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strategic nuclear
initiative



aligned

focused

capable



opening a new way forward

advantages

- > Cost reimbursable
- > Premium markup
- > Net 30 days
- > Clients that we want to work for
- > Scanning and damage prevention are not currently part of MSA's

team

- > Matt Cummins, Contracts Manager
- > Michael Falls, General Superintendent, Nuclear

potential work

Upcoming Nuclear Projects

- > \$1-\$1.5 billion over 10 years to be spent on refurbishment of Bruce Power and Darlington stations—Ontario Energy Minister Bob Chiarelli
- > 55% of Ontario's energy comes from nuclear
- > Ontario's Long Term Energy plan requires 50% of electricity be from nuclear
- > Growth in decommissioning & cleaning of facilities
- > Ontario hosts much of Canada's \$6 billion a year nuclear industry
- > Quebec St. Lawrence Nuclear Facility Gentilly up for decommissioning
- > Port Hope & Port Granby Radioactive Waste Management Facilities construction decommissioning
- > Cigar Lake restart & Beaverlodge decommissioning
- > Proposal for a third reactor in New Brunswick
- > Fukushima Task Force Action Plan to be implemented



strategy



- > Evaluate and target potential sectors
- > Determine client list
- > Assess attributes to ensure they meet our criteria via Prequal Process

- > Expose clients to our services
- > Promote and position as the industry leader
- > Benefits of Contracts: dediated team, complete project management

- > Identify key decision makers
- > Connect through trade shows, conferences, luncheons & social media marketing tools

- > Develop relationships via site visits, conference calls, emails, one on one meetings
- > Position to be the single source vendor

- > Collaborate with client to identify their needs- one on one mirrored aligned management
- > Develop a project plan

- > Hand off to dedicated account manager who will be the Single Point of Contact
- > Coordinate the execution of all project requirements and needs