



KPMG LLP
Bay Adelaide Centre
Suite 4600
333 Bay Street
Toronto ON
M5H 2S5

Telephone (416) 777-8500
Fax (416) 777-8818
www.kpmg.ca

Ilse Treurnicht, CEO
MaRS Discovery District
101 College Street
Toronto, ON M5G 1L7

June 23, 2014

Dear Dr. Treurnicht:

This letter responds to your request for a brief summary of the key findings from the survey work done by KPMG LLP (“KPMG”) for the MaRS Discovery District (“MaRS”) over the past two years. Two separate surveys of MaRS clients were undertaken for the years 2012 and 2013, with our final reports dated May 2013 and May 2014 respectively. We will refer to these as the “Client Surveys”.

We prepared these reports for your internal use and they contain proprietary information about your client companies. General release is not advisable unless we are able to revise them for a wider audience. Accordingly, we are providing you with this summary of our results. We are confident in the methodology and reliability of the findings, as explained below.

The Role of the Surveys

The client surveys undertaken by KPMG were designed to gather data, information and perspectives from MaRS clients as they relate both to their own performance and the performance of MaRS over the then most recent fiscal year. The findings thus shed useful light on the activities of MaRS and its clients.

While clients’ results cannot be entirely attributed to MaRS, they do demonstrate that MaRS’ clients have themselves been successful and further that, overall, these clients see significant value in the support that MaRS has provided.¹

¹ Responses from the survey were taken “as reported” and not independently verified or validated by KPMG LLP. Certain additional information provided by MaRS and, available via third parties, were also utilized in the study where available and appropriate

2012 Survey

KPMG received survey responses from 505 MaRS clients for 2012. The survey found that respondent MaRS clients:

- Raised \$349 million in funding, with 80% coming from private sources.
- Generated revenues of \$161 million. The geographic origin of \$135 million of these revenues could be identified. Of this subset, 50% of the revenues were from outside of Canada.
- Provided 3,672 total jobs, which included 1,490 new hires. The majority of jobs were full-time positions. In our survey, a job was considered to be any full-time, part-time, or contracted position. Job data were associated with a total payroll of \$137 million.
- Obtained 171 new patents.

Sixty-eight percent (68%) of respondents stated that MaRS was their primary source of advisory support. Further, 87% stated that MaRS had a positive impact on their success, with approximately half noting that MaRS' support was "significant" or "vital".

Consistent with its mission, MaRS helps a broad range of clients, many of which are new to the entrepreneurial community. Thirty-two percent (32%) of the founders of MaRS clients were reported to be below the age of 30 and 58% were involved in their first start-up venture. Over one-fifth of MaRS clients reported having one or more female founders.

2013 Survey

As a follow-up to the survey for 2012, KPMG repeated the survey for 2013. A total of 597 clients provided responses in this second year. This survey found that respondent MaRS clients:

- Raised \$451 million in funding, with 78% coming from private sources.
- Reported revenues of \$201 million. The geographic origin of \$187 million of these revenues could be identified. Of this subset, 59% of the revenues were from outside of Canada.
- Provided 4,581 total jobs, the majority of which were full-time positions. Further:
 - 1,678 hires were included in these jobs figures, and 1,336 of the jobs were held by people under the age of 30.
 - Job data were associated with a total payroll of \$157 million.
- Obtained 199 new patents.

Seventy percent (70%) of respondents stated that MaRS was their primary source of advisory support. Further, 85% noted that MaRS had a positive impact on their success, with approximately half noting that MaRS' support was "significant" or "vital". Similar to the results from our 2012

June 23, 2014

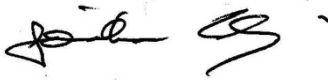
survey, 29% of MaRS client founders reported that they were below the age of 30 and 55% are involved in their first start-up venture.

Although it is impossible to assign attribution of specific economic activity to MaRS from its clients, given MaRS' mission to foster entrepreneurship, MaRS is clearly having a very productive impact on and is highly valued by its clients.

Summary

The results summarized above serve to illustrate the very positive impacts that MaRS has had on the economy and on the entrepreneurial community. We hope that these results will be helpful to you as you seek to educate stakeholders on MaRS' role in the innovation community. Please let us know if you need additional information.

Yours very truly



Jonathan Erling
Partner, KPMG Advisory