

LCBO

TRADE DAY

2021

A background of soft, out-of-focus bokeh circles in shades of blue and gold, creating a festive and celebratory atmosphere.

WELCOME

TRADE DAY 2021

Thank you!



UNDERSTANDING

SUPPORT

FLEXIBILITY

DEDICATION

Trade Day



Share



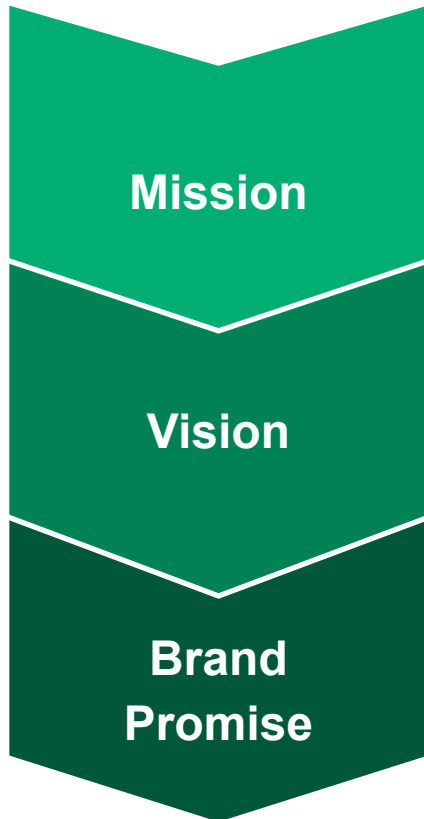
Learn



**Deepen
Relationships**

LCBO Strategic Overview

What's guiding us



We are a best-in-class, customer-first, responsible retailer and wholesaler, supporting our local communities and delivering value to Ontarians

Deliver remarkable experiences as the trusted destination for the world's wines, beers and spirits

Perfect Choices Made Easy, Moments Made Great

FY2020-21 Snapshot



Pandemic Preparation
& state of emergency



Retail, eCommerce,
Wholesale

RTD / Spirits drove
growth

Local love for Ontario



Large formats

Increase basket sizes

Same Day Pick-Up



Expected and
significant impact to
Licensee sales





LCBO | SPIRIT OF
SUSTAINABILITY

LAST YEAR WE
RAISED OVER

13
MILLION

to address urgent community
needs, an outstanding result for
such a challenging year.

3.3
MILLION

for our food relief programs
across the province

21 DAYS

Partnership with CEE
Centre For Young Black
Professionals to hire,
mentor and train youth
from their programs.

ALSO MADE A
\$100,000

donation to support
their mission.

DONATED
\$30,000

to the Bartenders
Benevolent Fund
to support Ontario
bartenders and
hospitality workers
experiencing
financial hardship.



An aerial photograph showing a dense green forest on the left and a large, golden-brown agricultural field on the right, separated by a dirt road. The text is overlaid on the image.

Minimize Our Impact On The Environment

We are committed to minimizing our impacts on the environment and continue to look for ways to reduce the energy used and waste generated by LCBO business operations and product offerings.



Influencing Industry Standards

As part of Good Partnerships, we are committed to Influence Industry Standards and encourage the industry to be more environmentally and socially conscious. We updated our Supplier Code of Business Conduct to hold our partners and suppliers accountable to best practice standards.



We established a new commitment to

Enhance Industry Diversity

We launched our first-ever Equity Campaign in partnership with Women's College Hospital Foundation to fundraise for equitable access to healthcare. As part of the campaign, we recognized Good Partners who support diverse distillers, makers and brewers.





