



Canadian Energy Executive Association

CEEAA'71

Purpose, Membership, Core Values, and Strategic Themes – Detailed Statement

WHO ARE WE?

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

OUR PURPOSE

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.

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 marital partners/significant others. The current membership is heavily comprised from the oil and gas sector (upstream, midstream, and downstream), and we recognize that it will continue to be a primary and crucial source of energy for many years to come, as the Canadian Energy Industry becomes less carbon-intensive and while global energy demand continues to grow. Our membership continues to support the oil and gas sector as a crucial part of the overall energy mix.

Our membership comprises a wide and deep value chain of the Canadian Energy Industry of explorers and producers, top-tier service providers and professionals, Indigenous partners, and certain other key stakeholders including from banking, academia, journalism, and government. In so doing, we are the pre-eminent, not-for-profit and volunteer-driven, Canadian Energy networking association.

As our Canadian Energy Industry continues to move towards lower carbon emissions, we recognize the importance of industry innovations such as carbon capture utilization and sequestration and downstream "carbon tech", in addition to the growing role of other forms of energy such as hydrogen, geo-thermal, electric energy and battery storage, as well as renewables, to the overall energy solutions (and which are frequently found in the same broad oil and gas supply chains).

We also recognize that there is a rising group of younger and junior executives who have, or will shortly, become the next generation of C-Suite executives, and we wish to continue introducing them to our organization.

While the majority of our membership has to date been Alberta-based, we are also seeking to expand to select residents of other geographical locations who participate in the Canadian Energy Industry and would bring value to our organization.

Our growing connection with, and the meaningful participation of, Indigenous executives and communities in the Canadian Energy Industry is important to CEEA. So too, is increasing the overall diversity and inclusion of our membership, being mindful of the growing Environmental, Social, and Governance ("ESG") importance. We believe that "Indigenous" is a crucial consideration of ESG metrics and so is a strong "Economy". We believe that the Canadian Energy Industry is among the best globally, and in some cases is the very best, in ESG metrics. While we should be proud of this, we also know that we can continue to improve.

Our members' marital partners/significant others have always been, and will continue to be, essential to the fabric of our organization, and we look to involve them in our events as much as possible. So too are our Past Chairs and Governor Alumni.

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 marital partners/significant others to create lasting friendships.

"Innovation" - we recognize the need for continuous renewal and to attract emerging generations of innovative leaders in a diverse and changing energy landscape.

"Giving" - we give back to the community by supporting charitable organizations which align with our values.

OUR STRATEGIES ("THE THREE PILLARS")

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

1. Connection and Networking, 2. Fostering Collaboration and Advocacy, and 3. Community Giving.

1. Connection and Networking

We connect our C-Suite executives and their partners/significant others to facilitate their networking, significantly through our annual flagship August events: namely, our Energy Business Forum ("EBF"), combined with our fun "Recreational Golf Day", our (more competitive) 71-year legacy "Oilmen's Golf Tournament", and our "Networking Weekend" – all traditionally held at the majestic Fairmont Banff Springs Resort in August each year over 3 to 4 days and which embody the rich history (and some of the early traditions) of our Canadian Energy Industry.

Additionally, we will also offer our members the options of premier, smaller networking and learning events throughout other parts of the year, including but not limited to our:

- "Winter Wonderland" networking event in the winter months in the Rocky Mountains, with a variety of winter-themed activities in which to participate (e.g. downhill skiing, cross-country skiing, dog-sledding, snow shoeing, spa'ing, etc.);

- EBF: Mid-Year Update in the late Winter or early Spring, as well as other EBFs throughout the year as topics arise, with a goal to host some form of EBF (whether in person or virtual) on a quarterly basis;
- Governors' Charity Gala in the early Spring each year;
- Four Horse Cup "Member Guest" Invitational Golf Day for our top recruits, sponsors, and Past Chairs, Sponsors, and Governor Alumni, in and around June of each year;
- periodic "Fire-Side Chats" with a dozen C-Suite Executives with a featured, topical speaker on a current matter or issue of the day;
- ongoing engagement with our CEEA Past Chairs and Governor Alumni; and
- ad hoc, smaller, social events throughout the year designed to bring members from our CEEA roster together to network and share their interests.

We use the Fall months to kick-off "the reveal" of both our Governors/Partners and our theme for the new CEEA year ahead, and to facilitate early bonding amongst this group.

Our Past Chairs and Governor Alumni are important connections to our rich history and traditions, and we wish to keep them active and involved with invitations to as many of our events as possible. They are an ongoing source of wisdom, experience, and fun for us throughout the year.

We believe CEEA will continue to be a "meeting" spot (in person and virtually) where "deals get done" and "lifetime friendships are formed", and even more so with the renaissance of the Canadian Energy Industry as it moves towards lower carbon intensity. After years of challenge, we are optimistic of the better days ahead. Things are happening!

2. Fostering Collaboration and Advocacy

We at CEEA are proud to have helped lead the messaging in recent years that Canadian Energy is either among the best, or in fact the very best, on the planet in terms of ESG metrics, the path to net zero carbon emissions, and meaningful Indigenous engagement and participation. We aspire to continue to be at the forefront of positive and leading messaging for our Canadian Energy Industry, primarily through our EBFs and various panels and speakers on current issues facing our Industry. In this sense, we see ourselves as "facilitating" advocacy for the Canadian Energy Industry.

We recognize that there are many not-for-profit, as well as for-profit, organizations in the Canadian Energy Industry, each with their own mandates and objectives, and that we at CEEA cannot be everything to everyone. We appreciate that other organizations may be better-suited and have more financial resources to take on *paid advocacy and lobbying roles* to support the Canadian Energy Industry, and we pleased to encourage them in, and help facilitate, their efforts where it is appropriate for us to do so. However, to be clear, we are not paid advocates or registered lobbyists.

We also believe it is important to 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 hope to reach out to like-minded organizations to provide our members with education opportunities, whether through social media, live and virtual speakers, elective courses (such as "Indigenous 101", "Hydrogen 101", "Gas to Liquids 101", "Carbon Tech Innovation 101", "Oil Sands 101", "Renewables 101", etc.), or visits/tours (in person or virtual) of various business or production locations. Where appropriate for CEEA, opportunities may arise to collaborate and join with other like-minded organizations to further positive news about, and developments in, our Canadian Energy Industry.

3. Community Giving

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. We also think it is important for us to give back to the community. We are proud that CEEA has raised over \$650,000 since 2017 for charitable causes.

Bearing in mind that our members also support many other charitable causes of their choice either personally or through their businesses, as an organization, CEEA will also continue to financially support select charitable causes that are aligned with our values.