

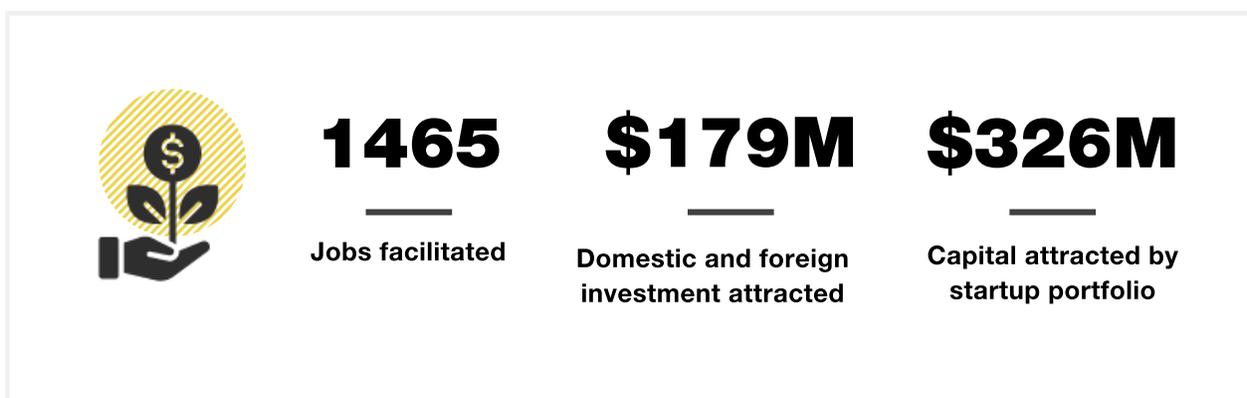
Q4 2020

Impact Highlights

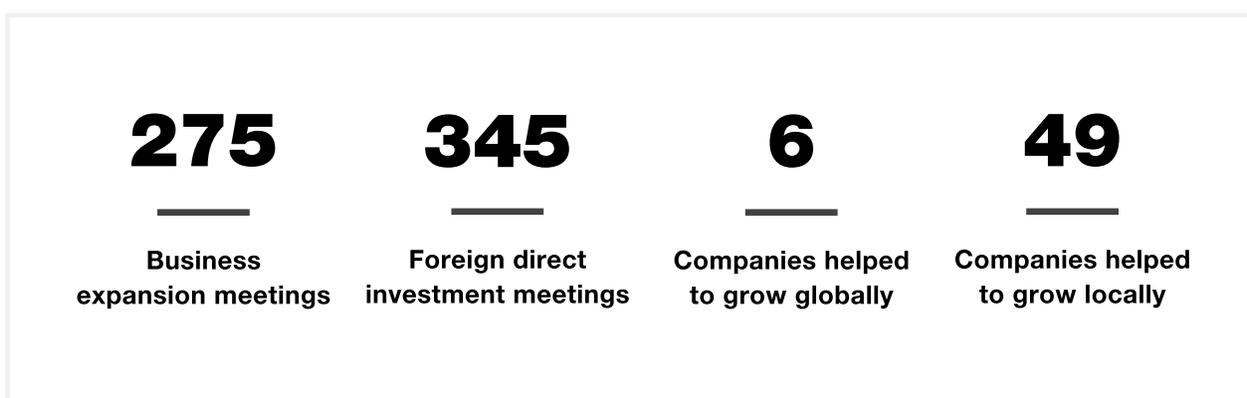
Invest Ottawa is the lead economic development agency for knowledge-based industries in Canada's Capital, facilitating wealth and job creation in the City of Ottawa. Our team delivers venture development, global expansion and talent programs and services that help to fuel the growth and success of entrepreneurs and firms.

