



Message from President & CEO, Michael Medline

Teammates,

Three and a half years ago, when I joined Empire, so many of you approached me and asked why we didn't receive a discount for shopping in our stores. Truthfully, at the time, the Company just wasn't in a strong enough position to offer a discount to our teammates.

Over the last few years, we have all worked together to change that. There is still work ahead of us, but today, we are in a stronger position than we were in the past. I'm so proud of how our store, warehouse and backstage teammates have truly come together to bring our promise of exceptional customer service to life. Since the start of the terrible COVID-19 pandemic, Canadian families have known that they can trust in us, and this wouldn't have been possible without your support, collaboration and hard work. I have to make a particular special call-out to our store teammates. As our true leaders on the frontlines, you are the utmost realization of our brands. Through this terrible COVID-19 pandemic, you have been the face of safety, comfort and dedication for families across Canada. Your tireless efforts in our stores and distribution centres have gone above and beyond. I am so proud to be on your team.

I'm happy to share that our long-awaited Employee Discount Program will launch on October 26. This program has been designed to meaningfully recognize your incredible contributions to the business. Corporate teammates in our stores, distribution centres and offices will receive 10% off their purchase by using their AIR MILES card.

Your efforts make a remarkable difference to our company daily. In the past six months, I've been impressed and grateful for your ability to adapt to an ever-changing environment, your commitment to your communities and your leadership in these uncertain times.

Thank you for your ongoing hard work and dedication. I hope you take full advantage of the Employee Discount Program, and that you take a moment to appreciate just how much you have done to serve and support your peers and communities.

Sincerely,

A handwritten signature in black ink that reads "Michael Medline".

Michael Medline
President & CEO





Message from EVP & Chief HR Officer, Simon Gagné

Teammates,

At Sobeys Inc., we truly are a family nurturing families – and that starts right here at home with our teammates. It is important to us that you have the tools and resources you need to thrive at work and at home, and we are committed to providing industry-leading benefits to support your well-being. We also know how hard you work to provide excellent customer experiences every day, and we want to recognize that dedication with the introduction of a meaningful Employee Discount Program.

Today, we are excited to announce a new 10% Employee Discount for teammates working in our corporate stores, distribution centres and offices.

You will be able to redeem the discount in our stores by scanning your AIR MILES card or presenting your AIR MILES number at checkout. Please review the “Employee Discount Guide” to learn more about the program, eligible products and how to enrol.

The Employee Discount Program is one of several initiatives designed to foster an exceptional employee experience for our teammates, and we look forward to sharing more of our plans with you in the coming months.

Thank you for your continued leadership in your communities through these uncertain and ever-changing times.

Sincerely,

A handwritten signature in blue ink, appearing to read "S. Gagné".

Simon Gagné
Executive Vice President & Chief Human Resources Officer

** We are looking forward to the launch of our Employee Discount program scheduled to go live October 26, 2020. In the event of an unforeseen technical delay, we will inform our teammates of the new go-live date through various communication channels including; in store postings, on our internal website and through our other appropriate methods of communication. Get ready to save!*





Employee Discount Guide

Corporate Stores, Distribution Centres and Offices

1 What is the Employee Discount?

Corporate teammates in our retail stores, distribution centres and offices benefit from a 10% discount on eligible purchases at participating stores, after three months of continuous employment.

The discount is applied to the first \$150 of your purchases each week, and resets every Sunday at midnight (Atlantic Standard Time - AST). Check your receipt after each transaction to confirm your remaining discount balance for the week.

2 What do I need to do to participate?

An AIR MILES card is required to participate.

Register your AIR MILES number into Employee Self Service (ESS) to start saving with the Employee Discount.

If you don't have an AIR MILES card, you can register for one at www.airmiles.ca.



QR Code to ESS
<https://ess.sobeys.com/irj/portal>

3 Can my family members get the discount?

Yes, they can. The discount may be redeemed by the teammate, or any member of the teammate's household, by registering an AIR MILES number in our Employee Self Service (ESS) system.

4 Does the discount apply to everything in store?

The discount will apply to most in-store items, including promotional items in the weekly flyers. However, certain items like liquor, fuel, lotto, tobacco, post office, gift cards, in-store exceptions, minimum price regulation items (i.e. milk) and certain third-party offerings in store will be excluded from the discount.

