

QUÉBEC *ENTREPRISE*



MOTREC INTERNATIONAL



Sustained Growth thanks
to its excellent reputation!



SUSTAINED GROWTH THANKS TO ITS EXCELLENT REPUTATION!

MOTREC International is recognized as a world-class leader in the engineering and manufacture of electric industrial vehicles used for the horizontal transportation of material and personnel. Their well-earned reputation for quality, reliability, versatility, and high degree of customizability is matched only by their impressive growth. MOTREC products are proliferating in airports, automotive manufacturers, smelters, and in many of the largest manufacturing plants in the world. Their innovative home-grown all-electric, emission-free technology enables their customers to lower their carbon footprint without lowering their bottom line. MOTREC is a rising corporate star in Canada and demonstrates an uncanny ability to not only endure the vagaries of economic cycles but to across them.

True to the spirit of many legendary entrepreneurial endeavors, MOTREC was founded in 1988 in a residential garage tucked away in the Eastern Townships hamlet of Ascot Corner in Quebec's Eastern Townships. Its mission today remains the same: to design and engineer innovative electric industrial vehicles that can be customized to suit an almost endless range of industrial end uses.

Blair McIntosh, owner and president of MOTREC, quickly points out that durability and ingenuity also power his vehicles. "We've grown rapidly by innovating to improve and exploring new and better ways of doing things. Only by constantly anticipating and exceeding customer expectations have we been able to grow our customer base, ensure they keep coming back, and consistently expand our global presence and impact."



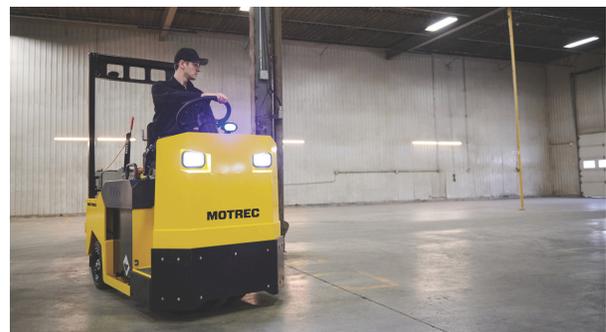
NEW OWNERSHIP. NEW AMBITIONS.

No mention of MOTREC can be made without including Blair McIntosh, a native fourth-generation Quebecer from the Saguenay region whose family moved to the Eastern Townships as an infant. This region is his home and it's where he spent most of his professional life. A Bishop's University graduate, McIntosh went from summer student work at the pulp & paper mill in Windsor Mills, to key positions in the Industrial Engineering department at Waterville TG where his then boss, Roy Sylvester, took him under his wing and trained him in the principles of industrial engineering (manufacturing) and where their staff grew from 125 to 1,200 over 6 years and where McIntosh completed his tenure as department head.

After moving on from that very important pivoting point in his career, McIntosh joined the oldest manufacturing company (Beckwith Bemis) still in operation today in Sherbrooke, Quebec where he rose to become its President and then owner in 1998, a position he held until 2008 when he sold the company to the Texel Group from

Beauce region of Quebec when retirement seemed to beckon. The best-laid plans...

Blair McIntosh realized soon after taking an early retirement that this new lifestyle might not be what he expected. "Boredom set in quickly, I still had plenty of energy, drive, and unrealized ambition – in short, my life needed meaning, I needed to give back and help spark some of the entrepreneurial fire I'd enjoyed by sharing with younger generations. The Eastern Townships are my home, and Sherbrooke was the right place, so I started again there."



Demonstrating once again that Canada and Québec excel as a rich, diverse tapestry, Blair McIntosh underscored his Quebec Anglophone heritage and deep roots in his native province. He radiates pride when he



recalls the significant contributions that his grandparents and parents made to the economic and social fabric of Quebec in the pulp & paper and aluminum industries in the Saguenay and Eastern Townships regions. He added, "Many Anglo Quebecers fled Quebec during and immediately after the Quiet Revolution, but many stayed, wanting to be a part of the exceptional promise that this province held". My decision to stay was one of the best decisions I made in my life, and I am so grateful to all the people who have shaped my life here in Quebec. It truly is an honor! McIntosh's sharp mind and measured ambition makes him a natural entrepreneur, a spirit he's keen to instill in the youth of the region. "There is so much talent here in the Eastern Townships and if there is one thing that I would like to leave as a legacy is the opportunity to give back and support as many young entrepreneurs whose mission is to make this world a better place! "

"MOTREC's family spirit was immediately apparent once I'd acquired it, I recognized its importance and so worked hard to preserve and strengthen it. This is a company that takes great pride in the engineering and manufacture of its products from start to finish! We work with Quebec suppliers and employ a local workforce. That reflects my values."

