



SIEMENS

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Siemens. Answers for Canada.

Contents

Ethical standards and values	4
Overview	6
Executive message	8
Executive team	10
Four key drivers	12
Size and structure	14
Sectors	
Industry	16
Energy	20
Healthcare	24
Research and development	28
The environment	30
Our employees	32
Service	34
Corporate social responsibility	36
Directory information	39

Who has the answers

to the world's toughest questions
confronting Industry, Energy and
Healthcare?

We are
committed
to the highest performance
with the highest ethics.

Our Values

Responsible

Committed to ethical and responsible actions.

Excellent

Achieving high performance and excellent results.

Innovative

Being innovative to create sustainable value.

Our values guide us in everything we do. For us, responsibility means managing the company on the basis of the highest ethical standards and practices. We do not tolerate behaviour that violates laws or regulations. A keen sense of responsibility pervades all levels of our corporate culture.

Our management team has clearly defined responsibilities.

Our employees contribute to the development and welfare of the communities in which they work and live across Canada.

Continuous and open dialogue fosters transparency in our entrepreneurial decisions.

The ideas and solutions of our innovators play a vital role in our success.

By upholding our responsibilities, we're creating lasting value for our shareholders and customers while providing answers to the toughest questions of our time.

Our Vision

Siemens - the pioneer in

- energy efficiency
- industrial productivity
- affordable and personalized healthcare
- intelligent infrastructure solutions

At a glance.

Company founder Werner von Siemens had an international orientation from the first day of operations in 1847. Just three years after founding Siemens he opened the first representative office in London. Three years later, the company expanded eastward to begin construction on a state telegraph network in Russia. In 1855, a Russian subsidiary was founded in Saint Petersburg. Major international projects such as the construction of the Indo-European telegraph line from London to Calcutta, inaugurated in 1870, and the laying of a transatlantic telegraph cable from Ireland to North America, begun in 1874, attest to Siemens' early worldwide focus.

For over 160 years, Siemens has stood for technical excellence, innovation, quality, reliability and internationality. In 190 countries, we're giving customers a competitive edge by supporting them with innovative technologies and comprehensive know-how.

Our international, worldwide focus and our commitment to Canada will continue to define Siemens in the future as we deliver answers to the toughest questions of our time and extend and enhance life.

By the numbers on a global level.

190 countries

405,000 employees

\$75.978 billion euro in revenue (approximately \$112.000 billion CAD)

\$3.846 billion euro (approximately \$5.384 billion CAD) in fiscal 2010, or 5.1 per cent of revenue in research & development

30,100 R&D employees, working in 178 R&D centres in 30 countries

18,000 software engineers

8,800 inventions in fiscal 2010

57,900 active patents

Simply put, we
extend
 and **enhance**
 the quality of life in Canada.

A message from the president.

Welcome to Siemens in Canada. On behalf of our 5,000 employees, I am pleased to provide you with an overview on the following pages of what we do every day; extend and enhance life for Canadians.

Siemens' activities focus on meeting the needs of our customers and creating value for our shareholders and employees. We view innovation as the key to our longevity and success—2012 will mark our 100th anniversary of doing business in Canada. To this end, year over year we continue to focus our efforts on providing our customers with the ability to increase their productivity and to remain competitive, both here at home and on the global stage.

While innovation—our lifeblood—is the best way to describe our company, sustainable solutions are at the heart of what we provide. In today's business environment, there is a great deal of talk about sustainability, almost to the point where the word has become a cliché. For us, sustainability is not a new or misused word or concept. At Siemens, sustainability is an important part of our vocabulary—but also an important part of our culture. Within our unmatched environmental portfolio, we have an exceptionally broad spectrum of products and solutions that not only protect the environment and climate, but also promote increased energy efficiency and improve productivity. This is something which we are very proud of.

For the past several years, we have taken a closer look at our business strategy and I believe Siemens is in a strong position to meet tomorrow's business challenges—today. By concentrating our activities in three Sectors—Industry, Energy and Healthcare—we have a structure that enables us to focus on four key megatrends: demographic change; urbanization; climate change; and globalization. Combined, these megatrends are having an unprecedented impact on our lives and on vital sectors of our economy. These trends are already taking shape in the world's largest urban centres—including our major cities in Canada—raising a number of tough questions. I am confident Siemens can help you answer those questions.

At Siemens, our goal is to encourage more people to think about the future today, and to show them that the cost of failing to act will, in the long-run, far exceed the cost of investments in sustainable and innovative technologies required today.

As the president and CEO of Siemens in Canada, I am proud of our integrated solutions, our accomplishments, and mostly of our employees, who truly are our greatest asset and are always there to serve you.

I am proud to work for Siemens.
 Roland



“Finding answers to the toughest questions of the day has always been one of the main drivers of our success in Canada.”

*– Roland Aurich,
 President and CEO*

Finding answers

to the toughest questions of the day
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drivers of our success in Canada.



Sean Walkinshaw
Senior Vice President
Human Resources



Richard Brait
General Counsel



Manfred Doenz
Executive Vice President
and CFO



Roland Aurich
President and CEO



Robert Hardt
Senior Vice President
Industry Sector



Bill Smith
Senior Vice President
Energy Sector



Jim Graziadei
Senior Vice President
Healthcare Sector



Working in an ever changing world in which we live.

