
SM2 CAPITAL PARTNERS

Newsletter

Grand Opening of Ace Casino Airport!

SM2 Capital Partners, together with our partner, New Star Capital Inc., is pleased to share the success of the Grand Opening of Ace Casino Airport. Located at 40 Aero Crescent in Calgary, and in close proximity to the Calgary International Airport, Ace Casino Airport opened its doors to well over 10,000 people on its first day November 25th, 2022. The Grand Opening weekend was filled with performances, food and beverage specials and over \$10,000 in cash prize giveaways. With 638 slots, 26 gaming tables, 12 table poker room, 12 VLT machines, private VIP table game salons and arena-style Interblock electronic gaming, there's something for everyone.

Ace Casino Airport will provide guests with the experience of a high-energy sports bar, plus a multi-purpose room for private and live entertainment events. Featuring stylish upscale restaurants, nightly buffet, and a Sports Bar with a 40-foot TV wall, Ace Casino Airport is the perfect destination for a game night celebration.

We spoke with Hafiz Ali, CIO of SM2 Capital Partners, and the head of the construction and opening to share what that experience was like for him.

What was the most exciting part of the opening process and the Grand Opening Day?

Hafiz Ali: The most exciting part of the grand opening was being able to share the opening day with our SM2 family, friends and colleagues. Everyone had great ideas and input during the design phase which helped shaped the overall design and aesthetic of the casino. We had over 10,000 people visit the casino on the opening day! We are really proud this building which will be part of the airport expansion for years to come.

If you had to do it again, is there anything you'd do differently?

Hafiz Ali: Yes! we definitely would have made it bigger!

But luckily through some creative construction planning, we have an expansion option for a ~150-bedroom hotel on the north side of the building, a parking lot expansion on the east side of the building and an entertainment/convention expansion space on the south side of the building. So, look out for some more construction onsite in the next 2-3 years!



A Message From Our CEO

Dear SM2 Valued Employees and Partners,

As the end of 2022 approaches, it is my privilege to share some of my learnings through an unbelievable year. Most importantly, I am struck by how much of these learnings align with the core values of our company.

- **Take the high road.** The air is cleaner, with considerably less traffic. The temptation to “go low” in response to the actions of others is futile. And you run the risk of damaging your integrity. **CORE VALUE: Humility**
- **Spend your time with those who cheer your success and make you better.** Life is just too short to be wasting it with people that view the world through a lens of jealousy and win-lose. **CORE VALUE: Together We Are Stronger**
- **Read more.** The joy we feel when we reading something that impacts us is like a rush of endorphins from exercise. **CORE VALUE: Aspire to Excellence**
- **There are culture carriers and culture killers.** Do everything you can to support and develop our culture carriers, and as quickly as you can, remove the culture killers. Andrew Brandt said it best; “Culture is the worst behaviour that leadership will tolerate.” **CORE VALUE: Together We Are Stronger**
- **Do what you say you're going to do when you say you're going to do it.** This is the strongest foundation for trust. **CORE VALUE: Do the Right Thing**
- **Ask questions for those things you do not clearly understand.** There's nothing less confidence-inspiring than a person pretending to have knowledge they do not possess. **CORE VALUE: Be Courageous**
- **Emotional agility is a superpower.** Approach your inner experiences in a mindful, values-driven, and productive way. When acting on your values you serve the long game. **CORE VALUE: People Matter**
- **Listen.** Human beings apply a great weight to being heard. **CORE VALUE: Humility**
- **Say sorry long before you're ready.** Apologies are a funny thing. Withholding or delaying them only impedes an opportunity for resolution. They cost nothing, are greatly appreciated, and send a message of empathy and a willingness to reset. **CORE VALUE: Do the Right Thing**

It is my hope that each of you seize the moment in 2023. Wishing you and yours a very happy Holiday Season!

With my deepest gratitude,



Naim Ali



“

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”

EY Entrepreneur Of The Year 2022

Congratulations to the EY Entrepreneur Of The Year 2022 Prairies finalists!

