

Kids & Company: Company Overview



kids & COMPANY

Kids & Company is Canada's leader in early childhood education, providing an innovative, nurturing and stimulating environment where children develop independence, confidence and a positive sense of self and the world around them.

Our unique curriculum and approach immerses a child in experiences that enhance language, literacy, STEM discovery, a sense of music and rhythm, movement, artistry and socialization. Through play, all areas of development are fostered.

Since 2002, Kids & Company's aim has been to support the lives of busy families and innovate our offering to meet ever-evolving needs.

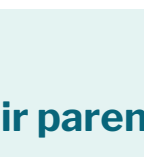
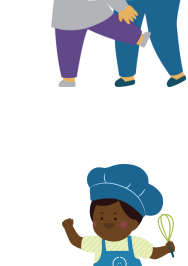
We are Canada's largest corporate-sponsored child care provider: we partner with hundreds of progressive companies to provide child care and early education support to employees' families, allowing them to thrive in their work.

From the early days of opening up one child care location in Toronto to today having hundreds of respected centres across North America, our success has been led by our CEO and co-founder Victoria Sopik. With a focus on each unique child and their families, Kids & Company has developed proven operations and a culture of new ideas and passion.

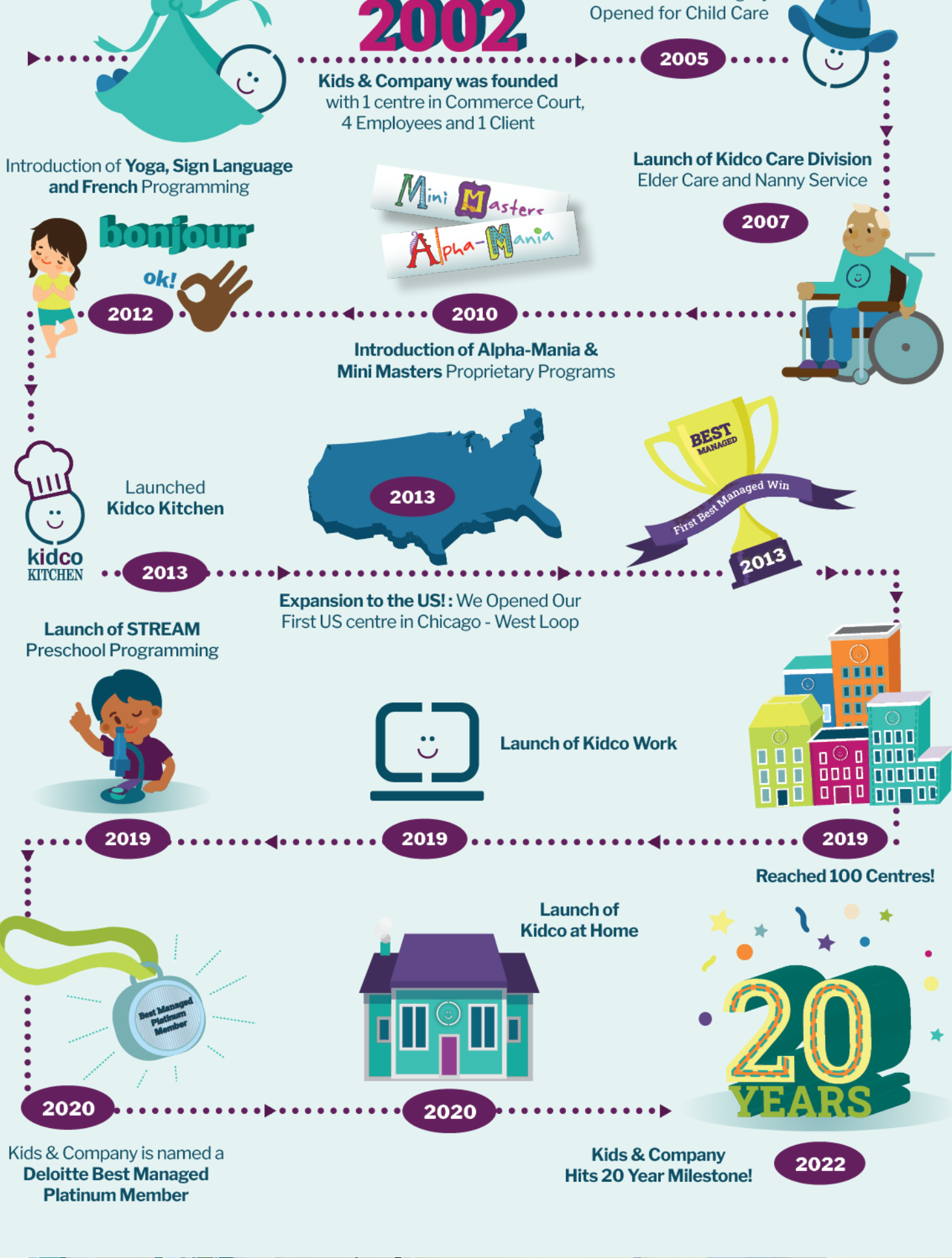
We offer high-quality and flexible child care, innovative early learning programs, and a sense of community and support for our families. We strive to be an employer of choice and provide dynamic work environments and growth opportunities for our staff.

We are also a critical part of companies' benefit planning to improve corporate loyalty and morale. Kids & Company is the cornerstone for countless employee wellness and benefit strategies including other family-friendly solutions like adult/elder care, virtual tutoring, webinars and doggy daycare.

When a family joins the Kidco community, we strive for them to be confident and pleasantly surprised by how quickly they can depend on us. We create a partnership with families and our communities to build confident children who are caring, capable and enthusiastic about themselves, the people around them and the world at large.



