

KEEP — The — GOOD GOING

A NOTE FROM OUR
PRESIDENT & CEO



BRET MITCHELL
PRESIDENT & CEO



Dear Team Member;

I'm pleased to introduce our new Corporate Social Responsibility (CSR) initiative – Keep the Good Going. CSR is a key element of our brand, it's a lens that we use to make good business decisions and it's ingrained in our organizational culture. Keep the Good Going recognizes the achievements that we've made in the CSR area, while encouraging each of us to make a conscious effort to understand the why behind what we do.

Since we started the WE ID program in 2009, our Mystery Shop results have improved dramatically. Last year, we conducted over 700 Mystery Shops in our stores measuring our requests for ID. Congratulations on a final year-end compliance score of more than 90%, a result directly tied to your commitment and diligence!

Keep the Good Going will become a familiar phrase over the next few years. The first phase of Keep the Good Going is a new Responsible Retailing learning module that will be launched mid-June 2017.

Through consultation with several store teams, we developed a variety of videos from everyday scenarios. Watch for our own team members in action as they demonstrate responsible retailing at its best.

Expect to learn best-in-class service options as we adjust our approach to be more inclusive and to reflect the changes in our customer base. You will notice some changes to our service standards. I am confident these changes will be good for you and our customers.

This learning module was designed 'by our employees for our employees', so I ask that you give it your full attention and take the opportunity to understand why responsible retailing is such an important part of the value we add to the communities we serve. I am proud of the work we are doing in this area and I hope you are too.

Thank you for doing your part to help
Keep the Good Going!