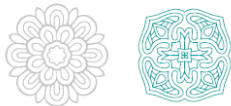


GROUPE

LACASSE



09.2017

General Presentation

GROUPE LACASSE



Groupe Lacasse is...

...a North American leader in the design, manufacture and service of high-quality furniture solutions for all types of business and institutional environments.



Mission And Vision



Our mission is to offer high-quality products and complete furniture solutions serving the commercial, educational and healthcare market segments. We create and manufacture exceptional workplace and professional environment solutions.

We strive to offer the best value in the industry.

Our vision is to be the most successful, inspired and passionate designer and manufacturer of furniture solutions by always exceeding industry growth and being a worldwide reference in products and services.



Our Installations



Headquarters - Saint-Pie, QC

- Company founded in 1956 by the Lacasse family.
- Pioneer of laminate products in the 80's, the company became the benchmark for high-performance thermofused laminate office furniture products.
- Acquired by Haworth in 2000 and bought back in 2012 by its President, Sylvain Garneau and the Guy Lacasse family (at 50% each).
- Employing more than 500 persons in its installations located in Saint-Pie, Québec.





More Than 60 Years Of Expertise And Success



- **In-house design team and superior client service;**
- Specialists in **project management;**
- Flexible and versatile: Vast array of standard products and **made-to-order custom capabilities;**
- **Major manufacturing investments** - more than \$30 million since 2002 in infrastructure and equipment and more to come;
- **Complete product offering:** freestanding casegoods, seating, panel-based system, filing and storage furniture;
- Serving various markets: **Commercial, Educational and Healthcare.**



Our Clients And Market Segments

- Canadian and American markets;
 - 30% Canada
 - 70% United States
- Distribution networks implemented in all regions with affiliated or independent retailers;
- More than 2,000 distributors throughout North America;
- Most important client represents 5% of annual sales; top 20 clients represent 25% of annual sales;
- Our products are represented in all regions by manufacturing agents - Showrooms are located in Montreal, Toronto, New York as well as two in Chicago;
- We are specialists in the institutional and contractual commercial market segments (mid-market : 5 to 500 workstations per project).



Innovation Recognized By The Industry

Recipient of prestigious design awards and recognitions from the industry such as « **Best of NeoCon** », IDEX, and many more!



GOLD
Best of NeoCon 2015
C.I.T.É.



SILVER
IIDEX/Canada 2012
NEX



GOLD
Best of NeoCon 2010
C.I.T.É.



BRONZE
IIDEX/Canada 2012
QUAD



SILVER
Best of NeoCon 2012
QUAD



BRONZE
IIDEX/Canada 2007
QUORUM
MULTICONFERENCE



SILVER
Best of NeoCon 2005
CONCEPT 3



SILVER
IIDEX/Canada 2005
CONCEPT 3



SILVER
Best of NeoCon 2003
QUAD



BRONZE
IIDEX/Canada 2003
QUAD

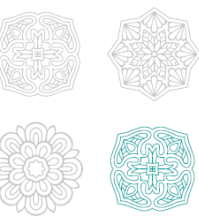


Grand Prix du Design 2012



Les Grands Prix Québécois
de la qualité 2008



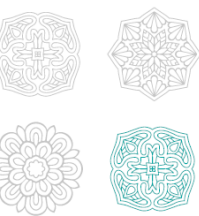


Groupe Lacasse Key Success Factors

- Innovative products;
- Strong distribution networks;
- Value proposal;

For same/comparable levels of quality, no other manufacturers can match Lacasse price point





The biggest product trends of recent years

1. Workspace

- Office spaces are shrinking;
 - Reduction of more than 30% in office space and 40% in workspace during the last 7 years.*

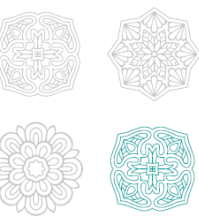
2. Products

- Collaborative environments (benching / desking);
- Height adjustability;
- Open space environments / Impromptu meeting spaces;
- “Resimercial” / Home feeling.

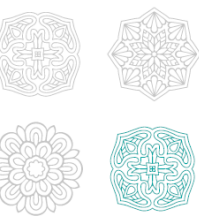
3. Users

- Demographic trends
- Professional environments not only a mean to retain but also to recruit..

*CorenetGlobal



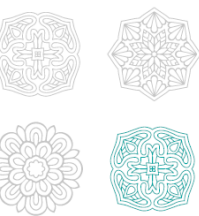
“Multiple regression analysis of the data indicates that employees who are more satisfied with their personal workspace are more engaged at work, have higher job satisfaction, are less likely to quit, make better co-workers, and are more supportive of organizational goals.”



