



CORPORATE PROFILE: Vision





MISSION



To build innovative ambulances that DELIVER on customer expectation and assist them in saving lives.





Demers Family owns 25%
novacap owns 75%

Novacap is one of the leading equity firms in Canada

- **29 years of experience – founded in 1981**
- **\$800 millions + under management (40% of funds are from outside Quebec)**
- **18 companies**
- **Exceptional returns ranking 1st quartile**
 - **NOVACAP I – 37.3% Net / 25 years**
 - **NOVACAP II – 9.5% Net / 7 years**
- **Focused on building world class businesses**



Management and Workforce

- **A proven management team and workforce**

Senior managers with strong industry experience and skill set combined and strong entrepreneurial background.

- **Specialized and dedicated workforce:**

Montreal offers highly specialized labour at competitive price.

Demers Ambulances recently signed a 3-year collective agreement in line with market compensation.

- **Canada's 50 Best Managed Companies Award:**

Demers Ambulances won the Canada's 50 Best Managed Companies Award,





Highlights

- State of the art facilities in a suburb of Montreal (1 hour away from the US border) and in Western Canada.
- Efficient International hubs; Montreal Port and Airport



1 Beloeil, QC – Head office and main manufacturing facility

2 Saskatoon, SK – Light manufacturing, Sales & Distribution facility



Beloeil, QC

Real Estate	Owned
Size	65,000 sq.ft.
Employees	150
Capacity	1,500 units

- Head office
- Manufacturing facility
- Sales & Marketing, services, accounting, operation, planning, product innovation and development activities



Saskatoon, SK

Real Estate	Owned
Size	15,000 sq.ft.
Employees	15
Current Production	Light manufacturing
	Remount and Service

- Sales & distribution office
- Services, west coast sales, distribution, sales of medical devices and light manufacturing & assembly activities
- Was formerly an exclusive distributor of Demers Ambulances and was acquired in 2005

Demers Ambulances has a state-of-the-art automotive-style production facility.



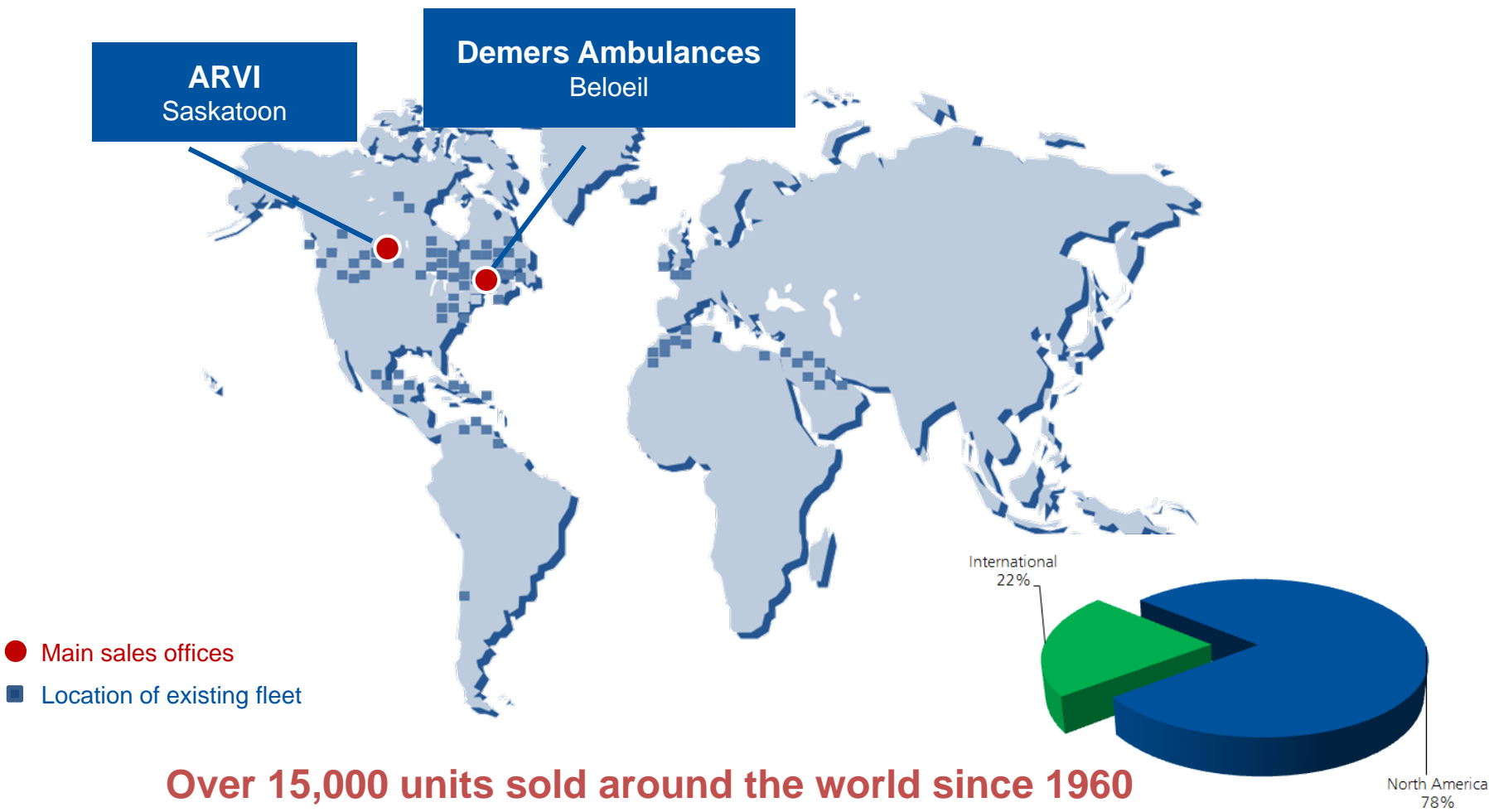
Demers business model is based on 5 pillars of success

