



Uniquely

**LONDON
DRUGS[®]**

Discover What's Possible



2024

Why is being unique so important?



In today's highly competitive marketplace, retailers must build on their strengths and offer a customer experience that others can't duplicate.

London Drugs has been celebrating its uniqueness ever since it opened its doors in 1945 and, subsequently, delighted customers by purchasing the camera store next door. The novelty and convenience of a drug store selling cameras has evolved into a one-stop shopping experience filled with an exciting and diverse range of products and services that fit many aspects of our customers' lives. We are committed to taking care of people and making their lives less complicated – and that is what makes us uniquely London Drugs.

Growing to serve our communities

London Drugs continues to renovate, relocate, and open new stores across Western Canada to maximize connection with our primary customers. We are thinking ahead to how our stores can help our customers live their very best lives in the future. Our design team ensures our London Drugs stores remain relevant and exciting, and we have been incorporating new ways to create an even better customer experience.

THE ALL-IMPORTANT PERSONAL TOUCH

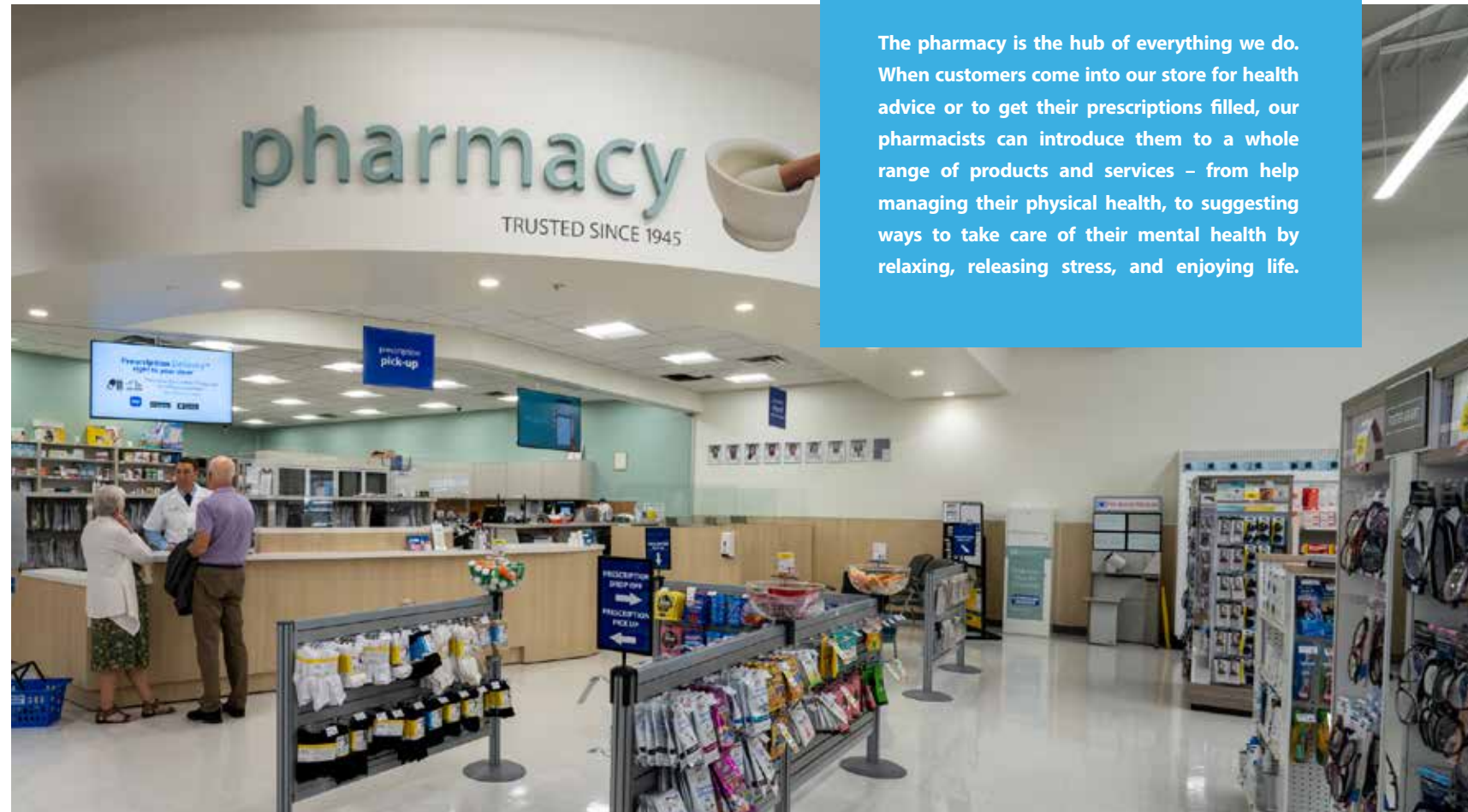
We invite our customers into our semi-private sit-down counselling booths to answer questions, explain what their condition is all about, and describe what their medication will do. In some cases we uncover medication-related problems, and can immediately call their doctor. We are also using technology to help free up our time so we can spend even more time on one-to-one consultations. Central fill is enabling us to fill prescriptions faster and we are experimenting with Artificial Intelligence to help process the increased amount of e-faxed prescriptions.



**Our Pharmacy –
A launching pad to
wellness and lifestyle
choices throughout
our store**



The pharmacy is the hub of everything we do. When customers come into our store for health advice or to get their prescriptions filled, our pharmacists can introduce them to a whole range of products and services – from help managing their physical health, to suggesting ways to take care of their mental health by relaxing, releasing stress, and enjoying life.



A HEALTHCARE PROVIDER IN THE COMMUNITY

We have offered travel clinics for many years and have the most Certified Diabetes Educators in Canada. There are also special services like Hepatitis C and B testing in places where we serve vulnerable populations and can prescribe medications and offer vaccinations. In addition, we offer a unique digital flipbook that provides mental health advice and support for people of all ages – and because we know devices such as breast pumps, crutches, light therapy devices, and nebulizers can be expensive – we have a rental program to help our patients access this important equipment.



PROVIDING SOLUTIONS AND EXPERT ADVICE

There is no other drug store in Canada with a full-service Tech department. That means we can help our customers manage their personal health with professional medical advice from our pharmacist, and tap into the expertise of our Tech team to educate customers on how to use smart tech devices to keep track of everything from their blood pressure and heart rate to blood sugar levels. Our pharmacy staff also works closely with our trained beauty advisors to recommend dermatological solutions for patients whose skin has been affected by cancer, eczema, the sun, or acne. To make it even easier for customers to get that expert advice across departments, we're experimenting with store layouts to locate the Tech and beauty departments closer to the Pharmacy.

THE EXPANDING ROLE OF THE PHARMACIST

With family doctor shortages, and a stretched healthcare system, pharmacists have taken on a larger role in the health system. They have become an essential healthcare provider for many Canadians, whether it is providing emergency supplies of medications, giving vaccinations, and in some cases even prescribing for minor ailments or offering family planning prescriptions. Our pharmacists are embracing these additional responsibilities and finding even more ways to serve our customers, from helping people breathe a little easier by recommending air purifiers, to discussing good food choices with customers of all ages and health conditions.





