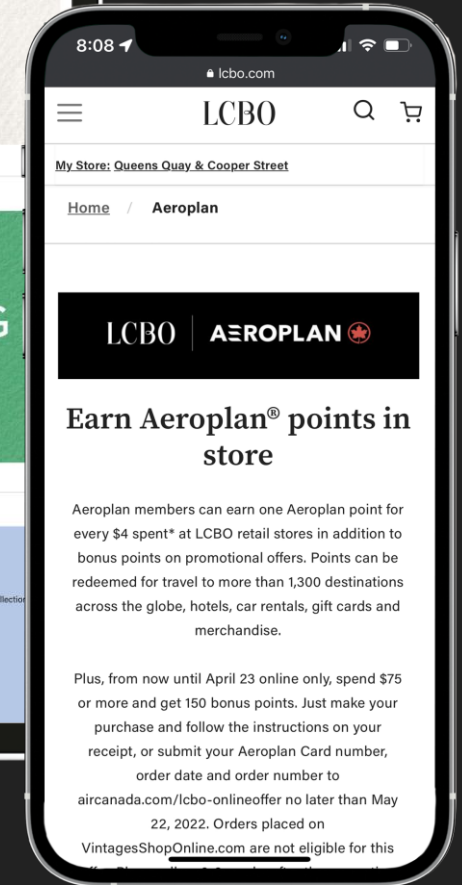
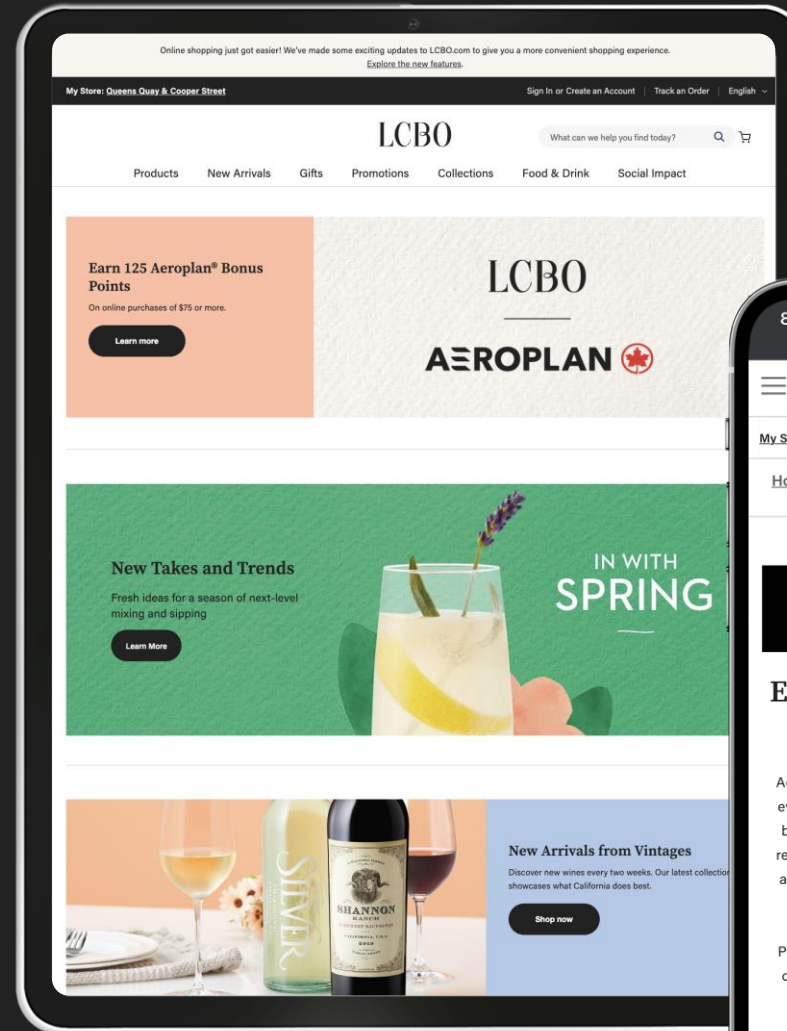


