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WHO WE ARE

Massive was founded in 1998 when David and Christina Kirkaldy partnered with Christina's father, Michael Godfrey, a close family unit that remain the principals to this day. The Caymanian company set out their vision statement; "we strive to be an innovative, profitable and socially responsible market leader, providing a rewarding and friendly work environment". This vision is realised through their tight-knit team, also mostly Caymanian, and the relationships that the company has with many loyal customers and long-standing partnerships with some of the best companies in Cayman.

The core values of Massive Equipment Rental and Sales Ltd are honesty, integrity and respect in relationships with customers, vendors, employees and competitors, and to support and enhance the local community through value added partnerships and involvement in local organisations.



MASSIVE HISTORY



Massive Equipment Rental & Sales Ltd began life in 1998 as the renaming and restructuring of Michael Godfrey's pre-existing Arch & Godfrey Equipment Rental.

Michael Godfrey, born and raised in Mandeville, Jamaica, along with his two brothers, had a very successful and highly regarded construction company in Jamaica, Townend & Godfrey Brothers Ltd. In 1972, Townend & Godfrey and Heber Arch, owner of H.J. Arch Construction merged in Cayman, and Arch & Godfrey Construction Limited was formed in August 1972. In March 1977, Michael Godfrey relocated to Grand Cayman with his wife, Jennifer and two young children, John and Christina and Grand Cayman became their home. Seeing a need for equipment rental services, in 1978 Michael had the foresight to start Arch & Godfrey Equipment Rental, primarily providing services to Arch & Godfrey Construction Limited, their contractors and partners, and a few DIY customers.

David Kirkaldy had previously spent six years at Esso's head office in Cayman and the time was right to further develop the family business and scratch the proverbial 'entrepreneurial itch'. David and Christina undertook the market analysis and saw the potential to expand. They decided to go for it, and David left Esso to form their new rental company. This confidence to take calculated risks and "go for it" would be a hallmark of the future growth and success of this new company, named 'Massive Equipment Rental & Sales Ltd'.

The company started with just one employee, Jeff Larmond, but within a few weeks added a second, Howard Kentish, who remains with Massive to this day. The company grew quickly from the very start with investments in key equipment and the addition of staff, including, Christina to manage the HR department. Development in Cayman was soaring and Massive was perfectly positioned to thrive with it, but the principals did not get carried away; purchases were kept conservative and profits ploughed back into the development of the company and staff.

Over the years the business grew steadily. Massive added more divisions and services including event rentals, portable toilet rentals, parking lot line striping and sealing (eventually sold), fireworks (eventually spun off as its own company) and fencing, a market Massive eventually exited. All of these divisions have had their fair share of successes and learning experiences. As times and opportunities changed some business areas were sold or exited, but all contributed to the legacy and success of Massive. With each new division, David would take a hands on approach, from servicing portable toilets, painting lines in parking lots, building fences in the middle of summer, whatever it took. A typical example of the rewards of this work ethic is when David was seen servicing a Massive portable toilet at the plant nursery set up to supply the as yet to be built Camana Bay, which ultimately led to Massive being asked to provide tents, generators, and air conditioning for a large high-end wedding, providing entry into the events market.

Massive Through the Years

The Massive Group has had continued growth and expansion over the years.

In 2014, Massive Media was re-launched together with Pavel Vondra and Rich Dyer as a creative marketing agency, providing an out-of-the-box approach to marketing projects, exceptional work quality, and responsive client service. The company is now well established and continues to grow, with an office in the Czech Republic, and clients as far as New York and Hong Kong.

In 2017, Massive Equipment Rental & Sales Ltd was named as the official JCB Dealer for the Cayman Islands, offering sales, rentals, service and parts to the construction industry.

In 2019, Massive developed its purpose built headquarters office and showroom. This space allowed us to showcase more of our special event equipment, and to add dedicated meeting rooms for staff training and education. By transferring our administrative offices to the new headquarters building, we were able to expand our equipment rental client area as well as our parts warehousing and sales.

In 2021, we set our sights on renewed growth, opening a branch in Cayman Brac to serve the needs of contractors and DIY clients on that island. Starting with a small warehouse space, we now have a custom-fitted office and compound space, as well as a delivery truck, ensuring that our Massive representative, Ruel, can offer excellent customer service to our Cayman Brac clients. The launch of our branch was kicked off with a Family Fun Day for all residents of the Island with food, games, activities, and giveaways. The turnout was beyond our expectations and the community support was very encouraging and welcoming.