Connecting customers to solutions for their unique needs

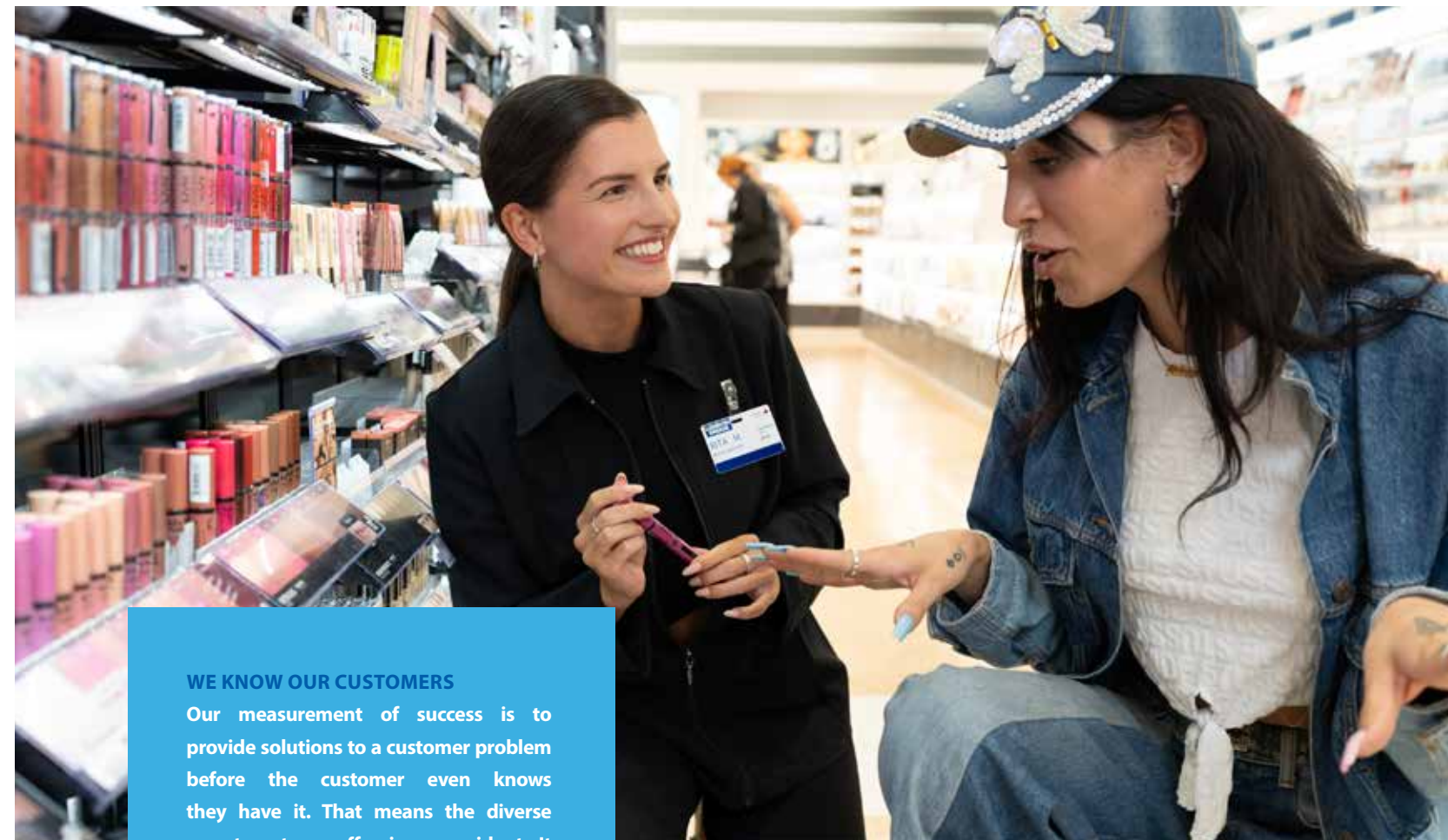


PERSONAL CUSTOMER JOURNEYS

In 2023 we will be welcoming almost half a million new residents to Canada, and the majority of these new Canadians come with wealth and highly-valued education and skills. This fits the customer demographics of London Drugs and makes us uniquely set up to help these new Canadians get settled with many of the necessities they will need for their life here in Canada. We are a destination for those searching for hard-to-find items. For example, we are one of the only places left to get traditional camera film. Film cameras are enjoying a renaissance with young people and have become an important first step to get young people into our stores to develop their photos – which can lead to experiencing all that we have to offer.

WE TRAVEL THE WORLD FOR OUR CUSTOMERS

Our talented group of buyers search the world over for the products we know our customers will love. In fact, our merchant team have been travelling at an unprecedented rate since the pandemic to attend trade shows and visit overseas suppliers and factories. Our team meets regularly to share information and to discuss trends which allow London Drugs to be first to market and surprise and delight our customers.



WE KNOW OUR CUSTOMERS

Our measurement of success is to provide solutions to a customer problem before the customer even knows they have it. That means the diverse assortment we offer is no accident. It takes thoughtful strategy and tactics to ensure we have what our customers are looking for – and more. The data we are gathering from LDEXtras is giving us a deeper understanding of our core customers so we can connect products and categories together for them in unique ways.



MAKING CONNECTIONS THROUGH MERCHANDISING

By working together our buyers are a fantastic cross-category idea generator. They create displays that bring products together that share ingredients, health benefits, or any quality that is important to our customers. Our End Caps often feature a variety of products under the same brand so customers can discover more from the brand they love. We also create special moments in our promo aisle with convenient displays that bring together an array of items to enhance activities and occasions - and add fun and enjoyment to their lives.



Believe in Better

Believe in Better is our Corporate Social Responsibility program. It brings our commitment to making a positive impact on the world and the Western Canadian communities we operate in together under one colourful umbrella. Everything we do revolves around three simple pillars—people, planet and progress.

IN 2022, WE RECYCLED OVER:

- 10,000,000lbs of cardboard and paper
- 300,000lbs of plastics
- 456,000lbs of electronics and appliances
- 138,000lbs of batteries
- 39,000lbs of light bulbs

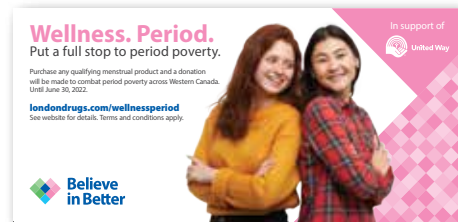
Our entire recycling program includes: cardboard, paper, flexible plastics, soft plastics, styrofoam, beverage containers, beauty packaging, BRITA products, electronics, appliances, batteries, light bulbs, ink and toner, medications, phone and tablet cases, chopsticks.



At London Drugs we believe sustainability is about more than just environmentalism. Because we know sustainability is more than just about 'going green', it's also about making a positive impact in the communities we operate. We also wanted to explore what sustainability means beyond the environment and find ways to help our local communities thrive and encourage positive change. As a result, we are concentrating on local programs that focus on the things we can do to help make a difference in people's lives each day, and help make our local communities better and healthier.

OUR FIREFIGHTER HEROES

With wildfire evacuations lifting and many families returning home after the devastating fires that burned in our communities, London Drugs was proud to partner with Carlton Cards to support and thank our frontline heroes who kept our communities safe this unprecedented wildfire season. This Be Kind card program, like many we have done, encouraged positivity and gratefulness in our communities. This program provided our staff and customers the opportunity to share notes and cards of gratitude to the front line heroes that kept us safe.



WELLNESS. PERIOD. CAMPAIGN

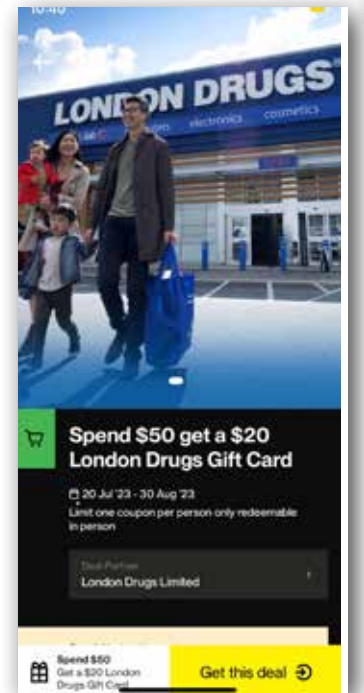
Together with our vendor partners we donated products to local United Way organizations in British Columbia, Bent Arrow & Mamas For Mamas in Alberta, and to the YMCA in both Saskatchewan and Manitoba to help end period poverty. In fact, almost every one of our vendors in that category was part of the program last year.



