

MAKING AN IMPACT

EDMONTON GLOBAL
ANNUAL REPORT 2023

Land Acknowledgement

Edmonton Global operates on Treaty 6 territory and Métis homelands. We acknowledge this land as the traditional gathering place and centre for trade for many Indigenous peoples, including First Nations, Métis, and Inuit. We recognize that inclusivity is at the heart of sustainable growth and understand that Indigenous partnerships and voices must be at the forefront of the radical transformation of our region.

Organizational priorities

FDI & Trade

Internationalize and grow the Edmonton region's economy by acting as a catalyst for foreign direct investment and trade

Brand

Increase awareness and perception of the Edmonton region and Edmonton Global brand among key audiences

Partnerships

Advance partnerships, global competitiveness, and investment readiness for the economic benefit of the region

Organizational Excellence

Be a learning organization, continuously striving for excellence



Edmonton Global acts as a hunter enabler, collaborator, connector, and storyteller for the Edmonton Metropolitan Region. We're dedicated to facilitating relationships between our innovation and support network, regional businesses, and investors abroad. Our vision is to make the Edmonton region the choice location for global investment, strengthening our communities by supporting the creation of quality jobs, and building a sustainable and prosperous region.

Edmonton Global represents 14 municipalities that make up the Edmonton Metropolitan Region:

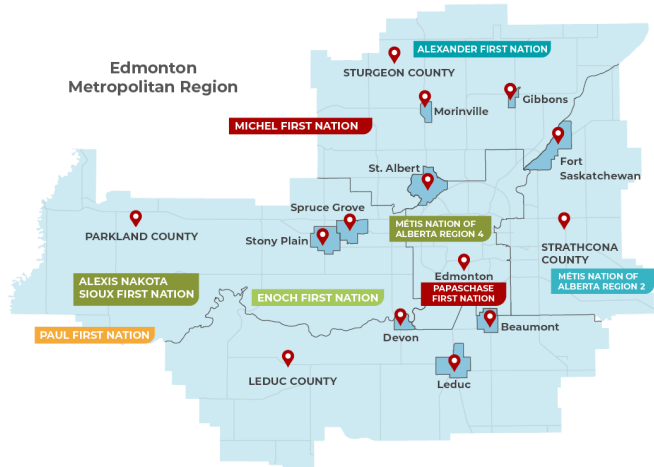
- City of Beaumont
- City of Edmonton
- City of Fort Saskatchewan
- City of Leduc
- City of Spruce Grove
- City of St. Albert
- Leduc County
- Parkland County
- Strathcona County
- Sturgeon County
- Town of Devon
- Town of Gibbons
- Town of Morinville
- Town of Stony Plain

Making an impact

Edmonton Global's purpose is to radically transform and grow the economy of the Edmonton Metropolitan Region.

In short, everything we do is aimed at making a significant and positive impact on our regional economy. We define impact in a number of ways including job creation, investment attraction, supporting business expansion, bringing global awareness to our region, and addressing crucial market and supply chain needs across the region. These are the areas that enable our investor-readiness. Our focus is on pursuing high-value investment opportunities while also enhancing the reputation of the Edmonton Metropolitan Region as a hub for diverse, innovative, and sustainable global businesses.

At the heart of our mission lies a deep commitment to harnessing the collective strength and potential of our regional municipalities. By pooling our resources, expertise, and efforts we can unlock economies of scale and propel our region towards unparalleled success.



Collaboration was the driving force behind Edmonton Global's success in 2023. Through strategic alliances with global businesses, government entities, and community stakeholders, the Edmonton region expanded its reach and amplified its impact. From organizing international trade missions to hosting high-profile events like the Canadian Hydrogen Convention, we continue to elevate the region on a global stage. Because we have what the world needs –

plentiful food, a robust manufacturing sector, expertise in energy and clean technologies, life sciences, artificial intelligence, and a diverse and talented population to help bring products and solutions to market.

The Edmonton Metropolitan Region is young, educated, growing and connected – and we're honoured to be sharing our region's story with the world.

A message from our board

Edmonton Global was founded in 2018 and over the last five years we've had the privilege to collectively celebrate many successes. As a community, we've seen billions of dollars in investment flow into the region along with the creation of thousands of new jobs. The Edmonton region is in a much better place than it was before Edmonton Global.

- We are much more competitive
- We have more global awareness
- We are more investment-ready



A successful foreign direct investment attraction and trade strategy starts with focus and in 2023 Edmonton Global's board developed a refreshed strategy. Edmonton Global continues to use a data-driven approach to identify sectors where the Edmonton region has a clear competitive advantage and/or needs to become investment ready due to global industry trends. These are also sectors that have the potential to radically transform and grow the Edmonton region's economy.

