QUALICO® 75 YEARS OF BUILDING BETTER CITIES











2026 CORPORATE RESPONSIBILITY REPORT

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ABOUT THIS REPORT

This report provides an overview of Qualico's corporate responsibility priorities and performance, and how these efforts support the company's long-term business objectives. It is intended to give stakeholders a clear, consolidated view of our approach, progress, and key areas of focus across the company.

Unless otherwise specified, the report covers the period from January 2025 to June 2026 and is organized around three pillars: **Building Sustainably**, **Community Connection,** and **Responsible Management**. It includes selected highlights, examples, and measures that reflect outcomes achieved during the reporting period, and helps track continued improvement over time.



MESSAGE FROM THE PRESIDENT & CEO

Corporate responsibility supports Qualico's long-term performance and resilience. It helps guide how we operate sustainably and deliver consistent results, while meeting the expectations of employees, customers, business partners, and the communities where we build.

We approach corporate responsibility with the same discipline we bring to every part of the business: clear priorities, practical targets, and accountability for outcomes. This work is embedded in our operating decisions and governance, and it strengthens trust in our company over time.

As Qualico has grown across regions and verticals, we have also strengthened the way we organize and support our corporate responsibility efforts. In 2025, we completed a comprehensive review to assess what was working, identify opportunities for greater alignment, and ensure our approach remains practical, flexible, and meaningful across the organization.

That work helped sharpen our framework into three pillars: Building Sustainably, Community Connection, and Responsible Management. Together, they provide clear focus areas, while still leaving room for regional teams and business units to lead initiatives that reflect local needs and opportunities.

We have also clarified how we direct our corporate giving, setting targets while maintaining flexibility in how regions achieve them. This approach reinforces a principle that has been true from the beginning: responsibility is built into the way we operate, and impact is strongest when it is informed by people closest to the work.

This report brings those efforts to life. Inside, you will find stories and examples from across the company, from work to improve energy efficiency and reduce waste to initiatives that support employee well-being, advance inclusion, strengthen Indigenous relations, and build lasting community partnerships. You will also see where we are making progress and what we are learning along the way.

We are proud of what is captured here, and we know corporate responsibility is ongoing work. We will continue to listen, learn, and improve, taking a measured and practical approach to meeting our environmental and social responsibilities while delivering strong business performance.

Thank you to our employees and partners for the work behind these stories. I invite you to read the report and see how our teams are helping build better cities today and for generations to come.



Kevin Van



WHO WE ARE

Founded in Winnipeg in 1951, Qualico is a privately owned, fully integrated real estate company operating across Western Canada and the United States, including Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Metro Vancouver, Austin, and Dallas-Fort Worth.

Its activities span land acquisition and development, single-family and multi-family homes, commercial development and leasing, property management, and building materials and services.

For 75 years, Qualico has remained committed to its purpose of helping build better cities.



BY THE NUMBERS

3,668
single-family and multi-family home possessions

6 MILLION
square feet of commercial and residential properties managed

13
building supply and services companies

58
active communities in development

2,700
employees companywide

8
cities we operate in across Western Canada and Texas

QUALICO 75 YEARS OF BUILDING BETTER CITIES

MISSION STATEMENT

At its core, Qualico is dedicated to

Helping Build Better Cities.

As one of Western Canada's largest integrated real estate companies, we accomplish this through the high-quality homes we build and the vibrant communities we develop.

Our commitment to corporate responsibility is deeply intertwined with this purpose, reflecting our dedication to creating a positive impact beyond our immediate business goals.

By embedding these core values into both our philanthropic efforts and operational practices, we are actively contributing to the development of healthier, more equitable, and sustainable communities.



Harmony | Rocky View County, AB

FOUNDATIONS OF CORPORATE RESPONSIBILITY

Qualico's corporate responsibility framework focuses on three foundational pillars.

Each pillar is anchored by clear areas of focus that reflect corporate priorities and local business needs.



BUILDING SUSTAINABLY

Environmentally responsible operational practices aimed at minimizing our environmental impact and promoting long-term sustainability.

COMMUNITY CONNECTION

Strengthening our relationship with the communities we serve through product offerings that meet their needs, social programs, and charitable giving.

RESPONSIBLE MANAGEMENT

Effective leadership to cultivate a positive company culture that is inclusive and safe, promoting operational excellence.

RECENT HIGHLIGHTS

BUILDING SUSTAINABLY

Qualico Properties advanced sustainability with solar power at N170 Henday Business Park

A 408-panel solar array was installed at the facility in Northwest Edmonton.

