

MANDATE OF THE CHIEF EXECUTIVE OFFICER
of
Lassonde Industries Inc.
(the “Corporation”)

Reporting to the Board of Directors (the “Board”), the Chief Executive Officer is responsible for the implementation of the Corporation’s strategic and operational plans and for the sound management of the Corporation. He ensures the financial health of the business, and the proper allocation of capital resources and provides leadership to the employees and particularly to the management team.

He is the custodian of the values and organizational culture of the Corporation, which has a rich history spanning more than 100 years.

The Board has approved the following mandate for the Chief Executive Officer, which sets out his responsibilities.

His main responsibilities are:

Strategic Leadership

- Define and recommend to the Board the mission, vision and strategy for the Corporation, in collaboration with the Executive Chair of the Board.
- Identify and capitalize on growth opportunities in line with the Corporation’s mission, vision, and strategy, while ensuring the efficient utilization of the Corporation’s resources.
- Lead and manage organizational change initiatives effectively, including business acquisitions or divestitures.

Financial Oversight

- Oversee the preparation and management of annual budgets that support the strategy of the Corporation and, when approved by the Board, implement the corresponding business and operational plans.
- Monitor the financial performance and profitability of the Corporation with the objective of maximizing long-term return on shareholders’ capital.
- Collaborate with the Chief Financial Officer to foster strong relationships with investors and communicate financial updates.

Operations

- Manage the day-to-day operations and affairs of the Corporation, including operational efficiency and quality, Corporation’s positioning and development of new products.
- Optimize the allocation of resources, including human, financial, and technological.
- In conjunction with the Audit Committee, identify, assess and mitigate material risk factors to which the Corporation is exposed in the course of its activities.

Talent and Culture

- Recruit, develop and promote the retention of competent, high-performing, ethical and inclusive management teams, ensure that they achieve and sustain high levels of performance, and maintain constructive and transparent relationships with these teams.
- Assume responsibility for the hiring, compensation, performance assessment, leadership development and succession planning of management resources for all key positions, in consultation if required, with the Human Resources and Compensation Committee and when required, with the approval of the Board of directors.

- Establish the criteria for achieving the objectives of senior executives and their respective business units or functions, and monitor and measure their performance.

Corporate Governance

- In collaboration with the Executive Chair of the Board, ensure transparent and effective communication with the directors such that they are kept informed of all relevant information on the Corporation, including its resources, capital and employees.
- Champion initiatives that improve the Corporation's social and environmental impact and ensure the implementation of the Corporation's sustainability strategy.
- Act as the key spokesperson for the Corporation on all major issues and maintain strong relationships with key customers, suppliers, investors, the financial community and other major stakeholders.

The objectives to be achieved by the Chief Executive Officer are determined based on the business plans and budgets approved each year by the Board of Directors.

Last amended on May 8, 2025.