



PRESS RELEASE

FOR IMMEDIATE RELEASE

ALTITUDE SPORTS ELECTRIFIES ITS MONTREAL DELIVERIES

The Montreal-based company will deliver more than 110,000 parcels in the Montreal area using a 100% electric delivery method in 2023, an unprecedented environmental commitment for a Canadian retailer.

(Montreal, Quebec, April 11, 2023) Canadian ecommerce leader Altitude Sports is partnering with Courant Plus, Montreal's first environmentally friendly transport company, to deliver over **110,000 parcels per year, thereby avoiding emissions of approximately 45 tonnes of GHG in 2023.**

"Fully aware of the climate emergency, we continue to innovate to maintain our position as pioneers in our sector. We hope to inspire other e-commerce companies to make a significant impact towards a more sustainable economy. An appreciation for nature is part of Altitude Sports' DNA, and it goes without saying that we must protect it. For us, that means aspiring to become **a leader in sustainable e-commerce in Canada.** By finding eco-responsible delivery solutions, we are taking a significant step towards achieving this vision," said Alexandre Guimond, co-CEO of Altitude Sports.

With over 60% of Montrealers eligible for this service, deliveries within what Courant Plus calls the "green zone" will be made using the very first Ford E-Transit electric vans and electric-assist bicycles. The delivery times will be the same as those promised by Altitude Sports, known for its fast delivery, and the service will be offered free of charge for orders of \$74 or more, for the time being.

Despite inflation affecting all aspects of the economy, Altitude Sports is taking its commitment seriously and has made the necessary investments to carry out other responsible initiatives related to its supply chain, such as:

- The use of recycled and recyclable adhesive tape, **avoiding the use of more than 5,000 rolls of plastic adhesive tape annually** (since November 2022)
- The purchase of a machine to shred cardboard from its suppliers' boxes and use it as cushioning material in shipped parcels, **reducing the use of approximately 2,500 rolls of kraft paper annually** (since April 2023).
- The use of an 100% recycled and 100% recyclable shipping envelope, to be used for 800,000 parcels annually. This packaging allows for a **move from 25% to 100% recyclability** (starting May 2023).

This first stride towards electrifying a service has been in operation for nearly a year, and Altitude Sports is excited about expanding this service across Canada in the years to come. Further announcements will follow, as this is just one step in a series towards becoming a leader in sustainable commerce.

About Altitude Sports

Altitude Sports is the leader in online sales of technical clothing and outdoor equipment in Canada. Founded in Montreal in 1984, its mission is to equip its customers with carefully chosen, durable, and well-designed products, through an unparalleled online experience. In numbers, Altitude Sports has over 350 brands, more than 1.2 million packages shipped annually, 300 employees, 2 sites (Altitude-sports.com, Thelasthunt.com), and \$1 million in monetary and material donations.

For more information, photos, or interview requests:

Anne Bourbeillon, Altitude Sports, anne.bourbeillon@altitude-sports.com / c. 514-922-8488



