



Shareholder Update

EDMONTON GLOBAL

MEET OUR TEAM

**MALCOLM
BRUCE**

CEO
mbruce@edmontonglobal.ca
780-619-5069

**LYNETTE
TREMBLAY**

Vice President, Strategy & Innovation
ltremblay@edmontonglobal.ca
780-782-6776

**KARRA-LEE
GERRITS**

Vice President, Trade & Investment
kgerrits@edmontonglobal.ca
780-619-6490

**CHRIS
MCLEOD**

Director, Marketing &
Communications
cmcLeod@edmontonglobal.ca
780-499-4517

**ALYSSA
TINTINAGLIA**

Manager, Strategic Initiatives
atintinaglia@edmontonglobal.ca
780-777-4196

**PERRY
EDDY**

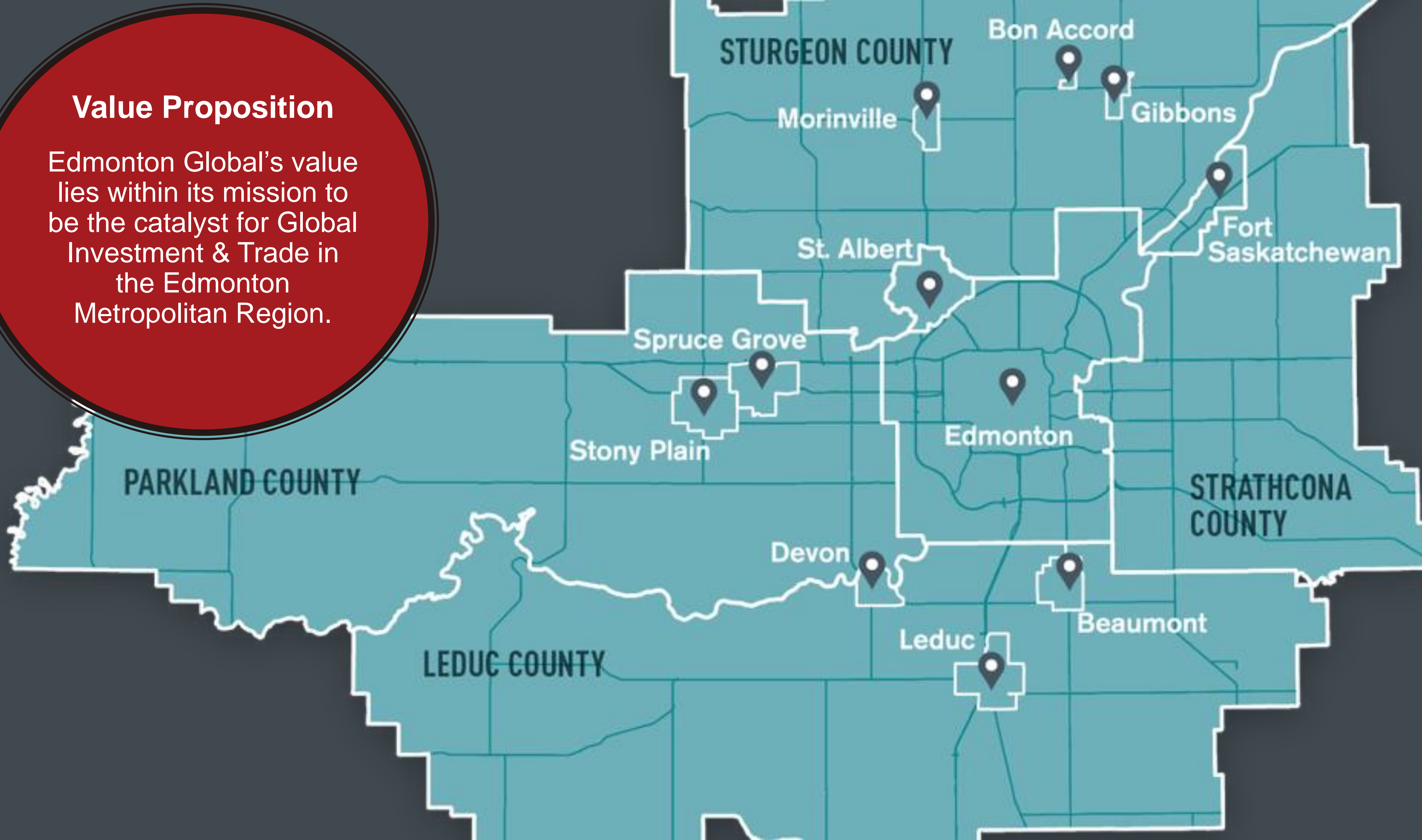
Manager, Business Development
peddy@edmontonglobal.ca
780-619-0927

**TOMAS
NILSSON**

Director, Research & Market
Intelligence
tnilsson@edmontonglobal.ca
780-993-1414

Value Proposition

Edmonton Global's value lies within its mission to be the catalyst for Global Investment & Trade in the Edmonton Metropolitan Region.



