

## Fueling Our Potential Montréal Market Opportunity Plan

Montréal is one of TEC's most abundant markets. As a key business center for Canada, and with a high-performing Chair community that has built and maintained a strong TEC presence, there is still lots of opportunity for reaching more of the growth-oriented business leaders Montréal is known for. By further developing TEC's Montréal community through new members and groups, TEC Chairs will continue to have an even greater impact on one of Canada's most prominent business communities.

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 Montréal community:

Room for growth in many current CEO and TSB groups

Consistent serviceable market with high potential for growth

High-potential industries in the area, particularly in manufacturing and healthcare

## 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

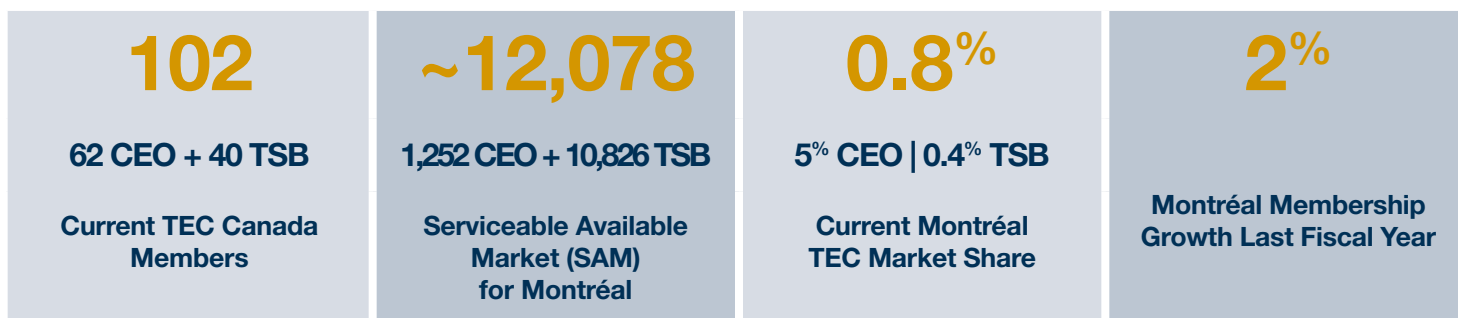
**+339** TSB members

**+86** CEO groups

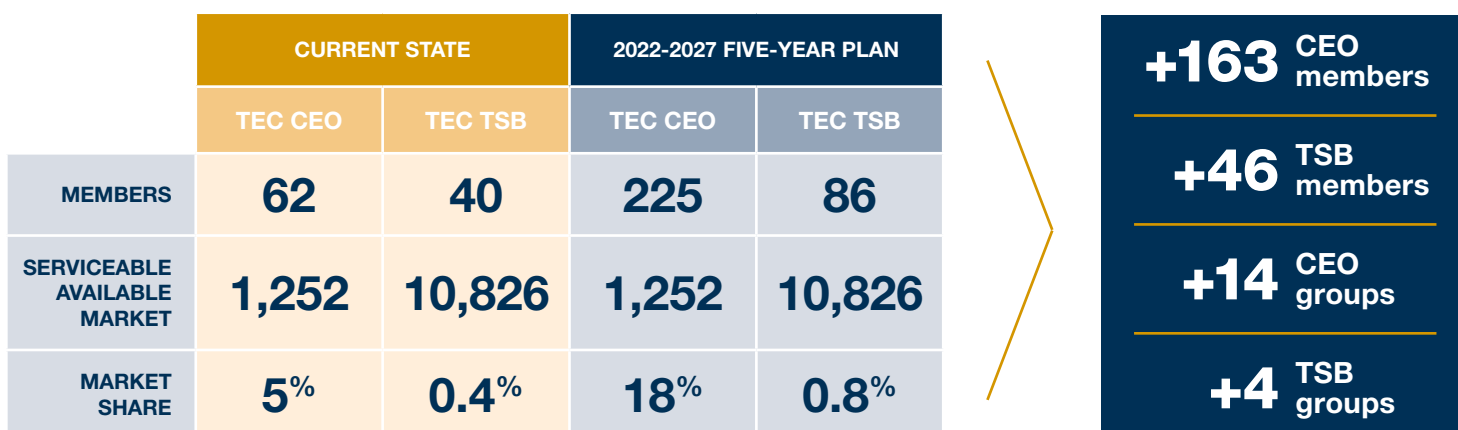
**+28** TSB groups

# Montréal Regional Market

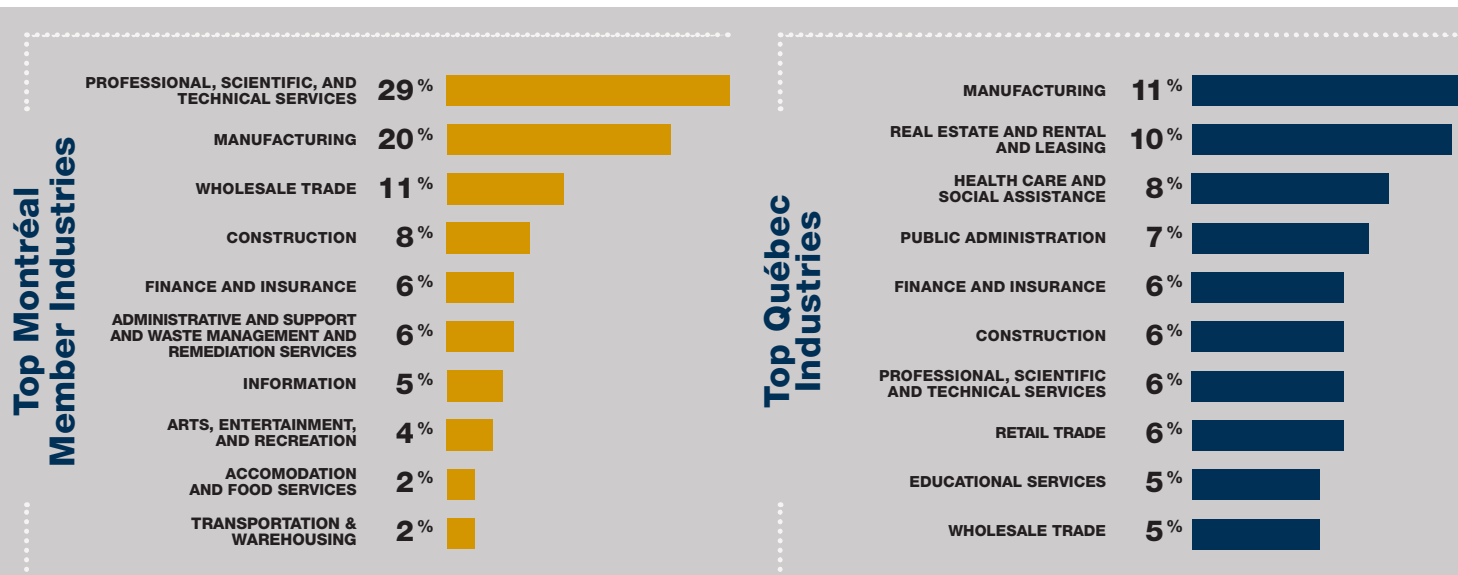
## Where We Are Now



## Where We Are Headed



## Where to Focus



FOR INTERNAL USE ONLY.

This document and its content is the confidential and proprietary property of TEC Canada. It may not be copied, modified, retransmitted or used, in whole or in part, for any purpose whatsoever without TEC Canada's prior written authorization.