IN OCTOBER OF 2023, LONDON DRUGS WAS PLEASED TO BECOME AN OFFICIAL SPONSOR OF THE CANADIAN FOOTBALL LEAGUE!

The shared values of London Drugs and the CFL are centered on a strong commitment to community and a focus on diversity and inclusion. This will undoubtedly make for a successful partnership in the years to come! Whether gathering for morning walks around the block or taking

part in a recreational activity, social interaction and exercise offer many important benefits. This exciting partnership will highlight the importance of an active and healthy lifestyle for all ages, and will accentuate the health and wellness of all Canadians.



Retail Partners



EVERY CHILD MATTERS

To raise Truth and Reconciliation awareness, the 2023 official Orange Shirt Day t-shirt which was designed by Charliss Santos, from Ponoka, Alberta, is available at London Drugs with 100% of profits going to the Orange Shirt Society.



PINK SHIRT DAY

100% of net proceeds from these special t-shirts and supporting merchandise are donated to various local organizations that support children's healthy self-esteem and help teach empathy, compassion, and kindness.

CANOO APP

Canoo app is "Canada's largest welcome network", designed to make the transition to Canada easier for newcomers by leveraging the power of technology, plus the unique products and services that London Drugs is known for, such as passport photos, household goods and full-service pharmacies, both organizations are committed to actively contributing to the well-being and success of new immigrants and new Canadians.

BRANDT C. LOUIE O.B.C., LL.D, FCPA, FCA

Dr. Brandt Louie is one of Canada's most respected entrepreneurs and philanthropists. Under his stewardship, London Drugs has become one of Canada's most trusted retail brands and a leading contributor to environmental and social causes.

Dr. Louie practiced as a chartered accountant until joining the family business in 1972. Since then, he has applied his sharp financial mind and entrepreneurial energy to growing H.Y. Louie Group on a foundation of respect, hard work and community service. He is Chairman and Chief Executive Officer of H.Y. Louie Group of companies that include London Drugs, Fresh Street Markets, and Sonora Resort.

A visionary business leader, Dr. Louie advises North America's most prominent corporations and public institutions. He serves in organizations such as the Vancouver Board of Trade/World Trade Centre, the B.C. Business Council, the Food Marketing Institute, and the Dean's Council, John F. Kennedy School of Government. He is on the board of directors for the National Coalition of Canadians Against Anti-Asian Racism (NCCAAR). He served on the Historical Foundation of Canada, the Gairdner Foundation, The Most Venerable Order of the Hospital of St. John of Jerusalem, Chair of the Board of Directors — Grosvenor Americas, member of the Board of Visitors — Duke University Medical Centre. He was a member of the Canadian Judicial Council, Chairman's Advisory Group and was an advisor for the Winkler Insti-

tute for Dispute Resolution and was appointed by the Lieutenant Governor of British Columbia as a trustee of the Government House Foundation.

For his business and philanthropic leadership, Dr. Louie has been honoured with several awards, including Entrepreneur of the Year, the Golden Jubilee Medal of Queen Elizabeth II, the Simon Fraser University Business Impact Award, C.H.I.L.D (Children with Intestinal and Liver Disorders) Foundation's Great Canadian Achievement Award, the Golden Pencil Award, and the Cornucopia Lifetime Achievement Award CCGD.

Dr. Louie is an elected Fellow of the Institute of Chartered Accountants of British Columbia. In 2005, he was conferred with an Honourary Doctor of Laws degree by Simon Fraser University. He served as Chancellor of that institution for six years. In 2009, Dr. Louie was awarded the Order of British Columbia, and in 2011 he received the Rix Award for Engaged Community Citizenship for his on-going community involvement. In 2012, he was made a Companion to the Canadian Business Hall of Fame along with Tong Louie, who was inducted posthumously. In 2013 he received The Queen Elizabeth II Diamond Jubilee Medal;

The Distinguished Entrepreneur of the Year, Gustavson School of Business, University of Victoria, 2013 and The T. Patrick Boyle Founders Award 2013, of the Fraser Institute. In 2015 he was inducted in the BC Hall of Fame Business Laureates and accepted the EY (Ernst & Young) Entrepreneur of the Year 2015 Family Business Award of Excellence. In 2016 he was conferred with an Honourary Doctor of Laws degree by the University of British Columbia. In 2018 he was awarded a Life Time Achievement Award from the Association of Chinese Canadian Entrepreneurs. In 2021 he was Inducted into the Grocery Business Hall of Fame and received the Simon Fraser President's Distinguished Community Leadership Award. In 2022 he received the Platinum Jubilee Medal commemorating Queen Elizabeth II's 70th accession to the Throne.

Since early 2020 Mr. Louie has acted as a major catalyst in the creation of a national strategy on Anti-Asian Racism. On June 23, 2023 he spoke in the Senate Chamber in Ottawa as a representative of the many Canadian Chinese Families impacted by the Chinese Exclusion Act of 1923. That work is ongoing.





GREGORY LOUIE, M.D.

F.R.C.P.(C), M.P.H.

Co-President, H.Y. Louie Co. Ltd.
Governor, London Drugs

Gregory brings his extensive medical education and experience to the leadership team. He works directly with all Head Office teams and stores across Canada, focusing on issues relating to governance and health care initiatives. He also serves as an adjunct professor within the Faculty of Medicine at the University of British Columbia.

Gregory received his undergraduate degree from Stanford University, his graduate degree in Public Health from the University of North Carolina, and his medical degree from Duke University. He subsequently completed both his residency and fellowship training in Diagnostic Radiology at Stanford University Medical Center in Palo Alto, California. He is a past Fellow of the Royal College of Physicians and Surgeons of Canada, and a past licentiate of the American Board of Radiology in the specialty practice of diagnostic radiology.



KURT LOUIE

Director

Kurt Louie is responsible for developing vendor relationships at the executive level, both for London Drugs and other businesses within H.Y. Louie Co. Ltd.

Kurt has worked for the family business since he was in his teens when he spent summers and weekends unloading boxcars and stocking shelves. After attending B.C.I.T. and graduating in marketing, he held positions in retail logistics and started and managed an import rack jobbing company called Quadra Distributors. He worked as a London Drugs Merchandise Manager in Housewares and Hardware for several years before transitioning to his current position.

In recent years he has led fundraising efforts for the Tong and Geraldine Louie Family Foundation, and spearheaded promotions for the London Drugs Charity Golf Tournament and the Business & Networking Conference held annually at Sonora Resort.

STUART LOUIE, J.D.

Co-President, H.Y. Louie Co. Ltd.
Governor, London Drugs

Stuart brings a wealth of legal and commercial expertise to the H.Y. Louie and London Drugs Group leadership teams, derived from his years with one of the leading business and litigation law firms in the United States. He focuses on strategic planning relating to business growth and development, working with teams at head office, and across the store network.

Stuart graduated from Duke University with a Bachelor of Science in Economics, and a certificate in Markets and Management. He completed his law degree at Duke Law School and spent the next several years as a practicing attorney in the Finance and Commercial Transactions Department at Davis Wright Tremaine, in both their Seattle and New York offices.

Continuing his family's legacy of philanthropy, Stuart serves as a Director of the Greater Vancouver Board of Trade, a Director of the St. Paul's Hospital Foundation, and a Trustee of the Vancouver Police Foundation.



ANNDRAYA LUUI

Director

Anndraya joined London Drugs in 1978. She worked at the stores in the Photography department before transferring to head office to work as Photo Electronics Re-Buyer, then as a re-buyer for internal supplies. She later transitioned to the Marketing department as Director, Corporate Communications.

Anndraya is a keen supporter of arts & culture in Vancouver, and an enthusiastic fan of contemporary dance. She serves on two boards for the Scotiabank Dance Centre and is also on the board of DanceHouse and Wen Wei Dance. Part of her philanthropic work helps underprivileged youth and marginalized communities gain access to performing arts. Anndraya's work also contributes to the philanthropic endeavours of the Tong and Geraldine Louie Family Foundation.





