

Latest and Greatest Tech

Latest & Greatest Tech New Marketing Opportunity, Limited Quantity

Consumers think of Best Buy first when it comes to tech. As Canada's consumer electronics market leader, Best Buy has the highest scores in awareness and preference of all retail options. Brand Love scores also continue to rise with an increased marketing focus.¹

You can now leverage our Proprietary Audiences to extend your advertising reach and exposure through our new Latest & Greatest Tech marketing packages.

Designed specifically for new product launches, these packages include Best Buy media channels, such as BestBuy.ca and email, as well as external digital media, paid social, and affiliate marketing. This full funnel marketing program leverages a diverse mix of tactics to build awareness, consideration, and conversion - putting your new products in front of qualified customers at the perfect moment.

Packages are limited in quantity. To learn more about these new packages and reserve space, please connect with your Category Leader (merchant).

¹ DATA SOURCE: BBYC Cross Category Brand Tracking. Top of Mind Awareness for retailers that sell Consumer Electronics: Unaided mentions of Best Buy are approximately 3 times higher vs the next closest retailer. Best Buy also leads in consideration and shopping intent.



Jason Abrams
SVP Merchandising

Proud of our trusted brand status.

We're always striving to delight our customers and we take our role as **trusted technology experts** seriously.

That's why we showroom your SKUs with our **trained Blue Shirts, Brand Experts** and **Premium Preferred Partners** in all our stores; and we're excited to expand our **In-Home Advisor program** to Ontario and Edmonton this August.

These are just a few initiatives that are helping us achieve new heights with customers by **increasing our brand love score**, yet again.

Jason



Best Buy Marketplace



Amplify your business with our Marketplace platform.

Hear from world-renowned keynote speakers, experts in the marketplace industry, and members of Best Buy Canada's senior leadership team.

Whether you want to expand your existing marketplace or are looking to be a first-time marketplace seller, this summit is for you.

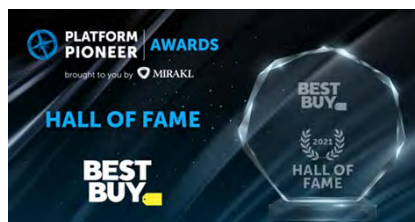
We'll provide everything you need to take the next step with Best Buy Marketplace and help your business make a giant leap forward.

Ask your Category Leader about our Seller Summit.

Best Buy Marketplace named to Mirakl's international Platform Pioneer Hall of Fame

"Best Buy stands out among Mirakl's 300+ enterprise customers as one of its largest and most successful marketplaces, showing consistent growth and opportunities for even more scale, thanks to its strong integration across the entire Digital Retail business."

Mirakl on Best Buy Canada
Hall of Fame announcement



"This award is a milestone achievement", shared Sherry Zah, Senior Director of Marketplace, "but this is only the beginning. We will continue to innovate and drive the business forward."

Marketplace launched in 2016 and now hosts over 1,400 sellers on the platform, powered by Mirakl. It is a key strategic area for the company, and this award shows that we are well on our way to becoming a truly digital first organization.

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 In-Home Advisor

Best Buy In-Home Advisor (IHA) launches in Ontario and Edmonton this August.

Best Buy In-Home Advisor helps customers design and determine a personalized solution for their own home or small business.

All our In-Home Advisors are highly trained professionals who are very knowledgeable in home technology and appliance solutions - across all product categories and brands. It is ideal for customers who want high-end or complex tech integrations.

This single point of contact builds trusted rapport between customer and our seasoned whole-home experts. Plus, by sitting at the kitchen table, we get closer to the customer than ever before.

IHAs have access to products not sold at the core retail level. We can provide pool tables, top-of-the-line fitness equipment, and state-of-the-art home audio too.

See your Category Leader to find out more about In-Home Advisor for your brand.



Best Buy has very strong Q1 results

Best Buy reported strong enterprise financial results for Q1 FY22. "Our employees once again showed amazing flexibility and execution managing extraordinary volumes," CEO Corie Barry said. "Most importantly, they provided exceptional customer service in a safe environment."

Here are five things you need to know:

1: We continued to see strong sales growth in Q1.

Enterprise comparable store sales increased 37.2% in Q1 FY22. That far exceeded our outlook for growth of approximately 20%.

2: Customers are enjoying our stores and services.

In the year since the pandemic started, we saw elevated growth in new customers — and they're trending slightly younger, more female and lower income than our typical new customer.

3: Online sales remain strong, too.

- Online sales accounted for 33% of total U.S. revenue and 42% of total Canada revenue.
- Our supply chain continues to excel while navigating record consumer demand. In fact, we're getting online orders to our customers even faster than we did before the pandemic.

4: We're raising our outlook for the year.

After posting such strong Q1 results, we're increasing our enterprise guidance for the year.

5: We're confident in our long-term strategy.

During the pandemic, technology has become even more important in people's lives. We believe that it is a permanent, structural shift. We believe the "nesting phenomenon" will continue to drive demand for products and services that enhance customers' experiences at home. And our vendor partners are innovating to help address this with new products.

