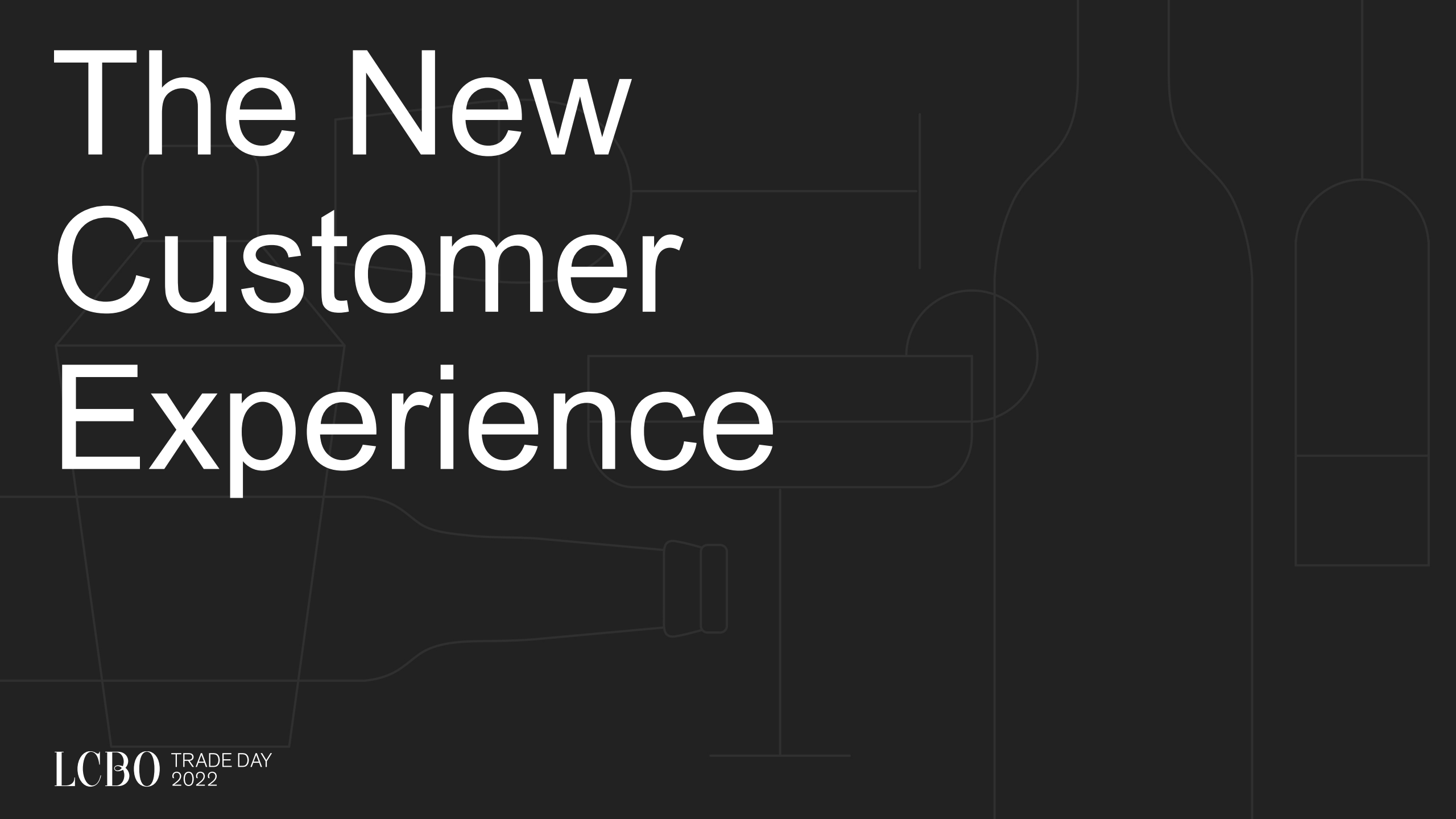


The New Customer Experience





The New Customer Experience

Hybrid shopping

Evolution of online

Augmented value of physical stores

Rewards & Personalization

Brand Promise

Perfect Choices Made Easy. Moments Made Great.

Connect



Has friendly, helpful, knowledgeable staff that I can trust

Reward



Offers a loyalty program that meets my needs

Discover



Offers the best selection of products available and makes it easy to discover new

Impact



Has a positive impact on the province/ supports local producers and sells responsibly

Inspire



Is always an exciting shopping experience

Customer Insights & Trend



Premiumization



**Chasing Trends
and Uniqueness**



Convenience



Moderation



Social Impact

Hybrid Shopping





Hybrid Shopping

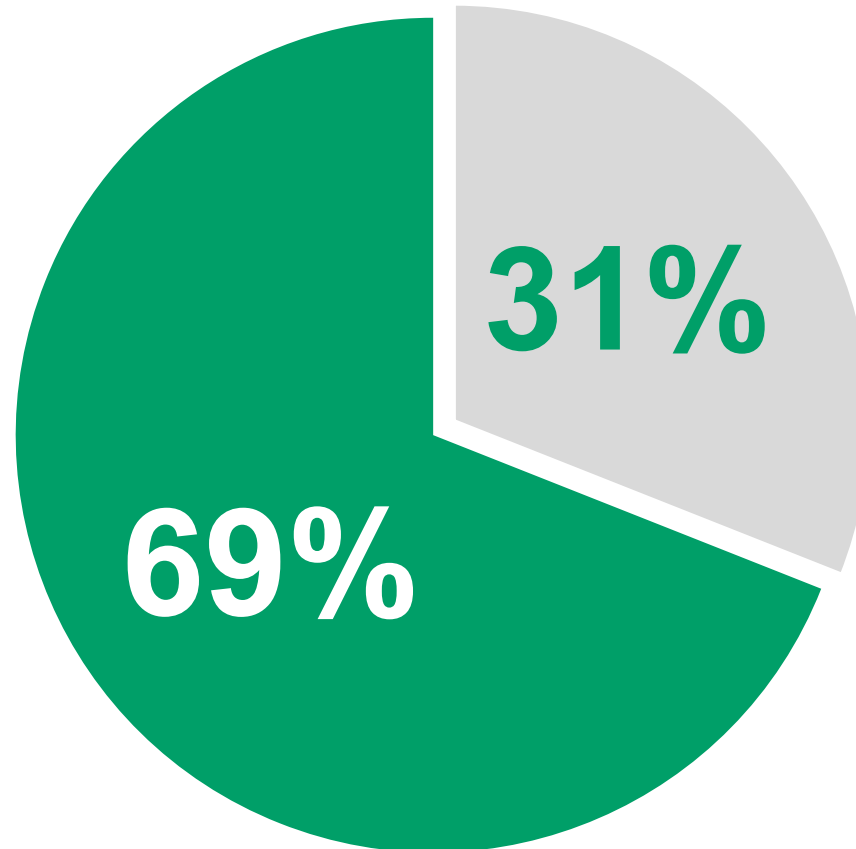
The online customer *is* the in-store customer.