CLINT MAHLMAN

President & COO

Clint assumed the role of Chief Operating Officer in 2011, was named Executive Vice President in 2014, and in 2018 became President and COO.

In his 39 years with London Drugs, Clint has made a lasting impact on many aspects of the business. From part-time stock person to President, Clint has served in a wide range of store and head office roles, enabling him to develop a 360-degree perspective of the business. He is known for his passion for understanding how customer and employee behaviour drives merchandising and operations.

Clint was selected as one of Business In Vancouver magazine's "most influential business leaders in BC" in 2021 and 2022 and in 2022, Clint was inducted into the Grocery Business Hall of Fame. In 2017, Clint was selected, with London Drugs, as the Retail Council of Canada "Distinguished Retailer of the Year". Clint was also selected as one of BC Business Magazine's top 20 Most Influential People in British Columbia in 2013.

Clint's imprint on London Drugs' culture is noticeable in a number of areas that London Drugs is well known for in the industry today. He spearheaded the award-winning sustainability and recycling initiatives that have put London Drugs at the forefront of retail in North America. He was responsible for the development of early versions of London Drugs' first management training programs, and for the first Process Re-Engineering initiative. He helped design many of the sales and service initiatives, and e-Commerce and loyalty concepts that London Drugs is known for throughout the industry today.

Clint has been asked to contribute in advisory roles and delivered keynote presentations to industry and government on future trends, service, technology integration, human resources, supply chain issues, and sustainability practices. He has contributed his time and expertise to many environmental stewardship causes: he is a former board member for the national Electronic Product Recycling Association, past board member of the Recycling Council of BC and past chairman of the board of directors of that organization, and a past board member of the Ontario Electronic Stewardship organization.

Clint is currently a board member of the Retail Council of Canada and chairperson of RCC's governance committee. He has just completed his time with the Advisory Committee for the University of Alberta's School of Retailing and the University of Alberta School of Business' Business Advisory Council.

During his time as President & COO, London Drugs has been recognized by Forbes Magazine as one of Canada's best employers, a multi-year winner of BC's Most Trusted Brand, and BC's most loved brand (of any industry) for a number of years, most recently in 2022, as well as London Drugs has been a recipient of a number of Retail Council of Canada's awards in various categories.

London Drugs was recognized in 2022 by the Greater Vancouver Board of Trade's prestigious RIX Award for Engaged Community Leadership.

During the COVID-19 pandemic, Clint was called upon by many national and provincial industry responses to the pandemic through Retail Council of Canada special committees, and a number of direct consultations with Federal and Provincial government officials to advise and support their responses to public health.



ROB FELIX, B.A. Economics

Senior Vice President, Merchandising

Rob loves to tell people to expect the unexpected at London Drugs – and he makes that come true every day with his relentless pursuit of new products and his drive to find that next market share winner.

Starting his London Drugs career over 35 years ago, Rob brings his first-hand store experience together with his extensive background in operations and merchandising to continually delight loyal customers and attract new ones.

Never afraid to be unconventional, Rob leads a highly skilled team of entrepreneurial buyers and merchandise managers who search the world over for products that offer value as well as quality and innovation, and to find new and effective ways to showcase those products. He is also always on the hunt to increase the variety of services London Drugs provides to create a truly unique and convenient shopping experience.



N.V. (NICK) CURALLI, B. Ed.

Vice President, Technology Solutions

Nick's 27 years at London Drugs have seen him serving in a variety of roles at London Drugs. Nick began his LD career in 1996 as Corporate Project Manager. Since then Nick has held the roles of General Manager, Information Technology (1999), Chief Privacy Officer (2009) and was appointed to the position of Vice President, Technology Solutions in 2017.

Nick's current role has responsibility for the retail TECH, Information Technology, Project Management, E-commerce and TLD/Customworks teams with a focus on evolving the integration of these areas to evolve new service offerings for our customers. Nick has served on London Drugs' Executive Committee since 2004.

With a passion for leading and supporting change, Nick's enthusiasm, creativity and focus on service make him a valued leader, both at London Drugs as well as in his local community. Nick has held several roles with educational and community boards along with pursuing passions in music, fitness and coaching. Nick cherishes his wife, his family and his Faith; which support and fuel all his efforts.



SYED JAFRI, CPA, CGA

Vice President, Finance

Syed joined our Finance team in 2012 as Assistant Controller and was promoted to Controller in 2018, Director of Finance in 2021, and Vice President, Finance in 2022. Syed has made impressive improvements in analytics and reporting, as well as changes to how the company receives actionable information.

Syed's extensive career has also allowed London Drugs to benefit from his wide-ranging experience and international perspective. He held auditing and accounting positions with several U.S. companies before moving to Vancouver and gaining valuable expertise in the Canadian consumer electronics retail business as Accounting Manager-Vendor Services for Future Shop. Syed was also Director Controller for Rogers Retail division, where he worked on their retail store business transformation, and managed a world-wide staff as Director of Accounting/Finance Shared Services with CHC Helicopter.



JEFF STARNAMAN, BComm., C.P.H.R.
 Vice President, Supply Chain Management and Merchandising Systems

Jeff has been a member of the executive team since 2018. Jeff's current role has him integrating technology and automation into the London Drug's supply chain. This is being done to create a more responsive and resilient system to work efficiently with our vendors and to delight our customers. Prior to Jeff's role expanding to include merchandising systems where he is now leading a technology transformation throughout our supply chain, Jeff was the Vice President of Human Resources. While in this role, Jeff brought innovative solutions for solving people challenges while always providing a mentally and physically safe environment.

Prior to joining London Drugs in 2014, Jeff held senior leadership roles in both Retail Operations and Human Resources. His career has led him to living and working across Western Canada, giving him a local perspective of London Drugs' market areas.



CHRIS CHIEW, B.Sc.
 Vice President, Pharmacy and Healthcare Innovation

Chris started at London Drugs as a pharmacist and steadily progressed through the company as Assistant Pharmacy Manager, Pharmacy Manager, and Pharmacy Operations Manager for Manitoba and Southern Alberta. In February 2017 Chris was promoted to his current role as General Manager, Pharmacy. He was appointed to the Executive Committee in 2020 and named Vice President, Pharmacy and Healthcare Innovation in 2022. Chris is responsible for providing the strategic business plan for the pharmacy division, leading the senior pharmacy management team in implementing and executing the pharmacy strategy, and advocating the profession of pharmacy to the various provincial and federal governments.

Before joining London Drugs in November 1994, Chris worked as a pharmacist at an independent pharmacy. He holds a B.Sc. in Pharmacy and Pharmaceutical Sciences from the University of Alberta. He is currently a board member and Chair of the Finance and Audit Committee of the Neighbourhood Pharmacy Association of Canada (NPAC) as well as a board member and current President with the BC Pharmacy Association (BCPhA).



CHRISTINE MACLEAN, B.A., LL.B
 General Counsel and Chief Privacy Officer

Christine started with London Drugs in 2001 as Corporate Counsel, supporting both H.Y. Louie and London Drugs, and other related family companies. She became General Counsel in 2006 and has managed the London Drugs legal department since that time. The legal department has a diverse focus, including various commercial and business matters, compliance, intellectual property, and support of all departments and divisions within London Drugs.

In 2015 Christine became a member of the London Drugs Executive Committee, and in 2017 she assumed the role of Chief Privacy Officer for London Drugs. She also co-chairs our Diversity, Equity & Inclusivity Committee.

Christine has earned an excellent reputation for working collaboratively with all areas of the business to accomplish business objectives, while protecting London Drugs' legal and corporate interests.



