



Community Impact

2023

Clear and Honest Reporting of our Environmental, Social and Governance Results at WBM Technologies



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Our Vision



Our Commitment

On behalf of our teams across Western Canada and beyond, we are truly honoured to present the 2022 WBM Technologies Community Impact Report.

Our commitment to serve the communities we live and work in has led us to some very special opportunities, partnerships, moments, and friendships.

Sharing our passion for the difference we believe technology can make in the lives of people and organizations is often where we begin – but where we end up is working side by side with some truly inspiring people. Whether we are serving meals, helping remote learners to build digital literacy skills, or supporting women building careers in IT, we are learning and listening to our communities and our partners.

All across these pages are the stories that unfold when we discover and become connected to these special opportunities where we can have an impact, where we can be a part of something important, and where we bring meaning and emotion to what it feels like to be a part of WBM as a workplace, and as a family.

The emergence of WBM’s growing teams and amazing client community means that not only have our reach and capabilities expanded, but our ability and our responsibility to have a meaningful impact on the communities where we live has expanded as well.

As a signatory to the Indigenous Engagement Charter, a key commitment we have made is to provide honest reporting of our efforts. Already, we are learning that by reporting on our actions, we are creating a foundation that does more than celebrate the achievements from the year that was - it creates an accountability to continue forward, and to embrace the opportunities that will be part of our future reports as well.

We’ve set a big goal to contribute \$1,000,000 in support to our communities, and thanks to you, we are well on our way.

As these pages showcase so vibrantly, with each step we take towards our goal, we are being connected to more and more amazing people, moments, and friendships.

Thank you for being part of our community. Thank you for your support and partnership, and most of all for the impact that each of you make in the work you do and the work we are honoured to do together.

With gratitude,



JoeAnne Hardy

President



Brett Bailey

Vice President



We respectfully acknowledge that we live and work on treaty lands and a traditional meeting ground and home for many Indigenous Peoples, the Métis Nation and the unceded territory of the Coast Salish People. We are honoured to be on this journey together with you.

