

PRESS RELEASE

For immediate release

***Changer le monde at the heart of the Maestria residential project
A collaborative artwork by the late artist Bernard Séguin Poirier and teenagers from
the Centre jeunesse de Montréal illuminates the Maestria Condominiums development
project***

Montréal, November 22, 2023 — Devimco Immobilier, the Fonds immobilier de solidarité FTQ and Fiera Immobilier unveiled a masterpiece measuring 12 feet by 40 feet entitled *Changer le monde*, created in 2010 by 1,500 teenagers from the Centre jeunesse de Montréal and signed by the late artist Bernard Séguin Poirier. The work occupies a prominent place in the Maestria residential project, located in the heart of the Quartier des spectacles.

Guided by a vision of artistic expression and a sense of community, Maestria's partners had the privilege of integrating an exceptional work of art by artist Bernard Séguin Poirier, internationally renowned for his enamel-on-copper works, his creative flair, and his boundless generosity.

"By incorporating creative and collaborative features, the work strengthens community ties and contributes to the well-being of residents. It is the expression of a transformative experience that encourages young people's creativity and increases their confidence. Together, they have created a unique piece, a profound inspiration for the owners and tenants who live in the project and for the people who visit Maestria," says Serge Goulet, President of Groupe Devimco.

"We are proud to support real estate projects that reach beyond building structures. We firmly believe that real estate development can be a catalyst for social and economic progress, which is why we seek to work with partners who share this vision," adds Martin Raymond, President and CEO of the Fonds immobilier de solidarité FTQ.

"Art provides a means of promoting our cultural heritage and investing in the development of a strong social fabric. By collaborating with well-known local artists like Bernard Séguin Poirier, we create spaces that are a source of inspiration for everyone," states Pierre Pelletier, Head of Real Estate Development and Financing - Canada at Fiera Real Estate.

"The young people of the DYP have been given a very special opportunity to share their experiences and their dreams. Participating in such a large-scale work of art with a renowned artist has conveyed an essential message: young people are the artists of tomorrow, and we need to listen to what they have to say. And for that, we thank you from the bottom of our hearts," adds Fabienne Audette, Executive Director of the Fondation des jeunes de la DPJ.

Commenting on the joint project, Mr Séguin Poirier had said: "This social commitment is a great achievement in my career. I'm always happy to meet up with young people and guide them in the creation of such works. They feel valued, and I'm delighted to help them."

The heartfelt homage paid to the late artist, in the presence of family and friends, was marked by tributes and the projection of a video clip.

Video of the artwork is available [here](#).

About the Fonds immobilier de solidarité FTQ

The [Fonds immobilier de solidarité FTQ](#) drives economic growth and employment in Québec by strategically investing in profitable and socially responsible real estate projects in partnership with leading industry players. The Fonds immobilier supports projects across Québec in the residential, office, commercial, institutional and industrial sectors, in particular those that consider ESG (environmental, social, governance) factors with a view to developing sustainable properties. As at June 30, 2023, the Fonds immobilier had 47 projects with a combined value of \$6.2 billion in development or construction, 70 portfolio properties under management, 3.7 million square feet of land for development and a cumulative total of \$337 million invested in social and community projects. The Fonds immobilier is a member of Bâtiment durable Québec.

About Fiera Immobilier

[Fiera Real Estate](#) is a leading investment management company with offices in North America and Europe and a team of over 80 employees. The firm globally manages over \$9.3B of commercial real estate through a range of investment funds and accounts as at September 30th, 2023. The highly diverse nature of its portfolio – in terms of both geographies and types of properties – combined with a range of high-quality strategies provides investors with opportunities to diversify their exposure and customize their investment experience within the real estate asset class.

Fiera Real Estate is wholly owned by Fiera Capital Corporation. Fiera Capital provides Fiera Real Estate with access to global investment market intelligence, which enhances its ability to innovate within a framework that emphasizes risk assessment and mitigation.

About Groupe Devimco

[Groupe Devimco](#) is a Québec real estate development leader that stands out for the creation and execution of large real estate projects, in particular lifestyle and TOD complexes that blend commercial, business, leisure, and housing components. Combining innovation and creativity, Groupe Devimco participates in enhancing the environments it creates and the communities where they are located, for the benefit of its occupants and visitors. Devimco and Concordia University recently partnered to found the university's Next-Generation Cities Institute.

Since 2005, Groupe Devimco has been developing *District Griffin*®, a vibrant area where a genuine community is taking root. Another of its projects is *SOLAR Uniquartier*™, Québec's largest TOD project. Groupe Devimco is also building *Square Children's*®, a new flagship project at the western extremity of Montréal's downtown core that is revitalizing the former site of the Montréal Children's Hospital and the entire neighbourhood.

The developer also began construction in 2020 on the *MAA Condominiums & Penthouses*® on Peel Street in Montréal's downtown core, a project as rich as the history of the MAA Sports Club, whose revitalization will be part of it. *Maestria Condominiums*®, the largest mixed-use residential project ever built in Montréal, located in the heart of the Quartier des Spectacles, was also launched in late 2019. It was followed, in 2021, by the launch of the *Auguste & Louis*

Condominiums®, a unique project that marks the first phase of the Quartier des lumières, located on the site of the former Maison Radio-Canada building. Devimco's newest condo and penthouses project is *Wellington sur le Bassin*®, at the corner of Wellington and De la Montagne streets.

Finally, Groupe Devimco is now completing the first phase (*Sir Charles Condominiums*) of a major TOD project in the City of Longueuil's downtown and Longueuil—Université-de-Sherbrooke metro station area.

— 30 —

For more information:

Justin Meloche

jmeloche@national.ca

514-995-9704