LCBO TRADE DAY 2022



Aeroplan Loyalty



Agenda



Loyalty & Aeroplan



Aeroplan Program update



Program Evolution



Trade reporting



Promotional opportunities for the trade

01

Loyalty & Aeroplan

What customers want from a loyalty program



Meaningful
rewards



Attainable
rewards



Easy to understand,
transparent, trusted



Easy, hassle free earn
and redeem



Seamless access
across all channels



Fun, surprising &
delightful

Source: Dunnhumby Market Assessment, 2017

What the LCBO wants from a loyalty program



Bring brand values to life



Rewards the desired customer behavior



Loved by the business



Collects, shares & uses personalized data



Insights to improve the shopping experience



Differentiated

Source: Dunnhumby Market Assessment, 2017

What the Trade wants from a loyalty program



Measurable ROI from promotions



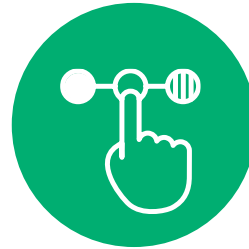
Lower cost per point



Promotion results reporting



Opportunity to personalize offers

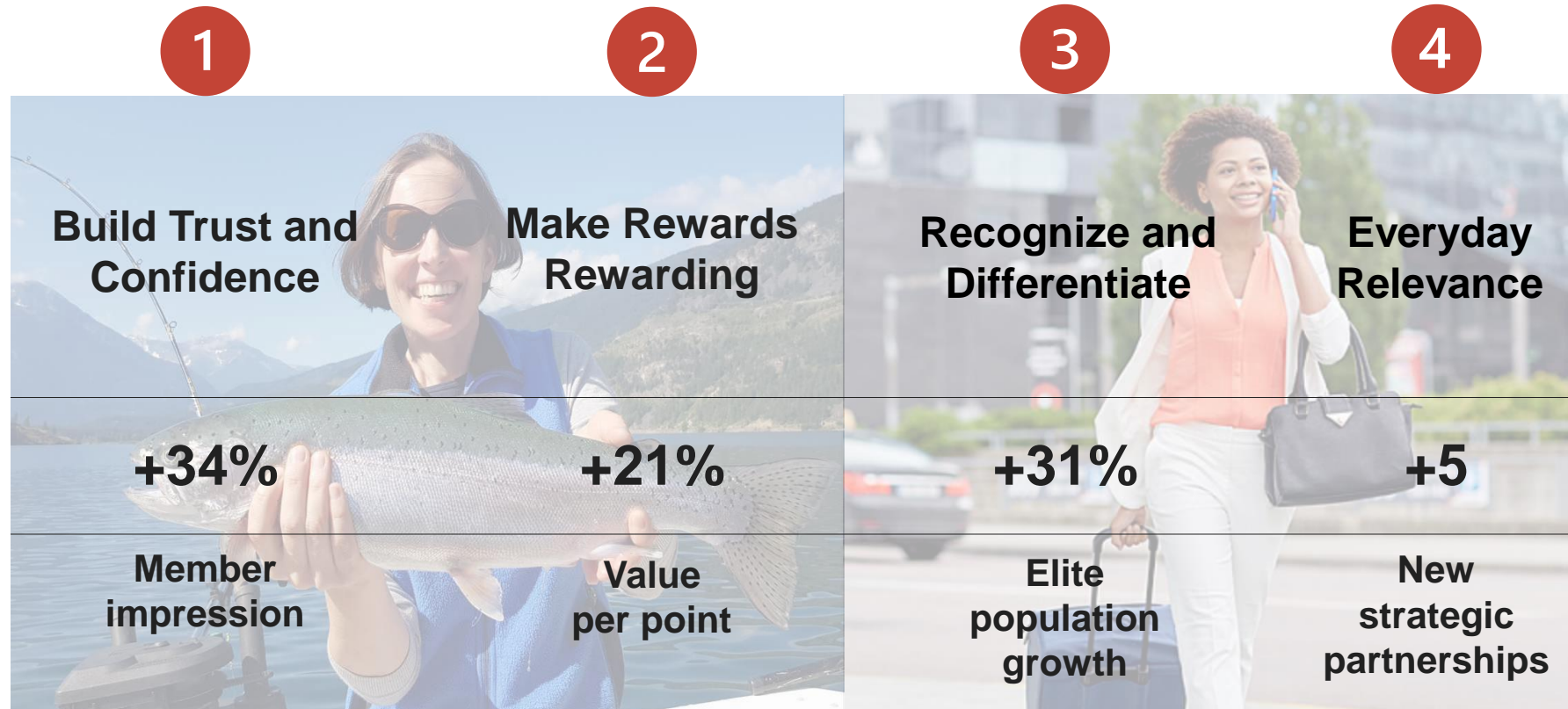


Variety of offer types



Relevant customer rewards

Investments in program are paying off with overwhelmingly positive response



Keeping focus on creating value for our members

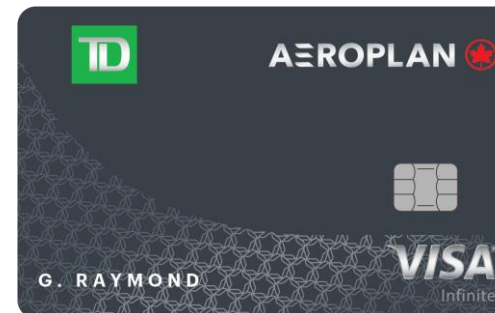
4

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



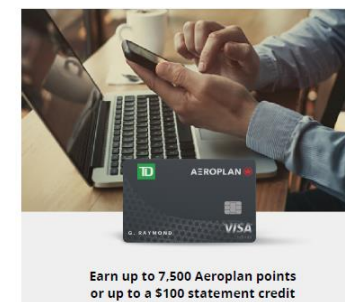
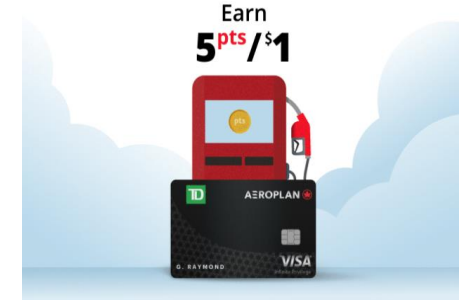
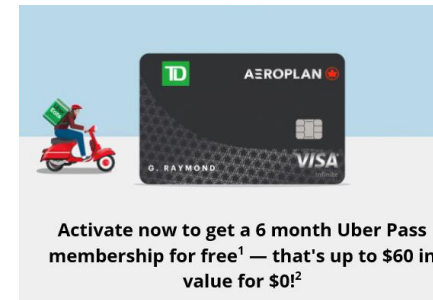
Keeping focus on creating value for our members

New Travel Partners



Keeping focus on creating value for our members

Innovative member campaigns



02

Aeroplan Program Update




03

Program Evolution


In-Store Signage - evolution

CHEERS TO NEW REWARDS
Start earning Aeroplan® points
Join now in seconds
aircanada.com/enrol



LCBO | AEROPLAN


CHEERS TO NEW REWARDS
Get **2X the points** on your first purchase of \$50 or more*
