



Oil Sands Alliance

Powering Canada's economy

Now's the time, Canada. The oil sands industry is ready to help strengthen our economy when we need it most. Costs are rising, incomes aren't keeping up and economic uncertainty has families struggling. That's why it's important to keep all sectors of our economy going strong — including our oil sands. Oil Sands Alliance is made up of Canadian Natural, Cenovus, ConocoPhillips Canada, Imperial and Suncor, representing five of Canada's largest producers.

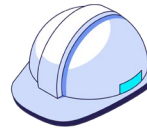
Innovating Canada's oil sands

COSIA is the innovation arm of Oil Sands Alliance. Since 2012, COSIA has focused on collaborative action and innovation in oil sands environmental technology.

COSIA brings together academics, researchers, innovators and others to collaborate on solutions that could produce improvements in four priority areas:

- Land
- Water
- Tailings
- Greenhouse gases

By the numbers



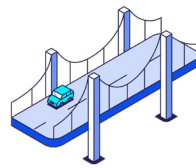
500,000+ jobs

Canadians are employed directly or indirectly by the oil and gas industry.¹



\$153.2B to governments

generated through oil and gas taxes and royalties between 2018 and 2024.²



\$1 trillion in economic impact*

contributed to Canada's economy over the past 25 years by the oil sands.³



THE WORLD NEEDS SECURE ENERGY

Global consumption of oil is just over

100M

barrels per day⁴

Global middle class is growing by

100M

people per year⁵

Canada has the

4th largest

proven oil reserves in the world⁶

¹ "Energy Fact Book 2025–2026." Natural Resources Canada, 2025.

² "Oil and gas extraction revenues, expenses and balance sheet." Statistics Canada, Sept. 29, 2025.

³ Macdonald-Laurier Institute, 2024. (2000-2021 data collected through CAPP; 2021-2024 data from public sources.

⁴ "Oil Analysis and Forecast to 2030." International Energy Agency, 2024.

⁵ Agnolucci, Paolo & Makarenko, Nikita. "Growing oil supplies amid moderating demand and geopolitical uncertainty: What lies ahead for oil?" World Bank Blogs, Nov. 5, 2024.

⁶ "Energy Fact Book 2024–2025." Natural Resources Canada, 2024.

* This number does not represent profits or dividends. It is the amount of direct spending: capital, operating expenses, taxes and royalties.

