



FOR IMMEDIATE RELEASE

ACTIVE INTERNATIONAL NAMED ONE OF CANADA'S BEST PLACES TO WORK

**A culture of integrity, creativity and customer focus
results in 75% top-line growth**

(Toronto, ON) April 15, 2020 – Active International, a media and asset solutions company and Canadian leader in corporate trade, is proud to announce that they have been named one of Canada's best places to work after a thorough and independent analysis conducted by Great Place to Work® Institute Canada. This award is based on direct feedback from employees, provided as part of an extensive and anonymous survey about the workplace experience.



"Our performance-driven culture of trust has played an important role in our success. In an industry facing disruption even before the health pandemic, we are proud to have achieved significant growth over the past few years," says **President and Managing Director Andrew Bulmer**.

"I congratulate the 2020 Best Workplaces in Canada for their leadership in building better workplaces for people and for the country."

Active International ranked 22 among 400 eligible workplaces across Canada, and was also recently awarded among Canada's Best Workplaces for Women, and Canada's Best Workplaces for Millennials.



Active International scored an impressive 92% overall average under the Great Place to Work® Trust Index® across categories of credibility, respect, fairness, pride and camaraderie. Some of Active International's other notable highlights include:

- 75% top-line growth over 3 years
- Internal employee satisfaction survey consistently ranking above 90%
- 0% voluntary turnover in 2019
- 63% of employees are women, along with 2/3 of the senior leadership team
- Over 90% of employees feel that their workplace is safe and people are treated fairly regardless of their gender
- Recipient of the Morneau Shepell Employee Recommended Workplace designation for 2017, 2018, 2019 and 2020
- Recipient of Canada's Most Admired Corporate Cultures Award by Waterstone Human Capital in 2019

COVID-19 Response

Prior to the pandemic, **Active International** in Canada had a long-established flexible work culture where employees worked from home 2 days a week. They were prepared and quick to respond to the health threat, ensuring employees stayed protected and safe by asking them all to work from their home offices early on as the pandemic emerged.

A virtual communications and wellness program was quickly built to keep the team connected, healthy and productive amidst the disruption. Initiatives include weekly all-team Zoom huddles, a virtual job board where people can jump in to help a colleague on a project, weekly COVID-19 insights and impact reports, and an internal social communications site to replace water cooler chats. Wellness activities and inspiration include a virtual recipe book, at-home yoga videos, a healthy habits challenge, and more.



"I'm proud of the level of integrity and creativity every member of our team brings to the table— even in times of turbulence," says **Kimberly Presnail, VP Marketing & Culture**.

"The true test of a company's culture is through those tough times. The resilience, teamwork and community support I've seen over the past 5 weeks in particular is really inspiring."

About Active International:

Active International is a commercial innovation company with Corporate Trade at the heart of our business. They help businesses achieve more with the financial flexibility to innovate for tomorrow while driving results today. Established in 1984, we are the largest independent Corporate Trade company in the world, backed by a powerful global trading network, approximately 600 employees across 14 countries, and a media buying powerhouse of approximately \$1.6 billion each year. For more information, visit activeinternational.ca.

About Great Place to Work®:

Great Place to Work® 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

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