WBM at a Glance



471
Employees



5
Western Canadian Locations

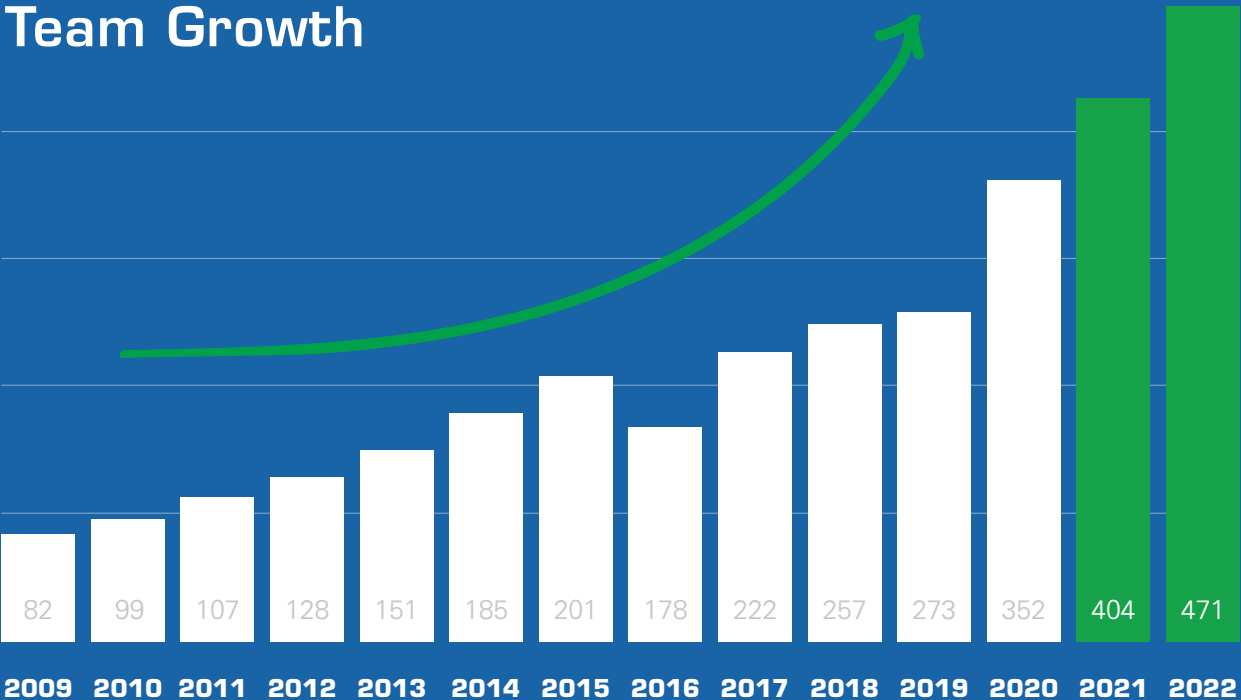


16%
Growth in Employees



59
Promotions

Team Growth



We continue to cultivate new and rewarding opportunities for people within our organization. In this past year, these new opportunities have helped us grow our employee count by 16% and created 59 promotions within the organization.

In 2023, WBM is committed to creating new opportunities for Indigenous, recent to Canada, and women employees. To help accomplish this goal, we are seeking new partnerships that foster and accelerate underrepresented groups in the technology industry.

For example, through a new partnership with Saskatchewan Indian Institute of Technologies (SIIT), our goal is to increase the number of Indigenous staff at WBM. We are creating stronger hiring practices, promoting growth, and developing careers within our organization for underrepresented groups.

Who We Are

36
Recent to Canada Employees

10
Indigenous Employees

88
Women Employees



Client Community



WBM's North American Client Community

In 2022, WBM experienced exponential growth while expanding our organization and client community.

We aim to become the top Managed IT Services Provider in Western Canada and are committed to identifying and capitalizing on opportunities to build stronger communities.

Our Core Values

Our values prioritize great relationships, which extend to all stakeholders, including our employees, partners, and communities.

WBM is dedicated to upholding these values and creating rewarding careers, valuable partnerships, and exceptional managed services for our clients.



VANCOUVER • CALGARY • SASKATOON • REGINA • WINNIPEG

Core to WBM’s values is a fundamental belief in bringing communities together. Connected, we can accomplish more, achieve greater things, and make meaningful impacts together.

Our commitments are centred on our Western Canadian communities, our clients, our employees, our partner relationships, and the environment we share.

Our Stakeholder Commitment



COMMUNITY

We are fostering our current community relationships, while actively looking for new opportunities to support our ESG commitments in Western Canada. Our focus is on providing access to technology for people who cannot otherwise access it.



CLIENT COMMUNITY

We are committed to supporting our client community through sharing insights, overcoming challenges, and achieving business outcomes together, all while driving innovation and creating wow-factor results with them.



EMPLOYEES

We are focused on offering volunteer opportunities for employees to engage with the community, strengthen diversity, and empower underrepresented people entering the technology sector.



PARTNER RELATIONSHIPS

We are accelerating our partners by ensuring that we are a leader in technical expertise, client understanding, and executive alignment, in order to advocate for our clients and deliver outcomes with technology partners for our client community.



ENVIRONMENT

We are committed to pursuing and promoting greener technology solutions for a more sustainable future, both for WBM and with our clients. This includes environmentally responsible recycling practices, reforestation initiatives, and reducing carbon footprint and energy consumption through our technology solutions.

WBM's March to a Million

Our Five-year Community Commitment

In 2022, WBM established a projected goal to donate \$1,000,000 within five years to help support our current and prospective community partners in Western Canada. Our strategy for Community Engagement emphasizes enhancing our present collaborations and extending support to offer secure and top-notch IT enablement to a broader range of community partners.

Welcome to our Newest Community Partners



2022
\$271,990

2023
\$300,000

OUR MARCH TO A MILLION PROGRESS

27% complete



Our March to a Million goal aims to provide our community partners with world-class managed services solutions.

