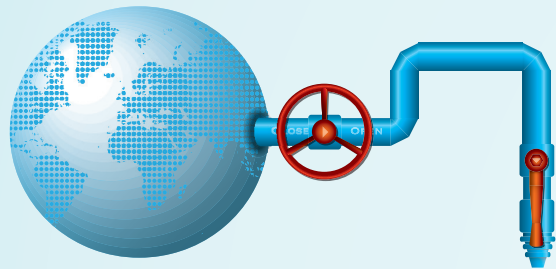


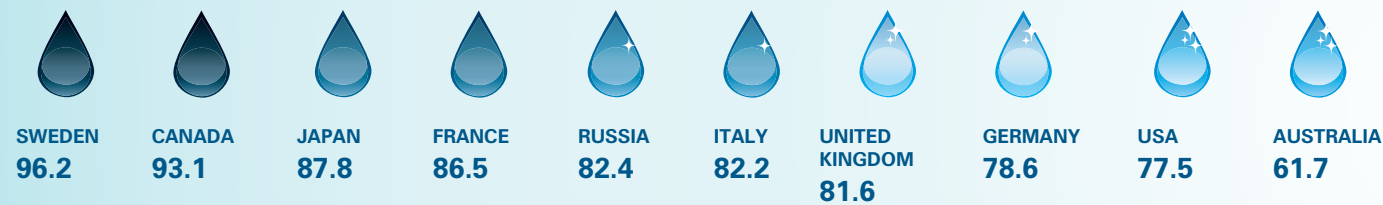
CANADA'S Water QUALITY AND USAGE

Water is life. The health of mankind depends on it and, remarkably, so does the Canadian economy. In Canada, the quality of water is graded "A" and ranks second among selected industrialized countries based on the Environmental Performance Index (EPI) and ninth overall among 157 countries assessed.

RANK OF WATER QUALITY



Environmental Performance Index water quality rating



WATER QUALITY FACTS

Approximately **57%** of Canadians are served by wastewater treatment plants (compared with **74%** of Americans, **86.5%** of Germans, and **99%** of Swedes).

In developing nations, **80%** of diseases are water-related.

Of all Canadians, **26%** rely on groundwater for domestic use.

One drop of oil can render up to **25 litres** of water unfit for drinking.

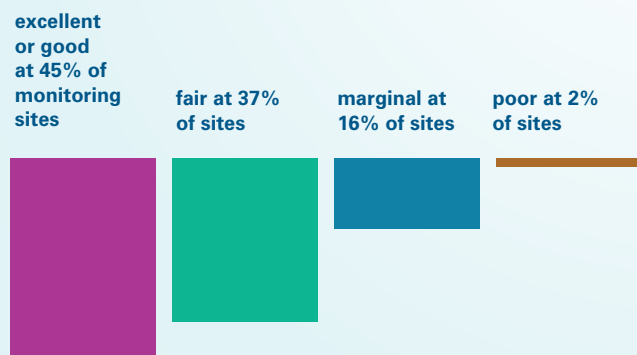
One gram of **2,4-D** (a common household herbicide) can contaminate ten million litres of drinking water.

One gram of PCBs can make up to **one billion litres** of water unsuitable for freshwater aquatic life.

One gram of lead in **20 000 litres** of water makes it unfit for drinking.

Air particles - dust, volcanic gases, natural gases, toxic chemicals, lead
 Urban runoff - sediments, animal wastes, petroleum products, road salts
 Commercial activities - industrial, farming, mining, forestry

NATIONAL FRESHWATER QUALITY INDICATOR FROM 2010 TO 2012 AT 172 SITES IN CANADA

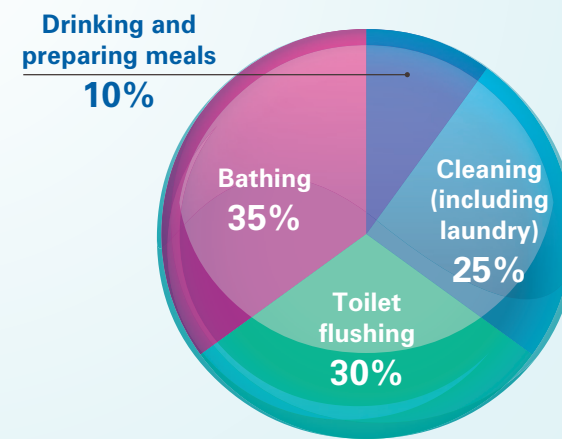


HOW MUCH WATER DOES A CANADIAN USE AS COMPARED TO SOMEONE FROM ANOTHER COUNTRY?

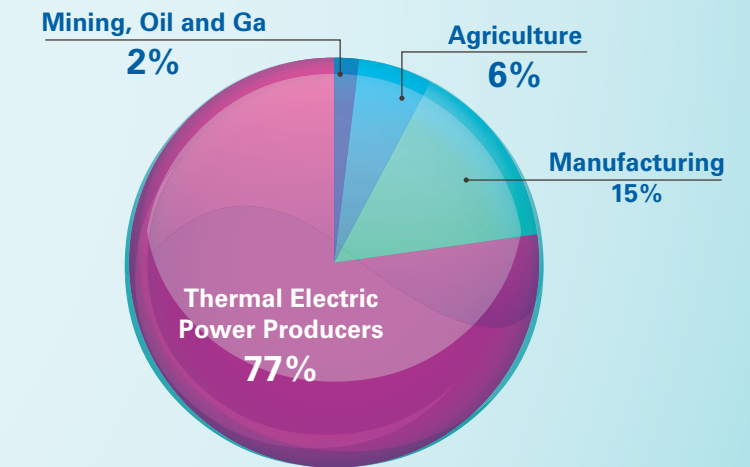


Country	Cubic metres per person per year
United States	1583
Canada	1025
Italy	898
Japan	639
Australia	629
France	472
Germany	404
Sweden	287
United Kingdom	129

DOMESTIC WATER USE



INDUSTRIAL WATER USE



WATER USAGE

- 6 to 32 litres of water are required to flush a toilet.
- 85 to 95 litres of water are used during the average shower.
- 2.5 to 7.5 litres of water is used to brush your teeth.
- 45.5 to 76 litres of water is used on average for an automatic dishwasher.

- 76 litres are used on average to wash dishes by hand (watering running to rinse).
- It takes approximately 3.75 litres to process a quarter pound of hamburger.
- It takes 7, 850 litres of water to make four new tires.
- 147,955 litres of water is used to manufacture a new car including tires.