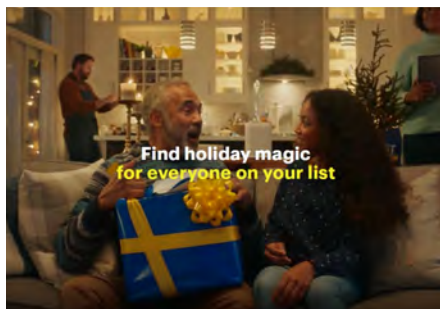


Best Buy brings the magic of tech to holiday shoppers across Canada.

We're proud of our multi-layered, omni-channel strategy tailored to our customers' purchase journeys, creating meaningful touch points during our prime holiday shopping events.

- **With our TV/online brand spot, closed caption spot, digital out-of-home and radio**, we will reach 96.69% of our target market, who will see one of our ads at least 28 times over the campaign period.
- **With our digital marketing campaigns**, we will deliver 5.7 billion impressions to highly engaged Canadian holiday shoppers, gift givers, and technophiles - 4 times a day with brand video and promotional event messages.
- **On our website, our holiday gift guide** is helping shoppers find the best gifts for their loved ones at amazing prices, while our Top Deals experience is dressed to showcase the season's hottest deals.



Start planning for 2022

We are launching new and exciting vendor opportunities to help drive your business.

- **Latest & Greatest Tech program** is expanding even further.
- **Sales events:** We are taking our events to the next level with a "more than just a sale" approach. Gifting, seasonal and promotional events will have new tiered packages to maximize your exposure during key shopping moments.
- **Content creation** will be a focus and new Show & Tech video templates will be available.
- **Sponsored products** will continue to be a focus providing ongoing support year-round, driving premium exposure and conversion at the product level.

Connect with your Category Leader to discuss how we can partner and plan to win 2022.

Tech Wonderland

We created an all-new Tech Wonderland this year, bringing holiday magic to Toronto and Montreal families and holiday shoppers.

Media and public feedback from the events has been incredible. The events generated lots of earned media and social media buzz and excitement.

Families flocked to have their photo taken with Santa in his new **Google** smart sleigh. The holiday village experiences by **Microsoft, Sony, Oculus, and Telus** were a huge hit.



Mariah and her family at the Toronto Tech Wonderland in Santa's Google smart sleigh. Mariah designed our holiday gift bags.



Best Buy had record Q3 results

Our 3rd quarter had a series of firsts for Best Buy Canada:

- operated our **1st same-day delivery program** in major Canadian markets.
- **added two new mobile carriers**, for the 1st time in a decade.
- graduated our **1st cohort of female retail leaders** from our LIFT program.
- sold our **1st Geek Squad service online**.
- rolled out **paper bags** nationwide in our stores.
- launched our **1st mentorship and acceleration program (MAP)** for vendors – specifically for Black and Indigenous entrepreneurs.

Jason Abrams
SVP Merchandising



'Tis the season...

After a **record-breaking Q3**, we are ready to **bring the magic of technology** to Canadian shoppers this holiday.

We're also excited about our **Circular Economy program** which will help you to reduce the costs of returns, while saving tons of consumer electronics from landfills.

Wishing you and your family a great holiday season.

Jason

Innovation Corner.

At Best Buy, we have a proud history of innovating and we love to be creators and early adopters of the best ideas and initiatives.

Holiday gift wrap bags



Canada's first ever paper bag that turns into gift wrap **is in Best Buy stores now.**

This bag was designed by a seven-year-old Mariah a member of BGC Canada (formerly Boys & Girls Club), in celebration of our 20th anniversary of partnership. The 25 cent cost of each bag will be donated to BGC Canada.

By purchasing bags and using them as wrapping paper, customers can reduce waste and help give back to their communities. Get your bag, while supplies last.

Vendor Partner News



In the news: recent media coverage

Black Friday Broadcasts

- **Interview: Sunridge Store Leader Cooper Holm**
CTV Calgary - Reach: 1,104,439
- **Stores Kick off Black Friday**
CTV News Channel - Reach: 3,546,000
- **Interview: Kitchener Asst. Store Leader Chris Brown**
CTV London - Reach: 705,000



