



Being Resourceful With Our Resources

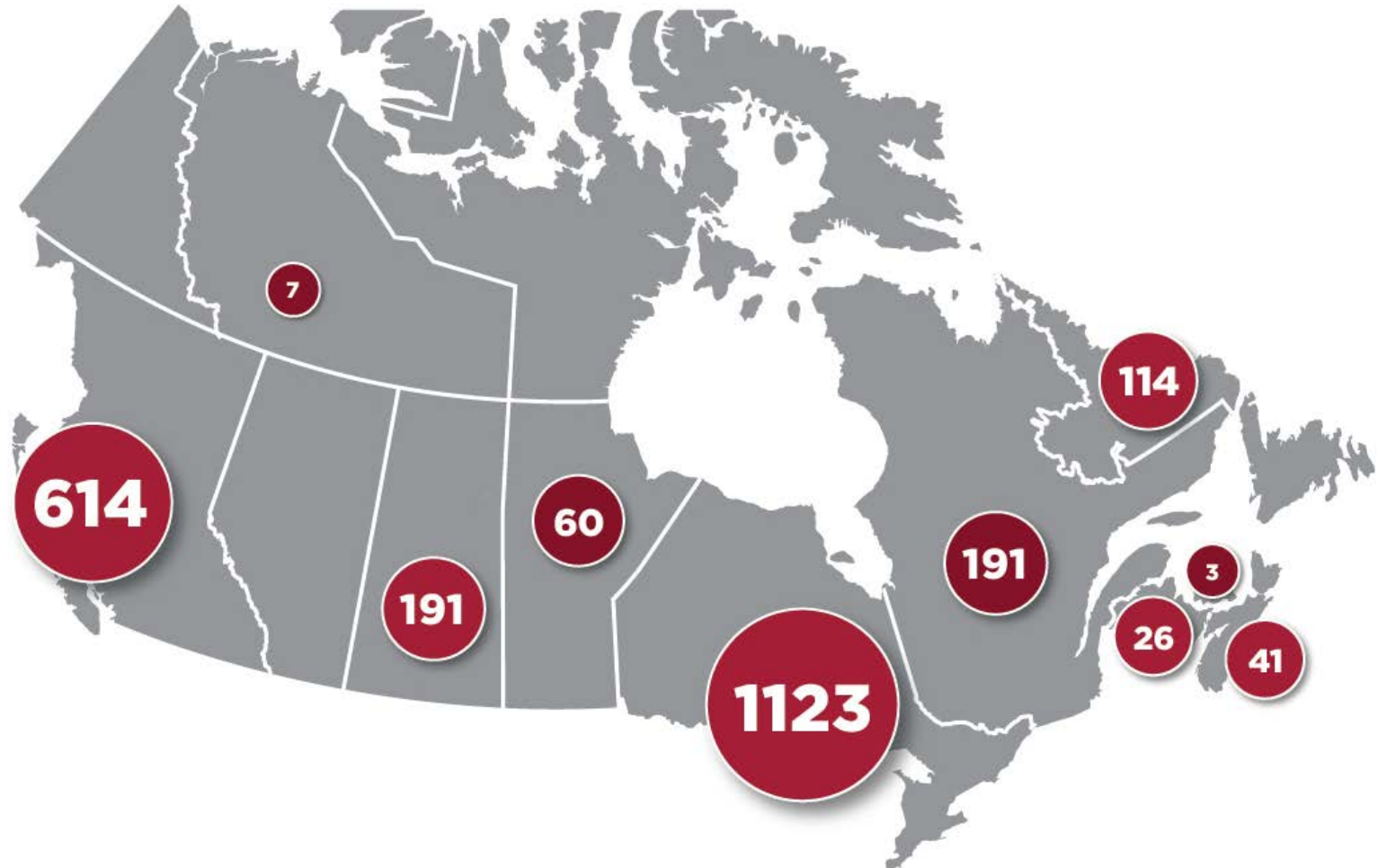


Oil & natural gas are part of our every day life

TOOTHBRUSH CONTACT LENSES
 MAKEUP **TOOTHPASTE** COLOGNE LIP BALM **SOAP**
 SHAMPOO **MOISTURIZER** COMB
 SHAVING CREAM DEODORANT ASPIRIN
 VASELINE
 TOILET SEAT
NAIL POLISH HAIR BRUSH CDS & DVDS
 CLEANING SUPPLIES GEL SHOWER CURTAIN
 HAIR BRUSH EYE GLASSES EYE LINER HAIR SPRAY
 SUNSCREEN MASCARA BOTTLES FOUNDATION
 EYE SHADOW AMMONIA HEARING AIDS **DENTURES**
 BODY LOTION COMPUTERS MAKEUP REMOVER
 HEART VALVES **SMART PHONES**
 ELECTRONICS ACCESSORIES TIRES **CONDITIONER**
MEDICAL SUPPLIES DISHWASHING LIQUID

