

Media Release

For immediate release

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Regina Exhibition Association Limited and Greenwave Innovations announce partnership

Regina, Saskatchewan – The Regina Exhibition Association Limited (REAL) and Greenwave Innovations are excited to announce the launch of REAL Responsibility, a long-term sustainability initiative that will permanently reduce REAL's operational costs and carbon emissions across the Evraz Place campus.

"The launch of REAL Responsibility is the ultimate win-win scenario. A plan that reduces our environmental footprint while lowering our operational costs is something that we can all agree upon," said Tim Reid, President and CEO of REAL. "Our owner and sole-shareholder, the City of Regina, has committed to becoming a renewable city by 2050 and this very much falls in line with one of their goals of reducing our city's carbon emissions. We are certainly proud to have entered into this partnership with Greenwave Innovations."

The 10-year agreement will see Greenwave's real-time electricity, natural gas & water sub-monitoring technology deployed across the REAL campus. REAL's operational and Greenwave's analytic teams will use detailed consumption data to make informed energy efficiency decisions that will drive continual energy conservation ambition and results.

"The partnership between Greenwave Innovations and REAL demonstrates leadership and action towards long term and sustainable energy conservation in our community," said Pam Klein, a member of Greenwave's Board of Directors.

"While we expand our client base across the country, this is an extremely proud moment for our local ownership group and operational team." said Dean Clark, Co-Founder, Chairman & CEO of Greenwave. "Regina is home and this is such an impactful partnership right here in our own backyard".

REAL Responsibility will be a continuous and sequential sustainability process where operational inefficiencies will be eliminated, ROI-based efficiency investments can be made and data can be used to strategically size future renewable generation systems.

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Q & As

1. What exactly does this mean for the Evraz Place campus? Will we see physical changes?

- a. The public will not see any physical changes within the facilities as this project begins. A comprehensive data collection system will be installed behind the scenes such that electricity, natural gas and water consumption can be understood and informed energy efficiency decisions can be made going forward. In the future, physical changes may be noticed as energy efficiency upgrades are implemented.

Greenwave's signage and digital dashboards will display live consumption metrics and the energy conservation results being achieved.

2. What does this mean financially for REAL?

- a. REAL will benefit financially through savings on utility consumption as well as identified opportunities to repair, replace and optimize equipment and fixtures throughout the campus. Real time recommendations will result in real time savings.
- b. This partnership will allow REAL to be more fiscally responsible with all operational decisions. This will result in significant short term and long term operational savings within all facilities.

We will be able to:

- Uncover and correct any in-efficiencies within our current operations
- Prioritize all capital upgrades with clear ROI-based payback periods
- Understand all utility expenses as part of our re-occurring & special event rentals
- Attract events that expect to be held at environmental responsible venues
- Strategically size future renewable energy and storage systems that balance environmental responsibility with financial returns

3. When does this all start?

- a. The detailed energy sub-monitoring designs are complete with hardware to be installed starting this spring. Collecting comprehensive baseline data will be key to understanding current operations and in identifying the efficiency opportunities. The project literally starts today!

4. How long will it take to deploy and have everything in place?

- a. The data sub-monitoring systems will be installed and configured over the next few months. Consumption data will then be compiled and analyzed over the remainder of 2021 such that short-term and long-term conservation initiatives can be planned and executed.

5. What's the amount of reductions in carbon footprint and costs?

- a. The launch of REAL Responsibility is expected to continually reduce electricity, natural gas and water consumption year over year contributing to both economic and environmental impacts.

It is anticipated that hundreds of thousands of dollars in utility savings and thousands of tonnes of CO₂e emission reductions will be achieved each year.

Key Messages

- REAL Responsibility is a 10-year agreement between REAL and Greenwave Innovations
- REAL's Board of Directors recognized environment sustainability as our future by ensuring it was captured as a critical success factor in our 15 year strategic plan.
- This partnership will deliver energy conservation results across the Evraz Place campus producing utility savings and a reduction in our carbon footprint.
- This will not be a moment-in-time, energy audit process but rather a data-driven, long-term commitment to responsibly operate the facilities on our campus.
- The long-term structure of this partnership will allow for the deployment of permanent energy measurement solutions that are designed to continually identify efficiency opportunities.
- The initial goal will be to identify the "low hanging fruit" operational inefficiencies and ensure that they are eliminated.
- More capital intense opportunities will then be identified and prioritized with both financial and environmental returns clearly understood prior to investment.
- With energy efficiency measures implemented, the data will allow for the strategic sizing of future renewable generation systems and the implementation of other environmental strategies
- The permanently installed sub-monitoring systems will allow us to measure and verify the results of our actions and ensure that new operational in-efficiencies are not introduced.
- Greenwave's digital engagement dashboards will be strategically located across the REAL campus such that we can "Tell the Story" and engage the public on our journey.
- This partnership allows for both organizations to contribute to the City of Regina's Energy & Sustainability Framework and the city's commitment to make our city 100% renewable by 2050
- This partnership will enable immediate and on-going energy conservation initiatives where it will be demonstrated that our actions speak louder than words.