

Project Overview

Meet BC's Next Great All-Season Mountain Resort

Bridal Veil Mountain Resort

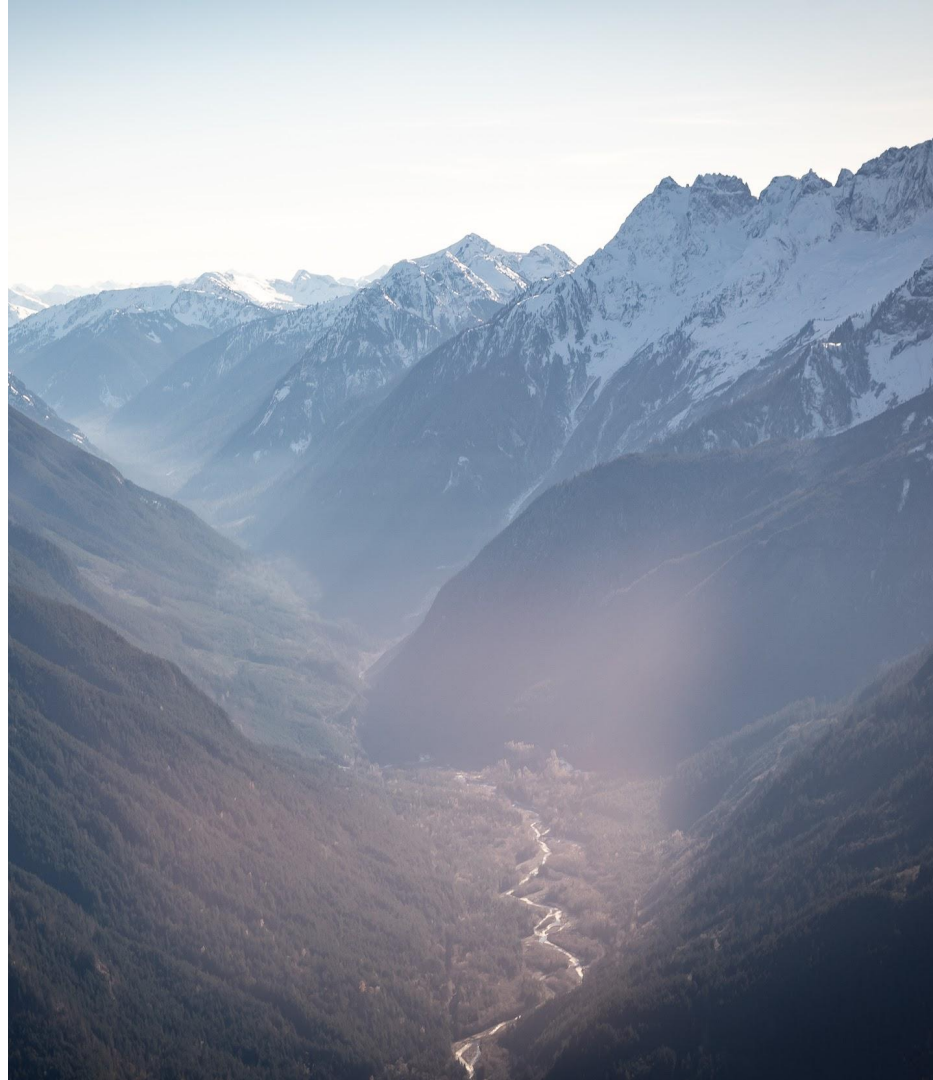
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We acknowledge and appreciate that Bridal Veil Mountain Resort Ltd. is located in Stó:lō Téméxw, the traditional and unceded lands of the Stó:lō People since time immemorial.

CAUTIONARY STATEMENT ON FORWARD LOOKING INFORMATION

The material contained herein is based on information and sources that we believe to be reliable, but no representation or warranty, expressed or implied, is being made by Bridal Veil Mountain Resort Ltd. or any of its representatives or affiliates, as to the accuracy or completeness of the information contained herein. Recipients are expected to rely upon their own investigation, evaluation and judgement as to the advisability of purchasing the Products. Bridal Veil Mountain Resort Ltd. shall not have any liability whatsoever for the accuracy or completeness of the information contained herein, the appropriateness or correctness of any analysis included herein, or any flow projections, pro-formas, examples or forecasts are not assurances or guarantees, but simply constitute explanations of possible outcomes. The risk exists that your investments may result in the loss of all or part of your investment.

