



FOR IMMEDIATE RELEASE

## ACTIVE INTERNATIONAL CERTIFIED AS A GREAT PLACE TO WORK®

### Focus on culture coincides with 230%+ bottom line growth

(Toronto, ON) August 7, 2019 – **Active International**, a media and asset solutions company and Canadian leader in corporate trade, is proud to announce that they have been certified as a Great Place to Work® after a thorough and independent analysis conducted by Great Place to Work® Institute Canada. This certification is based on direct feedback from employees, provided as part of an extensive and anonymous survey about the workplace experience.

“Our high performing culture of trust has played an important role in our success,” says **President and Managing Director Andrew Bulmer**. “In an industry facing disruption, we are proud to have achieved significant growth over the past few years.”

The catalyst for **Active International** Canada’s culture change began back in 2011. Over the years, the team has transitioned into a locally-based, high-performing culture where employees feel trusted and empowered to innovate with speed and agility. This has had a real impact on business performance— even during a disruptive period for the media industry. Notable highlights include:

- 236% bottom line growth over 3 years
- Internal employee satisfaction survey consistently ranking above 90%
- Recipient of the Globe & Mail’s Employee Recommended Workplace designation for 2017, 2018, 2019
- Hiring of 30 local staff
- High retention of top talent - nearly half of Active’s current employees have been with the company for over 5 years
- Executive team is made up of 63% women

**Active** scored an impressive 92% overall average under the Great Places to Work® Trust Index® across categories of credibility, respect, fairness, pride and camaraderie.

“Trust and integrity are at the heart of our culture and core values. Attract and hire the right people, give them trust and flexibility in work/life, and trust them to do the right thing,” says **Bulmer**.

About Active International:

Active International is a global commercial innovation company and leader in corporate trade. They are the only independent corporate trade company in Canada, with the largest Canadian-based team. With 35 years of experience in corporate trade, Active creates innovative solutions in the media and supply chain ecosystem that unlock value and help businesses Achieve More. Purchasing close to 2 billion dollars in advertising each year globally, Active is a data-driven company with media expertise at the core of its operations. For more information, visit [activeinternational.ca](http://activeinternational.ca)

About Great Place to Work®:

Great Place to Work® ([www.greatplacetowork.ca](http://www.greatplacetowork.ca)) is the global authority on high-trust, high-performance workplace cultures. Through proprietary assessment tools, advisory services, and certification programs, Great Place to Work® recognizes the Best Workplaces™ across the world in a series of national lists including those published by Fortune magazine (USA) and The Globe & Mail (Canada). Great Place to Work® provides the benchmarks, framework, and expertise needed to create, sustain, and recognize outstanding workplace cultures. Follow Great Place to Work® at [www.greatplacetowork.ca](http://www.greatplacetowork.ca)

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