

A LETTER FROM WOODHOUSE GROUP INC.

Setting Course for the Future with the Next Generation of Leadership



Dear staff, partners, colleagues, and friends –

In 2023, Woodhouse Group will celebrate 55 years since our founding. We've come a long way in this time — from a small construction shop to one of the most diversified general contracting, property restoration, and real estate development firms in Waterloo Region.

In these early years we were a family-owned business dedicated to collaboration, reliability, and trust. We're proud that these principles still hold true to us today. They're also a large part of why we find ourselves here now, planning for our company's next chapter and getting excited about what the future holds for Woodhouse Group.

So today, we would like to share some important changes to our executive leadership structure designed to build on the foundation of our past, reflect the strength of our present, and symbolize the excitement of our path forward.

We are delighted to announce the appointment of **Joe Woodhouse** as the **Chief Executive Officer (CEO)** of Woodhouse Group Inc., effective immediately. As CEO, Joe will have overall responsibility for strategically guiding our organization and championing our future business leaders.

Joe taking on the position of CEO marks the passing of the leadership torch from **Ken Woodhouse**, who will become the company's **Chairman** after serving as President since 1981.

Joe brings a wealth of financial leadership and management experience to this role. He studied Economics and Management Science at the University of Waterloo and is a Chartered Professional Accountant (CPA, CMA). He's also been with Woodhouse Group since 2009, leading our finance and real estate teams using his keen financial and business skills to grow our property portfolio and strategic partnerships.

As CEO, Joe will benefit from Ken's continued support as Chairman which is a truly winning combination. Not only has Ken been a tremendous leader, but a mentor and a role model for so many of us. His vision and leadership, combined with his commitment to serving the best interests of our clients, have got us to where we are today.

We're also pleased to share that **Jay Boyer** will continue to be a key member of the leadership team in his new role as **President of Construction**, overseeing Woodhouse Restorations and our general contracting division. Jay's long-time experience, guidance, and focus on our stakeholder's needs has been integral to the development and continued success of both departments and we are thrilled he will continue to lead in this elevated capacity.

We make these announcements with a sincere belief that the best is yet to come for Woodhouse Group. We've seen some incredible business growth in recent years, but we couldn't have done it without the hard work and dedication of our incredible staff. Woodhouse Group has remained nimble through our industry's ebbs and flows, consistently realigning to the needs of the business. Our employees have been the key to this success and we are grateful for all that they do each and every day to keep Woodhouse Group moving forward.

Finally, we would like to thank all of the stakeholders — our customers, clients, suppliers, partners — who have supported our growth over the years. We are sincerely grateful for their continued confidence and trust and we look forward to more great things ahead.

With gratitude,
The Woodhouse Group Leadership Team

Handwritten signature of Ken Woodhouse.

Ken Woodhouse
Chairman

Handwritten signature of Joe Woodhouse.

Joe Woodhouse
Chief Executive Officer

Handwritten signature of Jay Boyer.

Jay Boyer
President of Construction