Opening Plenary:
What's New? What's Next?



Jan Kestle
President
Environics Analytics

EA CONNECT 2026

Year in Review

Business growth YOY >20%

Worked with over 700 clients

54 data product releases

Over 1,000 ENVISION users, 900+ client users, 100+ educational users

86,000 reports run in ENVISION

Services team completed 550 projects including 150 in advanced analytics

1.2B eyeballs targeted using EA data

13 projects and 14 licensees using the EAVault

Now over 60 platform activation partners, including SSPs

Re-certified ISO PbyD

Enhanced VisitorView Suite with same day visitors and locations of interest

Site modelling now embedded in ENVISION
Launched new MobileScapes/ENVISION

Establishment of AI COE

AI enablement of all EA databases with every release

Planning underway for onboarding Vividata SCC/Sport Study in 2027
Working with over 40 municipalities to build better communities

Leveraging MobileScapes for infrastructure and transit planning
Partnership thriving across whole tourism sector from DC to provincial and local operators

Linking research for Health Sciences companies and pharmacies

Launched Bell Media Outcomes Measurement Reporting

Distributing 1st party audiences for companies like Kijiji and Intensify to TTD and Google

Supported COMMB in launching Roadmap RF, combining mobile, demo, behavioural data

Lead Sponsor for Effies – Celebrating work that works

Supported KHP on becoming more data-driven

Partnered with Canada Helps for 8th annual giving report

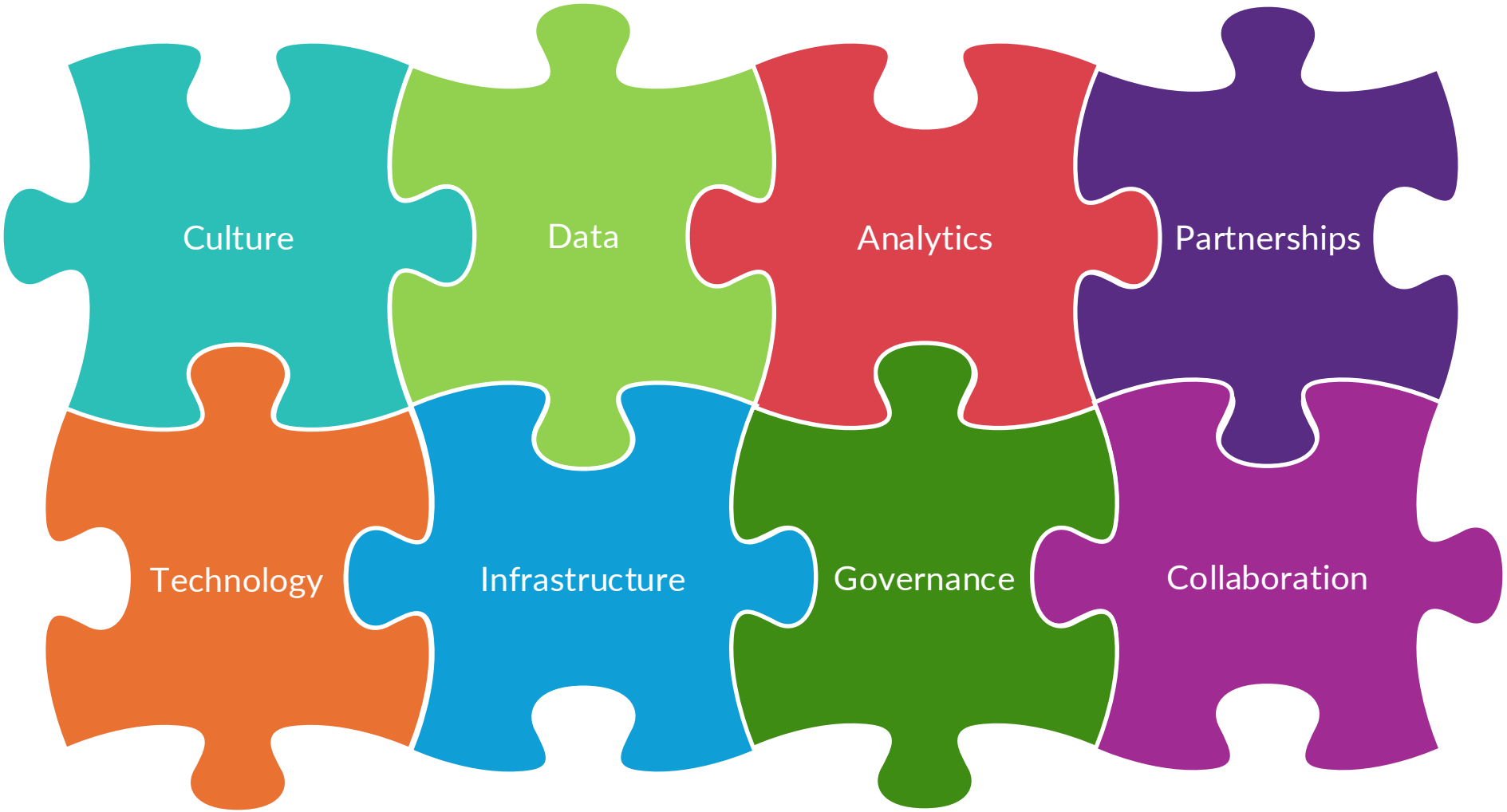
Expansion of My MainStreets Project with CUI