Innovative technologies are the key to mastering the challenges of the future. By 2050, the earth will have some 9.3 billion people – around 50 per cent more than today – many of whom will be living in what are now being called megacities. By definition, a megacity is a city with a population in excess of 10 million citizens.

While Canada may not have any megacities by definition – all of our major centres behave and have the same characteristics as a megacity.

Not only is world population booming; the age pyramid is also shifting as a result of demographic change. For the first time in human history, there will soon be as many people in the world over 60 years of age as under 15. At present, the age group showing the fastest growth is that of the over-80s. By 2050, this group is expected to comprise 4.1 per cent of the world's total population, compared to only 1.2 per cent today.

These developments underscore the magnitude of the tasks that now confront humankind: to conserve scarce resources, to maintain a clean environment, to provide adequate water supplies and wastewater disposal, to transport people and goods efficiently and safely, to generate and distribute power in an environmentally compatible way and to provide affordable healthcare that improves the quality of life. These are also the challenges for which Siemens is developing innovative solutions.

Four megatrends are shaping the world today: Demographic change, Urbanization, Climate change and Globalization. With our innovative technologies we answer the toughest questions.



Demographic change

The population of the world is growing and as a technology partner and a good corporate citizen, Siemens is not only helping people to live longer, but also improving their quality of life.

Growing populations mean greater demand for power, healthcare services and environmentally compatible and climate protection solutions. The challenge of supplying food and industrial goods is also becoming increasingly complex. Our innovative technologies offer efficient, cost-effective solutions in a wide range of fields.

Population growth is particularly strong in the emerging markets. Our global presence and technological leadership positions Siemens to leverage above-average opportunities for growth in these dynamic markets.

Urbanization

Cities are the growth drivers of the future. Urbanization provides opportunities for development, employment and increased prosperity. In this regard, we can make an important contribution – as a solutions provider and a good corporate citizen.

Siemens products offer solutions to the challenges of urbanization. They help ensure mobility, security and adequate supplies of life's basic requirements while reducing environmental burdens. We make cities fit for the future and improve the quality of urban life.

Climate change

Climate change is probably the greatest and most demanding challenge that confronts mankind today. To mitigate global warming to the greatest extent possible, we must decouple economic growth from energy usage; we must do this in Canada to preserve our country.

Innovations are the strongest levers to increase energy efficiency and reduce greenhouse gas emissions. Siemens is a leader in climate protection technologies. Our comprehensive portfolio in power generation, distribution and consumption includes highly effective measures to reduce CO₂ emissions.

Globalization

Globalization is a process that is politically and economically desirable and technology-driven. It promotes fair competition, open markets and cooperation among all nations and cultures. Globalization leads to growth and prosperity in those countries that participate in this process.

In an age of even tougher competition, our products and solutions boost our customers' productivity by facilitating process improvements, from the shop floor to the top floor.

Simple, flexible and closer to our customers.

Siemens is one of the largest and most diversified companies in the world of electronics and electrical engineering, operating in the industry, energy and healthcare sectors. The company has approximately 5,000 employees in Canada, working to develop and manufacture products, design and install complex systems and projects, and tailor a wide range of solutions for individual requirements.

For almost 100 years in Canada, Siemens has stood for technical achievements, innovation, quality and reliability. Sales for Siemens in Canada for fiscal 2010 (ended September 30), were \$2.3 billion (CAD).

Chartered in Canada in 1912, Siemens is established throughout the country and has maintained a strong Canadian presence through acquisitions, expansions and investments. Siemens has continually introduced new technologies and created locally-based centres of competence and expertise across the country.

Industry	Energy	Healthcare
Industry Automation	Fossil Power Generation	Imaging & Therapy Systems
Drive Technologies	Renewable Energy	Clinical Products
Building Technologies	Oil and Gas	Diagnostics
Industry Solutions	Energy Service	
Mobility	Power Transmission	
Lighting	Power Distribution	
Cross-Sector businesses – Siemens IT Solutions and Services Siemens Financial Services		

Answers for industry.



“Integrated

technologies for greater productivity,
energy efficiency and flexibility.”

– Robert Hardt,
Senior Vice President, Industry Sector

For the industry sector, we offer products, solutions and services for customers in the manufacturing, transportation, building technology and lighting industries. Our innovative solutions link virtual product planning with advanced automation systems, increasing production flexibility and enabling individual customer requirements to be met cost-effectively.

The manufacturing industry is on the threshold of a new era: The digital factory – which will reduce time-to-market, by digitizing and integrating entire production processes, from the first idea to the finished product – is just around the corner. This is just one of the exciting ways in which Siemens is applying its innovation to make Canadian businesses more successful.

In the industry sector, Siemens addresses customers through six groups: Industry Automation; Drive Technologies; Building Technologies; Industry Solutions; Mobility; and Lighting.



Answers for industry.

Industry Automation

We're a leading provider of automation technology products engineered and manufactured for all industrial sectors. Our portfolio ranges from standard products for the manufacturing industries and process industries to automation solutions for entire car factories and chemical plants.

Drive Technologies

From gears, couplings and motors, to frequency converters - our technology solutions for drive systems will ensure maximum productivity, energy-efficiency and reliability for all torque ranges, performance classes, and voltage specifications. Our integrated automation drive systems enable motion control and CNC solutions.

