

Fueling Our Potential Halifax Market Opportunity Plan

As the business core of Eastern Canada, Halifax is a small but prominent market with an established TEC presence, and there is still lots of opportunity for reaching more of the small and mid-sized businesses found in the region. In further broadening TEC's Halifax community through new members and groups, the TEC community will continue to have an even greater impact on an important Canadian market.

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 Halifax community:

Current groups are nearing full capacity

Unmet market opportunity, particularly in the TSB market

High-potential industries in the area, particularly in public administration and healthcare

TEC Canada National Market

Where We Are Now

| | | | |
|----------------------------|---|---------------------------------|------------------------------------|
| 1,950 | ~100,000 | 1.4% | 7% |
| 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 | 398 | 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

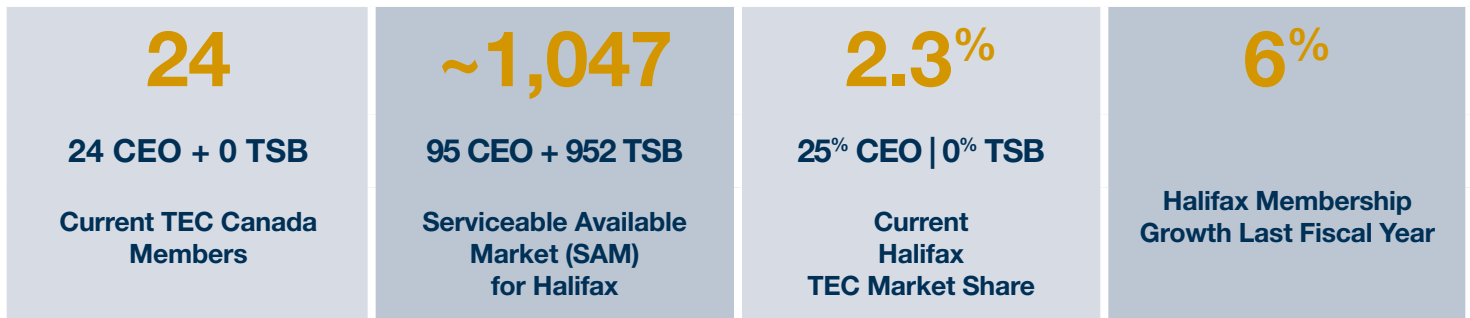
+339 TSB members

+86 CEO groups

+28 TSB groups

Halifax Regional Market

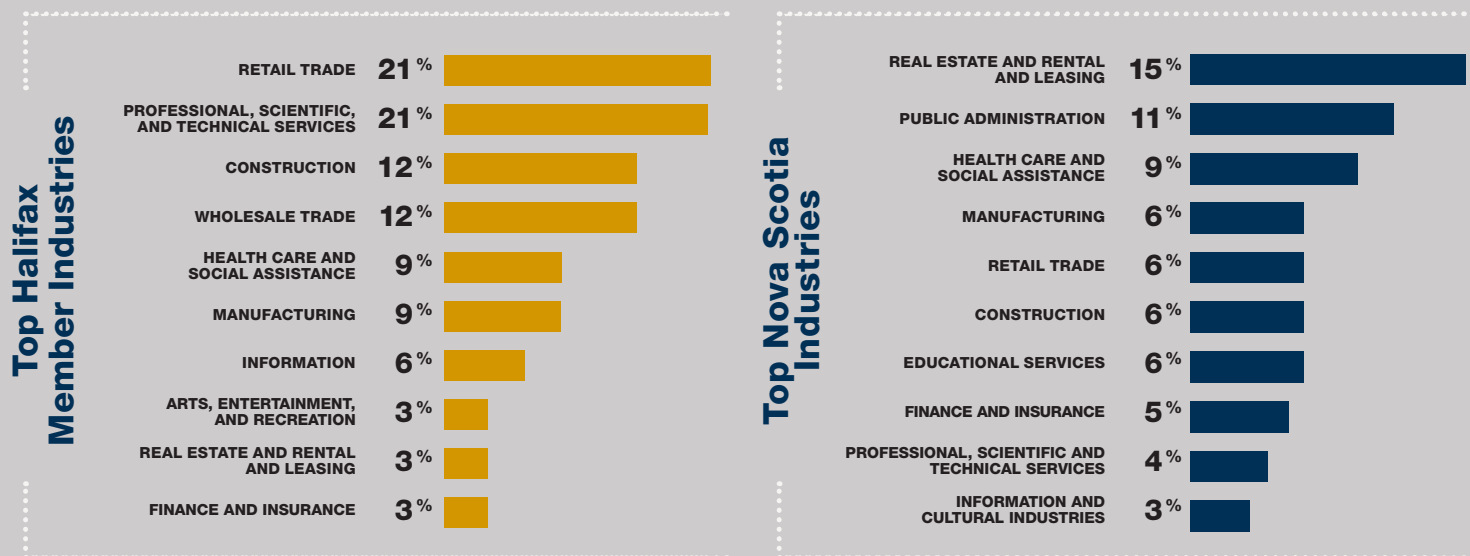
Where We Are Now



Where We Are Headed



Where to Focus



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