision brings the future into the present, so that all who are involved with us – our Thrive team, suppliers, clients, business associates – will know our intended direction, as driven by the values and company culture that underpin our continuing success.

This Vivid Vision describes what Thrive will look like as the year 2026 draws to a close. A timeline of three years is short enough to be realistic and achievable, yet long enough into the future to empower a determined purpose; to move progressively forward toward that point in time.

This visioning exercise is a tangible way to share our determination, so that all who are involved with Thrive can each in their own way help to move us forward towards this vision becoming a vivid reality.

The Milestone date: December 31st, 2026

This Vivid Vision is written in the future present tense to describe the company's achievements and current ongoing reality at the milestone date. The intention is to provide a clear path forward to this effect.

# A snapshot of what the company looks like on the Vivid Vision milestone date

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As the 2026 Holiday Season arrives, with the welcome hiatus for taking time with family and friends, Thrive staff are reviewing the immediate project tasks being completed at year end and the activities ahead at the start of the New Year.

Our three offices – BC, Alberta and Ontario – are buzzing with activity as we check in with clients on their respective installation timelines, and do another consolidation and review of our energy monitoring systems at customer sites.

With the meaningful impact of the Dream Manager program for the personal lives of Thrive employees, many of us will be enjoying special endeavours enabled by the benefits of Thrive's commitment to its staff.



# The Company

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Thrive Electrify is an electrical contractor like no other, committed to a cleaner planet for future generations and driven by a goal to help businesses significantly improve energy efficiencies through the installation of sustainable energy solutions that include LED lighting, electric charging, and solar energy.

Operating from our locations based in British Columbia, Alberta, and Ontario, we work with our clients to retrofit and to construct smart, efficient, resilient buildings that realize the needs of the future.

Our comprehensive services range from preparatory consultations, design and engineering through to expert installation and then warranty maintenance and continuous monitoring and maintenance for efficiencies.

The quality and effectiveness of our services have a direct and meaningful consequence for our customers' environmental impact reduction, while improving workplace safety, productivity, operational efficiency, and of course client cash flow.



## Our Mission

The Thrive Electrify mission is to lead the transition to sustainable electrification in the commercial sector by providing energy-efficient solutions. We realize our mission with a commitment to doing the right things the first time that stand the test of time and endure.

## Who We Are

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At the milestone date of this Vivid Vision, there are 85 people working with Thrive across our offices in Vancouver, Calgary and in Toronto.

The successful implementation and ongoing effectiveness of our Dream Manager program – supporting employees as an integral part of their working lives at Thrive to reach their own personal goals and become their best selves – continues to build our reputation as a compelling place to be employed.

We have perfected our onboarding process and training programs to the extent that staff feel empowered, with a clear appreciation of Thrive's purpose and the respective role that each of us plays in the realization of the company's mission.

Through our training programs, we stay at the forefront, using current best-fit technologies in all job roles, and especially in the provision and installation of energy efficient and sustainable solutions.

Thrive Electrify's core values pervade company culture and individual performance, enabling our aligned determination to implement the company vision while maintaining a vital work-life balance.

## Who We Serve

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Thrive's customers are primarily the owners or property managers of warehousing and manufacturing facilities, people in positions to create change who recognize and value the need for energy efficiencies and adoption of future technologies.

Real Estate Investment Trusts that own and manage these types of properties are a major client sector for Thrive contracts, as are Federal and provincial government authorities that are responsible for these kinds of facilities. Individual business owners are also in Thrive's customer base.

The buildings where we improve energy efficiency and sustainability occupy a minimum 25,000 square feet, are typically 150,000 square feet on average, and range up to our largest project at 1.6 million square feet.

We continually attract new customers who recognize the quality and durability of our installations and who resonate with our mission.



# What we do

Thrive is on a grand mission to retrofit Canada's 50-60 years of built warehousing structures with LED lighting, electric charging, and solar energy.

Our LED lighting designs and installations last for 30+ years and yield the highest return on investment. These wireless lighting systems maximize energy savings, integrate into building controls and are maintained and monitored by Thrive.

We continue to lead in electric vehicle charging station installations for employees, fleet and commercial vehicles. Our innovative and holistic approach transitions the energy savings gained by LED upgrades into these electrification projects. Charging stations, power metering and power sharing are also integrated into the building controls maintained and monitored by Thrive.

Thrive Electrify installs and maintains our own unique solar systems brand, where our customers' facilities become self-powering, while sending any excess power back into the grid. Our energy storage and backup batteries have become an integral component of our solar solutions.



# Why we do what we do: our core values

Thrive Electrify's core values are at the foundation of our mission, vision, culture and actions. They are our 'raison d'être' – our reason for being:

## Sustainability:

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### We are committed to leaving a positive impact

We strive to improve everything we touch, from job sites to the planet. We work towards creating a circular energy economy and supporting sustainable energy and technology. We take responsibility for protecting the environment and ensuring we leave more than we take; supporting the well being of the planet, its people, and its animals.

## Teamwork:

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### Our company culture unites us and our "why" drives us all toward success

We are united by a shared vivid vision that drives us toward continuing success. We value each team member's unique strengths, and we lift each other up to achieve our goals. Collaboration is essential, and we work together towards our common goals, while constantly seeking ways to improve and become an even stronger Thrive team.