Oil & natural gas creates jobs across Canada

More than 2,400 companies across Canada have direct business with the oil sands



Change & disruption around the world



Price Influencers:



USA



SAUDI ARABIA



IRAN



RUSSIA

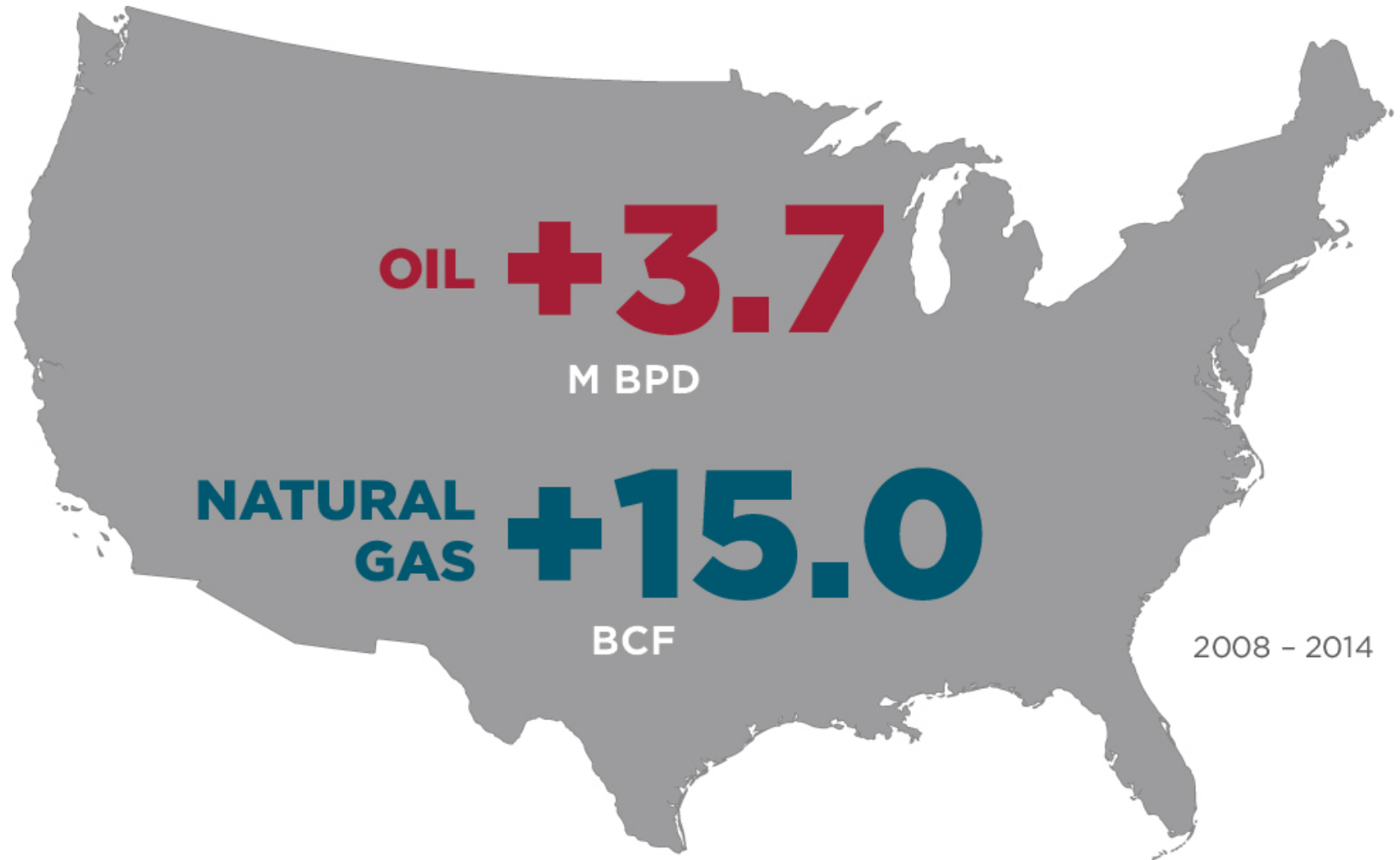


MEXICO



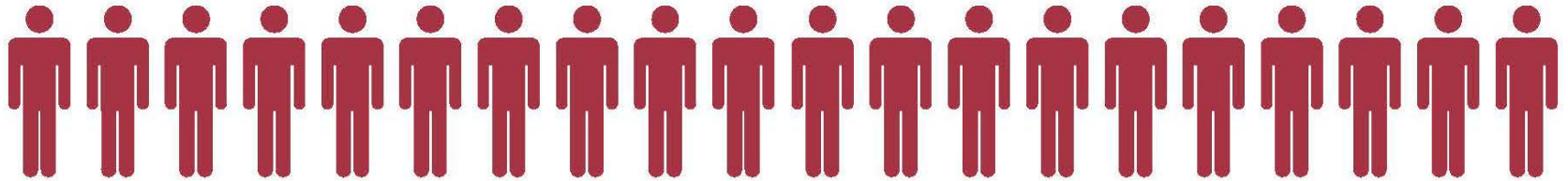
CHINA

Our #1 customer = our #1 competitor



Impact of falling oil prices