Later in 2021, Table Alchemy was added to the group portfolio to enhance our event rental division by offering perfectly curated tablescapes designs for events, celebrations, and private dinners.

In addition, Fireworks Limited transitioned from commercial fireworks displays to focus solely on retail fireworks sales. Fireworks Limited is the largest Christmas and New Years retail fireworks store on Island, and the only dedicated fireworks store open throughout the year. Earlier this year we expanded to include a new warehouse space custom fitted and dedicated to the sale of retail fireworks.

Massive continues to enjoy a fantastic partnership with Multiquip Construction Equipment, who has been Massive's supplier for small tools and construction equipment for the past 25 years.

The confidence and entrepreneurial spirit of Massive's past remains a hallmark of its present, and is a reason to be excited about the stories that will be written over the next 25 years.



RETIREMENT PROFILE Christina Kirkaldy

Christina has worn many hats at Massive Equipment. As a Director of the company she has been an integral part of the organization from its inception. Tina, as she is affectionately called, has overseen the accounting and office management in the earlier years; answering phones, doing receivables, assisting customers; whatever was needed to get the job done, as she emphasised that good customer service is critical for the success of any business. As the company continued to grow Tina put on her HR hat and transitioned into the position of HR Manager and ensured that structure and policies were put in place. She has always made herself available to be a listening ear or just to be a shoulder to cry on; she has been described as the heartbeat of the company and a strong leader who supports and encourages her staff. Tina embodies the company's valued words of honesty, integrity and respect and shows to all. But a word to the wise, "don't take her kindness for weakness", she is caring but firm. With her wife and daughter hat on, she has worked alongside her husband, David and father Michael, to build a successful business, while being a present and supportive mother to her son, Ryan, and daughter, Taylor.

In the last year, Tina has stepped back from the day-to-day running of the business, but is still very involved as a Director. When asked what she is most proud of at Massive, Tina replied "It has been a joy to watch employees who started with us relatively new to the work force grow and develop both personally and professionally. We have seen employees get married, raise families go through many highs and lows in this journey of life, and we are all connected and bonded in a very special way. I feel blessed with the staff that we have at Massive, both longstanding and our new hires, and my greatest professional joy is when I am told what incredible customer service we have and how lovely and professional Massive employees are. While I step back from my daily duties at Massive, I will never step back from our employees and my Massive family."

A SPECIAL THANKS TO YOU



We could not have hoped to reach our 25th anniversary without the help of some very dear friends and partners over the years. In a community such as Cayman, partnerships and customer relationships are like friendships, and we have been blessed with many of these friendships across the island over the last 25 years.

From our first loyal customers in construction, we've formed working partnerships with clients in all divisions; these friendships are what make it all worthwhile. To one and all, our sincere thanks for your continued support.

MASSIVE STANDS STRONG



IVAN

Massive was a hurricane shelter for many of the staff who chose to stay on Island and ride out the storm. As the seriousness of the hurricane became apparent and the flooding began, brave members of the team ventured into the offices to clear items from the ground floor, including the company computer server, a critical save that enabled massive to reopen within days and get to work with assisting with the aftermath.

COVID-19

Massive as a company, like everyone, was faced with significant challenges with the onset of the COVID-19 pandemic and lock down protocols that followed. During the initial 7 week period, all construction was shut down and our doors were essentially closed. The Directors had difficult choices to make, but knew that as a family company they had to take care of their staff first and foremost. The Directors stood firm on their decision to ensure every staff was paid their full contracted wages despite the business being closed. The management team and supervisors met regularly on Zoom, and all staff completed online training courses to develop their knowledge in a variety of areas relevant to their role and the business. As the Cayman economy reopened, our team was well positioned to serve our clients with expanded product knowledge and peace of mind knowing that as a company Massive was there for them during one of the most difficult and uncertain times.