Qualico corporate offices diverted 1.1 tons of waste from landfills through composting programs

Star Building Materials Calgary moved into its new facility

The 31-acre campus brings manufacturing together to streamline production, reduce waste, and improve efficiency.

COMMUNITY CONNECTION

$1.25 million gifted to RRC Polytech for the Introduction to Trades program

Creating more education opportunities for Indigenous learners.

Acts of Kindness program reached $500,000 milestone

Employee-driven charitable giving program contributes to local, grassroots initiatives.

Kensington Homes expanded 'Value Series' homes to Sage Creek in Winnipeg

Providing a more accessible option for first-time homebuyers looking to balance cost with modern living.

RESPONSIBLE MANAGEMENT

Introduced top-up and paid parental leave programs in Canada and the U.S.

Qualico's new benefit helps families thrive with more income stability during leave.

Enhanced benefit and retirement savings programs for Canadian employees

New supports for mental health, critical illness, and family planning.

Qualico Leadership Program extended to 398 participants

Award-winning training program delivered in conjunction with the Ivey Academy at Western University.

BUILDING SUSTAINABLY



Taylor Farm | Winnipeg, MB

BUILDING SUSTAINABLY

We are committed to building sustainably, helping protect our environment for today and future generations. We believe innovation is essential to driving meaningful change, and that our actions must align with our values and business practices.

By investing in energy-efficient design, optimizing waste management processes, sourcing sustainable materials, and applying careful land-use planning, we aim to create living and working spaces that foster both community and environmental stewardship.

Our focus is on making a lasting impact where it matters most for our people, the planet, and business. We continually seek better ways to build, embracing research, best practices, and bold ideas that make sustainability not only achievable but relatable and accessible for all.



Cascadia Net Zero Townhomes | Langley, BC

Focus Areas:

- ENERGY EFFICIENCY
- WASTE MANAGEMENT
- SUSTAINABLE PROCUREMENT
- WATER CONSERVATION
- LAND USE PLANNING

ACCOMPLISHMENTS

ENERGY EFFICIENCY

- **Kensington Homes Winnipeg** launched Bronze and Gold Efficiency Packages for homes already performing 25% to 30% better than code. Bronze, now standard in most homes, delivers an estimated 5% to 10% efficiency gain, while Gold provides an estimated 25% to 35% increase.
- **Foxridge Homes BC** advanced energy efficiency by making P9.11 Hydronics' heat pump and hydronics system standard in every Foxridge home, helping deliver more efficient heating and cooling while supporting stronger overall home performance.
- **The Floor Show Edmonton** improved operational efficiency by using electric forklifts, installing motion-sensor lighting throughout the building, and adding a water filtration system to support more efficient resource use.

WASTE MANAGEMENT

- **Empire Envelope** increased drywall recycling by diverting offcuts from landfill for remanufacturing into new drywall, reducing construction waste and supporting circularity.
- **Pacesetter Homes Dallas-Fort Worth** continued advancing day-to-day waste reduction by reducing single-use plastics and non-recyclable packaging, donating or repurposing surplus furniture and display materials, and using paperless processes where appropriate.
- **Star Building Materials** expanded prefabricated wall panel production with new facilities in Winnipeg and Calgary. Producing panels in a controlled environment helps improve material efficiency, reduce waste, and minimize on-site adjustments.

SUSTAINABLE PROCUREMENT

- **Pacesetter Homes Austin** advanced sustainable procurement practices through vendor scorecards, performance evaluations, and rebidding processes, helping improve supplier accountability and purchasing efficiency.
- **Qualico Properties** continued evaluating local materials, supplier opportunities, tariff impacts, sustainable product alternatives, and specification updates to support responsible procurement and local economic development.
- **Sterling Homes Edmonton** advanced sustainable procurement by prioritizing local, lower-carbon and durable materials, while sourcing key finishes from Canadian suppliers to improve supply reliability and reduce supply chain impacts.

WATER CONSERVATION

- **Qualico Communities Edmonton** expanded the Yellowfish program to Marquis and is committed to implementing it with EPCOR, educating residents about storm drain pollution and supporting watershed protection.
- **Qualico Properties** continued implementing drought-tolerant landscaping and rainwater harvesting to reduce water use, lower maintenance requirements, and support climate resilience.
- **StreetSide BC** incorporated low-flow water fixtures into its standard home specifications, helping reduce daily household water use while supporting broader water conservation goals and more efficient home performance.

