

## Fueling Our Potential Greater Toronto Area Market Opportunity Plan

Greater Toronto Area is one of TEC's most opportune and untapped markets. As the most significant business center in Canada, TEC's Chair community has made great inroads establishing a stable presence in the region, and still has lots of opportunity for reaching more of the region's business leaders. In further growing TEC's Toronto community through new members and groups, TEC's Chairs will continue expanding their impact on Canada's most influential business community.

Ever thought of expanding your impact by building additional groups? As TEC Canada is committed to increasing the effectiveness and enhancing the lives of even more business leaders across Canada, TEC's Chair community has an exciting opportunity to take advantage of the market availability in their region to maximize their impact. With a strategic plan of reaching 3,600 members nationally by 2027, and with only a small portion of the market captured, there is lots of potential to recruit new members or build additional groups and further develop and support the Canadian business community.

### Reasons to expand TEC's GTA community:

Many current groups are nearing full capacity

Largest and most consistent market in Canada with low penetration

Diverse range of industries in the area such as real estate, finance, manufacturing, public administration, and construction

## TEC Canada National Market

### Where We Are Now

<b>1,950</b>	<b>~100,000</b>	<b>1.4%</b>	<b>7%</b>
Current TEC Canada Members	National Serviceable Available Market (SAM) for Major Metro Areas	Current TEC Canada Market Share	Membership Growth Last Fiscal Year

### Where We Are Headed

	CURRENT STATE		2022-2027 FIVE-YEAR PLAN	
	TEC CEO	TEC TSB	TEC CEO	TEC TSB
MEMBERS	949	390	1,980	729
SERVICEABLE AVAILABLE MARKET	9,399	87,070	9,399	87,070
MARKET SHARE	10%	0.4%	21%	0.8%