"We build the vehicles that move materials and personnel horizontally," says McIntosh, "and in an industrial setting, anything that needs to be moved up needs to be moved horizontally. That's our niche, our strength, and something I feel we do better than anyone else." While MOTREC isn't in the forklift business, they are in almost every automotive manufacturing facility in North America including Tesla, GM, Stellantis, Ford, Volkswagen, Rivian, and others.

Not bad for an ambitious little upstart from

the tiny hamlet of Ascot Corner. “Our vehicles make life and work easier in major industrial settings around the world, these are where there's an awful lot of ground to cover, and some of our powerful workhorses can pull up to 14 fully loaded trailers. Simply put, we amplify efficiency and productivity.”



THE ROAD TO RAPID GROWTH.

MOTREC International Inc.'s sales have grown nearly 10-fold in nearly as many years: an impressive \$60M worth in 2024 alone. Blair McIntosh recognized the tremendous market south of the border early and acted quickly to exploit that untapped growth potential. “80% of our vehicles are now sold in the U.S., and so a lot of effort, resources, and talent have gone into developing our presence and a strong sales force in that market space. We're constantly scouting for good people, expanding our territory, and working to occupy a sizable portion of this vital market. And our facilities reflect that our plant covers 70,000 ft² and produces over 2,000 units annually”. Globally, MOTREC sells its products through an agile distribution network which includes, somewhat surprisingly, forklift dealers. They're traditional but mistakenly seen as natural competitors. “Sure, there's competition, but we're not part of the either/or camp and see

horizontal movers, like MOTREC vehicles, as complementary to forklifts. It's a hybrid model that has proven to be exceptionally efficient for our customers. Our biggest point of differentiation is our quality, reliability, and service – all of which have earned us an excellent reputation. Of the four major players in the U.S., only one is larger than MOTREC, and while the two smaller ones focus squarely on a small segment of the industry, we adapt and serve all markets.”

HUMAN RESOURCES. THE DIFFERENCE BETWEEN GOOD AND GREAT.

Blair McIntosh makes no secret that despite the company's consistently impressive growth, its essential family spirit has been both preserved and enhanced. “It's always been about people...” he hastens to add. “... we've focused on a human resources policy that nurtures our family spirit, we derive strength and inspiration from it...”. McIntosh is a firm believer in surrounding himself with highly competent, intelligent people who support and complement each other. “That philosophy has powered our growth and inspired our teams to design, engineer, and build quality products that are increasingly sought after around the world:.

And as for attracting the right talent: “It's no secret that recruitment has never been an issue at MOTREC” beams Blair McIntosh. “We've been fortunate to attract and keep some of the very best. Our recruitment process is vigorous but knowing that each member of the team is highly qualified promotes a great sense of cohesion.”



He affirms that they're recognized as an employer of choice in the greater Sherbrooke area and the surrounding Eastern Townships. "Word of mouth is a very powerful incentive, our advantageous conditions are absolutely competitive, and we're proud of it." He goes on to explain that MOTREC enjoys a high retention rate with several having been employed there for decades. Employee well-being is also a priority. "Our HR team is currently implementing a set of tools that will enhance our ability to offer an attractive workplace, we've even begun to develop corporate videos that will demonstrate how great it is to work here. This really matters to us."

"I feel blessed to be a part of such an incredible group of dedicated, passionate colleagues. Having owned and operated 5 manufacturing facilities in Canada, the United States, and the Dominican Republic during McIntosh's 35-year career, McIntosh doesn't hesitate in saying that Motrec is the best team he's ever had the privilege to work with. The stars are aligned, and we're poised to attain goals we didn't dream of a

decade ago. I plan to hold on to this team, which is why we place such an emphasis on the quality of life here at MOTREC. If our employees are happy, I'm happy, and MOTREC flourishes. We all win." Blair McIntosh's enthusiasm and dynamism are palpable, clearly ensuring his people are happy are part of his mission.

