



NEWS RELEASE

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Edmonton Start-Up Company Closes \$1 Million Investment Expanding Innovative Yard Service Subscriptions into National Markets

Alberta - One of Edmonton's fastest growing companies is carving a path to nation-wide expansion. **Yardly**, a managed service marketplace offering lawn care and snow removal through monthly subscriptions, has just closed a \$1 million seed round investment securing plans to move into major Canadian markets.

"It's an exciting time for our company, as investors continue to be impressed by our innovative business model that delivers quality and reliable yard services to our customers," says **Terry Song, Co-Founder and CEO**. He adds, "This investment will solidify Yardly as the leading yard service brand in the country." The major announcement comes on the heels of the company's recent expansion into the Greater Toronto Area, including the City of Toronto, Ajax, Brampton, Burlington, Markham, Milton, Mississauga, Oakville, Oshawa, Pickering, Richmond Hill, Vaughan, and Whitby.

The million-dollar injection will be used mainly for marketing in existing markets, including Edmonton, Calgary, Winnipeg & GTA area; and to launch the company into seven new markets in 2020, including Vancouver, Ottawa, Hamilton, Kitchener-Waterloo-Cambridge, London, Niagara, and Windsor. In addition, investment funds will be used to further develop the popular website and enhance user experience on the app.

Since 2015, Yardly has rapidly expanded from Edmonton to 25 cities and towns in three provinces and served over 6,000 homeowners. Says **Sheldon Zhang, Co-Founder and Chief Customer Officer**, "Yardly does not want to change how lawns are mowed or how snow is shovelled. We are standardizing the service offering, improving the operational efficiency, and creating a subscription service that gives homeowners an improved overall experience and complete peace of mind."

Yardly Co-Founder Sheldon Zhang, an engineer-turned-entrepreneur, is available for media interviews to discuss this exciting announcement in Edmonton's start-up community.

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YARDLY

About Yardly

Yardly is a managed service marketplace that allows customers to easily order lawn care and snow removal services, reliably performed by a network of insured, vetted, and highly-rated Yardly Pros.

With a seamless online ordering process and consistent subscription services, backed by a satisfaction guarantee, Yardly offers an easy and reliable 21st-century experience for homeowners looking for long-term yard maintenance.

Yardly's roots were established in Edmonton by two former engineers, **Terry Song and Sheldon Zhang**, in November 2015. Originally started as an app that offered on-demand snow removal, the company pivoted in 2018 to focus on offering recurring seasonal yard services.

Yardly Year-Round Subscription, the company's flagship service offering, is a contract-free monthly subscription that allows customers to enjoy complete peace of mind knowing that their property will receive quality seasonal maintenance including snow removal, lawn mowing, fertilization, weed control, aerations, etc. throughout the year, all at an affordable flat monthly rate. The services will be delivered by experienced, verified, and insured professionals according to Yardly's service standard.

For more information please visit: <https://yardly.ca/>