

**PRESS RELEASE FOR IMMEDIATE RELEASE
SAINT-MODESTE**

Berger unveils new brand philosophy and promise

Berger, a leading manufacturer in the horticultural and agricultural industry, has announced the launch of its new brand platform and promise, underscoring the company's commitment to growth and development within the industry.

The first announcement was made at a special event at Cultivate'24 attended by sales representatives and many customers, where the company's VP of Sales delivered inspiring speeches highlighting Berger's vision and renewed commitment to the industry.

NEW SLOGAN: WHERE LIFE GROWS

In conjunction with the new brand philosophy, Berger has introduced its new tagline, "Where Life Grows." This encapsulates the company's philosophy and vision, reflecting its role in nurturing both human and horticultural growth.

Berger more than ever

The new brand platform reaffirms Berger's position as a vital partner in the horticultural and agricultural sectors. For over 60 years, Berger has distinguished itself not just as a manufacturer of high-quality mixes but as a crucial ally for growers with ambitious goals. The company's recognized expertise and unwavering quality have been integral to the thriving, modern industry.

"Our new brand promise is more than just a statement; it's a moral contract with our customers, honored every day through our way of doing things," said Valérie Berger and Mélissa Berger, Co-CEOs at Berger. "We understand that growth isn't just about the products we make. It's about the relationships we build and the support we provide to help our customers achieve their dreams. Your success is our success."

Vital to growth and development

Berger's new brand promise emphasizes its role in fostering growth and development. The company is more than just a manufacturer; it's a key player guiding the evolution of the agricultural and horticultural industry. Berger's contributions to communities' socio-economic advancement and well-being underscore the company's commitment to creating a positive impact.

"Our know-how has been guiding the industry's evolution for six decades. We are proud to contribute to the socio-economic advancement and the well-being of our communities," stated the CEO. "Sustainable development is at the core of our values, ensuring we leave a positive legacy for future generations."

For more information about Berger and its new brand platform, please visit : berger.ca/en/about/philosophy

Berger, a visionary partner

Berger is one of the world's leading producers of horticultural and agricultural mixes. Our substrates, sought after by the most discerning growers, combine three generations of scientific and practical know-how. Our eight processing plants and thirteen harvesting sites across North America meet the highest modern, eco-responsible production standards.

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