



Baka®

Smart Mobility for Life



The Baka Story. Experience, Innovation and a Commitment to a Return on Doing Good

Having opened our doors in 1984, Baka is the longest standing solutions provider in Canada. We were there for the dawn of cellular communication. In fact, we were preloading customers onto the Bell Network before it was up and running. Since then, we have provided our customers with millions of wireless products, and our expert management staff have been with the company for 25 years on average.

At Baka, we provide the highest quality of service to your businesses, regardless of size. Our team has experience servicing small businesses as well as national enterprises and government organizations. No matter the scale, thousands of businesses rely on Baka every day for their mission critical communication.

Our fulfillment team processes hundreds of orders a day across Canada and is there to help you. Our proficient and accurate process will allow you and your users to get what you need when you need it. Online, you can order anytime using our website. The site is equipped with a customized ordering portal, created by our web team to be scalable to best suit the needs of your

business. We understand well that a lapse in communication can be difficult for any business, and that is why we offer free next day delivery to all our customers across Canada.

We pride ourselves on being innovators in the field and have the track record to prove it. Baka was the first company to recognize the potential for cellular communication in the retail market. In 1993, Baka opened the first cellular retail store in a Class AAA shopping mall. The huge success of our initial location in Sherway Gardens broke new ground, and within months cellular retail locations were popping up across the country. We carried this innovation forward and were also the first to open a store-in-store with locations in major retail franchises.

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Green Initiatives

At Baka, we are green. Being environmentally responsible is incredibly important to us and we take pride in doing everything we can to give back to nature. So much so that Baka won the award for Toronto's Greenest Corporation. Rather than taking simple measures, Baka believes in creative initiatives that give back to the environment. With our office located on the side of a major highway, over a quarter million cars drive by our building every day. We see each passing car as a teaching opportunity, and hope that by transforming our headquarters into a greenspace we can be a positive example within our community.

Baka has taken several steps to reduce the carbon footprint of our office building. All our properties are illuminated using energy efficient LED light only. We also do all our own composting for the waste produced within the office. Additionally, we implemented a work from home policy to reduce emissions that was initiated before the onset of COVID. Finally, we have a team in our office capable of servicing your devices so we can attempt to repair any device before replacing it.

Having an efficient office is important, but we wanted to do more. In 2012 we made a big change and converted our fleet - including our delivery vehicles - to electric. With the arrival of all these new electric vehicles we needed a way to charge them, so Baka installed Canada's first solar carport. The solar energy from the carport powers our fleet but is also open to the public completely free and has been used by thousands of others.

In 2015 Baka started looking for ways that we could give back to nature. We wanted to transform our land and in order to do so we became the first commercial landowner in Toronto to have our land rezoned back to agricultural use. The rezoning allowed us to install a 4000 square foot greenhouse used for urban farming, growing produce all year long that is consumed within the city. We are proud that our



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employees are also very passionate about the environment, and our greenhouse is manned entirely by Baka staff on a volunteer basis.

It was important to us that we operated the greenhouse in an environmentally responsible way, so it too is powered by solar. All the solar power generated goes towards heating the greenhouse during the winter, and in the summer excess power helps cool our office. We have also installed water reclamation systems to ensure that we can save thousands of pounds of water every year. The greenhouse and office building have a symbiotic relationship where carbon dioxide from the office is funneled into the greenhouse, and oxygen-rich air produced in the greenhouse is circulated throughout the office.

With our headquarters beaming with flora, it was time to introduce some fauna. In 2018 the land surrounding our headquarters became the new home to 14 bee colonies. These colonies were then populated with half a million bees that perform the vital task of pollination which helps restore, sustain, and expand local ecosystems. Alongside pollinating, the bees also produce delicious honey to nourish themselves. Fortunately for us, they make more than they can use, and we are able to safely harvest some for our own health and enjoyment. To help the bees pollinate we converted a large area of the grass surrounding our headquarters to gardens of wildflower and lavender. This further gives back to the environment by reducing the amount of fossil fuels and ammonia released into the atmosphere by regularly cutting grass.

We understand that environmental action works best when we work together, so we have formed important partnerships in this space. Firstly, we have partnered with Forests Ontario to plant a tree for every device that leaves our building. By doing so we aim to make every device sold by Baka a carbon neutral transaction, helping make Baka - and our customers - environmentally responsible. Accessories are a large source of waste in the wireless industry, so Baka has partnered with our accessory vendors to sell 100% biodegradable phone cases. We have also partnered with eco-train to help recover and properly dispose of our customers' cases that would otherwise end up in oceans and landfills.

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We pride ourselves on being a pioneer and constant innovator in the wireless industry

- Baka has been at the forefront of the wireless industry since its inception in 1984
- One of the largest and longest standing independent Bell Mobility dealers in Canada
- Opened first Bell retail store in Canada
- First to have a store-in-store concept in both Loblaw's and Walmart
- Built the first global hot spot
- Developed own B2B and EPP ordering portal, including chat, now being used by other Bell Dealers
- Launched Fleet Freedom® in 2004, one of the first companies in North America to use mobile device location-based services.



We proud of our accomplishments

- To date we have sold to over one million customers
- Baka has won countless Bell and Industry awards
- Notable Customers include Johnson & Johnson, Canadian Tire, Golf Ontario, Labatt's
- Our EPP Clients include Ontario Government Employees, Ontario Teachers, and many other large enterprises
- We are PCI Compliant
- We have over 50 employees with an average tenure of over 25 years



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We are committed to a “Return on Doing Good”, as a guiding principle to ensure that we are contributing to healthy communities

- We are striving to be a carbon-neutral company
- Our head-office is on 10 acres with a farm and greenhouses which is run and maintained by our employees
- We use reclaimed water in our greenhouse
- We converted 100% of our fleet to GM Volt electric vehicles
- Electric cars charged by new solar powered EV charging station generates enough clean, renewable energy to recharge Baka’s Volt fleet for 25 years. This will reduce Baka’s greenhouse gas emissions by more than 460 tons and permit more than 1.5 million kilometres of clean driving.
- Our charging ports are available to anyone who has an electric vehicle to use free of charge
- We offer subsidized employee purchase for any employees who wanted to purchase an electric vehicle
- We donate a tree (seedling) to be planted with every phone sold, under a partnership with Forests Ontario. The tree is planted on the customers behalf, or sent to them to plant themselves
- We are looking to bring same commitment to the environment to BC, and hoping to partner with a similar organization in BC with our purchase of Preston Mobility
- Striving to have every transaction as carbon neutral as possible
- Baka Bees. Over half a million bees which produce honey, which we ship out to our corporate clients
- World Vision. Baka is a big supporter of the World Vision organization, with currently 47 sponsored children. We also take on one major project a year with World Vision, whether it be building a water filtration system, or building a school. We recognize the fact that as we continue our journey to give back to the planet, we must also give back to those on our planet that really need help



\$2 for every phone recycled will go to one of the following charities:

