

BC CANNABIS STORES



**LIQUOR
DISTRIBUTION
BRANCH**



**Professional.
Experienced.
Responsible.**

**With nearly 100 years of
experience retailing regulated
products, we know what it
means to be a good neighbour.**



Overview

RESPONSIBLE

Every decision we make supports the social responsibility commitments we make to our communities.

ALIGNED

We are experienced at meeting municipal requirements with transparent engagement every step of the way.

SAFE & SECURE

Unprecedented safety and security measures are incorporated into our store design, to ensure a comfortable and modern experience for customers.

KNOWLEDGEABLE

The in-store experience is designed around responsible messaging, education and awareness, delivered by trained and certified employees.

PROFESSIONAL

We have a proven track record of successful retail operations, end-to-end, meeting the highest standards of professional public service and accountability.



A close-up photograph of a wooden puzzle piece standing out among several white puzzle pieces. The wooden piece is a light brown color with a visible wood grain and is positioned in the center-right of the frame. It is surrounded by white puzzle pieces, some of which are slightly out of focus. The word "Purpose" is overlaid in a large, bold, black sans-serif font on the left side of the image.

Purpose

To make high-quality cannabis products and education available to all customers – from the discerning to the new – through responsible channels that provide expert and friendly service.

Our values guide our decision- making.

SOCIAL RESPONSIBILITY

Every decision is made with a lens that prioritizes public health and safety.

SERVICE

We know our customers intimately and we are highly knowledgeable about the products we sell.

PEOPLE

We are intensely curious, deeply passionate about this space, and nimble, digital thinkers.

INTEGRITY

We always do the right thing and live our values every day, in every role, in every situation.

RESPECT

We work together as a cohesive team and recognize the unique talents of each individual.

CONTINUOUS IMPROVEMENT

We are agile and quick; we take initiative to fill gaps and propose solutions.

Proven track record of public service, accountability will carry over to cannabis

- Our strict “ID Under 30” policy on the liquor side of our business is a strong contributing factor to our successful compliance record. On cannabis, our planned two ID-check procedure will keep regulated products out of the hands of minors.
- Effective responsible consumption awareness programs in stores and in our communities like **Dry Grad** and **Get Home Safe** protect young people and their community.
- Our at-the-till charitable collections and employee contributions raise nearly \$1 million for local communities annually.
- We thrive as an environmental leader in sustainable retailing by practicing energy and fuel efficiency, container recycling, plastic bag reduction and responsible waste management.



Social Responsibility is our core value.

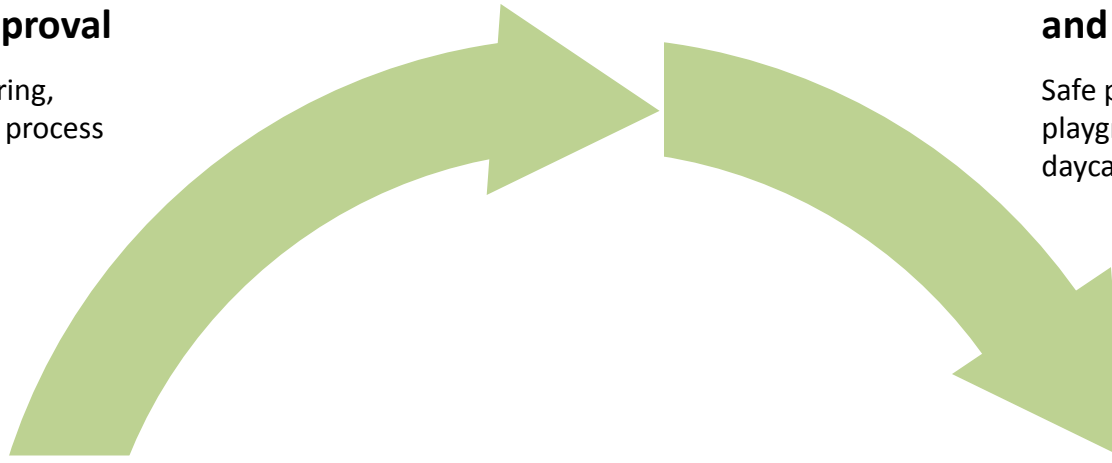
Our belief is that being socially and environmentally conscientious is not just good for people and the planet, it's the only way to do business.

Municipality zoning bylaw compliance and approval

Council proposal and hearing,
public notices, inspection process

Land use permitting and approval

Safe proximity from schools,
playgrounds, parks, community centres,
daycares and other cannabis retailers



Responsible community engagement.

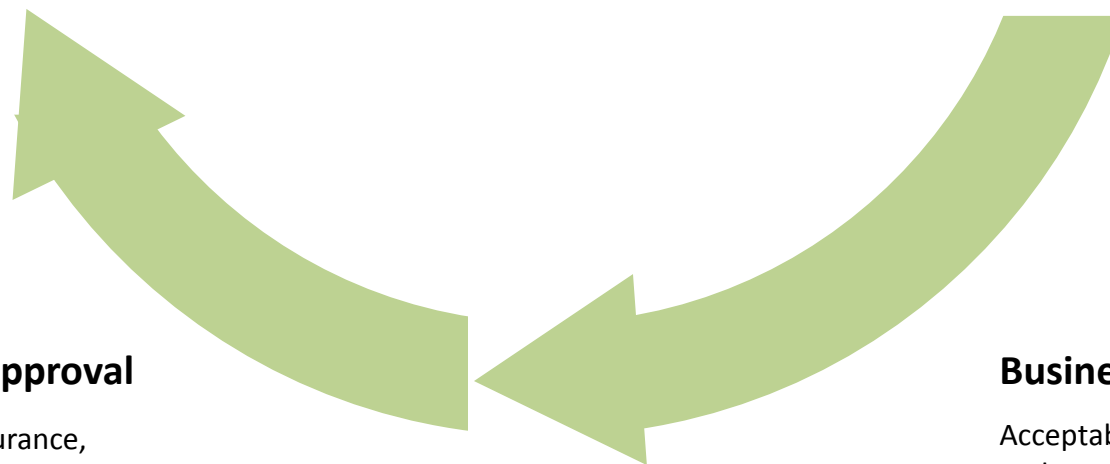
Our approach to an open and transparent civic process has led to operating one of BC's largest retail networks.

Commercial leasing approval

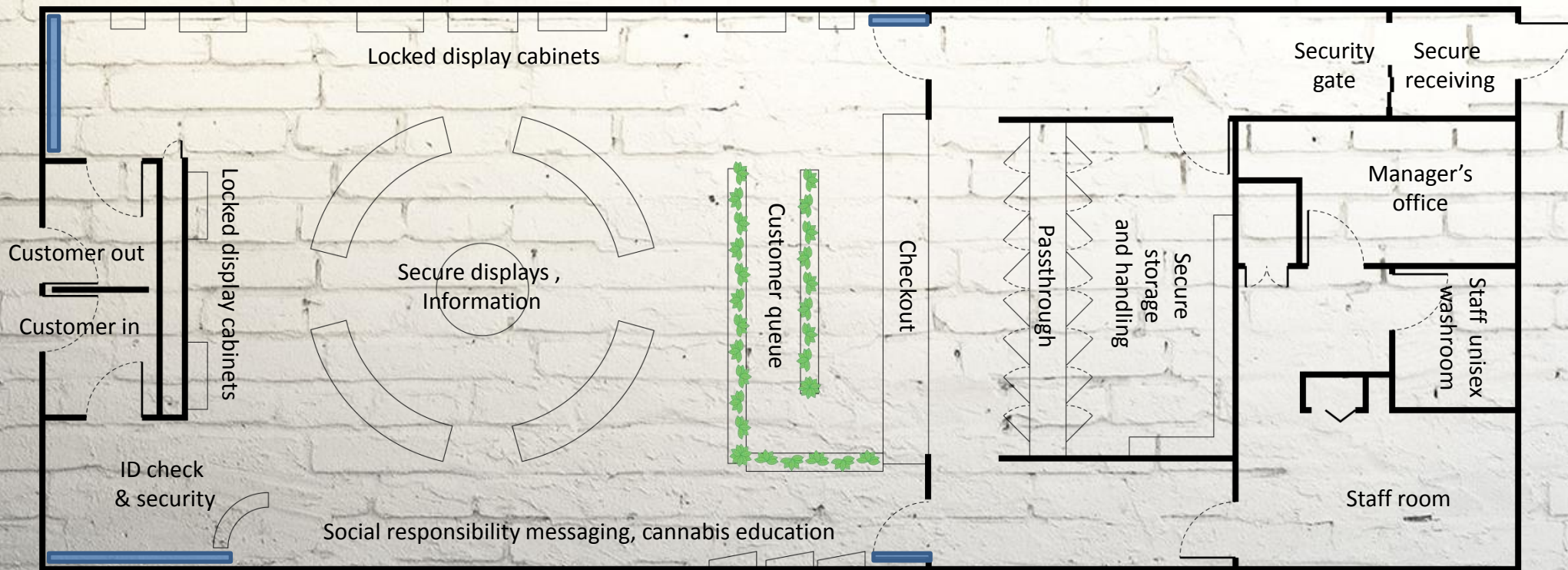
Tenant lease agreement, insurance,
tenant building improvements

