

# Strad Achieves Committed Phase 2 Level of the Progressive Aboriginal Relations Program with Canadian Council for Aboriginal Business

January 13, 2021

Calgary, January 13, 2021 – Strad Inc. ("**Strad**" or the "**Company**") announced today that the Company is recognized for its Indigenous Relations work with the Canadian Council for Aboriginal Business (CCAB) at the **Committed Phase 2** level of their Progressive Aboriginal Relations (PAR) Program.

The PAR program is considered the premier corporate social responsibility program with an emphasis on Indigenous relations in Canada. PAR verifies corporate initiatives and outcomes in four key performance areas: Leadership Actions; Employment; Business Development; and Community Relationships.

The PAR certification provides a high level of assurance to communities as the designation is supported by an independent, third party verification. In pursuing the designation, Strad is demonstrating that they recognize the importance of Indigenous participation in the Canadian economy. PAR companies are also recognized as leading corporate citizens that have proven the business case for sustainable Indigenous relations.

## **ABOUT CCAB**

CCAB is committed to the full participation of Indigenous peoples in Canada's economy. A national, non-partisan association, CCAB offers knowledge, resources and programs to both Aboriginal and non-Aboriginal owned companies that foster economic opportunities for Indigenous peoples and businesses across Canada.

## **ABOUT STRAD**

Strad specializes in industrial matting and equipment rentals for projects of any size, from a network of branches across Canada and the United States. Strad aims to exceed customer expectations in many industrial sectors, including Pipeline, Oil & Gas, Transmission & Distribution, and Construction.

Strad is headquartered in Calgary, Alberta, Canada. Strad is listed on the Toronto Stock Exchange under the trading symbol "SDY".

Strad has been a member of CCAB since September 2019.