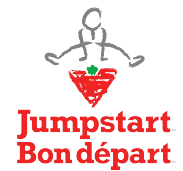
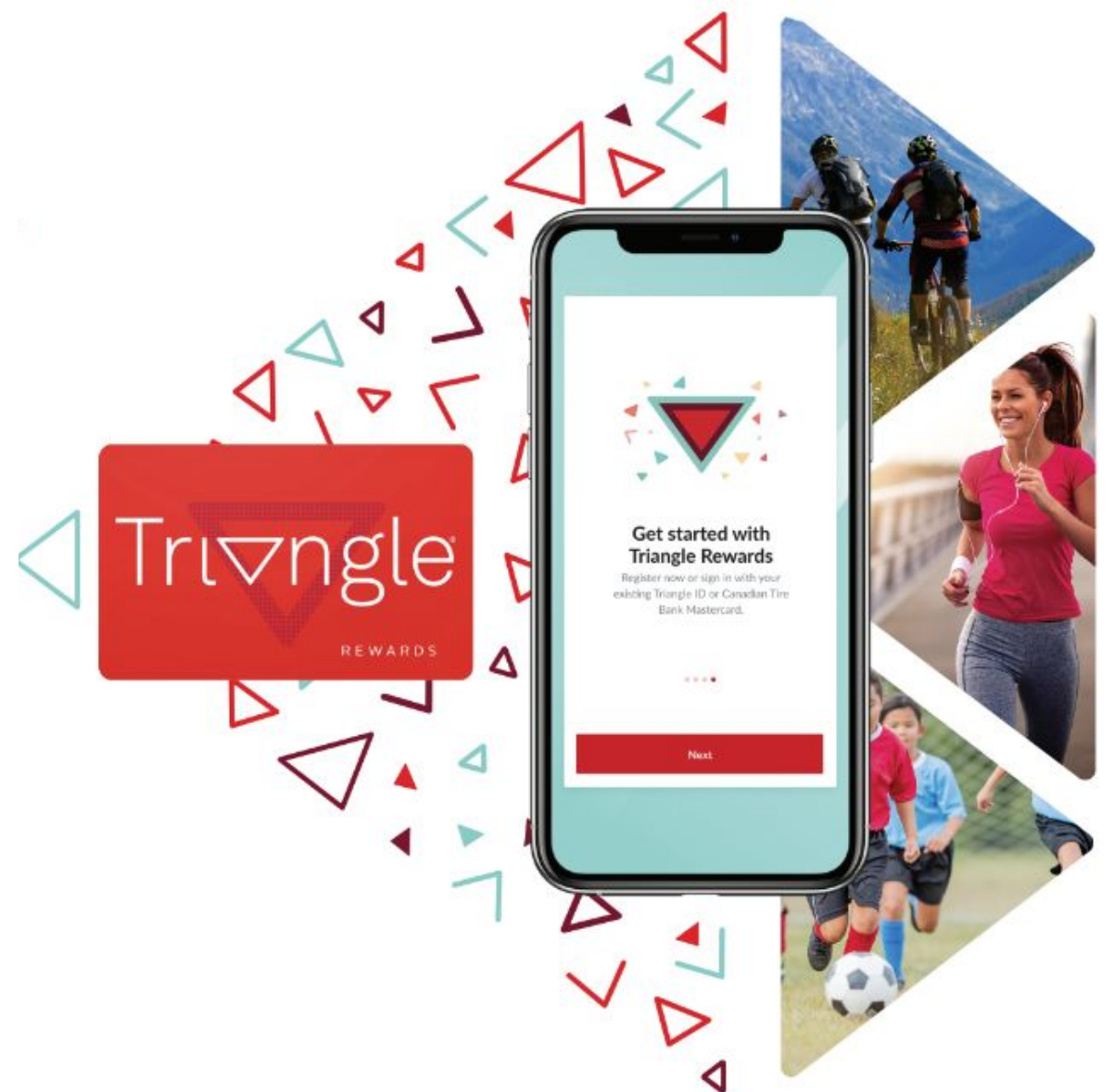