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The Opportunity: Two flagship projects creating synergistic value

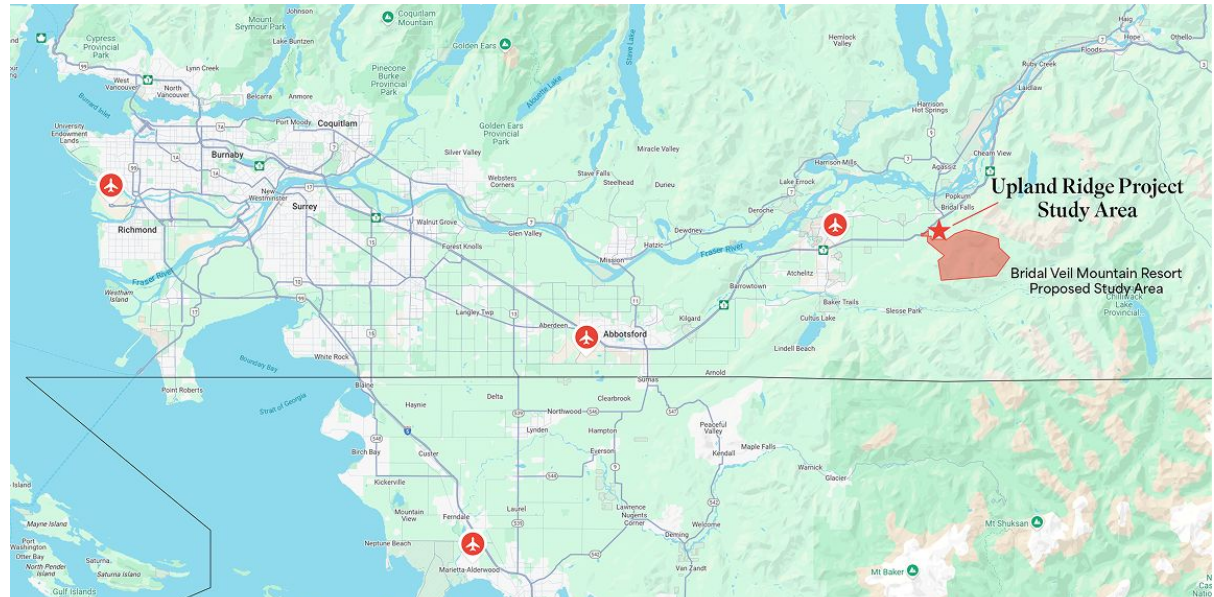
- **Bridal Veil Mountain Resort**

- 11,500 acres
- \$252 million/yr in GDP
- 2,000 FTEs (Post-Construction)
- 4.3k housing units
- 500+ acres Crown or Crown-granted land

- **Uplands Master Community**

- 500+ acres
- 10M sq.ft. mixed-use development
- 3.5k – 5.0k housing units¹
- 100% private land, separate from the Resort.