YVONNE ANYON, BA, MBA
 Vice President, Marketing and Communications

Yvonne joined London Drugs in 2018 as General Manager, Marketing. As the head of Marketing she is responsible for providing strategic marketing plans to support all lines of business across London Drugs, optimizing the marketing mix for owned, earned, and paid media, and creating meaningful customer connections. She was appointed to the Executive Committee in 2021 and continues to place a customer-led experience at the core of the Marketing strategy and lead her team on a path to increase customer brand love, trust, and affinity.

Yvonne has a wide background in marketing, and has worked for a variety of companies from both the vendor and retailer perspectives. She achieved an MBA in Executive Management from Royal Roads University in 2018 and holds a Bachelor of Arts from the University of Waterloo.



SHARLIE NIESSEN, BBA
 General Manager, Human Resources

Sharlie has been with London Drugs her entire career, starting as a part-time cashier in high school, and continuing to hold a variety of store positions while attending college and university, graduating from Simon Fraser University with a BBA and a major in Human Resource Management.

After becoming Administrative Assistant for our HR department in 1999 while completing her degree, Sharlie moved on to Employee Relations Advisor and Employee Relations Manager while being nominated for a BC Human Resources Association "Rising Star" award along the way. In 2020 Sharlie was promoted to Assistant General Manager, HR, and General Manager, HR in 2022.

Besides helping to implement our first online recruitment system and the President's Award recognition system, Sharlie is one of the founding members of the London Drugs' Diversity, Equity, and Inclusion (DEI) Committee and has grown our reputation as a diverse and inclusive employer through her work on the BC Aboriginal Workforce Strategy, as well as several initiatives that have connected London Drugs with people of diverse abilities.

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Our integrated marketing strategies engage customers at multiple touch points, creating stronger connections with your brands.

- LDExtras Personalized Offers & Experiences
- LDExpert™ Care
- Home Installation



- Social Networks
- Online Reviews
- Ecommerce, Product Recommendations



Social Media Post

- In-Store Print & Digital Signage
- LDExtras App Offers (Redemption)
- In-Store/Digital Flyer
- Ecommerce Site
- Event Trailers
- Google Shopping Ads



In-Store Ceiling Banners

360-Degree Marketing Programs

London Drugs corporate marketing programs have always delivered a 360-degree approach with consistent graphics and messaging along the path to purchase from TV and Radio, digital advertising, to flyer and in-store signage.

Our Retail Marketing team works closely with merchandising and vendor partners to bring brand-specific campaigns to life in a customized format. These are based on business and marketing objectives, target customers and budgets, and to deliver the best return on advertising investment.



London Drugs Flyers & Seasonal Catalogues

A Customer Favourite

London Drugs delivers more than 84.7 million printed flyers and catalogues annually to the communities surrounding our stores and is supported by a digital version which extends our reach even further. Among our extensive portfolio of marketing tools, the flyer remains an effective way to motivate customers to shop with us and to communicate our breadth of selection, savings, and expertise.

As our flagship advertising vehicle, we are continually investing in research to ensure that our flyers are providing meaningful and relevant content for our customers. Our Marketing team is also constantly improving the design and content to create exciting seasonally-themed layouts to effectively showcase our expert services, our informative website, and our unique Whole You customer solutions. Lift sales and brand awareness by featuring your products and brand stories in our flyers.

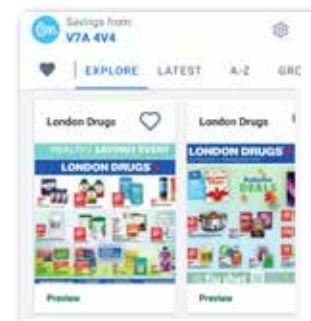


Digital Flyers

When you invest in our print flyer, not only do you align your product offering to a trusted brand, you also unlock tremendous value across a number of London Drugs owned channels, and through some of Western Canada's largest flyer distribution partners, all at no additional charge!

At the discretion of London Drugs Marketing, top flyer offers are selected to be featured within:

- Corporate (non-LDEXTRAS) newsletter, delivering **over 12M opens during 2022.**
- londondrugs.com flyer section, reaching over **~1.1M unique opens** last year, from highly engaged customers.
- The website homepage and Deals and Events pages.
- Across London Drugs owned social media channels.
- Flyer distribution partners including Flipp and Red Flag Deals.



Showcase Savings

The Showcase Savings events are an excellent opportunity to let your brand shine.

Showcase Savings flyer inserts offer prime location within our flyer, longer publication life and ability to incorporate with your corporate brand campaign. This supports your brand equity while driving sales with London Drugs. Your creative department can provide ad materials built to our specifications, or our creative team can build an ad on your behalf with the creative elements that you provide. These bold inserts allow your unique creative to stand out, build excitement, and drive sales.



Television Advertising

Make your product the star of a London Drugs TV commercial! London Drugs' TV commercials reach millions of viewers in key weeks. Our television commercials leverage the expertise of our store associates and our breadth of assortment to take care of the whole customer.

These commercials are also run as pre-roll advertising online, to capture customers who consume TV programs and content online rather than through traditional broadcast.



Radio Advertising

We use traditional and streaming radio advertising for select campaigns to keep London Drugs top of mind, communicate hot offers and drive store traffic. Feature your products or brands in a London Drugs campaign.

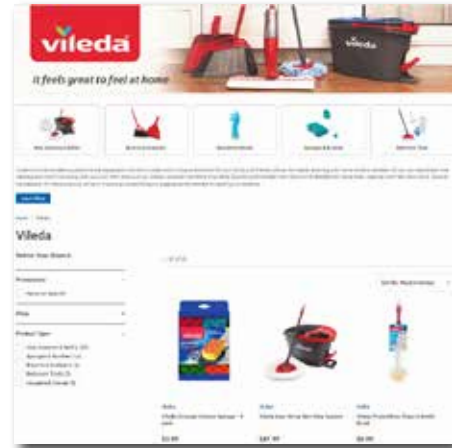
Opportunities include:

- Major sale and seasonal events such as: **Black Friday, Boxing Week, London Drugs Anniversary Event and Back to School**
- Grand Openings
- Product Exclusives



Digital Gateway to More Customers

Extend your products within the core London Drugs digital opportunities including newsletters, product experience pages, website banners, and more!



Product Experience Pages

We continue to offer vendor pages as an optional opportunity to enhance your brand story and product offerings. Select an experience page tier option that aligns with your desired functionality and complexity. Speak to us about how you can leverage your existing image and video content through these custom brand pages.



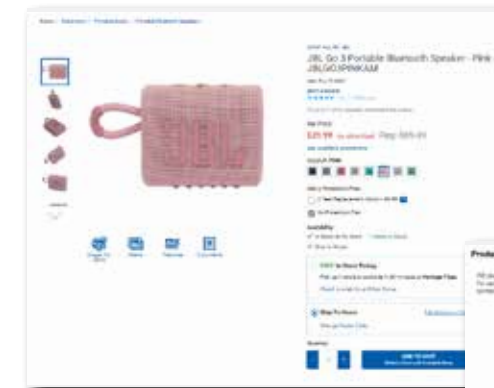
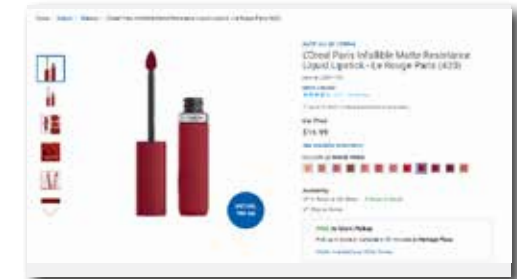
London Drugs.com has been partnered with 1WorldSync (formerly CNET) since 2017. In 2020 1WorldSync (1WS) purchased CNET and our partnership continued under the current branding.

The program continues to see success

The initial proof of concept in 2017 included adding rich content to 300 non-tech products. The results from this pilot project included a 10-50% increase in YOY conversion for these products. In 2020 we ran a new test, adding core content (specs, multiple images, a unique product description) to 2500 SKUs. We saw a 100% increase in YOY conversion on the sample of products audited.