Building Technologies

In addition to a broad range of products, systems and services for electronic security and fire protection, our portfolio includes building automation solutions and low-voltage power distribution that save energy, increase comfort and protect the environment.

Industry Solutions

We're the leading provider of systems for industrial plants and infrastructure worldwide. Leveraging innovative products and process technologies, we must not only build and commission state-of-the-art plants and systems for end customers but also operate and maintain industrial facilities over their entire lifecycles.

Mobility

Our portfolio includes everything to support the movement of people and goods efficiently. We combine expertise in operation management systems for rail and road traffic with solutions for airport logistics, postal automation and parking as well as rail vehicles for mass transit, regional and long-distance service.

Lighting

At Osram Sylvania, a Siemens company, we create lighting solutions for all areas of modern life. Reflecting our special focus on illumination and visualization, our extensive portfolio includes not only innovative, energy-saving lamps and optoelectronic semiconductor light sources such as light emitting diodes (LEDs), but also electronic control gear and lighting systems installation and maintenance services through the Sylvania Lighting Services division.



Snapshot: Canadian success stories in industry

Our technology provides Canadian customers with unique customized solutions. Whether they're processing 130 million tonnes of oil sand, operating a state-of-the-art automotive manufacturing facility or keeping Canadians on the move, Siemens helps to increase efficiencies and reduce costs.

Atomic Energy of Canada Limited is a leading-edge nuclear technology and services company providing services to utilities worldwide. Over 5,000 highly skilled employees deliver a range of nuclear services. Working together with machine builders, Siemens is deploying a series of retubing tools that are used to remove and replace the nuclear reactor components at the end of their service life. The machines are controlled using Siemens' automation equipment and controllers. The refurbishment extends the life of existing CANDU plants by 25 to 30 years.

ArcelorMittal is the world's number one steel company, present in more than 60 countries. Its Dofasco operation, which is located in Hamilton, Ontario, is utilizing Siemens' equipment to improve reliability and work safety in its steel making process. A unique technology was developed to replace an expensive operation and since 2006 this innovative solution has resulted in savings of more than \$2 million per year.

NOVA Chemicals Corporation manufactures plastics and chemicals that are essential to everyday life. Siemens was selected to optimize their ethylene production facilities in Corunna, Ontario, and Joffre, Alberta. Siemens provided the on-line compositional analysis required to optimize product quality, production capacity, personnel safety and environmental responsibility.

Calgary, Alberta's skyline will change with the con-

struction of Encana's new office tower, opening in 2011. The 58-storey building, known as The Bow, will contain 1,700,000 square feet of office space with an additional two floors for retail. Siemens will be supplying building automation systems and technologies that will optimize energy and operating efficiencies.

Siemens' Mobility Division has delivered new mail process equipment to automate the sequencing of short and long mail in Canada Post distribution centres. We have provided mail processing solutions to Canada Post for more than 35 years.

Siemens supplied eco-friendly parking solutions to the cities of Burlington, Victoria and Vancouver, improving accessibility, livability and city revenues. For more than 10 years, Siemens' Traffic Management System has optimized flow and journey times for city traffic in Toronto. Siemens provided both the former and new generation high floor vehicles for Edmonton and Calgary, and electrification of trolley buses, streetcars, and subway cars in Vancouver, Edmonton, Calgary, Toronto, and Montreal, helping to reduce CO₂ emissions and assist smart energy management. To address the mobility challenges of Canadian cities, Siemens commissioned a report – *Complete Mobility in the Greater Toronto and Hamilton Area*. The Complete Mobility concept defines a system that moves people and freight using sustainable, efficient and user focused infrastructure.



Answers for the environment.



“Outstanding opportunities for renewable energies.”

– Bill Smith,
Senior Vice President, Energy Sector

We are the world's leading provider of products, services and solutions for power generation, transmission and distribution as well as for the extraction, conversion and transport of oil and gas. Our innovative technologies are enhancing efficiency in the industries we serve and substantially reducing carbon dioxide emissions.

To provide the world's growing population with reliable supplies of electricity while mitigating climate change is the challenge now facing energy utilities worldwide. And Siemens – with technologies ranging from the most advanced gas turbines to wind farm systems and low-loss high voltage direct current transmission equipment – is delivering solutions. We have structured our portfolio into six key areas: Fossil Power Generation; Renewable Energy; Oil and Gas; Energy Service; Power Transmission; and Power Distribution.



Answers for the environment.



Fossil Power Generation

Highly efficient products, systems and solutions for power generation based on fossil fuels comprise our core business. Our portfolio ranges from turnkey power plants and their key components – such as gas and steam turbines, generators and instrumentation and control systems – to fuel gasifiers.

Renewable Energy

Our business is renewable energies: we build wind turbines and tap the power of the sun. Already the world's leading supplier of offshore wind farms, we're focusing on the continued expansion of our wind and solar power activities.

Oil and Gas

Our portfolio covers a full range of products and solutions for extracting, transporting and processing oil and gas. We also supply automation and control technologies, power distribution and water management systems, and integrated IT solutions. In addition, our offerings include components and systems for generating electricity for industrial companies and public utilities as well as compressors and drives for the process industry.

Energy Service

We offer a complete spectrum of performance enhancement and maintenance services for gas and steam turbines, generators, compressors and entire power plants as well as air pollution control systems and services. The services portfolio also includes environmental systems for fossil-powered generation.