- A. Quality of our Sales and Service people and process
- B. Strength of our engineering and manufacturing teams
- C. Network of over 300 suppliers (75% within 1hr of plant)
- D. Planning team and process
- E. Stable, quality manufacturing work force



International Sales & Distribution

Demers Ambulances has a strong presence in North America as well as in Middle East, Africa and Ireland.



Over 15,000 units sold around the world since 1960

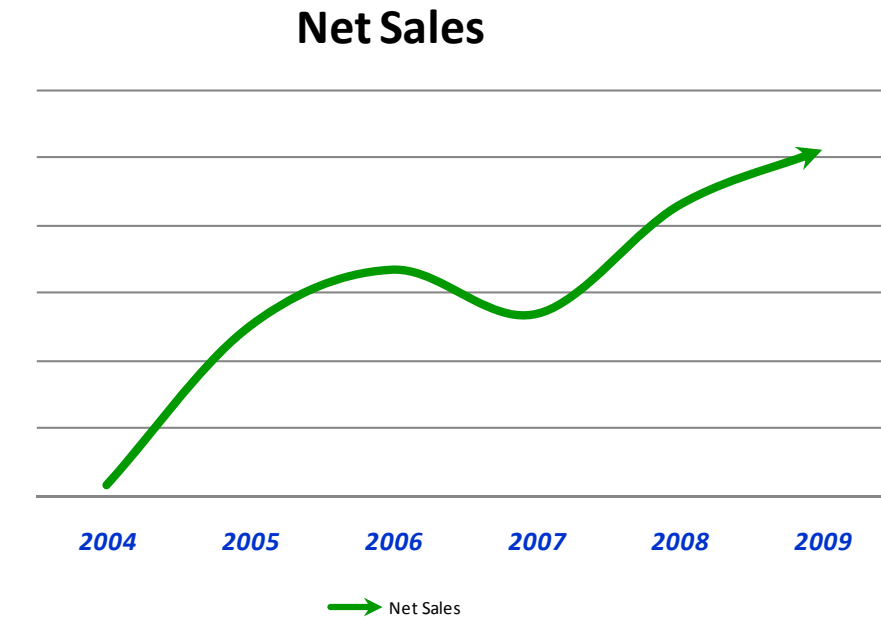


Canada's leading ambulance manufacturer
in the top 3 players in North America (out of over 40 manufacturers)
In the top 10 players Globally (out of over 150 manufacturers)





- ✓ Sales growth since 2004 is 19% avg
- ✓ Steady growth year after year.
- ✓ 2009 vs 2004, sales increased 118%
- ✓ Annual price increase range from 2% to 4%
- ✓ We have virtually no long term debt
- ✓ Our owners are comitted to our business and will support our growth initiatives



Fleet of 3500 units in over 20 countries