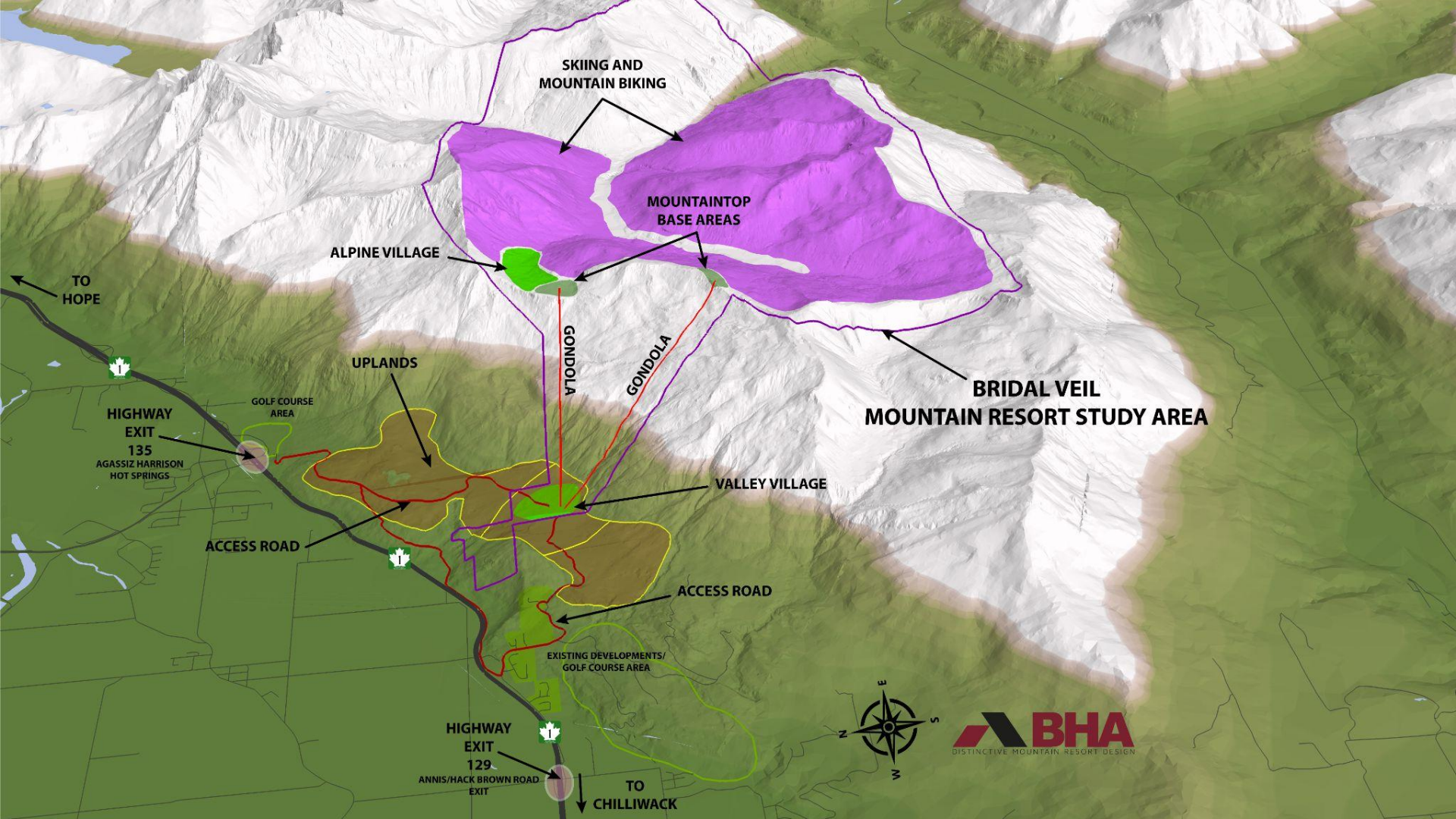
- **\$10B–\$20B estimated GDP contribution over 20–30 years**



#2	1hr	3	7.3M	9.0M
Fastest Growing CMA in Canada	Drive From Vancouver	Int'l Airports Within 1.5hr Drive	People Within 3hr Drive (CAN/USA)	Vehicles/Year Next to Hwy 1