1WS allows you to create a consistent experience across all your products in a fast and efficient process:

- Show multiple images
 - Extended specifications
 - Unique product content
 - Be in control of your own rich content
 - Listed online in 2-3 weeks*
 - Non 1WS items have no ETA to be listed online
- *Timeline is based on vendor providing all requested information to 1WS



By getting your product listed on londondrugs.com, you'll have a chance at the following:

- Adding to our 50,000 active products online
- Can make traction with some of the 1.5M visitors we see every month
- Make an impact on the 60% of customers making a purchase on londondrugs.com who will end up in a local LD store

OUR OPPORTUNITIES

Programming Schedules

Driving sales and growth for vendors through Shopper Marketing Campaigns is another area that makes London Drugs unique.

Through focusing on our core customers, the Trendy Treasure Hunters and Quality Aficionados, our Shopper Marketing team uses data to land on the tactics to reach the shopper at multiple points on their path to purchase, all while keeping your business objectives in mind.

Encouraging customers to adopt new behaviour can be challenging; however, our team will support vendor partners through activating a combination of traditional and digital marketing channels.

The role of the Shopper Marketing team is to help vendors drive category growth through awareness and affinity for products and services both in-store and online.

Participation and commitment early in our programs will ensure success as we structure campaigns around key selling and seasonal events, new items launches or community events at a local level.



Here are just a few examples of successful Shopper Marketing campaigns that can drive awareness and trial for your products:

- Veganuary
- Mindful Choices
- Foods of Europe
- Zero-Proof Life
- Connected Wellness
- Baby/Newborn events
- May is Photo Month
- Back to School/Routine
- Christmas and Holiday Season

Have something not on this list? Let's discuss to see if there is an opportunity to build on the success of our programs already established!



What's New at London Drugs



Program Objective

London Drugs is the destination for things we know we need and also for *the things we never knew we needed!*

Working with our buying team, our vendor partners work hard to find the relevant products that our customers want and need. A consistent flow of newness and innovation encourages trips for our customers and the delight of finding new items on our shelves each week. This program was created to highlight innovation across the whole store not just by category or vendor – this allows customers to experience all that London Drugs has to offer and bring awareness to all categories.

Through a multi-channel approach, the What's New Program brings to life your products and services in a way that is uniquely London Drugs. We focus on targeting to our core customers and curating the content to speak to our primary audiences.



Defining What's New at London Drugs

We have **NEW** products or SKU's added to the system weekly. These items can be referred to as new for a variety of reasons, new colour, new package, small changes to functionality or attributes. We need to ask the question – is it exciting, is there a story to tell our customers?

DEFINITION - WHAT'S NEW AT LONDON DRUGS, is new to us and perhaps new to our customers as well. The product provides a story to tell, a story that captures customers interest and excites them.

LDExtras has grown by leaps and bounds since the re-launch of the program in August of 2022. We have amassed an audience of over 1.3 million members, with an engagement rate that has tripled from the first version of the program.



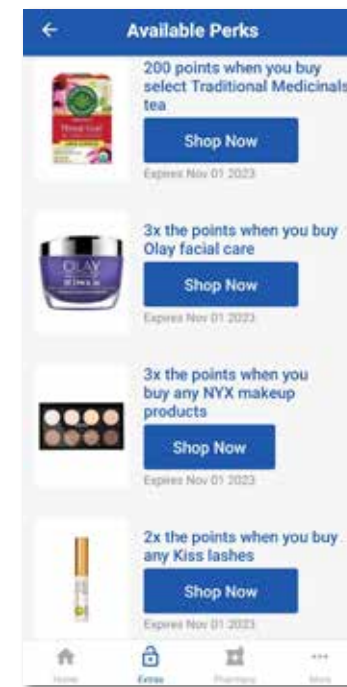
The ambition to change the program was clear before March of 2020, but with the realities of a worldwide pandemic and decade-high inflation rates, the need for customers to find ways to stretch their discretionary dollars and reward retailers with their loyalty in recent years has never been more vital to Canadians.

The goals of the loyalty program relaunch were clearly defined: Drive sales growth through engagement and collect customer data that can support business decision making across all business units. One year into the new program and we are seeing incredible momentum:

- New members are finding value.
- Sales performance is up with loyal members.
- Members are redeeming for new reward choices.
- New program delivering on incremental spend.
- Hyper-personalization is on the horizon as we continue to invest and grow the program.
- Customer engagement through gamification such as our anniversary event.



Victoria BC local, Anna Kolenc, with Store 46 – Colwood manager, Edwin Rebner, being presented with her **1-million-point prize after winning our Anniversary Sweepstakes.**



The future of marketing is not only personalization, but hyper-personalization. In the golden age of digital marketing, consumers are relentlessly being courted by brands seeking their attention. The success of LDExtras will hinge on our investment into bespoke rewards and experiential services.



LDExtras is grounded in customer research, member led, and provides more value, benefits, and access.

August 2023, our updated LDExtras program celebrated its 1 year anniversary.

Some key program details of our program:

- Membership now exceeds 1.3 million members.
- Loyalty email open and click through rates are best in class.
- Our research tells us that LDExtras positively impacts customer purchase intent at London Drugs.

What our members are saying about the LDExtras program:

- Easy to Use!
- Email is a favourite communication channel.
- Eager for more ways to engage.

Machine learning will fuel JUST FOR YOU PERKS driving incremental sales for vendors.

Each month we send custom offers to targeted audiences based on their past shopping habits. Participating partners will stretch spend from existing members and introduce new customers to your product.

Just For You Perks points-based bonus offers.

- Provides our vendor community the opportunity to participate in our new program.
- Rewards members for products they already love and introduces them to new, relevant products.



JUST FOR YOU PERKS is a winning offer strategy for brands.

Precise targeting with continual improvement.

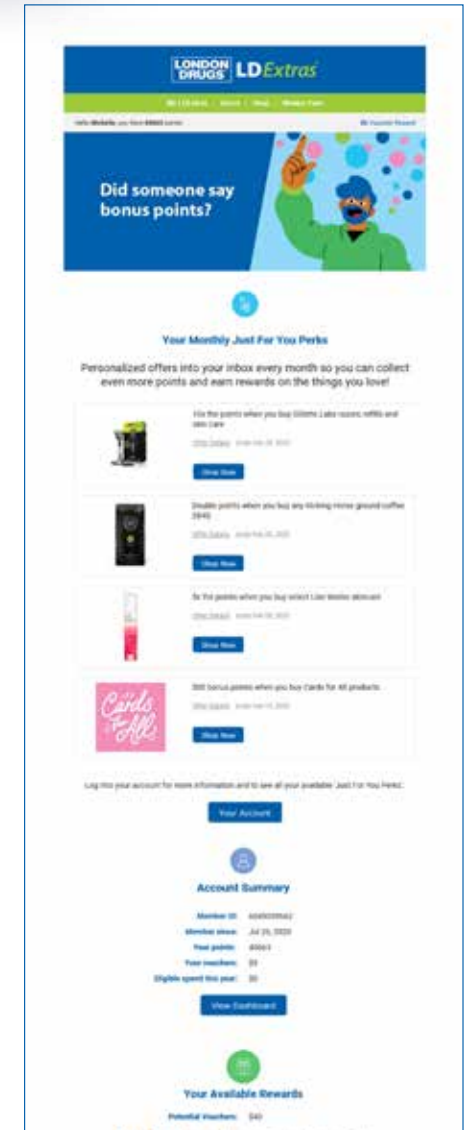
- Machine learning model targeting to each specific offer.
- Annual refinement of model including adding additional data points.

Product placement with London Drugs' most valuable customers.

- Minimum 1 targeted email monthly.
- Placements on both LDExtras.com and londondrugs.com.
- Reporting and analysis to support your investment.
- Monthly reporting on offer usage.
- Monthly reporting on incremental lifts over control.
- Benchmarking on offer efficacy (frequency varies).

