



# WILD ROSE

**SAFE AND RELIABLE POWER**

April 12, 2026

## **Attention: Wild Rose REA Members**

**Re: AMALGAMATION INFORMATION**

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As the CEO of Wild Rose REA, I am writing to clarify some rumours circulating in the community and online about our upcoming AGM.

Wild Rose is a Rural Electrification Association (REA) operating successfully for over 75 years. EQUUS, a fellow REA, has the same not-for-profit rural roots, long tenure, and effective track record. Amalgamating these two entities preserves what our members expect and deserve: at-cost pricing, with quality member service as the top priority. Any other option will see electrical utility costs rise substantially, directly impacting our members and by doing so, hindering the broader economic outlook for our communities.

At Wild Rose, our mandate is to serve our members in a way that will benefit them. The Board of Directors is delivering on that mandate by bringing this decision forward. This is an opportunity for long-term sustainability and continuity. It has not come about quickly, out of desperation or financial struggle.

It came from a solid and stable position, with considerable thought and forward-looking strategic planning to best answer the questions:

- How can our members stay owners of their co-operative for generations to come?
- How can we safeguard them from the soaring electrical utility bills we see in other parts of the province?
- How can we keep pricing 50% less than the competition, to tangibly help our members and their families thrive?
- How can we keep co-operative values, personalized service, and rural community connection strong?

Our members have a voice, and the forum for that voice is our AGM. We encourage all members to attend for an open and respectful dialogue about our successes in 2025, and the amalgamation vote. All questions will be answered, any concerns will be addressed, and false rumours will be clarified. We look forward to welcoming our members for a conversation about what is in your best interest, long-term. Not what's best for profit-driven multi-national companies.

We've been here supporting you all along, and we hope that together we can continue to honour our past and protect our future.

See you at the AGM, and in the meantime, don't believe everything you hear. If it sounds too good to be true, it probably is.

Respectfully yours,

Stuart Fox-Robinson, CEO  
**WILD ROSE RURAL ELECTRIFICATION ASSOCIATION**