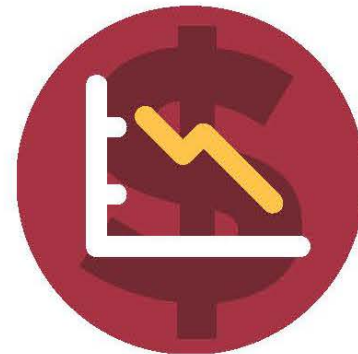
110,000 jobs lost to date



\$50 billion dollar decline in capital investment



\$60 billion dollar decline in earnings



Importing foreign oil into Canada



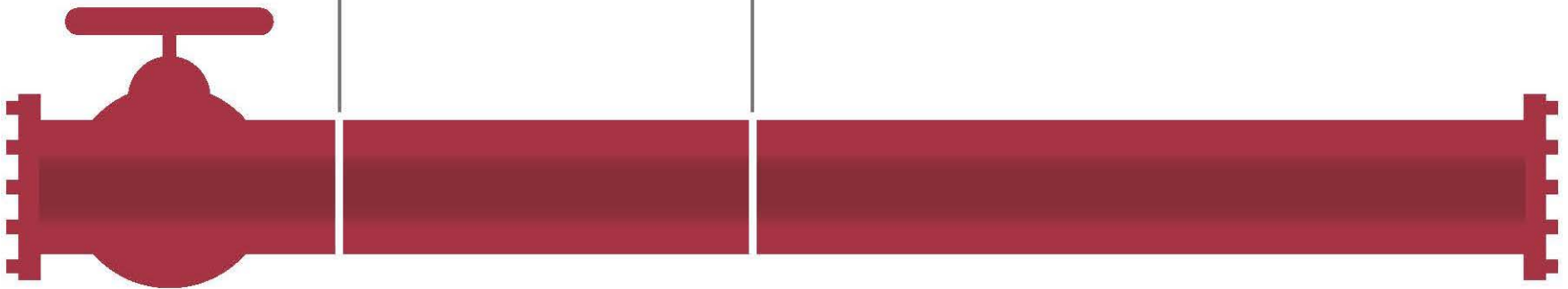
Pipelines = economic infrastructure

\$30 billion in private capital investment is shovel-ready to grow Canada's economic capacity

