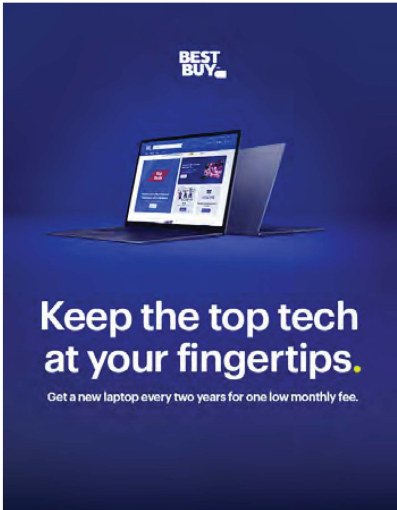


Best Buy launches Monthly Subscription program This laptops pilot program is showing great promise.



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.

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

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

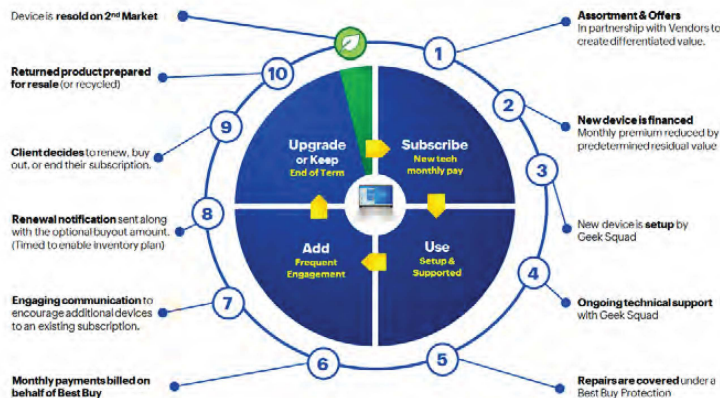
We're thrilled by what Monthly Subscription can do for our relationship with customers.

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

Monthly Subscription is made possible by 'Circular Technomy'



**Want to see how you can take advantage of our Monthly Subscription program?
 Connect with Mark Leahy during BestFest**