

A LEGACY RECOGNIZED

HONORARY DIPLOMA RECIPIENTS

Shiraz Ali & Mohamed Ali

Bow Valley College



‘The most meaningful things you will ever accomplish, you will not accomplish alone.’

— Mohamed Ali, Co-Founder

SM₂ CAPITAL PARTNERS

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From Tanzania to Calgary: A Legacy Recognized

In June 2026, before a packed convocation hall at Bow Valley College, two of Calgary's most respected entrepreneurs and community builders were awarded Honorary Diplomas — a recognition fifty years in the making. Bow Valley College recently opened the Ali Family Intercultural Centre in recognition of a multi-generational gift to support efforts to remove financial barriers and make education more accessible for all. The Honorary Diplomas awarded stand as a testament not only to what Mohamed and Shiraz built, but to how they built it — with integrity, generosity, and an unwavering belief in the power of community.



"We are pleased to award Mohamed and Shiraz, Bow Valley College's highest honour in recognition of all they've done for the community." — Dr. Misheck Mwaba, President and CEO, Bow Valley College

A Legacy: Fifty Years in the Making

In June, we gathered in the Jack Singer Concert Hall in celebration of the annual convocation of the graduating classes of Bow Valley College and watched our founders – and our fathers – Shiraz and Mohamed Ali accept Honorary Diplomas. Two men who left a small village in Tanzania with very little, and who have spent over fifty years since making sure other people could go further than they did.

That is what stayed with us about the day. The recognition was not really for what they built – it was for how they built it, and for what they chose to do with it along the way.

For decades now, our family has funded endowments at the University of Calgary, SAIT, Mount Royal University and the Aga Khan University. In 2024, the Ali Family Intercultural Centre opened at Bow Valley College. None of it was ever announced with much noise. It was simply the right thing to do, so they did it.

We have all been thinking about what it means to inherit that. A business can be handed down in an afternoon. The values underneath it cannot.

Our core values were not written in a boardroom – they were lived first, in a car wash and a downtown office, long before anyone thought to put names to them. The work now, for our family, our Board, and every one of us, is to keep them true in an organization that looks very different than it did in 1974.

So as we look ahead – to new technology, new services, new opportunities – there are a few things we hope you will always be able to count on. We will keep investing in our people, because that is where all of this begins and ends. We will keep doing the right thing when nobody is counting. And we will keep believing that the person in front of us matters more than the transaction.

My father would tell you that a diploma is only a piece of paper. What it really recognizes is fifty years of showing up for other people – and not one of those years belonged to them alone.

That is the legacy, and every one of you has had a hand in building it. Fifty years from now, someone will say the same about the work you are doing today.

Thank you for everything you do.

Jamil Ali
President, SM2 Capital Partners

Employee Milestone



We are honored to recognize **Mehboob Rashid** as he celebrates 25 years with our organization.

When Mehboob joined Budget Car & Truck Rental as a utility shop associate 25 years ago, he brought with him a work ethic and quiet dedication that has never wavered.

Day in and day out, Mehboob keeps our fleet road-ready – handling tire repairs, tire rotations, oil changes, and engine diagnostics with skill and consistency that our entire operation depends on.

Over the years, Mehboob has become a true embodiment of the SM2 Capital core values – showing up every day with purpose, pride, and a commitment to doing things right.

When asked about his time here, Mehboob's words are simple and sincere: "The people are good. I appreciate the opportunity to work here and I'm happy. It means a lot to have been here 25 years – I love it."

Updates from Budget Calgary

One of the most exciting milestones this year was the introduction of BudNet in May, 2026 — our all-in-one employee portal that has transformed the way our team accesses information, learns, communicates, and stays connected.

Developed with a simple goal — bring everything our team needs together in one convenient place — BudNet has become a central hub for daily operations, professional development, company communications, and employee engagement.