LAND USE PLANNING

- **Qualico Communities Winnipeg** adapted the design of Taylor Farm Phase 5 to protect a rare basswood forest, 200-year-old oak trees, and native plant species, while repurposing natural materials within the community.
- **Qualico Properties** researched ways to better connect its properties with StreetSide projects to support walkability, accessibility, and more connected communities. In Calgary, Redstone was built beside a StreetSide project with this approach in mind.
- **Qualico Properties** continued its conservation efforts using drought-tolerant planting and rainwater harvesting to reduce irrigation requirements and maintenance costs. These initiatives are continually evaluated and support long-term water conservation and climate resilience.

KEEPING MATERIALS OUT OF LANDFILLS



Waste management is one of the practical ways we bring our building sustainably pillar to life. Across the business, Qualico is approaching waste management from multiple angles: diverting material from landfill, recovering construction materials, reducing waste before it is created, and encouraging employees to make sustainable choices every day.

In 2025, our reported office and construction activities diverted approximately 1,749 tonnes of material from landfill, reflecting progress across day-to-day operations, project sites, and employee practices.

That progress was most visible in our Calgary and Edmonton offices, where nearly 1,700 tonnes of waste was diverted through recycling, cardboard recovery, and organics programs, achieving a combined office diversion rate of 52.6%. Calgary's offices demonstrated the value of mature multi-stream programs, with a 63.5% diversion rate supported by recycling, cardboard, and more than 300 tonnes of organics.

On construction sites, that approach includes recovering high-volume materials and redirecting them from landfill. In British Columbia, construction sites diverted 75.46 tonnes of material, achieving a 50.1% construction waste diversion rate.

Other efforts focus on reducing waste before it is created. In Calgary and Winnipeg, Star Building Materials' prefabricated wall panels offer an example of helping limit waste before materials ever reach a homesite. By producing wall panels in a controlled environment for homebuilders, Star can improve material use, reduce offcuts, and limit on-site adjustments that create additional waste.

Employees also play an important role in making waste management part of everyday operations. At Qualico's head office in Winnipeg, employees helped divert 1.175 tonnes of compostable waste in 2025, reinforcing how individual choices can contribute to more sustainable workplaces.

Together, these results show how waste management is becoming more embedded across Qualico, helping keep more material out of landfills.

COMMUNITY CONNECTION



Bridgeport Community Event | Chestermere, AB

COMMUNITY CONNECTION

Building and maintaining strong relationships with the people who live and work in our communities is core to how we do business. We are committed to helping uplift the communities we serve with meaningful actions that foster growth, connection, and promote well-being.

Our approach is built on delivering products that meet community needs and budgets, building community partnerships, philanthropy, and volunteering.

Through community engagement, we strive to make a lasting difference with attention on initiatives that focus on reconciliation, affordable housing, education, workforce development, and enhancing the quality of life.



StreetSide Edmonton | Townhomes offer accessible entry-point to homeownership

Focus Areas:

- COMMUNITY ENGAGEMENT
- HOUSING ATTAINABILITY & AFFORDABILITY
- INDIGENOUS RELATIONS
- WORKFORCE DEVELOPMENT
- PHILANTHROPY

ACCOMPLISHMENTS

COMMUNITY ENGAGEMENT

- **Qualico Properties** launched a community art program across multiple properties, enhancing public spaces and strengthening community identity through local artist and partner collaborations.
- **StreetSide and Broadview Homes Edmonton** continued its 'buy local' program which provides employees with a monthly credit to try out locally sold or sourced products and services.
- **Qualico Communities BC** partnered with Newton Soccer Camp to give more than 70 youth the opportunity to develop their soccer skills through clinics led by professional players.

HOUSING ATTAINABILITY & AFFORDABILITY

- **Kensington Homes** expanded the Value Series product line to the highly sought after Sage Creek community in Winnipeg, MB. The product is meant to be a more accessible entry point for first-time homebuyers and new Canadians that are looking to balance affordability with a modern design.
- **StreetSide Edmonton** continued to develop its infill affordable townhome product line that can be purchased on an average single income household of $58,000 per year.
- **Qualico** business units in Alberta and Manitoba partnered with local Habitat for Humanity chapters to support affordable homeownership by making land available for new home construction in Qualico communities.

