



Transcript: A solution that exceeds expectations

[♪ Music plays. ♪]

[The video opens with a scene in Ms. Élise Bernier-Ouimet's office, where she introduces herself. The text "*Chaque entreprise a son histoire. Chaque financement aussi.*" appears on screen, followed by the logos of Le Point de Repère and Laurentian Bank. The sequence then alternates between exterior views of the city where Le Point de Repère is located, shots of the office, and scenes of Ms. Bernier-Ouimet working or speaking.]

Élise Bernier-Ouimet: I am the founder of Le Point de Repère Financial Services, a firm specializing in financial services. I am a mutual fund representative and work alongside my colleague Eric—the person from whom I purchased my client base. I began my career in the industry in 2018 as a self-employed professional, working independently. One day, Eric announced that he was looking for someone to take over his firm. It turned out to be a perfect professional match. To make this acquisition possible, I needed financing. I joined a Facebook group for brokers like me and asked if anyone had referrals. That is when someone shared a link to the team of my current manager at Laurentian Bank.

[The video then features Mr. Philippe Veillette, Senior Account Manager at Laurentian Bank, speaking directly to the camera. It alternates between his remarks and images of Ms. Bernier-Ouimet working or in discussion.]

Philippe Veillette: She contacted me, and our first meeting went extremely well. Élise is an incredibly dynamic person. The transaction amount was not the main concern—the key factors were her experience in the field and her age. Another critical element was the borrower's character. With Elise, this was effortless; she was an open book, which inspired confidence.

Élise Bernier-Ouimet: The offer Laurentian Bank made far exceeded my expectations. Even my partner, who had financed clients before, was amazed at what I was able to secure. Acquiring Eric's clients was a turning point for my business. It was the moment I truly saw a long-term vision for myself in this industry.

Philippe Veillette: Working with Élise is always exciting—there are always new projects in motion. She calls me, and I can share my thoughts openly. Our goal is to identify the right entrepreneurs and help them reach new heights.

Élise Bernier-Ouimet: For me, entrepreneurship is about freedom of choice. It is about flourishing as a woman, building my own empire—my second baby.

[The video concludes with the phrase "*Bâtir son empire, avec un allié qui croit en vous.*" followed by the Laurentian Bank logo.]

[♪ Music ends. ♪]