

# Vendor Partner News



## Tech Wonderland 2.0: Best Buy takes to the sky

This December, Best Buy Canada will be hosting an unforgettable spectacle in the sky for customers, partners, team members, and the community.

Vancouver will experience the lights and magic of the holidays through a two-night drone show and month-long light installation in a high traffic area, downtown. We'll tell a festive story about how tech gifts really are the best gifts this season in Canada's largest ever drone show.

**Interested in getting involved? Please reach out to your Category Leader for last minute opportunities.**

## We are excited to bring Top Deals badging to our in-store Digital Price Tags!

Each week, Top Deals will now be highlighted for customers shopping in-store as well as on BestBuy.ca.

For key promotional events, like Black Friday, badge messaging will be updated to mirror the event and provide pre-event price guarantees.

**Save \$25** | Was \$274.99

**INSIGNIA 5.0 CU. FT. CHEST FREEZER -WHITE**

Model: NS-CZ50W4G-C Web Code: 1434742 UPC: 600603208831 DCS:55.1.0

Top Deal

★★★★★ (5384)

**\$249<sup>99</sup>**

### Dimensions

83.25 (W) x 65 (H) x 45 (D) cm



### Features

- WIRE BASKET, DRINK HOLE
- ROLLING WHEELS AND ADJUSTABLE FEET
- PRODUCT DIMENSIONS: 22.33(W) X 33.46(H) X 21.85(D) INCHES

Manufacturer's Warranty: 1 Year Parts. Full warranty text available upon request.

**Take home today | Est. Delivery: Oct 22**

**INSIGNIA DIGITAL AIR FRYER WITH DUAL**

**PAN -7.57L/8Q**

Model: NS-AF8DBD2-C

Web Code: 15545537

**SAVE \$140** | WAS \$299.99

**\$159<sup>99</sup>**



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**Jason Abrams**  
Senior Vice  
President  
Merchandising

## The Holidays are around the corner...

We are excited to offer engaging initiatives to help to sell the latest and greatest tech gifts to Canadians this holiday. **Best Buy Explore, Top Deals, and our experiential marketing event - Tech Wonderland 2.0** are just some of the ways to showcase your products.

Read about our innovative **pilot program for Monthly Subscriptions** where customers can use and upgrade their laptop on a two year cycle.

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.*

## Best Buy Health launches the Healthy Homes Initiative



**Healthy  
Homes**

At Best Buy, we believe technology has the power to make life better – at any age, for any need. But we understand that tech can be complex. So, we're here to help make it simple.

## Introducing Best Buy Healthy Homes!

Best Buy Health has partnered with **Google and Philips** to make the benefits of smart home technology accessible for all with Best Buy Healthy Homes.

**Supporting homes of older adults and their families.** Together, we have created service and product bundles to simplify the process of bringing these benefits to the homes of older adults and their families. The bundles work together seamlessly and paired with Geek Squad Installation, it makes it very easy to get started.

**Smart Home devices can be a game changer...** for people who may have mobility issues, want additional security for their home and want video capabilities to connect with friends and family.

## New and expanded Best Buy Explore this fall.

**Best Buy Explore creates a tech playground experience for our customers to demo products** during key times of the year, like before the holiday shopping season.

In the spirit of bringing the latest and greatest tech and knowledgeable advice to our customers, we partnered with select vendors to host Best Buy Explore events at seven of our Best Buy locations from September 30 - October 2, 2022.

### Exciting tech to discover in-store



#### Sony and PlayStation.

Bring the PS5 FIFA 23 gaming experience to life, with the crisp clarity of the BRAVIA XR TV.



#### Intel.

Level up with Intel's latest wonders in gaming and computing.



#### Fitbit.

Track your energy levels with the new Sense 2 and Versa 4.



#### Therabody.

De-stress with massage devices like the new Theracool, goggles, and more.

We expect to keep expanding this initiative in 2024.

**Reach out to your Category Leader if you are interested in partnering with use for the upcoming events.**



#### Samsung.

Live in customizable colour with Bespoke's innovative kitchen appliances.



#### LG.

Enjoy craft ice with your beverages and knock on this state-of-the-art fridge door to see what awaits inside.



#### Breville.

Sample a world-class coffee, or come in on October 1 to take a Breville Barista MasterClass\*. \*Excludes Kitchen location.



#### Meta.

Step into a new reality with the groundbreaking Quest 2 VR headset.