LOCATION BY THE NUMBERS

¹ Van Hausen March 2026 Analysis



SKIING AND
MOUNTAIN BIKING

MOUNTAINTOP
BASE AREAS

ALPINE VILLAGE

BRIDAL VEIL
MOUNTAIN RESORT STUDY AREA

TO HOPE

UPLANDS

GONDOLA

GONDOLA

HIGHWAY
EXIT
135
AGASSIZ HARRISON
HOT SPRINGS

GOLF COURSE
AREA

VALLEY VILLAGE

ACCESS ROAD

ACCESS ROAD

EXISTING DEVELOPMENTS/
GOLF COURSE AREA

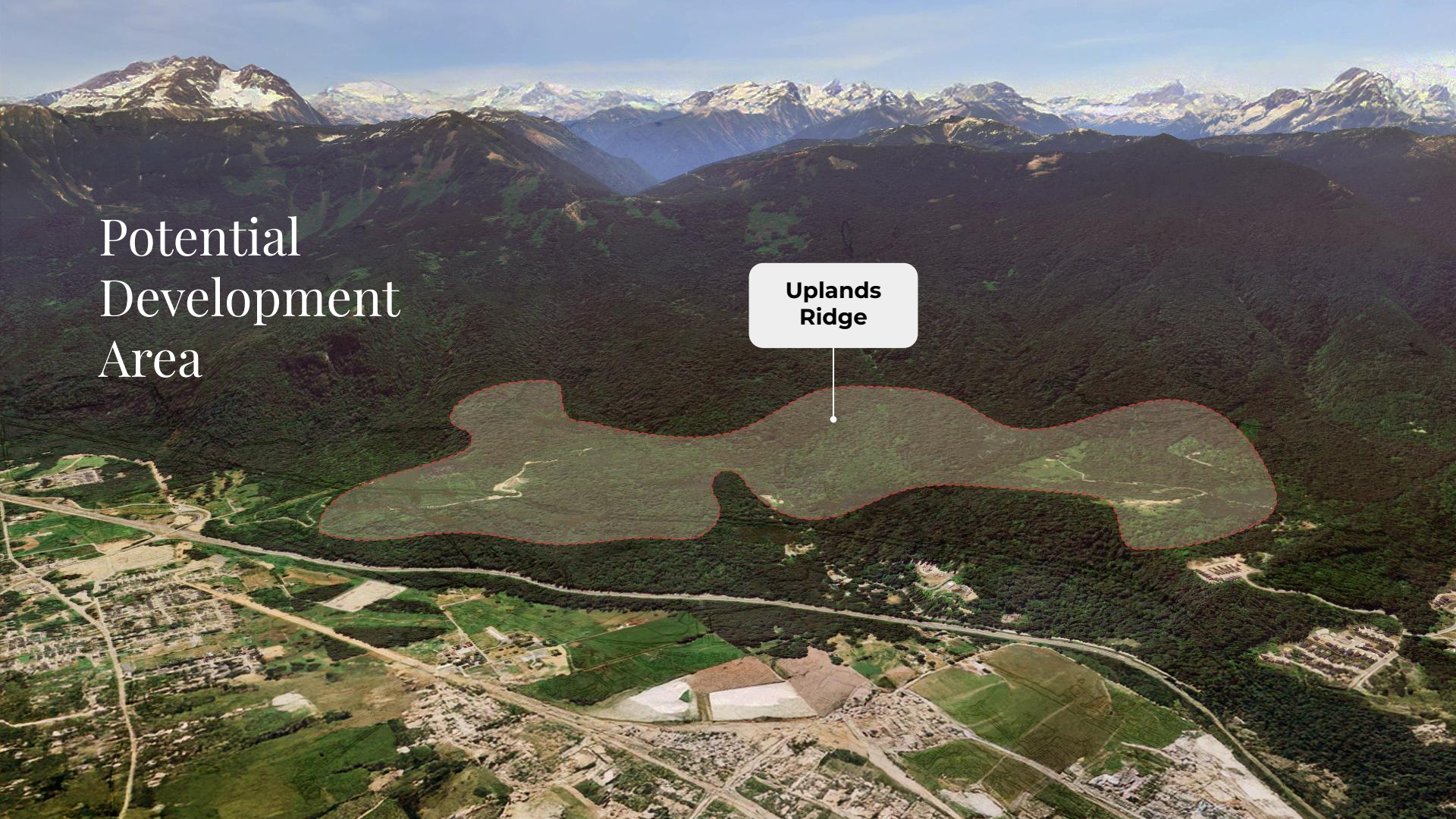
HIGHWAY
EXIT
129
ANNIS/HACK BROWN ROAD
EXIT

TO CHILLIWACK



Potential
Development
Area

**Uplands
Ridge**



- **Selected as Sole Proponent for Resort Project:**

We have been selected by the Province as the sole proponent and have been invited to submit a formal proposal to create an all-season mountain resort.

- **First Nations Equity Participation:**

Positioned to become Canada's first destination all-season mountain resort to be jointly owned, planned, and operated with participating area First Nations.

- **Established History in Mountain Resort Planning:**

Team brings specialized expertise in all-seasons mountain resort design and operation aligned with BC's All-Seasons Resort Policy requirements.