Through in-kind IT support, our community partners are enabled to have a greater community reach and the ability to redirect funds to create more significant outcomes in the communities we live and work in.



Client onboarding with the Calgary Foundation and WBM team

Prior to our March to a Million goal, WBM's largest annual community partnership total was \$96,921. In the first year of WBM's March to a Million campaign, we exceeded our goal of \$252,940 and we were able to provide almost \$272,000 in support to our community partners. Our goal for 2023 is to contribute over \$300,000 in community partnership support across Western Canada. As WBM continues to grow, we are excited to find new ways to contribute to and support our community partners across Western Canada.

Calgary Foundation is one of our newest community partners. We were thrilled to host their onboarding session in-person with our very own Technology Experience & Enablement Team!



Indigenous Engagement Charter

In 2020, WBM made a key commitment by signing the Saskatchewan Chamber of Commerce Indigenous Engagement Charter. Since that time, WBM has extended these commitments to include all of our operations in Western Canada.



WBM's Indigenous Engagement Commitment

WBM aims to uphold our leadership responsibility in the communities where we operate, in accordance with the Charter and the Truth and Reconciliation Commission's Calls to Action:



- Developing an internal Indigenous engagement strategy
- Educating our workplace on Indigenous history and culture through training
- Enhancing HR practices to attract, hire, and retain more Indigenous workers
- Implementing Indigenous procurement practices, actions and partnerships
- Reinforcing relationships through community involvement
- Providing clear annual reporting on actions undertaken in the Indigenous Engagement Charter Program

10
Indigenous
Employees

11
Indigenous
Vendors

September 29, 2022

WBM Town Hall with Tarrant Cross Child



In WBM's journey of truth and reconciliation, our Town Hall meeting on September 29, 2022 featured our friend, Tarrant Cross Child. Tarrant shared an inspiring story of overcoming addiction through running, and the battles that he has faced. This special Town Hall Meeting had 471 attendees, resulting in 1,884 hours of learning across WBM.

As a part of our commitments as a signatory of the Indigenous Engagement Charter, we are creating more opportunities for WBMers to listen, learn and reflect on the path of truth and reconciliation.

471

Attendees

1,884

Number of hours
learned across
WBM

National Day of Truth and Reconciliation 2022

WBMers across Western Canada were encouraged to attend Truth and Reconciliation events in their communities to learn the tragic history and ongoing impact of residential schools, to honour the lives lost, experiences of survivors and their communities, and to reflect on what we can do to help bring about healing and change.





Ancient Beaver Painting
Rattler River Rock Art at Otter Lake, SK

Cory's Listening Journey

Our Path to Truth and Reconciliation

Part of WBM's commitment to the Indigenous Engagement Charter includes a purpose-built role for a member of our team. Cory Bailey started with WBM in 2010 and has taken the role of Community Engagement Lead, where he has helped support and find new community opportunities and partners across Western Canada.



Cory Bailey

Community
Engagement Lead



WBM's community engagement initiatives are guided by the principle that to engage in a meaningful way and have a positive impact on anyone, we must first learn to listen. Only by listening to their stories, can we truly understand their struggles; and only by placing value on the life and cultures of our partners, can we truly create an inclusive and equal world.

This past year, Cory's listening journey allowed him to visit and build connections with community partners across in British Columbia, Alberta, Saskatchewan, and Manitoba.





NAIT

WBM formed a partnership with the Northern Alberta Institute of Technology (NAIT) more than five years ago, which began with a pledge to provide support for children to attend NAIT summer camps and offer scholarships for students pursuing a bachelor in a technology field.

However, due to the COVID-19 pandemic, the summer camps were temporarily suspended in 2020 and 2021, and the funds were reallocated to create new student awards including a Diversity Bursary, Network Management Major Scholarship, and an International Student Bursary.

In 2022, WBM renewed its partnership with NAIT for another five years, committing an additional \$25,000 to support ongoing education, bringing the total donation to \$50,000. In 2023, six students have been awarded scholarships to support them as they work towards pursuing a career in the technology sector.