**54% of workers surveyed reported being satisfied with their work spaces;
(that means 46% not satisfied.....).**

Brandware – 2014





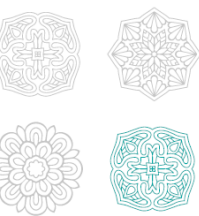
Products that are well made and meet performance expectations through the use of standards and good design can help affect employee engagement.



(here)



(.....or here)



Example of Trends in 3 Images

- Workstations in open environments
(excluding common areas)



Benching - teamwork

-



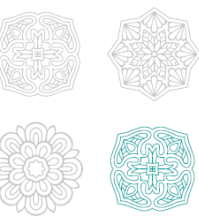
Desking - semi privacy

Privacy



Panels - individual spaces

+



Yes To Open Spaces, But...

6%

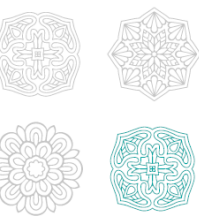
of employees say they would switch jobs to have access to open workstations.

VS

41%

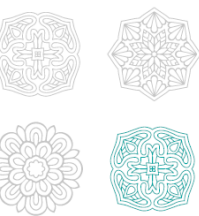
of employees say they would switch jobs to have a personal workspace.

Gallup - 2017



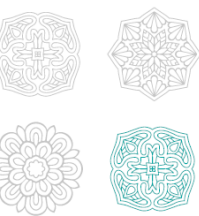
What we are selling less and less...





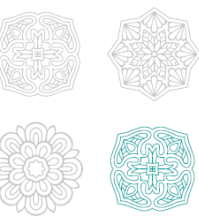
What we are selling more and more...





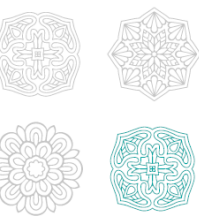
Nex by Lacasse





Nex by Lacasse

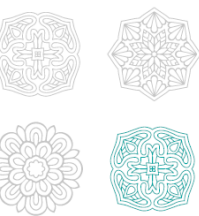




STAD by Lacasse

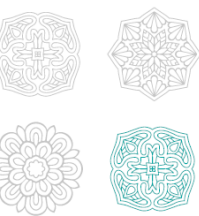
Scandinavian design meets mid-century modern with state-of-the-art performance!





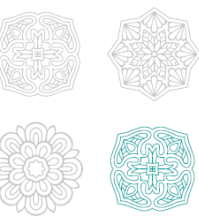
Height-Adjustable **STAD** by **Lacasse**