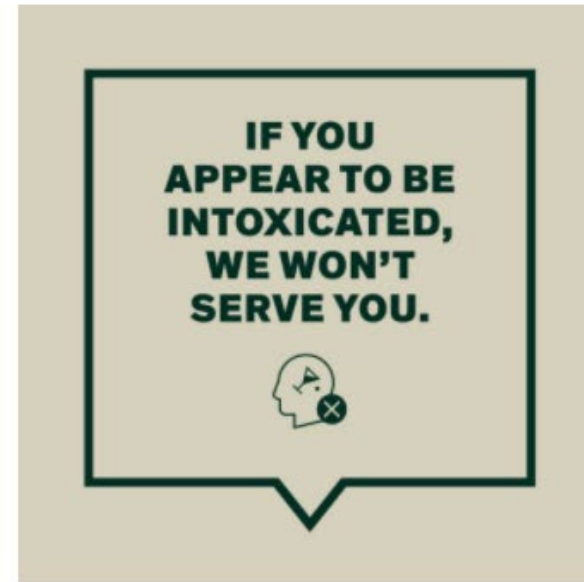
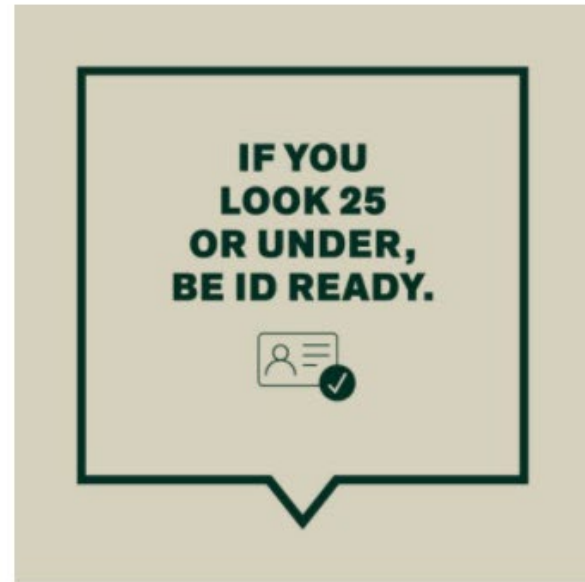
Join Us In Our Vision To Enhance Industry Diversity

100% of ticket sales from today will be directed to the
Spirit of Inclusion Initiative's seed fund, an amount

TOTALLING
OVER **\$30,000.**

Selling responsibly for the Good of Ontario

We champion responsible retailing practices that protect public safety and empower people to make positive drinking choices



YOUR LCBO

LCBO STRATEGIC PLAN 2021 - 2024

MANDATES

The LCBO is committed to fulfilling the expectations as set out by the most recent mandate letter supplied by the Ministry of Finance:

1

SUPPORT THE MODERNIZATION OF THE BEVERAGE ALCOHOL MARKETPLACE

- Support the Beverage Alcohol Review including any changes informed by this review
- Develop a long-term business model that considers modernizing marketplace opportunities to ensure the LCBO remains competitive and dynamic
- Review opportunities for red tape reduction

2

MAXIMIZE RETURNS TO THE PEOPLE OF ONTARIO

- Identify and pursue opportunities for revenue generation, innovative practices, and/or improved program sustainability
- Identify and pursue efficiencies and savings
- Ensure the LCBO's labour and compensation strategy is consistent with the broader framework set out by the government
- Pursue cost reduction strategies associated with relocating the LCBO's head office in Toronto

3

HELP SHAPE A MORE SUSTAINABLE ONTARIO

- Respond to challenges faced by consumers, employees and businesses as a result of the COVID-19 pandemic
- Promote local Ontario products
- Engage with partners to support social responsibility related to alcohol consumption
- Support building a more sustainable Ontario in a measurable and meaningful way

STRATEGIC OBJECTIVES

The LCBO aims for excellence across three major areas to achieve our vision:

1

OBJECTIVE 1: EXCELLENCE IN CUSTOMER EXPERIENCE

Amplify a customer-first offering by increasing access, convenience and choice for Ontarians, and delivering exceptional service and product selection in-store and online.

2

OBJECTIVE 2: EXCELLENCE IN OPERATIONAL EFFICIENCY

Constantly strive to increase efficiency by focusing on ways to simplify and streamline business practices.

3

OBJECTIVE 3: EXCELLENCE IN EMPLOYEE EXPERIENCE

Build an inclusive, safe, healthy, and accountable culture where every employee feels valued, respected and heard, working together to create moments made great and a sustainable future.

 **STAY SAFE**