

ACCORD FINANCIAL CORP.

Varion Capital Corp. Rebranded Under the Accord Financial Banner

Vancouver, BC – March 2, 2015: Accord Financial Corp. (“Accord”) (TSX:ACD) today announced that its subsidiary Varion Capital Corp. (“Varion”) will begin doing business as Accord Financial effective immediately. This change completes Varion’s transition into a national equipment finance company operating under the Accord banner.

“This rebranding is a natural step for Varion, and reinforces to our key stakeholders that Varion, now Accord, is part of a strong national finance company” says Simon Hitzig, President of Varion.

Since Accord acquired Varion on January 31, 2014, the company’s strategy has focused on leveraging the brand presence and financial strength that comes with being part of the Accord Group. In particular, coming under the Accord umbrella has allowed Varion to finance larger transactions and forge new partnerships with regional and national equipment vendors.

Varion’s western Canadian presence also supports Accord’s overall commitment to provide a full range of financing services to clients nationwide. Bringing the Accord brand to Varion’s western base solidifies Accord’s position as a premier national finance company.

“From coast to coast, Accord now offers a full spectrum of asset-based lending, from factoring and inventory finance, to equipment leasing and supply chain finance” adds Hitzig, “together with our strong U.S. presence, we are well-positioned as a North American leader in alternative finance.”

About Varion Capital Corp.

Since 2004 Varion Capital Corp. has financed equipment for small and medium-sized business, serving a broad base of Canada’s most dynamic industries, from forestry and energy to construction and manufacturing. Varion’s success has been built on its commitment to supporting SMEs directly, and on its strong relationships with regional and national equipment vendors.

About Accord Financial Corp.

Accord Financial Corp. is a leading North American finance company providing distinctive working capital solutions to companies from coast to coast. Accord’s flexible finance programs cover the full spectrum of asset-based lending, from factoring and inventory finance, to equipment leasing and trade finance. For 37 years Accord has helped businesses manage their cash flows and maximize financial opportunities – keeping business liquid.

For more information please visit www.accordfinancial.com or contact:

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