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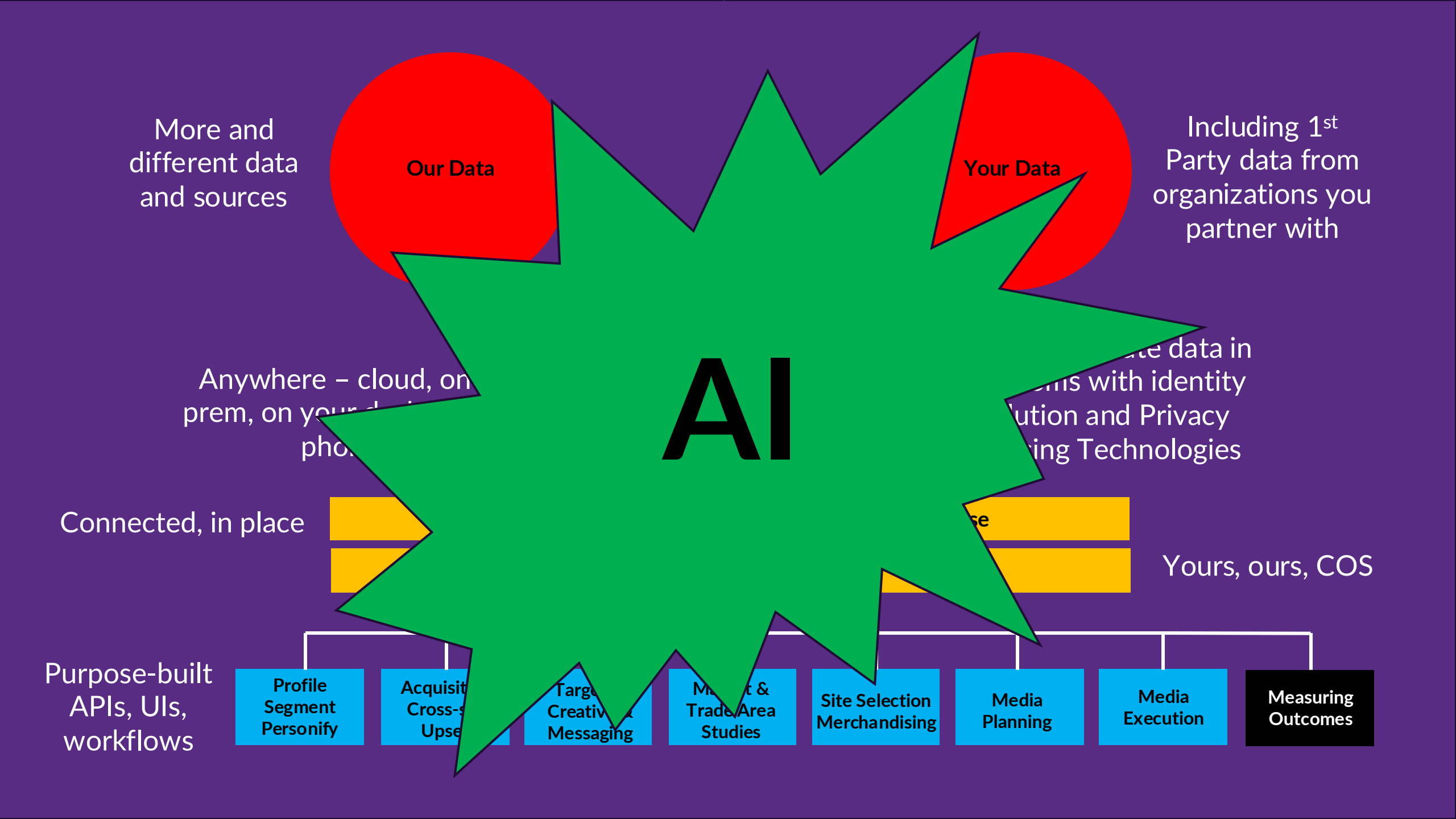
Being Data-Driven Involves Many Departments



It’s An Enterprise Strategy



What EA Does


More and different data and sources
Our Data
Your Data
Including 1st Party data from organizations you partner with
AI
Anywhere – cloud, on
prem, on y
pho
ute data in
ms with identity
lution and Privacy
ing Technologies
Connected, in place
se
Yours, ours, COS
Purpose-built APIs, UIs, workflows
Profile Segment Personify
Acquisit
Cross-
Upse
Targ
Creativ
Messaging
M
t &
Trade Area Studies
Site Selection Merchandising
Media Planning
Media Execution
Measuring Outcomes

What We Are Focusing on in 2027



EA CONNECT 2026

What We Are Focusing on in 2027

DATA

- Reliable, safe, actionable
- Integrated, accessible
- Extensive coverage
- Feedback from users
- Best practices in leveraging location
- Constantly evolving

ANALYTICS

TECH

INNOVATION

OUTCOMES

CANADA STRONG

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- Expert methods
- Fit-for-purpose
- Decades of solving business challenges
- Evolving

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- Modern, secure
- Proprietary Canadian orchestration layers
- Interoperability
- Agentic-ready

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- Streamlined 25,000 workflows with AI
- Harnessed “big data”
- Semantic layer & skills for all data releases

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- Focus on cross-media outcomes measurement
- What audiences and motivators drove results
- Prove what works

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CANADA STRONG

- Geopolitical realities
- Data can help make a difference
- Sovereignty without solitude
- Support industry initiatives
- Build passion teams

