

WHY NATURE IS A BUSINESS IMPERATIVE

Lauren Adey, VP, Marketing & Retail



Powered by Canada's Forest Trust Corporation



Fort McMurray Flood



**Pacific Northwest Floods
Lytton Fires**



Hurricane Fiona



**Jasper Wildfires
Toronto Floods**



Nationwide Wildfires



2020 ----- 2021 ----- 2022 ----- 2023 ----- 2024 -----

2025 wildfire season ranks as the second-worst on record, with over 7 million hectares burned this year.

Almost 7B trees needed to restore just 15% of forests destroyed by wildfires since 2023.*

***Canadian Tree Nursery Association**

It's estimated that
**Canada has lost
almost 50 billion
trees in three
years.....**

That's equivalent
in size to **Toronto
Congress Centre
1.8 billion times.**



A map of the Maritimes region in Canada, showing the provinces of New Brunswick, Prince Edward Island, and Nova Scotia. The region is highlighted in orange. The map also shows Hudson Bay to the west and the Atlantic Ocean to the east. The text "...or the size of The Maritimes." is written in orange on a light orange background in the upper right.

...or the size of The Maritimes.

MARITIME PROVINCES

**PRINCE
EDWARD
ISLAND**

NEW BRUNSWICK

**NOVA
SCOTIA**

CLIMATE ACTION IS GOOD FOR BUSINESS



Environmental issues matter to most Canadians



Climate strategies attract customers and create loyalty, especially younger audiences



Transparency & channel matter for communicating

85%

support nature-based solutions*

48%

more likely to shop at a retailer with a climate action plan

57%

willing to contribute to climate action initiatives at checkout

68%

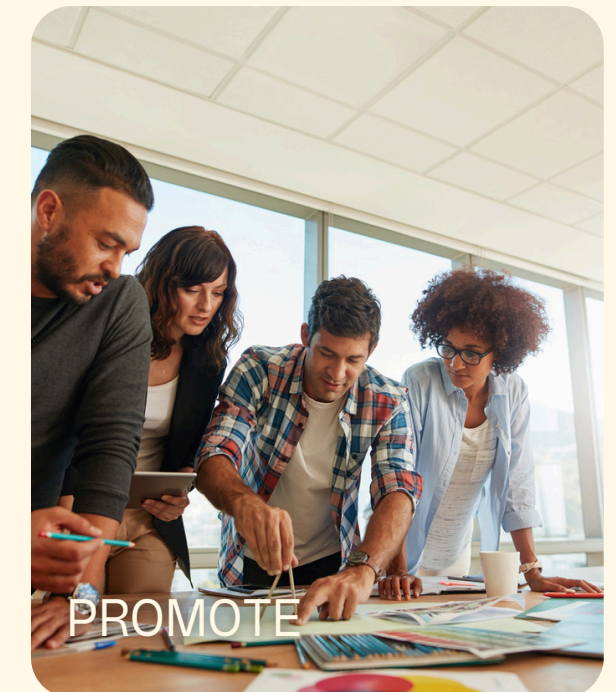
want to see retailer climate action efforts displayed



**CANADIANS
WANT
CLIMATE
ACTION**

*Abacus Data: Canada's Nature Advantage (2025).

WE BUILD CANADIAN SMART FORESTS™



**Cool Climate
Club®**

Powered by Canada's Forest Trust Corporation

**Our
Ecosystem**





WHY TREES?

Critical infrastructure

Purify water

Store carbon

Manage floods

Support green economy

Support Indigenous communities

Improve mental & physical health



LET'S GET GROWING!