Majority are Omni-channel Customers

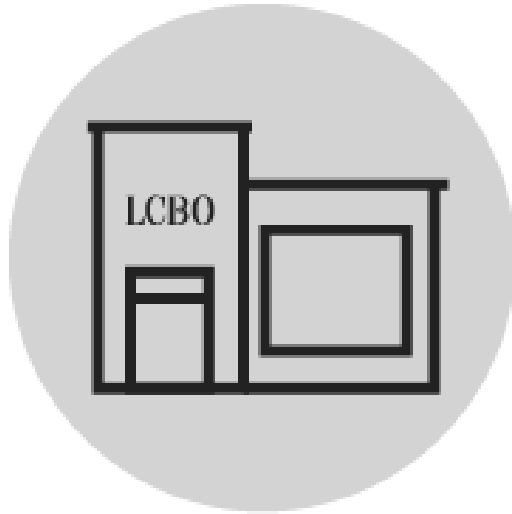
**% LCBO customers
multichannel usage**

-  Online visits / purchases
-  Haven't visited or purchased from **LCBO.com**



Pre-pandemic
39%
online visits /
purchases

Source: Brand Health Tracker



Avg Monthly
Retail Trans
11 Million

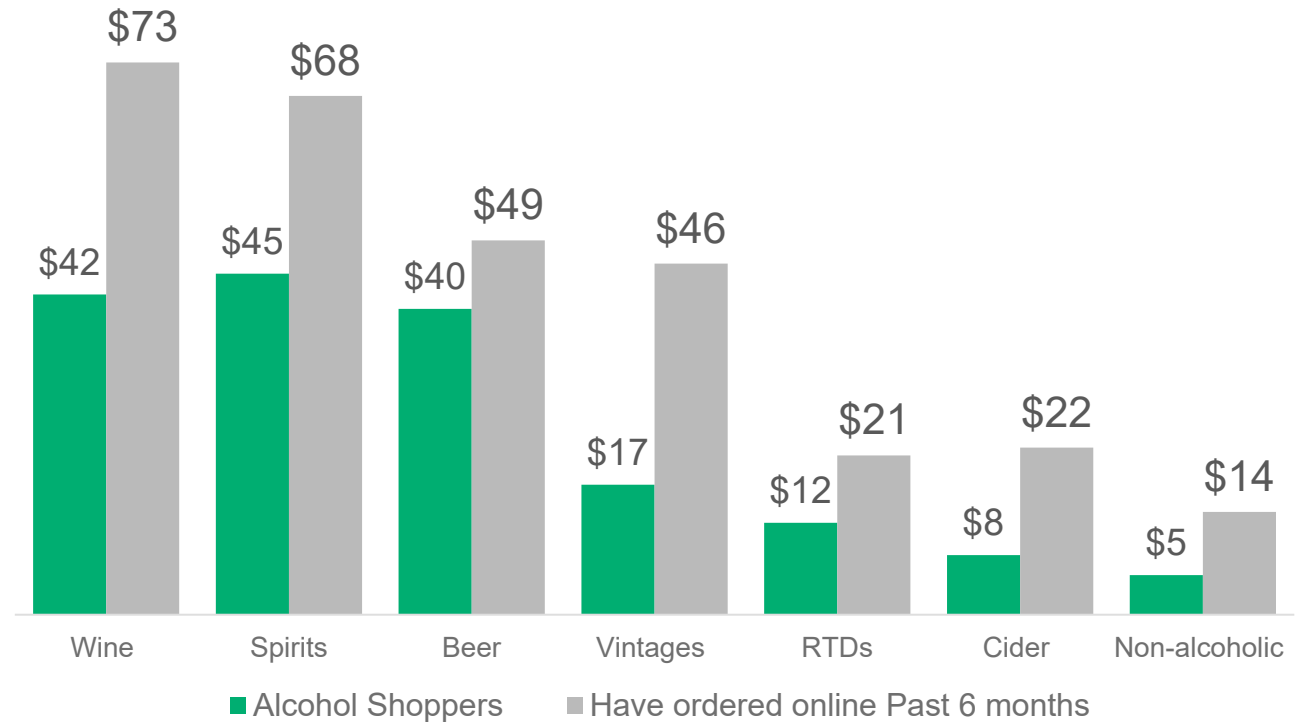


Avg Monthly
Online Visits
4 Million





Online shoppers spend more across all categories



Avg. Household spend on alcoholic beverages
Q4 2021

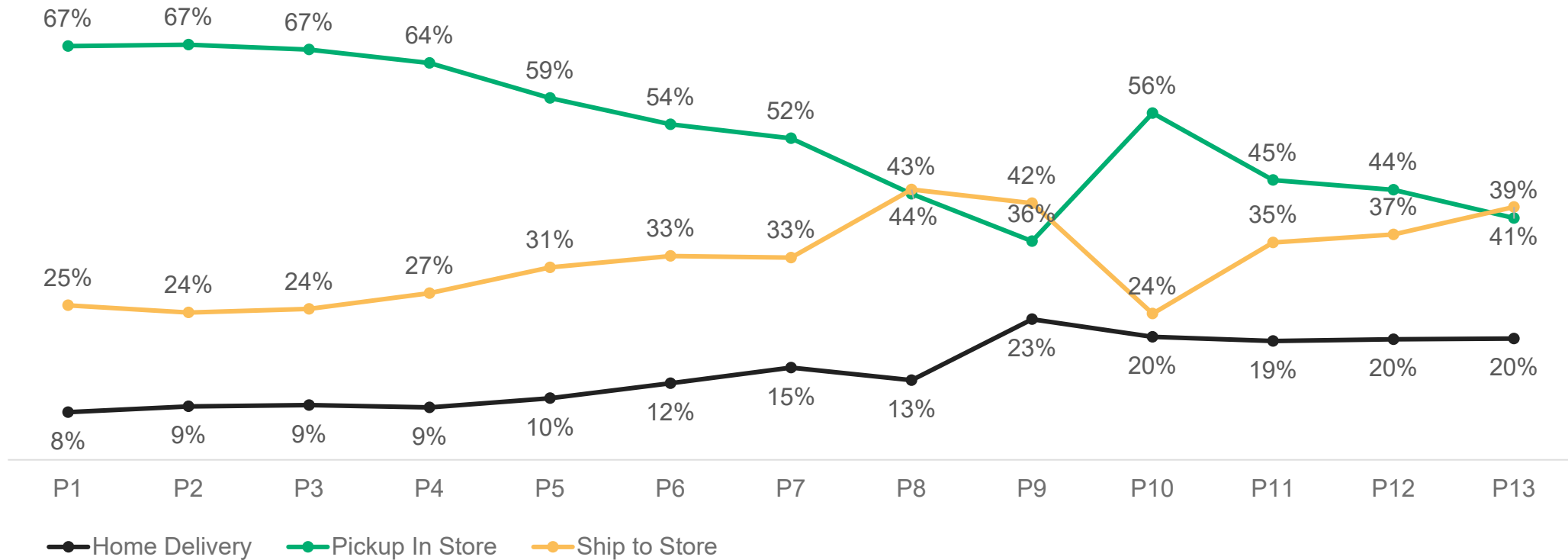


Source: Brand Health Tracker

Fulfillment method	Avg. order value (\$)	Avg. order size
 Home Delivery	\$254	12.4
 Same-Day Pickup	\$197	12.9
 Deliver to Store	\$169	8.2
 In-store transaction	\$51	4.2



e-Commerce Fulfillment Shifts (FY21/22)



Promotional Activity that Resonates Most



**Online
exclusive offers**



**Rare & Exclusive
Products**



**Online product
pre-launches**



**Ecommerce
One-Day Sale**

32% 
Performed Search

3.25 
Minutes Per Visit

58% 
Visited PDP Pages

**LCBO.COM
VISITS**

1.73% 
Made Purchases

17% 
Viewed Content Pages

12% 
Checked Store Inventory

Welcome to the new LCBO.com

Overall Improved New Site Experience

↑ **74%**

Before launch: 59%

Top 3 Box among
visitors to LCBO.com

↑ **69%**

Before launch: 60%

Top 3 Box
among purchasers
on LCBO.com

Top Improvements

- ↑ **67%** I enjoy browsing it for deals and offers
- ↑ **65%** I can find relevant information about products
- ↑ **64%** Has convenient options for pick-up
- ↑ **64%** Is a reliable way to order products
- ↑ **64%** Is a great source for new ideas (e.g. products, gifts, recipes, food pairings, etc.)
- ↑ **63%** The information is valuable
- ↑ **59%** Offers exclusive products
- ↑ **58%** It presents products in a way that encourages me to try them

Customer feedback – new website



“The overall usability is much better with the update.”



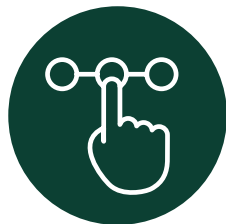
“I like the option to search closest to my location.”



“New design / navigation is much better than before”



“Excellent website—easy to search, love the inventories so you know what's at the store, love the convenience of ordering for in-store pick up or delivery (especially during Covid).”

