



Preston Mobility now part of the Baka Communications family

June 1, 2021

Today we are pleased to announce an exciting merger of two of Canada's top Bell Dealers with the acquisition of Preston Mobility by Baka Communications. As Baka Communications, we will continue to advance our collective commitment to deliver consistent, industry-leading service and support to customers across Canada.

A pioneer and innovator in Canadian wireless since 1984 and Bell's longest standing dealer, Baka is one of the most recognized and awarded wireless dealers in Canada. Many of you may not know, but Baka has had a presence supporting customers in BC for over 35 years. This merger presents an opportunity to be closer to these customers and provide local support.

Preston Mobility has made a name for itself over the past 11 years, being recognized as Western Canada's #1 Bell Mobility Business Dealer, and for its exceptional customer support. We look forward to expanding our presence in BC, and building on the legacy that the Preston Mobility team has created, while adding resources, automation and technology to greatly enhance support for all our customers. Darelle Mitchell, Preston Mobility's CEO, will continue to drive our sales team and partnerships out west.

Effective June 1, 2021, we will begin transacting business under the Baka Communication name, so you will notice that change on invoices and other Bell related activations.

As always, we remain dedicated to you, our customers, and we will always be passionate about providing you with reliable customer support.

Questions?

With change comes questions, and here are a few answers to some anticipated queries.

Will your address or contact information change?

No. Same address and contact information. As we migrate to the Baka brand, we will update information such as email addresses. We will give you advance notice of these changes while supporting current emails and contact information to catch all inquiries or requests.

What are some of the positive enhancements that customers can look forward to from this transaction?

So many!

We will be combining the best practices of both companies to incorporate new systems, processes, tools and technologies to enhance your customer experience. You will benefit from:

■ **More inventory and quicker fulfilment**

- Access to multiple distribution warehouses across Canada means increased access to inventory and results in quicker fulfilment and shipping times for national customers.

■ **Extended customer support hours**

- Once our teams are integrated, customers in BC will be able to benefit from extended customer support hours.
- In addition, support on Saturdays and online chat on our web portal.

■ **Custom ordering portals for our corporate customers and employee purchase plans**

- Our proprietary ordering platform streamlines and accelerates ordering and fulfillment.
- We will now be PCI compliant with our new web portal, as well as GO25 (Government). We are the only dealer that has this level of security and compliance in place.

■ **Apple Service VIP relationship**

- Preston Mobility clients will benefit from our Apple service VIP relationship to get Apple device serviced faster.

■ **Access to our fleet management platform, Fleet Freedom®**

- A fully integrated web-based solution allows companies to manage mobile fleets, dispatch, communicate with employees, and manage daily operations.
- Fleet Freedom® was introduced as part of the Baka Group of Companies in 2004 and was one of the first companies in North America to use mobile device location-based services. It revolutionized how businesses can increase efficiency, reduce idle time and track employee driving habits, leading them down a greener, more socially responsible business path.

More about Baka Communications

Baka's roots are as a family business, which is how we still see ourselves today. We are proud that our average employee has been with us for 25 years. Our passion is our commitment to the environment and sustainable business practices that go beyond ROI – with the ultimate-goal is to be a carbon-neutral company.

- We built Canada's largest solar charging carport which was open to public for free charging
- 100% of our fleet and delivery vehicles are Electric
- We were one of the only companies to apply to reverse zoning to agriculture, to have greenhouses on our property growing thousands of pounds of produce each year to support local markets
- Over 500,000 bees produce honey on our property
- We have planted thousands of trees on behalf of our customers which helps to make their purchases as carbon neutral as possible
- We are proud to have been recognized as Toronto's Greenest Corporation, as well as Canadian Solar Association Game Changer Top award

We love challenges, love the leading-edge and being creative in terms of finding solutions for our customers. We are excited to be a part of a green, socially responsible market such as BC. There will be more to come.