Q4 REPORT – SUMMARY

The fourth quarter (Q4) of 2021 rounded out a record-breaking year for Waterloo EDC. We closed one deal valued at $34 million, representing 150 new jobs, and continued to build our sales pipeline by adding seven new qualified opportunities. For the full year, we closed 16 deals representing a total investment value of $363 million, shattering organizational records for both investment and number of deals.

With the addition of seven new deals in Q4, our sales pipeline now contains 93 potential investments worth potentially more than $2.2 billion.

Our marketing efforts also generated strong results this quarter, in alignment with our investment achievements. We set a new monthly record for organic blog traffic, published 15 blog posts, hosted a webinar and wrapped up several marketing campaigns that contributed to a new yearly record for lead generation.

In 2021, Waterloo EDC persevered through global economic challenges to fuel investment activity in the community. Our year-to-date results indicate surging interest in Waterloo Region’s business ecosystem, which bodes well for the next quarter and the entire 2022 year.

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<th>1 closed deal</th>
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<td>Investment closed deal valued at <strong>$34 million</strong></td>
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**Breakdown of deals by sector:**

- **100%** manufacturing

**Approximately 150 new jobs created**

**1 local expansion**

| 93 deals in our pipeline with an estimated value of **$2.2 billion** at the end of Q4 2021 |

**INVESTMENT BY STAGE**

- **$13,791,060** (0.6%) in the ‘Forecast’ stage
- **$80,848,451** (5.7%) in the ‘Upside’ stage
- **$2,951,956,118** (94.8%) in the ‘Pipeline’ stage

**3 opportunities in ‘Forecast’ stage** with an estimated value of **$13.8 million**

**Outbound and inbound missions**

- 40 investment meetings with international companies
- 17 meetings with local companies/organizations seeking expansion support
- 75 meetings with intermediaries and stakeholders
FOREIGN DIRECT INVESTMENT

Waterloo EDC took advantage of a momentary lull in the global pandemic and lifting of international travel restrictions to facilitate 7 inbound missions in Q4. Although the team did not complete any outbound missions due to travel restrictions, we strengthened our investment attraction foundation and crossed the 2021 finish line with a robust pipeline of qualified investment opportunities.

The team continued to pursue international investment opportunities in Q4. Waterloo EDC held 40 (mostly remote) meetings with international companies and 75 meetings with intermediaries and stakeholders, furthering investment attraction in Waterloo Region.

The Waterloo EDC team added seven new investment opportunities valued at $62.6 million to the sales pipeline this quarter, despite the global economic context. Our pipeline now consists of 93 deals valued at $2.2 billion, which will serve as the foundation for our success in 2022.

LOCAL BUSINESS RETENTION AND EXPANSION

In Q4, Waterloo EDC continued to support and strengthen the local business community. The team closed one deal valued at more than $34 million. The deal will create 150 jobs in the manufacturing industry, which brings the total number of jobs created in Waterloo Region this year to 694. These new jobs will bolster the technology, manufacturing and financial services sectors in our community.

In addition to enabling one new local investment in manufacturing, the Waterloo EDC team held 17 meetings with local companies exploring expansion opportunities.

Waterloo EDC also hosted our annual Public Information Meeting in a virtual on demand viewing format, highlighting the resilience, tenacity and strength of our community during another challenging year. The program included a brief panel discussion featuring leaders from Viessmann Canada, Turntide Technologies and the Accelerator Centre, as well as a special message from Kitchener Mayor Berry Vrbanovic.

With another unexpected surge of COVID-19 cases during this quarter, the Waterloo EDC team continued to play a leadership role in the Business and Economic Support Team of Waterloo Region (BESTWR), and in the community at large.
INVESTMENT MARKETING AND AWARENESS

A strong performance from the Marketing team this quarter closed out an outstanding year for investment marketing and awareness efforts at Waterloo EDC. In Q4, we delivered strategic lead generation campaigns, which targeted manufacturing and tech industries, enhanced our international reputation and added to the exceptional number of new contacts we acquired in 2021.

As part of our lead generation and nurturing efforts, we also hosted a webinar featuring local business leaders from DarwinAI and Acerta Analytics, who discussed the challenge and opportunity of applying artificial intelligence and machine learning to manufacturing operations.

We continued to bolster our blog with content that highlights Waterloo Region’s unparalleled talent pool, innovation ecosystem and growth opportunities. In Q4, Waterloo EDC published 15 blog posts that garnered more than 18,500 pageviews. We even broke our newly minted record from Q3 for organic monthly blog traffic.

This quarter, we shared relevant highlights from the Deloitte Technology Fast 50, Maclean’s University Rankings and CBRE’s Scoring Tech Talent Report, while writing new pieces about Waterloo Region’s robotics industry and Waterloo EDC’s record-breaking investment year.

Overall, our web and organic traffic had a strong performance this quarter. We saw substantial growth on LinkedIn and a steady increase in followers on Twitter.

Note: Social follower growth continued trending upward in Q4. The main decrease in blog sessions can be attributed to a reduction in published blogs, as we published 9 fewer blogs in Q4 2021 than we did in Q4 2020. The decline in website sessions was due to a decline in paid ads and email campaigns.