

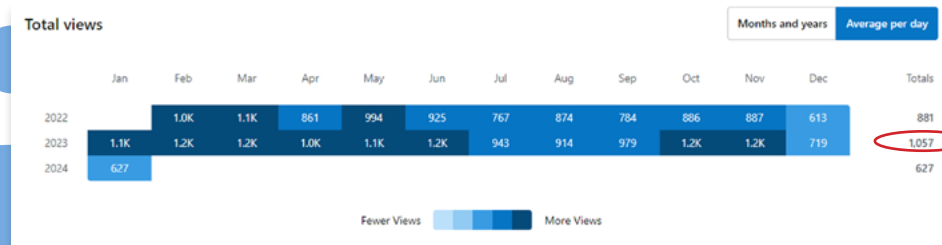
Year in Review

2023 Highlights

OECM's website is the main communication channel for our customers. Customers engage in all business activities via our website to look up all available agreements, including awarded supplier partners, and to download Master Agreements (MA), Customer Supplier Agreements (CSA), and price lists, among other relevant documents.

Engagement Overview

Jan 1, 2023 – Dec 31, 2023



584,341

total views
no. of pageviews from visitors to the OEM website

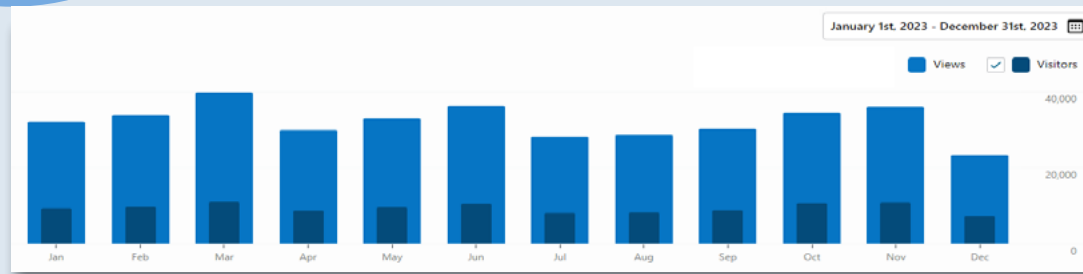
105,020

New Users
New User Acquisition and Average Engagement through our Website.

New Users: The number of users who interacted with the OEM website for the first time

First impressions matter. According to Forbes, in 2023, users form an opinion about a website in the incredibly brief time of 0.05 seconds.

User Acquisition and Most Views



14.5% of OEM website users are returning visitors and they engage 4x longer than a new visitor.

1m 35s

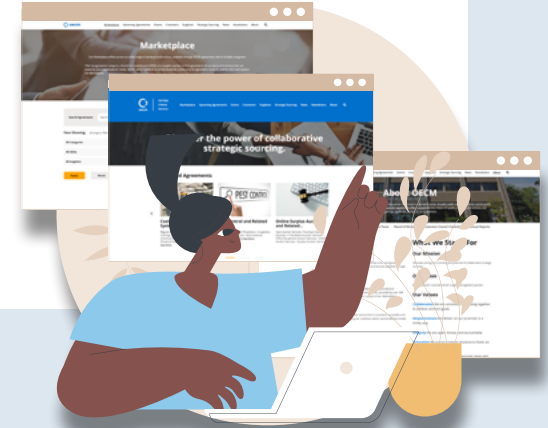
Average Engagement Time

OECM's website has a better engagement time than most B2B and B2C companies.

The average time spent on a single page is 54 seconds. [Source: HubSpot through Forbes Top Website Statistics for 2023]

Which Landing Pages Get the Most Views?

	Views	New Users	Avg. Engagement Time
HOME	163,222	25,575	1m 58s
MARKETPLACE	64,121	2,200	3m 3s
ABOUT OECD	15,699	1,603	2m 23s
SUPPLIERS	15,704	2,690	1m 44s
UPCOMING AGREEMENTS	13,976	1,303	1m 20s



Which Agreements Get the Most Views?

	Views	New Users	Avg. Engagement Time
Early Reading Screening Tools*	4,326	1,929	1m 14s
Networking Products and Related Services	4,200	432	2m 50s
Software License Products and Related Services	4,019	511	2m 38s

**Accumulated same number of views as the other top viewed agreements in less than a fourth of the time (October 2023 - December 2023 vs Entire 2023)*

Top 3 Agreement Category Filters used through our Marketplace

	Views
Information Technology (IT) Solutions	1,640
Information Technology (IT) Hardware	1,364
Facilities and Operations	1,286

Top 3 Search Terms used through our Marketplace

	Views
Software	517
Networking	373
Furniture	221



Which Supplier Profiles Get the Most Views and User Engagement?