Power Transmission

Our portfolio includes complete solutions for high-voltage power transmission, high-voltage switchgear, and transformers. In direct-current and alternating-current transmission systems, our innovations are shaping industry developments.

Power Distribution

Our array of worldwide offerings includes components and solutions for energy automation, medium-voltage distribution systems and a wide range of services for power transmission and distribution grids and electrical systems.

Snapshot:

Canadian success stories in energy

From generation, transmission and distribution to control and automation applications, Siemens supplies safe and reliable power to Canadians every day.

Canada's current installed capacity is 4008 megawatts (MW) (enough to power over one million homes) and has entered the 'Top 10 markets in the world' by installed capacity, according to the Canadian Wind Energy Association (CanWEA). The installed capacity of wind power in Canada is expected to increase to more than 15,000 MW (10.84 per cent of total installed capacity) in 2020. Siemens already has a strong presence in Canada and is currently involved in eight wind power projects commissioned or underway in Ontario and Manitoba with a capacity of 952 MW. Reaching a Canadian target of 20 per cent wind power in 2025 will generate investment, create jobs, produce revenue for municipalities, stabilize electricity prices and cut greenhouse gas emissions. To reflect this, in December of 2010, Siemens Canada announced its plans to open a new facility in Tillsonburg, Ontario to manufacture wind turbine blades. The facility will be established in an existing 253,000-square-foot facility, located on 40 acres. It's the company's first manufacturing plant for wind turbine components in Canada and represents an investment in excess of \$20 million CAD. The manufacturing, service operations and associated back-office activities are expected to create up to 300 jobs. An additional 600 related jobs for the construction and commissioning is expected to be created during the build-out of the wind farms.

Siemens Energy was awarded a contract from the engineering and construction company SNC-Lavalin, to deliver two vapor compressors for a post combustion

CO₂ and SO₂ capture plant at Unit 3 of the Boundary Dam Power Station near Estevan, Saskatchewan. The coal-fired Boundary Dam power plant, with an installed capacity of 1,200 MW, is owned by the Canadian utility SaskPower. Unit 3 will be integrated into a Carbon Capture and Sequestration (CCS) demonstration project. The primary goal of this project is to generate up to 120 MW of clean baseload electricity while reducing green house gas emissions. It is planned to capture one million tonnes of carbon dioxide per year. The project will go into operation in 2014.

In 2010 the Sector received an order to supply integrated pumping solutions for TransCanada's Keystone Gulf Coast Expansion Project. The pipeline will have the capability to transport crude oil from Alberta, Canada to serve markets on the U.S. Gulf Coast. The expansion will complement the overall Keystone Pipeline System, with the first phase expected to begin delivering crude oil to the US Midwest in mid-2010. The order value for Siemens is more than \$180 million USD.

Siemens' coal gasification technology has been selected by EPCOR Power Generation for Canada's first low-CO₂ integrated gasification combined-cycle power plant. The plant, featuring carbon capture and storage, will be built in Genesee, Alberta and is scheduled to be operational in 2015, with an installed capacity of approximately 250 MW.



Answers for life.



“Integrated solutions for advancing patient care.”

– Jim Graziadei,
Senior Vice President, Healthcare Sector

As the world's population grows and gets older, healthcare providers are facing mounting challenges in delivering affordable, high-quality care. With finite resources to meet rising demand, healthcare must become more efficient and economical. Siemens is uniquely positioned to help address these challenges by integrating our distinct technology portfolio of advanced imaging, laboratory diagnostics, therapy systems and healthcare IT to improve overall efficiency.

It is what we call integrated healthcare – synchronizing workflows and improving collaboration across departments, hospitals and even entire health systems. Critical information flows smoothly among care teams, getting to the right person at the right time, so care providers can make decisions faster and spend more time with patients.

By combining the most advanced laboratory diagnostics, imaging systems and healthcare information technology, we enable clinicians to diagnose disease earlier and more accurately, making a decisive contribution to improving the quality of healthcare.

In no other field is the relationship between mankind and technology as intimate as it is in healthcare. Siemens is one of the world's most significant contributors to innovation in healthcare. In this vital area, Siemens provides solutions in three key segments: Imaging & Therapy Systems; Clinical Products; and Diagnostics.



Answers for life.



Imaging & Therapy Systems

In modern healthcare delivery, imaging has become one of the essential cornerstones in the daily routine of physicians and other healthcare professionals. Diagnostic and therapeutic procedures rely on highly innovative imaging technologies for disease detection, therapy and follow-up that is as safe, patient-friendly and effective as possible.

Clinical Products

We integrate our broad portfolio of technologies to create unique solutions for the prediction, prevention and treatment of complex diseases, including cancer, cardiovascular disease and neurological disorders. Our mission is to optimize current clinical best practices and establish new standards of care in order to maximize quality while minimizing costs.

Diagnostics

We develop and market systems and reagents that generate clinical diagnostic test results using tissue and fluid analysis – a process known as in-vitro diagnostics. This information helps physicians make diagnoses, manage patient conditions and monitor medical therapies in areas such as diabetes, cardiovascular disease and bleeding disorders. Our solutions range from point-of-care applications to hospital, specialty and reference laboratory systems, producing high-quality outcomes that save time, money and lives.