Seabird Island

Our partnership with Seabird Island Band in British Columbia took a major step forward through a donation from our amazing client, Kal Tire.



This partnership will enable us to upgrade Seabird Island’s current computer lab to a modern Digital Learning Centre, and construct a RePlay playground building at the Seabird Island Community School.

The Digital Learning Centre will be open to the entire community, helping to create better access to technology and promoting digital literacy. WBM will also coordinate with volunteers from EA Sports to deliver a Coding Program for the students which will be taught from the Digital Learning Centre. The pilot program should be completed this spring, with a larger roll-out beginning in October of 2023.

24 Summer Camps

Provided to students to date

12 Scholarships

And bursaries awarded to date

\$25,000 Donated

For scholarships and bursaries over the next 5-year period

\$50,000 Committed

To scholarships and bursaries to date

Bearspaw Attendance Program

Sometimes schools struggle to keep students engaged and committed to continuous learning. At WBM, we want to empower and connect youth through the power of community and experience-driven learning.

Together, with Chief Jacob Bearspaw School, we developed a partnership to create an engaging and interactive learning experience that focuses on increasing attendance across the school.

Our Level Up Attendance Program rewards students with technology for their Digital Learning Centre based on consecutive attendance.

A technology-driven revolution has been unleashed—one that provides a nurturing and unique learning environment based on the very real needs of communities and the bright minds of tomorrow.



LEVEL UP ATTENDANCE PROGRAM

LEVEL 1
(10 Days of Consecutive Attendance):
1 MONTH MICROSOFT ULTIMATE GAME PASS

LEVEL 2
(1 Month of Consecutive Attendance):
GAMING HEADSET

LEVEL 3
(1.5 Months of Consecutive Attendance):
SURPRISE BONUS PRIZE

LEVEL 4
(2 Months of Consecutive Attendance):
GAME OF YOUR CHOICE

LEVEL 5
(3 Months Consecutive Attendance):
GAMING CONTROLLER (XBOX OR PS)

LEVEL 6
(4 Months or a Full Semester of Consecutive Attendance):
2ND CONTROLLER, GAME OF YOUR CHOICE, & A GAMING PASS

***ATTEND A FULL YEAR & WIN A NEW XBOX OR*
NINTENDO GAME SYSTEM**

*Gifts are distributed Christmas and end of year

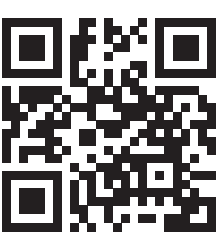
Sponsored by WBM Technologies Inc.

"The fact that an outside company is concerned about our students' attendance and well being and is willing to give incentives to our students for good attendance is amazing! We saw excitement and a spike in attendance once the Level Up Attendance Program was introduced. Thank you WBM for working with us to encourage our students to stay in school, get their education and make a better life for themselves."



Robbie Gordon
Principal of Chief Jacob Bearspaw School

WATCH THE STORY UNFOLD





Vincent Massey



WATCH THE HIGHLIGHTS OF THE GAME

Through the Saskatoon-based organization Care and Share, WBM was matched as a business mentor with Vincent Massey Community School (VMCS) over 20 years ago.

What began as an annual holiday lunch tradition with WBM team members serving hot lunch to the students, quickly became a special and year-round relationship with the kids. Working with the program coordinator at VMCS, we have enjoyed some amazing connections with the children and their families through sports, fishing, arts, and through scholarship programs to inspire Science, Technology, Engineering, and Mathematics (STEM) learning.

WBM Technologies has sponsored the Kinsmen Hockey League (KHL) for over a decade. The KHL provides children in Saskatoon's core community schools with the opportunity to learn and play hockey. Sadly, COVID-19 forced the cancellation of the KHL, and hundreds of hours of ice time were lost for

the 2021-2022 season. However, as restrictions lifted and opportunities to gather became a reality, WBMers found a way to get students on the ice for a day of fun and mentorship, and the WBM All-Star Game was born!

