

Peavey Group – IP Sale Process

On January 27, 2025, the Peavey Group commenced proceedings under the Companies' Creditors Arrangement Act ("CCAA"); FTI Consulting Canada Inc. was appointed as Monitor. A Sale Process to seek offers for certain of the intellectual property assets exclusively owned by the Peavey Group (the "Property") is being undertaken by the Peavey Group, with the assistance of the Monitor. Capitalized terms used herein have the same meaning as set forth in the Procedures for the Sale and Investment Solicitation Process (Intellectual Property). Further documents with respect to the Sale Process and CCAA Proceedings are available on the Monitor's website at <http://cfcanada.fticonsulting.com/Peavey/>

IP Assets for Sale

Logos and Designs:



Other IP Assets: Names and Domains

- Peavey Mart
- www.peaveymart.com
- Down to Earth Retail
- Powered by Peavey
- Your Rural Lifestyle Store
- Hardware and a Whole Lot More
- The Incredible Country Hardware Store
- Rolling Acres (animal feed)
- Harvest Goodness
- Harvest Grade
- Harvest Gear
- OXGEAR
- Villager Hardware
- Country Depot
- Hard Working Canadians
- Get A Good Deal More
- Country Pro
- STÄRKMANN
- HomespACE

*The Property is being sold on an "as is where is" basis and is available through an individual or en-bloc transaction. The following page summarizes the key milestones of the Sale Process; the Company and the Monitor in their discretion reserve the right to **extend or modify the milestones and accept preemptive bids** for the Property. Any sale of the Property will be subject to approval of the Court.*

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Sale Process Overview

- The following table summarizes the key milestones under the Sale Process, subject to extension or modification by the Peavey Group with approval of the Monitor.

Date	Milestone
February 26, 2025	Commencement of the Sale Process
March 14, 2025	Expression of interest (“EOI”) Bid Deadline
March 21, 2025	Selection of successful EOI Bids
March 28, 2025	Completion of Binding Purchase and Sale Agreement Bid
TBD*	Target for Court Approval and Closing Transaction

**Closing of a transaction(s) subject to Court approval.*

- A Qualified Bidder that wishes to make an offer to purchase Property shall submit a non-binding EOI Bid by no later than **5:00pm Mountain Time on March 14, 2025**, or such other date or time as may be agreed to by the Peavey Group, in consultation with the Monitor (the “EOI Bid Deadline”).
- An EOI Bid shall be a Qualified Offer only if it complies with the requirements as set forth in Procedures for the Sale and Investment Solicitation Process.
- The Peavey Group, in consultation with the Monitor and the Administrative Agent, will assess the EOI Bids received by the EOI Bid Deadline, and, on or before **March 21, 2025**, will determine which of such bids constitute qualified binding offers.
- The Peavey Group may, in consultation with the Monitor and the Administrative Agent, waive compliance with any one or more of the requirements specified in the Procedures for the Sale and Investment Solicitation Process and deem such non-compliant bids to be Qualified Binding Offers. The Peavey Group may, where it considers appropriate in its discretion, continue negotiations with one or more Qualified Bidders to agree on terms of the Successful Bid.

Contact FTI Consulting Canada

The Sale Process is being conducted in accordance with the Procedures for the Sale and Investment Solicitation Process. Additional information on the Property will be made available to interested parties. Please email a member of the FTI team below for further information.

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