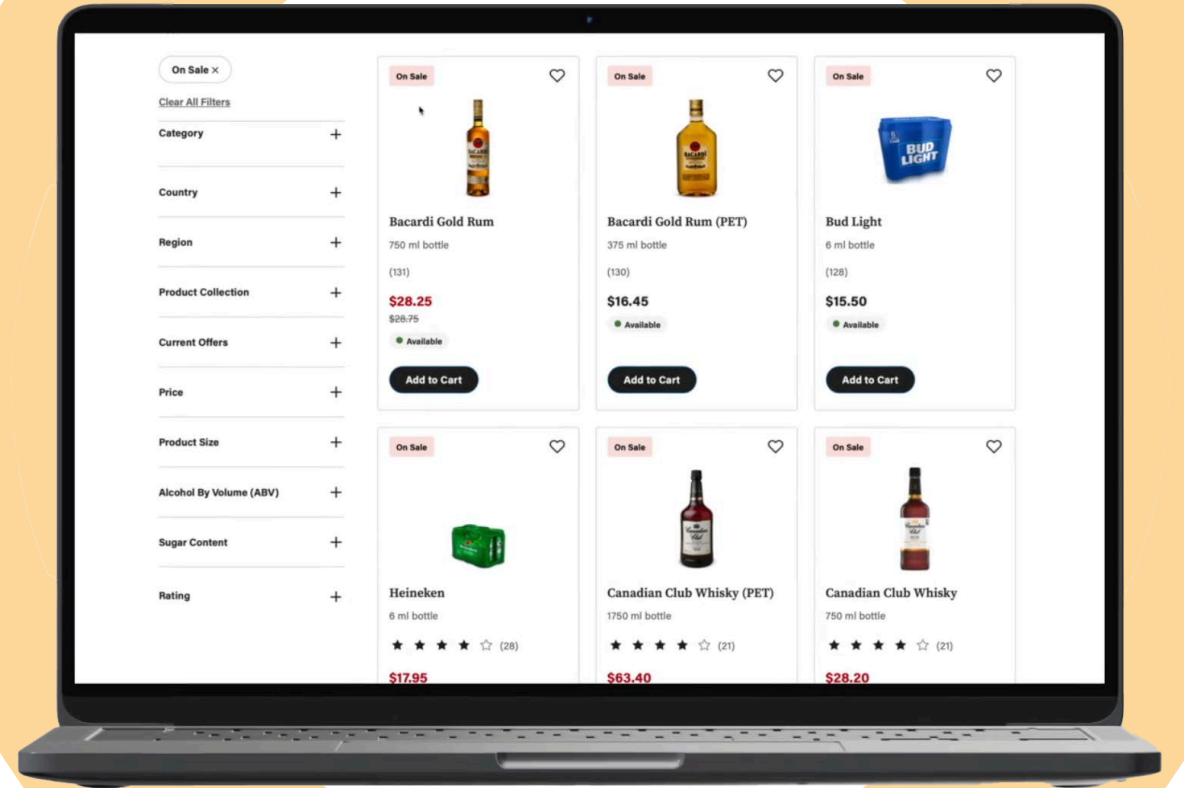


“The update gave great sorting options!”

How to make the most of the online channel

- Content to inform and engage
- Unique offering – products and promos
- Integration between online and instore programs

Learn more in the Breakout Session



The Retail Experience

John Summers, Chief Retail Officer

Perfect Choices Made Easy. Moments Made Great.

Discover



Offers the best selection of products available and makes it easy to discover new

Connect



Has friendly, helpful, knowledgeable staff that I can trust

Inspire



Is always an exciting shopping experience

Reward



Offers a loyalty program that meets my needs

Impact



Has a positive impact on the province/ supports local producers and sells responsibly



WHAT WILL I FIND **DISCOVER**

Sensory
Product immersion
Halo → convenience

MAKE ME FEEL PART OF SOMETHING **CONNECT**

Digital crossover
Storytell
Associates and ambassadors
Purpose, values & sustainability

KNOW WHAT I WANT **CONNECT**

Local purpose
Membership & loyalty
Commercial differentiation
Purchase path flexibility

Success measures
Cx NPS
Loyalty
Net sales growth & ns/sqm

MAKE MY LIFE EASIER **REWARD**

Harmonize digital & physical
Frictionless experience
Never out of stock
Value-add services

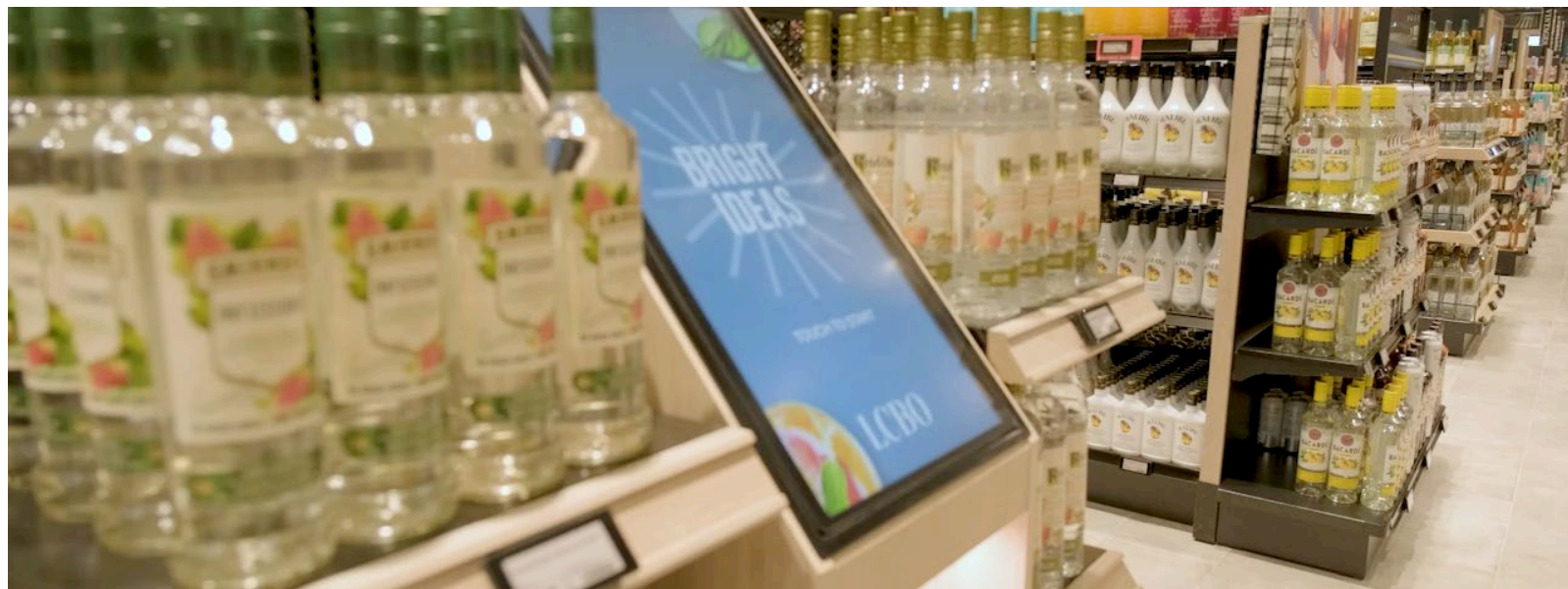
CONNECT WITH ME **INSPIRE**

Acquisition beacon for the
brand Amplified events Brand
storytelling
Agility & iteration



