



Joint Announcement - Loyalty + Sidecar Partnership

Loyalty Markets Welcomes Growth Investment from Sidecar Capital Partners

Loyalty Markets is proud to share that we've received a minority growth investment from Sidecar Capital Partners to support our next phase of growth across Southern Ontario.

Gershon Hurwen and his family remain the majority owners of Loyalty Markets, with Gershon continuing to lead the business as CEO.

Since Gershon acquired the company in 2017, Loyalty Markets has evolved from a traditional vending operator into a technology-enabled foodservice provider, offering fresh, ready-to-eat meals alongside traditional snack and beverage options across more than 200 active sites, all serviced through a centralized kitchen, warehouse, and logistics fleet.

This investment is about what comes next for Loyalty Markets: stronger infrastructure, deeper technology, and continued commitment to the drivers, technicians, and service team who make it run. Sidecar Capital Partners will help build on these core strengths and invest in the people behind them.

For customers, this means the same reliable service you count on, backed by deeper investment in the data platform and technology that support it.

In addition to internal growth investments, Sidecar Capital Partners will support Loyalty Markets in pursuing acquisitions in workplace refreshment, expanding its footprint and service capabilities.

"After nearly ten years of building Loyalty Markets, I wanted a partner, not a buyer. Sidecar understands owner-led businesses and what it takes to grow without losing what makes them work. This investment lets us accelerate — stronger infrastructure, deeper technology, and continued investment in the drivers,

technicians, and service team who are the backbone of this company."

- Gershon Hurwen, CEO, Loyalty Markets

"We engaged with dozens of owner-operators before deciding to partner with Gershon, and what stood out was how committed he is to Loyalty Markets and delivering value to customers, employees and shareholders. He's built real trust in this market by doing the hard work of running a great service operation. Our job is to invest behind him and the entire organization — strengthening the systems, team, and infrastructure so the business scales while keeping what makes it special."

— Jeremy Rosmarin, Founder, Sidecar Capital Partners

About Loyalty Markets

Loyalty Markets provides micro-markets, office coffee, and workplace refreshment services across Southern Ontario. The company serves offices, industrial sites, and institutions with technology-enabled, self-service food and beverage solutions. loyaltymarkets.com

About Sidecar Capital Partners

Sidecar Capital Partners invests in owner-led service businesses, partnering with management teams to support long-term growth and build equity value alongside Canadian entrepreneurs. sidecarcapitalpartners.com