

PRESS RELEASE
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SOLLUM TECHNOLOGIES APPOINTS GIANCARLO SANTELLA AS CHIEF FINANCIAL OFFICER

FINANCE EXECUTIVE BRINGS STRATEGIC GROWTH EXPERIENCE TO
ACCELERATE SOLLUM'S GLOBAL EXPANSION

Montréal, Québec, Canada— August 19, 2025 — [Sollum Technologies](#), the leader in dynamic LED lighting for controlled environment agriculture, is pleased to announce the appointment of Giancarlo Santella as its new Chief Financial Officer (CFO).



Giancarlo brings close to 20 years of experience in corporate finance, operations, and strategic growth. He recently served as Chief Financial Officer at **Imaflex Inc.**, where he played a central role in guiding the company's growth, financial performance, regulatory compliance, and long-term planning. His background also includes finance and advisory roles at **BCE Inc.** and **Ernst & Young Orenda Corporate Finance**, where he supported clients on corporate transactions and financial reporting strategies.

As CFO, Giancarlo will oversee Sollum's finance, legal, and administrative functions, playing a key role in supporting the company's growth strategy and operational scale-up across North America and beyond.

"I'm thrilled to join a company that's not only innovating in agtech, but doing so with a real purpose — supporting food autonomy and sustainable production," said [Giancarlo Santella](#). "Sollum's technology and team are truly world class, and I look forward to helping drive its next stage of growth."

"Giancarlo brings deep financial and operational insight, paired with a strong understanding of what it takes to scale a clean technology company," said [Louis Brun](#), President and CEO of Sollum Technologies. "We're excited to welcome him to the team as we continue to expand our presence and impact in the horticultural lighting industry."

This appointment strengthens Sollum's leadership team as the company expands its dynamic LED lighting footprint across North America and builds new partnerships with forward-thinking growers and CEA innovators worldwide.

About Sollum Technologies

Sollum Technologies designed the only 100% dynamic LED lighting solution that modulates the full spectrum of the Sun's natural light to illuminate closed environments such as greenhouses, research centers and laboratories. Sollum's award-winning, turnkey solution consists of internet of things, AI-powered light fixtures that are controlled by Sollum's proprietary SUN as a Service® cloud platform. Sollum's distinctive proposition is a fully scalable cleantech solution that evolves with business needs and multi-zone light management, with each zone benefiting from automatic dimming of an unlimited number of light recipes; this is why it provides unparalleled value in terms of energy savings and, additionally for greenhouse growers, increased productivity, and superior produce quality.

Founded in 2015, the company is headquartered in Montréal (Québec, Canada), where its design, development, and manufacturing activities are concentrated, and has representative offices in Kingsville (Ontario, Canada) and Atlanta (Georgia, USA). For more information, visit sollum.tech.

– 30 –

Sources

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