MASSIVE IN THE COMMUNITY

We recognize that part of our social responsibility is giving back to our community. We are long term supporters of the National Gallery, The Rotary Clubs, Jasmine, and the YMCA of the Cayman Islands, to name a few. Our President, David Kirkaldy, is currently the Governor of District 7020 for Rotary International and a member of the Rotary Club of Grand Cayman and is a past President of Chamber of Commerce. David, Christina and Michael have served on numerous boards of charities, trusts and government authorities over the years and have always believed in giving back to our community.

Our involvement goes far beyond extending funding or discounts on equipment. Massive has entered teams for the 24 hour Ryde-a-Thon hosted by Ryde Cayman two years in a row. David, an avid spin studio regular, led the teams which included Massive employees, family and friends, to raise funds for the recipient charity for each year, both years seeing the Massive team in the top 5 fund raising teams.

In addition, Massive has been a supporter of the Cayman Islands Marathon since its inception in 2003. Massive not only sponsors this internationally regarded annual event every year, they have also entered teams and seen individual employees take part in this world class event, which features a full marathon, half marathon, 4-person relay and a kids fun run.



DID YOU KNOW?

- The first major equipment Massive rented was a brand-new Terex 1048 telehandler (which has long since retired), following an initial offering of cement mixers and scaffolding.
- Massive rents the largest portable toilet trailer on island. This robust 25' unit is outfitted with air conditioning, flushing toilets, multiple stalls, a baby changing station and comes with its own water tank with full service hand wash basins. Chances are that you may have used this unit at one of the many events on island!



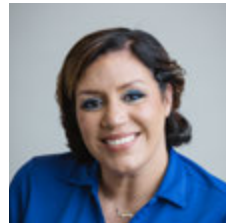
MASSIVE TEAM



Howard Kentish

Howie, the second employee at Massive, joined the team in January 1999 and is one of the best known members of the

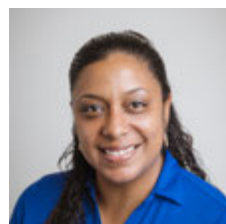
team. Originally from Clarendon, Jamaica, Howie is known for his love of cars, travelling and spending time with his family. Howie started working at Massive assisting in the yard and over the years, through hard work, dedication and determination, worked his way up to a supervisory position; his current position is Supervisor of Mechanics, Drivers and Customer Relations in charge of over 8 staff members. In January 2024, after 25 years of service, Howie will be retiring from Massive to hopefully get some much needed rest and tend to his other personal business interests. But we have no doubt Howie will still be around Massive, and customers who have him on speed dial will still be contacting him for advice. In reflecting on his time at Massive, Howie said “ It started out when I was seeking a job and I knew I had come to the right place after meeting Mr. Godfrey and Jeff Larmond. I like the family unit here at Massive and the owners and managers are great people to work with. I feel comfortable and I can be myself. I love increasing my knowledge daily as I learn about the equipment, and, with customer service as my passion, I enjoy dealing with customers and giving great customer service. Time flies when you are having fun, and I am coming up on 25 years with Massive! I look back and give thanks for the opportunity and I am excited to start this new chapter of my life, but I will always have a place in my heart for Massive”.



Sofia Ebanks-Thomas

Straight out of the beautiful district of West Bay and the proud mother of four, Sofia is the queen of the Special Events Department in

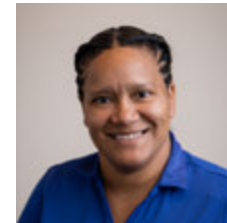
her capacity as Supervisor of Events Crew and Dispatch. Sofia ensures that everything runs smoothly when Massive is handling your special event. She started in 2002 on the reception desk and over 20 years later, Sofia leads the events dispatch team with respect, firmness, lots of communication, and love. We also rely on Sofia for our in-house events, from Christmas parties to our special family fun beach days, and our bi annual office socials. If you ask Sofia about her tenure at Massive she will tell you “ I have had a wonderful experience working at Massive. I feel motivated and always supported by the company, as they have been there for us through thick and thin. I am thankful for the opportunity to lead a great team and enjoy seeing us all grow, both personally and professionally. We treat each other like family, and Massive is like my second home. I plan on being here for years to come!



