

**Asahi Pompey:** The Holiday Market is one of the happiest days of the year at Goldman Sachs, and it's a wonderful time for our employees to really get to know Goldman Sachs's commitment to small business.

The first Holiday Market was around 12 small businesses, and now we're over 50 businesses. That doesn't just happen at our headquarters in New York. We have a Holiday Market in Dallas. We have a Holiday Market in London.

**Anne Wellde:** The process of transforming the Goldman Sachs headquarters starts in the summer, which is exactly when the small business owners that we are inviting are thinking all about their Q4 sales.

**Tony Perrin:** My favorite part is connecting with all of the customers, helping tell my story, and building a network with all of my fellow small business owners.

**Charlotte Keenan:** So the Holiday Market is a cornerstone of our small business calendar throughout the year. It's also just a wonderful moment to celebrate everything that the program has achieved.

**Carmen Rodriguez:** I'm super excited because I've been here for ten years, and every year we sell out. It doesn't feel like holiday time until we make it here.