Educational Outreach – A True Win Win

- Research, curriculum development, guest lectures, case competitions, experiential learning opportunities
- Providing data into research in many areas – access to food, financial wellness, the future of cities
- TMU, George Brown, Humber Polytechnic, Centennial, Algonquin, McMaster DeGroote, York, McGill, Queens, U of T, Guelph, Waterloo
- Internships, scholarships, data donations
- Delivered by EA volunteers



Winner of the 2026
ICSC Tony Lea Scholarship

TMU Real Estate Student – Latif Syed

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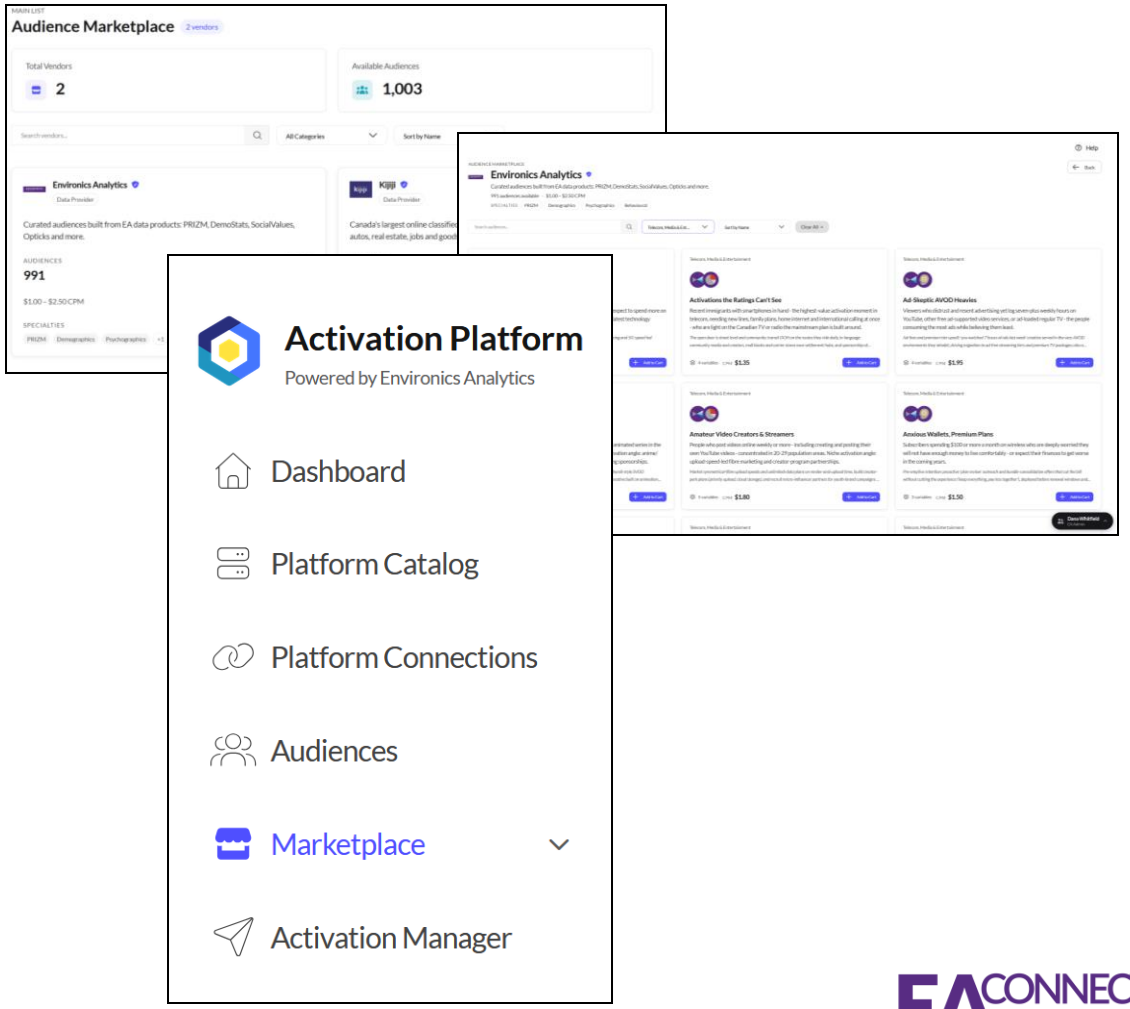
Data Collaboration – Identity, Clean Rooms, Activation

- Secure 1PD data collaboration –Identity resolution, clean room technology, activation and outcomes measurement
- EAVault connects the ecosystem - Made-in-Canada collaboration environment and neutral middleware combining interoperable clean room technologies, applications, media connectivity and governance built for Canada – including ISO 31700 certification.
- Global ad tech expertise, tailored for Canada – EA is the exclusive provider of LiveRamp in Canada; proven identity solution.
- Continued neutrality & open access –EA will continue as exclusive provider of LiveRamp in Canada and offer as part of its collaboration services.