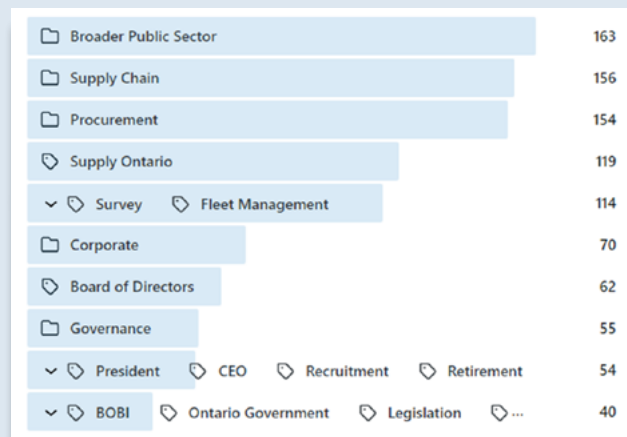
	Views	New Users	Avg. Engagement Time
Credit Bureau of Canada Collections	8,021	7,366	1m 18s
Tyco Integrated Fire and Security Canada Inc.	3,040	1,990	1m 18s
Dafco Filtration Group	2,421	1,594	1m 07s

Which News Articles Get the Most Views and User Engagement?

	Views	New Users	Avg. Engagement Time
OECM and Supply Ontario Enter into a Collaboration Agreement	2,100	506	1m 20s
Ministry of Education Announces \$15 Million in Funding for Math Support (Math Tools Agreement)	1,158	288	1m 15s
2022 Supplier Recognition Program Results Announced	912	238	1m 15s
Building Ontario Businesses Initiative (BOBI)	897	332	52s
OECM Announces CEO Retirement and Executive Search	496	197	48s
OECM's Board of Directors Bolstered with Three New Appointments	460	266	23s
Industry Spotlight: Focus on Cloud Technology and Computing (highest engagement time across all top viewed news articles)	409	106	1m 36s



Tags and Categories



Other Page Posts that received the Most Views

	Views	New Users	Avg. Engagement Time
Careers	4,324	2,415	36s
Professional Learning for Ontario Educators 2023 (DELL ALP)	2,800	1,374	2m 58s
Registration	2,548	174	2m 58s

Vehicles Driving Traffic to OECM's website

Definitions

News Categories and Tags: To better locate content through the news section of the OECM website, visitors have the option to select from the list of categories and/or tags to hone in on a keyword, subject matter or topic.

Users: The total number of active users.

Event count: The number of times users triggered an event.

Average Engagement Time: The average length of time the website had focus in the user's browser

Events

They are clicks, file downloads, number of times users opened website for the first time, initiating a form, submitting a form, viewing a page, scrolling on a page, starting a session through the OECM website, user engagement and viewing search results.

User Acquisition through top organic and referral traffic sources in 2023

Source	Users	Avg. Engagement Time	Event Count*
Google	54,674	2m 05s	339,787 (leading to 109,365 page views; 5,290 file downloads; 4,530 clicks)
Direct	40,521	2m 21s	436,032 (leading to 152,227 page views; 14,661 file downloads; 2,613 clicks)
Bing	3,295	3m 08s	38,120 (leading to 12,741 page views; 907 file downloads; 364 clicks)
LinkedIn	2,634	1m 36s	7,468 (leading to 2,572 page views; 50 file downloads; 152 clicks)

LinkedIn is our top referral site resulting in most engagement through the OECM website.

*Event counts reflect June 19, 2023 to December 31, 2023



Traffic Acquisition through our Top 3 Supplier Referral Sources

Source	Users	Avg. Engagement Time	Event Count*
Americair Corp. (Agreement: HVAC System Air Filter and HEPA Air Filtration Units and Related Products)	78	47s	240
Acadience Learning Inc. (Agreement: Early Reading Screening Tools)	27	46s	148
Brant Basics (Agreement: Office Space Furniture and Related Services)	31	1m 05s	137