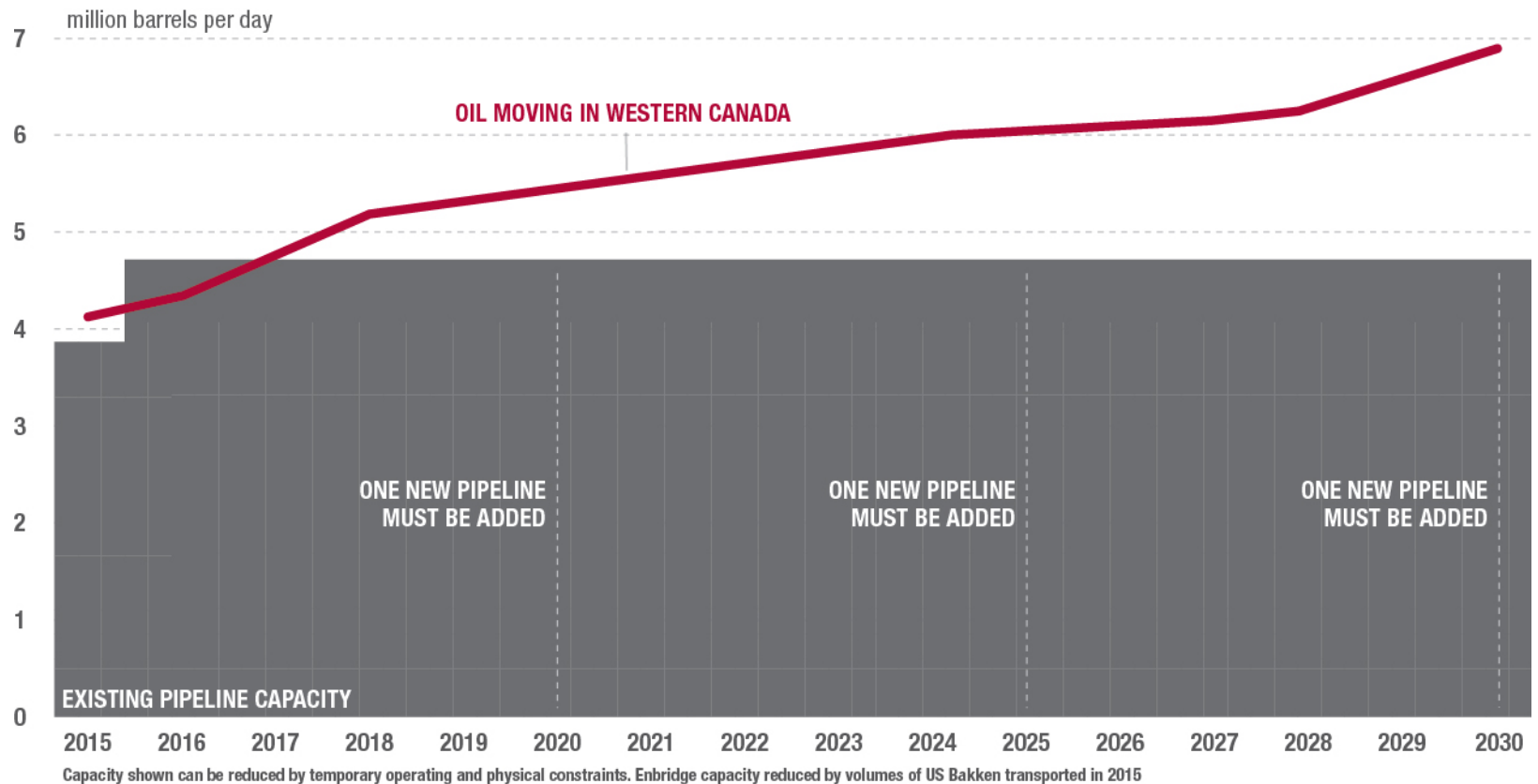
TRANSMOUNTAIN
\$6.8 BILLION

NORTHERN GATEWAY
\$7.9 BILLION

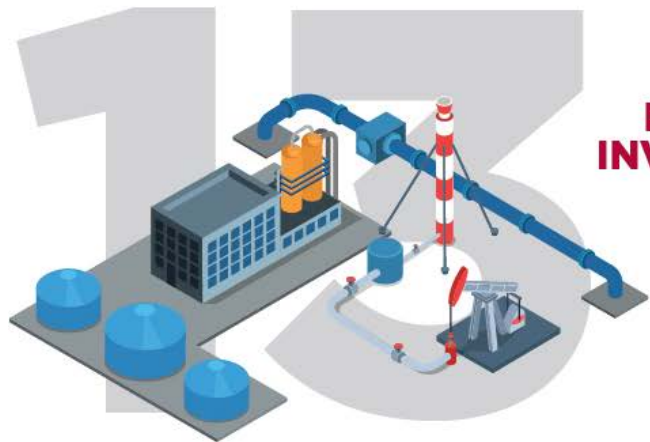
ENERGY EAST
\$15.7 BILLION



Canada's future energy infrastructure needs



Canada's Oil Sands Innovation Alliance (COSIA)



13 OIL SANDS PRODUCERS

HAVE INVESTED



ALMOST \$1.3 BILLION

TO SHARE



814 TECHNOLOGIES AND INNOVATIONS

Global energy demand is growing



Source: International Energy Agency 2015

Start a conversation

**IT'S TIME TO
RAISE
YOUR
HAND
CANADA**

 **SIGN UP NOW**

TELL ME MORE
▼

**SIGN UP TODAY BECAUSE YOU VALUE CANADA'S
OIL AND NATURAL GAS**



energy**today**.ca