Activation Platform, Marketplace, Media Connectivity

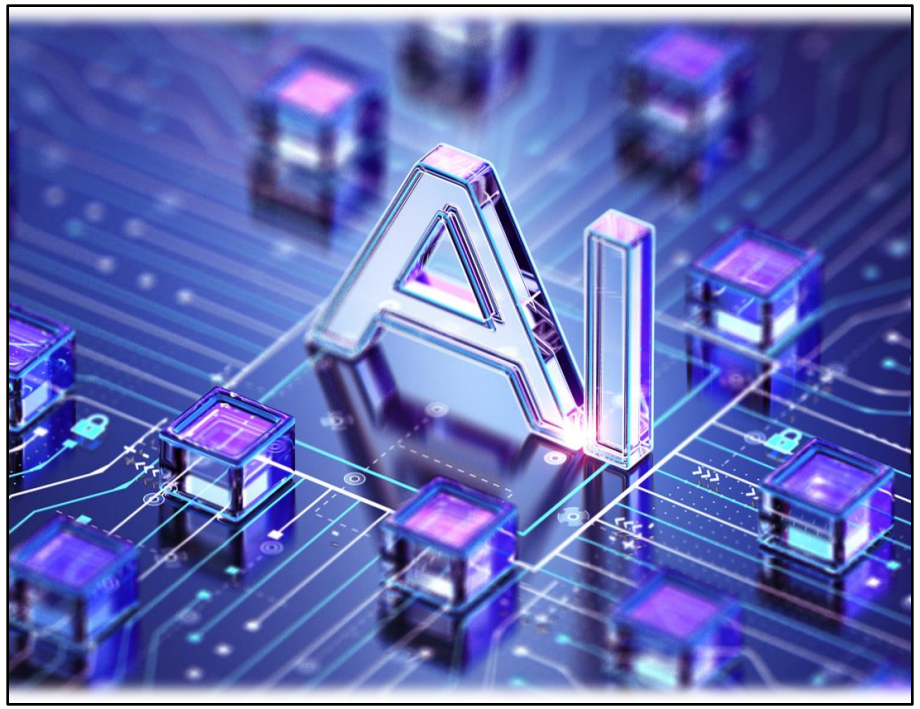
- Close the gap between insights, audience creation and activation in digital platforms
- PRIZM- or geography-based audiences can now be activated from ENVISION with just a few clicks
- Securely connecting to your preferred platforms – DSPs, SSPs, social platforms, publishers and walled gardens (Meta, Google)
- Discover and leverage thousands of pre-built audiences in the EA Marketplace:
  - Kijiji, NIQ, Numeris, Intensify
  - More to come



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AI – Innovation and Partnerships

- Embracing AI to make our internal work faster and more cost-effective
- AI helping to reduce cost and time of data development; enables more new products, faster delivery, more frequently
- AI summaries for executive reports released; AI-enhanced natural language interface in Q1 2027
- Agentic-Ready Data – EA databases packaged with semantic layer and skills for easy consumption via MCP server
- Research partnerships underway - Verativa, Pivotree, Ahoora, Ario, MantisGroup.ai



MobileScapes – Next Generation

- Canada's most comprehensive mobile movement database, now powered by cellular network data and modelled by an expert team of spatial data scientists
- A larger and more stable sample provides greater stability in estimates
- Data are de-identified, normalized and anonymized to deliver the most accurate and representative movement profiles of the Canadian population
- Built on a redesigned data engine, integrated into the new ENVISION platform



A14 | NEWS

THE GLOBE AND MAIL | SATURDAY, SEPTEMBER 19, 2026

World Cup brought uneven boost to host cities

ANDREA WOO VANCOUVER

The 2026 World Cup drew huge crowds of Canadians to a handful of Vancouver and Toronto neighbourhoods, but left some districts with fewer visitors than usual.

New data from Toronto-based analytics company Environics Analytics, provided exclusively to The Globe and Mail, show how unevenly foot traffic was distributed in each city, bolstering reports from businesses that the tournament's economic boost did not reach every commercial district even as governments touted broader long-term benefits.

"It was a bit of a non-event," said Neil Wyles, executive director of Vancouver's Mount Pleasant Business Improvement Association. Its members include the many retail shops, bars and restaurants in the trendy neighbourhood just a few kilometres from BC Place stadium, where matches were held.

"On game days, you might have seen a bit of a bump, but over the longer arc of the months no one was knocking it out of the park in Mount Pleasant."

Canada, the United States and Mexico co-hosted the largest-ever edition of the World Cup between June 11 and July 19. Vancouver hosted seven matches and Toronto six.

In Vancouver, Yaletown saw the biggest boon, with average daily visits during the World Cup period up 18.2 per cent from the weeks before the tournament. On days that Vancouver hosted matches, visits surged 63.3 per cent.

Yet nearby neighbourhoods saw traffic move in the opposite direction. Compared with pre-tournament levels, average daily visits fell 12.7 per cent in Strathcona, 9.4 per cent in Mount Pleasant and 3.2 per cent in the West End during the World Cup. On match days, the declines were even steeper, at 15.3 per cent, 9.9 per cent and 11.4 per cent, respectively.

Environics Analytics' MobileScapes database estimates foot

Change in average daily visits to selected Business Improvement Areas, before vs. during World Cup

Percentage change in foot traffic during World Cup vs. FIFA's pre-World Cup benchmark*