PLANTING URBAN TREES

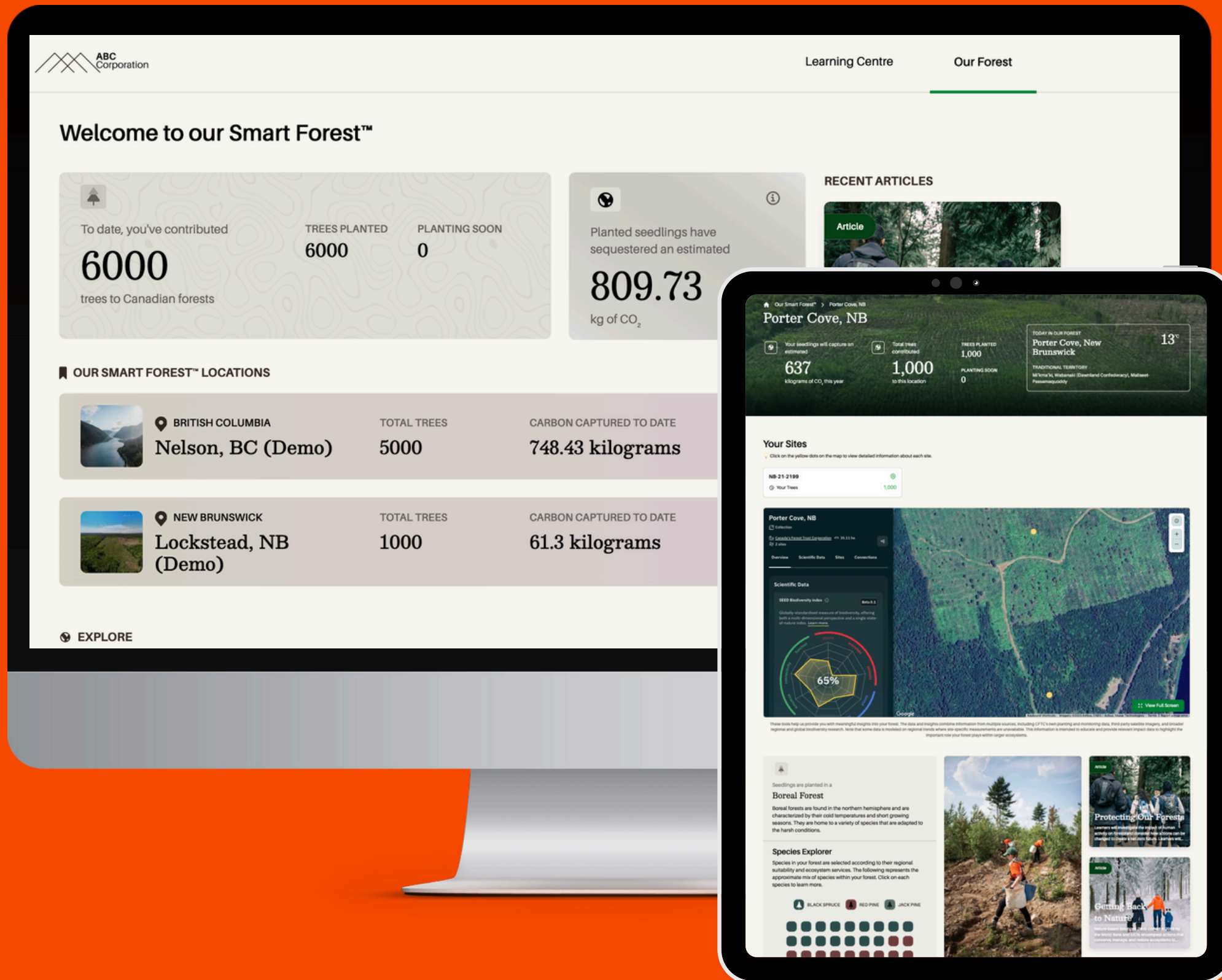


Canada's
Forest Trust
Corporation

WE PLANT PURPOSE, NOT JUST TREES.

- * Corporate Stewardship
- * Employee Engagement
- * Host Campaigns
- * Activate at POS
- * Co-branding Opportunities

- Opportunity for bespoke formats like whitelabeling to meet customer needs with CCC or CFTC.



BUILDING A SUSTAINABLE COMMUNITY TOGETHER

Corporate

Community

Consumer

By partnering with Cool Climate Club, we can foster a community that values sustainability and measurable climate action.



PROUDLY CANADIAN

WHY
WORK
WITH US?

2,500,000

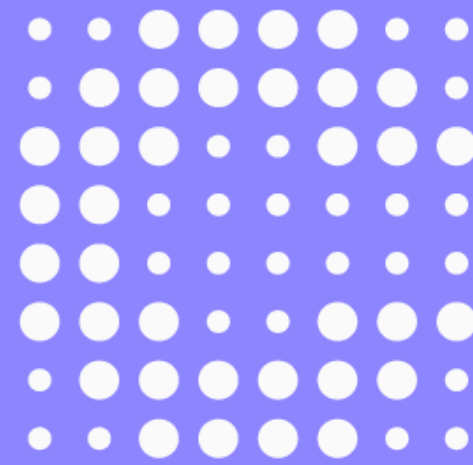
trees planted in Canada

600,000,000

kg of carbon sequestered

SUPPORTED BY ADVISORS FROM





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THANK YOU

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**VISIT
BOOTH
200 AND
CHAT
WITH US**