

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	2008	2007
Sales growth	4.8%	2.3%
EBITDA ⁽¹⁾ (\$ millions)	\$ 1,837	\$ 1,525
EBITDA margin ⁽¹⁾	5.7%	5.0%
Basic net earnings per common share from continuing operations growth	88.2%	415.4%
Free cash flow ⁽¹⁾ (\$ millions)	\$ (219)	\$ 379
Net debt (excluding Exchangeable Debentures) ⁽¹⁾ (\$ millions)	\$ 3,569	\$ 4,732
Net debt (excluding Exchangeable Debentures) ⁽¹⁾ to equity ratio	0.58	0.96
Return on average common shareholders' equity	13.3%	7.9%

(1) See non-GAAP financial measures beginning on page 46.

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; production waste; production efficiencies; and market share.