BudNet has simplified access to important company resources by bringing policies, procedures, operational guides, and reference materials together on a single platform. Employees no longer have to search across multiple systems, allowing them to spend more time serving our customers and supporting one another.

The platform has also strengthened our commitment to learning and development. Team members have access to a growing library of training modules covering Customer Service & Sales, Vehicle Service Agents, Return Agents, Accident & Damage, as well as company policies and procedures. Weekly sales tips, return scenarios, and interactive features have made learning both practical and engaging.

BudNet has become the home for company announcements, BudCast updates, and news from around the business, while features like BudBook and internal job postings have strengthened connections between teams and increased visibility into career opportunities within Budget Calgary.

BudNet has also increased transparency around performance. Employees can now track individual and team results in real time, monitor incentive progress, and celebrate achievements through leaderboards that recognize outstanding performance across the organization.

Supporting employee well-being has remained an important focus, and BudNet provides easy access to HR resources, health and safety information and manager guides, while encouraging participation in wellness initiatives.

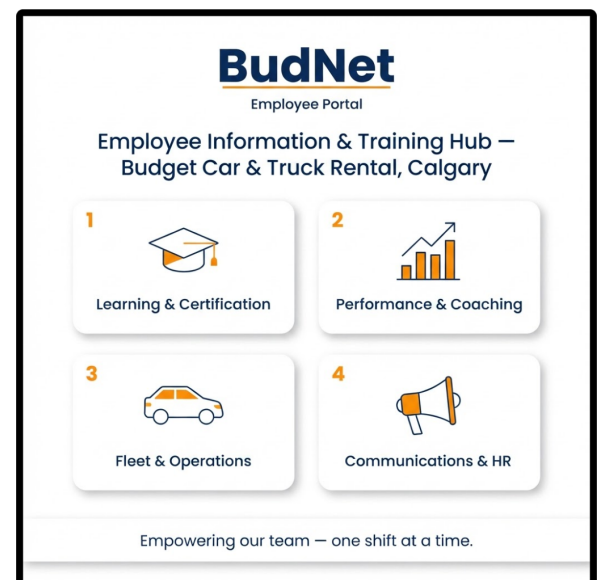
Perhaps most importantly, BudNet has reinforced our commitment to investing in our people by bringing together the tools, information, and career resources employees need to succeed.



As we look ahead, BudNet will continue to evolve with new features, expanded content, and additional opportunities to support our employees. Its successful implementation represents another important step in our ongoing commitment to innovation, continuous improvement, and building the best possible workplace for the Budget Calgary team.

A huge shoutout to **Wade Stender** for leading this initiative! This wouldn't have been possible without you!

Visit <https://budnetcalgary.ca> today!



Updates from Calgary Park & Jet

Online Booking Reservation System

At Park & Jet, we are committed to continuously improving the services we provide by investing in technology that enhances both the guest experience and our daily operations.

Over the past several months, we have carefully monitored customer feedback regarding our online reservation platform. While many guests appreciated the convenience of booking online, we also identified opportunities to improve the overall reservation experience by providing a more intuitive, reliable, and flexible booking system.

Listening to our customers is one of the ways we continue to improve. We are excited to announce that Park & Jet will soon launch our new TIBA Online Reservation System, replacing our existing ParkMobile booking platform. This new technology has been designed to provide a simpler, more reliable, and customer-friendly reservation experience while offering greater flexibility and seamless integration with our parking operation.

Our new reservation platform introduces several enhancements that give guests greater control over their parking experience.

Guests will soon be able to:

- Modify their reservation up to three hours before their scheduled arrival.
- Cancel their reservation online within the permitted cancellation period.
- Extend their parking stay if travel plans change.
- Update vehicle information, including licence plate details.
- Access and manage their reservations through a simple and user-friendly online portal.

These new self-service features provide greater flexibility while reducing the need for guests to contact our Customer Service team.

Seamless Entry and Exit

One of the most exciting enhancements is our system's full integration between Park & Jet's TIBA

Parking Management System and our advanced License Plate Recognition (LPR) technology.