VANCOUVER

TORONTO

Venue
BIA

Total World Cup period | Local game days | Non-local game days | Non-game days

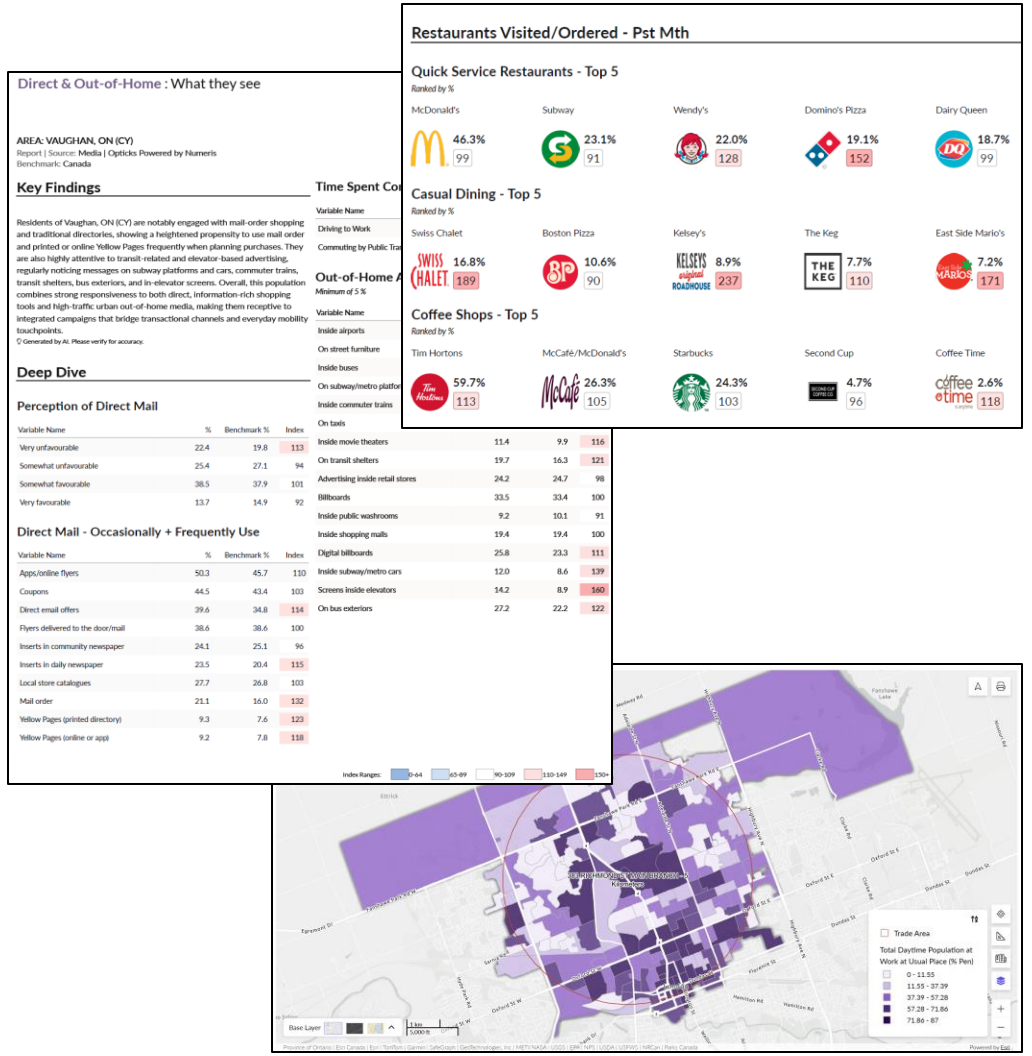
1 West End: -3, -11, -1, -1
2 Downtown: 4, 8, 4, 0
3 Yaletown: 18, 63, 10, -1
4 Gastown: 4, 6, 3, 6
5 Chinatown: 1, 26, -4, -6
6 Strathcona: -13, -15, -13, -10
7 Mount Pleasant: -9, -10, -10, -7

1 Little Portugal: -11, -3, -12, -13
2 Liberty Village: 10, 58, 1, -1
3 CityPlace and Fort York: 13, 38, 10, 1
4 Downtown West: 0, 4, 2, -1
5 Financial District: 4, 6, 2, 10
6 Old Town: 3, 2, 11, -1
7 The Waterfront: 12, 17, 12, 9
8 Greektown: 1, -3, -3, -4

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ENVISION

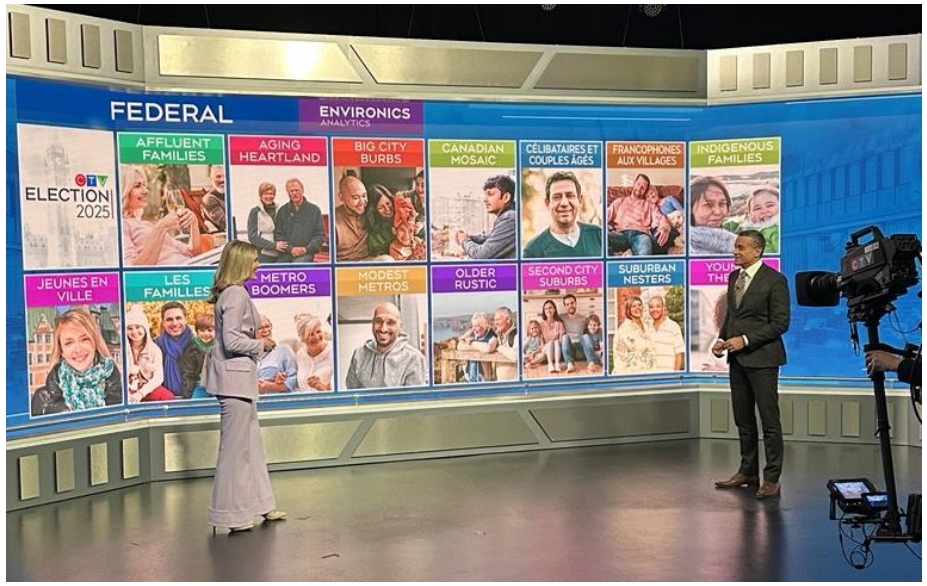
- Instant, actionable insights with ENVISION's streamlined interface and embedded AI
- Embedded expertise for reliable reports for for executive and analysts
- Scalable, secure and fast. Cloud native and built on leading platforms and technologies to handle big data
- Certification to ISO's Privacy by Design and global de-identification standards ensures full compliance with Canadian privacy regulations and best practices