**+1,031** CEO members

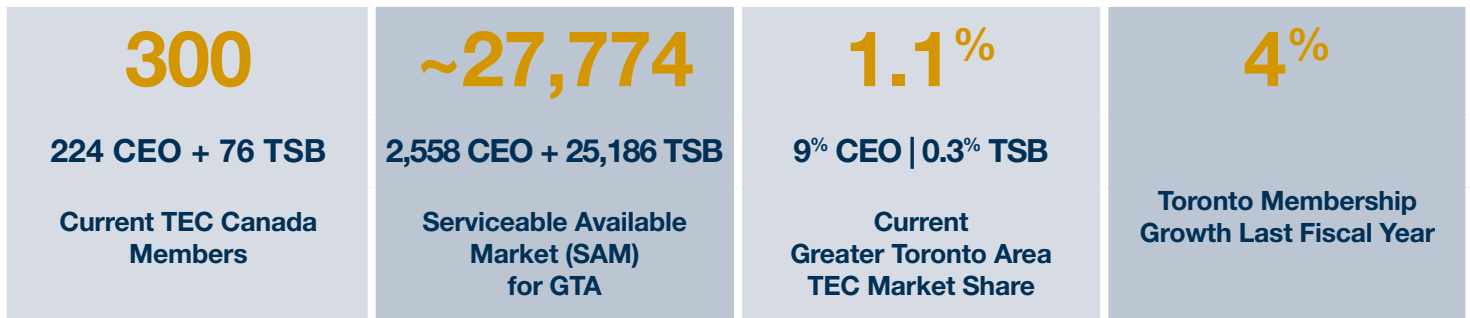
**+339** TSB members

**+86** CEO groups

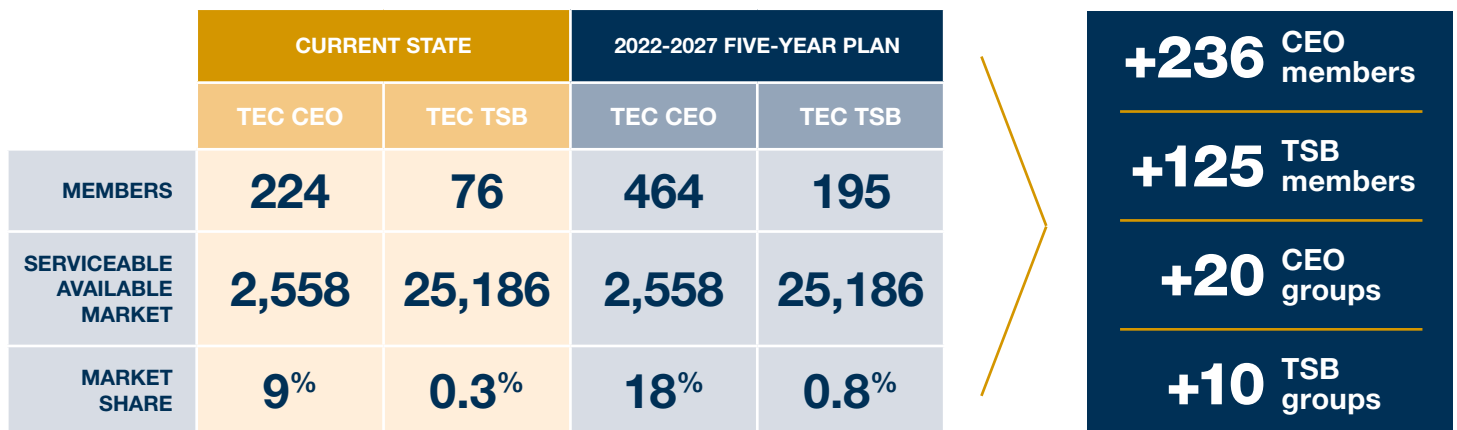
**+28** TSB groups

# Greater Toronto Area Regional Market

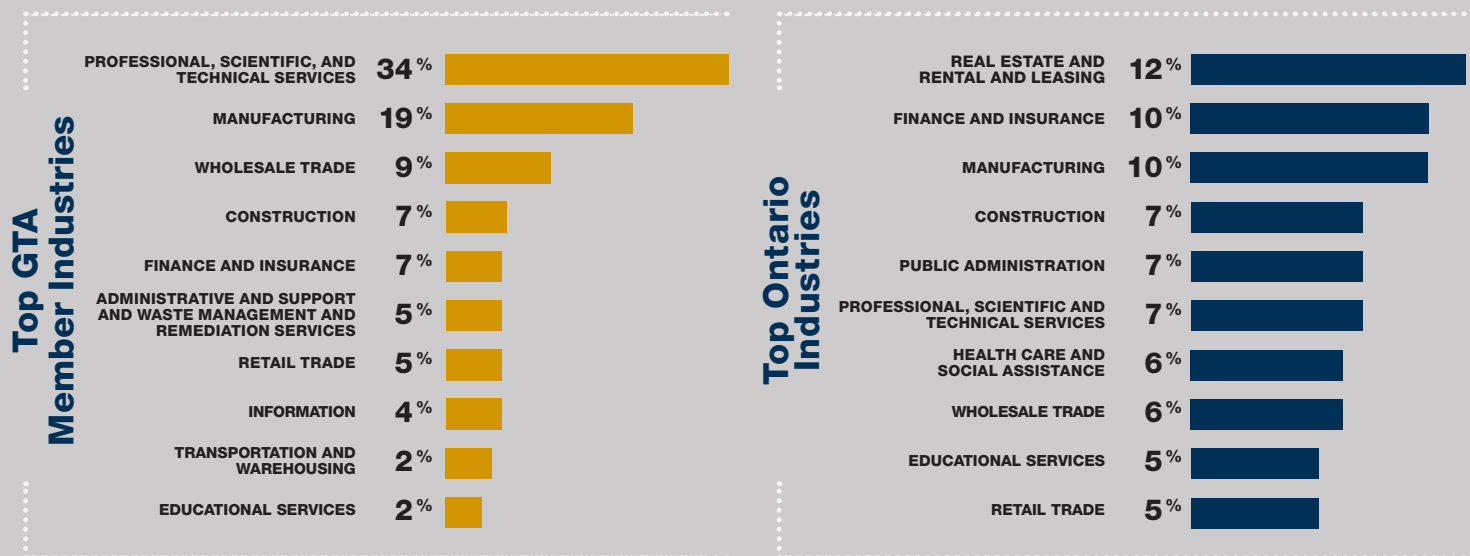
## Where We Are Now



## Where We Are Headed



## Where to Focus



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