

PRESS RELEASE

Platform Financial Expands into Alberta with Strategic Leadership Appointments

CALGARY, AB / TORONTO, ON

Platform Financial is pleased to announce its expansion into Alberta, marking a significant milestone in the firm's continued growth across Canada. As part of this expansion, the firm has appointed **Brad Malazdrewicz** as Managing Partner, Alberta, and **Blaise Morin**, as Director, Insurance Solutions, further strengthening Platform Financials' ability to deliver comprehensive planning and advisory services to clients nationwide.



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Brad Malazdrewicz joins Platform Financial with extensive experience in financial services leadership, business development, and advisor growth. Based in Calgary, Brad will lead Platform Financials' Alberta operations, supporting the firm's expanding advisor

network and driving growth initiatives throughout the province. His appointment reinforces Platform Financials' commitment to building a strong presence in Western Canada while maintaining its advisor-first approach.

In addition to its Alberta expansion, Platform Financial is pleased to welcome Blaise Morin, CFP, CLU, as Director, Insurance Solutions. Blaise brings more than 20 years of experience in the financial services and insurance industry, with a specialized focus on insurance planning, estate preservation, and advisor support. Throughout his career, he has worked closely with business owners, professionals, affluent families, and their advisors to develop sophisticated insurance strategies integrated with broader wealth, tax, and estate planning objectives. His extensive experience includes leading insurance teams, supporting advanced case design, and implementing customized solutions for complex client needs.

As Director, Insurance Solutions, Blaise will support advanced insurance planning initiatives and help deliver customized solutions for business owners, professionals, families, and affluent clients across Canada. His expertise in insurance design, estate preservation, and advisor collaboration further enhances Platform Financial's ability to provide integrated planning solutions that address clients' evolving financial needs.

"Our expansion into Alberta represents an exciting new chapter for Platform Financial," said Matthew Francis, President of Platform Financial. "Brad's leadership and deep understanding of the advisor landscape make him the ideal person to lead our Alberta operations. At the same time, Blaise's extensive insurance experience and track record supporting high-net-worth clients significantly strengthens our national capabilities. Together, these appointments reflect our commitment to providing advisors and clients with best-in-class support and sophisticated planning solutions across Canada."

The addition of Brad and Blaise underscores Platform Financial's ongoing commitment to attracting exceptional talent, expanding its national footprint, and delivering comprehensive insurance, wealth, tax, estate, and succession planning services under one roof. As the firm continues to grow, Platform Financial remains focused on helping Canadian families, professionals, and business owners achieve their long-term financial goals.

About Platform Financial

Platform Financial is a Canadian advisory firm specializing in life insurance, estate planning, and wealth preservation strategies for affluent individuals, families, business owners, and professionals. Through a collaborative and client-focused approach, Platform Financial provides customized solutions designed to protect wealth, support long-term financial objectives, and create lasting value for clients and their families.



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About Platform

Platform is a national employee-owned risk advisor helping Canada's physical economy turn risk into resilience. Our differentiated value comes from our deep industry expertise, risk intelligence and disciplined execution.

We are a business built on our people and culture. It's at the heart of everything we do.

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