- **Sustainable Development Focus:**

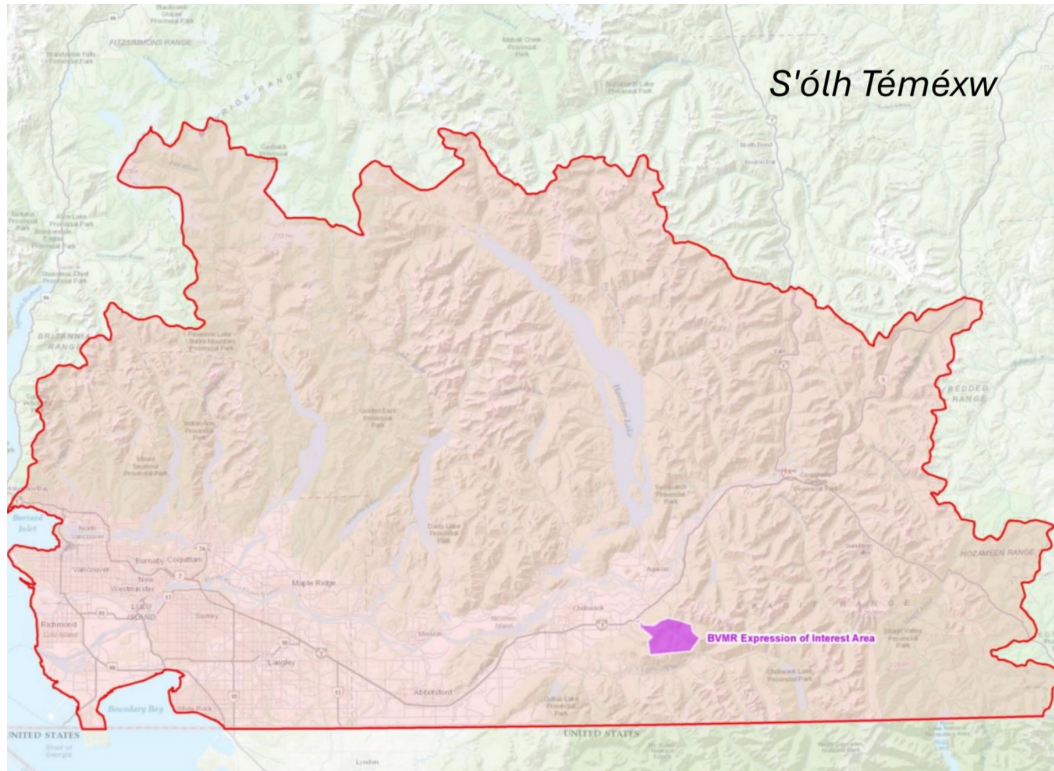
Proven approach to environmentally responsible resort development that prioritizes stewardship while creating viable economic opportunities.

- **Proven & Responsible Leadership:**

Project is led by a team with a strong track record of responsible development and fiscal management, committed to projects that positively impact Fraser Valley communities.

- **Well-Capitalized through Private Investments:**

Project is supported by strong financial backing and works in partnership with renowned firms around the world.



- **Core Foundational Values:** BVMR is built upon, meaningful Stó:lo engagement, co-design, co-management and joint ownership among participating Stó:lo communities.
- **Making History:** BVMR will be Canada's first Indigenous all season's mountain resort co-developed, co-managed and co-owned by First Nation.
- **Solid Foundations:** Engaging with Stó:lo communities and local First Nations with capacity funding agreements.
- **Stó:Lo Land Stewardship:** Jointly developing BVMR/Uplands to meet and exceed environmental best practices and sustainability standards, incorporating Stó:lo cultural ,traditional and land stewardship values.



Project Status & Next Steps

- **Stage One Approval Received:** We have received Stage 1 approval and have been designated the sole proponent by the Province of British Columbia.
- **Formal Proposal Stage:** We have been invited to submit a formal proposal to create an all-season mountain resort as part of a three-stage provincial process.
- **Upcoming Work (12–18 Months):** Embarking on detailed studies and geotechnical assessments, including developing basic infrastructure options for water, waste treatment, and energy.
- **Collaborative Approach:** We are committed to working collaboratively with all local, regional, and Indigenous partners throughout the development process.
- **Ongoing Engagement:** We will keep stakeholders apprised of progress and are available to answer any questions as the project advances.



Appendix

Meet BC's Next Great
All-Season Mountain Resort

Project Portfolio: Two flagship projects creating synergistic value

	Upland Ridge Holistic, New Urbanist Master Community	Bridal Veil Mountain Resort World-Class, All-Season Mountain Resort
Total Land Assembly	500+ acres 100% private land, separate from the Resort	11,500 acres
Development Potential¹	Up to 10M sq. ft. of mixed-use development: 3,500–5,000 total housing units (Low vs. High scenario) 425,000 sq ft total essential services at buildout	Up to 8M sq ft. of ski facilities and mixed-use development: ~15,000 beds projected resort capacity 405,000 sq ft total essential services at buildout
Phased Development	Sustainable growth plan for maximum value: Phase 1: Land banking and master planning (5-year target) Phase 2: Investment attraction Phase 3: Ground-up development	20-year phased implementation plan: Phase 1: Sightseeing gondola (1,480 m above) Phase 2: Alpine village w/ facilities + amenities Phase 3: 2nd gondola connecting to villages (1,200 m above) Phase 4: Ongoing development
Phased Development	CAD \$7 Billion	CAD \$5 Billion

Source: Brent Harley & Ass. (BHA) | ¹Numbers based on resort best practices (i.e. ASRG Bed Unit Model) and may adjust based on market demands and government requirements.