The WBM All-Star Game brought kids from the Vincent Massey and King George Community School hockey teams to Harold Latrace Arena in Saskatoon for a day of unforgettable fun and excitement. Over 70 students, mentors, and WBM staff were on-hand to help out and enjoy the event.

The kids participated in a skills competition that included the hardest shot, the most accurate shooter, and the fastest skater. From there, we moved on to an actual game between WBMers and the kids (which ended in a thrilling shootout!)

"The best part was seeing all of those smiling faces. Good on WBM for putting this together."

Greg Slobodzian

Coach of the AA Eagles
Indigenous Sports Academy

Our History with Vincent Massey Community School

Our long history with Vincent Massey has created many impactful experiences for the students, as well as our staff. Some highlights over the years include:

- Care & Share Holiday Lunch Program
- Start2Finish Running and Reading Program
- Bike donations
- WBM Fishing Days
- NHL New York Islanders Training Camp Involvement
- Persephone Theatre Arts and Drama Program
- Computer Science and Robotics Sponsorships
- Round Dance Sponsorship
- Reading Group Program
- Dignity Fund Donations



The Comeback Society

In 2022, WBM set our March to a Million goal with the intention of creating meaningful and impactful community partnerships across Western Canada. We achieved a very important and exciting milestone in Saskatchewan in 2022, with the addition of a new community partner in Regina, The Comeback Society.



The Comeback Society (TCS) is an Indigenous-led and non-profit organization that is focused on amplifying Indigenous voices and culture by promoting food sovereignty; cultural programming; cultural collaborations; land base education; and education and training. They are known for their SoupBowl Sundays in downtown Regina and their Buffalo Harvest Ceremony, which connects Indigenous people with the purpose of reclaiming their culture, community, and traditions.

In 2022, WBM was honoured to sponsor the Buffalo Harvest Ceremony to promote Indigenous food sovereignty and sustainability, as well as the Solstice Dinner. In addition to participating in many of these community events, we also provide a significant in-kind donation of WBM's IT services.



Jesse's Story

The Comeback Society was introduced to WBM by Jesse Triffo, our Service Quality & Knowledge Lead.

Jesse humbly told us that he had helped with some meals and had a really positive experience at TCS, and that they seemed like good people who were really making a difference.

When Cory, our Community Engagement Lead, reached out to TCS, we discovered that not only had Jesse been volunteering with this program on a regular basis, but he was also one of the most reliable volunteers they had! This partnership was created organically, based on a single WBMer trying to make a difference in his spare time.

Jesse embodies the WBM commitment of creating strong connections in the community, and he is a responsible, humble, and admired citizen in Regina for his work. When the opportunity to find a new partner in Regina was identified, Jesse rose to the challenge and provided us with an amazing non-profit that aligns with WBM's values and has a significant positive impact within the Regina community.



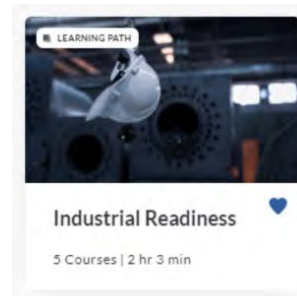
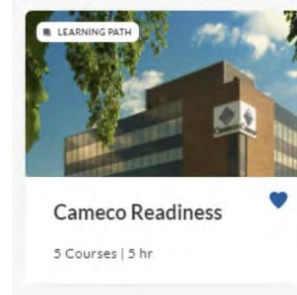
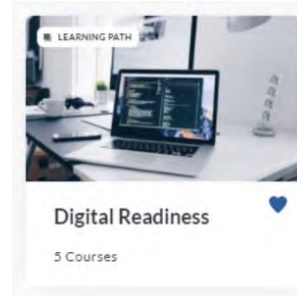
Jesse volunteering at a SoupBowl Sunday in Regina, SK

Education & Digital Upskilling for Remote Indigenous Communities

Flowing from Cameco's commitment to community investment and engagement, and guided by the values that both WBM and Cameco share, a new program was developed with the goal of providing education, workplace readiness, and job opportunities to the residents of remote northern communities.