How Canadian Tire Is Redefining Loyalty Through Partnerships



What we will cover today

- ▶ Partnerships as a pillar of retail transformation
- ▶ Selecting and securing the right partners
- ▶ Implementing partnerships
- ▶ Measuring results and alignment with enterprise objectives



About Canadian Tire

SPORTCHEK



Mark's

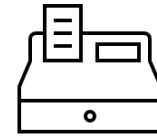
Bank

Party City



L'ÉQUIPEUR

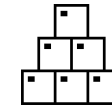
sports experts



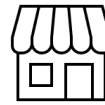
\$18B+
Annual Sales



1,694
Retail Locations



300+
Business Categories



35M
Retail sq.ft.



10M
Distribution sq.ft.



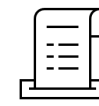
90%
Canadians
are <15 mins
from a store



750M+
Digital Visits
per year



50%
Canadians
read the
weekly flyer



250M+
Transactions
Per Year

About Triangle Rewards

Tri▽ngle Rewards®



▶ 12MM+ Active Members

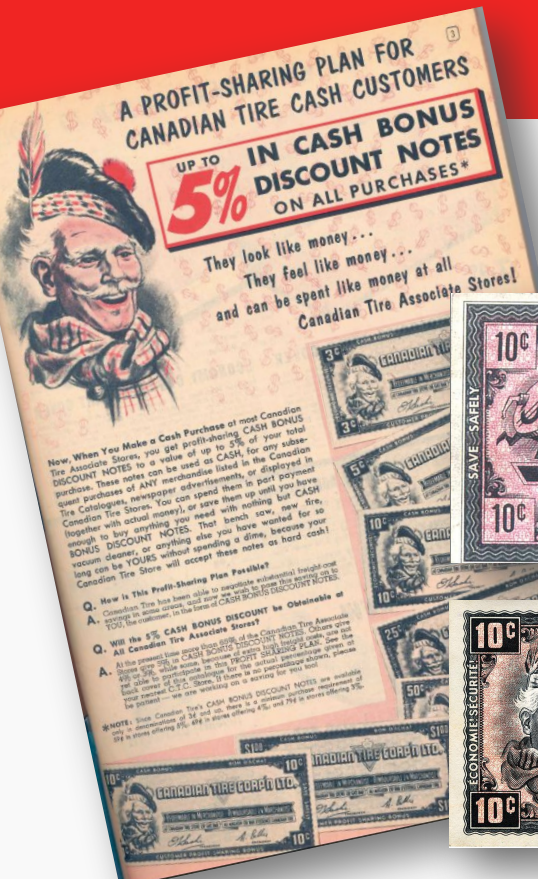
11 Banners



4 Core Partners



A Long History of Loyalty & Rewards



1958-2020



1995



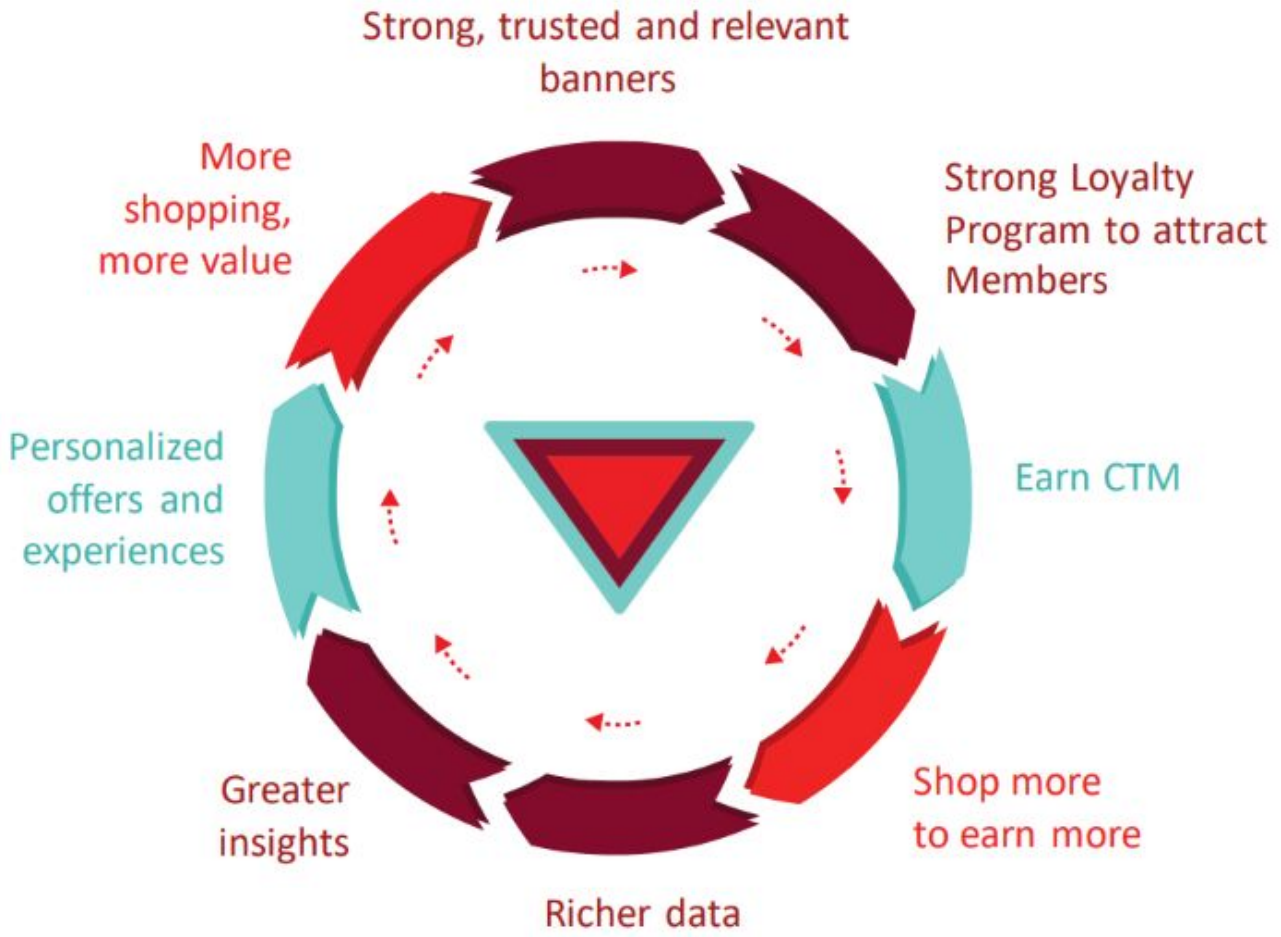
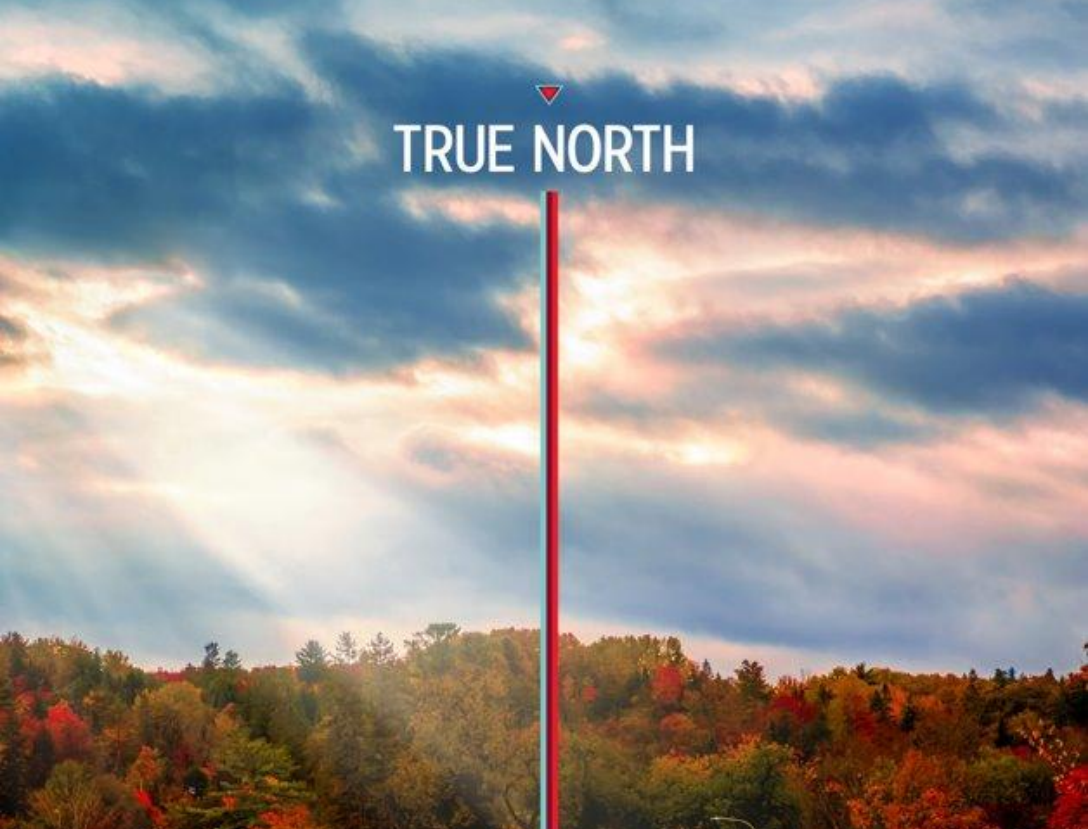
2014