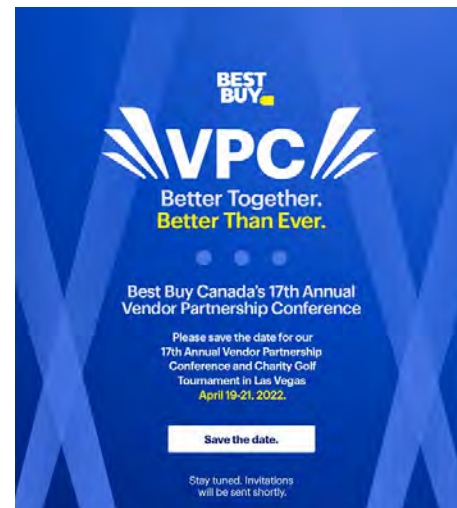
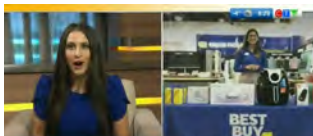
Holiday Broadcasts - Best Tech Gift showcases

- **Computers:** CTV Vancouver - Reach: 3,166,642
- **Computers:** CTV Edmonton - Reach: 1,759,365
- **Tech gifts:** CTV Winnipeg - Reach: 144,143



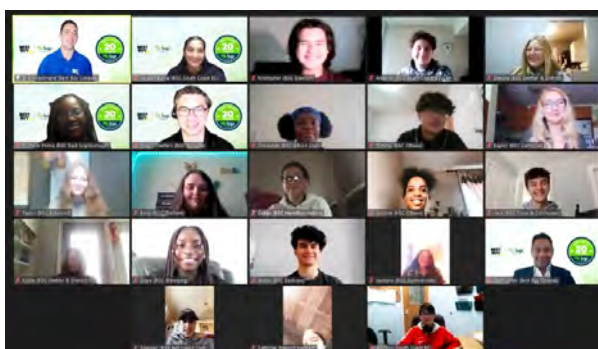
Articles

- **B.C. shoppers expected to flock to malls for Black Friday**
Business in Vancouver - Reach: 256,000
- **Wearing too many hats at your small business?**
National Post - Reach: 5,210,000
- **How to get on the smart home bandwagon.**
National Post - Reach: 5,210,000



We hope to see you at the Vendor Partner Conference in Las Vegas, in April 2022.

We hope you can join us for an action-packed conference filled with strategy, reconnection, and giving back. Look out for information regarding sponsorship opportunities in early December.



Best Buy Grade 10 Scholarships

For 20 years, we have partnered with BGC Canada (formerly Boys & Girls Clubs) to award twenty scholarships to Club members across Canada.

This scholarship program is offered at the Grade 10 level and is designed to help students see post-secondary education as an achievable goal when thinking about life after high school. Scholarships are awarded to youth based on outstanding contributions to their Club and community, academic standing, and financial need.

Since the program began, we've helped more than 400 youth access post-secondary education by investing more than \$3 million in scholarships.

Last month, we celebrated our 2021 scholarship recipients during a virtual event where Zayn Jaffer, Category Officer presented them with their scholarships along with a gift card to purchase a new laptop. We are thrilled to be able to support these outstanding students and we congratulate all 2021 BGC members on their accomplishments so far.

Special thank you to our partners at Bose for donating wireless speakers to each student who received a scholarship this year.



Mountains of toys donated across Canada for the holidays

An impressive 82 Best Buy locations are holding toy drives across Canada this year. Participating stores act as a collection point for toy donations and work with local organizations to make the holidays a little brighter for kids in the community.

This year, we partnered with **CTV's Toy Mountain** in Vancouver, Winnipeg, Ottawa, and Toronto, as well as **Santas Anonymous** in Edmonton, and **The Women's Centre** in Calgary.

Best Buy Canada has supported CTV's Toy Mountain for 15 years, and over that time our employees have collected more than 45,000 toy donations.

We're delighted to be supporting these initiatives again this year. **To contribute toys to these initiatives, please visit your local Best Buy.**

Best Buy Marketplace

Sell with Best Buy Marketplace - Here's how:

Apply to sell

BestBuy.ca/Marketplace

Circular Economy

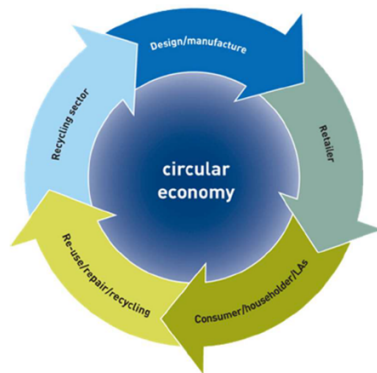
Deep Dive

How to optimize your product returns and help the environment

At Best Buy, we are tackling multiple initiatives to promote sustainability and improve our relationship with the environment.

