

Sustainable Real Estate Growth Powered by Leadership, Strategy and Innovation at **Yorkton Equity Group Inc.**

Business Overview

Based in Edmonton, Alberta, Yorkton Equity Group Inc. (Yorkton) is a Canadian growth-oriented real estate company which primarily owns a portfolio of multi-family rental properties in Alberta and British Columbia. Recognized as one of the 10 Smartest Companies of the Year 2025 for its innovative strategies and strong market performance, Yorkton's current geographical focus is in Alberta, with its robust population in-migration and job market. The Company continues to monitor economic trends across Canada and may expand its property acquisitions into other provinces in the future as opportunities align with its strategic objectives.

From a Modest Start to CEO Success

The roots of CEO Ben Lui's entrepreneurial journey go back to the 1980's, when he returned

to Edmonton after graduating from the University of Toronto with a double major in Computer Science and Commerce. As a fresh university graduate with just \$500 in his pocket, Lui quickly found his first IT job. *"It was a rough start. I couldn't even afford to rent an apartment!"* Lui remembers. His first paycheque allowed him to rent a small apartment suite, and over time, he began investing in real estate on the side.

Lui thrived in his IT career, finding as much enjoyment in software development as he did in real estate investing, he saved persistently and began building a personal real estate portfolio that generated passive income and appreciated significantly in value. Lui started modestly by acquiring condos and houses before shifting his focus to multi-family rental properties.

What started as passive income soon became a passion, ultimately leading him to leave his IT career and dedicate himself fully to real estate.

In 2002, alongside business partners Reg Liyanage and Gordie Mah, Lui re-branded his private real estate company, and began welcoming outside investors.

Over time, their disciplined approach and long-term vision laid the foundation for significant and sustained growth. They expanded across real estate investment, development and asset management, including land development, residential and commercial construction, real estate brokerage, hotel and property management. They are now well-known for practical efforts to create high quality affordable housing.

They have developed a number of real estate projects in the City of Abbotsford and Surrey in BC, and the City of St. Albert and Edmonton in Alberta, and have earned a reputation for quality, reflected in projects like *"The Bentley"*, a premium condominium development in the prestigious Windsor Park near the University of Alberta. The Bentley features steel and concrete construction, heated underground parking, and a distinctive brick and stone façade. It has become a sought-after residence in Edmonton and has earned multiple accolades, including multi-family development award of excellence and recognition from the Alberta Masonry Council, BILD Alberta, and the Canadian Home Builders' Association.

These achievements highlight the discipline, attention to detail, and commitment to long-term value that Lui has demonstrated





Bill Smith | Chairman

Mr. Smith was previously the Chairman and Senior VP of a publicly traded company listed on the TSX Venture Exchange, and Director and Senior VP of a private Alberta corporation. His career includes that of a professional athlete (Edmonton Eskimos), and Mayor of the City of Edmonton for three terms. He has also served on a number of public and private boards as Director and Chairman.

Ben Lui | President and Chief Executive Officer

Ben Lui serves as the President and Chief Executive Officer of Yorkton Equity Group Inc., a company listed on the TSX Venture Exchange with core operations in multi-family rental properties. He holds a Bachelor of Science degree from the University of Toronto, with a double major in Computer Science and Commerce.

William Harper | Chief Financial Officer

Mr. Harper earned his Chartered Accountant (CA) designation after graduating from the University of British Columbia with a B.Sc. degree, and is a member of the Chartered Professional Accountants (CPA). With over 15 years of experience in accounting and finance, he has extensive experience serving as Chief Financial Officer for several public companies listed on the TSX Venture Exchange across various industries.

Ben Lui: Leading Real Estate with Vision

With more than 35 years of experience in the real estate industry, Mr. Lui specializes in business acquisitions, strategic planning, and real estate development and construction. He is a strong advocate for a conservative investment philosophy by prioritizing sustainable growth, transparent communication, accountability, and precise execution.

Mr. Lui also leads a network of more than 40 real estate companies. These include ventures in hotel and condominium development, land acquisition and construction, property management and consulting, and a diverse portfolio of commercial and residential real estate holdings, along with significant holdings of future development lands.

throughout his career. It's a tale of fortitude, vision, and heartfelt business practices.

