



Remarks by Darren Entwistle | President and CEO, TELUS

TELUS Sky announcement

Thursday, July 4, 2013

Calgary, Alberta

Thank you, Andrea.

On behalf of our 14,000 TELUS employees and retirees in Alberta, including 6,000 who call Calgary and southern Alberta home, it truly is my great privilege to be here today in this remarkable city.

I would like to welcome Premier Allison Redford.

Thank you Premier for taking the time to join us today.

Clearly, tremendous positive energy can be felt throughout the region despite the significant challenges you have faced.

I am deeply inspired by the collective strength of character and unassailable determination of all Albertans.

Indeed, the TELUS team will continue to lend our hearts and hands as the rebuilding takes place.

Today, I am pleased to announce that TELUS is funding a myriad of important flood recovery projects that will make a lasting and meaningful impact to citizens hit hardest by this disaster.

Amongst many others, these projects include:

- Providing camping gear for the High River Scouts, so more than 50 youth, who lost their equipment in the flood, can attend this year's Canadian Scout Jamboree; and
- Ensuring the Bridgeland Crisis Nursery is able to open their doors to families requiring care of their children whilst coping with the aftermath of the devastating flood.



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Indeed, the TELUS Calgary Community Board, Chaired by Ken King, has directed more than \$4.5 million to almost 300 local grassroots initiatives since its inception in 2005.

As you all know, the Calgary Flames organisation and Saddledome suffered extensive damage during the flooding, so I want to thank Ken and Alvin Libin for taking the time to join us today.

Together, I have no doubt the great citizens of Calgary and southern Alberta will rebuild stronger, brighter and more prosperous communities than ever before.

TELUS is committed to being part of this great future.

With our partners here today, we are excited to announce a new, next-generation tower that will transform Calgary's skyline with one of the most beautiful and avant garde architectural structures in the world.

Our new 58-storey tower, to be located across the street directly to my left, will be the TELUS team's new home in Calgary.

Scheduled for completion in 2017, it will bring our brand promise to life in the heart of the downtown district.

Our 750,000 square foot building will offer a cohesive blend of much-needed commercial and retail space and provide 341 residential rental units, blending urban living and working.

Indeed, it will transform the entire 7th Avenue block into one of the most technologically innovative and environmentally-friendly sites in North America.

This architectural landmark will stand as a lasting symbol of our passionate commitment to the Calgary community, our customers, our team members and to the province of Alberta.

It is now my great pleasure to unveil what the future holds for 7th Avenue.

(Video plays)

We believe the name TELUS Sky exemplifies our brand and perfectly captures the limitless possibilities and all that we will accomplish here together.



With our partners here today, we are excited to announce a new, next-generation tower that will transform Calgary's skyline with one of the most beautiful and avant-garde, architectural structures in the world.



Firstly, we will make a powerful contribution to help advance Calgary's economic strength and vitality.

TELUS Sky will be a \$400 million development that will create hundreds of jobs for Calgarians.

Notably, it will build upon our long history of significant economic investments across Alberta.

Over the past 13 years alone, TELUS has invested over \$26 billion in the province, including more than \$5 billion in Calgary.

Secondly, we will showcase the city's diverse culture, with dedicated space for public use.

TELUS Sky will support Calgary's burgeoning arts culture... fusing iconic architecture, technological innovation and artistic expression.

The TELUS team has been supporting local arts in Calgary for many years, partnering with great community organisations such as Theatre Calgary.

TELUS Sky will uphold and progress this great legacy, enriching the community's vision for an arts destination at this location.

Indeed, we will incorporate 5,500 square feet of dedicated art space to reflect and showcase the region's cultural diversity and creativity.

Importantly, to commemorate the remarkable spirit of Albertans during the flooding, we are inviting local artists to capture flood relief efforts in their works, which we will display permanently in TELUS Sky.

Indeed, we will create a unique and thoughtful destination for citizens to remember this historical event, and see the strength of our community through the eyes of local artists for years to come.

Finally, we will set a new global standard for environmental innovation.

TELUS Sky will be built to LEED Platinum - the highest Leadership in Energy and Environmental Design standards.

When complete, we expect our tower will use 80 per cent less energy than similar size developments, setting a leading example in sustainability.

Moreover, TELUS Sky will build upon our track record of developing LEED Platinum and Gold buildings across Canada.



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Impressively, when TELUS Sky is complete, our team members and operations will occupy the largest LEED Platinum footprint in all of North America.

I now have the great pleasure of introducing internationally award-winning architect, Bjarke Ingels, the lead designer for TELUS Sky.

Bjarke's energetic and leading-edge designs are re-invigorating city skylines around the globe.

In 2011, the Wall Street Journal named him 'Innovator of the Year' for architecture and lauded him as one of the design world's super stars.

We are tremendously honoured to have Bjarke Ingels, one of the most celebrated architects in the world, as part of our project team and thrilled that he could join us today to personally share his vision for TELUS Sky.

Please help me welcome Bjarke to the stage.

(Bjarke Ingels speaks)

Thank you Bjarke.

Your inspirational vision and design will help realise an even healthier, stronger and more sustainable community here in Calgary...all within the context of stunningly beautiful architecture.

Together, we are expanding beautiful, and creating an incredible legacy.

It is my honour to now invite Premier Redford to say a few words.

(Premier Redford speaks)

Premier, thank you for joining us today.

We truly appreciate your remarkable leadership.

Indeed, we are honoured to stand alongside you, and carry on our long history of giving back in this great city and province.

Since 2000, TELUS, our team members and retirees have donated over \$100 million and volunteered nearly 1.4 million hours to charitable organisations throughout Alberta.

I would now like to share this video, which highlights the selfless efforts of our colleagues and friends in creating sustainable communities across Alberta.

(Video plays)



We are tremendously honoured to have Bjarke Ingels, one of the most celebrated architects in the world, as part of our project team and thrilled that he could join us today to personally share his vision for TELUS Sky.



I am truly humbled by the selfless actions, care and concern the TELUS team has for others, as well as their tremendous personal sacrifices and contributions...certainly, over the past several weeks.

Indeed, to recognise each TELUS team member who worked tirelessly through the flooding to protect Alberta's citizens, we will create a memorial in TELUS Sky to honour their courage, dedication and compassion, and to serve as a lasting reminder of their indomitable spirit.

On behalf of the entire TELUS team across Canada, thank you for joining us to unveil TELUS Sky.