Leadership & Management Team



Mike De Jong
CEO

- 30+ years of senior government leadership and strategic governance experience
- Trained lawyer (K.C.) with expertise in regulatory affairs and contract law.
- Proven track record in public-private partnerships, Indigenous relations, and stakeholder engagement across government, corporate, and community sectors.
- Experience in capital planning, fiscal policy, and managing multi-million dollar budgets
- Former Minister of Finance, Minister of Aboriginal Relations, Attorney General and President of the Treasury Board



Jeff Wilson
President

- 20+ yrs in government and stakeholder relations
- 10+ yrs in project labour and contracting
- Expertise in building indigenous and business partnerships
- Former President, CLAC Local 66



Derek Pellizzari
VP Corporate Development

- 26+ yrs in business and corporate development
- Executive-level experience in private and publicly-traded sectors
- Co-founder of Kika Marketing & Comms
- Prev. at Aquilini Investment Group



Annika Panzini
VP Marketing

- 20+ yrs of experience in marketing operations, creative direction and communications
- Extensive knowledge building brand equity across multiple business verticals
- Co-founder of Kika Marketing & Comms
- Prev. at Aquilini Investment Group



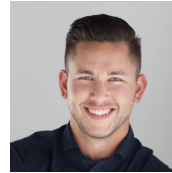
Leeanne FitzPatrick
VP Tourism Development

- 15+ yrs in tourism industry, destination marketing, and public-private partnerships.
- Expertise in sustainable tourism strategies and community engagement initiatives.
- Prev. at IntraWest and Vancouver Aquarium



Marty Snider
VP Strategic Operations

- 20+ yrs in government, strategic operations, and stakeholder engagement.
- Strong background in Human Capital Mgmt.
- Expertise in strategic planning, and organizational efficiency.



Cody Hall
Legal Counsel

- Indigenous lawyer specializing in First Nations governance and economic development.
- Founder of Hall & Larocque LLP.

Strategic Partners: Backed by industry experts with vast knowledge and opportunities



Brent Hartley & Associates
Resort & Community Master Planning
Extensive experience in large-scale development projects and mountain resort communities.



Hall & Larocque LLP
Indigenous-owned Law Firm
Specializing in First Nations governance, economic development, and complex land transactions.



Grover, Elliott & Co.
Real Estate Appraisal Firm
Providing comprehensive valuation services for large-scale development and land assembly projects.



Kika Marketing & Communications
Marketing & Communications Agency
Specializing in real estate and Indigenous marketing, including branding, digital marketing, and web solutions.



Development Partners International (DPI)
Indigenous Relations Consultancy
Focused on building meaningful partnerships and ensuring culturally appropriate development practices.



Richardson Strategy Group
Government Relations Consultancy
Providing strategic advice on regulatory approvals, stakeholder engagement, and public policy navigation.



Key Financial Group
Accounting Firm
Providing comprehensive financial services, tax planning, and audit support for complex development projects.



Michael Von Hausen
Urban Planning & Design Inc.
Specializing in sustainable community design, urban planning, and creative development strategies for award-winning projects.