Snapshot: Canadian success stories in healthcare

Since the 1930s, Siemens has partnered with most of the leading healthcare institutions across Canada and has applied innovation to every aspect of healthcare to benefit the lives of all Canadians.

Toronto's University Health Network (comprised of Toronto General Hospital, Princess Margaret Hospital, and Toronto Western Hospital) as well as Mount Sinai Hospital and Women's College Hospital selected Siemens as their partner of choice in an unprecedented Magnetic Resonance Imaging (MRI) collaboration research agreement. Researchers are looking forward to the installations of the newest editions to the Siemens MRI family, to be completed in spring of -2011. With these systems installed the Joint Department of Medical Imaging will have seven Siemens clinical research systems in their portfolio. Each site has a defined research specialty—including, cancer abdominal, cardiovascular, breast and musculoskeletal imaging. Given the diversity in research, Siemens considers this to be among the world's most valuable research partnerships.

The William Osler Health Centre (WOHC), located in Brampton and Etobicoke, Ontario, is the largest community hospital in the province providing services to nearly one million residents. Siemens has enjoyed a long-standing relationship with the hospital, supplying medical equipment and healthcare IT systems as well as expertise in building automation, fire prevention, security, and communications.

Siemens Healthcare Diagnostics was awarded a contract from the Brant Community Healthcare System, Brantford General site, in Brantford, Ontario, to supply and install Canada's first multi-discipline automated hospital laboratory. The Siemens ADVIA® LabCell® automates chemistry, immunochemistry, hematology and coagulation into a single integrated system. The new system was officially opened in early 2011 and is setting new performance standards and optimizes patient test reports, allowing the hospital to save valuable time and increase the accuracy of tests results.

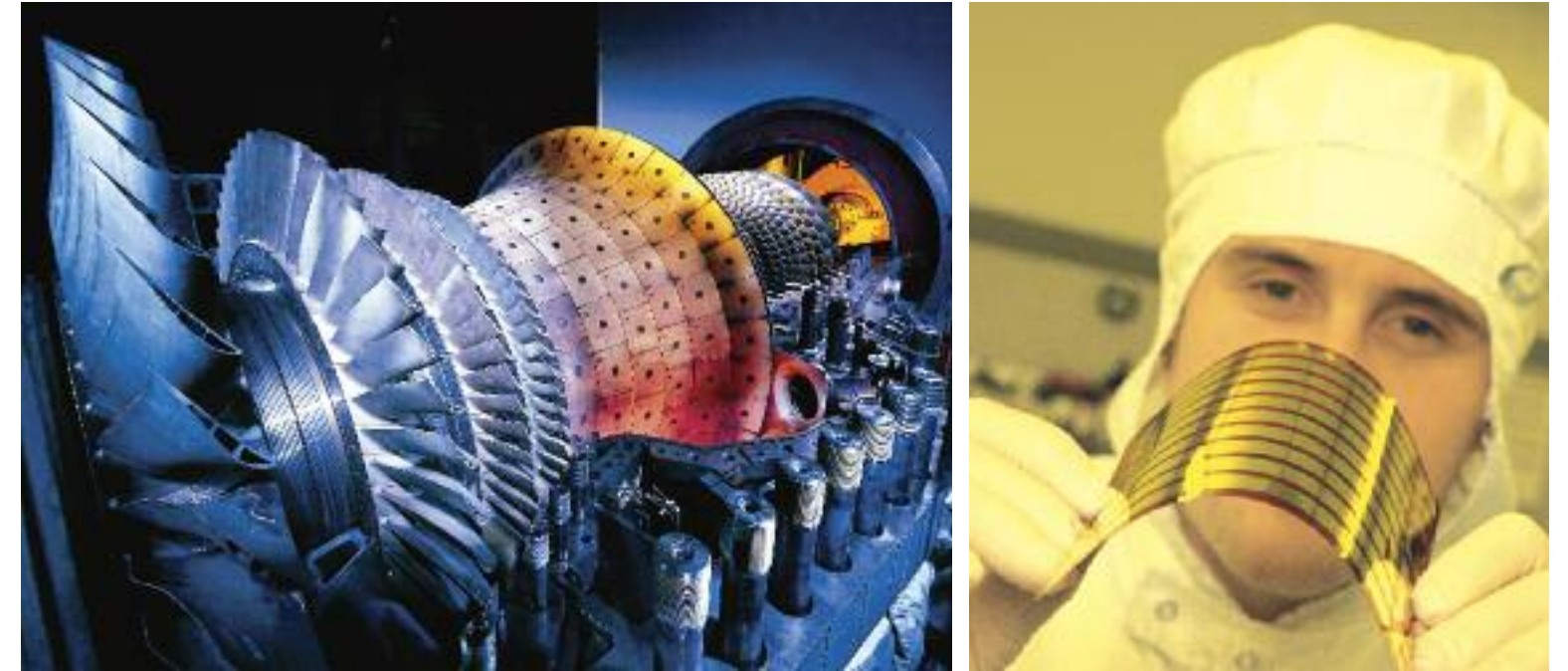
From its Cambridge, Ontario location, Siemens designs, develops and manufactures hearing instruments for distribution by independent, credentialed, licensed hearing healthcare professionals across Canada who provide service and support for hearing impaired consumers of all ages.



Siemens is a world leader in research and development.

