

Fueling Our Potential Greater Vancouver Market Opportunity Plan

As the hub for business in Western Canada, Vancouver offers significant potential for increasing TEC's impact. 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 in the region. By further growing TEC's Vancouver community through new members and groups, TEC Chairs will continue to have an even greater impact on one of Canada's most important 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 Vancouver community:

Current groups are nearing full capacity

Large and diverse market representing a plethora of industries

Consistent serviceable available market with high potential for growth

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 | 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

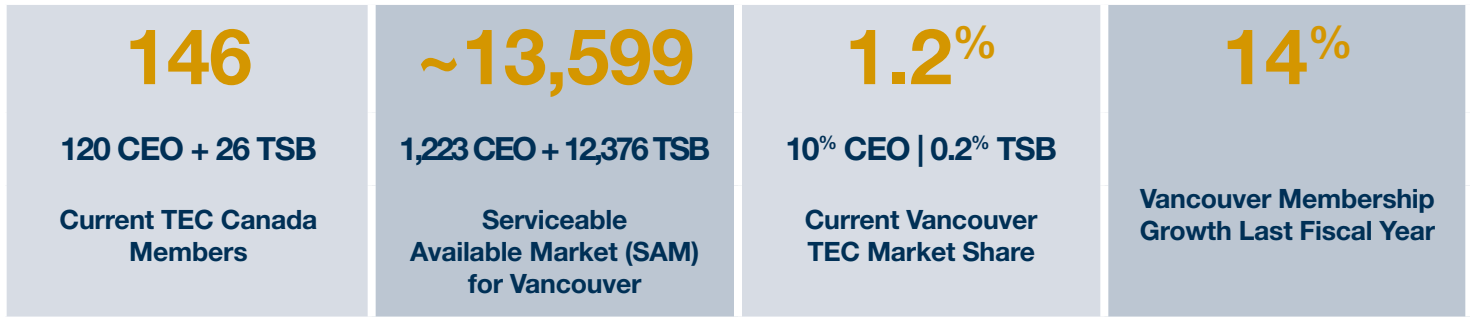
+339 TSB members

+86 CEO groups

+28 TSB groups

Vancouver Regional Market

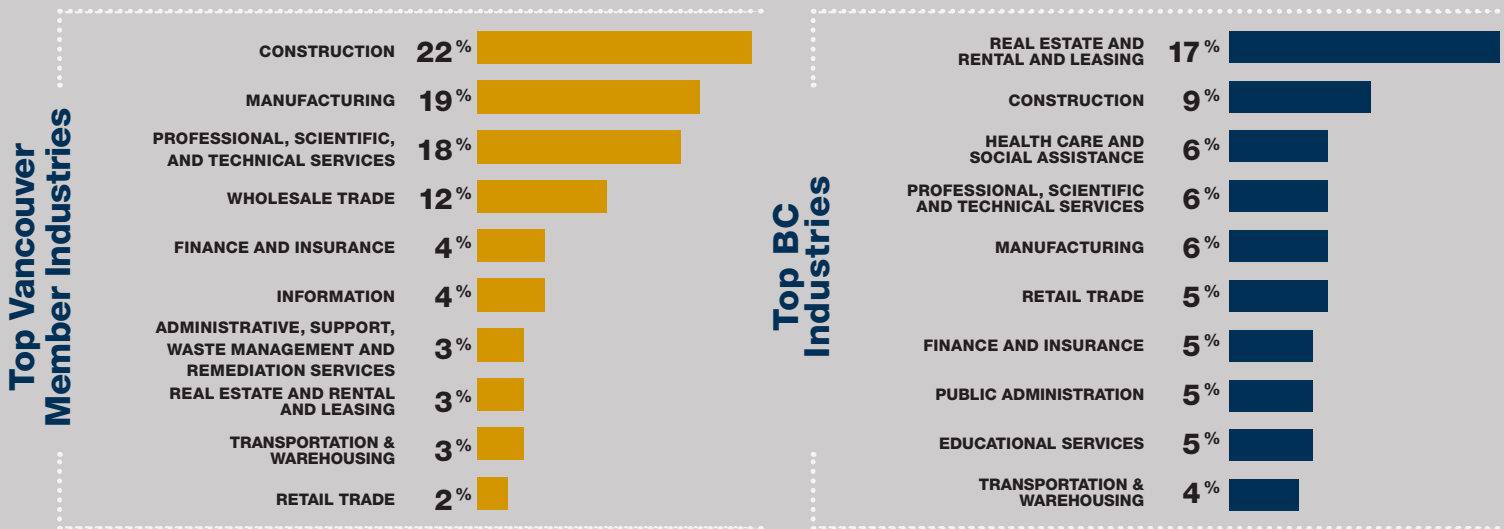
Where We Are Now



Where We Are Headed



Where to Focus



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