New to Aeroplan®? Join today and get an additional **250 points** on your first purchase.
Join now.



LCBO
AEROPLAN

*New to Aeroplan® bonus points offer is valid from November 10 to November 28, 2021. Minimum purchase requirement applies to the customer deposit, gift card purchase, charity donation and reward redemption program. Offer is valid only when purchased with Aeroplan® membership. The 250 bonus points offer is only valid for new Aeroplan® members joining by the offer period. Offer conditions apply to the LCBO.com Aeroplan® website and in-store. Aeroplan® is a registered trademark of Aeroplan® Inc., used under license. The Air Canada maple leaf logo is a registered trademark of Air Canada. Visit aircanada.com/enrol for details. Aeroplan is a registered trademark of Aeroplan. The Air Canada maple leaf logo is a registered trademark of Air Canada.

EARN AEROPLAN® POINTS IN STORE



LCBO | AEROPLAN

*Terms and conditions apply. Aeroplan membership required to participate. Visit LCBO.com/aeroplan for details. Aeroplan is a registered trademark of Aeroplan. The Air Canada maple leaf logo is a registered trademark of Air Canada.

EARN 1 AEROPLAN® POINT FOR EVERY \$4 SPENT*

Get closer to your next reward.

LCBO
AEROPLAN



*New to Aeroplan® bonus points offer is valid from November 10 to November 28, 2021. Minimum purchase requirement applies to the customer deposit, gift card purchase, charity donation and reward redemption program. Offer is valid only when purchased with Aeroplan® membership. The 1 point per \$4 spent offer is only valid for new Aeroplan® members joining by the offer period. Offer conditions apply to the LCBO.com Aeroplan® website and in-store. Aeroplan® is a registered trademark of Aeroplan® Inc., used under license. The Air Canada maple leaf logo is a registered trademark of Air Canada.

EARN BONUS POINTS

Look for offers on shelf



EARN AEROPLAN® POINTS TODAY.