Dara Munroe

Massive’s Operations Manager is originally from Kingston, Jamaica, but now resides permanently in the Cayman Islands. Having joined

the company in 2003, Dara has worked in many areas of the business, starting in the events division before being promoted to the Operations Manager position, overseeing all of the supervisors and the daily operations of the business. Dara’s willingness to get her hands dirty to get the job done has been evident over the past 20 years. She even acquired her group 4 driving license so she could understand the operation of the trucks and heavy equipment. Outside of work Dara enjoys spending time with her two lovely girls and her husband Mark (a previous Massive crew member and still part of the Massive family). Dara said, “I have thoroughly enjoyed working at Massive as no two days are ever the same. I have been given the opportunity to develop professionally. I have been given the space to apply my knowledge. I have had the pleasure of meeting wonderful people along the way and I have had the privilege to lead one of the best teams in an amazing company.”



Bridgette Harris

Bridgette started working at Massive in 2005 as a receptionist / rental assistant. For many years, she was the face, alongside

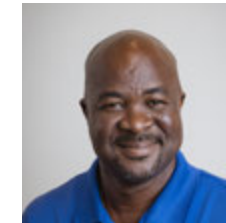
Howard, at the rental counter and later she became one of the Supervisors in the Equipment Division. In 2018 she transitioned to her current position of Administration Supervisor and Accounts Assistant. Almost 20 years on, this West Bay native continues to develop and grow within the company. Bridgette was asked what she loves most about working at Massive and this was her response “Massive treats us as human beings first, employees second. They are an investor of people. They build people and the people build the business. Their leadership has helped each of us become our best self. Individually, we do so little; Together, WE MAKE IT HAPPEN!”



Stephen Williams

Stephen, originally from Manchester, Jamaica, joined Massive in 2005 as a fence technician and worked in various

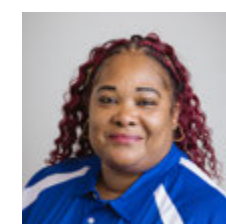
duties, assisting where needed and showing true leadership skills by training and guiding new employees, until his term limit in 2017. Stephen returned to Massive in 2019. As Massive continued to grow and we sought a Supervisor of Warehouse Operations, Stephen was the obvious choice to fill this role. With a history of almost 20 years with the company, Stephen gains the respect of his team of Warehouse Counter Sales Reps and Warehouse Associates through leading by example. When asked ‘why Massive, and what made you return?’, Stephen said “I like the family atmosphere that is here at Massive. In my various roles over the years I have been able to interact with our customers and service their needs. I have a passion for learning and sharing knowledge and have been given the opportunity to learn so much and to lead and guide my team and I appreciate that.”



Charlton Richards

Charlton’s association started with Massive well before March 2007, but it was made official when he was hired first as

a driver, and eventually promoted to the position of Supervisor of Maintenance of Event Equipment, Grounds and Building. Charlton has been an invaluable member of our leadership team. He is instrumental with training new staff and guiding some of our younger team members in the way that Massive operates. Charlton truly embodies our culture of honesty, integrity and respect and instills it with his team. Even though Charlton owns his own janitorial company, we know we can rely on Charlton anytime we call on him. Charlton was recently asked what it is about Massive that keeps him here, and he said “ I feel highly valued and respected by the staff and owners of Massive. They provide supportive leadership and growth opportunities while still maintaining a ‘family atmosphere’. I enjoy working with my team and delivering quality customer service”.



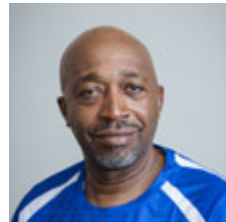
Saira Ebanks Bodden

Saira started working with Massive in May 2007 in the Events Division. Hailing from Honduras but with strong Caymanian ties, Saira has

been a reliable and consistent employee and the ruler of her domain in the events division. She has seen the division grow and expand and helped with training many new employees to the intricacies and importance of the laundry and cleaning of the event equipment. Saira was asked why is she still at Massive after 15 years, and always the quiet one, she responded “I am comfortable in my position and feel confident in what I do. I like that the owners take care of their employees and help us to grow and learn along the way. I enjoy what I do here at Massive”

DID YOU KNOW?

