

Trico Homes named as a “Best For the World” B Corporation for the 3rd time

Trico ranks in the top 10% of B Corporations worldwide for exemplary societal and community impact



Calgary, Alberta: Out of 3,000 B Corporations (B Corp) worldwide, Trico Homes was recognized today as a 2019 *Best For the World* honoree – in the Overall and Community categories - by B Lab. Awarded to the top 10% of Certified B Corporations - for-profit companies dedicated to using business as a force for good – this recognition is a testament of the positive impact Trico has made on its employees, local communities, suppliers and homeowners.

As one of Calgary’s first Certified B Corporations and Western Canada’s only B Corp homebuilder, Trico is honored to be named as a top-performing company for the second consecutive year in a row. To achieve the B Corp Certification, a company must score at least 80 points on the B Impact Assessment, which evaluates how a company’s operations and business model impact its workers, community, environment, and customers. Companies must also continually meet the high B Corp standards of verified social and environmental performance, public transparency, legal accountability to balance profit and purpose, and ultimately, use business as a force for good.

“We are proud to belong to a community of global leaders dedicated to using business as a force for good. Trico’s desire to balance purpose and profit has helped us create a strong corporate culture and a highly engaged team that is dedicated to providing an exceptional customer experience,” said Wanda Palmer, Vice President of Marketing for Trico Homes.

“We’re incredibly proud of this year’s Best For The World honorees,” says Anthea Kelsick, Chief Marketing Officer of B Lab. “These inspiring companies represent the kinds of business models and impact-driven business strategies that are building a new economy—one that is inclusive, regenerative, and delivers value to all stakeholders, not just shareholders. To that end, B Corps like Trico Homes are redefining capitalism and showing that it actually *can* work for everyone.”

Trico has built a reputation of not only as a quality homebuilder, but an active community supporter. Most recently, Trico celebrated its 10,000-home milestone by donating \$50,000 through its 10,000 Homes Giving Back Campaign, benefitting five Calgary-based non-profit organizations. Trico has also been a longtime sponsor and advocate of several major initiatives in the city, including *Kids Cancer Care of Alberta*, the *Trico Centre for Family Wellness*, the *Trico Changemakers Studio at Mount Royal University*, and *GlobalFest* as title sponsor of the Trico Homes International Fireworks Festival.



About B Lab

B Lab is a nonprofit that serves a global movement of people using business as a force for good. B Lab's initiatives include B Corp Certification, administration of the B Impact Management programs and software, and advocacy for governance structures like the benefit corporation. B Lab's vision is of an inclusive and sustainable economy that creates a shared prosperity for all. To date, there are 3,000 Certified B Corps in over 150 industries and 64 countries, and over 50,000 companies use the B Impact Assessment. For more information, visit <https://bcorporation.net/>

About Trico Homes

In 1992, Wayne Chiu founded Trico Homes, with a commitment to being a different kind of homebuilding company. In the many years since Trico built our first home, our city has grown and so has our love for it. Along the way, Trico has become one of Calgary's top builders – and now proudly include Cochrane, Airdrie, Chestermere and Okotoks among our Trico communities.

Our team has built more than 10,000 quality single and multi-family homes: earning a reputation for our design, craftsmanship and customer care. We've also been recognized as corporate leaders, champions of innovation and valuable contributors to the betterment of our community. Our entire staff start every day with the goal of delivering incredible life-changing moments for our homeowners and our community.

Trico Homes is proud to be Western Canada's first and only homebuilder to become a certified B Corporation. This international designation is earned by those who are redefining the ways success is measured in business. We're committed to our industry and our city. And we are conscious about creating a lasting legacy as a company that helped make the world a better place.

Media Contact:

Wanda Palmer • VP, Marketing • 403.287.9300

wandapalmer@tricohomes.com

tricohomes.com