

- ★ MERCHANT BANK OF THE YEAR (PROJECT FINANCE), CAPITAL CORP MERCHANT BANKING (CCMB)
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- ★ GAMECHANGER OF THE YEAR, GILLES HERARD, JR., CAPITAL CORP MERCHANT BANKING (CCMB)



Gilles Herard was born in Montreal, Canada, in 1952. He holds a University Degree in Administration and a degree from the Canadian Bankers Institute. He started his career in Banking in 1972 with the Toronto Dominion Bank (Canada), where he attended highly specialized classes in administration and credit, and became a Fellow of the Canadian Bankers Institute. He subsequently obtained another degree from the University of Central Florida in Mastering Skills of International Trade.

In the 1970's Gilles joined Manufacturers Hanover Corporation of New York as Senior Credit Analyst. At the time, Manufacturers Hanover was considered one of (if not the) most important commercial banks worldwide, counting among its clients the world's top 500 companies.

In the early 1980s, with 10 years of experience working for world-leading banks, Gilles Herard went on to found his own firm, Capital Corp Merchant Banking, and thereby entered the Merchant Banking world. Merchant Banking is the process of acting as Principal and/or Agent in project financing, mergers or acquisitions, and/or advising clients in the "structuring" of the funding needed for their project, and/or assisting them in their negotiations for the realization of a project.

Thus established, Capital Corp Merchant Banking ("CCMB") is a wholly owned subsidiary of Capital Corp Canada. Since inception, the firm has offered pure Merchant Banking Services, acting as Corporate Investor and Advisor for Privately controlled Mid-Size Companies, in project financing ranging in size from \$10M to \$500M. Gilles outlines the firm's service offering in more detail and explains how it works to ensure excellence for clients: "At CCMB, our interventions are mainly focused on Equity Funding, but we can also do Conventional Financing.

Additionally, we accept projects from countries all over the world, including emerging economies. Client service is paramount in any service company, and it is the same with us because our clients are coming from all over the world, speaking different languages, practicing different religions, and are from different social realities. Thus, we always put

in the extra effort to understand their project(s) from their perspective, taking into consideration their realities, and we never engage in any foreign project without visiting the project onsite. This offers our clients a feeling of comfort and ensures that we always provide them with the highest possible quality of services."

What truly sets the firm apart, and his role as merchant banker, is the international focus and scope of the merchant banking market, as Gilles explains. "Fundamentally, CCMB is an international merchant banking firm, and as such is a highly specialized firm in a highly specialized industry, and only a very few firms are able to last in that business. In fact, most of the firms that are formed do not last much more than a few years, and the reason for that is because our operations are subject to any and all turmoil going on all over the world, and the major challenge for CCMB is to be fully aware, at all times, of what is happening abroad and what impact it can have on existing projects, and of course new projects."

Over the years, Capital Corp Merchant Banking, and Gilles himself, have gone on to win multiple awards in the financing world. Gilles has been entered into Orlando's Business Hall of Fame, having won its International Financial Consultant award five years in a row, most recently in 2017. He is an Honored Professional member of the United States' Nationwide Register of Who's Who in Executives and Businesses, and was most recently honoured this year as Merchant Banking CEO of the Year by Acquisition International Magazine, as well as inducted as a member of the Marquis Who's Who. Capital Corp won in the same year the award for Best International Project Financing Firm. Looking to the future, Gilles is positive as he discusses CCMB's upcoming projects and how the firm will continue to adapt around its fast-paced market.

"Merchant Banking has been in existence for about 3,000 years, so based on that history, I would like to think that it will still be in existence for years and years



Gilles Herard, Jr.
CEO, and Merchant Banker

Ultimately, **at CCMB we adapt constantly**, and for us we are **already geared to adapt to what tomorrow will bring.**

to come. Ours is an ever-evolving industry, and as such we will soon announce our financial involvements in major renewable energy projects, in line with current industry trends. Ultimately, at CCMB we adapt constantly, and for us we are already geared to adapt to what tomorrow will bring."

Capital Corp Merchant Banking

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