



CANADIAN RESEARCH  
INSIGHTS COUNCIL  
LE CONSEIL DE RECHERCHE  
ET D'INTELLIGENCE  
MARKETING CANADIEN

## CEO Declaration of Compliance with CRIC Standards

I certify that based on my knowledge and having exercised reasonable diligence Viewpoints Research Ltd. has reviewed the requirements of the [CRIC Canadian Code of Market, Opinion and Social Research and Data Analytics](#) (the "CRIC Code") and the [CRIC Public Opinion Research Standards and Disclosure Requirements](#) and that Viewpoints Research Ltd. fully complies with these CRIC Standards. By adhering to the CRIC Standards, Viewpoints Research Ltd. is also committed to following the [CRIC Pledge to Canadians](#).

Name of CEO: HEATHER FRASER

Signature of CEO: 

Date: September 15, 2023