On June 23, our executive members, Naim, Riz, Jamil and Hafiz represented SM2 Capital Partners, at the EY Entrepreneur Of The Year 2022 Prairies Region Finalist Celebration!

At this event, EY Canada announced the regional finalists in the EY Entrepreneur Of The Year 2022 Prairies program and our Family has been recognized as one of 27 businesses for transforming the world through unbounded innovation, growth and prosperity. EY Program supports, connects and enables entrepreneurs across Canada as they turn groundbreaking ideas into powerful businesses that deliver national and global impact. This program help businesses to grow, scale and overcome ever-evolving challenges, while building an equitable and inclusive entrepreneurial ecosystem for all.

Once again, it is such an honour to be part of the EY Entrepreneur Of The Year 2022 Prairies Region Finalist!

#TogetherWeAreStronger #BeCourages #AspireToExcellence



From left to right: Riz, Hussein, Naim, Salma and Fariu

The Dorian



With its playful, flamboyant and sometimes provocative homage to Irish playwright Oscar Wilde, Calgary's newest luxury hotel is a standout on the often-generic hotel chain landscape. It is the first hotel to be built in the city's downtown in more than a decade, the \$110-million Marriott property is named after the protagonist in Wilde's novel *The Picture of Dorian Gray*. The Dorian features more than 300 luxury rooms and three restaurants in a 27-storey tower. Filled with thoughtfully commissioned local artworks that evoke both Victorian England and Calgary's Western roots, the hotel has been a welcome boon for the city's hard-hit hospitality and tourism sector.

Along with other commercial developments, the Dorian is playing an integral role in the transformation of Calgary into one of Canada's top inclusive cultural hubs, as well as one of the world's most livable cities, according to the Economist Intelligence Unit, which ranked it third this year.

With the Dorian, we are building the conditions for the results we all want – a renewed level of growth and prosperity in Calgary, especially for the downtown area.

– Patricia Phillips, chief executive officer, PBA Group of Companies

The idea for the Dorian came about when its developer – Patricia Phillips, the Calgary-born chief executive officer of PBA Group of Companies – realized the need for a boutique luxury hotel that could tell the story of Calgary's evolution as a world-class city.

Previously recognized for its oil industry and "cowboy sensibility," Calgary has grown over the past decade into a city with "a rich art and music scene, a sought-after culinary landscape and expanding industries that are attracting younger people," Ms. Phillips says. According to the latest figures from Calgary Economic Development, Calgary is Canada's third most diverse city, home to 1.3 million people who speak 120 languages and representing the second-youngest median age in the country. And with more than 500 core digital tech companies, Calgary has had the fastest pace of tech work force growth compared to anywhere in the U.S., at 2.2 per cent over the past 12 months, according to LinkedIn's Workforce Report for Canada.

A new beginning for Shelley McMurray

Shelley was with the SM2 family for 28 years. She started in the front office at the Regency Suites (before it became a hotel) and then became the Operations Manager when the apartment building converted to the Regency Suites Hotel. Shortly thereafter, she became the General Manager of Steinbock Development Corporation, and oversaw the company's real estate assets, including the downtown parking lots and Park & Jet and she played an important role as the General Manager of Property Operations for SM2 Capital. We are proud of what Shelley achieved and how much she loved her people, their talent, and their quirks. She had a willingness to accept and embrace their range of capabilities and bring out the best in them. Even before we articulated our core values, Shelley was already living them.

#TogetherWeAreStronger #PeopleMatter #BeCourageous #DoTheRightThing #Humility #AspireToExcellence

We are excited to share with you a few photos of how her retirement life started and from what we can see, she is already living her best life!



Stampede Breakfast

YEE-HAAAW!

On July 8th, 2022 SM2 Capital Partners held its annual Stampede Breakfast at the Budget Service Center. It was a bright, hot and fun-filled Friday morning where Staff enjoyed delicious pancakes, hash brown, sausages and Mohamed's delicious omelette!

A special thank you to the staff who helped putting it all together and we can't wait but to think what the Stampede Breakfast 2023 will bring.



