



Sienna Senior Living Team Members Ring the Opening Bell on the Toronto Stock Exchange (TSX)

MARKHAM, Ontario, May 11, 2022 – Today, Sienna Senior Living's frontline team members, including personal support workers (PSWs), nurses, dietary aids, cooks, housekeepers, nurses and administrative staff, participated in a TMX TSX I TSXV Market Open Ceremony. The event coincides with thousands of company shares being granted as part of Sienna's new employee ownership program. After at least one year of service, Sienna team members receive \$500 in common shares (full-time) or \$300 (part-time) in common shares. The Sienna Ownership and Rewards (SOAR) program was launched in the fall of 2021 and is the only one in Canada's seniors' housing sector. The program received formal approval from shareholders during Sienna's Annual General and Special Meeting in April 2022.

"Today is a historic day both for Sienna and the TSX as the trading day started with Vernicia Wade a personal support worker for 48 years, ringing the opening bell surrounded by many other front line team members and leaders," says Nitin Jain, President and CEO of Sienna Senior Living. "I am proud team members are being recognized for the dedication and passion through a newly established ownership culture at Sienna. We believe it is possible to deepen further everyone's engagement around performance, growth and most importantly, resident care and satisfaction when everyone feels a sense of ownership in the company."

Enrolment for the one-time granting of team member shares will occur in cycles throughout the year. The current enrollment period for the program is open, and to date, approximately 74,409 common shares have been issued to eligible team members. The total investment in the SOAR program is approximately \$3 million.

An employee share purchase program with an employer matching element augments SOAR for team members who wish to further invest in and grow the company together. Every \$3 in additional shares team members purchase will receive a \$1 contribution from Sienna. Enhancing team engagement is one of Sienna's key strategic pillars, which focuses on fostering great work environments, strengthening two-way communication and implementing new programs that support team member growth.

"Becoming a shareholder is exciting, and it is a good way to show appreciation to team members," says Vernicia Wade, a PSW at Harmony Hills Care Community in Toronto. "I love my residents and care for them like they are family, but now I feel part of an even bigger team that's working towards this same goal together."

About Sienna Senior Living Sienna

Senior Living Inc. (TSX: SIA) offers a full range of seniors' living options, including independent living, assisted living, long-term care, and specialized programs and services. Sienna's approximately 12,000 employees are passionate about helping residents live fully every day. For more information, please visit www.siennaliving.ca.

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