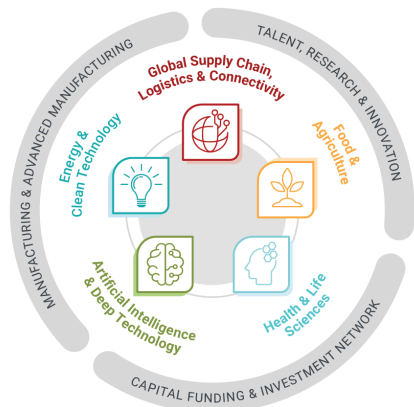
As we mature and grow as an organization it is important that our next five-year strategy account for the shift in our culture, the increasing perception and global competitiveness of our region, and the strengths of our collaboration within our communities. We don't do this work alone. In today's interconnected world, regional collaboration isn't just advantageous – it's essential for unlocking big ideas and transformational opportunities. When we look at issues like food security, energy transition and securing our position within the global supply chain – we need to work together to be effective. Alone, our impacts will be small, but united, we have the power to create transformational change and make a significant impact on our region.

Edmonton Global's staff, board, shareholders, and partners are working together to enhance our region's competitiveness – and we're excited for what comes next as we continue to welcome the world into the Edmonton Metropolitan Region.

Sincerely,

A blue ink signature of Enzo Barichello KC.

Enzo Barichello KC
Board Chair, Edmonton Global



Metrics to date

Measuring Edmonton Global's impact since launch (2018-2023)



42

INVESTMENTS SUPPORTED



4,177

JOBS CREATED



2.48 billion

TOTAL CAPEX



139 million

TOTAL OPEX

TAX IMPACT

Property tax generated by regional municipalities

TO DATE

\$7.3 MILLION

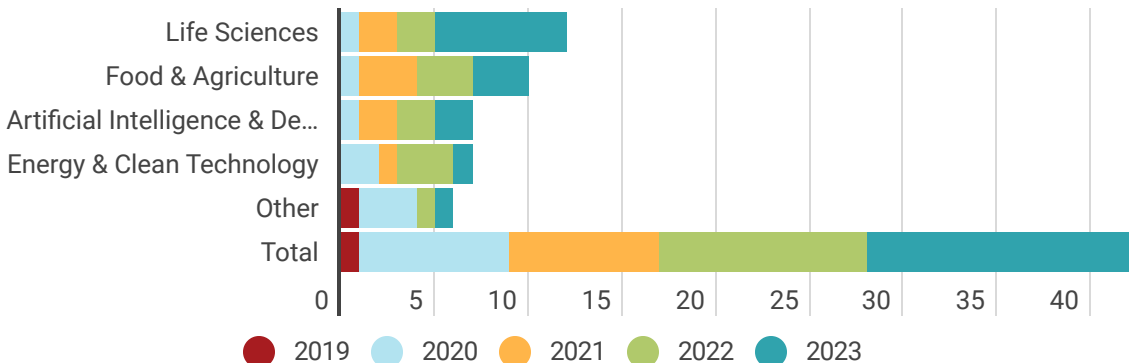
10 YR FORECAST

\$22.3 MILLION

20 YR FORECAST

\$44.6 MILLION

Wins by sector



2023 results



14

INVESTMENTS SUPPORTED



579

JOBES CREATED

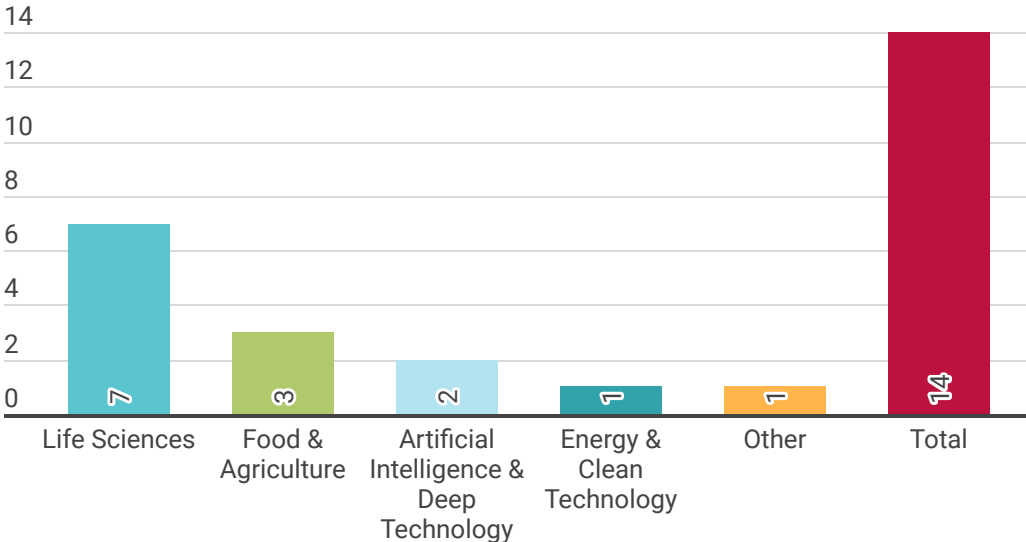


251 million

TOTAL CAPEX



Wins by sector



Success stories



Canadian Critical Drug Initiative

This \$200 million project, led by API in partnership with the University of Alberta's Li Ka Shing Applied Virology Institute, will significantly grow drug manufacturing capacity in the region. CCDI was given the green light in March 2023 thanks to an \$80.5 million federal investment over five years.