Kids & Company is proud to have been taking care of children, their parents, and our partners for over two decades. Here's how we got here:



By the Numbers

We started with 1 location in 2002 and now have **122 locations** in 2022

We have centres in **6 provinces**, **2 states**, and **44 cities**

0-12 YEARS
(Ages accepted)

100,000+ children have attended with us through the years



150+ Corporate clients

20,000 Back-up days used each year

\$0 Charged in late fees

27 Common sign language signs used daily

10 Pieces of art, Munchkinetics challenges, and Literacy tasks

1 Hour of yoga and music
(Completed by every preschool student each week)

3,000+ Employees



250+ Kidco Kitchen gourmet meals and snacks recipes

45 Family events and parent workshops hosted every year

1500 Preschool graduates each year

46 Centres with summer camp programs

A Few of Our Unique Offerings:

Truly Flexible, High-Quality Child Care

The number one reason we got into the child care field was that our co-founders, as professional parents, could not find truly flexible child care options without a trade-off in quality of care. Today, Kids & Company continues to focus on flexibility by offering part-time schedules from one to five days a week, extended hours, no late fees, and occasional care on evenings and weekends for Date Nights and Shopping Days; all while maintaining an unrelenting commitment to well-trained and equipped educators, premium facilities and proven curriculum approaches.

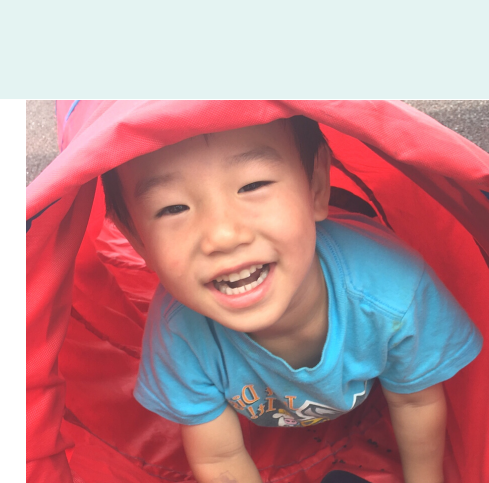


Kidco Kitchen

The Kidco Kitchen is founded on a fresh from-scratch philosophy, building children with healthy bodies and minds. Our diverse menus consist of a morning snack, lunch, afternoon snack, and Grab 'n' Go for the end of the day. Ingredients are carefully planned and purchased locally, containing no additives or preservatives.

Back-up Program

The Back-up Program assists working parents and guardians when there is a lapse or breakdown in their regular child care arrangements. This can occur when an unexpected emergency happens like a regular caregiver becomes ill or unexpectedly quits, during school breaks, or when a usual child care centre is closed. The service can also be used on maternity leave or during transitions back to work.



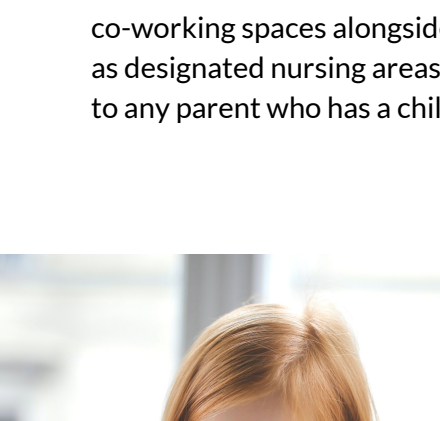
Adult/Elder Care

With the increased aging population, elder care is a new fact of life. Kids & Company has partnered with Bayshore HealthCare and AGTA Home Health Care who are dedicated to enhancing the quality of life, dignity and independence for all Canadians. Both home healthcare providers customize care plans and solutions addressing the individual's unique challenges. This support can be included in an enhanced corporate membership.



Kidco Work

Kids & Company is introducing complimentary co-working spaces in select cities to even better serve those who work and parent. We provide well-equipped co-working spaces alongside care for infants, toddlers and preschoolers, as well as designated nursing areas. All of this is available as a complimentary resource to any parent who has a child enrolled within a Kids & Company centre.



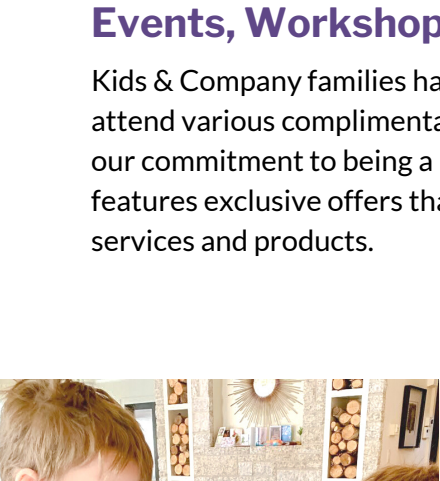
Virtual Tutoring

Kids & Company has partnered with TutorBright, a virtual tutoring provider that focuses on raising a student's grades and self-confidence. Our support for students ranging from Kindergarten to Grade 12 on all subjects. Corporate packages can be customized along with the academic program for each student.



Events, Workshops and Perks

Kids & Company families have many opportunities throughout the year to attend various complimentary fun events, workshops and webinars as part of our commitment to being a partner to our families. Our Partner Perk program features exclusive offers that families can use to save on popular activities, services and products.



Kidco at Home

Kids & Company is committed to supporting our families both in our centres and at home. Our Educational Experts have compiled various activities, tips and tricks, and other resources for navigating time at home as a family or providing children with activities or videos to enjoy on their own.