Rob McEwen's Presentation to:

NYC SME's 9th Annual Current Trends in Mining Finance Conference: Seeking Certainty in an Uncertain World. May 21, 2024

Become a Nudist, Stop Mining

Are we Relevant, is Mining Relevant?

We all know the answer.

Unfortunately for us, most of the world is blissfully ignorant of this fact and frankly they do not care!

Because they have been conditioned to Hate us!

Here is a view of our world without mining.

Click on Video



Perhaps this scenario might be fun, but for only briefly on a warm, sunny afternoon. Modern civilization would cease to exist without mining.

Our opposition also wants to shut down the industry that powers our business, and that is also essential to modern life, the oil & gas industry. So, just to emphasize the point that what comes out of the ground is the foundation for our life. Here is a view of what would happen when you also take hydrocarbons out of our lives. Click on VIDEO



Our world without mining and oil & gas presents a very dystopian view of the future! Modern civilization would experience a catastrophic collapse.

The majority of those calling for the end of these industries have no appreciation of how chaotic and desperate their lives would become should they succeed. It would be a classic and extreme example of unintended consequences.

I believe we have a real opportunity to alter the public's opinion to view our industry in a more positive light. How, by helping our opposition to see and grasp the enormity of the impact on the lives of everyone. CLICK on VIDEO



We must admit that our opposition has been enormously effective aligning public opinion against us!

This is particularly true with today's youth who from the tender age they enter kindergarten on thorough school and for the rest of their lives are told constantly that mining is *consuming the world, destroying its fragile ecosystem and it must be stopped! But they never hear about mining's contribution to everyone's life!*

They view our industry as a *dirty, outdated process* where large corporations take the lion's share of the profits and that it's just a quick cash grab for *some depressing work*, *slaving away* with a *pickaxe in the dark* all day.

Yes, Changing the public's deep rooted negative perception is a formidable challenge. But if we do not change our ways, I believe this negative chorus will only grow increasing louder and make it much harder for us to operate our mines.

So, let's make our lives less confrontational and work on fixing the public's complaints of our industry.
I am optimistic that we can change our industry.
We can move mountains with our machines,
we should be able to change opinions with our actions.

Fortunately, our industry is home to many entrepreneurs who persist in finding solutions to difficult problems.

We need to accept that, We live in a Show Me World!
And that nothing stays hidden from the web for long.
I strongly believe that by utilizing the media tools used by our opposition against us we can reach a much, much, larger audience than we have in the past to show our best.

To Show that we are better stewards of the environment than they believe,
To show that what we mine is used in tens of thousands of products that support our modern lifestyle,
To show, how our products are used in the manufacture of the technologies and equipment used to combat climate change.
To Show, life without mining and without oil & gas

We can *take inspiration from successful examples* of where a new approach, a new model dramatically changed the public's perception and gained acceptance.

I offer you Uber as a *terrific example of completing a rapid worldwide transformation of an old industry*. It achieved this success by addressing and eliminating the many complaints about taxis and delivering a much more satisfying customer experience.

Tesla is another example where it compelled the public and entire automobile industry to embrace the promise of electric vehicles. It created a computer on wheels, encased in a sexy shell, that accelerated like a racecar, had features like no other, simplified the purchase process and replaced the visit to the gas station with an electric wall plug.

Here my 10 recommendations to help make mining become relevant to the public and counter the impact of our shrinking workforce.

1.Surprise the Majority

Most people have *no idea* of their everyday connection to our industry. Let's **Wow** them by showing the *vast range* of products that modern civilization utilizes every day that are made from minerals, including those used in technologies to combat climate change ;

2.Broaden Our Reach & Turn up the Volume

Create *new audiences,* By Demanding that our suppliers *play an active role* in telling their clients and the public about the benefits of mining. I am talking about getting *our lawyers, accountants, investment and commercial bankers, consultants, stock exchanges, and unions to commit time and* money to promote the benefits and need for mining.

This is common practice in the grocery business and is called listing fees. It is the cost to get a producer's product on the shelf.

3. Showcase our Protection of the Environment

By providing vivid illustrations of some of industry's excellent examples of reclamation and our ongoing efforts to protect the environment while operating.

4. Sharing the stories by community

Of businesses and services that have blossomed because of our mines. Of how the lives in the local communities have improved. Of the joy of parents seeing there is local employment opportunities because of our mines for their children rather than seeing them leave to find work in distant urban centers.

5. Educating the educators & other influencers of the young

To See the critical and positive connection between our industry and their lives and their desire to stop global warning. At the same time, showing them the many career paths offered by our industry.

6. Making Remote sites an Attractive Destination

To attract top talent, we must step up our game by offering comfortable accommodation that can represent a financially attractive alternative to home. Here is an example from the Oilsands in northern Canada – free room and board, great food, multiple recreational facilities, social activities, and education opportunities.

Click on VIDEO



7. Compensation & Career Path

Highlight the high pay and the high probability of Rapid career advancement due to the shrinking workforce and noting that there is far less competition in mining than in many other industries.

At a time when many young graduates are uncertain if they will ever be able to earn enough to buy a home or condo, joining the mining industry, even for a short time, could allow them to build their bank account faster.

8.Join forces

with the oil & gas industry to fund marketing as we have a common goal of improving the public's opinion.

9. Pressure Governments

We need to Push hard on our elected representatives to become big promoters of mining. We need their support, but they appear to be blind to our contribution to modern life and the risk to the standard of living their fellow citizens.

If they are truly serious about securing supply lines of minerals to feed our industries they must encourage the development of our own domestic natural resources first, then consider funding development in other countries.

