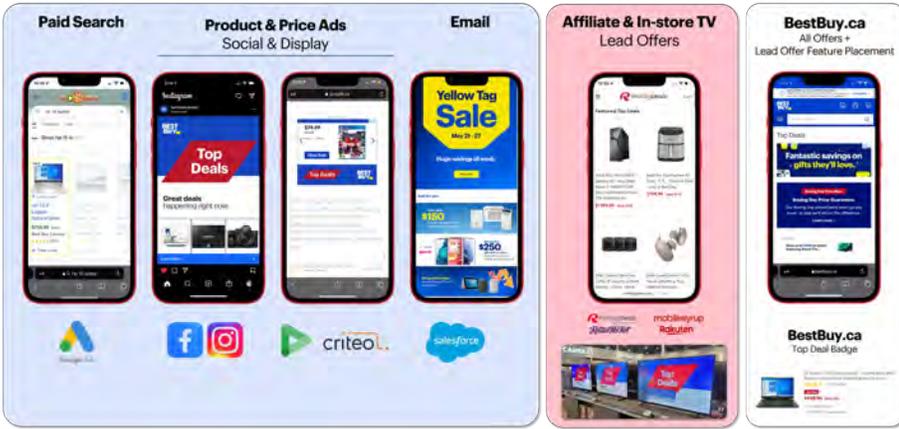


# Vendor Partner News



## Happy 1<sup>st</sup> birthday Top Deals!



Our Top Deals program recently celebrated its first birthday and it has already created an immense impact through the high quality traffic and sales it has generated. **The Top Deals program has optimized your conversion by +60 basis points than BestBuy.ca on average and +139% more revenue generation vs. the digital flyer on BestBuy.ca.** Top Deals has proven to be the best way to get your deals in front of customers, so make sure you are maximizing your participation and putting your best offers forward to fully leverage this program.



**Jason Abrams**  
SVP Merchandising

### Making it easy to shop all year around.

Now is the best time to plan your annual marketing plans with robust solutions like our Top Deals program.

We are dedicated to serving our customers with the best retail experience.

**Jason**

## Kickstart your planning for 2022.

### Contact your Category Leader to discuss your needs and priorities.

Do you want 2022 to be your best yet? Let's partner to develop an annual marketing plan to help you maximize results and deliver on your objectives. We can connect your brand with our highly engaged customers, right at the moment they are shopping.

**Our Programs include Bestbuy.ca solutions such as our new Brand Experiences, Onsite Display, and Sponsored Products, as well as Off-Site media, and In-Store opportunities.**

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

- **Latest & Greatest Tech program** is expanding even further with new packages and front of store signage opportunity.
- **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 are available.
- **Sponsored products** will continue to be a focus providing ongoing support year-round, driving premium exposure and conversion at the product level.

## Innovation Corner.

### New small store design



**We are innovating with a smaller store size and a hyper-curated assortment in this new store outside of Edmonton. The store features an all-new compact design to bring Best Buy closer to our customers.**

**The store is showing early wins with strong sales and great customer feedback.**

The new format is designed with customer convenience in mind. With a hyper-curated assortment of products, customers in Sherwood Park can purchase from Best Buy and make use of our services much closer to home than was previously possible. Customers can shop in-store, shop digitally and pick up in-store, or pick up curbside at this new location. Our expanded assortment availability is driving "Quick and Easy Pickup" (QPU).

The store features an all-in-one transactional area where our store team provides sales assistance, customer service & returns, support with mobile devices, and Geek Squad services. Our trained product experts are available to offer expert advice on all of Best Buy's products and services.



**All-new compact store design**



The new Sherwood Park, AB store grand opening was held on February 18-24, 2022.

Many Sherwood Park residents are placing orders online and picking up locally rather than driving to Edmonton.

# Vendor Partner News



## Best Buy gives back in 2021

Each year, we look back at how our company has impacted those who need it across the country. We couldn't be more proud of the ways our team members supported the causes that matter most to them in 2021. A highlight for us was working closely with you on more giving opportunities than ever.

Our purpose of enriching lives through technology propelled our social impact efforts and was at the heart of our giving initiatives throughout the year.