Help the youth of today change the world of tomorrow.
Join the CEO Pledge.



ceoplege.ca



Best Buy signs the CEO Pledge to reduce the digital divide.

When Microsoft called, we jumped to help. We are proud to announce our participation in the launch of the CEO Pledge – a joint effort between Computers for Success Canada and some of Canada's leading businesses, spearheaded by Microsoft Canada.

By signing this pledge, we commit to donating our retired corporate technology to the Government of Canada's Computers for Success Plus, helping students gain access to much needed technology.

For more information on this initiative, please visit [CEOPledge.ca](https://ceoplege.ca).



Premium.

Premium Retail Services

Place your trained sales specialists in Best Buy stores.

Drive your in-store sales with dedicated labour through our Best Buy Expert labour program – or – consider working with our new Premium Preferred Partner Program, powered by Premium Retail Services. Premium has over 1,400 employees across Canada and has been a trusted provider of retail strategies and solutions for Best Buy Canada for over 20 years.

OPTION 1: The Best Buy Brand Expert program dedicates Best Buy in-store advisors to your brand with incremental, dedicated labour, zoned and scheduled when you want and in the stores you want, wearing a branded shirt of your choice. This cost-effective solution is a seamless way to optimize your sales and customer service in Best Buy stores across Canada.

OPTION 2: (New) The Premium Preferred Partner program taps into Premium's long history of labour management expertise and gives added flexibility in compensation models for your in-store labour. Like the Brand Expert program, the Premium Preferred Partner program includes data-driven optimization, customized training, flexible scalability, and detailed reporting. For an additional fee, the ability to transact through our point-of-sale system is also available.

Both retail services programs are dedicated to delivering the best possible customer experience through comprehensive training and customization around each vendor's unique needs.

Please speak to your Category Leader for more details on the best in-store labour option for your brand.



Best Buy gets an A+ from the Better Business Bureau

How Best Buy Canada improved its Better Business Bureau rating

Best Buy Canada recently 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.

How did we do this? "We're doing everything we can", explained Mick Robinson, Senior Manager, Customer Experience, "to make each customer experience a 10/10."

The team took a deep **dive into every outstanding case and worked through them one by one.** In some cases, the team was able to update the records to better reflect how we helped our customers, and in others, they reopened cases to provide another chance to "make amazing happen" for our customers.

Each case was given to an **experienced associate who is dedicated to working with the customer** through the BBB platform, and our customer relationship management platform to drive a resolution. Our leadership team consistently monitored the BBB platform to **ensure that no complaints slipped through the cracks.**

Best Buy Business

Deep Dive

More than commercial sales

Best Buy Business offers new programs to help you sell more products to Canadian businesses.



Gift with purchase program

Attaching a gift to an item is a great way to drive sales or create awareness of a newly launched product.

Best Buy's **Gift with Purchase Program** makes it easy for vendors to offer retailers or customers products with options of gifts to choose from through a **customized, branded website** that Best Buy Business creates. Not only that, the experience is hassle-free because all communication, support and product delivery is handled by Best Buy Business.

The changing norm - a hybrid workplace.

During the pandemic, companies realized that employees can successfully work from home and stay productive. With recent polls also showing positive feedback about remote work, companies are seriously considering a hybrid work model for the future.

Best Buy Business has been helping companies create an effective home office arrangement for employees with the right equipment, furniture, and services, and has **gone one step further to introduce its flexible Remote Workforce program that takes the hassle out of selecting the right products** for each employee and delivering them to their individual homes, making this an ideal solution for businesses that have and will continue to set up remote staff.

What's the Best Buy Business remote workforce program?

The Remote Workforce program gives employees **an easy way to equip their home workspaces** by choosing from a wide selection of equipment, furniture, and services.

Best Buy Business takes care of the employee communication, inquiries, and product delivery.



Here is how it works for both programs:



You select products from Best Buy's catalogue

Best Buy Business creates an online experience with your logo

You provide a list of customers or employees

Best Buy Business emails them a link to choose products

Best Buy Business manages inquiries and arranges for delivery

To learn more, you can contact your Category Leader or Best Buy Business at: BBFBInfo@bestbuycanada.ca

BEST BUY Business

Christian Leadbeater
Vice President
Best Buy Business



Our "Gift with Purchase" and "Remote Workforce" programs will add to your sales.

Best Buy Business offers **tailored solutions, dedicated account management, and flexible financing** that fit all our corporate, government, and education clients.

Consider partnering with us to quickly and easily implement your **Gift with Purchase Program** or **Remote Workforce Program** - by offering the products of your choice to Canadian employees and businesses - and letting us do the rest.

Christian

Benefits of the two programs:

- **Shipping:** Selected items will be delivered to the address placed by the customer/employee.
- **Communication and support:** Best Buy Business manages all customer/employee communication and inquiries.
- **Ability to upgrade products:** Customers/employees can easily upgrade products and pay the difference in price.
- **Geek Squad Services:** Remote support is provided for all tech at home and extended warranty options available.
- **Reporting:** As a vendor, you receive reports on all your orders, so you can easily track sales, profits, and quantities.