Working with liaisons from each community, we have overcome the traditional barriers that remote communities face, such as cost and access to education opportunities, and the ability to use and understand the technology that can make this all possible.

The program consists of 3 online learning pathways, which can be delivered and completed remotely at no charge, using whatever technology is available, including a personal phone, at whatever time or pace work best for each learner.



"WBM and Cameco are a lot of fun to work with. This program is so unique and innovative, and to see people taking to it and start to graduate is really rewarding."

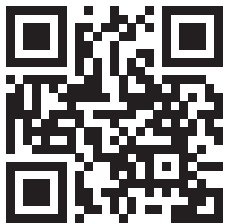
Brenda McDonald

Community Liaison
English River First Nation



Along the way, the WBM Technology Experience & Enablement Team is helping students overcome technology barriers by providing friendly and welcoming guidance, and communicating personally through chat and video using the same Microsoft Teams and online technologies the students are learning to use.

Using PowerBI, we are measuring the success of the program in real time, using data-driven insights to follow what are now thousands of hours of learning, knowing when to reach out to a stuck learner, and celebrating graduates with diplomas and messages of congratulations.



READ MORE ABOUT THIS STORY HERE



of Graduates

7

Communities enabled in 2023:

Black Lake, Camsell Portage, Fond du Lac, Hatchet Lake, Stony Rapids, Uranium City & Wollaston Lake

12

Job placements created in 2022

2,800

Total hours of learning provided



"From our Community and Indigenous Engagement teams, to IT, to our top executives, there is a lot of collaboration because the program is aligned to our corporate and personal values. It's incredible to see our digital transformation not only connect us internally, but then bridge a significant gap to make this Northern Upskilling project possible."

Kristin Cuddington

Manager, Community and Indigenous Engagement
Cameco



International Women's Day 2023

This year, we celebrated International Women's Day with our WBM team from across Western Canada, our client community at Pembina Pipeline, and the Women in Technology students at Making Changes.

Our new community partner, Making Changes, is a non-profit organization that supports advancing the careers of women. Their Women in Technology program embraces equity by empowering Immigrant and Indigenous women to gain the confidence, skills and networks to launch their careers in the technology sector.

Our partnership with Making Changes began in January when we participated in their mock interview sessions. Our team was impressed by the organization's alignment with our values and the talent of the students involved. From there, a new partnership was formed, and we learned that Pembina Pipeline had hired two interns from the previous cohort. We saw an opportunity to collaborate with our client, Pembina Pipeline, to provide a memorable experience for the students, and the Day in the Life event was born.

The event took place at Pembina's 40th-floor boardrooms and consisted of some of the most influential women in tech at Pembina Pipeline and WBM Technologies. Together, we spent an afternoon sharing insights into career development, pivoting industries, mentorship, and the day-to-day operations of the tech sector.



MAKING CHANGES
Advancing futures for women. TOGETHER.

"It's a very special thing when we can work with a member of our client community and go beyond what would be a traditional business relationship - toward where we can have an impact in the community together."

JoeAnne Hardy

President of WBM Technologies



←
EXPERIENCE THE HIGHLIGHTS





WBM PRINT TECHNOLOGY CENTER OF EXCELLENCE

In 2022, WBM wanted to upgrade our Client Experience Centre in Winnipeg, MB. After renovation, the walls were blank and in need of an artistic touch. We set out to find a local artist who could help us to transform this space; to showcase not just the technology and solutions we deliver, but the very things we value and that motivate us as a team. We found an amazing partner in Winnipeg artist, Kal Barteski.

Kal Barteski
Winnipeg, MB

Kal Barteski is well known for her unique script lettering and ink drips that celebrate and embrace imperfection. She is a philanthropist, artist, activist, TEDx Speaker, published author and winner of a Women Entrepreneur of the Year Award. Kal resonated with our connection to Winnipeg and the Prairies, and her passion for spreading positivity is infectious. In the words of our team, "If Kal was not an artist, she would be a WBMer."


Her amazing work in our WBM Print Technology Centre of Excellence is shown below.


