



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 Pivotal Research Inc 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 Pivotal Research Inc fully complies with these CRIC Standards. By adhering to the CRIC Standards, Pivotal Research Inc is also committed to following the [CRIC Pledge to Canadians](#).

Name of CEO: Jihad Melhem

Signature of CEO: 

Date: October 17, 2024