Business licensing approval

Acceptable operating hours, waste
and recycling management,
occupancy permits, security



Concept Floorplan:

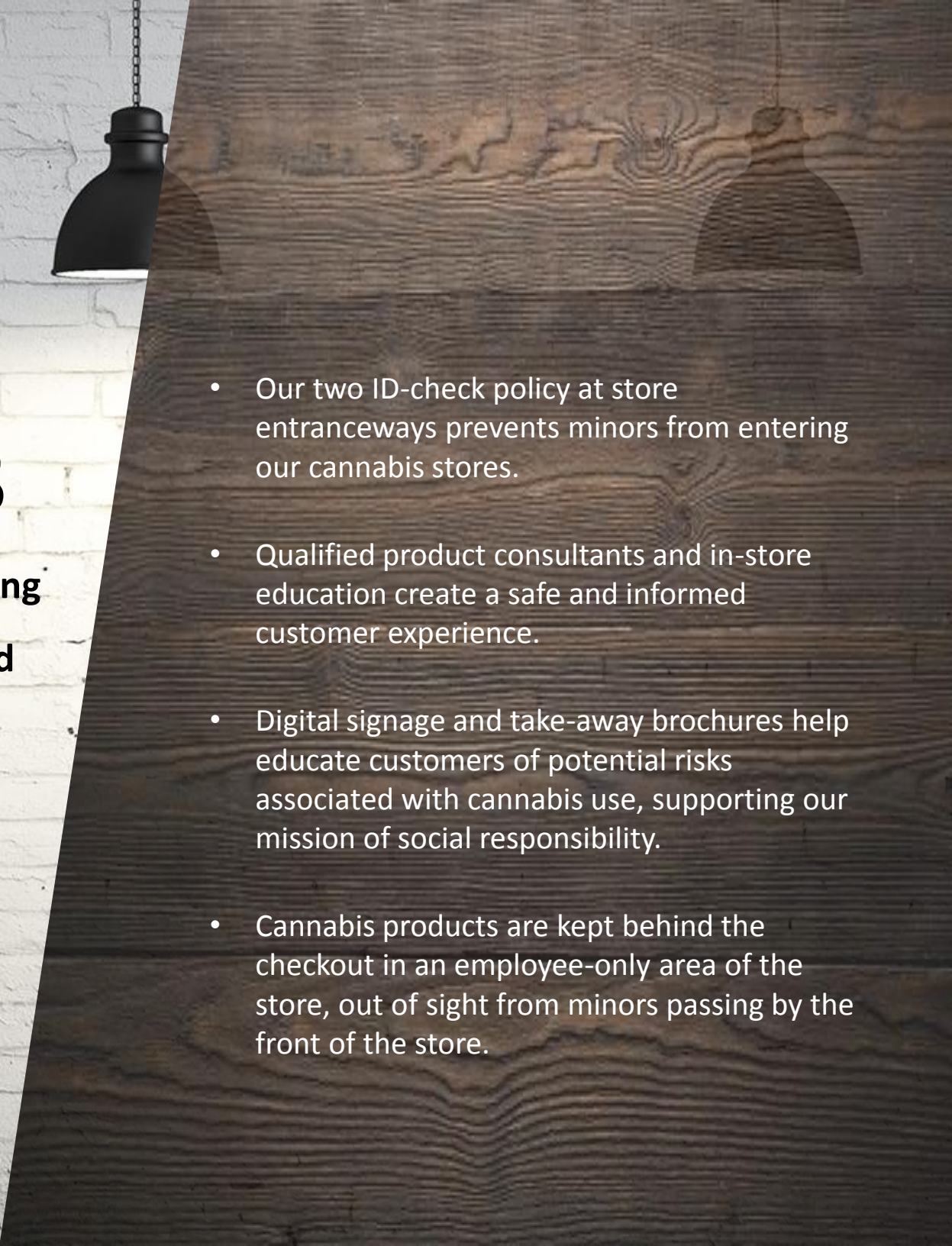


 = Social responsibility signage



Storefronts

Our stores are bright, clean, welcoming and professional – creating a safe and favourable alternative to purchasing non-medical cannabis from the illicit market.

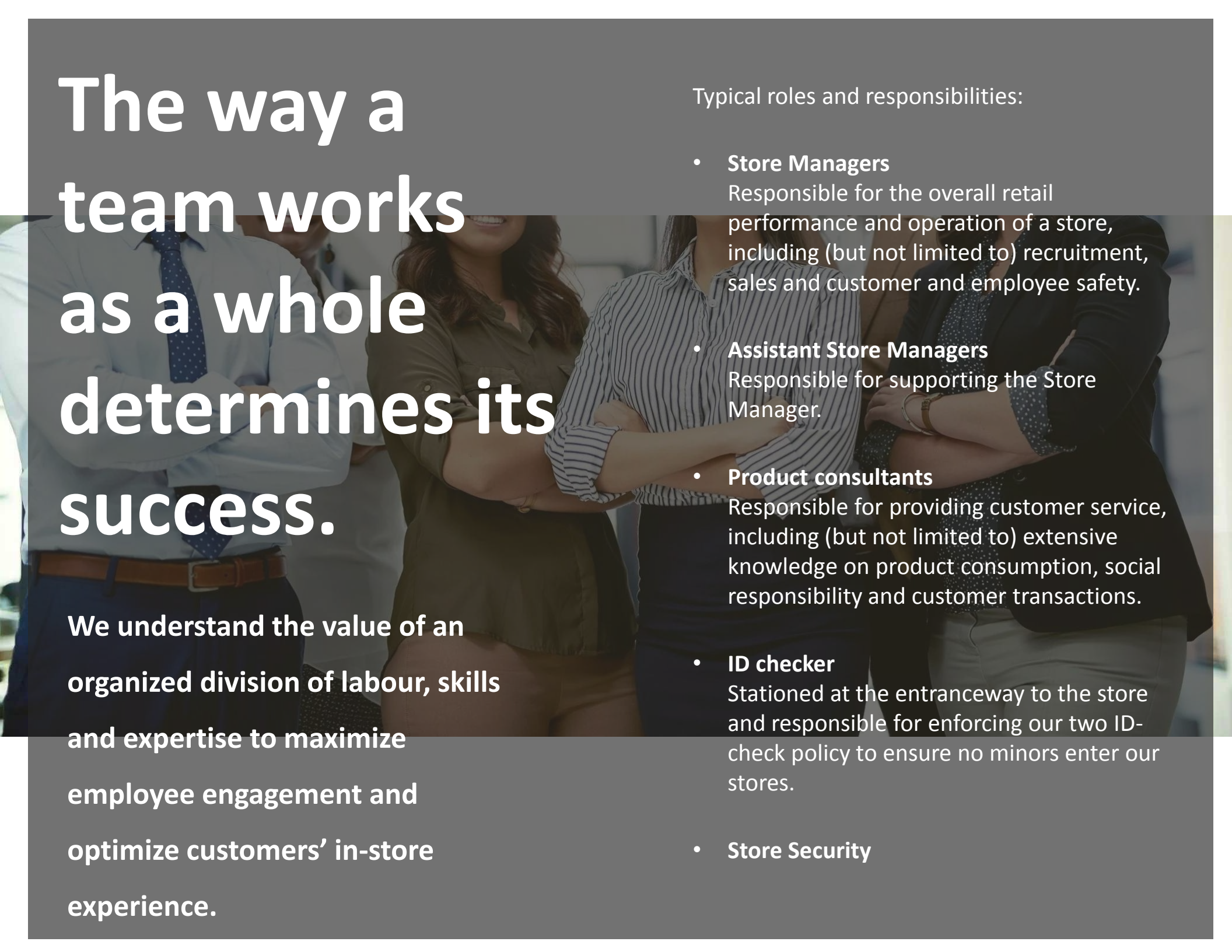
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- Our two ID-check policy at store entranceways prevents minors from entering our cannabis stores.
 - Qualified product consultants and in-store education create a safe and informed customer experience.
 - Digital signage and take-away brochures help educate customers of potential risks associated with cannabis use, supporting our mission of social responsibility.
 - Cannabis products are kept behind the checkout in an employee-only area of the store, out of sight from minors passing by the front of the store.

