

MANDATE OF THE CHIEF EXECUTIVE OFFICER Of Lassonde Industries Inc.

The Board of Directors has to date approved the following mandate for the Corporation's Chief Executive Officer.

The Chief Executive Officer reports to the Board of Directors. She is responsible for carrying out the Corporation's strategic and operating plans.

The Chief Executive Officer is responsible for the sound management of the Corporation. She ensures the financial health of the business and the proper allocation of capital resources.

She provides leadership to the staff and particularly to the management team. She is the custodian of the values and organizational culture of the Corporation, which has rich history of more than 100 years.

More specifically, she has the following responsibilities:

- 1) With the management team, develop a strategic plan, a business plan and annual budgets for the Corporation;
- 2) Chair the Corporation's Management Committee;
- 3) Provide general management of the following corporate functions under her immediate authority: Finance, Human Resources and Legal Affairs. The purpose of these functions is to ensure financial integrity, compliance with applicable laws and regulations and the accuracy of the Corporation's public information;
- 4) Oversee the management (provided by the President and Chief Operating Officer) of the day-to-day operations and execution of the business plans of each of the Corporation's business units;
- 5) Oversee the work of the Corporation's Risk Management Committee; and
- 6) Act as the Corporation's spokesperson regarding governance issues.

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