EDMONTON GLOBAL

CORPORATE OBJECTIVES

ADVANCE ECONOMIC DEVELOPMENT

Advance economic development and cooperation in and among stakeholders located in the Edmonton Metropolitan Region (EMR).

ATTRACT AND RETAIN

To promote the EMR globally to **attract and retain business investment** in the region

REGIONAL BRAND, DATABASE & STRATEGY

To pursue a **regional brand, database**, and economic development **strategy**

ADVOCATE

To **advocate** at the local, provincial, and federal levels for policy that removes barriers to economic development in the region

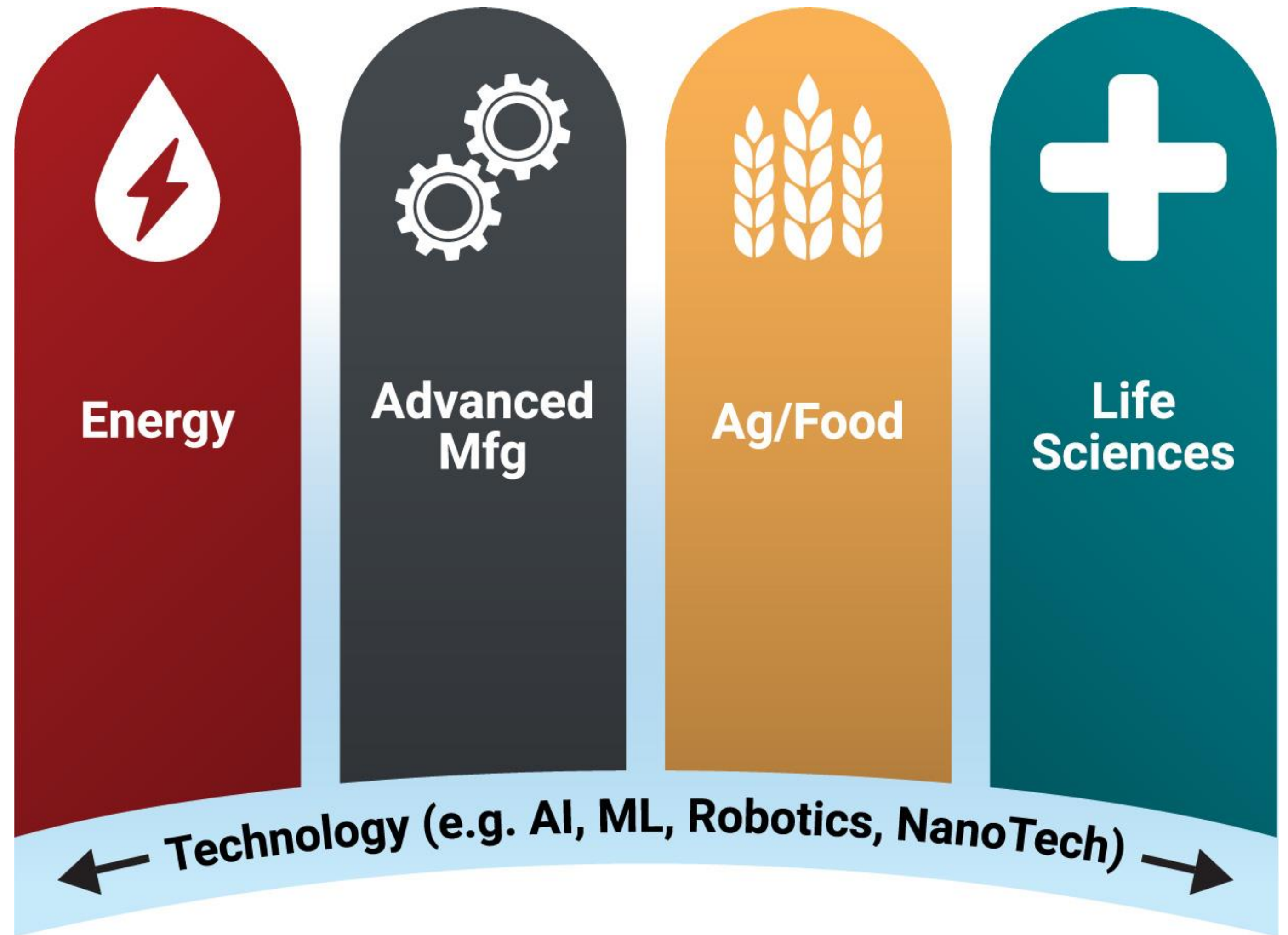
BUSINESS AND INVESTMENT

To pursue **business and investment opportunities** to support the region

PROGRESS

Completed	In Progress
<ul style="list-style-type: none">✓ Federal Funding of \$2.3 million secured✓ Sectoral Analyses✓ Benchmarking Scorecard✓ Headquarters and Major Investment Attraction Program partnership: \$74.5M in economic impact, ~200 new jobs from 29 deals✓ Launched the Regional Narrative on June 20th✓ Launched new website	<ul style="list-style-type: none">✓ Compact which includes Code of Practice and Protocols - have been distributed to Shareholders for signature✓ Bi-lateral protocols in progress with AIHA, EIA, EEDC, AMII and Health City✓ Finalizing the FDI & Trade Strategy✓ Finalizing 3-year Investment & Trade Action Plan that includes marketing and value propositions for focus sectors✓ Municipality investment readiness assessment✓ Regional advocacy and innovation plans

Our Focus Sectors



SECTOR AND EXPORT MARKET ANALYSIS

Subsectors were examined in the report: **Energy**: clean tech, petrochemicals; **Agribusiness**: food & beverage processing, hemp/cannabis, protein fractionation; **Advanced Manufacturing**: metal and steel fabrication, plastics; **Life Sciences**: health technology, biotechnology, pharmaceuticals. Each sector and subsector has unique needs and growth potential, but some common themes emerged across multiples sectors.

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Strengths

- Access to talent & inputs
- Land availability
- Research strength & expertise
- Logistics

Weaknesses

- Scale up capital & infrastructure