A reputable place to work.

We take pride in being named one of BC's Top Employers time and time again.

- Mandatory criminal background checks are performed on all employees.
- Comprehensive product knowledge and customer service training are integral to the product consultant onboarding experience.
- As with liquor, we mandate a Serving It Right equivalent certification for all product consultants.





The way a team works as a whole determines its success.

We understand the value of an organized division of labour, skills and expertise to maximize employee engagement and optimize customers' in-store experience.

Typical roles and responsibilities:


- **Store Managers**
Responsible for the overall retail performance and operation of a store, including (but not limited to) recruitment, sales and customer and employee safety.
- **Assistant Store Managers**
Responsible for supporting the Store Manager.
- **Product consultants**
Responsible for providing customer service, including (but not limited to) extensive knowledge on product consumption, social responsibility and customer transactions.
- **ID checker**
Stationed at the entranceway to the store and responsible for enforcing our two ID-check policy to ensure no minors enter our stores.
- **Store Security**



Safety and security is our top priority.

Customer, employee and community safety is paramount.

- Superior intruder and fire monitoring systems maximize response time and minimize losses.
- Interior and exterior camera surveillance used to deter theft.
- Locking valuable accessories in tempered glass display cases prevents shoplifting and creates an added barrier for burglars.
- A secure storage room keeps regulated product out of sight from minors and out of reach from shoplifters.
- Durable and reliable commercial-grade doors and locks secure our store premises.
- Smash-resistant windows obstruct vandalism and break-ins.
- Attractive and visible on-premise signage of security measures deter would-be thieves and criminals.

The background of the entire slide is a close-up photograph of green leaves, likely from a plant like a geranium, covered in numerous small, clear water droplets. The lighting is soft, highlighting the texture of the leaves and the glistening of the water.

One advantage to operating a retail network as extensive as ours is the ability to offer a diverse selection of product at varying price points, which will significantly reduce the impact of the illicit market. We will purchase lab-tested product only from licensed producers to ensure a dependable track record of consistency, both in quality and in the timely delivery of reliable products.

Product quality is not just a matter of business reputation. It's a matter of public safety.

MYTHS

Myth: Government cannabis stores will overrun existing retailers and small-business owners.

Myth: A combination of on-premise incineration and back alley dumpsters will be used to dispose of cannabis.

Myth: As with liquor, minors will be permitted to enter cannabis stores when accompanied by an adult.

Myth: Cannabis stores are a community eyesore and attract criminals.

Myth: Customers will consume cannabis on-premise.

TRUTHS

Truth: We are committed to working with municipal zoning bylaws and licensing requirements to ensure fairness for all in the communities we do business in.

