

5. KEY PERFORMANCE INDICATORS

The Company continuously reviews and monitors its activities and key performance indicators, which it believes are important to measuring the success of the implementation of its operating and financial strategies. Some of the Company's key financial performance indicators are set out below:

Key Financial Performance Indicators	2007	2006
Sales growth	2.0%	3.1%
Sales growth excluding the impact of tobacco sales and VIEs ⁽¹⁾	3.2%	4.3%
Basic net earnings per common share		
from continuing operations growth (decline)	811.6%	(91.8)%
Adjusted basic net earnings per common share		
from continuing operations ⁽¹⁾ (decline)	(14.5)%	(11.4)%
Free cash flow ⁽¹⁾ (\$ millions)	\$ 620	\$ 27
Net debt (excluding Exchangeable Debentures) ⁽¹⁾ to equity ratio	0.96:1	0.96:1
Return on average common shareholders' equity	12.7%	1.3%

(1) See Non-GAAP Financial Measures beginning on page 55.

In addition, other operating performance indicators include but are not limited to: same-store sales growth, operating and administrative cost management, new product development, customer service ratings, product return rates, production waste, production efficiencies and market share.