Look for Us During the Quebec Election on October 5

- In English (Rupen Seoni):
  - 7:00pm Crave & social media streaming
  - 8:00pm CTV in Quebec & CTV News Channel

- En français (Émilie Comeau-Sinclair):
  - 19h00 Crave
  - 19h30 Noovo



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New & Next – It’s a Partnership Game

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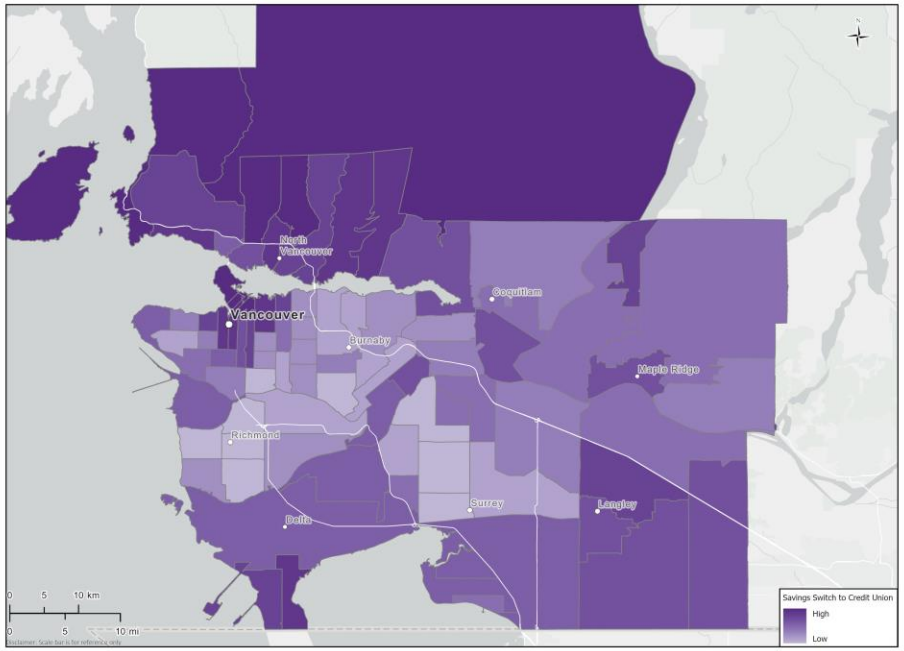
Barry Watson

President & CEO · Environics Research

DATA

PRIZM & Local Indicators from The Canadian Switching Study

- **Eight million switch a financial product annually.**
- **Who switched, is loyal and who is next?**
- **Actionable indicators by PRIZM, neighbourhood, FSA and trade area.**
- **Audiences for programmatic, mobile, connected TV via EA's activation partners.**



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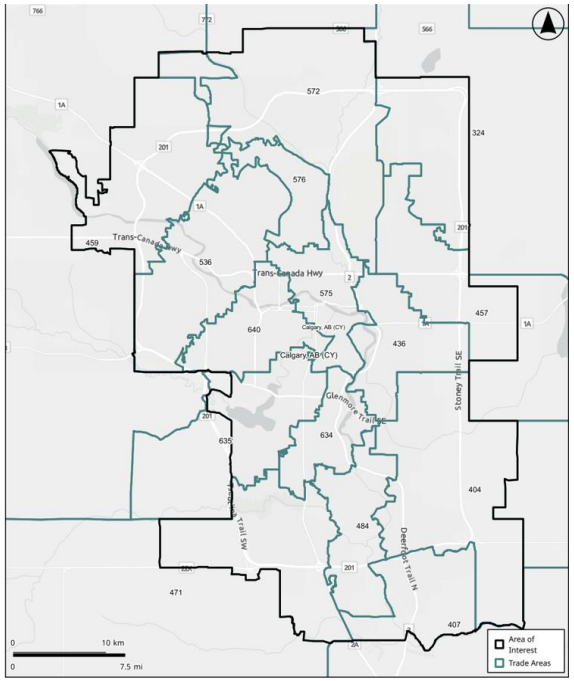
Mike Ljubicic

Managing Director · NielsenIQ Canada

DATA

Extending Use of NIQ Panel Data Across EA Ecosystem

- NIQ Precision Area Data in ENVISION.
- Providing local demand data, through the lens of EA data, DemoStats, PRIZM, etc.
- EA moving to OmniShopper Panel in 2027.
- EA offering NIQ GeoLift outcomes.
- NIQ audiences in EA Activation Platform.





