Q4 REPORT – SUMMARY

In the fourth quarter (Q4) of 2019, Waterloo EDC closed three investment deals with a value of $11.3 million, representing 34 new jobs and continued to build a strong pipeline of potential investments. Our pipeline is currently valued at more than $1.9 billion. In 2019, Waterloo EDC closed a total of 15 investment deals valued at over $200 million.

We led 18 inbound and 9 outbound missions in Q4. Inbound missions featured numerous US-based tech companies and delegations from Germany and the Netherlands. For the third straight quarter, our team visited all four of Waterloo EDC’s target geographical markets.

We were also very active in the community, with team members attending or presenting at 29 events including delivering a keynote at a Construction Industry Outlook event and attending the Waterloo MedTech Conference, multiple Oktoberfest events and more. Our marketing team continued to promote our community to our international audience through online content, including adding 22 new blog posts on our website.

The key highlights of our activity and performance in Q4 2019 are set out below:

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<th>3 closed deals</th>
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<td>Investment closed deals valued at <strong>$11.3 million</strong></td>
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**Breakdown of deals by sector:**

- 33% information and communications technology
- 33% financial services
- 33% advanced manufacturing

Approximately **34 new jobs created**

1 foreign direct investment
2 local expansions

**66 deals in our pipeline with an estimated value of $1.9 billion at the end of Q4 2019**

**INVESTMENT BY STAGE**

- **$14,339,293**
- **$1,718,072,592**
- **$198,454,389**

4 opportunities in ‘Forecast’ stage with an estimated value of **$13.4 million**

**9 outbound and 18 inbound missions**

**Outbound missions:**

United Kingdom, Germany, New York, Boston (x2), California, Detroit, Japan, Netherlands
FOREIGN DIRECT INVESTMENT

In Q4, the Waterloo EDC team closed three new deals. The companies that landed were in three different sectors – information and communications technology, financial services and advanced manufacturing – and brought $11.3 million of investment to Waterloo Region, along with approximately 34 new jobs. Our investment pipeline continues to grow, with 66 potential opportunities valued at more than $1.9 billion, including three in the forecast stage with an estimated investment value of $13.4 million.

Waterloo EDC led 9 outbound missions this quarter, including stops in each of our core markets – California, Boston, New York, the United Kingdom and Germany. Members of the Waterloo EDC team also led missions to Japan, the Netherlands and Detroit.

McGarry. Over the course of four days, the delegation held 18 meetings with executives from some of the world’s largest tech companies, including Google, Square, Oracle NetSuite and Christie Digital. They also met with representatives from local companies with significant operations in Silicon Valley, including BlackBerry and Faire, helped organize an alumni event with the University of Waterloo and Wilfrid Laurier University in San Francisco and met with business organizations and Canadian government representatives, including the Consuls General of San Francisco and Los Angeles.

The team hosted 18 inbound missions in Q4. Visitors to our community included numerous large tech companies and two delegations from Germany and the Netherlands representing business interests and key investment intermediaries.

In 2019, the value of closed investment deals has reached approximately $201 million. Our team has led a total of 23 outbound and 69 inbound missions this year, meeting with representatives from some of the world’s largest automotive, manufacturing and technology companies.
LOCAL BUSINESS RETENTION AND EXPANSION

The Waterloo EDC team continues to work with companies looking to expand in our community, as well as building strong relationships with local business support organizations and advocating on behalf of Waterloo Region.

In Q4, our representatives held 12 business expansion meetings with local companies, which included discussions about future growth plans, talent attraction and future real estate opportunities. Most of the meetings were with representatives of the tech community, but one was with Intermarket Properties, which closed the quarter by announcing the sale of 300 acres of industrial park land to the Healthcare of Ontario Pension Plan (HOOPP). Through their iPort Properties brand, HOOPP has developed significant business and industrial parks across Canada, and has attracted interest from top brands, including Amazon.

We also continued to spark interaction with the Waterloo business community through attendance, sponsorship or presenting at 29 events in Q4, including delivering a keynote at a Construction Industry Outlook event and attending the Ontario Economic Summit, the Waterloo Innovation Summit and more.

In Q4, Waterloo EDC also hosted its annual Public Information Meeting, which is our opportunity to connect with the local community, report on our organization’s results and initiate conversations of importance for foreign direct investment. Held at the Accelerator Centre, the event welcomed approximately 100 attendees. This year, we hosted a panel of local business leaders on the subject of foreign direct investment, trade and local efforts to support local offices, whether homegrown or attracted through foreign investment. Participants included representatives from Acerta (Greta Cutulenco), SAP (Brian Vink) and Faire (Marcelo Cortes), along with Waterloo EDC’s Tony LaMantia and was moderated by the Greater Kitchener Waterloo Chamber of Commerce’s Ian McLean.

Leaders from across the Waterloo Region community attended Waterloo EDC’s annual Public Information Meeting in November, held at the Accelerator Centre. A highlight of the event was a panel discussion featuring Greta Cutulenco (Acerta), Brian Vink (SAP), Marcelo Cortes (Faire) and Tony LaMantia (Waterloo EDC).
INVESTMENT MARKETING AND AWARENESS

During the fourth quarter, the Waterloo EDC marketing team really hit its stride in marketing automation and inbound marketing, recording its most successful results to date.

Since October 1st, Waterloo EDC has published 22 blog posts, bringing the total number for 2019 to 93. In Q4, blog posts included deeper-dives into Waterloo’s tech credentials using newly available data, business stories featuring companies like Faire, Geotab, ISARA and Toyota, and articles about third-party reports from CBRE and Deloitte. This consistent publishing schedule helped ensure that Waterloo EDC’s organic web traffic and new contact form submissions continued to increase at a steady rate.

A major focus for Q4 was scaling our email marketing efforts, attracting new leads and building stronger relationships with potential investment leads in our contact database. As our capacity grows, these activities will drive meetings and connections for business development in core markets. Early returns for the entire inbound marketing program have exceeded expectations and have already begun to deliver potential new opportunities for investment in Waterloo.

We also continued to leverage events – business events, missions and conferences – to grow awareness of the Waterloo ecosystem and build upon our lead generation efforts. This quarter, we developed specialized campaigns for the Specialty Equipment Market Association (SEMA) automotive conference and Web Summit. This delivered direct, measureable results in the form of web sessions among our target audiences in target markets, content downloads and new marketing automation leads.

Waterloo EDC continues to exceed web traffic and social media targets and surpass results from previous years. In addition to growing overall numbers, our engagement with audiences in our core markets (Germany, United Kingdom and the United States) also continues to grow and we have surpassed our 2019 goal for new contacts from those markets by more than 80%.

In Q4, we saw substantial growth in key measures compared to the same period in 2018.

The decrease in blog views over the previous quarter is due primarily to the exceptional performance of several posts in Q3. Waterloo EDC still surpassed its goals for total views in Q4.

The decrease in website sessions and pageviews are due primarily to improved targeting of our core audiences in Q4. Improved targeting means fewer sessions/pageviews but better results.
OUR ORGANIZATION

VISION
To be locally rooted, internationally competitive and globally renowned.

MISSION
To build a world-leading legacy of sustainable economic development, prosperity and diversity for Waterloo Region.

VALUES
Collaborative, professional, honest, accountable, results-focused.

2019 BUSINESS PLAN: THREE STRATEGIC PILLARS

1 Investment Sales

2 Concierge Service and Advocacy

3 Investment Marketing and Awareness