Being innovative is not just one of our three core values – it is the foundation of our company. It is our lifeblood and finding answers to the toughest questions of the day has always been one of the main drivers of our success.

For over 160 years, the Siemens brand has been synonymous with innovation, research and development. Our history is, to a marked degree, representative of the history of electrical engineering and electronics. In 1847, Werner von Siemens founded Siemens and ushered in a new communication with the invention of the pointer telegraph and defined the electrical age with the first dynamo. When the Atlantic Ocean was still a vast barrier between two worlds, Siemens laid the first communication cable from Ireland to North America – connecting people and nations. The first electric locomotive, the first electron microscope and the first real-time ultrasound diagnostic system – all Siemens' inventions – initiated technological revolutions that have enhanced and extended our lives.



Siemens has never stopped building on this strong foundation. The overall strengths we bring to the marketplace – innovation, technology, financial resources, breadth of product offerings, employee training and loyalty to our customers – are evidenced by our history. As a key driver of customer value, productivity and growth, our power of innovation is a clear reflection of our competitive edge.

In a world where the life of a new technology can be measured in a year or two, and the competitive advantage of a product in a few months, innovation has taken on a new meaning at Siemens. Innovation at Siemens means more than inventing a unique product and bringing it to market at a competitive price. It means doing things better, in more efficient ways to achieve new goals and breakthroughs in every aspect of our business. Innovation manifests itself in the improved ways in which we deliver solutions, work with our partners and serve our customers.

Over 30,000 Siemens employees in 30 countries, including Canada, are employed in research and development. Approximately half of our researchers focus their efforts on software developments to improve processes and efficiencies. On average, Siemens invests approximately five per cent of sales annually, representing some 57,900 active patents. In fiscal year 2010, Siemens was responsible for some 8,800 inventions alone.

Our success as a result of our research and development can be witnessed across all the sectors in which we work.

In the Industry Sector, we are inventing ways to improve postal sorting systems, improving efficiency of light-emitting diodes (LED) and making improvements in the electronics of steel production so that the material can be processed in strips, thus saving energy.

In the Energy Sector, from the most efficient combined-cycle power plant to the world's first floating wind turbine to advancements on how we extract bitumen from the oil sands in Alberta, Siemens is making energy more efficient.

The Healthcare Sector accounts for approximately one quarter of the 8,800 inventions – from improving radiation technology for the particle beam treatment of tumours to the world's first CT with the fastest imaging and lowest radiation dosage, we are making efficiency about people, not just numbers.

A broad range
of products and
solutions
designed to protect
the environment.

Climate change represents one of humanity's greatest challenges. To counteract global warming and guarantee economic growth and prosperity in the future, energy must be generated and utilized in an environmentally and climate friendly way. Technological innovations play a key role in increasing the efficiency of power generation and consumption and avoiding greenhouse gas emission. The good news is that many of these solutions are already available.



Siemens' environmental portfolio

Our environmental portfolio encompasses the entire energy chain, from power generation and distribution to the efficient use of energy in industry, households and transportation to technologies for water management and air pollution control. Globally in fiscal year 2010, our portfolio generated sales of approximately 28 billion euros, after reaching the target of 25 billion euros we'd set for fiscal 2011 considerably faster than planned. Now, we're aiming to push annual revenue from the portfolio to over 40 billion euros by the end of 2014.

Siemens' energy-efficient offerings and renewable energy technologies are helping customers maximize cost-efficiency in areas of power generation, distribution and consumption. They are also making a major contribution to climate change protection. The products and solutions we installed in 2010 alone are cutting our customers' annual CO₂ emissions by 267 million tonnes – an amount equal to the total annual CO₂ emissions of 80 million economy-sized cars driven an average of 20,000 kilometres each. The reduction attributable to all of our portfolio installations since 2002 amount to about 160 million tonnes annually – an amount equal to the combined annual CO₂ emissions of New York, Tokyo, London, Munich and Berlin. In the years to come, we aim to substantially expand the role of our environmental portfolio in mitigating climate change. The target: to see our customers reduce their annual CO₂ emissions by 300 million tonnes by the end of 2011.

Our environmental portfolio not only provides many answers to the current energy and growth challenges: it is also a triple win. Customers win because they can lower energy costs, improve productivity and make their business more profitable. Society wins because environmental care and living standards are improved. And Siemens wins because we can tap attractive markets and achieve profitable growth.

Siemens' employees

are a diverse and highly
qualified team.

The success of a company lies in the sum of the successes of its employees. Only with outstanding and motivated employees can Siemens meet – and even exceed – the expectations of its customers and investors. People excellence stands for a corporate culture in which all individuals strive for peak performance, know their goals precisely, and are enabled to contribute their potential to the fullest.

Our focus has always been to “invest in people” – within and beyond the company: in their education, in their professional skills, and in their ability to perform, as well as in an environment that encourages corporate social responsibility.



People excellence

In an ever changing world, only outstanding employees can empower Siemens to achieve our long-range goals. To expand our leading positions in business and technology for the benefit of our customers, we recruit the best and brightest people in Canada and around the world. Within the company, we identify and foster highly talented individuals early in their careers – entry-level managers and technology experts – who are willing and able to assume more responsibility.

