



## PRESIDENT AND CHIEF EXECUTIVE OFFICER POSITION DESCRIPTION

### 1. GENERAL DUTIES

The President and Chief Executive Officer's fundamental responsibility is the general direction and management of the business and affairs of the Company, within the authority limitations delegated by the Board, focused on meeting the corporate goals and objectives approved by the Board of Directors.

The President and Chief Executive Officer shall:

### 2. SPECIFIC DUTIES

#### A. Corporate Strategy & Objectives

- Create customer and shareholder value and ensure the profitable growth of the Company by exercising a firm and reasonable management over the Company's balance sheet.
- Establish the corporate vision, mission and values, communicate them and ensure they are abided by.
- Establish the corporate growth and strategic objectives of the Company and ensure their implementation in order to increase the client base and sales and become the leader in the industry.
- Find opportunities for mergers, acquisitions, joint ventures, affiliations and partnerships and lead the negotiations (responsible for the organic and corporate growth).
- In collaboration with the Executive Vice-Presidents, ensure the sustained organic growth as well as the efficient external growth of the Company through integration following mergers and acquisitions, joint ventures, affiliations and partnerships.
- Ensure the maximum return on invested capital by a firm management of assets and costs.
- Ensure that the strategic plan of the Company and those of its business units are up-to-date and measurable, attainable, surpassable, motivating and engaging.
- Plan, in collaboration with management, the strategic positioning and the critical concerns of the Company and put in place organizational structures required to attain the set objectives.
- Update, on a regular basis, the strategic orientations of the Company and its commercialisation methods with regards to local realities and local, regional and international markets.
- Regularly update the corporate business model.

- Modify the organizational structure in relation to the development (evolution) of the Company and its market.

## **B. Operational Effectiveness**

- Ensure the profitability and the good management of the Company by developing annual operating plans with specific objectives for each business unit.
- Following acquisitions, supervise the integration of strategies, teams, systems and products in order to achieve increased organizational and operational efficiency.
- Assume the function of general manager, delineate the work of upper management in collaboration with them and establish the long- and short-term objectives, policies and procedures of the Company.
- In conformity with the strategic plans of the Company and its business units, delegate the decision-making to those able to make decisions while retaining the power to decide on certain matters of a collective nature.
- Coordinate the resources and competencies of head office in order to offer a better support to the business units and the divisions in their daily operations and development.
- Foresee the future needs of the Company and consequently ensure the development of the competencies and aptitudes of management.
- Direct the planning activities, approve the budgets and business plans and oversee the results.
- Ensure the coordination between the various services.
- Coordinate exchanges among employees, clients and suppliers.
- Recruit competent and productive teams and maintain constructive and transparent relations with all employees.
- Play a pivotal role with regards to communication, the attaining of objectives and the measures to take and ensuring that the managers have the relevant information to make decisions.

## **C. Integrity/Corporate Conduct**

- Define, detail and communicate the corporate vision. Put into place and communicate the values and beliefs of the Company with regards to its clients, all of its employees, its suppliers and shareholders, as well as, the community (be a responsible corporate citizen).
- Position and maintain the Company as “leader” in its reference market.
- Establish and maintain strategic contacts in the business community (associations, stock markets, etc.) and act as the representative of the Company.
- Maintain contacts with clients, key suppliers and with the Board of Directors.

- Win and maintain the confidence of financial analysts and portfolio managers with regards to the capacity of the Company to respond to the needs of its client in the short- and long-term.
- Encourage communication within the Company in order to allow the free expression of ideas from everyone and rapid decision-making.
- Submit to the Human Resources and Compensation Committee an annual plan of upper management.

**D. Company Officers**

- The Executive Vice-Presidents in charge of the business units and the Operational Vice-Presidents, namely the Vice-President, Administration and Chief Financial Officer, Vice-President, Distribution and Integration, Vice-President, Corporate Development and Vice-President, Human Resources report directly to the President and Chief Executive Officer.
- The President and Chief Executive Officer shall recommend to the Board, for approval, the appointment or removal of officers of the Company.