Pumpkin Carving Contest



Every Year around Halloween, our employees from all business units come together for the SM2 Annual Pumpkin Decorating Contest. Thank you for all your hard work and creativity on your pumpkins.

For the third time in a row, Congratulations to the SM2 Accounting Team! You did it again! Your teamwork (#TogetherWeAreStronger), Creativity and attention to detail (#AspireToExcellence) really shined through with your Spooktacular design.

Fitness Challenge

WOW! With 3,412,204 steps in 13 weeks, the CAP Team - Jay Sanchez, Amera Souraya, Mercy Esposito and Ali Higgy - took the First place in the SM2 Fitness Challenge. On behalf of the SM2 family, we would like to congratulate you! You did amazing and kept the team consistent throughout all the weeks. **#TogetherWeAreStronger** To help them stay motivated and improve their health, the team was awarded with Fitbits.



Giving back to the community



On December 2nd, members of the SM2 Family spent the afternoon volunteering at Made by Momma. The volunteers cooked main courses, smoothies, baked goods, and dessert! Together, they were able to produce 432 servings of meals, which will go to the families in need.

This was a fun event where we came together to give back to our city and it was the best way to kick off the holiday season of giving. Everyone wore their best Christmas sweater, and rocked to some holiday tunes while working away.

SM2 Christmas Party

After a long two year wait, we were finally able to have our Holiday party again. Employees from SM2 Downtown, Calgary Park & Jet and Budget Service Center gathered at the brand new Ace Airport Casino for a fun-filled night of great food, drinks and even better company! Thank you to all of the employees who took time out of their schedule to join us.



The best Value Stories from 2022

In 2022, we received so many amazing value stories that were submitted by all of you. We wanted to share a few of them with all of you. With these stories, we can truly see how much each and every one of you live by the core values of SM2 Capital Partners.

Accounting Team - Aspire to Excellence

Since we have been shifted to a new accounting software, in order to understand the software properly and to speed up the process of recording entries, all of the accounting team took some time to attend to become certified in using the software. I am really proud of you all for becoming Xero certified advisors. — Ali Sarfraz, Accounting Manager

Sonia Dhillon - Together We Are Stronger

As a driver, Sonia was willing to get trained as a parking ambassador. Since she completed her training, she is always willing to help out whenever we need her. In the past 2 weeks, due to staff illness, she jumped in as a parking ambassador to help out the operation for 3 shifts. It is great when you have a team who is always ready to help. — Steven Gong, Operations Manager

Prabhdeep Braich - Do The Right Thing, Aspire to Excellence

The last few weeks some employees have been sick and were not able to come to work. Prabhdeep has always been ready for work and has helped cover the shifts at any time and at any location. This is why we believe she has “Aspire to Excellence” and “Do The Right Thing”. — Amera Souraya, Airport Supervisor

Dallas Henderson - Do The Right Thing

The printers at the Budget Northeast office were down, Dallas being very knowledgeable did the right thing by going above and beyond his regular duties to go to the location and get them back online. — Wade Stender, Sr. Revenue and Training Manager

CPJ Team - People Matter

Kudos to the entire team at CPJ for boosting hundreds of customer vehicles in freezing cold weather during the peak holiday season. We have received several acknowledgements online (one even mentioned parking at the Economy Lot that we assisted). This is the best example of going the extra mile and living by our values. Thank you so much for taking extra care of our customers during this exceptional time. — Jamil Ali, COO

Benita Thompson - Be Courageous, Humility

A few weeks ago, Benita investigated the process that we have followed for decades to approve the fleet chattels. In doing so, we were able to reduce the administration time chasing wet signatures and moved to print and scan process that makes the process more efficient. As a result, the process requires less running around and we can receive and fleet new vehicles quickly. — Jamil Ali, COO

CSC Budget Team - Aspire To Excellence, Together We Are Stronger

The night shift staff are very cooperative, hardworking, and dependable. For a short notice given to them, they are supportive and willing to extend working hours to meet the high rental demands of YYC location both for Reservations and Returns. Thank you, team, for a job well done. — Joey Dura, CSC Supervisor