The Circular Economy program plays a big part in that effort. This innovative project is a system where nothing is wasted. It follows the principles of "re-use, reduce, and recycle".

We try to keep products in use for as long as possible, and extract the maximum value from the products while in use, and then recover and recycle products and their materials at the end of their lives.



The Circular Economy program will help you to reduce costs while making contributions to the environment.

Let's be carbon neutral by 2040.

In Q3 this year alone, our Best Buy's circular economy collected and recycled more than 48 million pounds of consumer electronics. We also kept more than 600,000 devices in use longer via trade-ins and repairs.

Jay



Jay Lehal
Director
Service Centres,
Reverse Supply
Chain & Lean

Improve your profitability.

By leveraging Best Buy's Geek Squad services and our unique Marketplace opportunities, we've designed a program to significantly improve your profitability. Best Buy has developed a way to lower costs, speed up recovery, and, best of all, to meet the growing customer demands for second-hand products.

Eric

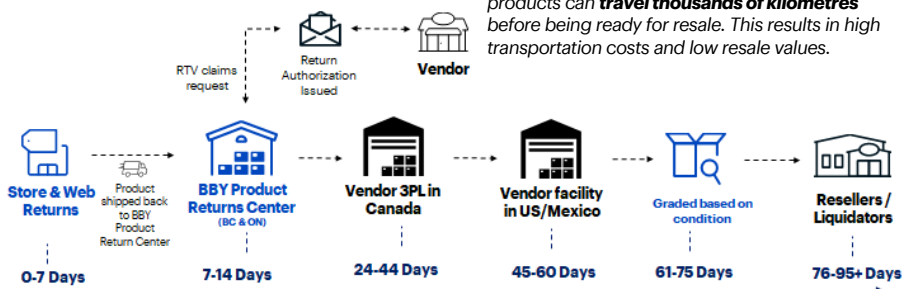


Eric Park
Director
Marketplace
Programs

To join the Circular Economy program, please contact your Category Leader or reach out to [Eric Park](#).



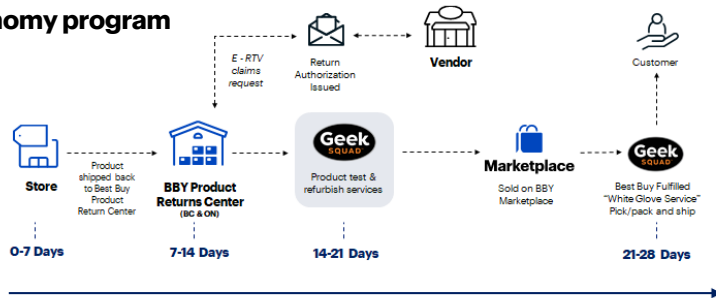
Typical Return to Vendor (RTV) Flow



Without ideal systems and infrastructure, returns and refurbishments can be costly, take time, and generate harmful waste. Most Canadian returns are consolidated and sent to facilities outside of Canada. This reverse logistics chain is inefficient, takes time, and results in low recovery. Unfortunately, not all products can be repaired and resold. This can not only be a financial loss for you, but it adds to the growing problem in our landfills.

The Circular Economy program

With this program, we deliver products with a faster time to market and lower costs, and higher recovery by selling on Canada's popular online destination for consumer electronics.



At Best Buy, we believe there is a significant opportunity to benefit everyone involved, including you and our customers - while reducing waste and cost.

- **Leverage our qualified Geek Squad for repairs and refurbishments.** Our agents have unmatched service repairing and refurbishing technology. They are conveniently based in two Canadian locations that also serve as logistics centres. This allows for efficient storage and order fulfillment.
- **Quality testing - trusted by Canadians.** As Canada's preferred retailer for consumer electronics, you get the benefit of customers already searching for technology on our website. By partnering with Best Buy, your returns get quality testing at competitive pricing. You will minimize your logistics spending and reduce your company's impact on the environment. Non-saleable product can be shipped back to you or disposed based on your instructions.
- **Faster back to market.** The circular economy program gets products back on the market within 3-4 weeks.
- **Sell online on Best Buy's Marketplace.** Once repaired, the product is ready for sale on BestBuy.ca without incurring the costs of extra shipping and handling. Our Geek Squad and Marketplace teams provide a complete turn-key white glove service where we setup and operate your Marketplace store, provide storage, pick & pack, fulfill the orders, and even accommodate customer inquiries and handle customer returns.