

The Master Group acquires Alberta motor distributor Soper's Supply Ltd.

Master diversifies its offerings and obtains expertise in the electric motor sector

Boucherville, November 10th, 2020 - The Master Group is pleased to announce the acquisition of Alberta-based Soper's Supply Ltd. Soper's specializes in the sale and distribution of electric motors, fans, blowers and pumps and is one of Canada's largest distributors of HVAC-R motors. Soper's services Western Canada from their branches in Winnipeg, Edmonton, Calgary, Surrey and Vancouver.

Soper's is recognized for its vast inventory, extensive knowledge, and high level of expertise in the electric motor sector, as well as in the replacement motor field. Soper's has developed market leading competencies that quickly and efficiently identify replacement equivalents to most motors. This new partnership represents a fantastic diversification opportunity for The Master Group.

"The acquisition of Soper's allows us to diversify into electric motors, and to join forces with the most qualified experts in this field across Canada. This association will be a great opportunity to expand our product offering for the benefit of all customers from coast to coast," explains Louis St-Laurent, CEO, The Master Group. "We are very proud to welcome the entire Soper's team into the Master family."

"The Master team has similar values to ours," said Jim Moroz, President of Soper's. "As a family business, it was imperative to join a company with the same customer service focus and one that provides a healthy and opportunity-filled work environment to our employees. We are delighted with this transaction, to work within a recognized Canadian company that has assumed leadership in its field for so many years."

About Soper's Supply Ltd.

The team of experts at Soper's Supply Ltd. has been serving customers in Western Canada since 1968 specializing in the replacement of electric motors and fans. They are a principal supplier and distributor of branded products. Soper's has business locations in Vancouver, Surrey, Calgary, Winnipeg and head office in Edmonton, Alberta. Over 90% of the products sold by Soper's are in inventory. Their commitment to customer service has helped make Soper's Supply Ltd. the number one supplier of electric motors, blowers, fans, circulation pumps and related products.



About The Master Group

A leader in the heating, ventilation, air conditioning, and refrigeration sector for over 68 years, The Master Group has been named one of Canada's best-managed companies since 2010 and is the largest HVAC/R distributor in Canada. The company now employs over 950 dynamic and devoted individuals who serve the industry at more than 44 branches and 4 distribution centres from British Columbia to the Atlantic Provinces. To learn more, go to www.master.ca or follow us on LinkedIn at <https://www.linkedin.com/company/themastergroup>.

-30-

NATHALIE LAJOIE
Communications and Marketing Director
(514) 527-2301
nlajoie@master.ca

