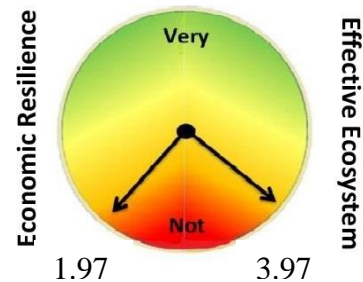


ALBERTA'S ECONOMIC REALITY – UNCHANGED SINCE SPRING

Alberta sentiment - wide-spread weakness in economic resilience and an ineffective SME ecosystem



Resilience – Weak and Widespread

All Regions and most industries remain weak <2.00. Edmonton on par with Calgary. Transportation, Construction and Forestry up slightly since spring.

Constraints on Recovery

69% view the Ecosystem for SMEs as ineffective. Banks and VCs are too risk averse to help. Issues of market access, debt and government ideology.

Most Vulnerable

Industries: Infotech, Health, Manufacturing
Professions: Finance; Other: Public sector.

Jobs/People Impact Severe

Decreased corporate investment and job creation
Increased unemployment and layoffs
Bankruptcy cited by 33% of respondents

Limited Government Role

Policy support for SMEs and entrepreneurs.
Invest in job creating research.
Negotiate trade agreements.

Least Vulnerable

Industries: Transportation, Forestry, Construction
Professions: Management; Other: NGOs

TOP 3 OPTIONS CITED FOR SIGNIFICANT WEALTH CREATION

Immediate

< 5-years

Tourism (Hospitality)

Agriculture (Food Processing)

Construction (Real Estate)

Mid-term

5-15 years

BioTech (Health)

Renewable energy

Transportation and Infotech

Long term

> 15 years

Nuclear energy including -
advanced manufacturing

Renewable energy

Essential for Creating the new Alberta: A resilient economy, Leadership in innovation, and Energy transitions

Join us in Red Deer, November 26th - our all-industry Convention for addressing what can be done to advance recovery and improve Alberta's economic resilience