



EMBARGOED UNTIL Wednesday, May 7th, 2025 at 7:00 AM ET

Verve Senior Living named one of Canada's Best Managed Companies for the third year running.

Toronto, ON—May 7th, 2025 Verve Senior Living was recognized for its industry-leading performance, its global business practices, and its sustained growth by receiving the prestigious 2025 Canada's Best Managed Companies award.

Celebrating over 30 years, Canada's Best Managed Companies program awards excellence in private Canadian-owned companies with revenues of \$50 million or greater. To attain the designation, companies are evaluated on their leadership in the areas of strategy, culture and commitment, capabilities, and innovation, governance and financial performance.

“We are incredibly proud to be recognized as one of Canada's Best Managed Companies for the third year in a row—a true ‘hat trick’ for the entire Verve team! This achievement is a testament to our unwavering commitment to excellence and our vision of creating resident-centric communities where seniors feel empowered, inspired, and fulfilled in every way. This recognition reaffirms the incredible efforts of our dedicated team members across the country. I'm honoured to work alongside such compassionate, driven individuals who continue to raise the bar each and every day,” stated David Bird, President and Chief Executive Officer of Verve Senior Living.

Canada's Best Managed Companies is one of the country's leading business awards programs recognizing innovative and world-class businesses. Every year, hundreds of entrepreneurial companies compete for this designation in a rigorous and independent evaluation process. Applicants are evaluated by an independent panel of judges with representation from program sponsors and special guests.

The 2025 cohort of Best Managed Companies shares common themes, including fostering a people-centric culture, implementing a strategic company framework, investing in innovation and technological advancement, and maintaining financial resilience and strong corporate governance.

Together, these practices strengthen the Canadian economy by promoting sustainable growth, enhancing competitiveness, and cultivating a thriving business ecosystem.

For over 30 years, the Best Managed program recognizes companies who see challenges as checkpoints and obstacles as opportunities,” said Lorrie King, Partner, Deloitte Private,

Global Best Managed Leader and Co-Leader, Canada's Best Managed Companies program. “This year's winners, including *Verve Senior Living* have combined strategic expertise and a culture of innovation to not only drive impactful business outcomes, but serve their communities as well.



They should be extremely proud of this designation and use it as a catalyst to continue the work they do every day.”

About Canada’s Best Managed Companies Program

Canada’s Best Managed Companies program continues to be the mark of excellence for privately-owned Canadian companies.

Every year since the launch of the program in 1993, hundreds of entrepreneurial companies have competed for this designation in a rigorous and independent process that evaluates their management skills and practices. The awards are granted on four levels: 1) Canada’s Best Managed Companies new winner, one of the new winners selected each year; 2) Canada’s Best Managed Companies winner, award recipients that have re-applied and successfully retained their Best Managed designation for two additional years, subject to annual operational and financial review; 3) Gold Standard winner, after three consecutive years of maintaining their Best Managed status, these winners have demonstrated their commitment to the program and successfully retained their award for 4-6 consecutive years; 4) Platinum Club member, winners that have maintained their Best Managed status for seven years or more. Program sponsors are Deloitte Private, CIBC, EDC, The Globe and Mail, and TMX Group. For more information, visit www.bestmanagedcompanies.ca.

About Verve Senior Living (www.Verveseniorliving.com)

Verve Senior Living is the senior living brand operated by Diversicare Canada Management Services Co., Inc., a proudly Canadian company with over 45 years of service excellence in retirement residences and continuum of care communities in Ontario, Saskatchewan, Alberta, and British Columbia. We create “Resident-Centric” environments where our seniors are inspired to experience fulfillment.

For more information, please contact: www.verveseniorliving.com

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