## Media Coverage

### Looking back... Boxing Day coverage

- [Shoppers snap up Boxing Day deals in Calgary stores](#). Reach: 10,100,000
- [Winnipeggers brave cold weather for Boxing Day deals](#). Reach: 6,330,000
- [Canadians preparing to shop for Boxing Week despite 'softer' sales, inventory: survey](#). Reach: 10,100,000
- [Calgarians brave the cold weather and Omicron in search of Boxing Day deals](#). Reach: 17,100,000
- [Shoppers brave cold temperatures for Boxing Day sales in Vancouver](#). Reach: 10,100,000
- [Winnipeggers enjoy Boxing Day amid rising pandemic pressure](#). Reach: 17,100,000



Photographer Mikey Jablonski braved the cold to wait in line for deals on camera equipment on Boxing Day. (Erin Brohman/CBC)

## Kicking off 2022: Blue Shirt Tour Health & Fitness

Health and Fitness was heavily promoted by our Blue Shirts on our January media tour. Here is some of the national coverage we received:

- [The Best Tech for your Fitness and Wellness Journey](#) - CTV Vancouver with Roopsy Sharma
- [Best Buy Canada Health Tech](#) - CTV Calgary with Store Leader Cooper Holm
- [Technology for Health & Wellness](#) - CTV Edmonton with Store Leader Ryan Strachan

If you want your products to be part of a Blue Shirt tour in 2022, speak with your Category Leader.

## Digital Marketing

### Looking back... celebrating wins this holiday season

During this Holiday season, we reached 97% of Canadians with our multi-channel media buy. Through digital media alone we reached 15M users per week, with an average frequency of 3 impressions per day per person.

The traffic that this powerful reach generated for our stores and [BestBuy.ca](#) significantly contributed to the great holiday results we achieved together.

**97%**

Canadian shoppers reached with our multi-channel media buy

**3**

Impressions per day per person during the holidays

**15M**

Number of digital media users per week

## We are moving.

Effective April 1, 2022, the [mailroom](#) address for our new Canadian Headquarters for Best Buy Canada will be:

**Suite 102 - 425 West 6<sup>th</sup> Avenue  
Vancouver, British Columbia V5Y 1L3**

Please amend your records accordingly. Any questions may be directed to your Category Leader.

# Customer Care

## Deep Dive

### Building customer loyalty in challenging times.



The Customer Care team has been challenged in the past two years with the ever-changing landscape of the pandemic and supply chain issues. It has become even more important to make sure we are focused and strategic about how we resolve issues in the "first call". **The team handled over 4 million contacts this past year** ranging from Blue Shirt chat, Geek Squad, store support, home delivery, and now returns for the circular economy.

In the past year, **we doubled our Customer Care team** to accommodate the demand during the pandemic. This **dramatically decreased wait times and improved our net promoter score overall.**

**We also rethought our processes:** added 24/7 bilingual chat, improved our case response time, triaged the calls **to make it easy for customers** to find the answers they need through our agent-led support, on the website, and through digital and voice-based engagement or automation, where it made sense.

#### Did you know...

#### Best Buy received an A+ rating from the Better Business Bureau (BBB).



This rating represents BBB's opinion of how each business is likely to interact with its customers and is based on public information including complaints from the public.

**This was achieved by resolving 100% of our cases with BBB.** Many other businesses pay a subscription to achieve and maintain their A+ rating - we did it by successfully finding solutions for every customer experience case in FY22.



#### More Time for Customers

**Our Contact Centres now are now fully equipped and trained to support all store contacts,** which allows our Blue Shirts to focus completely on the customers in our stores.



**Dramatically lowered average response time**



**Average Handle Time down**



#### Wait Times

Drastic decrease in wait time for Black Friday and Boxing Day weekends



#### Improved triaging of work

Time sensitive requests are prioritized

### Get onboard our Circular Economy program making the returns experience seamless

If shoppers ever change their minds, they can head back to any store for an easy return. With over 150 stores across Canada; **80% of Canadians live within 15 minutes of a Best Buy Canada store.**

By leveraging our Geek Squad Services in our Distribution Centres, returned products are quickly assessed and either returns are refurbished then resold through the Best Buy Marketplace or they are recycled and sold for parts. **This avoids sending a great many end of life products to landfill.**

**The quick turn-around time for the Best Buy Circular Economy allows you to have better second-hand market value and increase your profits for your company.**

By reducing our waste through repair services, reusing products through our trade-in program, and recycling electronics via our partnerships with EPR and Call2Recycle, **we aspire to drive forward the Circular techonomy all year round.**

**To join the Circular Economy program for your company's returns, speak with your Category Leader.**



**Martin Vander Velden**  
Vice President  
Best Buy Health &  
Customer Care

#### We aim to build a lifetime relationship with Canadian shoppers.

Our Customer Care team services all customer calls for our regular business, for Geek Squad, answers calls for our stores, and for our Marketplace. That's 4.7 million contacts per year!

**Martin**



**Mick Robinson**  
Senior Manager  
Customer Care

#### We're doing everything we can, to make every customer experience a 10/10.

We want to achieve "first call resolution" for all our customer contacts.

**Mick**