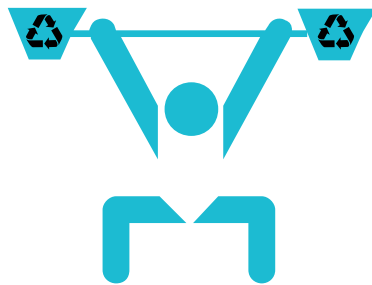




KEY PERFORMANCE INDICATORS

Collection

Operational Indicators.



Total Waste Electronic Equipment collected

52,281
tonnes



Total collected¹

3.96
kg/capita



Total collected per capita

Measures related to the weight of regulated electronics collected by the program for recycling.

Access

Accessibility Indicators.



Collection site coverage and events

86%



86% of the 13.2 million population² within 25 kms of a collection depot



270

Total collection events



520

Total OES collection sites

Measures related to the convenience of accessing the program to have regulated electronics recycled.

Awareness

Public Awareness and Industry Participation Indicators.



Public awareness and industry participation

65%



Percentage of population aware of program³

770



Participating manufacturers, retailers and other industry members (includes stewards/remitters and sub-remitters)

Measures related to the public's awareness of the program, and the direct participation of obligated industry in the program for environmental compliance.

Cost

Financial Indicators.



Total program costs

\$TBD
per tonne



Total program costs per tonne⁴



\$TBD

Operational costs per tonne⁴

\$TBD

Total overhead costs per tonne⁴

Measures related to the overall costs of delivering the program, including collection, consolidation, transportation, audits, processing, administration, communications, management and professional fees.

1. Includes tonnes collected from "OES collection sites", affiliated generator sites through "processor incentive", and "steward self-managed" ewaste streams.

2. Source: Statistics Canada, 2010 (<http://www.statcan.gc.ca>).

3. Awareness of the public-facing program, RecycleYourElectronics.ca, and its operating entity OES, Ipsos-Reid, October, 2011.

4. To be updated on publishing of audited results.