

Vintages Brand Refresh

We are pleased to share changes we are making to the Vintages brand. As part of the Vintages Transformation, an enhanced Vintages brand experience will simplify and clearly define the role of Vintages at the LCBO and its value to our customers.

Simplifying the brand experience for our customers and employees is foundational to the work and will ensure Vintages remains relevant and approachable to our core customers while broadening its appeal with new customers. The refresh is not an overhaul but an evolution of our much-loved Vintages brand, and is rooted in extensive consumer research.

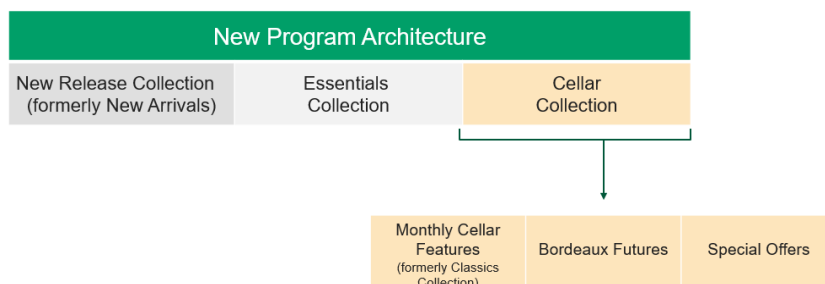
There are no changes to product calls, buying strategy, selection, product merchandising, programs or timing of the Release.

What's Changing:

- 1. Brand Positioning:** The refreshed brand position is rooted in discovery and gives customers a reason to choose Vintages. It leans into Vintages' core strengths and how the brand connects customers to the world's greatest wines with that discovery experience as the anchor.



- 2. Simplified Programs & Changes to Program Names:** Programs have been renamed and streamlined into three curated collections. The Release program is now called New Release Collection and a new "Cellar Collection" becomes the umbrella for our super-premium portfolio under which Bordeaux Futures and Special Offers will sit. The Classics Collection has been repositioned as "Monthly Cellar Features" (from the Cellar Collection). There are no changes to the program itself.



3. **Updated Marketing Materials:** Signage and other marketing platforms have been updated and new program names and logos will be in market starting February 4.



4. **Optimized User Experience:** On February 18, a new and improved user experience will launch on LCBO.com. The three curated collections will sit at the top of the landing page allowing customers to browse and shop the product they want quickly and easily. It's another way we are simplifying the brand experience.