- While most of our employees are Caymanian, we have persons from the USA, Guyana, Honduras, Jamaica, South Africa, and the Philippines. Our diverse employees work well together and understand the importance of teamwork.
- Out of the 40 employees at Massive, 22 have been with the company for over 5 years



Liston McDonald

Liston joined the Massive team in 2008 in the capacity of driver in the Events Division. His calm demeanor and wealth of

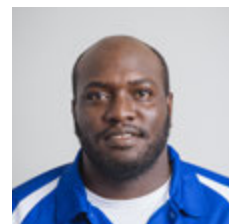
knowledge made it easy for him to become one of the team leaders in the events division. He also brings many skills to the team such as carpentry and mason work to name a few, and his dependability and work ethics are commendable. In 2018, he had reached his term limit and returned home to Jamaica. In 2019 he returned to Massive and continues to be an outstanding employee. Liston has been instrumental at training many of the team members over the last 15 years. When asked what he liked most about working at Massive he responded with "I like the team that I work with and I like the good vibes of the company. I really enjoy the opportunity to go on site inspections, meet customers and deliver great customer service and then seeing our repeat customers is very rewarding".



Steven Evans

Steven joined Massive as a part-time employee 13 years ago back when he was only a teenager from George Town, when he was

thrown in the deep end as his first day of work was a large set-up for the Agricultural Show. He must have enjoyed it as he stayed in the Events Division and was offered a full time position. Steven has mastered the knowledge of all things events and has worked his way up from a labourer to a driver and now his current position as a Team Leader in the Events Division. In Steven's words " I feel comfortable in my work environment. I enjoy being outdoors and my job allows me to go on the road and meet new people and assist them with their events. Over the years I have learnt a lot and I am confident in my knowledge of my work area".



Rowan Thomas

Rowan, originally from the cool hills of Mandeville, Jamaica, joined the Massive team as a part-time employee in the Events Division.

He was a great team member, enthusiastic and committed to doing his job well. In 2010, Rowan was offered a full time position as a labourer. Rowan had a "drive" (pun intended) to get his group 4 license and move into a Driver position and in 2012 that is exactly what he did. He worked hard to get there and transitioned to the Equipment Division and has worked his way up to a senior driver. Rowan has excellent working knowledge of the equipment and is a dependable employee. Rowan notes that, "the family atmosphere and how the crew work well together," are his fondest memories. "The ability to learn new things and grow has meant a lot."



JCB



In 2017, Massive Equipment Rental & Sales Ltd were honored to be selected to be the authorised JCB dealer of the Cayman Islands, offering sales, rentals, service and parts to the Cayman construction industry. JCB, a renowned global heavy equipment brand, epitomises cutting-edge technology, durability, and versatility. The addition of the JCB brand to our company represented a statement of intent, that as we approached our third decade of business, we were still committed to being the market leader in a dynamic and important industry for our islands.

JCB is the global leader in construction equipment, and the Cayman market now had direct access to their range of excavators, loaders, backhoes, telehandlers, skid steer loaders, and much more - vitally, with local warranty and service guarantees. In addition, we also provide high level availability of 'off-the-shelf' parts, as well as having the ability to despatch non-stock parts from the JCB World Parts Centre overnight.

The first unit we sold was a JS380, and that was before we had even landed the first JCB unit on Cayman shores! Since then, we have sold over 30 further units, with JCBs working hard on sites from West Bay to Cayman Brac, as well as numerous units in government and utility service including at the harshest environments such as the landfill locations on both Grand Cayman and Cayman Brac. Over the last five years, we have stewarded JCB to become the #1 selling heavy construction brand in the Cayman Islands.

Integral to the success of the heavy equipment sales was the employment of David Noble, to consult on the renovation and upgrade of our maintenance and repair facilities. David came to us with many years of experience with another brand of equipment in Africa and Jamaica and has diligently worked to update our facilities - first with the maintenance area, but over time with a host of other physical upgrades we have done, not the least of which is the reorganisation of the parts warehousing and sales, a critical area of our internal and external business.

As we look to the future with JCB, we are constantly investing in new technology, premises, training and development programmes to ensure that we can professionally and effectively respond to the ever changing world and business practices. All of our staff are fully trained, experienced and highly knowledgeable, and we have dedicated industry specialists to make sure that not only do we understand your equipment needs, but also that of your environment.

For more information, a full list of inventory and to obtain quotes, visit our dedicated JCB site at jbc Cayman.com, or call 949-7990.

MASSIVE

EQUIPMENT RENTAL
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