

Transcript: Turning a vision into reality

[♪ Music plays. ♪]

[The video opens with Mr. Marc Bérubé sitting at his desk, focused on his computer while taking notes in a notepad. He then appears standing in front of a backdrop featuring the TREK company logo. The sequence continues with shots of his diplomas, followed by scenes where he speaks directly to the camera.]

Marc Bérubé: Marc Bérubé, Founder and President of Coaching Financier TREK, former high-level athlete. The company's mission is to support our clients, like a coach would. We help people reach their individual summit.

[The next sequence reveals the exterior of the building housing TREK, accompanied by the text "*Chaque entreprise a son histoire. Chaque financement aussi.*" The TREK and Laurentian Bank logos then appear on screen. The video continues with shots of the backdrop featuring the TREK logo, Mr. Marc Bérubé in a meeting with his team, and then seated while speaking. There is also a close-up of a photo of a hockey player, along with scenes of employees at work.]

Marc Bérubé: I have not always been a client of Laurentian Bank. I started this relationship when we wanted to make our first major acquisition in 2023. A contact told me that Laurentian Bank had expertise in financial services, which is still quite rare to find among banks.

[The video continues with Mr. Philippe Veillette, Senior Account Manager at Laurentian Bank, speaking directly to the camera, with his name and title displayed on screen. It then alternates between remarks from Mr. Veillette and Mr. Bérubé, along with scenes showing TREK employees at work, close-ups of a book written by Mr. Bérubé, framed photos, and moments shared with his team.]

Philippe Veillette: Laurentian Bank differentiates itself, among other things, through the closeness we have with our clients, the time we spend on their files to fully understand their industry, their business model, and to support them effectively.

Marc Bérubé: It was not an easy transaction in the sense that it was not a simple loan.

Philippe Veillette: It was financing of greater scope with a more limited down payment.

Marc Bérubé: The account manager played a key role as an intermediary between our vision and where we wanted to go, and the bank's realities with credit and everything else.

Philippe Veillette: No two cases are alike. And being creative is what allows us to manage more complex transactions. Thanks to our analysis of the numbers, we were able to value his existing client base, which gave us leverage to finance the client list he wanted to acquire.

Marc Bérubé: It is the first bank that understands the nature of our business. For us, it is recurring revenue models. They understood the importance of working with this intangible recurring revenue, which is solid.

Philippe Veillette: Marc is an entrepreneur with growth ambitions. The first project led to a second, which has already been completed. He even brought us a third one, which is significant in scale.

Marc Bérubé: Being able to make this acquisition was truly a turning point for us. By the end of the year, we expect to have over half a billion dollars in assets under management. Laurentian Bank made a significant difference in helping us reach our goal—our own summit.

[The video concludes with a view of the city, accompanied by the text “*Atteignez vos propres sommets.*” followed by the Laurentian Bank logo.]

[♪ Music ends. ♪]