



STRATEGY

Western Canada

Actionable Insights

Canadian Discovery's **Strategy: Western Canada Report** provides independent, objective and actionable intelligence on operator and technology performance for key plays in western Canada. Canadian Discovery Ltd. (CDL) has been an industry leader in the analysis of oil and gas activity and play trends since 1987. Our deep industry knowledge, evolved data and continual R&D combine to deliver decision-ready analytics for an increasingly complex and value-driven industry wherever you fit in the E&P spectrum:

- » **Investment Professionals and Private Equity** — Identify which plays and operators are most likely to succeed and spot financial upside in situations where best practices are not yet being deployed.
- » **C-Suite Executives** — Understand your assets performance relative to peers with our benchmarking. Gain critical insights to help refine your corporate strategy—tailored to your specific, time-limited needs.
- » **Engineering and Geoscience Staff** — Get an unbiased, third-party perspective. Convert our insights into action to optimize operations.
- » **Service Industry** — Know your market share and key competitors to optimally position your offerings.

Building on the success of CDL's Strategy 2005, **Strategy: Western Canada Report** provides analytics for the key resource plays in the basin as well as annual reviews and summaries comparing performance to reveal operator and service company strengths and highlight current opportunities.

Activity Overview

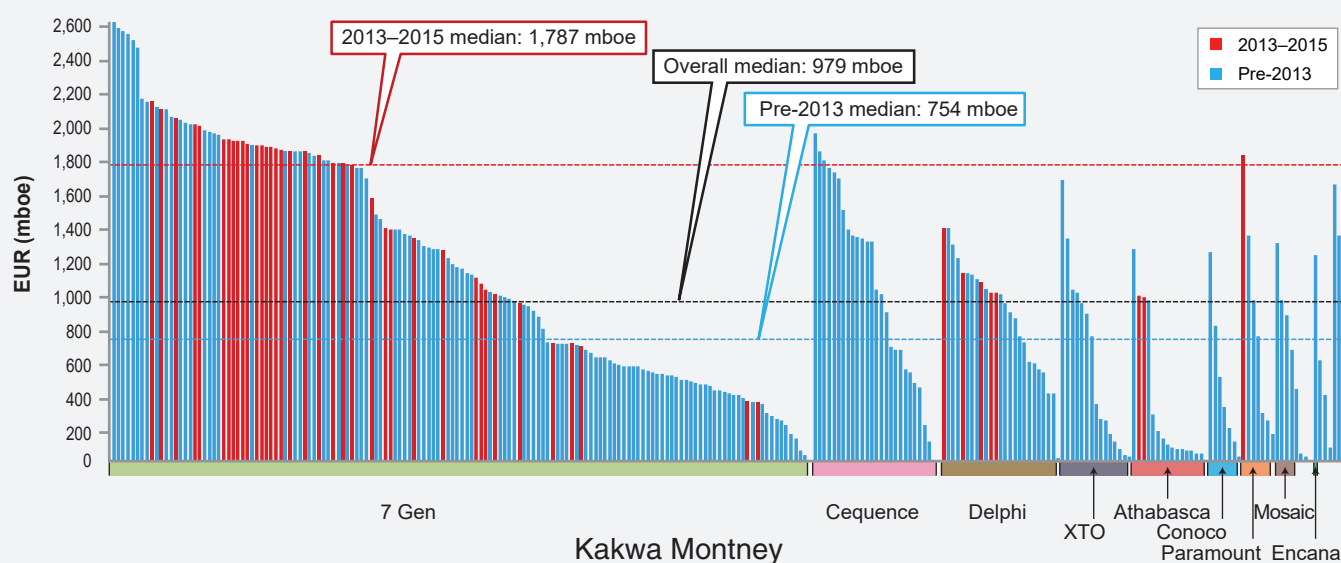
- » CDL selection of the year's top 20 key plays
- » Justification and description of play types and key play selection

Year End Summary

- » Ranking of selected key plays
- » Justification and methodology for ranking
- » Economic roll-ups
- » Opportunity flags

Standard analytics report components – one report for each key play:

- » Play overview and metrics
- » Operator comparisons
- » Economic analysis
- » Play progression
- » Drilling and completion trends
- » Geological context
- » Expert commentary



DELIVERABLES

Subscribers will receive reports throughout the year beginning with the Activity Overview and ending with the Year End Summary. As the in-depth analytics reports are completed for each selected key play, these reports will be delivered to subscribers approximately every two weeks.

SUBSCRIPTION DETAILS:

Annual Subscription: \$37,500* paid quarterly

*plus applicable taxes

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WCSB-V01-May 12, 2017