# Vendor Partner News



## Limited edition paper bags for a good cause



If customers need to take a bag, we want to make sure it's a hardworking one.

For two of our busiest sales seasons this year, we've created unique paper bags that are both sustainable and charitable.

In August and September, our Geek Squad Academy paper bag used a QR code to direct customers to our free [Geek Squad Academy Online Learning website](#) and a contest with great STEM prizes. Bag proceeds will help provide tech to schools across the country.

For the holiday season, we've brought back our gift bag, that's gift wrap and gives back. The festive paper bag features artwork by a 9 year old BGC Club Member from Saint John, New Brunswick. Once it's been used to bring tech home, it can be cut up for second use to wrap gifts. 25 cents from the purchase of each bag goes to BGC Canada to support the thousands of Club members who access their programs and facilities. Last year's bag raised more than \$60,000.

## In the news... Best Buy Health launches [tech bundles for seniors](#)

[Read more](#)

### CTV Ottawa | Helping seniors at home with technology

We talked to CTV Morning Live host Stefan Keyes, about the latest tech for seniors. (Reach: 127K)



### CTV Vancouver | Tech Designed to Help Aging Adults

Showcasing Best Buy Health's new 'Healthy Homes' bundles. (Reach: 907K)



## Canada business update: in brief

- Launched new Dyson Store within a Store in experience stores.
- Surpassed the 425,000 active member mark and continue to see growth in enrollments with the new version of the Membership program.
- Launched our newest small-format store in Sydney (672) on October 21 with approximately 7,000 square feet of real estate and dedicated order fulfillment and Geek Squad spaces.
- Prepared to open our Edmonton (933) and Dartmouth (979) Customer Fulfillment Centres, supporting customer order fulfillment through Alberta and Atlantic Canada.
- Put the finishing touches on our LaSalle (967) renovation, which touched major and small appliances, home theatre, checkout, Quick & Easy Pickup, and other areas.
- Rolled out our new Samsung major appliance vignette in experience stores, the largest of its kind in North America.
- Released significant changes to the design and layout of product detail pages, alongside changes to how customers interact with the "Add to Cart" section.
- Released our first ever AI-driven cross-category dynamic experiences that are fully automated so customers searching on Google using long-tail search terms will start seeing relevant bestbuy.ca experiences rank high.
- Delivered timely email campaign performance tracking, and created email analytics data hub, enabling quicker insights and action through better visibility for the Marketing teams and their stakeholders.
- Deployed multi-shipment consolidation logic which reduces the number of packages delivered to one customer at a time.

## Canada's first Best Buy Teen Tech Centre hits the news

**Huge thanks to our vendor partners who supported this project to empower youth to dream big and accomplish great things: [Blue Microphones](#), [Canon](#), [CyberPower Systems Canada](#), [Facebook](#), [Google](#), [HP](#), [Logitech](#), [Nanoleaf](#), [Sony](#), [Swann Security](#), and [Western Digital](#).**

Located at the BGC Hillside Club in North Delta, B.C., our goal is to bridge the gap between the classroom and the real world, as well as to address the digital divide.

By providing the technology, the Teen Tech Centre gives teens a safe and creative place to do hands-on, project-based learning – which could help open the doors to a future career.

Best Buy partnered with an organization called the Clubhouse Network, and there are more than 45 Teen Tech Centres across North America. As a proud partner of BGC Canada for more than 20 years, it was an obvious to partner with them on our first Teen Tech Centre in the country.



This month we invited media and influencers to discover the great things happening with the teens at the North Delta Teen Tech Centre.

## Best Buy released its annual [environmental, social and governance \(ESG\) report](#).



## Our gift is working with you.

With the holiday season fast approaching, we want to thank you for your valued and trusted partnership with Best Buy. Together, we remain committed to our purpose to enrich lives through technology.

We want to remind you that gifts from vendors to Best Buy employees and contingent workers are not allowed per our [Gifts and Vendor Relations Policy](#). A copy of this Policy is available for review at [Best Buy's Partner Portal Canada](#).

Thank you for honoring our Policy and Vendor Relations standards. If you have any questions about our Policy, please feel free to contact Best Buy's Ethics Office at [ethics@bestbuy.com](mailto:ethics@bestbuy.com).