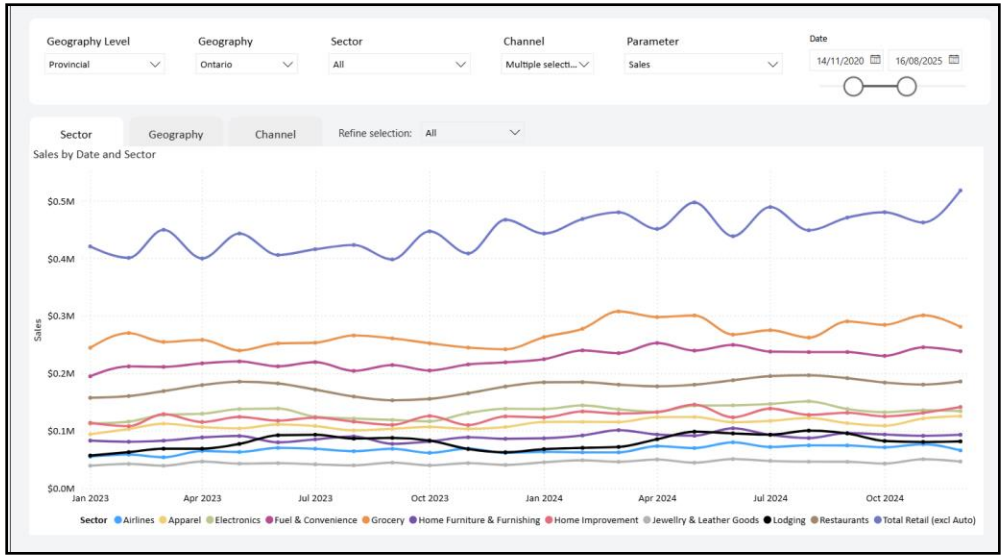
Patrick Doyle

Vice-President · Mastercard Canada

DATA

Adding Mastercard SpendingPulse Data to ENVISION

- One-stop shopping for complementary, industry-leading data products.
- Augmenting Household & FoodSpend with CD-level online/offline data.
- Monthly data adds seasonality.
- Current “economic” indicator for all ENVISION users.



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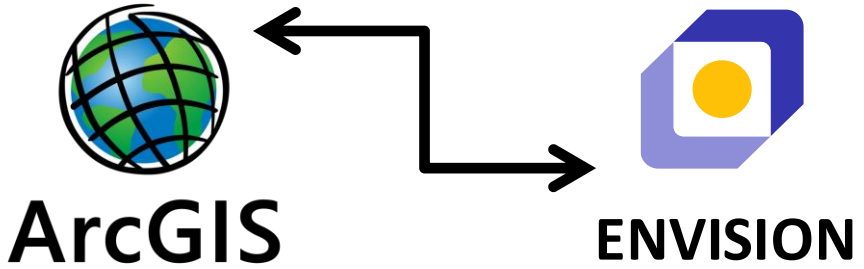
Jason Breukelman

Director Strategic Alliances · Esri Canada

TECHNOLOGY

Interoperability Across Canada's Premier Spatial Analytics Platforms

- **ENVISION powered by ArcGIS Enterprise.**
- **Running on Kubernetes.**
- **MobileScapes delivered in ArcGIS Add-In.**
- **Canada's most reliable data.**
- **Accessible where you want it.**





Catherine MacLeod

President & CEO · thinktv Canada

thinktv Canada Outcomes Study Proves Linear TV Works

- **90% of campaigns studied showed sales lift. Average lift 19%.**
- **Over 2/3 showed lift in foot traffic.**
- **Example - Voltaren: +18.5% conversion; +26.5% sales; improved conversion for targeted high-value segment.**
- **Example – Scotties: + 35% conversion; $549,214 incremental sales.**





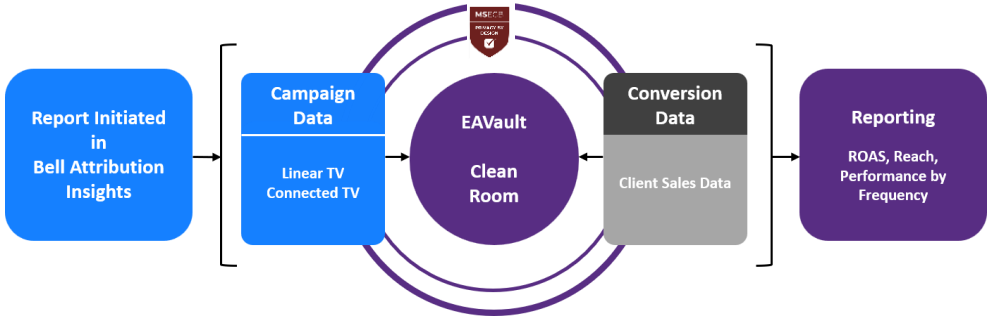
Matt McGowan

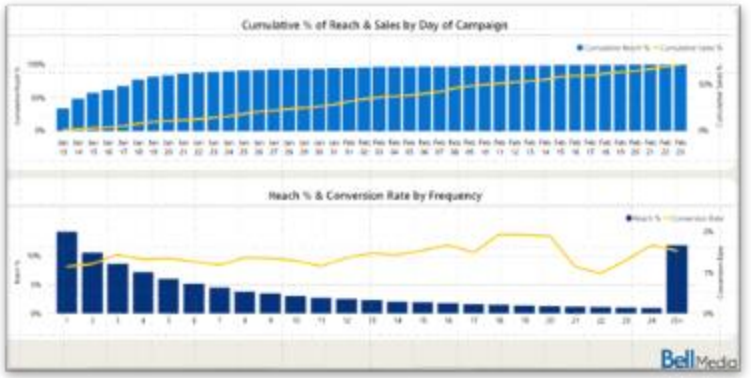
SVP, Business Solutions · Bell Media

OUTCOMES

Bell Media Outcomes Measurement Leveraging the EAVault

- **Doing now what so many organizations are still seeking to do.**
- **Showing what actually works.**
- **Helping brands optimize across Bell Media channels.**
- **Ensuring best matching, analytics and governance.**





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Sam Bendavid

CEO · TC Transcontinental

OUTCOMES

Transcon Chooses EA as Independent Measurement Partner

- **raddar** rolled out nationally – combining paper and digital flyer, reliable delivery.
- Data-driven targeting along with actionable, independent effectiveness measurement by EA.
- Detailed analytics and reporting drives spend optimization and results.