Once a reservation is completed, guests simply drive to the facility, where the system automatically recognizes their vehicle's license plate and opens the gate for a seamless entry and exit experience.

As an added convenience, every reservation will continue to include a QR code that guests can use as a backup in the rare event that their license plate cannot be read by the system. This provides an additional level of reliability while ensuring our guests always have a quick and convenient way to access the parking facility.

The result is a faster, more convenient, and virtually touchless parking experience from arrival to departure.

This enhanced visibility will allow our team to:

- Better anticipate guest demand.
- Schedule shuttle buses more efficiently.
- Improve guest wait times.
- Allocate staffing based on real-time travel activity.
- Deliver faster and more responsive customer service.

By leveraging real-time operational data, we can continue improving efficiency while providing a higher level of service to our guests.

The launch of these initiatives represent another important step in Park & Jet's ongoing commitment to innovation, operational excellence and customer satisfaction.

We remain focused on our mission of delivering a parking experience that is simple, reliable and stress-free from reservation to return.



Employee of the Year

Budget Car & Truck Rental

We are proud to recognize **Shafin Velji**, our Budget Calgary Service Centre mechanic, as Budget's 2025 Employee of the Year.

Since joining Budget in August, 1998, Shafin has been a cornerstone of our operation. For nearly 28 years, he has earned the respect of his colleagues through his unwavering dedication, exceptional work ethic, and commitment to helping those around him succeed.

Shafin exemplifies our core values every day through his leadership, mentorship, and willingness to support the entire team. Whether training new shop employees, sharing his expertise with experienced technicians, or providing guidance during challenging situations, Shafin is someone his colleagues know they can always rely on.

Shafin takes great pride in ensuring every vehicle is serviced safely, thoroughly, and efficiently, helping keep our fleet on the road, our customers satisfied, and our operations running smoothly.

From diagnosing complex mechanical issues to tackling unexpected problems, he approaches every task with patience, determination, and a solutions-focused mindset.

Shafin's dedication, leadership, and commitment have made a lasting impact on our business and our customers. His contributions strengthen our team every day, and his example inspires those around him to be their best.

Thank you so much for your outstanding service, your leadership, and your commitment to making Budget a better place to work.

Calgary Park & Jet

It is with great pride that we recognize **Ather Rashid** as Park & Jet's 2025 Employee of the Year.

Since joining Park & Jet in June, 2022, Ather has consistently demonstrated an exceptional work ethic, a positive attitude, and an unwavering commitment to supporting both our guests and his fellow team members. Through his dedication and willingness to learn, he has become an invaluable member of our operations team.

Over the past few years, Ather has expanded his knowledge well beyond his original role. In addition to providing safe and friendly shuttle service, he has successfully trained and supported several key areas of our operation, including serving as a Parking Ambassador, providing vehicle boosting assistance to customers, assisting with snow removal, and supporting various maintenance activities throughout the facility.

His versatility and willingness to step into different roles have allowed management to respond more effectively to operational demands while maintaining the high level of customer service our guests expect. Whether helping a customer with a dead battery, assisting with winter operations, directing traffic during busy periods, or supporting maintenance projects, Ather consistently approaches every task with professionalism and a positive attitude.

Ather's commitment to excellence is reflected in the way he embodies our company's values every day.

His dedication, versatility, and commitment to our values have made a lasting impact on our team and our guests.

Thank you, Ather, for your outstanding contributions and for helping make Park & Jet a better place for our customers and your fellow team members.



Left to right: Craig Loose (General Manager), Shafin Velji, Jamil Ali (President), Ather Rashid, Ahmed Ibrahim (General Manager)

Updates from Ace Casino

We are proud to celebrate an incredible achievement for the ACE Casinos team!

At this year's Best Bar Awards, ACE Casino Blackfoot and ACE Casino Red Deer were both recognized as Best Bar winners — a testament to the exceptional experiences our teams create every day. These awards reflect the passion, dedication, and outstanding hospitality delivered by our staff, who consistently go above and beyond for every guest.

