

# Vendor Partner News



## Back to School is just around the corner

Yes, time is flying! Feels like it's just last week, and it's already time to talk about Back to School.

Our successful BTS Shopping Guide will be back from late July to mid-September, helping consumers to find, educate themselves, find and purchase the tech needed for going back to school.

To participate in the Guide and in the overall campaign, you have three packages to choose from.

Please connect with your Category Leader or Marketing contact to learn more.

Event live date: July 22 - September 22  
Vendor commitment deadline: June 10

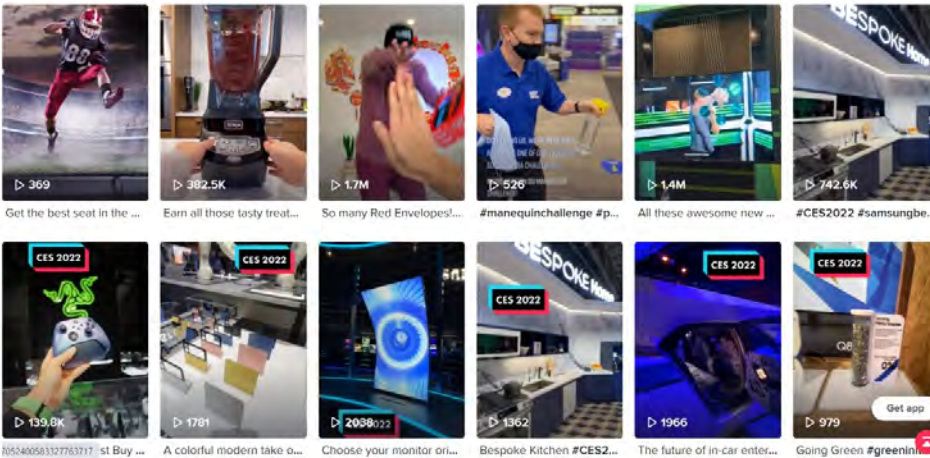
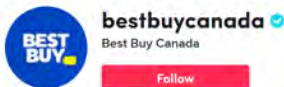


## Do you follow us on TikTok?

2022 is all about connection, adventure, and fun.

We are investing heavily in creating content and engaging with customers in innovative new ways, showcasing how technology is exciting and life-enriching.

Check out our [TikTok account](#) and follow to see what's coming next.



## Earth Day: Showcasing green tech that can help customers make more sustainable purchase decisions on Earth Day

- [CTV Morning Live Vancouver | Make Green and Ethical Choices When Purchasing the Latest Tech](#)  
Reach: 907,000
- [CTV Morning Live Edmonton | Green Tech Ideas](#)  
Reach: 89,675
- [CTV Morning Live Calgary | Tech that Lasts](#)  
Reach: 610,076
- [CTV Morning Live Regina | Best Buy Canada](#)  
Reach: 31,375
- [CTV Morning Live Ottawa | Environmentally Friendly Products for Earth Day](#) Reach: 126,857



**Jason Abrams**  
Senior Vice President  
Merchandising



## Innovating for the future...

Check out the deep dive where President, Ron Wilson shares our new Best Buy Canada strategy.

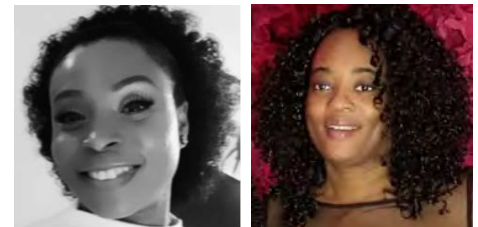
We remain committed to offering "All Things Tech" for all our customers.

Jason

## Mentorship & Accelerator Program: mentees selected

In September, we announced the launch of Best Buy Canada's Mentorship & Accelerator Program (MAP) for Black and Indigenous entrepreneurs. This program aims to connect talented entrepreneurs to the Best Buy network to support their businesses' growth through mentorship and by bringing products to market on BestBuy.ca and in our stores.

After reviewing over 50 qualified applications, we are proud to announce the selection of our two mentees. Congratulations to **Harriet Ofuri Obinyan of Yu-mn** and **Erika Conyette of E-Artistry** for standing out for their great ideas and their passion for their businesses.



(left) Harriet Ofuri Obinyan of Yu-mn  
(right) Erika Conyette of E-Artistry

We look forward to sharing more information about these organizations and working closely with them over the next several months.