<https://www.kalbarteski.com/>


Environmental Commitment

WBM is committed to pursuing greener technology solutions for a more sustainable future. This commitment influences every part of our business, from how we choose our manufacturing partners to how we dispose of our packaging materials, even to how we design our IT solutions.

Our Client Community Environmental Impact

 **1,068**
Trees planted last year

 **7,800**
Trees planted all-time

 **64,603,788**
Standard pages off-set

WBM’s environmental strategy is based on three core principles: recycling, reforestation, and reducing carbon footprints.

In 2022, our goal was to explore opportunities with manufacturers and technology leasing companies to track and offset carbon footprints with our clients and within our own operations. This year, we were able to find a third-party partner that can create carbon-neutral leasing options in technology lifecycle management for our client community.

In order to provide greater outcomes and value with our customers, we measure their environmental footprint reductions and create meaningful solutions that align with their environmental goals. We help them publish these results to bring further momentum to the incredible sustainability stories they are making happen, every day.

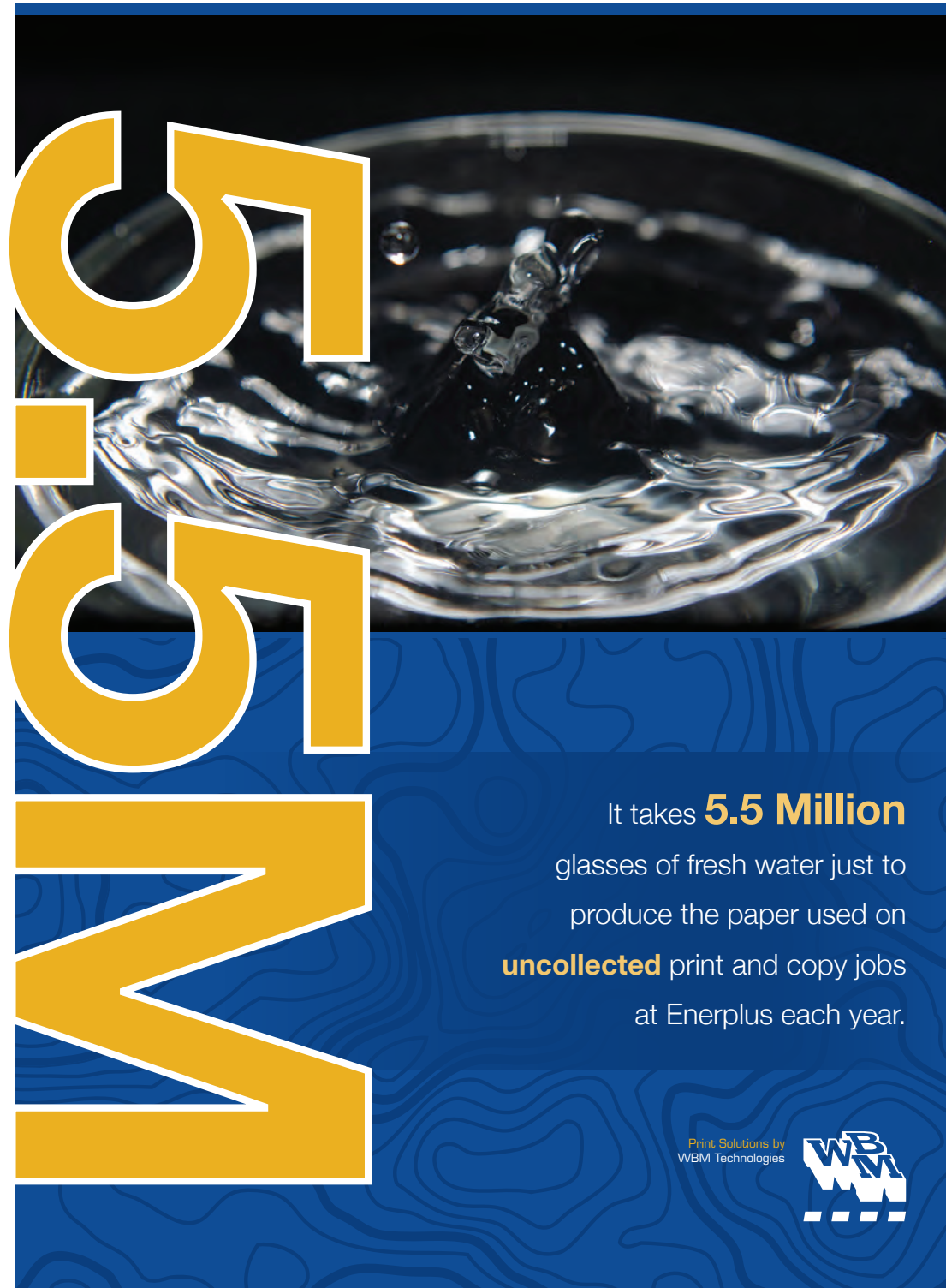
Top 5 Green IT Provider in Canada

Since being recognized as one of Canada’s Top 5 Green IT Providers by itbusiness.ca, WBM has been working with many clients to develop personalized solutions that offset their print operations. We prioritize the development of responsible strategies for printing and other managed services that align with our clients’ sustainability goals.

By collaborating with our clients, we can implement innovative strategies related to recycling equipment and supplies, reforestation, and reducing our carbon footprint to create solutions that work towards improving our shared environment.


enerPLUS

A CLEAR PLAN FOR PRINT



It takes **5.5 Million** glasses of fresh water just to produce the paper used on **uncollected** print and copy jobs at Enerplus each year.

Print Solutions by
WBM Technologies



Source : Lexmark Paper Waste Study May 22, 2006

Canadian Leadership in Community Response & Engagement