Multiple offer types to fit your budget.

- Promotions at a brand, product or category level valid for a calendar month.
- Ability to set the type of offer.
- Reward cap (max number of points an account can earn for bonus).



HIGH PRODUCT AFFINITY	HIGH CATEGORY AFFINITY	LOW CATEGORY AFFINITY
<ul style="list-style-type: none"> • Rewarding higher engagement, long term lift and loyalty • Maximize share of wallet 	<ul style="list-style-type: none"> • Driving opportunity to increase incremental lift 	<ul style="list-style-type: none"> • Acquiring the customer to purchase in category • Highest lift per customer

BONUS TYPE	EXAMPLE
Fixed Amount	500 bonus points for purchasing product
Variable* Qualifying Item Revenue	Double bonus points any purchase in brand
Threshold Spend	10,000 bonus points on \$100 purchase
Bundle	Buy 2 items and receive 5,000 bonus points



London Drugs Conferences

Build personal connections with the people who sell your brands



General Merchandise & Cosmetic Conference
October 15-18, 2024 - JW Marriott Parq Hotel, Vancouver, BC

Tech Education Conference
Stay tuned for our updated 2024 schedule

These events are an excellent opportunity to share your products and brand story with a receptive audience of retail sales experts. The information from these sessions is passed on to each store's sales staff through department meetings - all just prior to the hottest-selling period of the year.



Store Managers' Educational Conference
June 4 - 7, 2024 - Sonora Resort

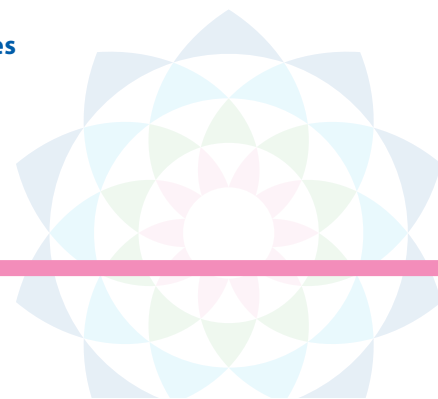
This event is held each year at the world-famous Sonora Resort in the Discovery Islands off the coast of British Columbia. This inspiring location provides a unique opportunity to interact with our store managers, senior head office management and the Executive Committee in an environment free of distractions. Due to the remote nature of this facility you can be assured that you will have the undivided attention of the London Drugs Staff in attendance.



Annual Pharmacy Managers' Continuing Education Conference
May 31 - June 2, 2024 - Sheraton Airport Hotel, Richmond BC

The purpose of this conference is to provide continuing education and training to all the London Drugs Pharmacy Managers. It also provides our vendor partners an opportunity to learn about our professional programs that have created teams of Certified Diabetes Educators, Travel Medicine Pharmacists, Asthma Educators, Patient Care Pharmacists and Regulated Pharmacy Technicians.

For more information on these opportunities
please email: events@londondrugs.com



The London Drugs Foundation

Caring for communities is at the heart of, who we are, and what we do at London Drugs. That same value is threaded into the work of our Foundation and our commitment to support health, education, arts, and culture. As part of our extended family, you have consistently demonstrated our shared belief, that when one person or group succeeds, we all succeed.

As a direct result of your willingness to continue making a difference, The London Drugs Foundation can continue its support of the important community work being done across Canada. From the entire London Drugs family, thank you for your partnership and your generous support.



SAVE THE DATE
LONDON DRUGS CHARITY GOLF CLASSIC
JULY 11 & 12, 2024

Join us for a tournament that promises to be a great day of networking and fun. Make your reservations now, as spots are limited.

LONDON DRUGS BUSINESS & NETWORKING CONFERENCE
PHARMACY & TECH: SEPT. 6-9, 2024
GENERAL MERCHANDISE & COSMETICS: SEPT. 9-12, 2024

These events provide a unique environment to network and create business opportunities, with owners and senior leaders from a variety of different

THE NET PROCEEDS FROM BOTH OF THESE EVENTS ARE DONATED TO REGISTERED CHARITIES. THESE EVENTS SELL OUT, SO REGISTER EARLY.

For more information on these opportunities please contact:
 Joanne Chan - Manager, Charity Foundations
 tel: 604.272.7688 email: jchan@londondrugs.com



The
TONG & GERALDINE LOUIE
 FAMILY FOUNDATION



81 Retail Locations Serving Western Canada

londondrugs.com
ALWAYS OPEN NATIONALLY

24/7



londondrugs.com

We started our online journey in the 1990's and over the years have introduced countless improvements to our online shopping experience.

- **Buy online and pick up in store**
- **Pick up** is now **30 minutes or less**
- **Same day delivery** within 2 hours powered by Doordash.
- **Vendor direct** program which allows partners to ship direct to customers
- **Ship to Store** - giving customers the ability to ship endless aisle products to a local store for pick-up at their convenience
- **Services** - for all your in-store and TECH home service needs
- **London Drugs Mobile App** - taking **LDExtras** rewards and Pharmacy refills with you wherever you go
- **Photolab** - for the ease of ordering those special keepsakes anytime

19 eCommerce Fulfillment Centres

- **12** in British Columbia
- **5** in Alberta
- **1** in Saskatchewan
- **1** in Manitoba

81 Locations Serving Western Canada

British Columbia 54 Stores

02 – GEORGIA & GRANVILLE 710 Granville St., Vancouver BC. V6Z 1E4 tel: 604 448-4802	16 – SEVENOAKS 32900 South Fraser Way, Abbotsford, BC V2S 5A1 tel: 604 852-0936	44 – PARK ROYAL NORTH 875 Park Royal N., West Vancouver BC. V7T 1H9 tel: 604 448-4844
03 – NEW WESTMINSTER 100-555 Sixth St., New Westminster BC. V3L 5H1 tel: 604 448-4803	17 – DELTA 7303 – 120th Street, Delta BC. V4C 6P5 tel: 604 448-4817	46 – COLWOOD 1907 Sooke Rd., Colwood BC. V9B 1V8 tel: 250 474-0900
04 – WEST BROADWAY 525 West Broadway, Vancouver BC. V5Z 1E6 tel: 604.448.4804	18 – LANGLEY 1 B - 20202 – 66th Avenue, Langley BC. V2Y 1P3 tel: 604 448-4818	47 – MAPLE RIDGE 101 - 22709 Lougheed Hwy., Maple Ridge BC. V2X 2V5 tel: 604 448-4847
05 – NORTH VANCOUVER 2032 Lonsdale, North Vancouver BC. V7M 2K5 tel: 604 448-4805	19 – ROBSON 1187 Robson St., Vancouver BC. V6E 1B5 tel: 604 448-4819	50 – DAVIE STREET 1650 Davie St., Vancouver BC. V6G 1V9 tel: 604 448-4850
06 – BURNABY 4970 Kingsway, Burnaby BC. V5H 2E2 tel: 604.448-4806	25 – LOUGHEED TOWN CENTRE 101 - 9855 Austin Ave., Burnaby BC. V3J 1N4 tel: 604 448-4825	51 – PRINCE GEORGE 196 - 1600 – 15th Ave., Prince George BC. V2L 3X3 tel: 250 561-0011
07 – EAST HASTINGS 2696 East Hastings St., Vancouver BC. (temp location) V5K 1Z1 tel: 604 448-4807	28 – WESSEX 3328 Kingsway, Vancouver BC. V5R 5L1 tel: 604 448-4828	52 – IRONWOOD PLAZA 3200 - 11666 Steveston Hwy., Richmond BC. V7A 5J3 tel: 604 448-4852
08 – SURREY 10348 King George Blvd., Surrey BC. V3T 2W5 tel: 604 448-4808	29 – VICTORIA 201 - 911 Yates St., Victoria BC. V8V 3M4 tel: 250 360-0880	53 – VICTORIA SQUARE 5639 Victoria Dr., Vancouver BC. V5P 3W2 tel: 604 448-4853
09 – GUILDFORD 2300 - 10355 152nd St, Surrey BC. V3R 7B9 tel: 604 448-4809	35 – KAMLOOPS 216 - 450 Lansdowne St., Kamloops BC. V2C 1Y3 tel: 250 372-0028	54 – TILLICUM CENTRE Y003A - 3170 Tillicum Rd., Victoria BC. V9A 7C5 tel: 250 360-2654
10 – KERRISDALE STATION 2091 West 42nd Ave., Vancouver BC. V6M 2B4 tel: 604 448-4810	36 – NANAIMO 2 - 650 South Terminal, Nanaimo BC. V9R 5E2 tel: 250 753-5566	55 – MISSION 200 - 32555 London Ave., Mission BC. V2V 6M7 tel: 604 820-5115
11 – RICHMOND 5971 No. 3 Rd., Richmond BC. V6X 2E3 tel: 604 448-4811	37 – LADNER 5237 – 48th Ave., Delta BC. V4K 1W4 tel: 604 448-4837	56 – BRENTWOOD 400 - 4567 Lougheed Hwy., Burnaby BC. V5C 3Z6 tel: 604 448-4856
12 – KELOWNA 400 - 1950 Harvey Ave., Kelowna BC. V1Y 8J8 tel: 250 860-3331	39 – VERNON 700 - 4400 32nd St., Vernon BC. V1T 9H2 tel: 250 549-1551	61 – SUNNYCREST MALL - GIBSONS 1 - 900 Gibsons Way, Gibsons BC. VoN 1V7 tel: 604 886-8720
14 – VICTORIA 127 - 3995 Quadra St., Victoria BC. V8X 1J8 tel: 250 727-0246	41 – CHILLIWACK 21 - 45585 Luckakuck Way, Chilliwack BC. V2R 1A1 tel: 604 858-9347	67 – DRIFTWOOD MALL - COURTENAY 4000 - 2751 Cliffe Ave., Courtenay BC. V9N 2L8 tel: 250 703-2838
15 – COQUITLAM 1030 - 2929 Barnet Hwy., Coquitlam BC. V3B 5R5 tel: 604 448-4815	42 – WHITE ROCK 100 - 15355 24th Ave., South Surrey BC. V4A 2H9 tel: 604 448-4842	70 – PENTICTON 165 - 2111 Main St., Penticton BC. V2A 6W6 tel: 250 492-4728

