



Baka Communications Fact Sheet

About Baka Communications

- Baka Communications is a leading provider of secure and wireless business solutions in Canada
- The company has achieved many industry firsts since its inception in 1985:
 - o First company in North America to open a wireless store-front location in a mall
 - o First to introduce the wireless store-in-store concept in Loblaws and WalMart
 - o The company has prioritized the protection of customer information before the risk of a breach arises – Baka was the first dealer to be PCI compliant in 2014
 - o 2002: Baka began moving away from its reliance on brick-and-mortar stores, designing a unique, one of a kind web portal. The portal can now compile over 1.2 million price variations and houses almost 255 live customer accounts.
 - o 2003: Baka created the world's first vehicular mobile hotspot
 - o 2004: Baka's sister company invented cloud-based fleet management through the launch of its Fleet Freedom® platform - a fully integrated web-based solution allows a company to manage their mobile fleet, dispatch and communicate with employees, helps manage daily operations and reduces a company's carbon footprint via effective route management, speeding reports, idling policies, etc. - and revolutionized the field
 - Since 2007, the reduction in Fleet Freedom® customers' CO2 emissions has saved 13,766 trees through route optimization and increased fuel efficiency
 - o 2006: The company was the first fleet management provider to launch a full web-based application and the first to use Google Maps Enterprise edition for integrated online mapping service
 - o 2012: The company installed the largest solar plug-in canopy in Canada
 - o 20kW charging system with Nine electric vehicle charging stations
 - o Open to the public
 - o Has the capacity to power 11 electric cars to travel 20,000 km per year
 - o The energy used to charge the EVs is truly green and has zero emissions
 - o The solar canopy saves one tree per day
 - o 2015: Baka is the first in Canada to partner with an urban farming company to build a greenhouse on its property
- Implements effective e-waste recycling programs
- Currently converting all of its office lighting to LED
 - o Moving from T8 Fluorescents with 120V to 200,000 Hour Life Rated Canadian Made Delviro 30 Watt 120V
 - o The new lighting will save 52,878.65 KWH, down to 27,605.58 KWH from 80,484.33 KWH – a 192 per cent reduction
 - o The new lighting is estimated to last 69 years at current usage rates

About the Fresh City Greenhouse

- Baka is the first in Canada to partner with an urban farming company to build a greenhouse on its property
- The partnership is with Fresh City
- The company is donating the use of its land in front of its corporate office to Fresh City to install a 4,000 square foot greenhouse which will include surrounding field crops
- The plot will produce an estimated 20,000 lbs of locally-grown, organic produce per year



- The fresh crops will be available to 1,000 new Fresh City members, a 33 per cent increase in members, and supply the Baka Gallery Café kitchen with fresh produce
- Fresh City vs. Conventional Grocery Shopping: CO2 emissions are reduced by 75 per cent with Fresh City's food production and delivery system
- The greenhouse will employ two full-time employees