## Integrity:

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### Creating a trusted brand by upholding and practicing the highest ethical standards

We consistently uphold the highest ethical standards, keeping our promises and acting honestly and transparently with our team members and with clients. Even when no one is watching, we do what is right, thereby creating a trusted brand that is built on accountability and respect.

## Respect:

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### We value respect for all

We treat everyone and everything with equal consideration, kindness, and courtesy, listening to and understanding different perspectives while valuing diversity. We are mindful of the feelings and needs of others, and remain open to different opinions and ideas.

## 5-Star Service:

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### we are dedicated to exceeding our clients' expectations

We are responsive, adaptable, and creative problem-solvers who strive to learn and to continuously deliver better service at every stage of the project. We are committed to using only the highest quality products, reinforced with industry-leading warranties, and thereby ensure our clients' satisfaction and success today, tomorrow and into the future.

## Leadership:

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### We lead by example, embodying our values, and we purposefully set a high standard for our industry

We foster a culture of innovation, training, and betterment for all. We encourage new ideas, and creative problem-solving that will drive progress and continuous improvement. We prioritize work-life balance and fair compensation for all employees, recognizing that each individual's value is integral to our success.

## How we do what we do

How we practice our core values is called The Thrive Way, which is the framework for all the training that we do and inspires our culture and conduct internally, as well as with clients, suppliers, business associates and all with whom we interact.

We consistently deliver the highest level of service in our industry sector. Management teams remain steadfastly organized, focused, and dedicated to the job at hand.

We enjoy our reputation earned by our project completions on time and on budget. We meet client expectations and have built strong trust with our customers.

The unwavering exercise of The Thrive Way is our leadership edge; how we lead by example.



# Business Operations

At the milestone date of this Vivid Vision, our active offices in BC, Alberta and Ontario coordinate project installations throughout these three provinces.

## Our Offices

All our office locations are situated on large acreages, each with a home and a large shop, plus we have extra suites in the homes rented to Thrive employees. We house all our tools and materials in the shops, and have adequate space for storage and for vehicle parking. Our offices have greenhouses and gardens, and we encourage employees to get involved in these wholesome activities. The food grown in our Thrive gardens is shared amongst us.

## Our Clients

Our relationship with our clients is the number one priority, bolstered by our attitude to the relationship with the building itself. Our overall objective with all our clients is to evolve the retrofit to include LED lighting, electric charging, and solar energy.

## Our Structure

Thrive Electrify is led by a stellar executive team, supported by our expert electricians and our apprentices; technically guided by Thrive's in-house design and engineering department.

Our operating structure includes Business Development, Sales, Marketing, HR (with a specialization for implementing our Dream Manager program), Finance, Operations and a dedicated Grants & Bursaries Advisor for Thrive's philanthropic initiatives.

## Financial Growth

With 4M in revenue at the outset of this Vivid Vision, we have grown to 10M in the milestone date's fiscal year.

This earnings goal has been reached because of our team's attitude, motivation and performance. This achievement is recognized through a distribution of bonuses to all Thrive staff.





# Sales & Marketing

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Sales and marketing are fundamental at Thrive. Stemming from our company culture and values, our salespeople are excellent relationship builders.

They remain focused on selling to warehouse facilities and then nurturing our clients by maintaining their building's energy systems well into the future – ideally until the facility has benefited from all our services.

Our sales champions have an excellent understanding of our products and services, and work closely with our marketing department to create stunning brochures, presentations, and our unique brand of Thrive marketing materials.

Our dedicated marketing team has grown our social media base significantly on every platform where we are present, and we have achieved over 500 Google reviews with an averaged 4.7+ rating. We consistently rank on Google's first search results page as the top contractor in our field of work. Our monthly newsletter subscriptions have also grown considerably, and we are the leading industry newsletter for information on warehouse energy systems sustainability and electrification.





## Our Culture

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Thrive's culture – infused with our core values – is a shared mindset of continuous learning, improvement and innovation, as individuals and as a team.

Delivering only the best advanced products, processes and services for our clients is a mandate derived from our culture and is consequently a persistent priority.

Our cultural gestalt and the inherent practice of our core values extend to our distributors, manufacturers and representatives – and of course to our customers.

Thrive's culture is visible in our own electric vehicle fleet, and made tangible through the achievement of our Zero Waste Accreditation.

For Thrive staff, the Dream Manager program is a proactive implementation of our culture in action, and contributes to the subsequent work and life success of our people.

## Community Involvement + giving back

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Thrive Electrify established the company's commitment to giving back through our Tailwind Foundation, and our participation in community events. During the three-year span of this Vivid Vision, we have evolved our partnerships with tree planting initi, including One Tree Planted and Veritree, focusing on reforestation areas in Canada impacted by wildfires

We continue to donate solar panels and batteries to undeveloped communities, and send Thrive electricians on once-in-a-lifetime trips to complete installations. Thrive also manages a fund where each employee can donate to their favourite charity or foundation.

# Looking ahead

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As we reach our Vivid Vision milestone after three years of determined growth and progress, we look ahead into our shared future. The Thrive team has accomplished substantial progress in sustainable electrification at customer sites across the country.

We have maintained our bellwether leadership position in our industry, showing the way by example through our values, work culture, and technological approach – balanced by our contribution to communities and to our environment.

As we continue into the year 2027 and beyond, we welcome the continuing opportunities to play a meaningful role in the necessary transition to energy sustainability on our precious planet.





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