



To our Valued Safeway Customer,

Throughout this very difficult time, the health and safety of our customers and teammates remains our top priority. We understand we are an essential service to all Canadians, and we want you to know that we are doing everything in our power to maintain our stores to the highest standard of cleanliness and safety.

We are announcing a series of new measures to further enhance the stepped-up sanitation protocols at our stores. Today, we tested plexiglass cashier shields as yet another safeguard to protect our teammates and customers from this terrible coronavirus. We've looked across the world at best practices and these shields stand out as a strong safety precaution. Tonight, we began to install the shields in stores and will work around the clock to get them into our stores. They will not be in every store immediately, but we'll install them as quickly as we can.

In addition, we have added the following:

- Our teammates are washing their hands every fifteen minutes.
- We have added extra resources to the frontline, enabling cashiers to wipe down common areas even more often.
- Our stores will begin to have floor markers at check out, to help facilitate a two-metre distance between customers.
- We are reducing our store hours from 8 a.m. to 8 p.m. for the time being, to support our extra sanitation protocols and allow a little extra time for replenishment of shelves.

These measures are in addition to the added safety and sanitation measures we have already put in place across our stores, including:

- We redeployed additional teammates throughout our stores to step up regular cleaning and sanitation in high-touch and high-traffic areas such as grocery carts, door handles and pin pads.
- We introduced Senior Shopping Hour for the first hour of the day at our stores, providing the most vulnerable among us with a dedicated time to shop for goods.
- We stopped selling all bulk baked goods and bulk foods in self-serve areas, such as dry nuts and chocolate-covered almonds.
- Our delicious hot meals and salad bar items are available, but we have closed self-serve areas that are not staffed by a teammate.
- We have cancelled all product demos, sampling and events in our community rooms.
- All teammates who feel sick are staying home, and we have implemented the procedures recommended by health authorities for those who have travelled or have been exposed to others who have travelled.

I'm proud of the positive feedback and words of gratitude that you have been giving our teammates in the store these last few days. Thank you to our fantastic store, distribution and transportation team for the enormous efforts and passion they bring to their jobs. They have never been so important to their fellow Canadians. Together, we will all get through this.

Sincerely,

Michael Medline
President & CEO



To our Valued Safeway Customer,

Since the terrible escalation of Coronavirus, we have been blown away by the dedication and thoughtfulness of our hardworking teammates. We'd like to salute our team of 123,000 people across our great country who are working so hard every day to support Canadians throughout this difficult time.

Yesterday I was reminded yet again that we have such a great team. One of our teammates, Taeler, put a poster together for her store team filled with wonderful comments from customers and co-workers to lift their spirits and cheer them on. At the centre of the poster she wrote, "Tough Times Don't Last, Tough Teams Do." That really says it all.

We've asked so much of our front-line grocery and pharmacy heroes in recent days. With everything that's going on, they're showing up every day determined to serve Canadians. They understand how vital it is in this extraordinary time to get us the food we need, safely and securely. In moments of crisis, they understand that grocery stores are an essential service with a critical role to play in communities across Canada. They're working around the clock to make that happen. To that end, we've received incredible feedback from people applauding our team's great morale and extraordinary service. I have personally witnessed how much it means to our people when people thank them for serving customers in these tough times.

We have excellent standards in place to keep our stores clean and sanitized and our customers and teammates healthy. We are looking at every opportunity to improve on these standards. The safety and health of all of you is imperative to us.

Thank you to our customers for your patience with us in moments when our shelves are not fully stocked. It's a busy, unpredictable time, and our team members are doing everything within their power. Thank you to all of our governments for their collaboration in helping us and our grocery customers.

We have trust in Canada's strong and secure food supply chain. If you see an empty shelf, know that it will be full again shortly. Our warehouse and distribution teams are working the hardest in our history to get you the goods you need.

It's more apparent than ever right now that the journey to get food onto Canadians' tables is a team effort.

Sincerely,

Michael Medline
President & CEO



To our Valued Safeway Customer,

The world is facing an issue of enormous scale and uncertainty. It has never been more important for our company to ensure the safety and support of our customers, teammates and communities.

We view our stores as an essential service. We are working around the clock to serve you. In the 113-year history of our parent company, we've never seen so many customers visit our stores. That makes sense. Canadians have never faced anything like the Coronavirus outbreak before. And the first thing anyone thinks about in uncertain times is keeping their loved ones safe. I have great confidence in the incredibly robust grocery and food supply chain in Canada. We are working hard to keep our shelves stocked in the face of unprecedented demand for products.

The health and wellness of our teammates and customers is paramount. We're doing everything we can to keep people healthy across our business. Our teammates are staying home if they are sick. We have stopped all in-store sampling. Our stores are always clean, but we have even turned it up a notch with increased cleaning and sanitization – especially in high traffic areas.

Our company purpose is to be *a family nurturing families* and that has never been more true than right now. I'm incredibly proud of our 123,000 teammates across our family of brands. Their efforts over the last few weeks have been incredible, and we know there is much more hard work ahead. Our tremendous retail and warehouse teams are working around the clock to keep our stores safe and restock our shelves.

We are standing strong and supporting our customers and communities, because as a family-focused business, that's just what we do.

Sincerely,

Michael Medline
President & CEO