Mitsidi

Mitsidi, a clean tech company based in Brazil, was the first company to join the newly established Western Canada Brazil Hub at Concordia University of Edmonton. Mitsidi has plans to grow their presence in the Edmonton region



Celero Global

Celero Global is a life sciences company headquartered in Singapore, that specializes in conducting innovative clinical trials for healthcare products. Celero Global announced its intention to establish its North American headquarters in the Edmonton region in September 2023.



Ciba Health

In July 2023, New York-based virtual healthcare company Ciba Health, announced its plans to open its Canadian headquarters in the Edmonton region. This investment will create up to twenty jobs in the first year with plans to double that in the second year.



Success stories



English Bay

English Bay announced its final investment decision to relocate and expand its business from Delta, B.C. to Stony Plain. The company is investing \$30 million to construct a new food manufacturing facility. The project will create approximately 90 temporary construction jobs and at least 75 permanent positions.

AbacusBio

AbacusBio, a company headquartered in New Zealand, announced the opening of a new office in the Edmonton region as the next step in the company's global expansion. AbacusBio are international leaders in the application of science and technology in agriculture, horticulture, and aquaculture. The Edmonton-based team will create six jobs in its first year.



Brainiall

Brainiall announced their expansion into the Edmonton region and named Edmonton as their Canadian headquarters. Brainiall is an innovative technology company out of Silicon Valley that was created by a group of Brazilians who were former executives, academics, and developers at Microsoft.

LaserCo

LaserCo is a Luxembourg-based laser coating organization that has expanded to the Edmonton region. LaserCo has hired five staff in their Edmonton operations and plans to hire an estimated 40 full-time positions over the next couple of years. An official announcement is expected in 2024.



Success stories

Launch of Access Export - Edmonton Global's trade strategy

In 2023, Edmonton Global launched its trade strategy, Access Export. This strategy aims to unite and strengthen the trade community in the Edmonton region. The goal is to create a supportive ecosystem that encourages knowledge-sharing and collaboration. This strategy is driven by the vision of building a dynamic and self-sustaining trade community, accelerating trade in our region.



Building
'EXPORT-ITUDE'
in the region



Attracting the world's attention

The Edmonton region hosted the world through major events including the second annual Canadian Hydrogen Convention which included more than 8,000 attendees, Carbon Capture Canada which hosted more than 4,000 attendees.



The launch of the 5,000 Hydrogen Vehicle Challenge

The Challenge is all about getting 5,000 hydrogen or dual-fuel vehicles on the road in Western Canada in five years. The Challenge was announced alongside more than 40 regional partners at the Canadian Hydrogen Convention.



Financials

Statement of Financial Position	2023	2022
Assets		
Current Assets	\$3,818,707	\$1,532,547
Capital Assets	\$526,468	\$577,530
Intangible Assets	\$205,347	\$205,347
Total Assets	\$4,550,522	\$2,315,424
Liabilities		
Current Liabilities	\$648,299	\$1,042,748
Deferred Revenue	\$2,287,858	
Total Liabilities	\$2,936,157	\$1,042,748
Share Capital and Net Assets		
Share Capital	\$140	\$140
Net Assets	\$1,614,225	\$1,272,536
Total Liabilities, Share Capital and Net Assets	\$4,550,522	\$2,315,424
Summary Statement of Operations		
Annual Shareholder Contributions	\$5,000,000	\$5,000,000
Provincial & Federal Government Funding	\$2,806,378	\$788,000
Other Revenue (Partnerships & Sponsorships)	\$675,479	\$646,613
	\$8,481,857	\$6,434,613
Operating Expenses	\$8,140,168	\$7,181,113
Excess (deficiency) of Revenue Over Expenses	\$341,689	-\$746,500

Regional Air Service Opportunity Fund (RASOF)

RASOF was funded by the municipalities of the Edmonton Metropolitan Region in 2021 to facilitate the return and growth of air service, which was significantly suspended due to the COVID-19 pandemic. Edmonton Global was chosen to manage and administer the fund. This initiative has proven to be highly successful with the Edmonton region and YEG now having over 50 direct flights (up from only 13 during the pandemic). The initial fund was \$15 million.

Statement of Financial Position	2023	2022
Assets		
Current Assets	\$7,642,727	\$5,112,220
Total Assets	\$7,642,727	\$5,112,220
Liabilities		
Current Liabilities	\$1,000,000	
Deferred Revenue	\$7,010,062	\$5,479,554
Total Liabilities	\$8,010,062	\$5,479,554
Share Capital and Net Assets		
Net Assets		
Total Liabilities, Share Capital and Net Assets	\$8,010,062	\$5,479,554
Summary Statement of Operations		
Regional Air Services Opportunity Fund Contributions	\$4,465,000	\$3,800,000
	\$4,465,000	\$3,800,000
Operating Expenses	\$4,465,000	\$3,800,000
Excess (deficiency) of Revenue Over Expenses	\$-	\$-

