



Press Release

January 12, 2021

Signify Canada Announces Partnership with S&D Lighting Group in GTA

- S&D Lighting Group (SDLGII) signed on as our new partner in Greater Toronto Area (including East to Belleville and North to Gravenhurst) for stock business

Markham, Ontario, Canada – [Signify Canada](#) (Euronext: LIGHT) is pleased to welcome **S&D Lighting Group (SDLGII)** to the team as our new Stock & Flow Agent partner. S&D Lighting Group will now represent Signify's stock portfolio business from Mississauga to Belleville, and north to Gravenhurst effective January 1st, 2021. Please note that the team from Saalex will continue to represent the Signify lines in these same regions for Projects business.

We are confident that a dedicated Sales Agency partnership with S&D Lighting Group will our valued partners with an improved level of support to drive future growth. We want to thank S&D Lighting Group for their enthusiasm and investment in helping to service these important markets.

--- END ---

For further information, please contact:

Head of Professional Sales, Signify Canada

Greg Kemp

Tel: +1 905-466-5444

E-mail: greg.kemp@signify.com

Ontario Zone Leader, Signify Canada

Tony D'Alesio

Tel: +1 416-726-4513

E-mail: tony.dalesio@signify.com

President/Sales, S&D Lighting Group II Limited

Colin Wrobel

Tel: +1 416-629-7897

E-mail: colin@sdlgii.ca

About Signify

[Signify](#) (Euronext: LIGHT) is the world leader in lighting for professionals and consumers and lighting for the Internet of Things. Our [Philips](#) products, [Interact](#) connected lighting systems and data-enabled services, deliver business value and transform life in homes, buildings and public spaces. With 2019 sales of EUR 6.2 billion, we have approximately 38,000 employees and are present in over 70 countries. We unlock the extraordinary potential of light for brighter lives and a better world. We have been named [Industry Leader](#) in the Dow Jones Sustainability Index for three years in a row. News from Signify is located at the [Newsroom](#), [Twitter](#), [LinkedIn](#) and [Instagram](#). Information for investors can be found on the [Investor Relations](#) page.

About S&D Lighting Group

S&D Lighting Group (SDLGII) led by Colin Wrobel is the newest lighting only agency covering the greater Toronto Market. With over 70 years of combined lighting experience, partnered with leading lighting manufacturers, we are here to help. We specialize in lighting solutions for the residential, commercial, industrial, and retrofit market segments with a focus on the electrical wholesale and lighting retail showroom channel. We have built our business and pride ourselves on service and exceeding our customer's expectations each and every day!