**Big thank you to Microsoft for supporting this program by providing laptops and device training to our new mentees. We're excited to have you as part of Harriet and Erika's journeys.**

Over 300 vendor partners and Best Buy Canada team members gathered at the Bellagio Hotel & Casino in Las Vegas for the **Best Buy Vendor Partner Conference**, from April 19-21, 2022.



New this year, we hosted Masterclasses focusing on key areas that we work on together.

**Driving customer engagement and excitement through our marketing content and events.**

**Significant investment in BestBuy.ca as part of our Digital Flagship initiative.**

**Unlocking our Audiences and advancing our Onsite Advertising Capabilities for you.**

- Driving customer engagement and excitement through our marketing content and events.
- Significant investment in BestBuy.ca as part of our Digital Flagship initiative.
- Unlocking our Audiences and advancing our Onsite Advertising Capabilities for you.

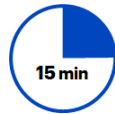


**Our Quick and Easy Pickup is promoted as "get your products within an hour" - it is actually an average of only 37 minutes.**

**Be part of innovative "like our online chat, in-store experiences, in-home advisor, and elite advisors."**

**@BestBuyg YKiecid, iXQf Uirf U'it U' U'4 WYKX integration for your sales.**

- Our Quick and Easy Pickup is promoted as "get your products within an hour" - it is actually an average of only 37 minutes.
- Be part of innovative "like our online chat, in-store experiences, in-home advisor, and elite advisors."
- @BestBuyg YKiecid, iXQf Uirf U'it U' U'4 WYKX integration for your sales.



Now we can make a price change and have it reflected online and across all stores in about 15 minutes!

**We continue to invest heavily in the exponential growth of our Marketplace.**

**Now is the time to join our closed Marketplace.**

• You can achieve outstanding results with minimal investment on your part.

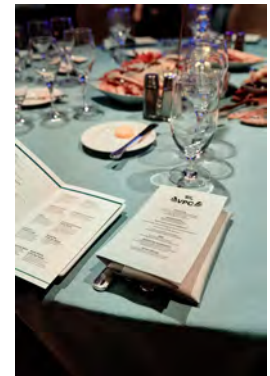
- Dedicated white glove service team will set you up for success and provide ongoing support.
- Save the planet and solve your returns issues with the Circular Economy.



Vendor rep of the year: Brook Bronson from Western Digital

**Congratulations to our award winners:**

- Integrated marketing campaign: **Microsoft**
- Holiday partner: **Meta**
- People's choice: **Sony**
- Operational excellence: **Google**
- In-store experience: **Garmin**
- Supply chain excellence: **JBL**
- Specialized partner: **Western Digital**
- Social and environmental impact: **Google**
- Vendor rep of the year: **Brook Bronson (Western Digital)**
- Vendor partner of the year: **Asus**



## Best Buy Canada Vendor Partner Conference Charity Golf Tournament



Together, we raised \$125,000 to fund twenty post-secondary scholarships for BGC (Boys & Girls Club) members.

### Best Buy on Course Contest Results April 19

- Straightest Drive #2 – **Oliver Bock (Solutions 2 Go) and Dave Hugglestone (Team One Marketing) – \$100**
- Closest to the Pin #6 – **Alan Kambeitz, Craig Taylor (Lenovo), Colin Haase (Philips Lighting Signify), Chris Sallans, and Martin Caines – \$100**
- Longest Putt – **Eric Stockner – \$100**
- Women's Longest Drive – **Nicole May – \$150**
- Men's Longest Drive – **Joe Cannon (Hyperice) – \$150**
- First Place Team – **Tim Balay, Dave Hugglestone (Team One Marketing), Dustin Allred (Nextbase), and Jeffrey Chuh (Nextbase) – \$300 each**
- Second Place team – **Milan Pocuca, Jeff Aston (Belkin), Susan Chronister (Belkin), and Luis Martinez (Belkin) – \$200 each**