In 2022, WBM Technologies was named the Microsoft IMPACT award winner for Best Community Response Partner in Canada and a finalist for the Diversity and Inclusion Changemaker IMPACT Award.

The Best Community Response Partner Award recognizes outstanding achievement in providing innovative and unique services or solutions to help solve challenges faced by communities and deliver significant social impact.

We are honoured to be the recipient of such a commendation, which is a reflection of the amazing customers we have around us, and the gratitude that comes with being woven into the fabric of our communities across Western Canada.



Microsoft Canada Impact Awards

2022 WINNER

Community Response
Impact Award





FEATURED ARTIST

Kirsty is a full-time and self-taught artist who was born and raised in Saskatoon, SK. When she was in high school, she won the first prize in the Federation of Sovereign Indigenous Nations (FSIN) art competition. The submission from this competition was chosen for the cover of a book for residential school survivors.

Since this time, Kirsty has been nominated for an Aboriginal Youth Award in the Arts category. Today, her artwork can be found internationally, in countries including Mexico and Bangladesh. Her medium of choice is acrylic paint, and her styles include abstract, cartoon and pop art that often include sharp straight lines and bold colours. Today, many of her works are inspired by pop culture.

To get in touch, email Kirsty at kirstysuth@outlook.com

 **KSutherland Arts**



Kirsty Sutherland

Artist

Kirsty Sutherland's art is featured on the cover of this report, and was gifted to all women in WBM on International Women's Day.



Community Partnerships



Women Entrepreneurs of Saskatchewan (WESK)



Saskatchewan Roughriders Football Club



Regina Humane Society



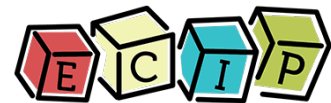
Calgary Foundation



STARS Air Ambulance



Calgary Chamber of Commerce



Early Childhood Intervention Program (ECIP)



Saskatchewan Chamber of Commerce

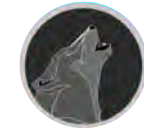


Northern Alberta Institute of Technology (NAIT)

Indigenous Vendors



Wanuskewin Heritage Park



Silver Wolf Trading Post



Bannock Express



The Moose and Bannock



Dakota Dunes Resort



Feast Café Bistro



Fireweed Artisan Boxes



Saskatoon FastPrint LP



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