LOOK FOR BONUS POINT OFFERS ON SHELF



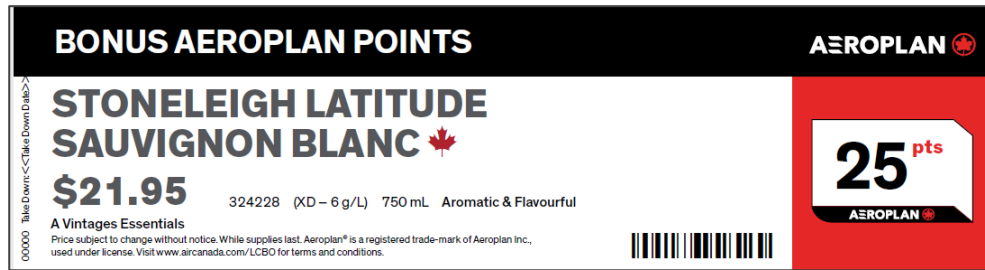
Join for free in seconds

*New to Aeroplan® bonus points offer is valid from November 10 to November 28, 2021. Minimum purchase requirement applies to the customer deposit, gift card purchase, charity donation and reward redemption program. Offer is valid only when purchased with Aeroplan® membership. The 100 bonus points offer is only valid for new Aeroplan® members joining by the offer period. Offer conditions apply to the LCBO.com Aeroplan® website and in-store. Aeroplan® is a registered trademark of Aeroplan® Inc., used under license. The Air Canada maple leaf logo is a registered trademark of Air Canada.

