



## Transcript: Tailored solutions for success

[♪ Music plays. ♪]

[The video opens with a scene inside Vallée, where employees are working, followed by an exterior view of the company. Next, the video introduces Mr. Jean-Daniel Genest as he presents himself and his business. The text “*Chaque entreprise a son histoire. Chaque financement aussi.*” then appears on screen, followed by the logos of Vallée and Laurentian Bank. The sequence alternates between shots of Mr. Genest speaking and employees at work.]

**Jean-Daniel Genest:** Vallée manufactures high-end material handling equipment—forklifts, attachments, and accessories. The very first forklift came from a sawmill just across the street, scierie Welsh, which still has a 1959 forklift that they continue to use today. The Vallée company started in 1956, and we took over the business in 2021. My goal in coming back to the area was to help a local company thrive—one that we genuinely care about. I grew up here as a kid, too. Of course, there were challenges, especially with financing and finding the right partners to help us with legal and tax matters. That is when we worked with Laurentian Bank.

[The video then features Mr. Alexandre Villeneuve, Senior Manager at Laurentian Bank, speaking directly to the camera. It alternates between his remarks, shots of employees at work, Mr. Genest’s comments, and images of Vallée and its team in action.]

**Alexandre Villeneuve:** The biggest challenge in acquiring Vallée was that it was an employee buyout. These were new entrepreneurs, so we had to be creative. We used the tools we had at the bank, but we also brought in various government partners to avoid putting a heavy financial burden on their shoulders on day one of the transaction.

**Jean-Daniel Genest:** What made a significant difference with our account manager was how he adapted to our reality. During the day, when the business is running, I do not always have time to call at 3 p.m. But with Alexandre, I could text him in the evening—anytime—and he would respond. We would always find a way to connect.

**Alexandre Villeneuve:** Our greatest strength at Laurentian Bank is that we have a low client-to-account-manager ratio. Our availability and flexibility are what allow clients to move their projects forward and seize opportunities.

**Jean-Daniel Genest:** I want someone who picks up the phone and talks to us. Our clients are the same—they want service, they want to speak to a human being, they want someone who understands their reality. And I believe the bank will be around for a long time for that very reason.

[The video concludes with the phrase “*Un partenaire financier qui comprend votre réalité.*” followed by the Laurentian Bank logo.]

[♪ Music ends. ♪]