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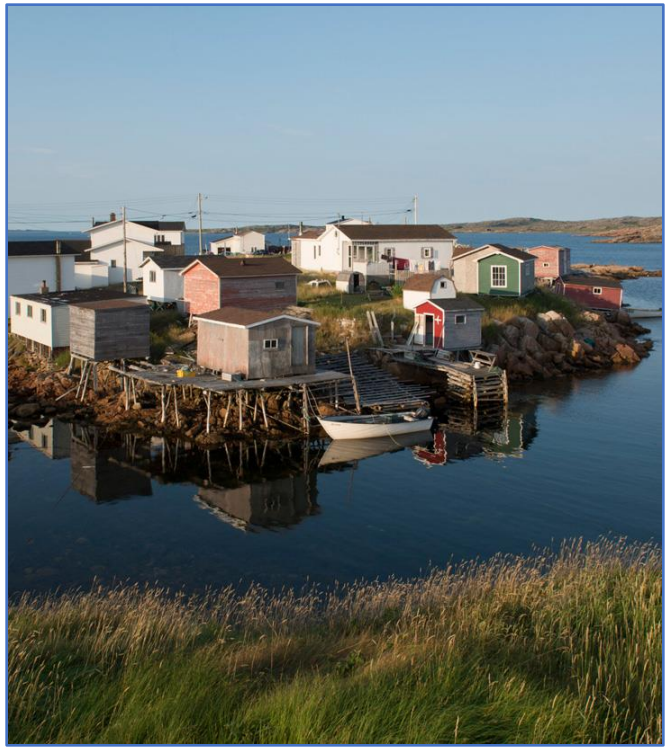
Zita Cobb

Founder & CEO · Shorefast

CANADA STRONG

EA/Shorefast are Delivering Place-based Economic Data for Canada

- **Vision: Prosperous economies that serve people, nature and culture in local places.**
- **Shorefast is one of Canada's largest social enterprises bringing together world-class community businesses and initiatives, to activate the assets of local places.**
- **Together EA and Shorefast are developing and making accessible the data required for place-based resilience for all of Canada. We need your help.**



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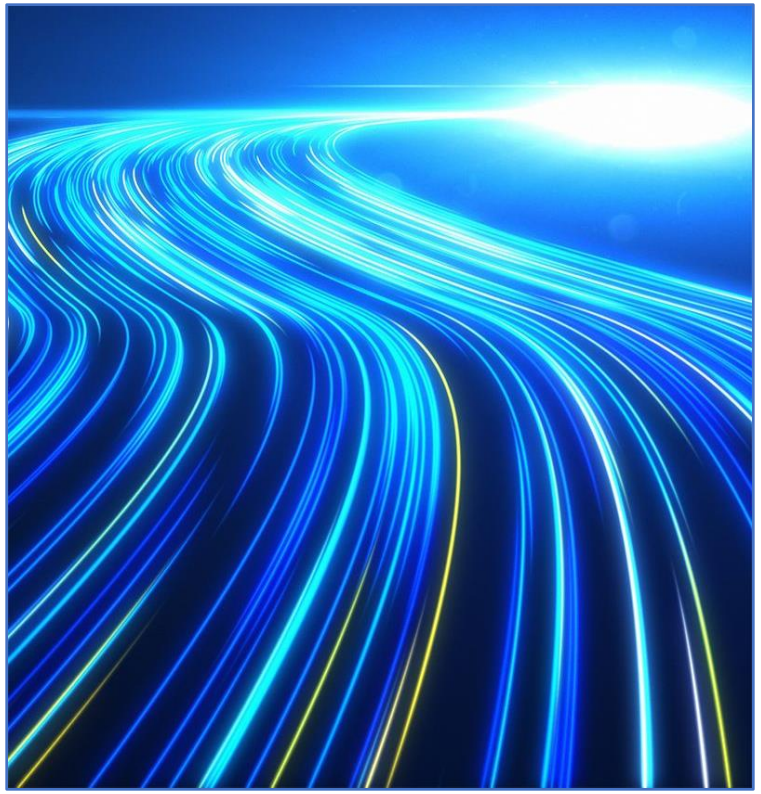
Khaled El Eman

Founder & CEO · Woodway Assurance

CANADA STRONG

Ensuring that Data, Tech and AI Investments at EA are Future-Proof

- Compliance with all Canadian jurisdictions and leading global standards.
- Privacy Enhancing Technologies … from data development to the EAVault.
- On-going assessments … not point in time.
- Responsible stewardship, independent oversight and review.



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Craig McLellan

Founder & CEO · Think-On

CANADA STRONG

EA Data Available in Think-On Canadian Sovereign Cloud

- **Think-On - Canadian owned and operated cloud service provider.**
- **Selected as Infrastructure Foundation for Canada's Sovereign AI Platform.**
- **Government users can access EA data via approved sovereign cloud.**
- **Protection for any sensitive client data.**





Sue Haas

Chief Growth Officer · Numeris

CANADA STRONG

EA Collaboration with Industry Leaders Expands (Again) - Numeris

- Echo Intelligence in ENVISION.
- Numeris audience segments – Linear TV, Cross-Platform Video, and Radio - in EA Activation Platform.
- PRIZM in Audience Project, enabling consistency in pre- and post- campaign planning.




CIRCUS