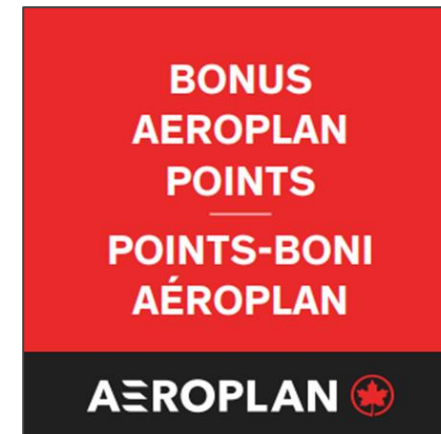
In-Store Signage



Shelf Signage - evolution



- ✓ larger font
- ✓ eye-catching red space
- ✓ extra red tag



04

Trade Reporting

Aeroplan Results Reports



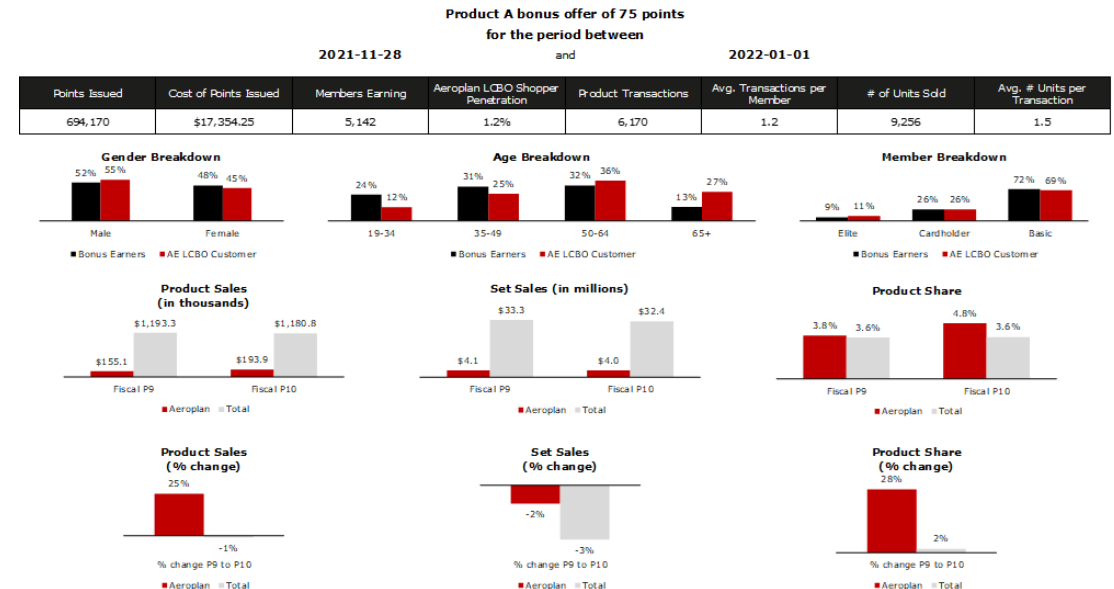
Issuance and sales details



Customer demographic information for your customers



Impact of your offer on sales



Illustrative purposes only

Trade promotion reports
have been delivered for
5 periods

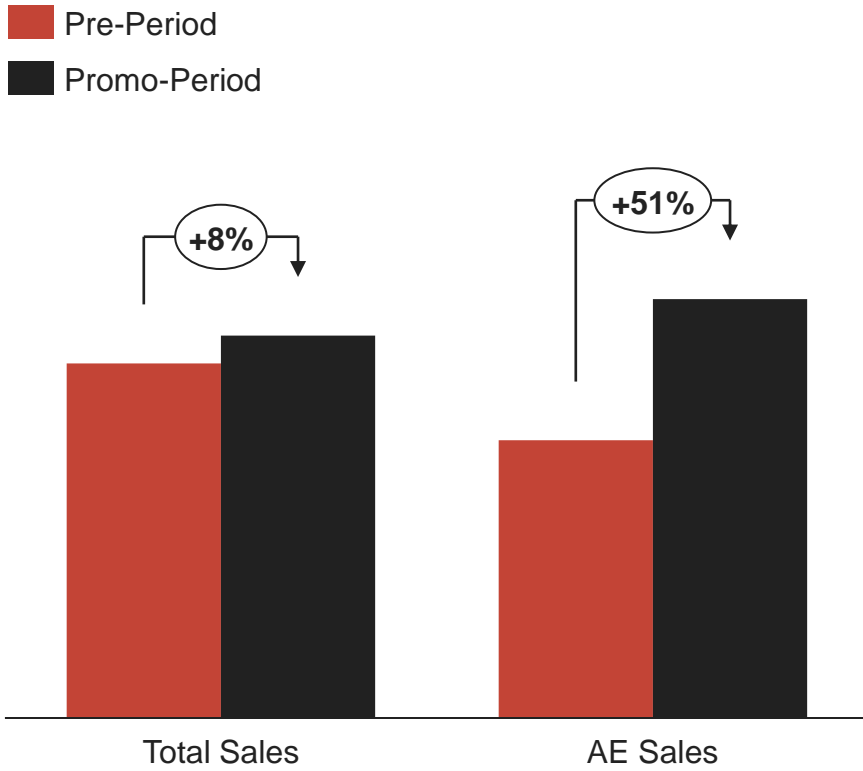
45 Trade partners have
had Aeroplan Bonus offers

>500 total reports
have been delivered



Share of bonus products increased +51% among Aeroplan members vs. +8% overall for P11-13 average

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

¹ Performance is based on the variances of the average of relative market share change from P11 to P12 for Aeroplan members vs. overall sales. Categories with less than 3 products on bonus were excluded from the category analysis
 Notes: Based on LCBO Fiscal calendar. Source: LCBO Data

05

Promotion Opportunities

Planned Promo offers



P4



LCBO Funded Overlay Bonus Offer

Buy 2 or more Canadian-made Bonus products & get **2x** bonus points

P5



LCBO Funded Overlay Bonus Offer

Stock up your fridge with:
8 of the RTDs with Bonus offers

And get **100** bonus points

P6



LCBO Funded Overlay Bonus Offer

Stock up your fridge with:
8 of the Beers or Ciders with Bonus offers

And get **100** bonus points

Upcoming Marketing Initiatives

Aeroplan Brand Campaign Investment Q2-Q3

Awareness of our Everyday Earn partnerships across Air Canada owned & paid channels



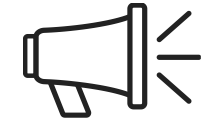
Everyday Earn Campaign June

Awareness of Everyday Earn partnerships encouraging engagement through LTO's.



AEROPLAN
eSTORE / eBOUTIQUE
190+ RETAILERS / 190+ DÉTAILLANTS

Engagement & Acquisition activation Q3/Q4 2022



Leverage activation space to bring attention to Aeroplan



Show customers how simple it is to sign up and earn points.



Drive new member signups.

