



PRESS RELEASE

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BRP Celebrates the Arrival of The Polar Academy's 2026 Expedition at Its Rovaniemi Campus

The celebration is a powerful example of BRP's commitment to Ride Out Intimidation in its communities.



The 10 participants of The Polar Academy's 2026 expedition arrived at the BRP Rovaniemi campus on March 17th.

Rovaniemi, Finland, March 24, 2026 – BRP Inc. (TSX/NASDAQ: DOO) is proud to announce the successful completion of The Polar Academy's (TPA) 2026 expedition, which concluded on March 17 at BRP's campus in Rovaniemi, Finland. After a demanding 90 km Arctic journey, the 10 young participants, who graduated from TPA's 1 year anti-bullying program, were welcomed by BRP employees cheering them on as they celebrated the culmination of months of discipline, training, and resilience.

As part of its [Ride Out Intimidation](#) program, BRP has been the main partner and largest sponsor of [The Polar Academy](#) since February 2023. The Scottish non-profit organization identifies young people aged 13 to 18 who are victims of bullying, low confidence, or social isolation, and empowers them through a life-changing, year-long physical and mental training program culminating in a Polar expedition. Through these expeditions, the participants learn



resilience, leadership, self-worth, and teamwork, and their transformation becomes a powerful statement against intimidation and a pathway to renewed confidence.

For the first time this year, TPA organized an Expedition in Finland. The destination was chosen specifically for its ideal winter conditions and proximity to BRP's northern operations. Participants left Käyrämö on March 8 for a 10 day journey ending at the BRP campus in Rovaniemi. The group was accompanied by BRP employee Jukka Pekka Tolonen, serving as one of the guides for the expedition.

"Our partnership with The Polar Academy is a natural fit. By empowering young people affected by bullying and supporting self-esteem and personal development, The Polar Academy's mission directly aligns with our commitment to ride out intimidation," said Elise Auvachez Millot, Vice-President, Public Affairs, Government Relations and Corporate Sustainability at BRP. "In addition to sharing our values, The Polar Academy used Lynx snowmobiles provided by BRP for their expedition, making our collaboration deeply authentic and rooted in real support."

"The end of the expedition is the culmination of months of discipline and resilience, and a symbolic celebration of overcoming adversity. The participants' arrival in Rovaniemi was very emotional," said Craig Mathieson, Founder and Managing Director, The Polar Academy. "Our group was deeply moved by the celebration, and BRP employees got to experience first hand the impact of their continued efforts to ride out intimidation."

To learn more about BRP's commitment to putting an end to bullying and have a real impact in the communities, visit www.brp.com.

About BRP

BRP Inc. is a global leader in the world of powersports products, propulsion systems and boats built on over 80 years of ingenuity and intensive consumer focus. Through its portfolio of industry-leading and distinctive brands featuring Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft and pontoons, Can-Am on and off-road vehicles, Quintrex boats and Rotax marine propulsion systems as well as Rotax engines for karts and recreational aircraft, BRP unlocks exhilarating adventures and provides access to experiences across different playgrounds. The Company completes its lines of products with a dedicated parts, accessories and apparel portfolio to fully optimize the riding experience. Committed to growing responsibly, BRP is developing electric models for its existing product lines. Headquartered in Quebec, Canada, BRP had annual sales of CA\$7.8 billion from over 130 countries and employed approximately 16,500 driven, resourceful people as of January 31, 2025.

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