



Harden and Crombie celebrate the official ground-breaking of their newest project, Faubourg Contrecoeur in Mercier–Hochelaga-Maisonneuve

Montreal, QC, September 10, 2025 – Harden, a leading real estate development and investment company, in partnership with Crombie, one of the country's leading owners, operators, and developers of quality real estate assets, celebrate the official ground-breaking of Faubourg Contrecoeur, their newest commercial development in Mercier–Hochelaga-Maisonneuve, Quebec.

With a total land area of over 240,000 square feet, Faubourg Contrecoeur will feature more than 52,000 square feet of Gross Leasable Area (GLA). The project will include thoughtfully designed green spaces, bicycle paths and EV chargers, buildings with solar powered roofs, over 170 parking spaces, and enhanced services to meet the needs of the growing community.

“Today marks a significant milestone for the Mercier–Hochelaga-Maisonneuve community. It is with great enthusiasm that we break ground on a development that will bring long-awaited amenities to residents,” says Tyler Harden, Co-CEO of Harden. “Our vision has always been to create a space that enhances daily life, supports local jobs, and fosters growth for the entire community. Partnering with Crombie to bring Faubourg Contrecoeur to life allows us to support the Mercier–Hochelaga-Maisonneuve community and respond to a significant need.”

This project represents an investment of over \$30M for the east end of Montreal and begins with the highly anticipated construction of an IGA extra supermarket, which is scheduled to open in the summer of 2026. This new IGA extra will occupy 40,000 square feet of GLA, making it the anchor tenant at Faubourg Contrecoeur. Its arrival will give residents convenient access to fresh, high-quality products close to home.

"Faubourg Contrecoeur is an excellent example of Crombie's commitment to working with our partners to enrich communities coast to coast through thoughtful and sustainable community hubs," says Victor Settino, Executive Vice President, Development and Construction at Crombie. “We're proud of the positive impact this project will have on Mercier–Hochelaga-Maisonneuve.”

Two pads of approximately 10,000 square-feet and 3,000 square feet, respectively, remain available. They will complement the grocery anchor by broadening the retail offering and

providing affordable everyday essentials while completing the retail mix at Faubourg Contrecœur.

"We are delighted to launch the construction of the future 40,000 sq. ft. IGA extra in Faubourg Contrecœur, which will offer a comprehensive and personalized experience. With its butcher shop, bakery, Rachelle Béry section and sustainable features, this new store will create local jobs, promote our Quebec producers and become a true gathering place for families in the community by the summer of 2026," says Geneviève Dufresne, AVP, Real Estate Development and Transactions Qc & Atl. at Sobeys.

Ultimately, this commercial development project will become a catalyst for growth of the community. Faubourg Contrecœur is located at 3553 rue de Contrecœur, Montréal, QC, the intersection of rue Sherbrooke Est and rue de Contrecœur. Construction for IGA extra is expected to be fully completed in 2026.



Left to right: Tyler Harden, Co-Chief Executive Officer of Harden, Chris Harden Co-Chief Executive Officer of Harden, with Geneviève Dufresne, AVP, Real Estate Development and Transactions Qc & Atl. of Sobeys, Victor Settino, Executive Vice President, Development and Construction of Crombie and Aaron Bryant, Vice President, Design and Construction of Crombie at the ground-breaking event for the newest Harden project, Faubourg Contrecoeur.



Faubourg Contrecoeur site plan.



Left to right: David Jauvin, political attaché of Mario Beaulieu, MP la Pointe-de-l'île, Victor Settino, Executive Vice President, Development and Construction of Crombie, Tyler Harden, Co-Chief Executive Officer of Harden, Paul St-Pierre Plamondon, MNA and leader of Parti Quebec, Chris Harden Co-Chief Executive Officer of Harden, Geneviève Dufresne, AVP, Real Estate Development and Transactions Qc & Atl. of Sobeys, Yannick Jacques, Director of Construction at Sobeys, Pierre Lessard-Blais, Mayor of Mercier-Hochelaga-Maisonneuve, and Aaron Bryant, Vice President, Design and Construction of Crombie.

About Harden

Established in 1985, Harden is a second generation, family-owned real estate company whose primary focus is owning and operating commercial, residential, and industrial properties in many communities throughout the provinces of Quebec and Ontario. Vertically integrated,

Harden specializes in all facets of the real estate development process, including development, construction, leasing, and asset management.

To learn more about Harden, please visit www.harden.ca

About Crombie

Crombie invests in real estate with a vision of enriching communities together by building spaces and value today that leave a positive impact on tomorrow. As one of the country's leading owners, operators, and developers of quality real estate assets, Crombie's portfolio primarily includes grocery-anchored retail, retail-related industrial, and mixed-use residential properties. As of June 30, 2025, our portfolio contained 306 properties comprising approximately 18.8 million square feet, inclusive of joint ventures at Crombie's share, and a significant pipeline of future development projects. Learn more at www.crombie.ca.

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