

## **DMN Consulting - Vivid Vision 2028**

DMN Consulting has transformed into Canada's leader in lighting technology, standing at the forefront of innovation, service, and excellence. The company headquarters is a stunning masterpiece, a beacon of life and beauty. Inside, the space is a work of art, designed with such intention and creativity that it has won multiple industry awards for its design of lighting. Every detail is curated to inspire, creating an environment where employees and visitors alike are moved by the experience of being in a space that represents excellence.

The team at DMN Consulting is composed of the most hardworking, dedicated, and passionate professionals in the industry. Rooted in our core value of putting people first, DMN is committed to mentoring the next generation, grooming future leaders both within the company and across the industry. We also believe in giving back to the community we call home by volunteering our time, offering support, and contributing through donations. Our team is always pushing the boundaries of what's possible, ensuring the company remains synonymous with cutting-edge innovation and world class technology. The DMN L.I.G.H.T. Lab (Limitless Ideas Generative Hub & Technology) stands as a generative space where limitless ideas and groundbreaking technologies are born. It has become a recognized leader in research and development, setting standards and driving forward-thinking solutions that reshape the industry.

The energy in the company is electric, and the passion is palpable. Employees express their excitement for new projects, pouring their creativity and expertise into every endeavor. The technical teams share constant advancements, pioneering ML, automation, and advanced lighting controls that keep DMN Consulting ahead of the curve. Clients rave about their experiences, amazed at how their visions have not only been realized but exceeded. They see DMN Consulting as the future of lighting, with human-centric, intelligent, and future-ready solutions that transform their spaces. The media has taken notice, regularly featuring DMN Consulting in publications, industry panels, and conferences. The company has been recognized as a disruptor making waves in the industry.

Clients are astounded that their visions have come to life without compromise. They love using DMN Consulting's technology and see it as the future of lighting design. The media highlights DMN Consulting as a homegrown company from Edmonton making waves, setting new standards for innovation and excellence. Team members proudly talk about the creative freedom they have, how they feel valued and heard, and how their ideas are actively shaping the future of the company. They are passionate about their work and take immense pride in being part of a team that is leading the industry.

The core values of DMN Consulting are demonstrated in every aspect of the business. People-first is not just a statement—it is the foundation of every project, prioritizing clients, employees, and partners. The industry is struggling to keep up, with competitors trying to replicate DMN Consulting's highly successful combination of people and technology. The marketing efforts are the envy of the industry, with bold, engaging campaigns that make the brand instantly recognizable and reinforce its position as the premier company in lighting innovation.

Day-to-day operations run seamlessly. Every team member is in the right seat, passionate about their role, and contributing their absolute best. The energy in the office is contagious, filled with

creativity, collaboration, and drive. The company's visionary leadership is focused on strategy, innovation, and growth, ensuring DMN Consulting continues to set the pace for the industry. High-level meetings with investors, clients, and partners shape the company's future direction, while collaboration with the L.I.G.H.T. Lab, marketing, and operations teams ensures efficiency and continuous improvement.

Financially, DMN Consulting is thriving. Market share doubles each year, and the company has expanded internationally. Financial health is strong, providing the capital necessary for strategic expansion. Investors trust in the vision, with a steady influx of investment opportunities, though only the best partners—those who align with the company's values and goals—are selected.

Reflecting on the journey, there is an overwhelming sense of pride, gratitude, and excitement. DMN Consulting has grown exponentially, leaving an undeniable impact on the industry. This success has been possible because of the incredible people who have believed in the vision and worked relentlessly to bring it to life. The journey has been extraordinary, and the future is even brighter.

**DMN Consulting: Shaping the Future of Lighting.**