Growing with Vision and Values

In 2020, during the height of the COVID-19 pandemic, Lui took the next step and made the planned decision to launch Yorkton Equity Group Inc. on the TSX Venture Exchange under the ticker symbol YEG, bringing on board Mr. Bill Smith, who served three terms as Mayor of Edmonton, as Chairman of the Board. Since then, the company's real estate portfolio has grown more than tenfold in value in just five years. This significant expansion is the result of a focused investment plan centered on

multi-family rental properties, particularly in Edmonton, an attractive market known for its affordability, population growth and strong employment outlook.

Strategy and Objectives

Yorkton's business objective is to create a portfolio of high-quality, multi-family rental properties that generate strong cash flow and appreciation for its shareholders, while offering attractive and comfortable housing options for its valued residents. The company is guided by a customer-focused philosophy.

To achieve this, the company targets high quality and affordable

multi-family rental properties in markets characterized by strong growth potential, diverse and expanding economies, significant population in-migration, high housing demand and low vacancy rates. The company's current focus is in Alberta, due to its affordable housing, low cost of living, fewer regulations around rent control, and strong job market, with the highest median income among all provinces and second only to the northern territories.

Experience Driven Strategy for Real Estate Growth

Ben Lui attributes much of the company's success to his



Jason Theiss, Director; Ben Lui, CEO; Bill Smith, Chairman; Josephine Pon, Director & Mark Wilbert, Director.

"Yorkton Equity Group Inc. (YEG) is focused on the accretive acquisition of multifamily rental properties in strategic markets across Canada with a current focus in Alberta."

background in IT, which shaped his analytical approach to investment. While he personally doesn't shy away from risk, he is highly mindful of shareholders' lower risk tolerance. *"My IT background helps me make smart decisions,"* Lui explains. *"I only take calculated risks, backed by thorough analysis."*

business performance to include deep, hands-on community engagement. He supports organizations such as the Stollery Children's Hospital Foundation, Ronald McDonald House, Youth Empowerment and Support Services and World Vision. But for Lui, community involvement is about more than philanthropy as it's about action.

experiencing homelessness access basic necessities and recover lost identification as an essential step in regaining access to health, housing, and employment services. These efforts underscore his view that real estate is not just an investment, but a way to support human dignity and long-term recovery.

In Tribute



A major part of Yorkton's journey was shaped by the late Reg Liyanage, who played a pivotal role in land investment, sales and marketing. His passing in early 2025 was a profound loss, and the team continues to honour his legacy and contributions, which remain central to Yorkton's culture and strategy. As Ben Lui reflects on the company's growth, he emphasizes the importance of those who supported the journey, *"We are honored to be selected as one of the 10 smartest companies in the year 2025". "I could never have done this without my team. Without them, Yorkton would not be the company it is today. I am thankful to the Board of Directors for their guidance, our consultants, suppliers, and bankers for their support, and also honoured to be entrusted by our shareholders. Most importantly, I'm grateful to my family, my wife Phyllis and son Terry for their steady support and sacrifice during the years when work often came before family time."*

With over 35 years of experience across residential, commercial, industrial, raw land, and hotel properties, I've learned that multi-family is the best choice with lower risk as it provides a basic necessity for everyone."

This calculated plan is expected to deliver strong, long-term returns while protecting investor capital. Lui believes Yorkton is well positioned to scale even further by utilizing its ability to make bulk purchases and access favorable financing terms through strong relationships with financial institutions.

Community at the Core

Lui's vision extends beyond

Karl Miu, Business Development Consultant at Yorkton, explains, *"An example of this commitment is the revitalization of Edmonton's Chinatown. Yorkton acquired the Pacific Mall not just for its investment and development potential, but to restore safety and vibrancy to the area."* The company has invested heavily in upgrading the facility, enhancing lighting, security alarm and surveillance, and providing on-site security. The mall has earned a reputation as one of Edmonton's safest and most welcoming shopping malls as praised on social media, reflecting Yorkton's belief that real estate can be a vehicle for social impact.

Lui also supports nonprofit groups that help individuals

Looking Ahead

As Yorkton moves forward, its mission remains clear: to grow its multi-family portfolio, deliver consistent long-term returns for shareholders, and make a lasting impact in the communities it serves. Guided by a leadership team driven by passion for both real estate and people, the company believes it is well positioned for sustainable growth and continuing positive change.