



April 9, 2018

Dear Trade Partners;

George J. Soleas, M.Sc., Ph.D.
President & Chief Executive Officer

As part of our commitment to keeping you up-to-date on all matters related to our organizational transformation, I am pleased to share details of recently implemented changes at the LCBO.

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We are bringing Communications and Corporate Affairs together as a function under the leadership of **Jennifer Bell, VP, and Communications & Corporate Affairs** with oversight of Corporate Communications, Corporate Affairs and Social Responsibility. Ian Loadman will continue to be the key point of contact for the government on LCBO matters. Corporate Communications and Corporate Affairs play an increasingly important and critical role in supporting the business through strategic counsel and there are strong synergies and common stakeholders with both teams. I look forward to their continued success as a united team.

We have also decided to bring together the Internal Audit Services, Enterprise Risk Management, and Insurance and Claims departments under the leadership of **Beili Wong VP, Audit and Risk, CAE**. In this newly created role, Beili will ensure that our risk and assessment activities are aligned with our new business needs and our new structure, and allow us to come full circle in the development of the LCBO's risk culture.

As we work to transform into a truly customer-centric organization for all of our customers, across all of our channels, progress in organization design also continues at the divisional level. Both Joyce Gray and Mandesh Dosanjh have made strategic and exciting moves within the Chief Customer Office and Supply Chain & Wholesale Division respectively, including:

CCO Division

- We've created a **Customer Experience Department** under **Todd Bliss's** leadership, which is made up of our Space Planning, Visual Merchandising, Gift card and Corporate Gifting and Merchandise Communications teams. Stronger together, this group will work to deliver an integrated store experience to our customers.
- We've also made a small but important change in Marketing, officially naming the function **Marketing & Customer Intelligence** to reflect our focus on data-driven decisions.
- **Erik Penno** recently joined the LCBO as Director, eCommerce, providing leadership and direction for our eCommerce platforms.

Supply Chain & Wholesale

- **Geoff Allaire** has been promoted to Director, Wholesale Operations and **Arqile Karanxha** to General Manager, Toronto Retail Service Centre.



LCBO

- **Nick Merendina** has joined the LCBO as our new Director of Transportation.
- **Vic Catilo** and **Rene Velasco**, former members of Distribution Analysis, will move to the Strategy and Continuous improvement team.

All changes that we make are done to strengthen the LCBO, to achieve our ambitious customer-first goals and to benefit our valued partners. Our structural and cultural transformation continues, and we will keep you informed of any significant news along the way.

Best regards,



George Soleas