

Fueling Our Potential Saskatoon Market Opportunity Plan

Saskatoon is an essential driver of Saskatchewan's economy and a largely unrealized market for TEC Canada. With a dedicated Chair community that has built and maintained a TEC presence, there is still a large opportunity for reaching more of the business leaders in the area. In further expanding TEC's Saskatoon community through new members and groups, TEC Chairs will continue to grow their impact on a foundational 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.

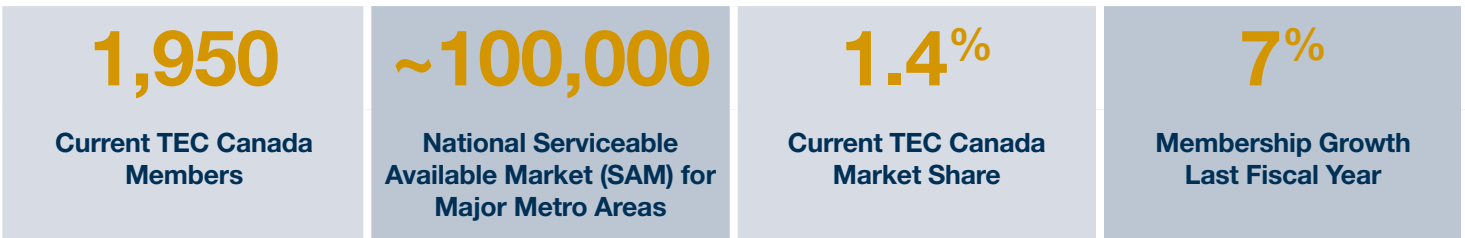
Reasons to expand TEC's Saskatoon community:

High-growth industries in the area such as real estate, agriculture, and healthcare tech

Unmet market opportunity for both CEO and TSB programs

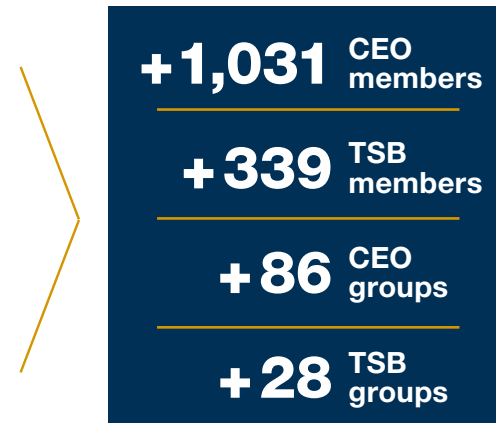
Room for growth in current CEO and TSB groups

TEC Canada National Market Where We Are Now



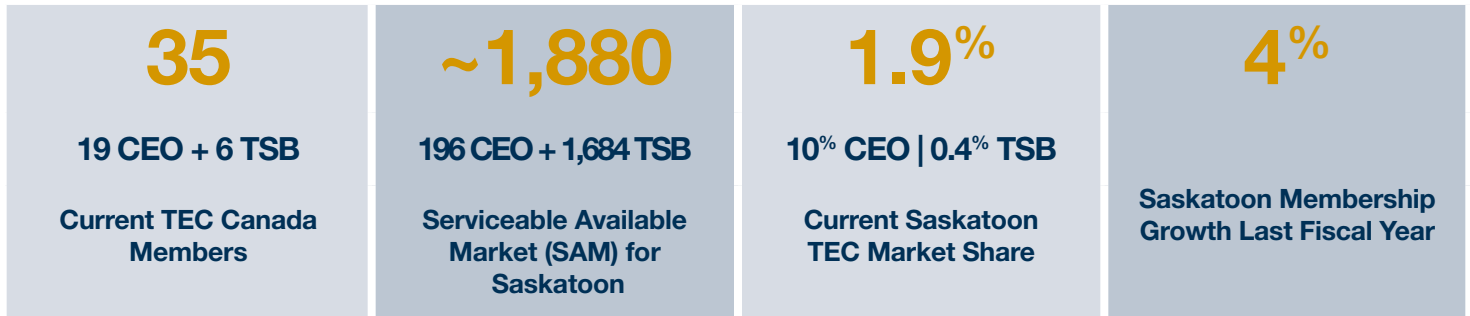
Where We Are Headed

| | 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% |



Saskatoon Regional Market

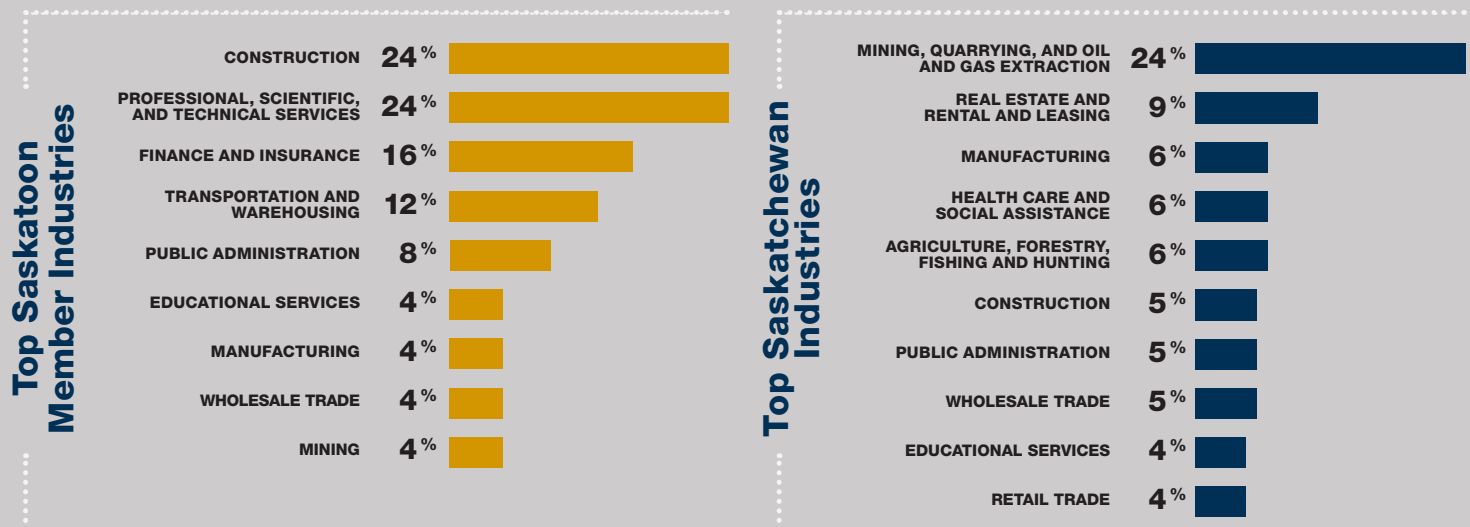
Where We Are Now



Where We Are Headed



Where to Focus



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