OVERCOMING THE PANDEMIC

As it was for countless other corporations, large and small, MOTREC was hit hard by the pandemic, but its president admits that they've learned a lot from the lessons it taught. "While Quebec suppliers came through, our American ones experienced substantial problems which impacted the supply line. Overload and delays were significant and negotiations with them were difficult. We were all in this together, and it seemed we should all be standing shoulder to shoulder to help each other through this unforeseen, unprecedented event.

"MOTREC was forced to absorb significant price increases for raw materials, profits

suffered, and McIntosh doesn't hide that it was a very difficult period. "We decided to assume these costs for the sake of our customers, they're important to us and in many ways, they're part of the MOTREC family. Business relationships are fostered by loyalty, and because of our difficult decisions we've not lost any orders, instead, they've increased!" MOTREC's president was visibly touched by such customer loyalty.

Blair McIntosh believes that the supply chain has since largely recovered, but true to his avowed sense of planning and strategy he explains that he decided to strengthen the purchasing department, hiring buyers and a procurement expert. "We've boosted inventory and diversified our procurement sources. We've built in significant contingencies."

INTELLIGENT GROWTH. CONSISTENT GROWTH. SUSTAINABLE SUCCESS.

Blair McIntosh is very optimistic about their U.S. and international growth potential, and if MOTREC's past success is any indication



he has every reason to be. "Our reputation is solid, our notoriety growing as fast as our sales, and we're confident we can sustain this momentum for many years to come." He pauses before adding; "The quality of MOTREC products & services is recognized, our R&D efforts are ongoing and fruitful, and our intention to meet the present and future needs of our customers underlines everything we do. All of those are factors that'll help us reach our objectives. I'm constantly on the lookout for opportunities, and managing our reputation is of consequential importance. I am betting on an intelligent, controlled growth of 30% per year.



Blair McIntosh is unashamedly confident of MOTREC's continuing success, and just as proud to be a Quebecer who believes in the strength and potential of his home-grown company. From its humble origins in that small home garage in Ascot Corner to vying for first rank among the North American makers of electric industrial vehicles has proven to be as interesting as it was exciting.



McIntosh ended our interview by saying "MOTREC's achievements are not mine, but I was among the first to really believe in this company, what it could do, how it could succeed and change things - now the responsibility for our success belongs to all of those who walk in each and every morning and give it their all, inspiring me to give mine. They deserve the thanks, and to our customers goes undying gratitude for their loyalty, and for their appreciation that quality isn't a selling point, it's the whole point".



MOTREC AND GROUPE MUNDIAL

A win-win partnership.

Defining itself as a group of manufacturing companies offering a global industrial solution, Groupe Mundial acts as a subcontractor in metal transformation and integrated manufacturing for the largest customers in Quebec and Canada. Motrec and Groupe Mundial have shared a true shared culture and values for many years. This close partnership fosters innovation and growth for both organizations, in a shared desire for sustainable development.

Groupe Mundial is made up of three companies, all dedicated to metal transformation: Normandin, Métal Bernard and CDMB Mechanical and Welding Integration Centre. "Our purpose is to act as industrial subcontractors", emphasizes René Tremblay, Vice President of Operational Excellence for Groupe Mundial and General Manager of Normandin. "We stand out through our service and the integration of value in the parts we order. We don't manufacture our own products; customers present us with their plans and engineering, and we manufacture for them."



All the parts we produce are high-quality parts and we go beyond our customers' expectations by adding even greater value to their parts.

Mr. Tremblay mentions that within Groupe Mundial, Motrec International does business mainly with the Normandin operation "However, now that the Groupe Mundial, is completely integrated between its manufacturing sites, Métal Bernard also regularly makes parts for Motrec. Motrec is a really innovative customer to work with because it's very open to continuous improvement. The Motrec team is well aware of all the extra things we can bring them, it's a win-win partnership. And in terms of sustainable development, we join forces to connect our supply chains to ensure that the product is valued at the end of the line. The customer wants a high-quality product to be able to grow and we help them achieve their goal".

René Tremblay notes that the Mundial Group's mission is well illustrated through its relationship with Motrec. "Helping each other, sharing, building together, that's precisely what we do." ML