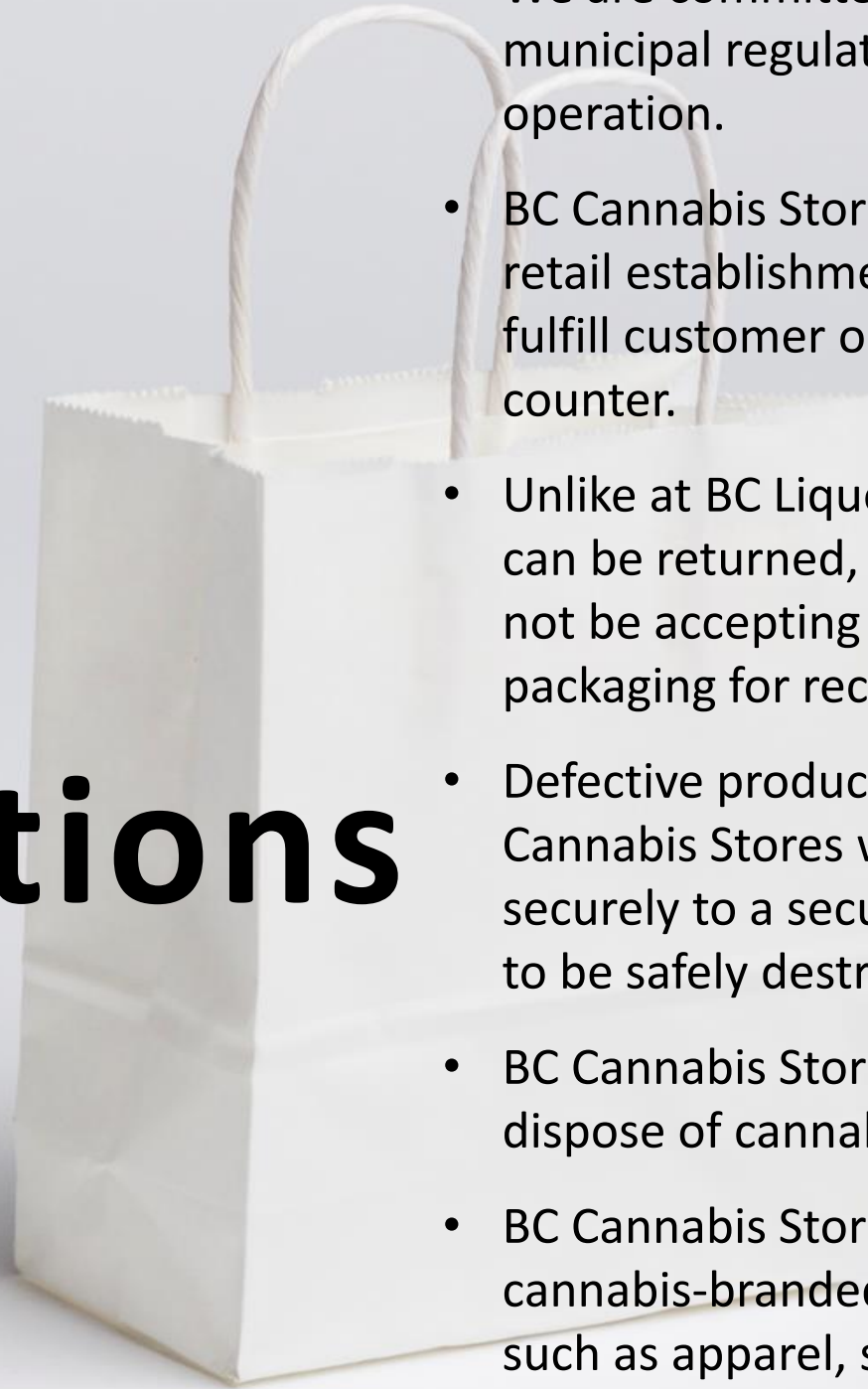
Truth: We stand by our commitment of responsible waste management by safely destroying cannabis products off-premise.

Truth: Minors are not permitted to enter cannabis stores, even if accompanied by an adult. Our two ID-check policy at store entranceways ensures we comply with the law.

Truth: Clean, bright white walls, natural wood textures and timeless accents create a professional environment and comfortable shopping experience for our customers.

Truth: The Cannabis Control and Licensing Act prohibits cannabis consumption of any kind in cannabis stores, and providing samples will not be permitted.

Store Operations



- We are committed to working with municipal regulations around hours of operation.
- BC Cannabis Stores will be full-service retail establishments, where employees fulfill customer orders from behind-the-counter.
- Unlike at BC Liquor Stores where empties can be returned, BC Cannabis Stores will not be accepting cannabis product packaging for recycling.
- Defective product that is returned to BC Cannabis Stores will be transported securely to a secure, off-premise location to be safely destroyed.
- BC Cannabis Stores will not incinerate or dispose of cannabis products on-premise.
- BC Cannabis Stores will not carry cannabis-branded promotional wares such as apparel, stationary and novelty giftware.



Accountable. Partners.



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