

COMMUNICATION – PRESS RELEASE

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SOFIAC Invests \$5.9M to Support INNhotels' Sustainability Ambitions

Montréal & Calgary – INNhotels and SOFIAC are joining forces to launch an ambitious decarbonization project spanning the family-owned hotel chain's 8 properties across Alberta and British Columbia. This \$5.9 million investment — fully financed by SOFIAC — will reduce the hotels' energy consumption by nearly 30% while delivering long-term improvements to guest comfort.

Now led by the second generation, INNhotels is on a mission to inspire travelers to embrace responsible tourism. The company was eager to put its decarbonization plan into action but also needed to prioritize other strategic investments to sustain its growth.

With its unique financing model—with no impact on debt ratios—and tailored support, SOFIAC has enabled INNhotels to bring this large-scale project to life. Planned energy efficiency measures will cut greenhouse gas emissions by 30% and generate over \$395,000 in annual energy savings. Guests will enjoy more sustainable and comfortable stays, with upgrades to air quality, lighting, and pool facilities.

"We are proud to support a committed leader in responsible tourism. This project will save more than 1,121 tCO₂e per year—the equivalent of driving around the Earth 70 times," said Christian G. Brosseau, President and CEO of SOFIAC. "By reducing energy consumption and replacing aging assets, INNhotels will be able to offer guests an enhanced stay experience. This is proof that decarbonization is not only a driver of business growth and development but also a powerful way to stand out from the competition."

“INNhotels will benefit greatly from their unique financing model allowing us to move to a higher level of sustainability faster and more efficiently utilizing JCI and SOFIAC’s expertise and guidance. By partnering with SOFIAC, we’re empowering our hotels to reach new levels of energy efficiency and sustainability—demonstrating our commitment to responsible tourism while delivering an exceptional guest experience.” Said Lisa Levasseur, President and CEO of Sunrise International INC.

Through SOFIAC’s turnkey model, INNhotels can execute its decarbonization plan with no upfront investment. With this new project, SOFIAC continues to demonstrate its ability to finance decarbonization and energy efficiency initiatives across Canada, helping businesses accelerate their energy transition.

Project implementation will be carried out by Johnson Controls, SOFIAC’s technical partner for this initiative.

About INNhotels

Sunrise International Inc. is a proud Canadian company, celebrating 50 years of success INNhotels. With a long-standing history in the hospitality industry, thanks to visionary leader, Gerry Levasseur, who founded and literally built it brick by brick, from the ground up. Today we are a second-generation family run business dedicated to sustainable tourism and serving our communities. Hospitality is our passion, sharing all things that make life better. Under Gerry’s daughter Lisa’s leadership, INNhotels has become an established brand, representing eight hotels located in BC & AB. We offer guests great value in accommodations, with incredible locations, exceptional services, and unforgettable experiences; Our Promise is to honor Gerry’s pioneer INNspirit and strength of character, putting staff and guests first. To find out more, please visit: [INNhotels.com](https://innhotels.com)

About SOFIAC

Founded in 2021, SOFIAC is a \$200M investment solution based on risk allocation and dedicated to decarbonization projects. SOFIAC pushes the boundaries of decarbonization in Canada by leveraging advanced expertise in both financing and technical solutions. In partnership with its network, SOFIAC develops projects that enhance competitiveness and reduce operating costs — all without impacting cash flow. Its innovative business model allows clients to immediately benefit from the savings generated by reduced energy consumption, with no upfront investment required. SOFIAC transforms energy efficiency initiatives into ambitious decarbonization projects that deliver both financial and environmental value. Learn more at sofiac.ca.

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