

Customer Letter: A message from the CEO about COVID-19

March 16 2020

Good morning,

I know that the growing concern around COVID-19 has everyone feeling uneasy, especially as we face more changes to our daily routines and future plans. This is why I am personally reaching out to you today: to let you know that at Canadian Tire Corporation, we feel it too, and we want to help where we can.

I know that your main priorities are keeping your families safe, and ensuring that you have the essentials. Although our family of companies includes multiple banners, we understand that many people are looking to our Canadian Tire stores to fulfill these needs. Like everyone, we have been taking further precautions, such as enhanced cleaning across all of our stores, offering hand sanitizers and wipes at work stations and gathering spots, and encouraging strong hygiene practices among our team members.

To encourage social distancing, we are limiting the hours of operation at certain banners, such as at our Mark's and SportChek stores. Please visit their websites, or check with your local store, for updated hours of operation. At this time, we plan to maintain standard hours at Canadian Tire stores, allowing us to continue providing the essentials that Canadians need.

We've also done our best to stock up on the products that you may need. It's true that the supply of some essentials is becoming increasingly limited, and for customers, that's frustrating. Know that we are working closely with our suppliers to ensure that we are replenishing as quickly as possible. To allow everyone to get what they need, many of our stores have put limits on the number of high demand products, such as hand sanitizer and bathroom tissue, that a customer can purchase at one time.

Just like you, we are doing the best that we can to navigate these uncertain times as they continue to evolve. We are working to help protect the well-being of our customers, and our tens of thousands of employees across Canada. They are facing uncertainty, and we are offering our support, flexibility, and understanding to help them manage both their health and peace of mind.

I realize this may not be the first message of this nature that you have received. Every retailer is doing their best to help right now. I find that reassuring, because I personally believe it's a testament to people's true natures: in times of uncertainty, we want to offer our support to one another. So, let's continue to do just that, and move forward together.

Sincerely,

Greg Hicks

President and CEO, Canadian Tire Corporation