

## 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 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 [ad-sales@bestbuycanada.ca](mailto:ad-sales@bestbuycanada.ca) 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!

**Jason**



## 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 Q4 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 SKU s 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.**

## 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.

The image shows a screenshot of the Best Buy website. On the left, a search menu for 'fridge' is visible with categories like 'In Major Appliances' and 'In Small Kitchen Appliances'. The main search results show 'Popular results for "fridge"' with several sponsored refrigerator models and their prices. On the right, an order confirmation page is displayed with the text 'Thanks for your order!' and 'We'll send a confirmation email for order #1005199876 to mccptj@bestbuycanada.ca'. Below the order confirmation, there is an advertisement for EPSON EcoTank printers.

Don't miss out and make sure you're investing in these high-performing programs - connect with your Category Leader or Marketing contact to learn more.

## 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 Schools Attagoyuk 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.

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.

**20%**

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



**Polly Tracey**  
Vice President  
Communications  
& Public Affairs

#### 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 problem-solving, 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**



#### 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.

### BEST BUY | Green Team Progress

At Best Buy Canada we're committed to adapting and evolving our business to reduce our carbon emissions and waste. Here are some of the initiatives we're proud to have accomplished in 2021.

- We introduced our first Green Tech Event during Earth Month to promote green vendors and energy saving products
- We removed all BPA and BPS paper from our stores
- We launched a sustainability page on bestbuy.ca
- We added guidance to vendor selection for Goods-not-for-resale (GNFR)
- We recycled 6,198,349 lbs of electronics
- We introduced route logic to save 1,008,050,000 kilometers and reduced the average distance per shipment by 105 kilometers
- We increased awareness around our recycling program through engaging youth and influencers
- We expanded our circular economy program (including trade-in and second life) to extend the life of products and reduce waste
- We signed Microsoft's CEO Pledge to divert retired corporate laptops to children and youth
- We introduced paper bags in all stores
- We partnered with the HP Refresh Program to encourage customers to donate unused laptops to schools
- We introduced water filling stations in all locations to reduce the need for single use plastics
- We refined our Blue Box program for vendors
- We adopted a new store break-down process to help recycle everything possible
- We are developing carbon reduction analytics
- We introduced environmentally friendly SWAG options at all virtual events and included the option for attendees to plant a tree

### BEST BUY | 2022 Green Initiatives

At Best Buy Canada we're committed to adapting and evolving our business to reduce our carbon emissions and waste. Here are some of the initiatives we're tackling in 2022.

#### Focus on products to help customers make sustainable choices

- Create online experience for EV products
- Introduce energy rebate localization on our website
- Integrate shoppable green products into seasonal experiences
- Create a sustainable tech section in stores and online

#### Increase our overall efficiencies

- Join the EV100 Pledge to move to an EV fleet by 2030
- Analyze alternative power options for our stores

#### Reduce waste

- Continue to build out our circular economy program
- Expand customer product recycling programs to include ink and toner
- Introduce reusable bags in our stores
- Expand our trade-in program to include B2B opportunities
- Introduce comprehensive waste recycling options at all stores
- Launch TV box recycling program to reduce purchasing new packaging for returns
- Reduce paper waste at our stores

#### Engage our employees, customers, and partners

- Launch a Green Ambassador program for our store employees
- Introduce sustainability training for all employees
- Host a Green Hackathon for our employees
- Introduce environmental award at our annual Vendor Partnership Conference
- Increase awareness about our programs that help reduce, reuse and recycle
- Host an employee green challenge
- Share Green Team minutes and actions after every meeting