By listening to our employees through annual surveys, town-hall meetings and focus groups, we respond to our employees' needs. Branded as “Your Employment Experience”, we have been identifying different workforce generations, trends and demographics and as a result, have made significant investments and changes to our people policies and to our organizational culture. Our human resources' policies are geared to attracting, assessing and developing extraordinary individuals. By continuously introducing new initiatives and programs such as flexible benefits and telecommuting options, we are committed to providing the best possible and flexible work environment.

Sustainable success requires a high-performance culture at all levels of our organization. Our intense focus on performance and performance improvement, entails comparing ourselves to the industry-best, in terms of orders, innovation, solutions, the efficiency of our processes and, of course, our attractiveness as an employer in the local and global markets for talent. Our goals – outstanding expertise, continuous development and proactive strategies that anticipate tomorrow's challenges today – are ambitious and we cannot achieve them without the personal commitment of every employee.

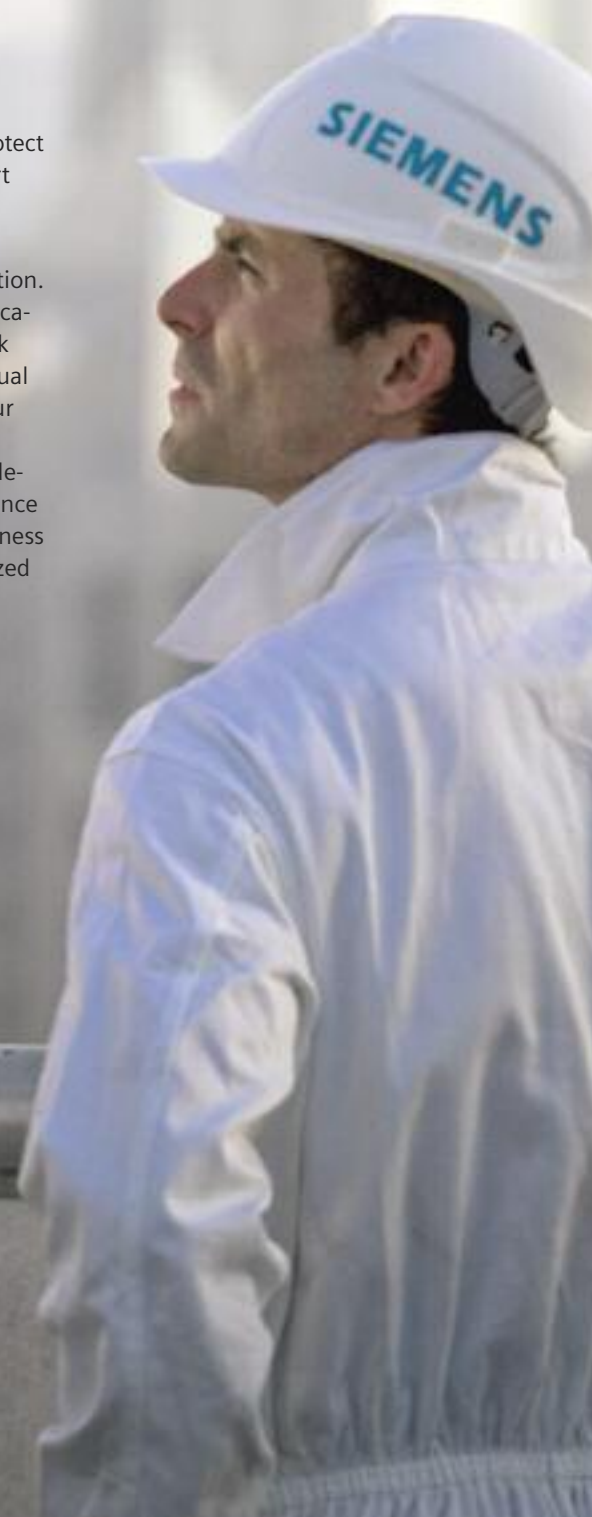
To maximize the value our people create, we not only leverage the knowledge and experience of every single employee across Canada, but also promote and build high-performance teams across sectors, divisions and departments. To guarantee top performance and long-term customer value, we go to great lengths to attract, recruit and systematically develop our team. Our business success depends on the energy, enthusiasm and motivation of our people, regardless of the location across Canada, the department or position.

As a Canadian and global company, we're continually recruiting and integrating the best and brightest people in all our markets. The ongoing transformation of our employee structure reflects our aspiration to create and maintain a first-class workforce, here in Canada and around the world. For 2011, Siemens Canada was named one of Canada's Top 100 Employers for the second year in a row.

Protecting your investment every step of the way.

Siemens' commitment to our customers is evident with our after sales and services programs. We are committed to helping our customers protect and enhance their investments, whether that means a single spare part replacement or a sophisticated remote diagnostics reporting solution.

We understand that the value we bring to the market is measured on performance and any minute of downtime can impact an entire operation. Whether in a manufacturing environment, in industrial or energy applications, or in the critical field of healthcare, we make every effort to work with our customers to design a service program that suits their individual requirements. With respect to service, it is our ultimate goal to have our customers' experience no unexpected downtime. Through preventive maintenance and scheduled shut downs, we work with our clients to design a comprehensive program that is based on years of global experience and highly-developed performance models. Whatever sector your business is associated with, we deliver on your specific needs, through customized contracts and programs. However, before we make any commitments, we listen to what is required.