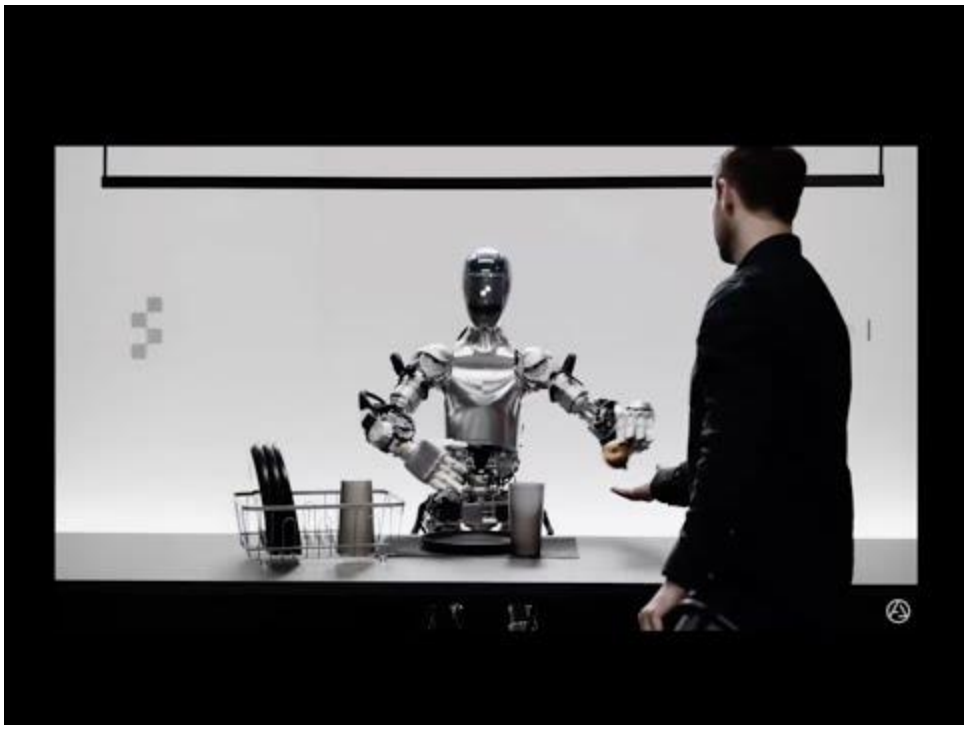
10. Dealing with a Shrinking Workforce

Think about *how to replace the shrinking workforce with machines.* Greater automation, autonomous vehicles & equipment, robots and AI.

We are facing a technological imperative today.

Let's Watch this AI powered robot *speak and do tasks that it was not programed to do* by lines of code but rather learned to do the requested tasks by accessing the cloud and responding to the individual in the video.

Click on Video

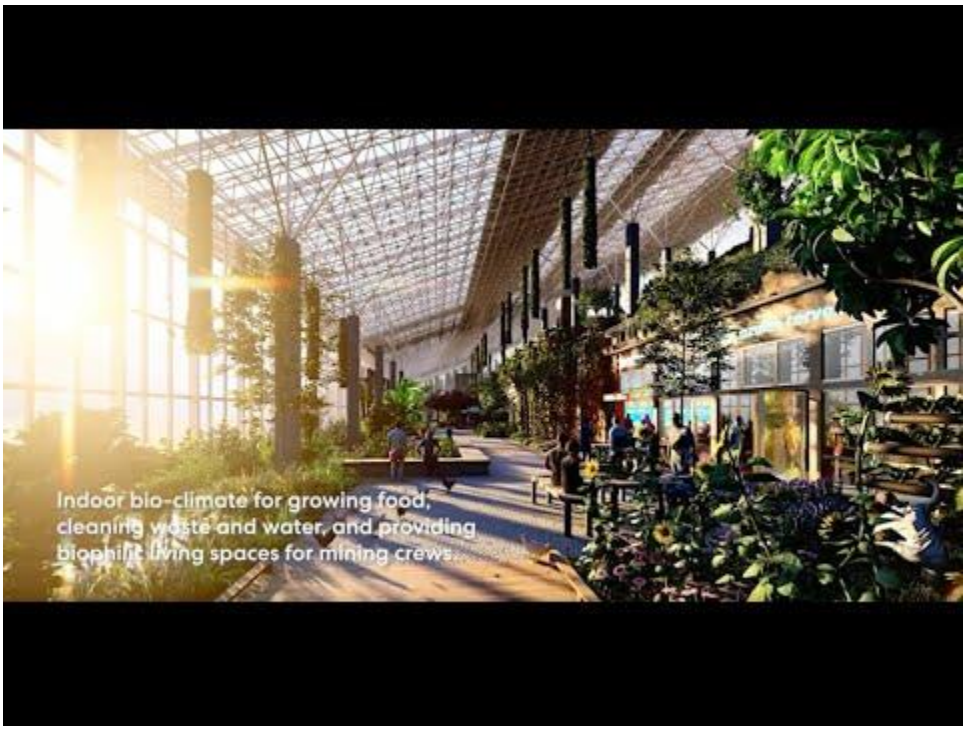


This is an example of what will be coming to work at the mine next door to you, ***sooner than you think.***

Last year, I shared with you our approach to developing our large copper project in Argentina.

Today, I want to show you *how we have advanced that messaging and approach*

Click on Video



Ladies and Gentlemen, ***it is time for us to get up on the global stage*** with **a different message, a positive message.**

We are relevant and **it is our responsibility** *to make sure the world understands* that **we are an essential activity**, critical to sustaining the modern world and that *we offer compelling career opportunities for the young* who are **ambitious, talented, and technologically inclined!**

Working to improve the public perception of our industry will prevent much of the world from becoming Naked, homeless, and hungry!