Vendor Partner News



Seasonal Events

Our events are a great way to drive your product consideration with customers looking to be inspired during key shopping moments.

We offer many opportunities for you to guarantee your presence.

Here are the deadlines for participation confirmation in our upcoming events:

- Father's Day April 15 / live date: May 20-June 19
- Play at Best Buy April 22 / live date: June 3-30
- Summer April 29 / live date: May 27-July 14
- Back to School coming soon, stay tuned!

Dedicated Agency Support

Do you work with an advertising agency to increase your brand awareness?

We have recently added dedicated support so you can to harness the power of our audiences and drive your brand message on BestBuy.ca through programmatic media buys in conjunction with your preferred agencies.

It also makes it easier for you to run your TV spots on our in-store TV network.

Please reach out and send an email to **Bruna Bichara at <u>ad-sales@bestbuycanada.ca</u> to
introduce us to your agency and explore our new
agency-specific advertising opportunities.**

Jason Abrams SVP Merchandising

It keeps on getting better.

Every day, we aim to inspire and support Canadians, with the latest & greatest tech. As the country's leading technology retailer, we're obsessed with evolving our business to exceed customer expectations... from fast and convenient shipping, to our immersive in-store experience, to Geek Squad team and In-home Advisors.

What's next? I look forward to sharing our future-focused strategy and key focus areas with you at the Best Buy Vendor Partner Conference from April 19-21 in Las Vegas!

lacon

BEST RUV-

Canada business update: Q4 FY22

Year-over-year customer satisfaction

"Our teams showed remarkable execution and dedication to serving our customers throughout the important gift-giving season," said **Corie Barry, Best Buy CEO.** "In Q4, we drove improvement in year-over-year customer satisfaction metrics across almost all areas, particularly for in-store, online, and chat experiences. We reached our fastest holiday delivery times ever, shipping products to customer homes more than 25% faster than last year and two years ago. I am truly grateful for, and continue to be impressed by, our associates' dedication, resourcefulness, and flat-out determination." **READ MORE**

In Canada, we delivered a number of initiatives:

- Delivered 785 on-site ad campaigns, and our first non-vendor in-store video ad with Interac.
- Boxing Week saw +56% growth, and the ten days from Black Friday to Boxing Day Week was 23.3% of all O4 sales!
- Introduced a simplified 30-day return policy.
- Added FedEx at stores: more flexibility and capacity
- Customers can now see Quick & Easy Pickup status updates on our website.
- Reassorted movies to focus only on new releases.
- Launched our digital content strategy to grow richer content on TikTok and other social media.
- Participated in toy drives in 83 stores across Canada.
- Trained 3,450 retail seasonal employees.
- Raised more than \$87,000 on Giving Tuesday for causes that matter most to our people.
- Received Call2Recycle's Leader in Sustainability award for diverting 7.2M kg of batteries from landfill.

Read more in the "deep dive" about our sustainability initiatives...



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.

Happy Hour

New Marketing program drives in-store sales with one-hour promotions.

In February, we leveraged the happy hour concept popularized in the dining industry - and adapted it to the retail technology space in order to increase customer engagement in our stores with our promotions and to drive sales and urgency.

We took advantage of our new digital price tags, as we are now able to turn on and off our price tags during the key timing of Happy Hour in our stores.

The results? Our Instagram polls had 40,000 votes for which products to feature for our pilot Happy Hour. We had 6.2 million impressions for the Happy Hour promotion over the past 60 days.

Seven winning SKUs were highlighted over our first Happy Hour event. A whopping 45% of the product description page (PDP) visits were during those five hours, over the entire 60-day period!

With so much success with the pilot, we plan to continue this marketing program once a month with our largest budgeted promotional events.

Are you interested in being part of our next "Happy Hour" promotion? Contact your Category Leader for more information.

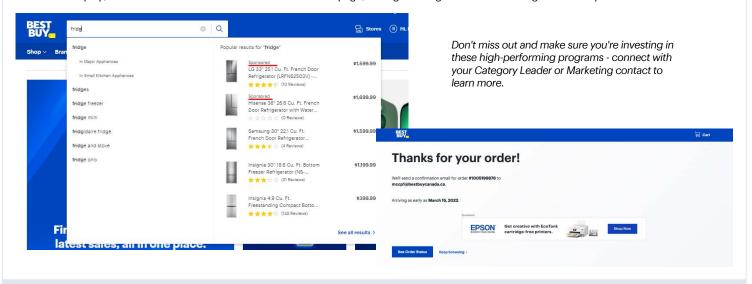
Vendor Partner News



Enhanced Advertising Opportunities on BestBuy.ca

Our programs are constantly evolving and delivering better performance. We are thrilled to present our new placement for sponsored products, now on the search menu fly-out providing high view-ability and relevancy.

