



PRESS RELEASE

For Immediate Release

CMH NAMED ONE OF CANADA'S MOST ADMIRER™ CORPORATE CULTURES

- The company that introduced Heli-Skiing to the world, recognized for its exemplary corporate culture -

Banff, AB, Canada – November 27, 2019: CMH Heli-Skiing & Summer Adventures has been named one of Canada's Most Admired™ Corporate Cultures. The award, founded by Waterstone Human Capital, annually recognizes best-in-class Canadian organizations for having cultures that have helped them enhance performance and sustain a competitive advantage.

"Four years ago, we committed to enhancing the employee experience as a core pillar of our strategy. Since then we have focused tirelessly on making CMH a place where people *actually want* to come to work," said Jeremy Levitt, President of CMH. "We are honoured to receive this award and attribute the recognition to the culmination of efforts across the business – from our lodge operations in the field, to our head office here in Banff."

For over 50 years, CMH has delivered life-changing mountain experiences to not only its cherished guests from around the world, but to its passionate and diverse team of employees. CMH's culture was assessed across six categories: vision and leadership; recruitment best practices; cultural alignment and measurement; retention, rewards and recognition; corporate social responsibility; and organizational performance.

At CMH, values are more than simply framed words on a wall, they are woven into every facet of the Company's operations. Director of Employee Experience, Kitty Thompson, attributes authenticity, accessibility, and transparency as key qualities in the culture that CMH has fostered.

"At Waterstone we believe corporate culture drives performance and that it's an organization's greatest asset," said Marty Parker, President and Chief Executive Officer of Waterstone Human Capital and Chair of Canada's Most Admired™ Awards. "What's remarkable about this year's group of winning organizations is their commitment to corporate culture and their success in leveraging that culture as a competitive advantage. They each set a high bar when it comes to building great, high performance cultures that ultimately drive organizational growth and power the performance of their teams."

"There is no question that our focus on culture has played a major role in the unprecedented growth and record financial results that CMH has achieved over the last four years," said Levitt. "Enhancing the employee experience will remain a strategic pillar and we will continue to improve upon the work we have done thus far."

About CMH Heli-Skiing & Summer Adventures

Celebrating over 50 years of delivering exceptional mountain experiences, CMH Heli-Skiing & Summer Adventures is the world's premier Heli-Skiing and heli-hiking operator. With over 3 million acres, the total CMH tenure is 23 times larger than all the skiable terrain of every resort in North America combined. Based in Banff, Alberta, CMH operates from 12 lodges located in the Bugaboo, Purcell, Selkirk, Monashee and Cariboo ranges of British Columbia, Canada. CMH is part of the Alterra Mountain Company family and is the only heli-adventure destination represented on the Ikon Pass. Heli-Skiing takes place each year from December through April, and the 'BC Tourism Remarkable Experiences' award-winning CMH Summer Adventures take place in July and August.

For more information, please visit www.cmhheli.com.



About Waterstone Human Capital

At Waterstone Human Capital, we help build high performance cultures. We're a human capital management consulting firm specializing in retained executive search, cultural measurement and assessment, and leadership training and development. We have successfully helped hundreds of entrepreneurial-minded, high-growth organizations across North America recruit, measure and train for fit. Waterstone is also the founder of the Canada's Most Admired™ Corporate Cultures and Canada's Most Admired™ CEO programs. These national programs annually recognize best-in-class Canadian organizations and CEOs, for fostering cultures that enhance performance and help sustain a competitive advantage.

For more information please visit waterstonehc.com or canadasmostadmired.com

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