

Strategic planning for
sustainable development

DO BETTER SEE FAR

BrcMont[™]

SEPTEMBER 2025

A collaborative approach carried out with stakeholders and with the
support of Comité 21 Québec's expertise in sustainable development



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A Message from the Leadership Team



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DO BETTER, SEE FAR... WHAT'S NEXT

Since the very beginning, our destiny has been tied to Bromont and its mountain—this unique place where we play through all four seasons and call home. After completing the first stage of our sustainable development plan, we are moving forward with the same conviction and a renewed vision.

In the face of climate change, the growing popularity of outdoor activities, and the impacts they can have on our territory, we remain determined to preserve this exceptional environment and to ensure its sustainability for generations to come.

Over the past few years, we have taken concrete steps to protect our mountain and to improve the way we do things. Building on this experience, and inspired by the conversations we've had with you, we have set new commitments that will guide our actions in the years ahead. These commitments reinforce our pledge to act with vision and responsibility, so that this mountain remains a place of life, play and discovery for generations to come. Thank you, dear employees, dear clients, dear partners, for sharing this vision with us. Together, let's do better and see far.

*Charles Désourdy, president of Bromont, montagne d'expériences
On behalf of the entire management team*

Sustainable development

In 1987, the World Commission on Environment and Development, in its Brundtland Report, was the first to confirm that sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

In 2015, the international community’s interest in sustainable development shifted when 193 countries, including Canada, adopted the United Nations 2030 Agenda for Sustainable development (the Sustainable Development Goals, or SDGs). Auditors general from around the world agreed to assess and monitor progress and to report on it.

The federal government made a commitment to implement the 2030 Agenda in Canada and to help other countries meet theirs.

Closer to home, Quebec has had legislation addressing this issue since 2006: it sets out 16 principles that all ministries and public organizations must take into account.

Sustainable development includes environmental, social, economic, governance, ethical and cultural aspects.



ENVIRONMENTAL

Water management, greenhouse gas emissions management, biodiversity, raw materials, waste materials and services, etc.



SOCIAL

Equity, health and safety, participation and working and civic relationships, etc.



ECONOMIC

Local development, procurement, profitability, etc.



CULTURAL

Cultural heritage, diversity of cultural offerings, contribution of culture to economic development, etc.



GOVERNANCE

Mission, vision, values, participation and democracy, management and decision-making support, etc.



ETHICAL

Solidarity, shared values, responsibility for products and services, etc



The strategic plan

an overview

PRIORITY 1

Develop the mountain sustainably

ORIENTATIONS

- Define a shared vision for sustainable development and conservation with all stakeholders
- Ensure responsible use of the mountain
- Incorporate sustainability in the very design of projects

PRIORITY 2

Use resources
efficiently and
reduce greenhouse
gas emissions

ORIENTATIONS

- Optimize water management
- Optimize waste management
- Reduce greenhouse gas emissions

PRIORITY 3

Participate actively in local and regional development



ORIENTATIONS

- Support and promote responsible procurement practices
- Foster collaboration and partnership in development with economic, social, environmental and cultural stakeholders; facilitate the creation of synergies and encourage innovation
- Support and promote initiatives with sociocultural and tourism impacts

PRIORITY 4

Be a welcoming
and enriching
environment for
employees and
visitors

ORIENTATIONS

- Foster the attraction and retention of diverse talent pools
- Optimize the client experience
- Be a welcoming and caring work environment
- Provide inclusive and transparent communication to clients and employees on the sustainable development process

PRIORITY 5

Incorporate thinking on sustainability into BME's business strategies

ORIENTATIONS

- Facilitate and encourage SD initiatives in all services
- Develop governance and dialogue mechanisms among services and stakeholders to facilitate the achievement of SD strategic objectives
- Develop a culture of accountability that is collaborative and adapted to services in relation to the vision for SD

Current initiatives at the mountain

Since the first version of our sustainable development plan, we have multiplied initiatives across environmental, social, economic, cultural, and ethical governance dimensions. These concrete actions reflect our determination to act now to protect and enhance our mountain.

Here is an overview of the steps already taken, actions that inspire both pride and the motivation to go even further in the years to come.

ENVIRONMENTAL

- | | |
|--|---|
| 1. Tree planting / reforestation | 9. Modernization of cleaning equipment (e.g., Zamboni: less detergent, less water, etc.) |
| 2. Reusable resin dishes, requiring sinks to be adapted | 10. Paperless offices |
| 3. Installation of electrical charging stations | 11. Installation of crossbars to reduce erosion due to runoff on the mountain |
| 4. Water fountains for refilling water bottles | 12. Pilot project for recycling construction waste |
| 5. Energy efficiency management of buildings | 13. Recycling of outdated computer equipment, resale of used cellphones to employees, repair of equipment to extend the life span, etc. |
| 6. Electrical power management (Hydro-Québec program): ski lifts and kitchens | 14. Automatic hand dryers in washrooms |
| 7. Lighting modification program on the ski slopes to replace them with LEDs | 15. Automatization of taps and toilet flushing |
| 8. Snow-making network with durable steel pipes, removal of the old pipes to avoid contamination | |