Height-Adjustable C.I.T.É by **Lacasse**

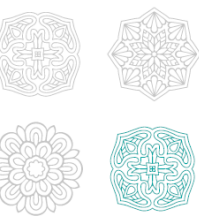




QUORUM MULTICONFERENCE

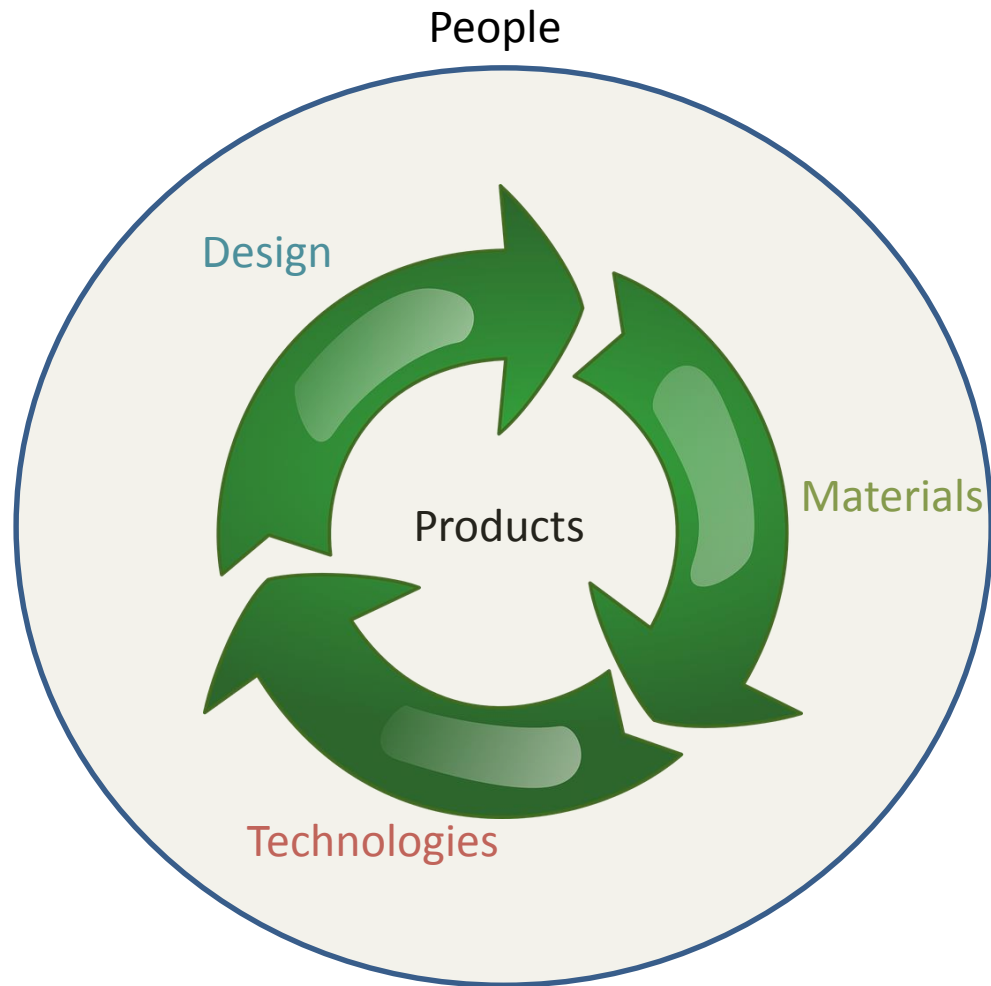
Height-Adjustable Tables by **Lacasse**

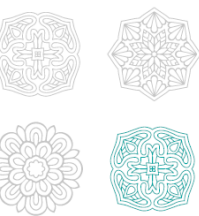




Impacts of trends on Groupe Lacasse

- Creativity and productivity;
 - Speed to markets
 - Cost competitiveness
- Diversity of materials and technologies needed in finished products;
 - Greater complexity
 - Complete integration
- One-stop shop solution for multiple types of products/applications;
 - Seating (soft/commercial)
 - Casegoods (open, private, etc)
- **Biggest challenge;** Various skill sets in productions combined with shortage of qualified resources in regional labor market





In response; Transforming the Organization...

- Addition in Design and R&D teams;
 - Product development and Innovation to become the biggest strength;
- Growth in production capabilities for products other than casegoods;
 - ex; seating (addition of 60 hourly employees this year alone)
- Investing in Information Systems;
 - Improve business processes
- Partnering with equipment/machinery manufacturers;
 - Replacing human work force / lack of qualified labor
 - Cost competitiveness
 - Innovative solutions

Many years of good business conditions for machinery/equipment manufacturers.....



INSPIRED
DESIGN,
MADE WITH
PASSION

POPULAR COLLECTIONS



Lacasse
**Quorum
Multiconference**



Lacasse
**Stad - Office Furniture
System**



United Chair
Stools - Drafting



Nvision
**Nvision - Panel-Based
System**



Lacasse
**C.I.T.É. - Office
Furniture System**



COMPANY

WHO WE ARE

Groupe Lacasse is a North American leader in the design, manufacture and service of a broad range of high-quality furniture solutions for all types of business and institutional environments. Headquartered in Saint-Pie, Québec, Canada, the company employs over 500 members.

MISSION AND VISION

Our mission is to offer high-quality products and complete furniture solutions (casegoods, systems, seating and filing products) serving the commercial, educational and healthcare market segments. We create and manufacture exceptional workplace and professional environment solutions. We strive to offer the best value in the industry.

Our vision is to be the most successful, inspired and passionate designer and manufacturer of furniture solutions by always exceeding industry growth and being a worldwide reference in products and services.

PASSION AT THE HEART OF OUR VALUES

Passion for our customers

We set the bar high; our goal is to impress every customer on every order. We listen to our customers and understand their needs in terms of products and services. We provide solutions to our customers that will increase their profitability. We make sure that we serve all customers with the fastest response time and the highest level of quality products and services because we also want them to impress their customers.

Passion for our products

We offer the best value in the industry; we design, manufacture, market beautiful products that meet the strictest quality standards... those of our customers and, at very competitive prices! We also welcome and embrace innovation. Our drive for creativity forces us to always look ahead, it paves the way for the future and helps us become more agile in today's ever-

CHRONOLOGY

2016

Sylvain Gabeau becomes the first Canadian Board President of the Business and Institutional Furniture Manufacturers Association (BIFMA).

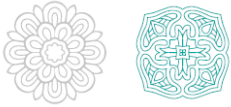
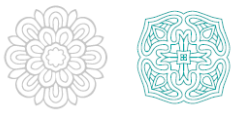
2014

Diversification in the healthcare market segment with the acquisition of the Neocase brand and its assets. Launch of the Harmonia healthcare furniture collection.

2013

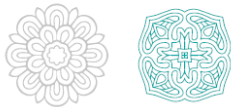
The company is awarded with the most significant contacts since its inception - CICHUM and CUSM and the acquisition of assets of Chaises Sylo and its Arold brand.

2012



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LACASSE



Thank You!