For onsite display, we have a new ad unit on our order confirmation page, driving amazing results due to its high view-ability.



Congratulations to our School Tech Grant recipients

At Best Buy, we're committed to building brighter futures through technology. With our School Tech Grants program, we're doing our part to connect schools with the right tech to keep students motivated and empowered as they learn and grow. From over 750 applicants, we selected 23 elementary and secondary schools from across Canada to receive grants of up to \$10,000 each, or **Samsung Chromebook** packages.

In February, we announced the 23 schools that will receive a combined \$230,000 in support for new technology to engage and inspire learning. Congratulations to the following schools - and thank you to Samsung and Google for the collaboration!

Elementary Schools

- Bishop Klein Community School Saskatoon, SK
- · Central Spryfield Elementary School Halifax, NS
- Danforth Gardens P.S. Scarborough, ON
- Eatonville Junior School Toronto, ON
- École de l'Harmonie-Jeunesse Ste-Anne-des-Plaines, QC
- MS Hetherington Public School Windsor, ON
- Our Lady of Fatima Calgary, AB
- Pringle Creek Public School Whitby, ON
- Qaqqalik School Kimmirut, NU
- Squiala Elementary School Chilliwack. BC
- St. Joseph's-Alexander McKay Elementary School Halifax, NS
- St. Theresa School Wabasca, AB
- Suwilaawks Community School Terrace, BC
- Secondary SchoolsAttagoyuk Ilisavik Pangnirtung NU

Secondary Schools

- Dalhousie Regional High School Dalhousie, NB
- David Thompson Secondary Vancouver, BC
- École Joseph-François-Perrault Quebec City, QC
- La Salle Intermediate and Secondary School Kingston, ON
- Nelson McIntyre Collegiate Winnipeg, MB
- North Island Secondary School Port McNeill, BC
- Sutton District High School Sutton, ON

The schools receiving a Samsung Chromebook package are:

- Beaconsfield Middle School Saint John, NB
- Yellowquill School Portage la Prairie, MB



The robotics team at Hetherington Elementary in Windsor, Ontario proudly display their robotics projects. Click **this link** to hear directly from the students and teachers at Hetherington Elementary.

Sustainability

Deep Dive

Our commitment to the environment

Our Mission:

We all have a role to play in preserving our planet. At Best Buy, we are committed to being an environmentally responsible organization.

Best Buy Canada's Sustainability Objectives:

- Adapt and evolve our business to reduce carbon emissions.
- Adopt practices to reduce waste.

20%

We are proud to work with our US partners to achieve our enterprise sustainability goals: 75%

Reduce carbon emissions in our operations 75% by 2030 (over 2009 baseline) to be carbon neutral by 2040.

Reduce carbon emissions for our customers 20% by 2030 (over 2017 aseline) saving \$5 billion in energy costs.





Repair

We want to help customers extend the life of their products, and we do this using the skills of our Geek Squad Agents and repair partners.



Trade-In

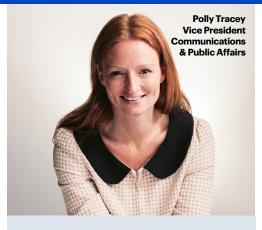
We offer a trade-in program where customers can trade in their current working device at a participating Best Buy store and get a gift card to use towards their next purchase.



E-Waste and Battery Recycling

We partner with EPRA and Call2Recycle to help Canadians recycle and sustainably dispose their electronics and batteries across the country. Customers can recycle their tech items at participating Best Buy locations even if they weren't purchased from Best Buy.

In 2021 Best Buy Canada recycled more than six million pounds of electronics.



Together we are working towards being carbon neutral by 2040.

We're pretty excited over at Best Buy to **challenge ourselves to be more sustainable in every part of our business.** It's fun work because it requires problemsolving, creativity and cross-functional collaboration.

And it involves you too! We've loved hosting vendor sustainability leads at our Green Team meetings to find out how we can amplify and share your environmental messaging and goals. If you'd like to join our next one, please get in touch.

Polly



