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JUNE 10 2019

## APPOINTMENT NOTICE



Dear Dealers and Business Partners,

I am pleased to announce the appointment of Lollie Gagnon to the position of Communications and Marketing Director, effective immediately. Lollie reports to me and will be based in our Richmond office. In this capacity, she will play a key role in Innotex's strategic development and will pursue building strong branding for our complete range of products.

As such, she will be bringing to life a powerful communications plan, building effective marketing campaigns that resonate with our clientele and rally our dedicated dealer network. With a talented team of collaborators, she will develop and produce creative campaigns, working closely with Innotex experts, such as our Product and Sales teams, in order to drive business growth for our innovative and acclaimed product lineup.

Prior to joining Innotex, Lollie worked at BRP where she occupied different roles in global marketing, most recently as Senior Marketing Specialist. She started her career in advertising at Lemieux Bédard. She has also been a communications lecturer at the University of Sherbrooke for several years.

I am confident that Lollie's extensive experience, combined with her substantial knowledge of communications, will be valuable assets for our ongoing global growth. Please join me in welcoming Lollie to INNOTEX and wishing her every success in her new role.

A handwritten signature in black ink, appearing to read "Claude Barbeau".

**CLAUDE BARBEAU**

General Manager | INNOTEX®

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