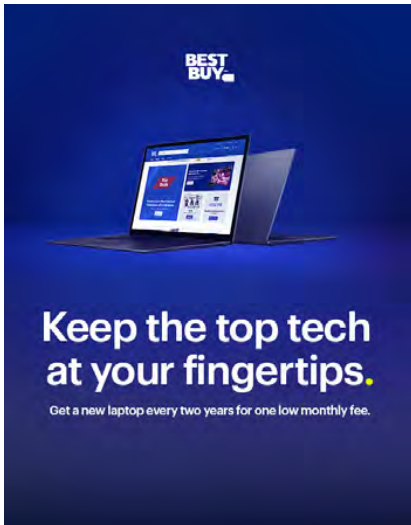


# Monthly Subscription

## Deep Dive

## Best Buy launches Monthly Subscription program

This laptops pilot program is showing great promise.



**With Monthly Subscription, Best Buy will reach a new type of customer who wants the latest technology with the ability to refresh every few years.**

**We believe Monthly Subscription will drive an even stronger relationship with customers and will allow us to attract and retain loyal subscribers** by selling, supporting, upgrading, rehandling, and reselling tech on a regular term basis.

**Starting this November, we're offering Monthly Subscriptions for laptops in all our stores (except Quebec, for now).**

Eligible customers pick the laptop they want and agree to a monthly payment plan that is lower than financing, because we agree to take their product back at the end of a predefined term.

Customers use their products, and at the end of the term, they can choose to keep their product by paying out the buyout value, or bring it back to upgrade, and **we refurbish the product and resell it on our Best Buy Marketplace**, giving it a second life.



**Mat Povse**  
Senior Vice President  
Best Buy Retail Stores  
& Operations,  
Geek Squad Services  
& Best Buy Business

**Monthly Subscription is an exciting new way to own the latest and greatest tech.**

We're thrilled by what Monthly Subscription can do for our relationship with customers.

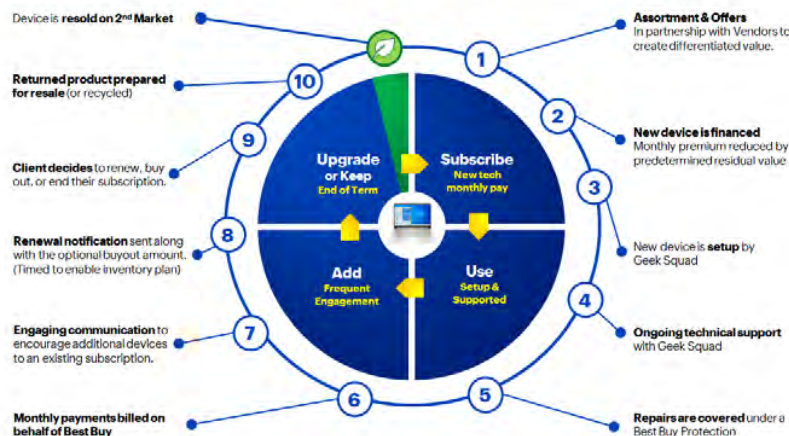
It also has the potential to increase their upgrade cycle, while giving a second life to product that can be resold on our marketplace making it part of the circular economy.

Our nationwide pilot will provide us with all of the data and feedback we need to ensure this program is built with benefits for all.

Mat

Customer	Employee	Partners	Environmental
<b>New way to own - this works for me.</b>  <b>Monthly payments are attractive</b> Growing trend in monthly-pay, pay-later, subscriptions. Generation of customers who don't need to "own".  <b>Latest technology is appealing and exciting</b> (2 years)  <b>Peace of mind</b> - "the tech I use is fully protected and supported".  <b>Small business owners</b> Expense vs. Capital	<b>Pride in brand &amp; program.</b>  <b>Places emphasis on "fostering a relationship" vs. "selling products"</b>  <b>Employees mindset shift</b> from "pressure to attach/sell" to "excited to inform".	<b>Access to engaged customers.</b>  <b>Upgrade, upscaling &amp; attach opportunities</b>  <b>Retain customers in brands &amp; ecosystems</b>  <b>Improve premium mix</b> Accessible to more buyers due to monthly pay.  <b>Predictable forecasts</b> as terms expire.	<b>Improve the lifespan of tech.</b>  <b>Used tech is refurbished</b> and resold for a second life.  -or-  <b>Unusable technology is responsibly recycled.</b>

### Monthly Subscription is made possible by 'Circular Techonomy'



We are piloting laptops and will explore other product categories in the future.

As we learn from the pilot and evolve the program, we'll provide more information for our vendor partners.

Read more at:

[www.bestbuy.ca/monthlysubscription](http://www.bestbuy.ca/monthlysubscription)