Invest Ottawa is helping to:

Fuel the growth of our economy



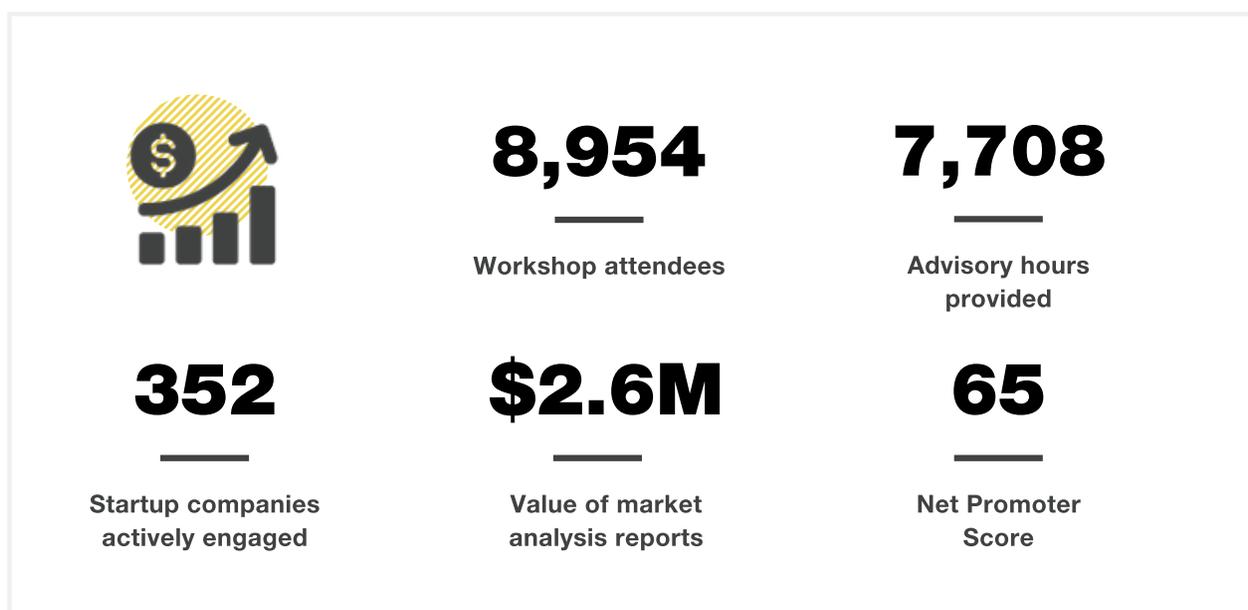
Increase the global competitiveness of companies