### Best Buy on Course Contest Results April 21

- Straightest Drive #2 – **Brent Wilkinson (Whirlpool) and Jim Kapogianis (TD SYNTEX) – \$100**
- Closest to the Pin #6 – **Mark Leahy, Andrew Yuan (Logitech), Martin Vander Velden, Tim Balay, Matt Apostoli (Telus), and Rob Richardson (Arlo) – \$100**
- Longest Putt – **Steve Jones (Otter Products) – \$100**
- Women's Longest Drive – **Andrea Huberdeau (Fitbit) – \$150**
- Men's Longest Drive – **Danny Jun (Samsung) – \$150**
- First Place Team – **Phil Johnston, Kevin Sferro (InVue), Dave Song (Aluratek), and John Wolikow (Aluratek) – \$300 each**
- Second Place team – **Martin Vander Velden, Tyler Hosick (Whirlpool), Brent Wilkinson (Whirlpool), and Laura-Ann Ward (Whirlpool) – \$200 each**



# Our new strategy

## Deep Dive

### Best Buy Canada is the #1 technology retailer in the country.

We're driven by our purpose to enrich lives through technology. We're refreshing our long-range strategy for the Best Buy Canada team because the way people are shopping is evolving.

The pandemic has accelerated certain opportunities:

- The adoption of all things tech to live, work, and play
- A heightened demand for convenience that fits the lifestyle of our customers and team members
- A need to work for, or shop with, an inclusive company with shared values

#### Our strategy is to evolve at speed to address human needs.

We will innovate for the future, while enhancing our core. We've been evolving for many years. We've been successful in predicting and adapting to customer changes. We're committed to offering All Things Tech for our customers. We will continue to create reasons for customers to always choose Best Buy for consumer technology and for top talent to want to work at Best Buy. Since technology matters every day - to almost everyone - so should Best Buy.

### We will innovate for the future by:

#### Evolving our membership to drive customer loyalty through value in service, entitlement and subscription:

- We launched Geek Squad Home Membership four years ago. We've made good progress and iterated on our learnings, but we have a much bigger vision of creating an environment where our customers can have all of their tech needs taken care of.
- Simply, we will transform our Geek Squad Membership to a Best Buy Membership.
- Next, we will introduce a product subscription option to our members. It will be similar to leasing a car, but for technology. Customers will be able to have as many tech products as they want or need on one monthly payment, supported by Geek Squad.
- We will use our Marketplace to provide a second life for the trade-ins at the end of the term and to provide excellent value to customers because of the buy-back value that is applied to the monthly payment.
- It will reduce product replacement cycle, enhance loyalty and be better for the environment.

#### Growing and enhancing our Marketplace to deliver all things tech to our customers:

- Our marketplace is in its seventh year. Our gross merchandise value (GMV) had tripled in the last three years. One in every four items we deliver is from marketplace.
- It increases traffic to our website and gives you the opportunity to list your full assortment.
- We will integrate marketplace more into our core customer experience making in-store purchases and returns simple.
- We will make it even easier for you to sell on our marketplace and give you even better tools to drive your business.
- We will grow our capabilities to handle your reverse logistics process saving you time, money, and reducing your carbon footprint.

#### Introducing a market-based approach, adapting how we serve different locations to meet its specific needs:

- A data-driven market-based approach will mean we can provide the shipping times, store formats, assortment, teams, distributions centres (and more) that best suits the specific customer expectations in a single location.
- Our first pilot is in Edmonton, as we introduce a small format store and create a customer fulfillment centre (CFC) adjacent to a Big Box.
- Our first small format store is trending four times the sales we committed to in our business case, driving great customer satisfaction and proving our theory that customers will use it for quick and easy pick-up, out-indexing the market rate.



**Ron Wilson**  
President  
Best Buy Canada

#### I can definitely say, I'm the most excited I've been in my 30 years at Best Buy.

During the pandemic, we've seen extraordinary demand in the consumer tech industry. On top of that volume, customer mindset has changed and tech is now not just a want, but a need.

**We're evolving our business to remain first choice for all things tech for Canadians.** We're amplifying our biggest assets, connecting channels more than ever, and we're innovating to provide differentiation.

**Please connect with your Category Leader to explore the opportunities**

**Ron**

### We will enhance our core, focusing on:



**Developing our people experience**, enhancing our environment that fosters belonging, inclusion, and personal growth.



Growing and capitalizing on **new opportunities with product.**



Establishing bestbuy.ca as the Canadian **digital retail flagship**, by redesigning and developing a customer-driven experience.



Expanding our pool of clients and developing our ad products as part of **our Media network.**



**Adopting automation** where it makes sense to free up team members to work on specialized tasks.



Building the culture and infrastructure to **leverage data to drive growth.**

