



Canadian Energy Executive Association

CEEAA'71

Mission, Membership, Core Values, and Strategies – Punchy 2 Pager

WHAT IS CEEA?

The Canadian Energy Executives Association ("CEEAA") is a well-established, and strictly not-for-profit, organization that has operated for over 70 years in the Canadian Energy Industry.

WHAT IS OUR MISSION?

Connecting top-tier executives in the Canadian Energy Industry, promoting its renaissance and a vibrant future, while making a meaningful contribution to the community and environment.

WHO IS OUR MEMBERSHIP?

A pre-eminent network of influential energy executives from various forms of Canadian Energy and primarily from organizations within the broad oil and gas supply chain in Canada, which also engages their partners/significant others. Membership is by invitation only and with appropriate references.

WHAT ARE OUR CORE VALUES?

"Relationships" - we foster connections for personal, professional, and corporate growth.

"Pride" - we are proud of our history and want to promote our world class standards, continuous innovation, and environmental stewardship.

"Networking" - we are the premier business association for energy executives.

"Inclusion" - we focus on collaboration across all energy value chains.

"Fun" - we provide unique events and experiences for executives and their partners/significant others to create lasting friendships.

"Change" - we recognize the need for continuous renewal by attracting emerging generations of innovative leaders in a diverse and changing energy landscape.

"Giving" - we give back to the community by supporting a large number of charitable organizations.

WHAT ARE OUR STRATEGIES ("THE THREE PILLARS")?

CEEA has a three-pillared strategy to accomplish our mission:

1. *Connection and Networking* – purposeful networking events which create business value, both organizationally and personally, for our members. CEEA organizes a number of Energy Business Forum conferences and business social events throughout the year for members and their partners/significant others, the pre-eminent of which is our one day Energy Business Forum, combined with the 71 year-old legacy Oilmen's Golf Tournament and Networking Weekend that embodies our Canadian Energy Industry's rich history and traditions from its beginning. CEEA continues to be a "meeting spot" where "deals get done" and "lifetime friendships formed". This has growing importance, as the industry moves towards lower carbon emissions.

2. *Fostering Collaboration and Advocacy* – CEEA facilitates positive advocacy for the Canadian Energy Industry, as well as educating and informing its members. CEEA is proud to have helped lead the messaging that Canadian Energy is among the best on the planet in terms of Environmental, Social, and Governance ("ESG") metrics and the path to lower carbon emissions, in addition to meaningful and strong Indigenous engagement and participation. We also educate and inform our members, by fostering the sharing of ideas, collaborative interests, and latest innovations in the Canadian Energy Industry. Where appropriate and synergistic opportunities arise, we collaborate and join with other like-minded organizations to further positive news about and developments in our Canadian Energy Industry. We are not paid, nor are we lobbyists.

3. *Community Giving* - CEEA financially supports select, charitable causes that are aligned with our values throughout the year, in a reasonable and meaningful way. We recognize how fortunate we are, and how rewarding it can be, to participate in the Canadian Energy Industry - an essential component to our country's health and economy. It is important for us to assist those in need. We are proud that CEEA has raised over \$650,000 since 2017 for charities in our community.