Postal Outlets Optical Insurance Services Medical Clinics

Alberta 21 Stores

71 – MARINE WAY & BYRNE 7280 Market Crossing, Burnaby BC. V5J 0A2 tel: 604 448-4871	20 – SHERWOOD PARK 999 Fir St., Sherwood Park AB. T8A 4N5 tel: 780 944-4520	57 – SOUTH EDMONTON COMMON 9704 – 19 Ave. NW, Edmonton AB. T6N 1K5 tel: 780 944-4557
72 – NANAIMO NORTH TOWN CENTRE 175 - 4750 Rutherford Rd., Nanaimo BC. V9T 4K6 tel: 250 760-2030	21 – NORTH TOWN MALL #120 - 9450 137th Ave, Edmonton AB. T5E 6C2 tel: 780 944-4521	60 – MEDICINE HAT 104 - 3201 – 13th Ave. SE, Medicine Hat AB. T1B 1E2 tel: 403 528-8360
73 – MARINER SQUARE 260 - 1400 Dogwood St., Campbell River BC V9W 3A6 tel: 250 286-9917	22 – JASPER GATES 14951 Stony Plain Rd., Edmonton AB. T5P 4W1 tel: 780 944-4522	64 – CALGARY SE 4701 – 130th Ave. SE, Calgary AB. T2Z 4J2 tel: 403 571-4964
74 – BROADWAY & VINE 2230 West Broadway, Vancouver BC. V6K 2E3 tel: 604 448-4874	23 – LONDON CENTRE Unit 1000 – 5015-111th Street NW, Edmonton AB. T6H 0K5 tel: 780 944-4523	68 – ROYAL OAK 500 - 8888 Country Hills Blvd. NW, Calgary AB. T3G 5T4 tel: 403 571-4968
75 – CLOVERDALE 821 - 17685 64th Ave., Surrey BC. V3S 1Z2 tel: 604 448-4875	24 – RED DEER 109 - 2004 – 50th Ave., Red Deer AB. T4R 3A2 tel: 403 342-5222	84 – AIRDRIE 804 Main St SE, Airdrie, AB T4B 3M1 tel: 587 775-0337
76 – WESTBANK 2151 Louie Dr., Westbank BC. V4T 3E6 tel: 250 768-8504	26 – WEST EDMONTON MALL 1494 - 8882 – 170th St, Edmonton AB. 5T 4M2 tel: 780 944-4526	91 – SHAWNESSY 325 Shawville Blvd SE, Calgary AB T2Y 3H9 tel: 403 571-4991
77 – DUNCAN VILLAGE 119 Trans Canada Hwy, Duncan BC. V9L 3P8 tel: 250 709-9910	30 – HERITAGE PLAZA 8330 MacLeod Trail SE, Calgary AB. T2H 2V2 tel: 403 571-4930	Saskatchewan 5 Stores
78 – HASTINGS & ABBOTT WOODWARDS 150 – 351 Abbott Street, Vancouver BC. V6B 0G6 tel: 604 448-4878	31 – LONDON TOWN SQUARE 3545 32nd Ave. NE, Calgary AB. T1Y 6M6 tel: 403 571-4931	62 – SASKATOON 2323 - 8th St. East, Saskatoon SK. S7H 0V4 tel: 306 664-9500
80 – GARIBALDI VILLAGE 40282 Glenalder Place, Squamish BC. V8B 0G2 tel: 604 898-8270	32 – LONDON PLACE WEST 300 - 5255 Richmond Rd. SW, Calgary AB. T3E 7C4 tel: 403 571-4932	63 – REGINA EAST 2072 Prince of Wales Dr., Regina SK. S4V 3A6 tel: 306 546-1617
81 – MORGAN CROSSING 130 - 15850 26th Ave., South Surrey BC. V3S 2N6 tel: 604 448-4881	33 – BRENTWOOD VILLAGE MALL 3630 Brentwood Rd. NW, Calgary AB. T2L 1K8 tel: 403 571-4933	65 – LAWSON HEIGHTS UNIT B - 01 - 134 Primrose Dr., Saskatoon SK. S7K 5S6 tel: 306 975-0740
82 – OLYMPIC VILLAGE 1622 Salt St., Vancouver BC. V5Y 0E4 tel: 604 448-4882	34 – GRANDE PRAIRIE 10820 – 104B Ave., Grande Prairie AB. T8V 7L6 tel: 780 538-3700	86 – GORDON & LEWVAN 4800 Gordon Rd., Regina SK. S4W 0B7 tel: 306 949-1986
85 – HIGH STREET MALL L110 - 3122 Mt Lehman Rd., Abbotsford BC. V2T 0C5 tel: 604 870-3585	38 – LETHBRIDGE TOWN SQUARE 65 - 1240 2A Ave. N, Lethbridge AB. T1H 0E4 tel: 403 320-8899	751 – LAKESIDE 110-215 Joseph Okemasis Drive Saskatoon, SK. S7N 3A8 tel: 639 804-5020
88 – DUNBAR 4588 Dunbar St., Vancouver BC. V6S 2G6 tel: 604 448-4889	40 – BEDDINGTON 400 - 8120 Beddington Blvd. NW, Calgary AB. T3K 2A8 tel: 403 571-4940	Manitoba 1 Store
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100 – eCOMMERCE 12831 Horseshoe Place, Richmond BC. V7A 4X5 tel: 604 272-7400	48 – ST. ALBERT 232 - 375 St. Albert Trail, St. Albert AB. T8N 3K8 tel: 780 944-4548	



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