INSPIRE ME
DISCOVER

Sensory
Product Immersion
Halo → Convenience

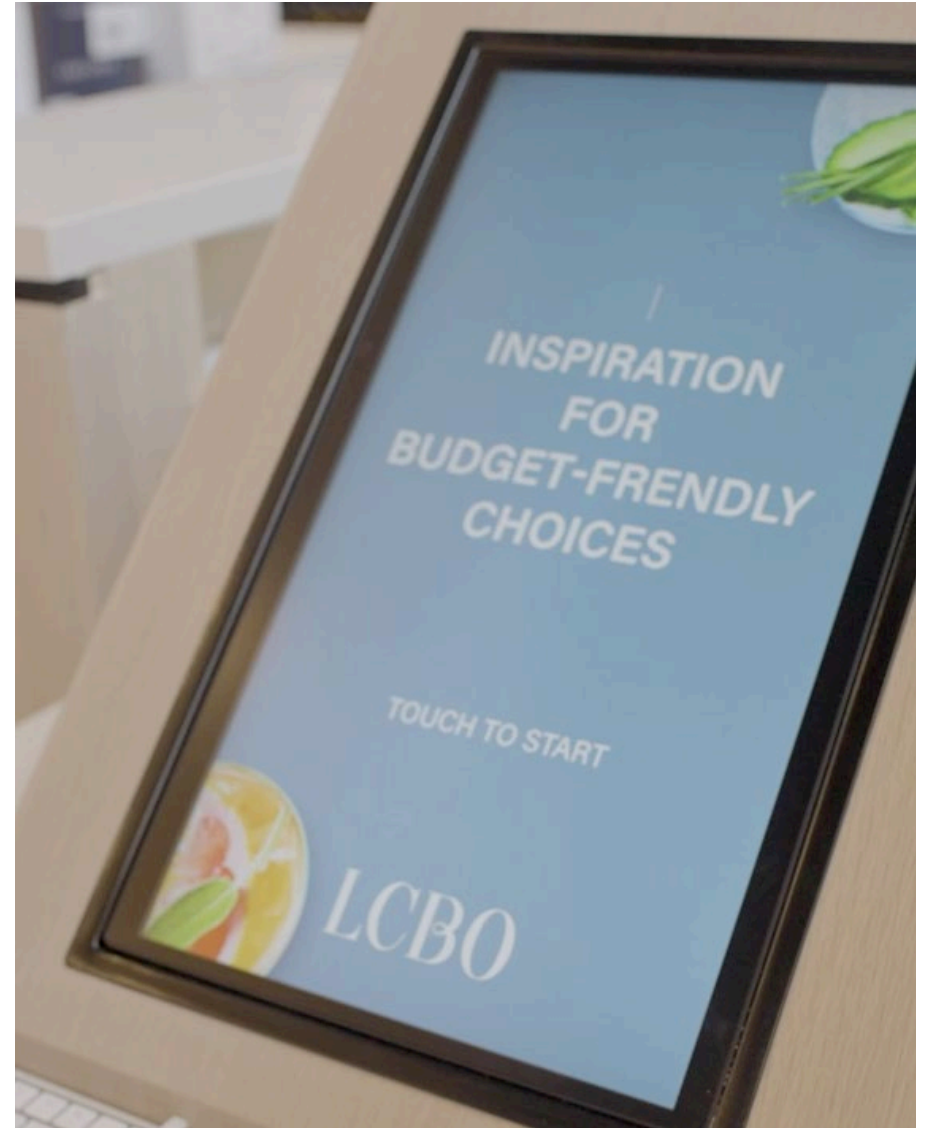




MAKE ME FEEL
PART OF SOMETHING
CONNECT

Trends And Stories
Digital Crossover
Associates And Ambassadors





KNOW WHAT I WANT
CONNECT

- Loyalty
- Expertise
- Commerical Differentiation
- Purchase Path Flexibility





KNOW WHAT I WANT
CONNECT

- Community
- Spirit of Sustainability
- Personalization





**CONNECT WITH ME
INSPIRE**

- A Beacon For The Brand
- Amplified Events
- Brand Storytelling
- Agility & Iteration





**MAKE MY LIFE EASIER
CONVENIENCE**

- Harmonize Digital & Physical
- Frictionless Experience
- Never Out Of Stock
- Value-add Services



Thinking like a retailer



People

Leadership
Employee Experience

Product

Assortment & Presentation
Productivity & Efficiency

Process

Efficiency & Accuracy
Consistency

Premises

Network Strategy
Brand Standards

Customer Events & Experiences

The background features faint, light-colored outlines of various wine bottles and glasses, including a large bottle on the right, a smaller bottle in the center, and a glass in the foreground, all set against a dark grey background.

Events & tasting experiences are back!



