



Preferred Partner Status



Win at Best Buy with the partner built to execute with confidence.

Acosta Group delivers the reach and expertise brands need to activate with confidence inside Best Buy—bringing together four specialized agencies. ActionLink, Crossmark, Mosaic, and Premium ensure results across every store, every program, every time.

## Proven at Scale Inside Best Buy

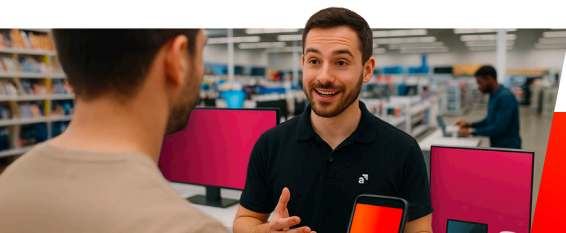
Nationwide coverage with the agility brands need:

- **25+ years** as a trusted Best Buy partner
- **100+ brands** supported across **100% of North America stores**
- **1.5M+ annually hours** of Best Buy execution delivered across 25+ programs
- **7,750+ associates** powering the Best Buy shopping experience every day
- Specialized depth across merchandising, sales, training, and complex projects, including **550+ complex project associates** supported by **200+ corporate team members**
- Backed by **58K+ associates** across Acosta Group agencies, enabling the ability to pilot, learn, and expand initiatives quickly

## Capabilities That Remove Friction

Tiered approvals across critical activities, giving Best Buy and its vendors speed, clarity, and choice.

- **Merchandising & Operations**
  - Merchandising Level 1 & Level 2
  - Continuity Level 1 & Level 2
  - Audits, light merchandising, light construction
- **Sales & Brand Advocacy**
  - Dedicated sales programs
  - Brand Advocacy programs
  - Seasonal Sales or Stocking programs



# One Partner, Without the Complexity

End-to-end support powered by the strength of four specialized agencies.

- Unmatched field execution coverage
- Proprietary 360 technology and unified execution reporting
- Complex + Level 2 Merchandising
- Omnichannel excellence
- Sales, training, and demos
- Coast-to-coast fulfillment and distribution

## Delivering on the Best Buy Customer Promise



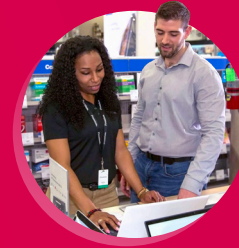
### Store Readiness

- Clean, organized, down stocked, functional stores
- 100% execution across all locations
- Scalable complex project support and AI-powered audits



### Staff Readiness

- Available, well-trained, and empowered like a Blue Shirt
- Additional staffing coverage and concierge-style programs



### Overall Experience

- Frictionless, memorable experiences that convert browsers to buyers
- Expanded demos, activations, events, and seasonal campaigns

## Investing in What Matters

Our commitment goes beyond execution.

# \$1.3MM+

invested in Teen Tech Centers with a 20-year commitment

# \$1MM+

invested in the Best Buy Foundation across Acosta Group agencies