5 As a corporate teammate, where can I get the Employee Discount?

Participating stores



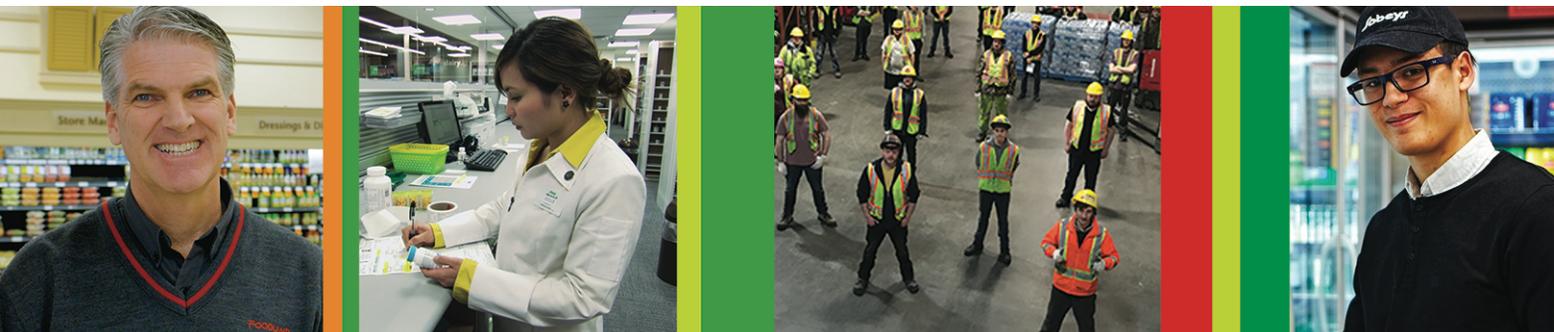
See FAQs for full list of participating banners.

The discount is **NOT** available at:

The Employee Discount will not be available at IGA express, Cash & Carry, Farm Boy, Pete's Frootique & Fine Foods, Voilà by Sobeys, Fast Fuel Retail, Needs, Marché Omni, Sobeys/Safeway Liquor Stores, Boni-soir, Voisin and Thrifty Foods Liquor.

Have a question?

Contact the HR Service Centre:
HRServiceCentre@sobeys.com
1-800-295-3348





Frequently Asked Questions

Corporate Stores, Distribution Centres and Offices

<p>Am I eligible for the Sobeys Inc. Employee Discount Program?</p>	<p>Corporate teammates in our retail stores, distribution centres and offices benefit from a 10% discount on eligible purchases at participating stores, after three months of continuous employment.</p> <p>To redeem the Employee Discount, employees must register their AIR MILES card in our Employee Self Service system.</p>
<p>What do I need to participate in the Sobeys Inc. Employee Discount Program?</p>	<p>An AIR MILES card is required to participate. Register your AIR MILES card into Employee Self Service (ESS) to start saving with the Employee Discount.</p> <p>If you don't have an AIR MILES card, register for one at www.airmiles.ca.</p>
<p>How does the discount work?</p>	<p>Corporate teammates must present their AIR MILES card or provide their AIR MILES number to the cashier at a participating store when checking out to receive the discount.</p>
<p>As a corporate teammate, where can I get the Employee Discount?</p>	<p>The Employee Discount will be available for corporate teammates at most corporate and franchise banners across Canada, including:</p> <p>Sobeys, Sobeys Urban Fresh, Safeway, IGA, IGA extra, Atlantic Co-op, Foodland, Lawtons Drugs, Rachele Béry, Thrifty Foods, FreshCo, Chalo! FreshCo, Price Chopper, and certain Les Marchés Tradition and Marché Bonichoix stores.</p> <p>Note: When shopping at a FreshCo store, please notify a store teammate if using the self-checkout option to ensure your AIR MILES card is correctly entered. Please note: AIR MILES Reward Miles cannot be earned on FreshCo purchases.</p>
<p>As a corporate teammate, what banner locations are NOT eligible for the Employee Discount?</p>	<p>The Employee Discount will not be available at IGA express, Cash & Carry, Farm Boy, Pete's Frootique & Fine Foods, Voilà by Sobeys, Fast Fuel Retail, Needs, Marché Omni, Sobeys/Safeway Liquor Stores, Boni-Soir, Voisin and Thrifty Foods Liquor.</p> <p>Corporate teammates that work at these banner stores will receive the Employee Discount at all participating stores noted above.</p>
<p>How much can I save using the Employee Discount?</p>	<p>Teammates will receive 10% off their purchases, on the first \$150 spent each week.</p>
<p>When does the weekly limit reset?</p>	<p>The discount limit resets every Sunday night, and the new discount balance will be effective from 12:01 a.m. Monday morning (Atlantic Standard Time - AST) until midnight on the following Sunday.</p>
<p>Where can I track my use of the Employee Discount?</p>	<p>At checkout, Employee Discount savings will be printed at the bottom of your receipt. You can also see your discount balance for the remainder of the week.</p>
<p>I've registered my card in ESS, how long do I wait before I can use the discount?</p>	<p>Once your card is registered in ESS, you can start using the AIR MILES card the following day.</p>
<p>Is the Employee Discount value a taxable benefit?</p>	<p>No, the Employee Discount is not a taxable benefit.</p>



