

SUPERIOR PLUS CORP.

CHIEF EXECUTIVE OFFICER POSITION DESCRIPTION

Core Function - The President and Chief Executive Officer (the “CEO”) has primary responsibility for the Corporation’s strategic direction, its operations and results. The CEO is responsible and accountable for ensuring that the Corporation, its management and employees conduct the Corporation’s business with honesty and integrity, with a view to enhancing long-term shareholder value while considering the interests of the Corporation’s various stakeholders, including other securityholders, employees, customers, suppliers and the community.

Responsibilities - The CEO’s duties, responsibilities and obligations include, but are not limited to the following. The CEO shall:

- a) be responsible for the management of the day to day operations of the business of the Corporation in accordance with the strategic plan and business plans;
- b) have primary accountability for the profitability and growth of the Corporation and be directly accountable to the Board for all activities of the Corporation;
- c) foster a corporate culture that promotes ethical conduct and integrity of the Corporation, its management and employees as well as ensure that the appropriate processes and rules are in place and observed so that ethical conduct and integrity is achieved in practice;
- d) be responsible for the development of the strategic plan and goals in conjunction with the Board and for the implementation and achievement of the annual corporate business plan, including the efficient acquisition and allocation of the financial, human and other resources required to achieve the annual and strategic goals;
- e) develop organic and acquisition growth opportunities;
- f) promote the strategy and ensure execution of the required organizational capabilities to achieve success;
- g) monitor the Corporation’s expenditures within approved operating and capital budgets;
- h) in conjunction with the Board, consider the overall risk tolerance and risk profile of the Corporation; identify and review with the Board all significant risks to the Corporation’s businesses and ensure the implementation of appropriate systems and procedures to manage these risks;
- i) be responsible for ensuring that appropriate compensation plans are in place for management and that succession plans are developed at the corporate and business levels;

- j) be responsible for ensuring that systems and procedures are implemented for the identification, evaluation and management of the Corporation's principal business risks and that prudent corrective measures are taken by the Corporation to address any identified health, safety or environmental issues requiring remediation;
- k) monitor and evaluate the performance of the officers of the Corporation and the senior executives of its businesses and advise the Board of key executive performance;
- l) develop and maintain an effective organizational structure that reflects operational needs and supports execution of the strategy;
- m) act in a general advisory capacity to other senior corporate officers and staff and the presidents and officers of the businesses concerning the interests and management of the Corporation, particularly with respect to strategic planning, organization structure, business plans, financial budgets, human resources and risk management;
- n) implement, and monitor compliance with, appropriate policies and procedures that are designed to ensure compliance by the Corporation and its businesses with all relevant laws and regulations;
- o) review at each Board meeting recent developments, if any, that may impact the growth strategy of the Corporation;
- p) regularly communicate with the Board and provide updates on all major developments, including timely discussion of potential developments;
- q) foster effective relations with all shareholders, customers and other stakeholders, including financial institutions, shareholders and the communities served by the Corporation; and
- r) act as a key spokesperson for the Corporation.

Most recent revision: August 6, 2026