Adding to the excitement, this recognition comes at a perfect time for ACE Casino Red Deer, which has recently undergone a complete renovation. The refreshed property features modern finishes, enhanced guest amenities, and a vibrant new atmosphere that elevates the entertainment and dining experience while maintaining the exceptional service our guests have come to expect.

Winning Best Bar at two of our locations is a tremendous accomplishment and reinforces ACE Casinos' commitment to delivering premier entertainment, exceptional food and beverage experiences, and outstanding guest service across Alberta. Congratulations and thank you for continuing to set the standard for excellence and for making ACE Casinos a destination of choice for our guests.



Left to right: Manveer Parmar, Tanya Resch, David Burnie, Roy Campbell, Tiffany Hensel, Sooraj Rajan

Employee Anniversaries

Our sincerest appreciation to the following employees who achieved major service anniversaries this past year! Your loyalty, dedication and commitment to our values inspire everyone around you. Thank you for being an important part of our team's success.

25 Year

Mehboob Rashid

20 Year

Parvinder Gill

Ali Miri

Donna Stephenson

15 Year

Navdeep Gill

Mohammed Miri

10 Year

Gurmukh S. Bansal

Andrzej Nowakowski

5 Year

Ahmed Ibrahim

Solomon Michael



Left to right: Mehboob Rashid, Shafin Velji, Mohammed Miri, Adam Sassano, Ali Miri, Craig Loose, Andrzej Nowakowski, Jamil Ali, Alnoor Jessani.



Left to right: Jamil Ali, Donna Stephenson, Ahmed Ibrahim, Navdeep Gill, Steven Gong, Parvinder Gill, Solomon Michael

Mount Royal University Endowment

The H.M. Ali Family Bursary, established in 2006, is awarded to a full-time student enrolled in the Business Administration and Insurance program at Mount Royal University, based on financial need, academic proficiency, and participation in extracurricular activities and community involvement.

We are pleased to share a message from our most recent recipient, Ary Babajafari, a 5th year BBA student specializing in General Management with a double minor in Innovation/Entrepreneurship and Supply Chain Management:

"Due to the generosity of this award, I was able to heavily focus on school this semester, including a Capstone course designed to place students as consultants for an external company — a transformative experience that I was able to fully commit to thanks to this bursary. This was not just money towards tuition. It was a mother's pride, my motivation and the truth that effort and hard work is recognized. I hope to one day be in a position to pay it forward."

— Ary Babajafari



Business Leadership Course Completion

This past year, SM2 Capital partnered with Results Business Consultants, a Calgary-based leadership development firm, to enroll a group of our managers in their Building Leaders Program Level 1.

Over the course of twelve months, participants completed 40 hours of classroom-style training focused on developing the leadership skills that drive team performance, accountability, and organizational growth.

The program challenged our managers to reflect on their leadership styles, practice giving and receiving feedback, and develop practical tools to better engage and inspire their teams. Through meaningful dialogue, real-world application, and inter-session accountability check-ins, each participant grew both personally and professionally.

Upon successful completion, participants received a beautiful glass plaque as well as a Certificate of Completion — a well-earned recognition of their commitment to continuous learning and to the people they lead.

At SM2 Capital, investing in our people is not just a priority — it is a reflection of who we are.



Participants in this photo: Steven Gong, Gurdeep Singh, Adam Sassano, Tony Kiprop, Vishvesh Katwal, Michael Teclemariam, Navdeep Gill, Ahmed Ibrahim, Ali Sarfraz, Wade Stender, Patty Blair, Craig Loose, Amara Souraya, Jay Sanchez, Jeff White (Instructor). Missing from photo: Jamil Ali, Vinh Khau

"Leadership is not about doing everything yourself — it's about empowering others to contribute, make decisions, and grow." — Ahmed Ibrahim