INDIGENOUS RELATIONS

- **Qualico Communities Calgary** advanced its partnership on the Elbow View development, supporting infrastructure improvements and profit sharing with the First Nation.
- **Qualico Manitoba & Saskatchewan** invested $1.25 million in RRC Polytech's Skilled Trades programming for Indigenous learners.
- **Qualico Properties** helped develop Creating Career Pathways in Commercial Real Estate, a first-of-its-kind, Indigenous-led and designed internship program.

WORKFORCE DEVELOPMENT

- **Star Building Materials** introduced the Rising Star internship program in Calgary and Edmonton to promote career paths in homebuilding for high school students and recent graduates.
- **Pacesetter Homes Austin** continued its internship program with Texas State University, helping mentor and educate future construction superintendents.
- **Star Mechanical Edmonton** continued its co-op program with the Northern Alberta Institute of Technology, creating employment opportunities for students.

PHILANTHROPY

- **Qualico** is committed to donating 1.25% of annual profits to charities in the communities it serves. We prioritize support at the regional and corporate level in the key areas of: environmental conservation, lifelong learning, ending the cycle of poverty, gender equality, and healthy lives.
- **Acts of Kindness** program achieved giving milestone of $500K contributed to employee-directed charitable causes, programs, and organizations.
- **Qualico** employees helped raise more than $860K in support of Habitat for Humanity through the Ride Through the Rockies and Ride Around the Lake fundraising events.
- **Pacesetter Homes Austin** won Charitable Project of the Year at MAX Awards for their contributions to Hope House.

INVESTING IN INDIGENOUS LEARNERS



In 2025, Qualico pledged $1.25 million to support skilled trades training at RRC Polytech. One year later, the impact of that investment is clearly taking shape for Indigenous learners in Manitoba. The gift was directed to Introduction to Trades, a program focused on creating pathways into the skilled trades for First Nations, Métis, and Inuit students.

Now, that funding is helping reshape the program. Later in 2026, Introduction to Trades will become Skilled Trades – Foundations, a redesigned certificate for Indigenous learners that expands access and offers more support along the way.

The updated program will increase annual capacity from 32 students across two intakes to up to 60 students across three. It also strengthens foundational learning in areas such as math, science, and communication, while weaving Indigenous knowledge and cultural experiences throughout the curriculum.

Qualico's support also includes the Qualico Trades for All Award, which provides direct financial assistance to students pursuing skilled trades training. Together, the expanded program and added supports are intended to reduce barriers and help more learners continue their education.

Beyond funding, Qualico's support extends to classroom presentations, site tours, and networking opportunities with employees and trade partners. Through these touchpoints, the company is helping students gain a closer look at the industry and the range of careers within it.

For students, the changes mean more opportunities to enter the trades through a program designed with their needs in mind. For Manitoba, they point to what can happen when education and industry invest in building a broader, more inclusive workforce.

RESPONSIBLE MANAGEMENT



RESPONSIBLE MANAGEMENT

We are committed to responsible management through strong leadership, innovative thinking, and a culture that prioritizes the well-being of our employees.

Guided by our values of fairness, integrity, and inclusion, we foster a workplace where diversity is embraced, perspectives are valued, and growth is encouraged.

With a robust ethics policy and through proactive safety, health, and risk management practices, we ensure resilience and safeguard our operations. These principles reflect our dedication to creating a sustainable and supportive environment across our communities and business practices.



Focus Areas:

- BENEFITS & EQUITY
- PEOPLE, CULTURE & INCLUSIVITY
- LEADERSHIP & INNOVATION
- SAFETY, HEALTH & WELLNESS
- ETHICS, POLICIES & RISK MANAGEMENT

ACCOMPLISHMENTS



BENEFITS & EQUITY

- **HR Shared Services** introduced new paid and top-up parental leave programs in Canada and the U.S., strengthening support for growing families.
- **HR Shared Services** strengthened employee benefits in Canada through enhanced retirement savings programs and new supports for mental health, critical illness and family planning.
- **Learning & Talent Development** supported professional development through the second annual cycle of Qualico's Talent Planning strategy.



PEOPLE, CULTURE & INCLUSIVITY

- **Corporate Responsibility** strengthened leadership connection and inclusion by convening 50 women from across Qualico for a two-day leadership summit.
- **HR Recruitment** advanced inclusive hiring practices by introducing unconscious bias training for hiring managers.



LEADERSHIP & INNOVATION

- **Learning & Talent Development** supported professional development through the Qualico Leadership Program, with 55 additional participants enrolled in 2026.
- **Construction and Innovation** advanced quality and consistency through Qualico's Construction and Procedural Standards training program, with the first cohort in Manitoba and Saskatchewan.
- **Learning & Talent Development** coordinated an expanded mentorship program that connected and supported more than 200 employees.



