

PRESS RELEASE

Allturf and OJ announce the formation of

Elevate Group inc.

Toronto, ON, February 20th, 2024.

Massey Capital, together with John Alpaugh, Phil Jangl and Gabrielle Jangl, are pleased to announce the formation of Elevate Group Inc.

Elevate's mission is to be a leading supplier of products, equipment and services to green spaces across Central & Eastern Canada including golf courses, professional lawn care, landscapers, municipalities, school boards and sports fields.

Elevate has equity interests in Allturf Ltd., Otto Jangl Company Ltd., Dol Turf Restoration Ltd. and Atlantic Turf Solutions. Elevate will be led by Tim Steen and Benoit Huot, both are Vice Presidents.

"Elevate will enhance our customer offerings in Ontario, Quebec and Atlantic Canada through synergies, shared best practices and leveraging product/service lines" said Tim Steen, Vice President of Elevate.

"We are very excited to combine the leadership, expertise and unparalleled service reputation amongst our three regional teams. Our combined team is positioned to deliver enhanced value to our customers and better represent value to our vendor partners" said Benoit Huot, Vice President, Elevate.

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About Elevate

Elevate's mission is to be a leading supplier of products, equipment and services to green spaces across Central & Eastern Canada including golf courses, professional lawn care, landscapers, municipalities and school boards. Elevate includes Allturf, OJ, Dol Turf and Atlantic Turf Solutions and have combined annual sales in excess of \$75 M.

