SCOTIABANK RENEWS NAMING RIGHTS PARTNERSHIP WITH SCOTIABANK CENTRE

(HALIFAX) February 26, 2025 – Today, Scotiabank, the Halifax Regional Municipality, and Events East Group, announced the renewal of Scotiabank's naming rights partnership with Scotiabank Centre for an additional five-year term. Scotiabank continues as the exclusive naming rights partner of the venue and the official banking partner of the Halifax Mooseheads.

"Scotiabank Centre has been an important space for Halifax since 1978," says Mayor Andy Fillmore, Halifax Regional Municipality. "As our city continues to grow, we are excited that Scotiabank Centre will grow with it. This renewed partnership with Scotiabank will help take Scotiabank Centre into the future, ensuring its continued role as a driver of vibrancy, economic activity, and culture downtown."

As the home of the Halifax Mooseheads, the Halifax Thunderbirds and the Royal Nova Scotia International Tattoo, Scotiabank Centre has been a hub for community, sporting and entertainment events for close to five decades. Since 2018, Scotiabank Centre has hosted over 600 events, welcomed 2.8 million guests, and generated over $226 million in economic impact, with signature events including the 2019 Memorial Cup, the 2023 IIHF World Junior Championship, the 2024 JUNO Awards, and the recent Canada/US Rivalry Series. Exciting upcoming events include the 2025 AUS Basketball Championships, the 2025 Canadian Curling Trials, and the 2026 University Cup.

"Scotiabank has seen firsthand the value that partnerships like these bring to the communities in which we operate," says Nicola Ray Smith, Senior Vice-President, Atlantic Region, Scotiabank. "We are excited to continue our partnership with Scotiabank Centre and Events East Group and support this central community space that has helped enrich Halifax and the entire region through sport, entertainment and the community programming that the Scotiabank Centre offers. We are thrilled for this next phase of our partnership together."

Scotiabank Centre is proud to partner with the community to offer programs and initiatives such as the Community Ticket Program and host Scotiabank Girls Hockey Fest. Today, Scotiabank Centre and Scotiabank also announced the re-launch of the public, free weekly Noon Skates program at Scotiabank Centre, beginning March 11.

The long-term partnership with Scotiabank has supported ongoing improvements and investments in Scotiabank Centre since it began in 2014. Recent venue improvements have included a new ice plant and updated HVAC systems, and the installation of a new public address system, and planning is currently underway for new interior digital signage and exterior signage.

Over the last decade, the partnership with Scotiabank has directly supported significant upgrades to the venue totaling more than $5 million. Enhancements included 10,000 new seats, a new HD centre-hung scoreboard, new LED lighting, a basketball court, stairway railings, new roofing, renovated washrooms, a new ice slab, and the expansion of concessions.

"Our valued partnership with Scotiabank has helped us build Scotiabank Centre's legacy over the last decade as the region's premier sports and entertainment venue," says Suzanne Fougere, Executive Vice-President, Events East Group. "We are in the business of creating unforgettable moments at Scotiabank Centre and this exciting renewal will allow us to continue to invest in this iconic facility as we attract and welcome amazing events to the region."

About Scotiabank

Scotiabank's vision is to be our clients' most trusted financial partner and deliver sustainable, profitable growth. Guided by our purpose: "for every future," we help our clients, their families and their communities achieve success through a broad range of advice, products and services, including personal and commercial banking, wealth management and private banking, corporate and investment banking, and capital markets. With assets of approximately $1.4 trillion (as at January 31, 2025), Scotiabank is one of the largest banks in North America by assets, and trades on the Toronto Stock Exchange (TSX: BNS) and New York Stock Exchange (NYSE: BNS). For more information, please visit www.scotiabank.com and follow us on X @Scotiabank.

About Events East Group

Events East Group is a special purpose government agency responsible for operating, maintaining, and managing the Scotiabank Centre and Halifax Convention Centre in downtown Halifax. Events East promotes economic growth, tourism, and industry across Nova Scotia and recognizes the Halifax Regional Municipality and the Province of Nova Scotia as its primary shareholders. For more information, visit www.eventseast.com

About Halifax Regional Municipality

The Halifax Regional Municipality is the government for the largest municipality in Atlantic Canada, delivering programs and services to more than 502,000 residents across 200 communities and neighbourhoods. Located in Mi'kma'ki, the ancestral and traditional lands of the Mi'kmaq people, the Halifax region boasts the friendliness of a small town with the amenities, culture and opportunities of a modern urban centre. Halifax Regional Council, which is comprised of a Mayor and 16 Councillors, is the governing body for the municipality - providing direction to the Chief Administrative Officer who oversees approximately 5,000 employees in delivering key services to Halifax residents. As home to some of the brightest minds and best educational institutions in the world, Halifax is forward thinking, resilient and resourceful, with a reputation as an energetic, caring community that embraces creativity and innovation. For more information, visit halifax.ca.

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