



## PRESS RELEASE

For immediate release

WINNIPEG- Enns Brothers, a John Deere agricultural equipment and outdoor recreational equipment dealer in Manitoba and NW Ontario, today announced that it has entered into an agreement to sell its Recreational and Marine Products Division, to the FFUN Group, one of Canada's fastest growing automotive and recreational equipment dealerships. It is anticipated that the sale will be effective August 21, 2023.

This announcement represents the culmination of an extensive review of Enns Brothers' business divisions and the markets they serve. The company has been a successful agricultural equipment dealer for 66 years in Manitoba. Twenty years ago, they began investing in growing a presence in the outdoor recreational products space and achieved success, with dedicated recreational product locations in Winnipeg and Kenora and 3 other locations selling both agricultural and recreational products.

When the FFUN Group approached Enns Brothers, both groups quickly recognized their common values and similar approach to business. "It was clear to us that The FFUN Group would be able to leverage their existing infrastructure and expertise to more rapidly achieve the potential of the recreational and marine business in Manitoba and NW Ontario," said Ray Bouchard, President and CEO of Enns Brothers.

The FFUN Group's CEO agrees. "Our vision is to represent the coolest products, sold by the best people and backed by an unshakeable commitment to bringing fun to life for employees and customers," explains The FFUN Group CEO, Mark Loeppky. "Enns Brothers has a solid group of knowledgeable employees, high quality product lines and we share a commitment to customer service excellence. We know that the Enns Brothers Recreational and Marine Division will be a great fit for our company, and we are very excited to welcome the employees to our team."

"The FFUN Group checked all the boxes for us in terms of their knowledge of the industry, their drive for growth, customer support and the way that they treat their employees," said Ray Bouchard. "We thank our loyal customer group for their business over the years and want to let them know that we have the utmost confidence in The FFUN Group's ability to continue delivering value and making outdoor activities FUN, all year round."

### Overview of the Transaction:

- Upon completion of the Transaction, The FFUN Group will acquire ownership of the Enns Brothers Kenora and Winnipeg (Lagimodiere) recreational products locations.
- The FFUN Group will open new locations in Portage and Headingley
- Enns Brothers will continue to sell recreational products out of its Steinbach location, which is not part of the sale.

### Enns Brothers

For the past 66 years, Enns Brothers has been honoured to serve customers across Manitoba. The company is locally owned and staffed by teams of committed professionals with strong roots in their communities. Backed

by decades of experience, Enns Brothers has worked hard to build a reputation for reliability, integrity, and innovation.

The company has long been a leader in the provision of comprehensive agricultural solutions, driven by a deep understanding of the land and an enduring respect for those who work on it. Enns Brothers continues to invest heavily in technology, training and new strategies to help customers optimize operations in the exciting and rapidly evolving agricultural business environment.

Enns Brothers is proud of its 20 years in the outdoor recreational products business. Our knowledgeable teams have done a great job helping Manitobans get the most out of the beautiful outdoor spaces that this region has to offer. The company is confident that The FFUN Group will continue to provide the excellent level of service that our customers have come to expect. For more information visit [www.EnnsBrothers.com](http://www.EnnsBrothers.com)

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## **FFUN Group**

Since its inception in 2003, FFUN has established itself as one of Canada's fastest growing Motor Groups. Built on a customer-centric, no-nonsense platform, it has since expanded to encompass a blend of these traditional community-focused values with an innovative, entrepreneurial spirit. Within a short timeframe, the FFUN Group has grown to operate five separate divisions representing over 30 automotive and recreation locations across Saskatchewan, Manitoba, Alberta, and Ontario.

The FFUN Group is committed to bringing fun to life for employees and customers; that's why their product lines have been strategically sought to grow alongside their customers. From their first dirt bike to the family SUV, all the way to that luxury pontoon boat. FFUN is more than a name; it's an outlook, a way of living and doing business. It is a group of companies unified by a culture of quality, passion, empowerment, innovation, optimism, and growth, each working to make the world a "FFUN" place! For more info, visit [www.ffun.com](http://www.ffun.com).

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