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RE: VENDO Media Acquires the Media Assets of Harvco Signs in Medicine Hat, AB

VENDO Media Inc [**"VENDO"**] is excited to announce the acquisition of digital and static media assets held by Harvco Signs [**"Harvco"**], located in Medicine Hat, Alberta. The deal includes six [6] digital + three [3] static billboard assets which align with VENDO's strategy of investing into primary regions like Alberta. Targeting secondary markets within these primary regions is central to VENDO's growth strategy as it continues expanding into areas with strong local business support. This acquisition brings VENDO's owned digital billboard assets to a total of sixty-eight [68] along with a network reach of 300+ partnered digital media assets.

"VENDO is pleased to complete this acquisition, and it gives us a leading share in the Medicine Hat digital billboard market. We are excited to partner with local and national customers to support their growth as a trusted and innovative media partner", stated James McDonnell, CEO of VENDO.


McDonnell added "These new media assets align with our long-term strategy to better serve local businesses and agencies. Alberta and Western Canada present excellent growth opportunities and VENDO will continue to grow in these regions complimenting our recent investments in Calgary and Innisfail".

Len Blackman and Mike Davis, principals of Harvco Signs, shared "Harvco is pleased to have worked with VENDO Media to finalize this transaction. VENDO has been a key partner in our growth over the past years and they share our dedication to supporting local businesses and non-profit organizations. We are confident that VENDO will continue these efforts within the Medicine Hat community".

Joseph Kispal, VP of Sales at VENDO Media, concluded "This acquisition strengthens our regional presence in an important Alberta market. Medicine Hat is a critical city with a strong agricultural and industrial economy, leading to an unemployment rate significantly below the provincial average. Its stable economy and affordable living make it a prime market for advertisers to reach".

This acquisition was transacted and effective as of October 25, 2024.



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About VENDO Media: VENDO is a leading innovator within Canada's OOH industry providing national scale and regional market coverage across 100+ Canadian markets. VENDO is the widest-reaching DOOH media company offering over 400+ DOOH media assets in the country. VENDO additionally provides digital and non-traditional advertising channels in office towers and indoor venues.

www.vendomedia.ca

About Harvco Signs: Harvco Signs is an established OOH + DOOH company founded and operated within the Medicine Hat, Alberta community. Harvco Signs is a locally focused media operator with a long-standing history in the southern Alberta region.

For more information regarding this announcement

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