

EMBARGOED UNTIL Wednesday, May 7, 2025 at 7:00 AM ET

Troy Life & Fire Safety Ltd. named one of Canada's Best Managed Companies

Toronto, ON — May 7, 2025 — Troy was recognized for its industry-leading performance, its business practices, and its sustained growth by receiving the prestigious 2025 Canada's Best Managed Companies award.

Celebrating over 30 years, Canada's Best Managed Companies program awards excellence in private Canadian-owned companies with revenues of \$50 million or greater. To attain the designation, companies are evaluated on their leadership in the areas of strategy, culture and commitment, capabilities, and innovation, governance and financial performance.

"We could not have accomplished this significant achievement without the commitment of our entire team across the country, they do the right thing for our customers every day," said Jim McCoubrey, President of Troy.

Canada's Best Managed Companies is one of the country's leading business awards programs recognizing innovative and world-class businesses. Every year, hundreds of entrepreneurial companies compete for this designation in a rigorous and independent evaluation process.

Applicants are evaluated by an independent panel of judges with representation from program sponsors and special guests.

McCoubrey shared, "Troy has achieved significant growth in the past 5 years, doubling annual revenue and increasing the workforce by 60%. The implementation of strategies and programs to close the gap on skilled and specialized trades assisted with increasing our workforce. Also key to our success was the initiative to roll out a major technology transformation that positioned us for this growth and allowed us to easily pivot and adapt."

The 2025 cohort of Best Managed Companies shares common themes, including fostering a people-centric culture, implementing a strategic company framework, investing in innovation and technological advancement, and maintaining financial resilience and strong corporate governance.

Together, these practices strengthen the Canadian economy by promoting sustainable growth, enhancing competitiveness, and cultivating a thriving business ecosystem.

Over the past year, companies such as Troy have continually adapted and successfully responded to challenges, seized new opportunities, and leveraged industry leading competencies to maximize their investments and drive sustainable growth," said Lorrie King, Partner, Deloitte Private, Global Best Managed Leader and Co-Leader, Canada's Best Managed Companies program. "These winners have set the standard of excellence for Canada's business ecosystem by demonstrating a strong commitment to strategic transformation, talent and workforce development, and technological and business adaptability."

About Canada's Best Managed Companies Program

Canada's Best Managed Companies program continues to be the mark of excellence for privately-owned Canadian companies.

Every year since the launch of the program in 1993, hundreds of entrepreneurial companies have competed for this designation in a rigorous and independent process that evaluates their management skills and practices. The awards are granted on four levels: 1) Canada's Best Managed Companies new winner, one of the new winners selected each year; 2) Canada's Best Managed Companies winner, award recipients that have re-applied and successfully retained their Best Managed designation for two additional years, subject to annual operational and financial review; 3) Gold Standard winner, after three consecutive years of maintaining their Best Managed status, these winners have demonstrated their commitment to the program and successfully retained their award for 4-6

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consecutive years; 4) Platinum Club member, winners that have maintained their Best Managed status for seven years or more. Program sponsors are Deloitte Private, CIBC, EDC, The Globe and Mail, and TMX Group.

For more information, visit www.bestmanagedcompanies.ca

About **Troy**

Troy focuses exclusively on the sales and service of fire detection, fire suppression, sprinkler systems, and other associated life safety equipment. With a workforce of 1,300 located in 28 sales and service branches across Canada — and another 50 technicians and fitters based remotely and serving customers directly on-site — we offer unmatched national presence and local coverage.

By combining insurability, financial strength, extensive industry experience, and exceptional technical capabilities, we minimize performance risks and deliver unmatched reliability.

Above all, our most valuable asset is our highly trained field team, whose expertise and certifications set us apart in the industry.

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