ENVIRONMENTAL

- | | |
|---|---|
| 16. Statistical monitoring of the grooming machine engines in use to avoid the machines running unnecessarily | 23. GHG offset option offered with online ticket purchases |
| 17. Multi-material recycling in place | 24. Shuttle service available for residents of 5 nearby condo complexes |
| 18. Pilot project for composting | 25. Carpooling zone reserved in parking lot P1 |
| 19. Bandwidth management (energy management) | 26. “Cut Your Engine” initiative |
| 20. Reusable access cards | 27. Member of Leave No Trace Canada |
| 21. Energy optimization of snow guns (new automated models) | 28. Achievement of GreenStep certification |
| 22. Completion of a carbon footprint assessment | |

SOCIAL

- | | |
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| 1. Uniforms given to organizations or sent to emerging countries | 9. Service offerings and loan of our buildings to organizations |
| 2. Sale of chairlifts for the benefit of organizations | 10. Visibility program for merchants in the region |
| 3. Donation of furniture that couldn’t be reused internally to organizations | 11. Hosting and support for Défi ski Leucan |
| 4. Donation of lost items to Maison Marguerite Dubois | 12. Free access for Bromont residents to the Mont Soleil chairlift, the water park (3 days during the summer), and ski and snowboard lessons |
| 5. Inclusive hiring | 13. Participation in the Accès-Loisirs program |
| 6. Sponsorships of several organizations in the region (e.g., Maison Marguerite Dubois, Brome-Missisquoi-Perkins Hospital, Pleins Rayons, sports associations) | 14. Partnership with the Adaptive Sports Foundation |
| 7. Anti-bullying policy | 15. Achievement of Kéroul certification |
| 8. Involvement in the public transit project Mobi (Town of Bromont) | 16. Commitment to combating forced labor and child labor in supply chains |

Current initiatives

at the mountain (continued)

ECONOMIC

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| 1. Certification by Aliments du Québec since 2019 | 4. Spotlight on agri-food products from the region through our food services |
| 2. Prioritization of local suppliers (construction, food services, snow-making guns, marketing agency, cabinetmaker, etc.) | 5. A family business that is aiming for long-term sustainability |
| 3. BME events showcasing local producers | 6. Implementation of a sustainable purchasing guide |

ETHICS AND GOVERNANCE

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|--|--|
| 1. Budget transparency and sharing of financial results with permanent employees | 3. Advisory committee (external members and shareholders) in place |
| 2. Strong female representation in leadership | |

CULTURAL

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| 1. Jeudis Shows featuring emerging Quebec artists and comedians, ideally francophone artists | 3. Respect for built heritage in the new hotel project |
| 2. Shows on Nuits Blanches | 4. Francization Committee |

The most inspiring activities according to employees

According to an internal survey conducted in 2021, these practices, still in place today, have now become an integral part of the way the mountain operates.



SOCIAL INCLUSION WITH PLEINS RAYONS

In December 2021, Bromont, montagne d'expériences welcomed youth with an intellectual disability to its teams for the first time.

The experience was so well received that the company began doing inclusive hiring in spring 2022.



ANNUAL TREE PLANTING AND REFORESTATION

Every year, more than 1,000 trees are planted to ensure Bromont, montagne d'expériences forest cover.

The Bromont maintenance team ensures that these new deciduous trees are growing well and will contribute for a long time to the greening of the mountain!



SHOWS

Every winter, the mountain offers a series of concerts.

Showcases for emerging francophone artists, these shows are also done in collaboration with local suppliers.

Roles and responsibilities

MANAGEMENT OF BME – LEADERSHIP

Management is responsible for the strategic plan and its implementation. Stakeholders participate in the launching and the success of projects. BME acknowledges the crucial support of its employees, clients and other local, regional and national bodies in its progress along the path to sustainable development.

EMPLOYEES – IMPLEMENTATION

Employees of the different services are involved in the creation of the strategic plan and the sustainable development action plan. Directors of services are responsible for the orientations, priorities, objectives and indicators within their service once these have been defined and approved. To generate employee engagement, teams will be created based on sustainable development activities.

CLIENTS AND COMMUNITY – PARTICIPATION

At all times, clients and the community are invited to contribute to the implementation of the plan.

SUPPLIERS – COLLABORATION

Suppliers must be familiar with the BME strategic plan for sustainable development and aim to try to respect its principles in providing products and services to BME.

Deepening and expanding our commitment

While continuing the actions already undertaken, the company is committed to implementing new initiatives by 2029 and to further developing its long-term plan.

ENVIRONMENTAL

- We are committed to continuing and strengthening our actions to protect the mountain, notably through implementing a climate change adaptation plan and an action plan to address erosion, biodiversity loss, and and ecosystem preservation.
- We are committed to progressively converting our vehicles and machinery to electric or non-fossil energy sources, as their replacement becomes necessary.

ECONOMIC

- We are committed to deploying tools that promote efficient management of our assets.
- We will implement centralized procurement processes that optimize our volumes and business needs.

SOCIAL

- We are committed to offering awareness and training activities for our teams and clients to encourage the adoption of eco-responsible and sustainable behaviours.

GOUVERNANCE

- We are committed to recertifying the company in sustainable tourism (Green Step) and to pursuing the continuous improvement of our environmental and social performance.

AN INITIATIVE OF

Bromont^{HC}

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IN COLLABORATION WITH