Project Impact: A powerful catalyst for sustainable regional prosperity

Economic

1.1M+

Projected Visitors Per Year

\$252M+

Projected Revenue Per Year

\$35M+

Projected Taxes Paid Per Year

\$161M+

Total Projected GDP
Contribution

Social

2.23K+

Permanent Resort Jobs

Created

20.5K+

Construction Jobs During

20-Yr Buildout

70%+

Projected Local Hiring Target

100%

Year-Round Accessibility

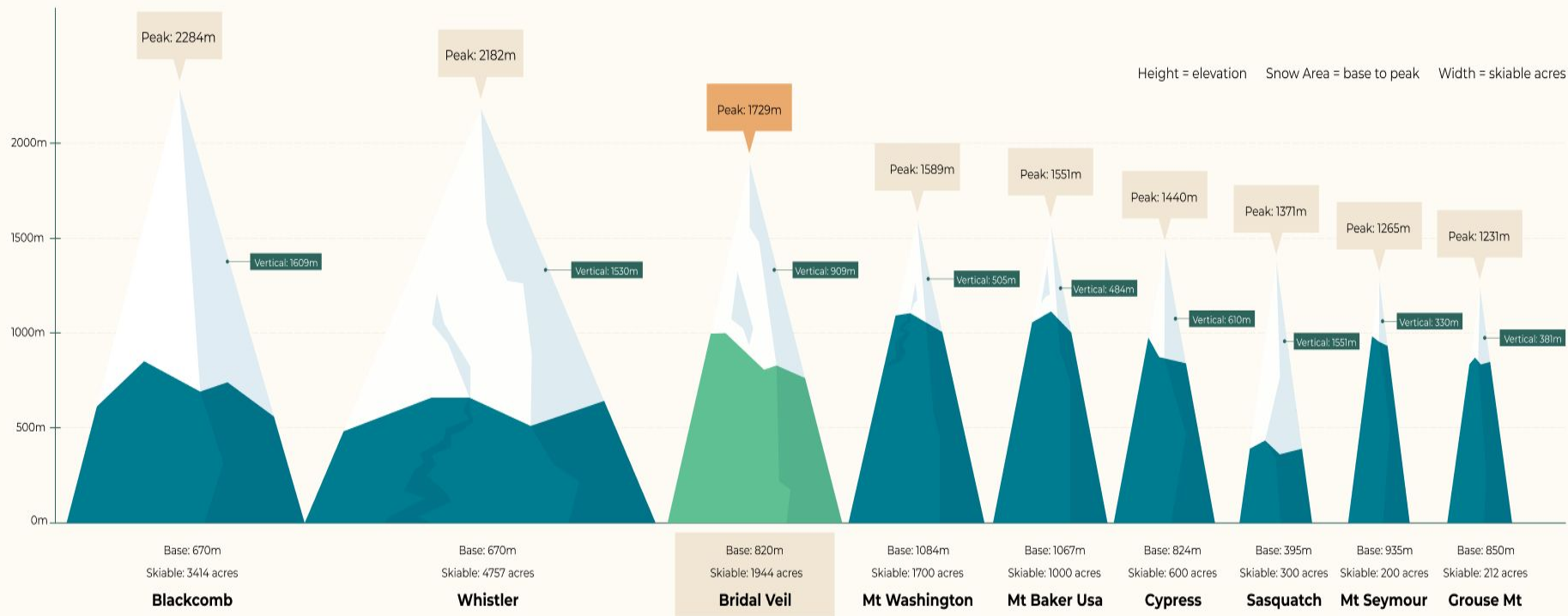
Environment

- Hidden valley design, 1,200m above valley floor
- Energy innovations in gondola technology and broader resort operations
- Maintaining and protecting wildlife corridors and ecosystems.
- Minimizing vehicle emissions with pedestrian-only villages.
- Outdoor amenities stewarded by indigenous communities for public use.

Indigenous

- Safeguarding Indigenous sites and traditional territories.
- Integrating Stó:lō knowledge and wisdom in land stewardship.
- Creating employment opportunities and training programs.
- Creating partnership opportunities for Indigenous businesses.
- Creating sustainable revenue for Indigenous self-determination & reconciliation

Project Scale: Comparing top mountain resorts in British Columbia



- **Goal:** Increase the Province's visitor economy from \$10 billion in annual visitor spending to \$25 billion annually by 2035.
 - Reduce intra-Provincial Tourism Leakage (Albertan's spend 4x in BC than Alberta)
 - Attract National and International Tourism dollars
- **AB All-Season Resorts Projection:** an additional \$2 billion in annual visitor spending and an additional \$4 billion in GDP expected within the first 10 years
 - BC's 13 All Season Resorts contribute \$2 billion in visitor spending annually
- **Laying the groundwork:** Alberta Higher-Ground Tourism Strategy (Feb. 2024) & Regional Tourism Development Zone Strategies (Dec. 2024)
- Bill 35 received Royal Assent in Dec. 2024.
- The new Executive Director for the AB All Season Resort Branch (Jan 2025) – [Rob Simieritsch](#)
- Planning is underway to redesign and redevelop existing resorts and bring new resorts online