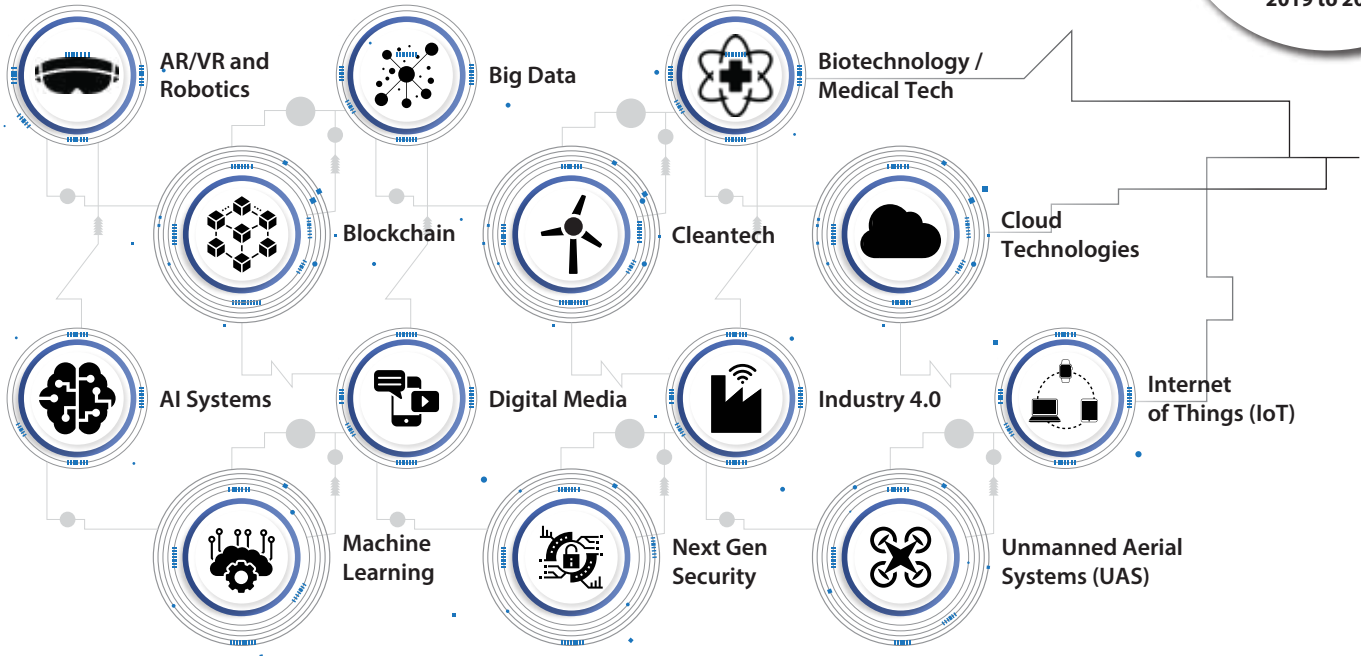


DX Spend of Alberta Industries

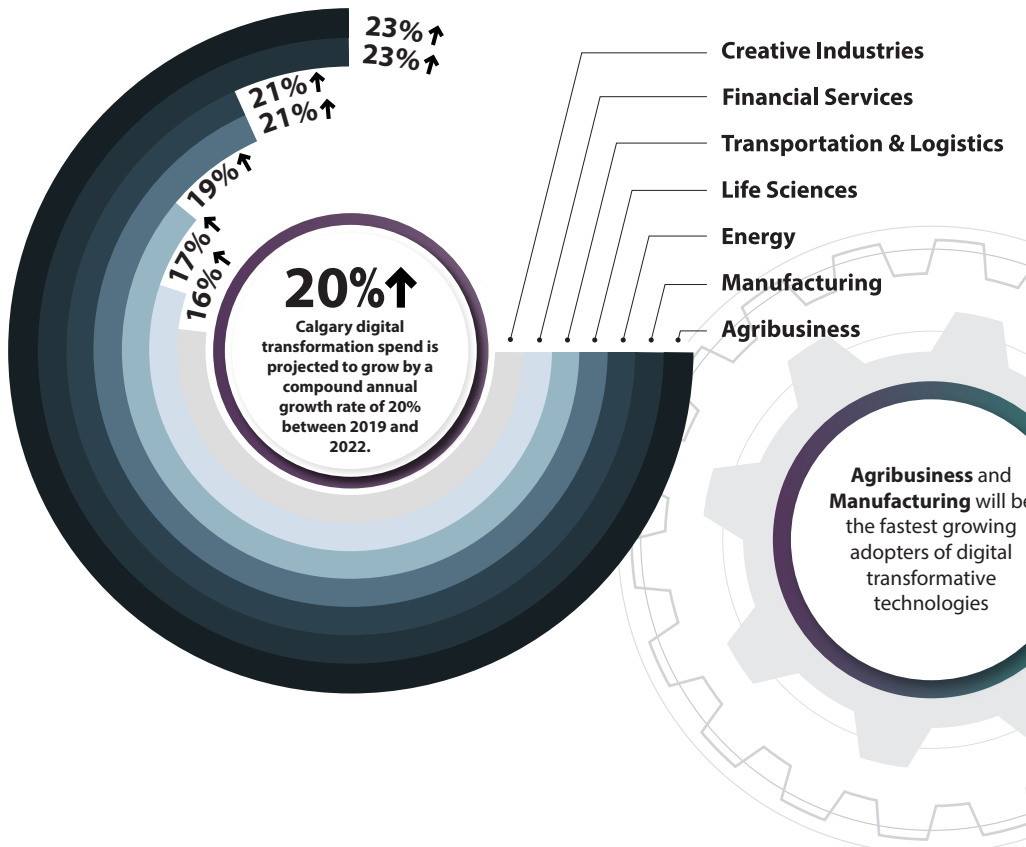
Whether it's feeding, fueling, healing, or moving, we are helping solve global problems through the adoption of transformative technologies. From software to hardware and services, digital transformation is becoming the largest driver of new solutions and technology investments among Calgary businesses.

The engines of growth for digital transformation spending include:



\$18.4B
It's projected that Calgary businesses will lead Alberta's \$18.4 billion spend on digital transformation (DX) from 2019 to 2022.

Digital Transformation Spend Surges in Calgary



Calgary's leading sectors in digital transformation from 2019 to 2022:

- Creative Industries
- Financial Services
- Transportation & Logistics
- Life Sciences
- Energy
- Manufacturing
- Agribusiness

\$1.9B
Energy

\$1B
Creative Industries

\$627M
Life Sciences

Agribusiness and Manufacturing will be the fastest growing adopters of digital transformative technologies