

Danièle Henkel New spokesperson for Femmessor

Montréal, May 4, 2021. Femmessor is proud to announce Danièle Henkel as its spokesperson. She joins her voice with that of Sévrine Labelle, CEO of Femmessor, and 15 regional directors to promote the development of inclusive, diversified entrepreneurship.

Femmessor recently committed to expanding access to its services to a broader clientele. With the support of the government, the organization will now address all entrepreneurs who are underrepresented in our economy. This is the backdrop against which Femmessor has joined forces with a prominent spokesperson. A leader in business, Danièle Henkel is a proud standard bearer of women's entrepreneurship and diversity and is devoted to the mission of forging a stronger Québec more open to the world.

"We are delighted to be able to count on a strong, credible, unifying voice in Danièle Henkel, one of the most admired, respected entrepreneurs in Québec," said Sévrine Labelle, CEO of Femmessor. "Our alliance will enable us to reach more women and people seeking equity when, more than ever, we need their talent to relaunch the economy and create a society that is more inclusive and respectful of people and our planet. Engaged, visionary, and long supportive of diversity and inclusion, Danièle Henkel will inspire and help us mobilize entrepreneurs from all horizons across Québec."

Since 2019, Femmessor has reviewed its purpose based on the deep conviction that entrepreneurs have the power to positively transform our society. It was also granted financial support from the Government of Québec and the Government of Canada, via the Women Entrepreneurship Strategy, to support a broader clientele of women and all groups that are underrepresented in entrepreneurship.

"I am so pleased to have agreed to join forces with Femmessor to promote inclusive entrepreneurship," said Danièle Henkel. "There has been much progress in the area, but there are still too many people who are underrepresented in the entrepreneurial ecosystem. Femmessor is a recognized organization, which has developed leading expertise in financing and mentoring for entrepreneurs. By benefitting from their services, businesspeople have the opportunity to develop as entrepreneurs, and this is how, with the fair, equitable participation of all people who make up our society, we can truly achieve Québec's entrepreneurial potential."

Danièle Henkel and Sévrine Labelle invite entrepreneurs from the 17 regions of Québec and those with an interest in entrepreneurship to join them for a discussion streamed on Femmessor's Facebook pages, Thursday, May 6, 2021, at noon. They will talk about this news as well as what is on the horizon for Femmessor.

Femmessor has been dedicated to the development of entrepreneurship among women for 25 years. With a presence in the 17 administrative regions, since 2001 the organization has granted \$33 million in financing to over 1,225 businesses managed and owned by women that have created and maintained close to 6,175 jobs. Over time, Femmessor's efforts have had an impact on over 75,000 entrepreneurs in Québec.

About Femmessor

Femmessor is dedicated to the development of entrepreneurship among women with a mission to contribute directly to the creation, growth, and acquisition of businesses managed and owned in whole or in part by women in the 17 regions of Québec.

Its financing offer combined with mentoring expertise adapted to the needs of entrepreneurs allows them to build sustainable, prosperous businesses.

Femmessor receives financial support from the Ministère de l'Économie et de l'Innovation (MEI) and the Government of Canada via the Women Entrepreneurship Strategy. Through a partnership with the Fonds pour les femmes entrepreneures FQ (Femmessor, Fondation, Investissement Québec as agent for the Government of Québec), it facilitates access to almost \$19 million in conventional loans to support businesses with at least one woman in a strategic position with at least 25% of shares and votes.

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