



PRESS RELEASE
For immediate release

Gestev acquires Wasabi atelier expérientiel and enhances its experiential marketing services

Montréal, April 4, 2017 — Gestev, a Québec leader in event production and management, announced today that it has acquired Montréal-based marketing agency Wasabi atelier expérientiel. The transaction will expand Gestev's experiential marketing and sponsorship activation capabilities and position it to further develop the corporate market. The move also enlarges Gestev's footprint in Montréal, equipping it to better serve its Québec-wide customer base and providing leverage for its full complement of services.

"We are very pleased to welcome Wasabi's talented people aboard," said Patrice Drouin, President and CEO of Gestev. "Our team will now have a presence in both Québec City and Montréal. Over the years, Gestev has developed a signature recognized for excellence in event production, spurring growing demand for our experiential marketing and corporate event organization services. By adding Wasabi's strengths to our own, we will be able to buttress our offerings and provide our customers across Québec with even better service."

"Wasabi has always applied its creativity and innovation to creating memorable, differentiated brand experiences," said Marc-Antoine Boily, cofounder of Wasabi atelier expérientiel. "Today, as we join Gestev, my team and I are enthusiastic about the new opportunities that lie ahead. The expertise and creative flair of both organizations will enable us to offer a product that is unique on the market. It is also an honour for me to be working with Patrice Drouin and Chantal Lachance, two builders for whom I have the greatest admiration."

Wasabi atelier expérientiel will now assume Gestev's name and brand identity. Its cofounder Marc-Antoine Boily will become Senior Creative Director, Experiential Marketing of Gestev. Wasabi has earned many honours for its projects, including a Créa award in 2016 for activation of Videotron Mobile's sponsorship of the Snowboard Shakedown.

Gestev's Montréal offices will be located at 1600 De Maisonneuve Blvd. East as of June 1.

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About GesteV

GesteV has 30 years of experience in designing and organizing shows and events. In addition to producing major events such as Red Bull Crashed Ice, the Vélirium, the Jamboree, Ski Tour Canada, Transat Québec Saint-Malo and the FIS Cross-Country World Cup, GesteV is a leading concert and tour promoter. It also offers experiential marketing, sponsorship activation and corporate event organization services and manages the Baie de Beauport site. GesteV is certified under Bureau de normalisation du Québec (BNQ) standard 9700-253 for responsible event management.

— 30 —

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