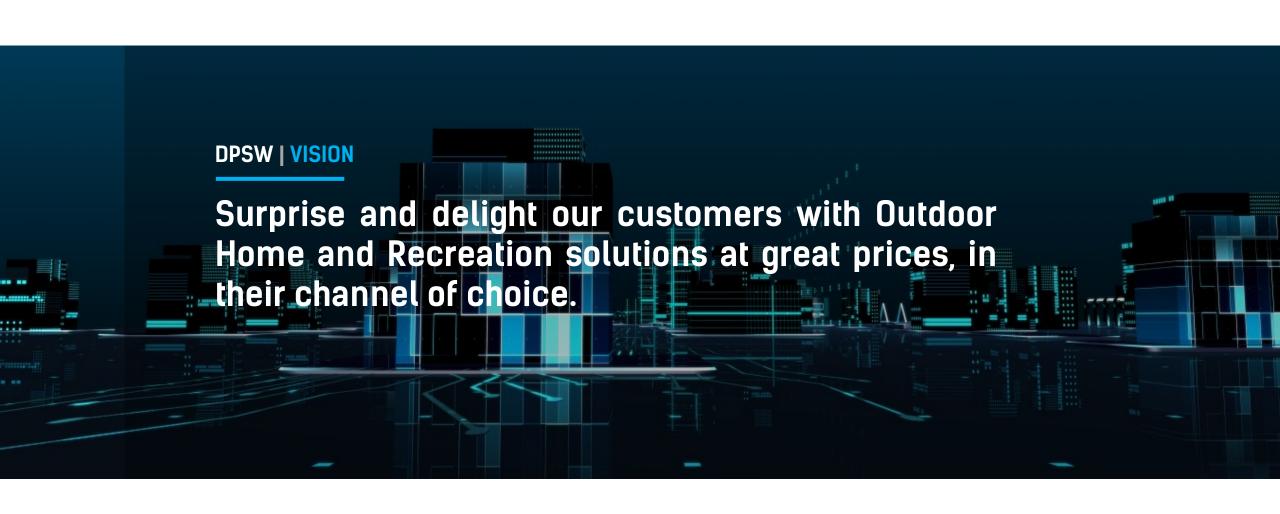


DISCOUNT POOL & SPA WAREHOUSE

We are Canada's preferred omnichannel discount pool and spa distributor.





THE LANDSCAPE



FRAGMENTED MARKET
PRESENTS AN OPPORTUNITY TO
CONSOLIDATE AND GROW POOL,
SPA & OUTDOOR RECREATION
OFFERINGS.









END-TO-END CUSTOMER OWNERSHIP

Pool, spa & outdoor home recreation - at the right price - delivering value and fostering loyalty through content and expertise.



DIGITAL-FIRST MINDSET

Leverage digital tools to optimize the E2E customer experience and drive ongoing increases in customer satisfaction and revenue.



FULFILLMENT AS A DIFFERENTIATOR

Integrated approach to system-wide inventory availability across all locations leveraging core supplier relationships.

