

# LCBO

June 7, 2017

Dear Valued Partners,

As you may know, the LCBO is currently refocusing its business strategies to ensure our future as a customer-centric organization that provides a seamless, efficient and positive experience across all our platforms.

To achieve on this vision, we will be making some preliminary and key structural changes that I would like to share with you.

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They are as follows:

- **We are recruiting a Chief Customer Officer.** Our Sales, Marketing and Insights, Store Development and Real Estate and Retail Operations divisions will all come together under this single visionary leader. Our new CCO will be a champion for all our retail customers ensuring that they enjoy the best experience possible.
- **We are recruiting a senior leader to oversee strategy.** As we put more of a focus on strategy, this senior leader will hold us accountable for driving our goals forward and overseeing organization-wide innovation and improvement.
- **We are focusing on our wholesale customer.** We are continuing our evolution as a wholesaler under the SVP of Supply Chain and Wholesale to create a new approach that supports and strengthens our relationships with each of our wholesale customer groups. This means working towards having a team that understands our wholesale partners' needs and how we can grow our businesses together.

The above changes likely will not have a direct impact on your day-to-day operations or your current contacts at the LCBO, but we believe they will strengthen the LCBO, provide better service to all our customers and benefit you, our valued trade partners.

The success of an organization depends on how effectively and quickly it can adapt to changing customer needs. This is the first stage in a larger structural review and cultural transformation that is underway to support our evolving business strategies.

We are committed to keeping you informed as we as we rollout these changes and look forward to sharing more information over the next few months. You have heard me say this before, but I value two-way communication and would be more than happy to hear from you. Should you have any questions or comments, please do not hesitate to get in touch or with me or the LCBO teams you work most closely with.

Thank you,



George Soleas  
President & CEO