- Collaboration / coordination
- Regulatory barriers
- Commercialization

Opportunities

- Improving scale up ecosystem/infrastructure
- Supply chain gaps/efficiencies
- Value-add in traditional sectors

Threats

- Low confidence in business environment
- Aggressive US-based FDI attraction
- Policy & regulatory instability

BENCHMARKING THE EDMONTON METRO REGION GLOBALLY

OVERALL RANKING

- | | |
|--------------------------------|----------------------------------|
| 1. Austin, Texas | 12.Scotland |
| 2. Kitchener-Waterloo, Ontario | 13. Edmonton Metro Region |
| 3. Stockholm, Sweden | 14.Melbourne, Australia |
| 4. Denver, Colorado | 15.Pittsburgh, Pennsylvania |
| 5. Stuttgart, Germany | 16.Perth, Australia |
| 6. Netherlands | 17.Lyon, France |
| 7. Los Angeles, California | 18.Manchester, England |
| 8. Montréal, Quebec | 19.Houston, Texas |
| 9. Portland, Oregon | 20.Daejeon, South Korea |
| 10.Kansas City, Missouri | 21.Kuala Lumpur, Malaysia |
| 11.Dusseldorf, Germany | 22.Milan, Italy |

BENCHMARKING THE EDMONTON METRO REGION GLOBALLY

CATEGORY RANKING



REGIONAL ADVOCACY PLAN DEVELOPMENT



Business Engagements

Identify growth barriers & opportunities and potential solutions



Policy Working Group

Develop policy recommendations



Regional Advocacy Team

Identify opportunities and tactics for joint and collaborative advocacy

Policy Recommendations

Provincial and Federal Government

- Focused on internationalizing our economy and businesses to support the region's FDI & trade goals
- Data- and engagement-driven, and solutions-focused
- Webinar August 26th for municipalities to view the paper and ask questions before it will be shared with the Provincial and Federal governments in September
- All municipalities will receive detailed background documents and advocacy materials

Municipal

- Focused on policy and regulatory options to create the conditions for the Edmonton Metropolitan Region to become an investment opportunity zone
- Will be working with regional municipalities and businesses throughout September and presenting draft to Shareholders at the October 10th Shareholder Mid-Year Update





Thank you