Planned Promo offers

P9



1 Year Anniversary Contest

Dates: Nov 6 -16 **Entry:**
1 entry per Aeroplan
promo product
purchased

Prizes: Grand Prize –
4 Air Canada Tickets

+ 4 prizes of 2 Air
Canada tickets

P10



12 Days of Holidays (Online only)

Dates: Dec 5 – 16
Offers: 1 strong bonus
offer per day (single
product, bundle, etc)
Media Support:
Aeroplan and LCBO
channel marketing
support

P11



LCBO Funded Overlay Bonus Offer

Buy 2 or more Bonus
products & get **2x**
bonus points



Bundled Offer

Build your bar

Buy one of each of the featured products and get bonus points

Gin, Vodka, Rum, tequila, whisky

Gin+Vodka = 100 pts

Rum+Tequila+Gin = 150 pts

Bundled Pair

Build a cocktail

Buy the 2 SKUs required to build your cocktail and get bonus points

Aperol spritz = Aperol + featured Prosecco = 200 bonus points



Coupon Offer

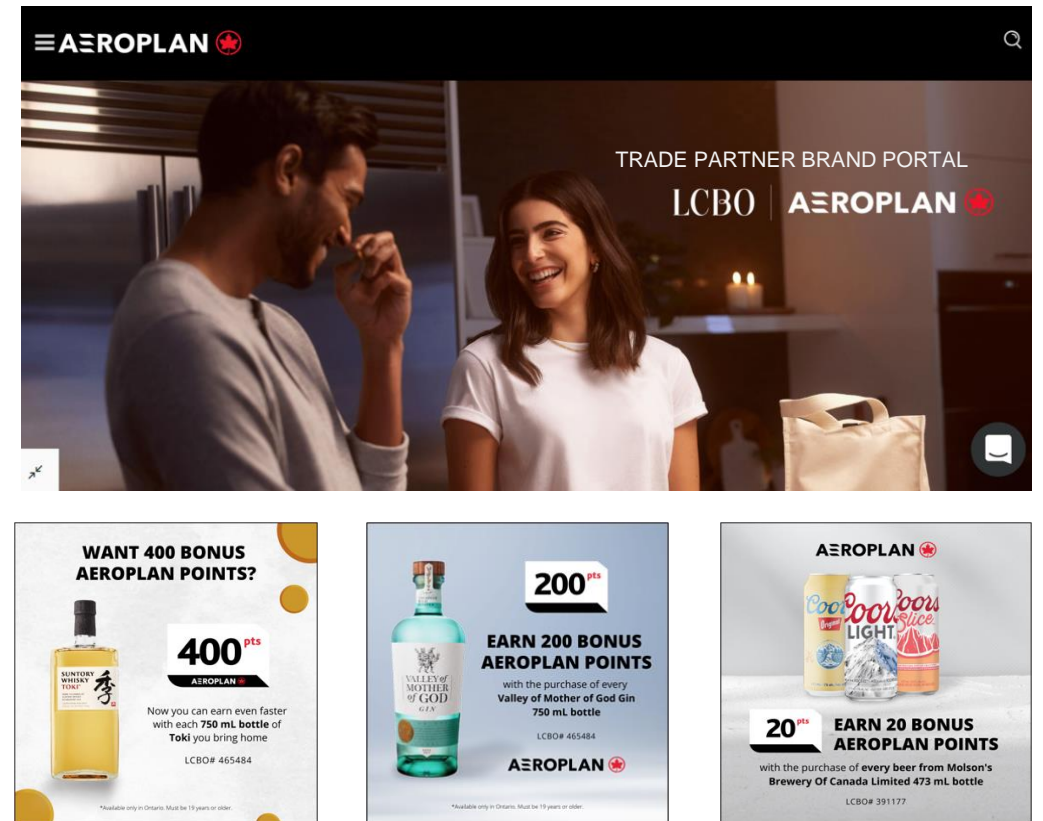
Distribute coupons at an in-store tasting for bonus points on the featured product.

Buy featured product + hand in coupon = 100 pts



Aeroplan Trade Partner Brand Portal

- The Aeroplan Brand Portal will provide trade partners with access to Aeroplan brand guidelines and assets for the development of trade promotional support elements (e.g., social ads)
- Guidelines/assets to include logos, colours, typography, retail modules, member cards, trademarks, lexicon and creative examples.
- Accessed via a secured site with trade login and password.
- **Launch timeframe: P2**



Examples for illustrative purposes only

Exciting Year Ahead

*We have a lot more
on the horizon to
benefit LCBO and
its trade partners*

1 **Everyday engagement**

- Grow everyday spend categories
- Cross-partner collaboration opps
- Everyday status qualification
- Expand earn to LCBO eCommerce channels
- Added new promotional offer types



2 **Redemption**

- Travel expansion
- Micro-Redemptions
- Instore



3 **Digital roadmap**

- Offers engine
- Improved personalization
- Enhanced self-service tools



Key Takeaways



**Impact of
bonus offers**



**New promotional
types**



**Future promotional
opportunities**



**Contact LCBO
merchandising rep
for more
opportunities**

Thank you