Key driver of
INSPIRE
brand pillar



Fuel
discovery
& trial



Build customer
loyalty & product
affinity



Grow sales

Instore & External Experiences

Integrated with promotional programs & key display

Premium Vintages
Dinners & Tastings

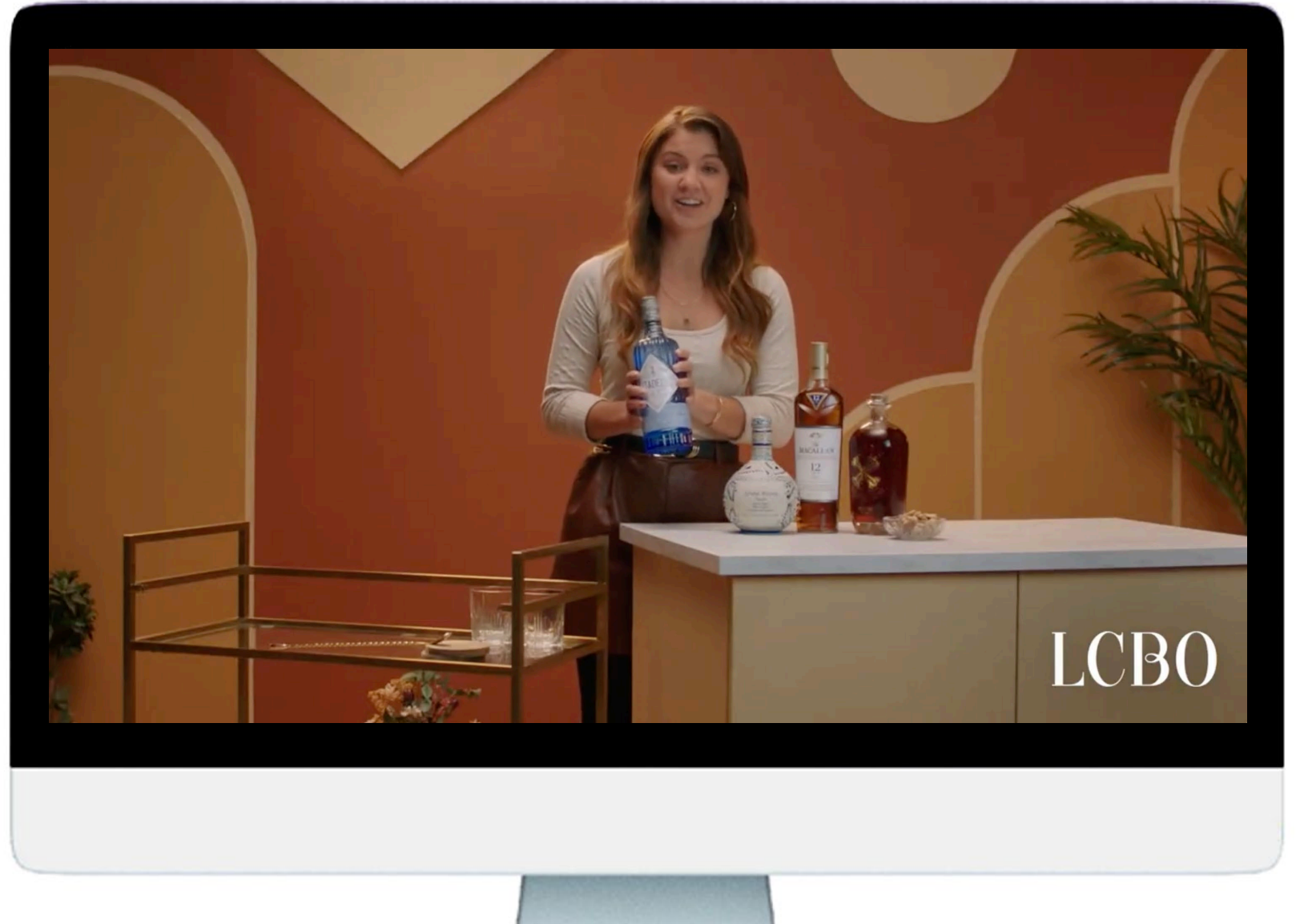
Media/Influencer events

Aeroplan Partnerships



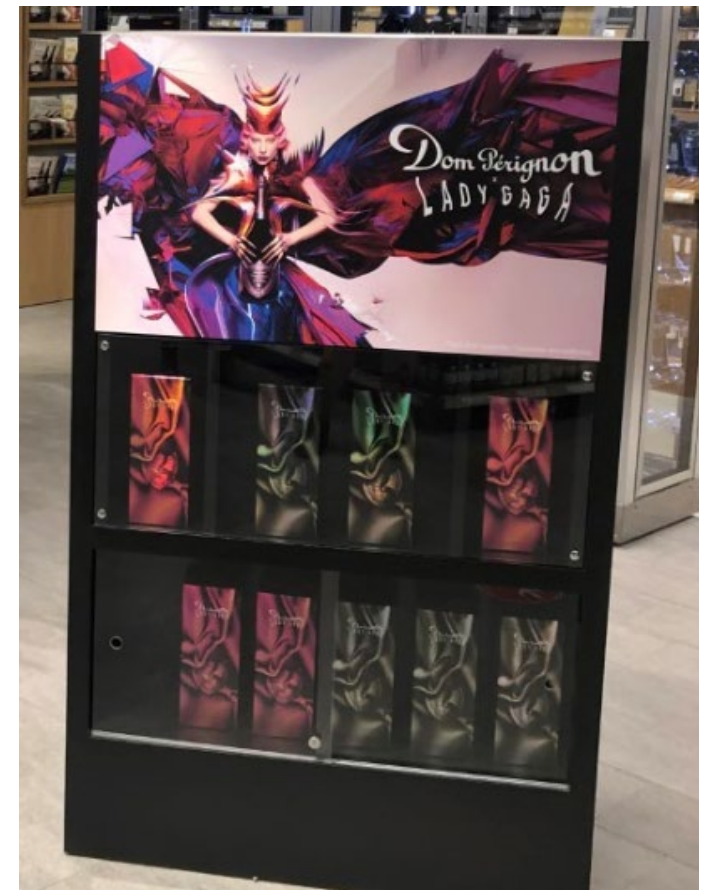
Virtual continues to play a vital role

“Love, love...love the approachability of the wines and food pairings. Not intimidating at all and this video has made my choices so much easier!”