SAFETY, HEALTH & WELLNESS

- **Qualico Safety** strengthened workplace culture through a company-wide summit and ongoing SAFE awards recognizing 20 employees.
- **Learning & Talent Development** hosted three virtual sessions for people leaders focused on mental health, psychological safety and burnout prevention. More than 150 employees participated, helping to further support well-being across the company.



ETHICS, POLICIES & RISK MANAGEMENT

- **Corporate HR** reinforced ethical standards through company-wide completion of annual Code of Conduct reviews.
- **Information Technology** strengthened cybersecurity and data protection through mandatory training for all employees.

NEW PARENTAL BENEFITS



Qualico introduced a new parental benefit to help reduce the financial pressure employees might face when welcoming a child. The Maternity-Parental Leave Top-Up Program in Canada and the Paid Parental Leave benefit in the United States are designed to provide greater income stability during maternity and parental leave.

While each country operates under different legislation, the program was designed to create a fair and consistent experience for employees across the company.

In Canada, eligible employees can receive a top up to 95% of regular weekly earnings for up to 21 weeks. In the U.S., eligible employees can receive up to eight weeks of fully paid parental leave.

The programs were championed by executive leadership, demonstrating a high standard for how the company supports its employees through major life events.

In a competitive labour market, the benefit is attractive, with paid parental support closely linked to higher return-to-work rates and stronger employee retention.

The benefit also supports more balanced caregiving and progress toward gender equality. Historically, non-birthing parents have taken shorter leaves.

Since launch, Qualico has seen strong uptake among birthing and non-birthing parents taking parental leave, an early sign that more families feel able to share caregiving in ways that work for them.

LOOKING FORWARD

As we look ahead, these priorities outline the focus of Qualico's Corporate Responsibility team for the coming year.

At a corporate level, the following deliverables highlight where we will focus our efforts to advance, refine, and sustain our mission, while strengthening how we measure and communicate impact across the company.

Business units across the company will continue to lead, setting their own goals and targets within the corporate responsibility framework.



BUILDING SUSTAINABLY

- Advance waste management strategies by implementing the corporate waste policy across all Canadian corporate offices
  - Investigate office waste management strategies across the supply chain vertical
  - Investigate office waste management strategies in US offices
- Measure and report office paper usage

COMMUNITY CONNECTION

- Develop a corporate giving report
- Execute community impact campaigns that align with Qualico's 75th anniversary celebration
  - 7,500 hours volunteered by employees through Qualico's Volunteer Day progam
  - $75,000 donated to charitable causes, programs, and organizations through Qualico's Acts of Kindness program

RESPONSIBLE MANAGEMENT

- Partner with HR to drive employee awareness and participation in the Employee Engagement Survey, with the goal of exceeding a 90 per cent completion rate
- Develop and pilot scorecard for Business Units to report corporate responsibility priorities and progress for yearly business planning and reports

QUALICO® 75 YEARS OF BUILDING BETTER CITIES

QUALICO CORPORATE
One Dr. David Friesen Drive
Winnipeg, MB R3X 0G8
204-233-2451

MANITOBA & SASKATCHEWAN REGION
Winnipeg Regional Office
One Dr. David Friesen Drive
Winnipeg, MB R3X 0G8
204-233-2451

Regina Office
810C McDonald Street
Regina, SK S4N 2X6

Saskatoon Office
120-311 Wellman Lane
Saskatoon, SK S7T 0J1

SOUTHERN ALBERTA REGION
Calgary Regional Office
200, 37 Quarry Park Blvd SE
Calgary, AB T2H 5H9
403-253-3311

NORTHERN ALBERTA REGION
Edmonton Regional Office
3203 93rd Street NW
Edmonton, AB T6N 0B2
780-463-1126

Edmonton Downtown Office
Qualico Properties
1300, EPCOR Tower
10423 101 Street NW
Edmonton, AB T5H 0E7

BRITISH COLUMBIA REGION
Surrey Regional Office
201-6525 177 B Street
Surrey, BC V3S 5N4
778-571-2111

QUALICO US REGION
US Regional Office
14400 The Lakes Boulevard,
Building C, Suite 200
Pflugerville, Texas 78660
512-371-8937

Dallas-Fort Worth Office
2 Greenside at Craig Ranch
6950 TPC Drive, Suite 150
McKinney, Texas 75070

Qualico.com

