

JEAN HURTEAU'S PERSONAL ACCOUNT

Jean Hurteau, along with his wife, France Ménard, and his brother, Guy Hurteau, launched the family business Fruits & Passion in 1992. From the outset, they wanted to develop a different concept, a unique philosophy that would make its mark in Canada and elsewhere in the world. In 14 years, the business has become a stand-out with its line of personal care and ambiance products designed to enhance individual well-being. Their dream has become a company with more than 400 employees.

Today, they are starting the most ambitious expansion plan in their history. Fruits & Passion is already present in a dozen countries in Asia and Europe, but they want to triple the number of stores they operate, to conquer Japan and to make serious inroads in the United States.

Mr. Hurteau explains how the partnership with SGF will enable him to achieve the ambitions he has long cherished.

"To be able to measure up to our global competitors and embark on new stages of our development, new sources of financing were essential.

"For two years, we looked for the ideal partner to sustain our growth. We needed someone who would assist us throughout this new stage of our growth without rushing us.

"SGF stood out from the other investors because it's a patient, trusting investor that isn't looking for an immediate return.

"We chose SGF because, among other things, its assistance mission is fully in line with our objectives. We need a solid short-term basis for our expansion program, and SGF is a considerate partner that understands our needs and issues.

"Apart from its financial support, its assistance will be invaluable in ensuring that the decisions made today contribute to the long-term strength of Fruits & Passion.



Jean Hurteau



"SGF's investment will enable us to enlarge our Candiac plant in suburban Montréal. It will continue to account for 95% of our production and meet the increasing demand."

"We're very proud that Fruits & Passion chose SGF to assist with its growth outside Canada. This family business is a model for success. At this stage of its development, Fruits & Passion needs a patient partner that will let it grow, at its own pace, to the critical size needed to become a world leader," stated SGF President Pierre Shedleur."

SGF's mission is to take part in development projects that contribute to Québec's economy. By purchasing a 30% stake in the share capital of Fruits & Passion, it will help accelerate the growth of this high-performance Québec company

This investment is in line with SGF's mission and strategic orientations.

SGF's intention is to sustain high-performance Québec businesses that must cope with globalization and have reached the limits imposed by the local market.

In this way, SGF's assistance becomes a true growth lever. In addition to SGF's long-term financial commitment, Fruits & Passions will benefit from the expertise of its team of professionals from a variety of fields, such as business development specialists, project managers, financial analysts and market analysts.

At the same time, it will have access to SGF's considerable experience in the negotiation of trade agreements and management of large projects.

This investment will contribute not only to the international reach of a Québec company, but also to job creation right here in Québec, at the facilities of Fruits & Passion as well as those of its suppliers.