Manulife Store #528

Dom Perignon x Lady Gaga



Store #511

19 Crimes Activation

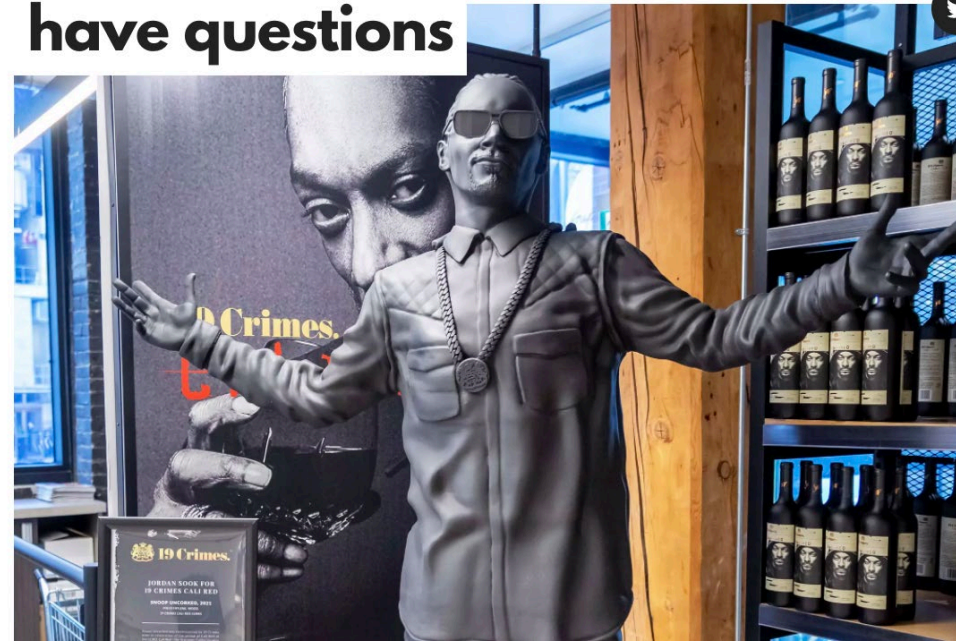


Eat & Drink

Tanya Mok Posted on March 09, 2021

Report Inaccuracy

Toronto's LCBO flagship just got a statue of Snoop Dogg and we have questions



Summer Hill Store #10 Veuve Arrow Tin Personalization

Units Sold =
2,100 100%
sell-thru



P10 Store #511

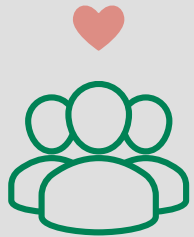
Johnnie Walker Hologram & Bailey's Activation



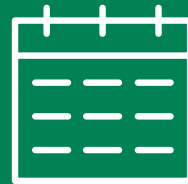
Store #217 Cottage Springs Activation



What this means for you:



Ensure your proposals deliver on what the customer wants



Integrate events in your promotional plans



Leverage virtual to amplify your reach & deliver enhanced content

A Rewarding Experience with AEROPLAN

Engagement



7.0x

avg. 2-3x of monthly LCBO transactions by earners



59% ↑

Aeroplan basket size vs non-Aeroplan



26%

of members have earned on product bonuses

LCBO | AEROPLAN



AeroPlan points motivate customers

52%

of customers surveyed recall seeing AeroPlan offers in store

78%

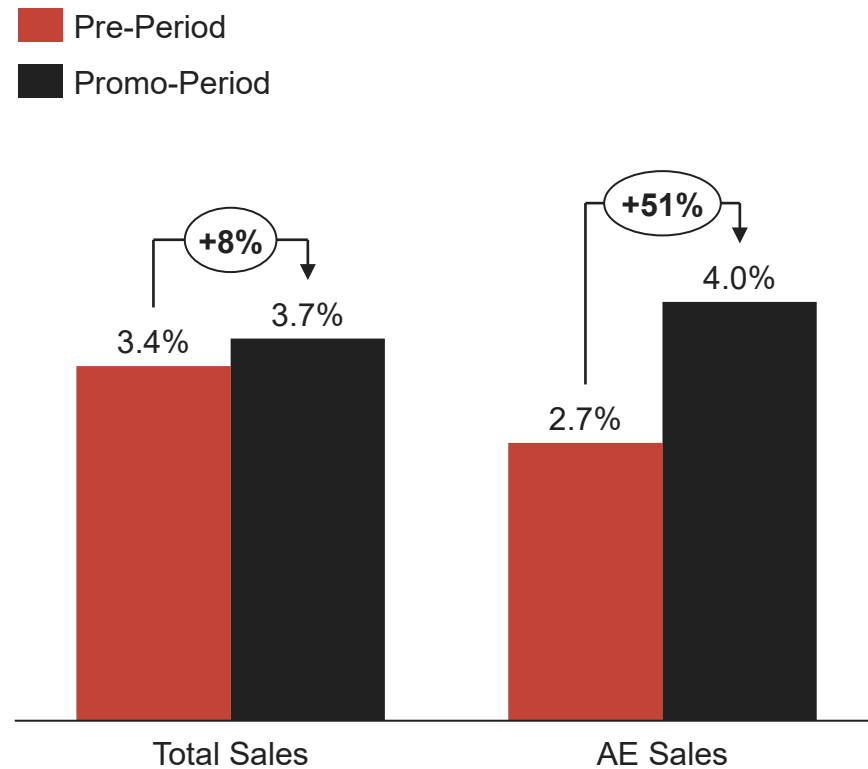
of customers find the product bonus offers valuable

LCBO | AEROPLAN 

Bonus Offers Influence Customer Behaviour

Sales Coverage of Bonus Offers

(For P11-13 offers, % of total LCBO sales by period from trade offers)



Top Performing¹ categories include



- Ontario Red
- European Wines
- South America Red



- Gin
- Canadian Whisky
- Vodka



- Premium Beer
- Coolers
- Craft Beer

Valuable Rewards beyond Travel

Redemption Interest:

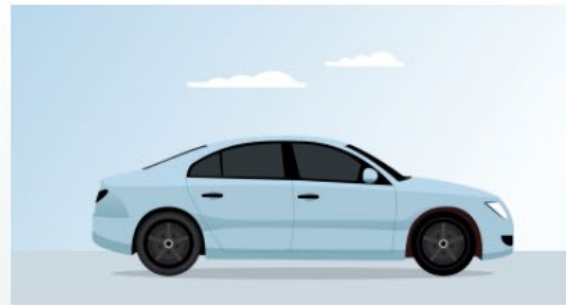
52% Travel

48% Merch & Giftcards



Hotels

Book easily in points at over 300,000 hotels, worldwide.



Car rentals

Use points to book at over 11,000 car rental locations, worldwide.



Vacation packages

Book your entire trip in points with Air Canada Vacations.



