

Appendix B  
Sales & Event Management Activities

**Social Media**

|                        | OCTOBER                                                                                                           | NOVEMBER                                                                                                          | DECEMBER                                                                                                           |
|------------------------|-------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| <b>Impressions</b>     | <ul style="list-style-type: none"> <li>Twitter: 12.6k</li> <li>Facebook: 4.1k</li> <li>Instagram: 8.6k</li> </ul> | <ul style="list-style-type: none"> <li>Twitter: 26.1k</li> <li>Facebook: 12k</li> <li>Instagram: 10.7k</li> </ul> | <ul style="list-style-type: none"> <li>Twitter: 17.3k</li> <li>Facebook: 16.2k</li> <li>Instagram: 4.6k</li> </ul> |
| <b>Number of Posts</b> | <ul style="list-style-type: none"> <li>Twitter: 25</li> <li>Facebook: 9</li> <li>Instagram: 8</li> </ul>          | <ul style="list-style-type: none"> <li>Twitter: 29</li> <li>Facebook: 12</li> <li>Instagram: 10</li> </ul>        | <ul style="list-style-type: none"> <li>Twitter: 36</li> <li>Facebook: 15</li> <li>Instagram: 5</li> </ul>          |
| <b>Growth</b>          | <ul style="list-style-type: none"> <li>Twitter: +2</li> <li>Facebook: +13</li> <li>Instagram: +103</li> </ul>     | <ul style="list-style-type: none"> <li>Twitter: +1</li> <li>Facebook: +2</li> <li>Instagram: +99</li> </ul>       | <ul style="list-style-type: none"> <li>Twitter: +5</li> <li>Facebook: +3</li> <li>Instagram: +17</li> </ul>        |

**Online News Coverage - # of Hits**

|                         | OCTOBER | NOVEMBER | DECEMBER |
|-------------------------|---------|----------|----------|
| <b>Enercare Centre</b>  | 49      | 34       | 13       |
| <b>Beanfield Centre</b> | 0       | 0        | 1        |
| <b>Exhibition Place</b> | 185     | 156      | 129      |

NOTE: Hits = number stories or articles referencing a particular search term (i.e. Beanfield Centre) that received coverage, including new articles, blog posts, reports, social media, images, etc.

**Q4 Sales Performance - # of contracted events booked**

|                                  | Total # of Events: 11 |
|----------------------------------|-----------------------|
| Meetings/Conventions/Conferences | 1                     |
| Consumer/Trade Shows             | 2                     |
| Sporting Events/Walks/Marathons  | 0                     |
| Exams/Education                  | 0                     |
| Film/TV/Basecamp                 | 7                     |
| Festivals                        | 0                     |
| Other                            | 1                     |

## 2020 Quarterly Report - Event Summary

| Description                                              |                                                          |
|----------------------------------------------------------|----------------------------------------------------------|
| <b>October, 2020 - Count: 8</b>                          |                                                          |
| <b>Enercare Centre - Count: 3</b>                        |                                                          |
|                                                          | Singularity Productions, Ltd.                            |
|                                                          | Gilead 4 Productions Inc. Social Distancing Holding Area |
|                                                          | CN Pilot Productions Inc.                                |
| <b>Parking Lots/Outdoor Event Space - Count: 5</b>       |                                                          |
|                                                          | Basecamp Parking: Handmaids Tail                         |
|                                                          | Basecamp "Spin"                                          |
|                                                          | Basecamp Netflix "Sex/Life"                              |
|                                                          | Basecamp "Odd Squad"                                     |
|                                                          | Toronto Walk on Wheels Car Parade                        |
| <b>November, 2020 - Count: 8</b>                         |                                                          |
| <b>All Buildings &amp; Outdoor Space - Count: 1</b>      |                                                          |
|                                                          | Y Canada Production Inc.                                 |
| <b>Beanfield Centre &amp; Enercare Centre - Count: 1</b> |                                                          |
|                                                          | Freebirds                                                |
| <b>Parking Lots/Outdoor Event Space - Count: 6</b>       |                                                          |
|                                                          | Basecamp "Sort Of"                                       |
|                                                          | Basecamp "Phoenix Handmaids Tale"                        |
|                                                          | Basecamp "Singularity"                                   |
|                                                          | Basecamp Overflow Singularity                            |
|                                                          | Playstation 5 - Projection filming launch                |
|                                                          | "Private Matters" Short Film Shoot                       |
| <b>December, 2020 - Count: 6</b>                         |                                                          |
| <b>Beanfield Centre - Count: 2</b>                       |                                                          |
|                                                          | Toys for Tots Holding Space                              |
| <b>Parking Lots/Outdoor Event Space - Count: 4</b>       |                                                          |
|                                                          | Basecamp "CN Pilot"                                      |
|                                                          | Basecamp "Singularity"                                   |
|                                                          | Basecamp "Locke & Key Season 2"                          |
|                                                          | From Ontario With Love                                   |