*Event counts reflect June 19, 2023 to December 31, 2023



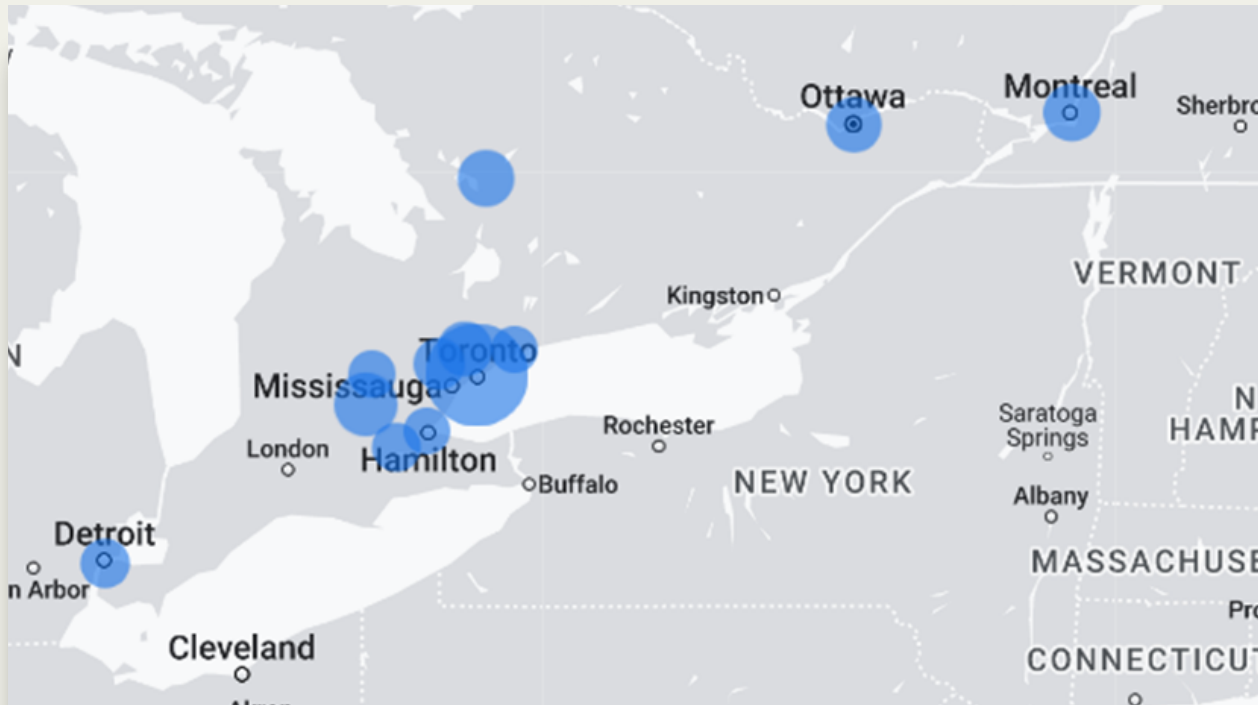
Traffic Acquisition through our Top 3 Customer Referral Sources

Source	Users	Avg. Engagement Time	Event Count*
York Regional Police	23	49s	82
Queens University	20	3m 08s	159
City of Guelph	14	2m 56s	74

*Event counts reflect June 19, 2023 to December 31, 2023

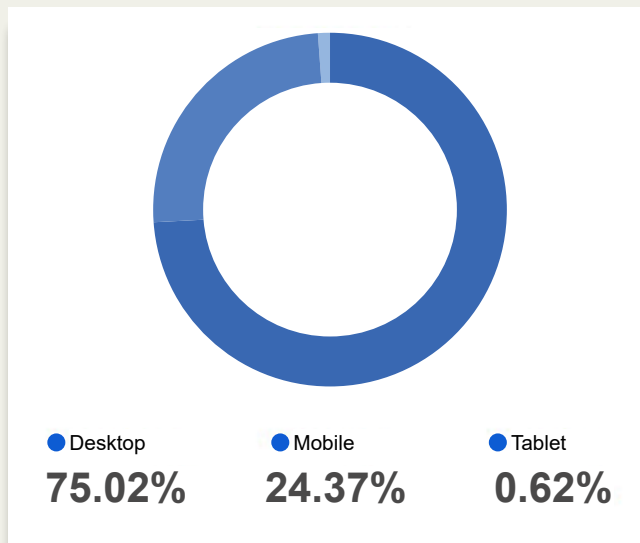
Usage Insights from our Website Users

Users by City



CITY	USERS
Toronto	25K
Ottawa	4K
Mississauga	3.2K
Montreal	3K
Quebec City	2.7K
Hamilton	2.4K
Asburn	2.4K
London	2K
Vancouver	1.7K
Vaughan	1.5K