Activities & travel experiences



Merchandise



Gift cards

Overwhelmingly positive response to the new Aeroplan



Keeping focus on creating value for our members

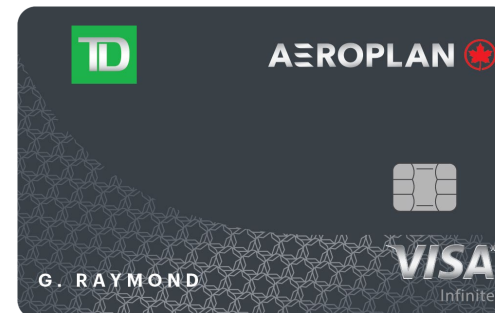
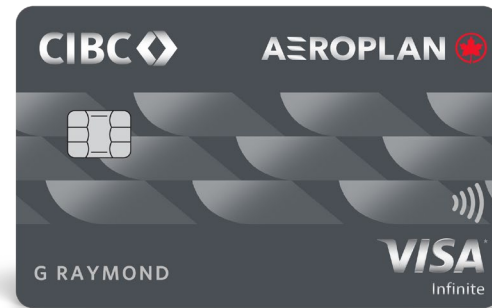
4

New everyday partners since Q42021



Keeping focus on creating value for our members

New Aeroplan credit card accelerators on LCBO spend



Keeping focus on creating value for our members

40+
eStore
partners



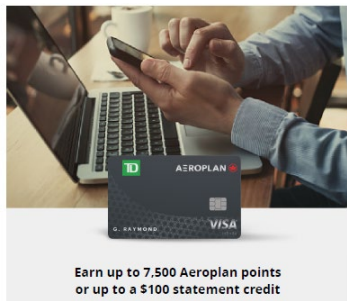
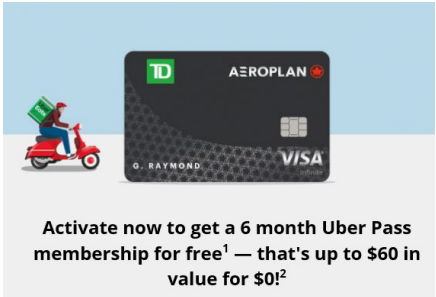
Keeping focus on creating value for our members

New Travel Partners

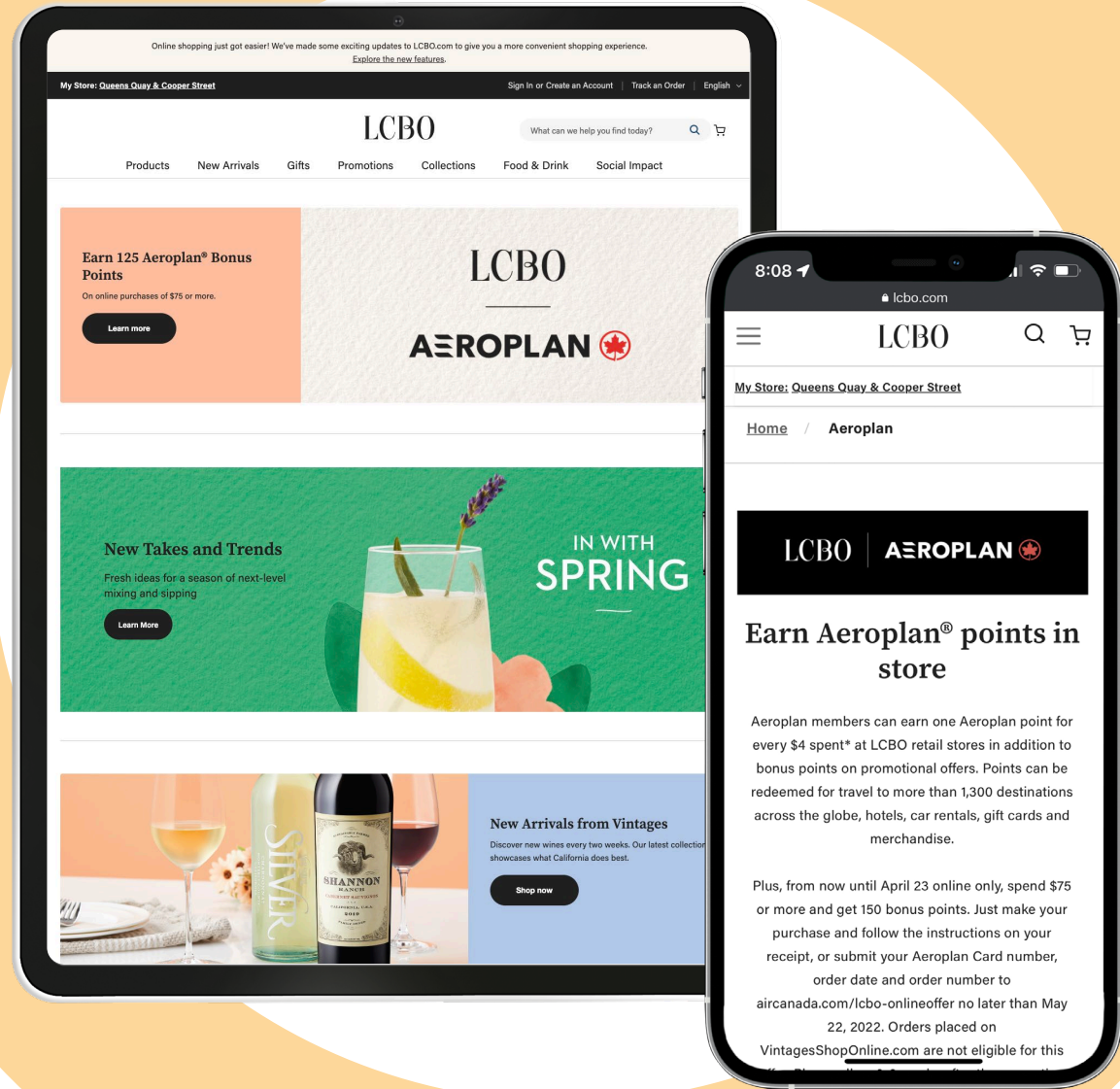


Keeping focus on creating value for our members

Innovative member campaigns



We want to help grow your sales



A lot more to come for Aeroplan and LCBO

Continue to invest in our Value Proposition



Relevant new
partnerships



Expanded
redemption
options



Differentiated
credit card offerings

A lot more to come for Aeroplan and LCBO

Laser focus on member engagement



Highly personalized
communications



Digital
Test Lab



Enhanced
self-service tools

A lot more to come for Aeroplan and LCBO

Improved LCBO+Aeroplan experience



New Trade partner
bonus offer types



Launch of Aeroplan
earn on eCommerce
channels



Cross partner
opportunities

Delivering Omni-commerce Promotions

LCBO