In Industry, when you turn to Siemens, you can ensure your initial investment is protected. Siemens has the structure in place to provide the support you need, whether it is hotline support, local field service, or online, 24 hours a day, seven days a week. Being a local organization we have service personnel located across the country. Our experts will work with your staff to identify your service needs and then develop a program to meet those goals.

The Energy Service division provides comprehensive services for complete power plants and rotating machines such as gas and steam turbines, generators and compressors. We also support every aspect of our environmental portfolio, such as renewable energy, with innovative service programs.

Siemens brings an unyielding passion to healthcare. We must, because when lives are at stake there is no margin for error. With the introduction of Siemens' UPTIME Service Centre, you have a life-support system for the equipment your patients' lives may well depend on. We offer a wide range of proactive services – thus enabling increased system availability, optimized performance, and workflow efficiency. As a proactive service provider, Siemens UPTIME Services for the healthcare sector focuses on real-time remote monitoring and preventive maintenance of medical hardware and software.

Siemens IT Solutions and Services

As a cross-sector division of the Siemens group working in collaboration with the Industry, Energy, and Healthcare sectors, Siemens IT Solutions and Services develops comprehensive and industry-specific IT solutions and integrates them into the customer's IT infrastructure. In addition, the IT specialist offers a complete range of services and solutions for public sector organizations, financial services providers and the service industry, as well as for telecommunications and media companies. Customers of Siemens IT Solutions and Services profit from a complete range of IT services from a single source. The ability to provide both industry-specific solutions and cross-industry IT services is one of the fundamental strengths of the IT service provider. The portfolio covers the entire spectrum, from consulting and systems integration through to full IT infrastructure management and software development. In this way, Siemens IT Solutions and Services helps its customers improve the effectiveness of their business and lower costs.

Making a meaningful difference in Canada.

We make our home in 190 countries around the world. Here in Canada, we feel very strongly about the responsibility of companies to become integrated into the fabric of the communities in which they operate.

"The art of giving" is a way for us to return the goodwill we feel in the places we work. We are honoured to be a part of important causes in communities across Canada – as an employer and client, as an investor, and as a supplier of products, solutions and services. As a good corporate citizen, we play an active role in sustaining society's development while safeguarding our future as a company. We take our societal responsibilities seriously, engaging in wide-ranging education, community aid, environmental and arts and culture programs at home and globally.



Siemens is a richly varied organization with employees and customers in nearly every country in the world. Our far-reaching presence reminds us that our company plays a meaningful role in society, where business excellence, sustainability and environmental stewardship go hand in hand with good corporate citizenship. To achieve this, we maintain a dialogue with business leaders, students and various organizations worldwide. Understanding what is important to them enables us to help in ways that truly make a difference. Within education, science and math are priorities for us and have led to key partnerships with universities and colleges across Canada.

Through our two principle corporate responsibility programs, Siemens Caring Hands and *Generation21*, we aim to:

- Enhance the lives of Canadians through philanthropic endeavours that align with key business building initiatives.
- Raise the awareness of Siemens as a strong corporate citizen and employer of choice that conducts business in a responsible way.
- Instill pride in our employees by offering support, tools and incentives to engage them to contribute to CSR endeavours.

Siemens Generation21

As a knowledge-based company, whose success relies heavily on research and innovation, Siemens sets increasingly high educational standards for our employees and we are equally committed to promoting improved education around the world.

To meet the mounting challenges of today's society and those of the coming decades, future generations will require new and constantly evolving knowledge and skills. With Siemens' worldwide education program – *Generation21* – we support education in preschools, primary and secondary schools, universities and colleges through partnerships and expertise-sharing initiatives.



Siemens Caring Hands

Our success provides us the privilege to contribute and give back to society. We continually do this in a variety of ways including donations, volunteerism, sponsorships, products, and expertise sharing. We established the *Siemens Caring Hands* program in 2005 to coordinate and bundle these activities worldwide, and in 2010 we formed the Caring Hands Employee Committee to further unite our Canadian efforts from coast-to-coast. Our employees' commitment to volunteering is an important component of Caring Hands programs throughout the year including Communitygiving Challenge, Hope for Holidays, Earth Day, Great Strides™ Walk and Greatest Community Supporter Contest. *Siemens Caring Hands* is part of our corporate responsibility and demonstrates the role the company plays in enhancing the lives of Canadians every day.

Siemens Caring Hands represents a culture of giving that is cultivated by Siemens in Canada. The program encompasses employee volunteer projects, disaster relief measures and support for humanitarian and environmental non-profit organizations.

Over the past number of years, Siemens Canada has made a significant impact in enhancing lives through charitable activities. From donating thousands of toys and pounds of food to disadvantaged children and families, to a pledge of more than \$120,000 towards disaster relief in 2010 alone, Siemens and its employees regularly demonstrate a display of passion.

For over 14 years, Siemens has been a very active supporter of its charity of record, Cystic Fibrosis Canada. Siemens is a National Team Partner of the annual Great Strides™ Walk and through our partnership have raised more than one million dollars to aid research in the fight to find a cure for Cystic Fibrosis (CF).

Siemens Canada won the Julia Award in 2004, in recognition of the company's ongoing commitment and dedication to the fight against CF. In 2008, the company was awarded the Foundation's Community Champion award for its long-standing support.



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 Further information is available at www.siemens.ca.