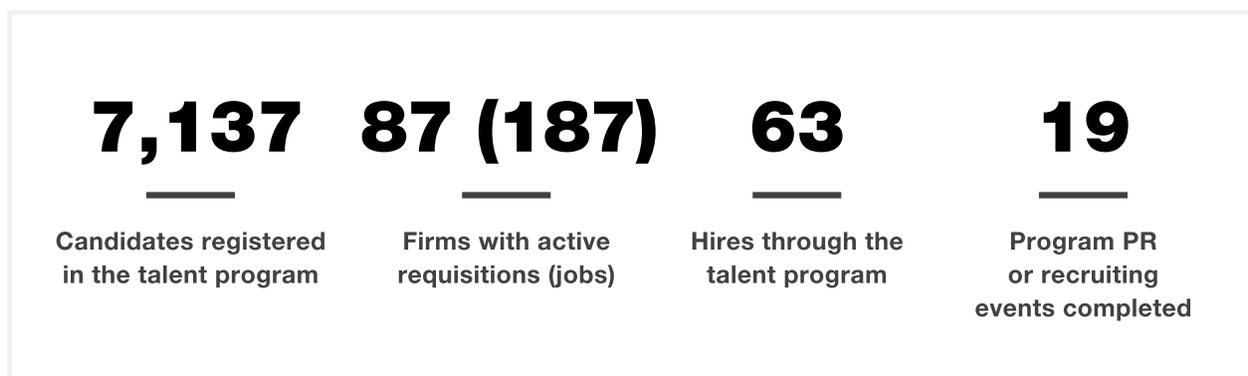
Attract new talent & firms



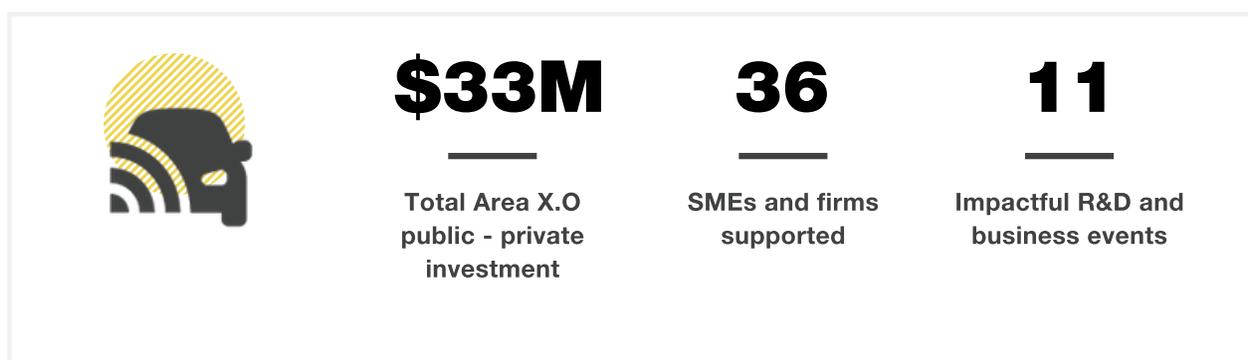
Accelerate the growth of startups and scale-ups



Enable the development, attraction & retention of top talent



Drive CAV & Smart City innovation and business through Area X.O



Note: metrics cumulative until the end of the relevant quarter.

Q4 2020 COMPANY HIGHLIGHTS

GoFor

GoFor Closes on Almost \$20 million (CAD) Series A Growth Investment

GoFor North America's leading last mile, on-demand delivery, and logistics marketplace, announced on December 14, 2020 that it had successfully closed on a nearly \$20 million (CAD) Series A growth investment to continue its expansion into the U.S.



The Ottawa based company acts as a supplemental delivery system for busy businesses while also offering exclusive outsourced logistics for affordable and reliable local and out-of-town deliveries. GoFor's customers report significant returns on investments as it saves them time and provides an opportunity to accelerated growth. Clientele include popular retail brands like, Home Depot, Benjamin Moore, Wolseley, and Hudson's Bay.

The prolonged pandemic is not slowing down GoFor, which has seen revenue growth of more than 500% and the addition of multiple Fortune 500 clients. In total GoFor has raised close to \$30M (CAD) in 2019-2020 and grown its workforce from less than 50 employees to over 120. Growth milestones also announced by GoFor include:

- establishing contracts to aid in the distribution of coronavirus vaccines across North America, and
- announcing a partnership with Royal EV to electrify its vehicle fleets.



Invest Ottawa began providing business services to GoFor in 2016, starting with the Accelerator Program. Since joining the Scaleup program in September 2020, Invest Ottawa began providing business services to GoFor in 2016, starting with the Accelerator Program. Since joining the Scaleup program in September 2020, GoFor has leveraged a number of IO's business services including: Talent sourcing, market intelligence, as well as advisory sessions in sales, and coaching. It has also engaged in peer group sessions for sales and leadership.

Q4 2020 COMPANY HIGHLIGHTS

Snowed in Studios

Ottawa's Snowed In Studios Celebrates Passing the 100 Employee Mark

Started by a small group of industry veterans in 2009, the video game and interactive media development company celebrated passing the 100-employee mark in November. This news came just months after opening of an expanded studio space at City Centre in Hintonburg.

The company expects to hire even more talent in the coming months with newer projects on the horizon. This upcoming work will add to an already impressive list of titles the company has developed in parallel with AAA gaming studios, including *The Sims 3*, *Deux Ex: Human Revolution*, *Dead by Daylight*, and *We Happy Few*.



Many of these new opportunities are a result of the company joining the Keywords Studio family in 2018. That \$4 million deal has meant Snowed In Studios' work now has the support of one of the largest outsource service providers to the sector.



The impressive growth has allowed the company to showcase its expertise, which ranges from full game and app production to cross-platform deployment, on a global scale.

Invest Ottawa, through the Global Expansion Team, continues to actively support Snowed In Studio's growth and works closely with the company's leadership to identify potential opportunities for local expansion.