**Employee
Discount**

Frequently Asked Questions

Corporate Stores, Distribution Centres and Offices

Does the discount apply to everything in store?	The discount will apply to most in-store items, including promotional items in the weekly flyers. However, certain items like liquor, fuel, lotto, tobacco, post office, gift cards, in-store exceptions, minimum price regulations items (i.e. milk) and certain third-party offerings in store will be excluded from the discount.
I lost my AIR MILES card. Can I still use the Employee Discount?	Yes. If you have your AIR MILES number that is registered in ESS, provide it to the cashier when checking out. A replacement card can be requested from AIR MILES directly at www.airmiles.ca .
Can I combine multiple discounts when I shop (e.g. Seniors', Students', Customer Appreciation Day)?	Yes. Multiple discounts can be stacked with the Employee Discount where applicable. Please note that exact discount amounts may vary based on the combination of promotions. *Lawtons Seniors Discount will not stack.
Can a teammate under the age of 16 use the discount?	As teammates under the age of 16 may not sign up for their own AIR MILES card, they may choose to register an AIR MILES card belonging to a member of their household in order to receive the Employee Discount.
If I am on a leave of absence, can I use the Employee Discount?	Yes, as long as you continue to be on the payroll, you will remain eligible for the Employee Discount.
How will returns be handled?	The normal in-store return policy will apply.
Can I use supplier coupons and my Employee Discount in the same transaction?	Yes, teammates can use their coupons as usual.
If two teammates from the same household have separate AIR MILES cards/numbers, will they each receive a \$150 weekly discount maximum?	Yes, the discount applies to the AIR MILES card registered to each teammate's ESS profile. In this instance, both teammates can register their AIR MILES cards in ESS individually to each receive the 10% discount. Please note: If both teammates use separate AIR MILES cards, their individual limits will be \$150, for a combined household limit of \$300. If they share an AIR MILES card, their total household spending limit will be \$150.
I have already signed up for the Employee Discount Program. While checking out at the store, my discount did not apply. What should I do?	We want every teammate to have a seamless experience, but unfortunately, there may be hiccups from time to time. This may happen for a few reasons, such as: <ul style="list-style-type: none">• Our technical system is undergoing maintenance• AIR MILES card was added in ESS on the same day as your purchase• You have not been with the company for three months• You have exceeded your weekly maximum discount• You are no longer working with the organization If you experience any issues with redeeming your Employee Discount, please contact the HR Service Centre: HRServiceCentre@sobeys.com or 1-800-295-3348.



Steps to enter your AIR MILES number into ESS

1 Log into Employee Self-Service (ESS) using your employee number and password.



QR code link to ESS

<https://ess.sobeys.com/irj/portal>



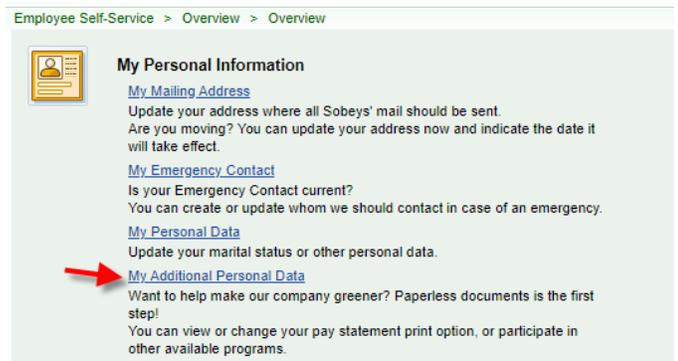
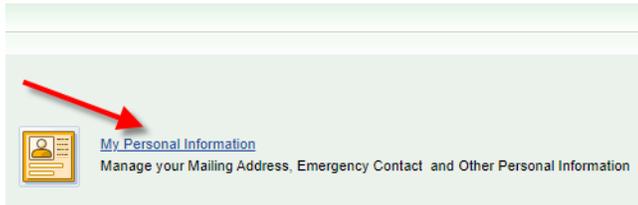
Where can I find my employee number?

If you do not know your employee number, please contact your admin, timekeeper, manager or HRBP.

How do I reset my ESS password?

Your default password is Capital 'S' + last three digits of your social insurance number + your year of birth (E.g. S1231980). You can reset your password with this information.

2 Once logged in, click on *My Personal Information*. Then, click on *My Additional Personal Data*.



3

Click on **Edit** and then **enter your AIR MILES Card #** in the spot provided. Once complete, **Review, Save and Exit**.