Users by Device

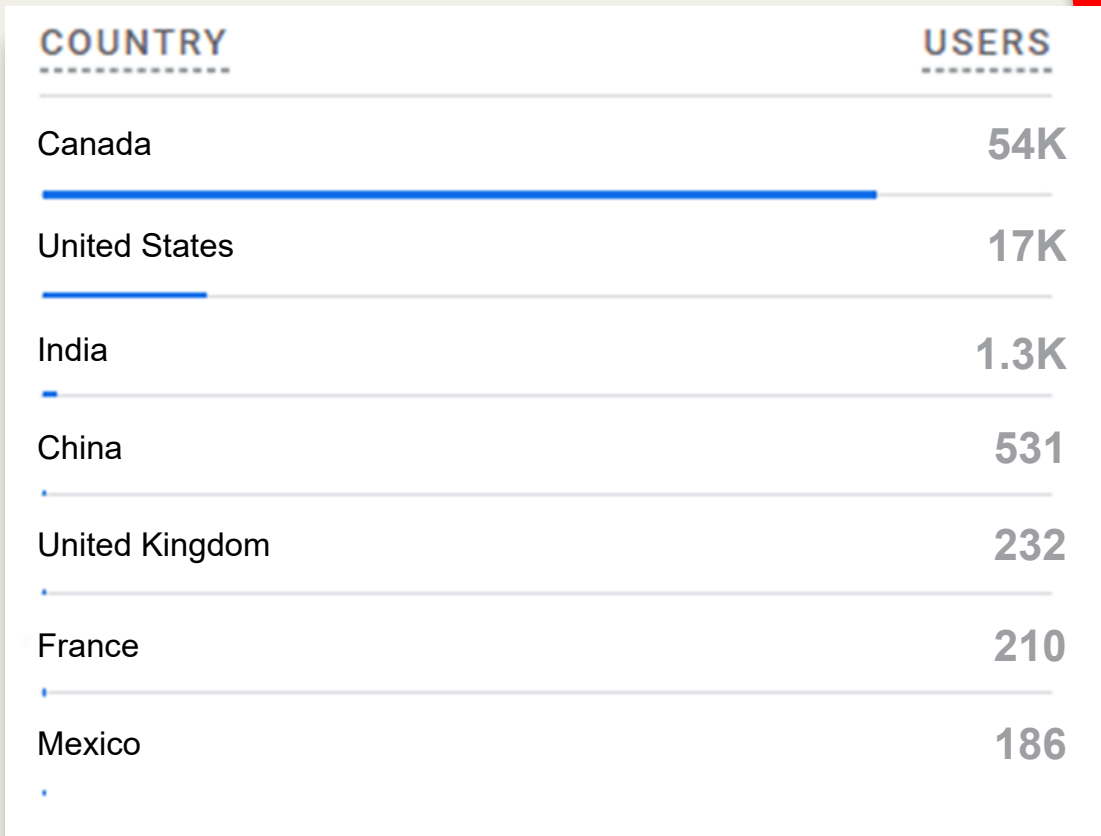


51.2% of web traffic comes from mobile devices in North America
[Source: Forbes Top Website Statistics for 2023, Statista 2023]

Users by Operating System

Operating system	USERS
Windows	69K
iOS	18.8K
Macintosh	9K
Android	8K
Linux	1.4K
Chrome OS	570

Users by Country



Accomplishments & Successes

- Updated Google's decommissioned Universal Analytics to the new Google Analytics 4
- Resolved several cyber security attacks through <https://oecm.ca/>
- Increased security measures for all OECM website user accounts through the use of Multi-Factor Authentication (MFA)

Future Considerations

- Increase time spent on website through video production. Having videos on a website can significantly increase the time users spend on the site by as much as 88% according to Animoto through Forbes Top Website Statistics for 2023
- Improve mobile experience for our customers and overall website visitor traffic
- Closer inspection of file downloads and how our customers and web visitors interact with them
- Video engagement and what % of each video is being viewed
- Improve content tagging

Lunch-and-Learn and Resource Materials

- Introduced a Resource Guide and Best Practice Tips document to help streamline the way we capture information through our website
- Hosted a training Lunch n' Learn primarily for the Sourcing Team in order to improve online customer experience and interaction