▶ 2018+



Loyalty Partnerships are Core to the True North Strategy



Selecting and Securing the Right Partners

- ▶ Have a clear strategy
- ▶ Play the long game
- ▶ Consider your Partner's Partners
- ▶ Pockets of value
(and accepting asymmetry)
- ▶ Business fit + cultural fit

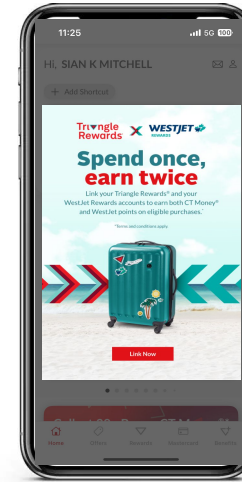
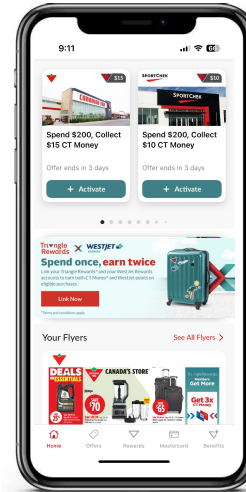


Partnerships Implementations: Going Beyond the Deal

- ▶ Building trusting relationships
- ▶ Securing organizational support
- ▶ Partnerships as a muscle
- ▶ Partnerships playbook

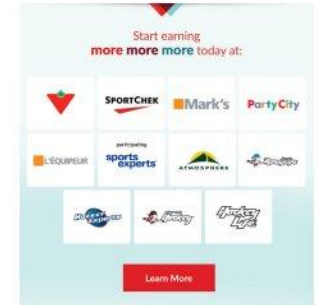


Measuring Success

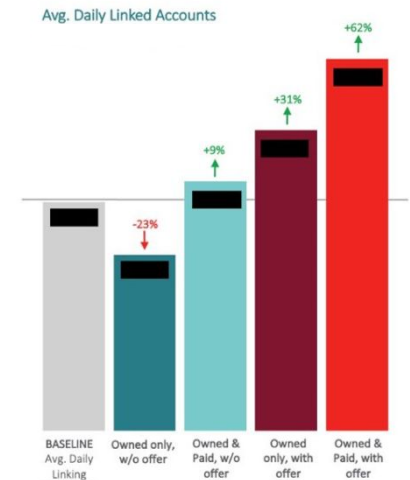
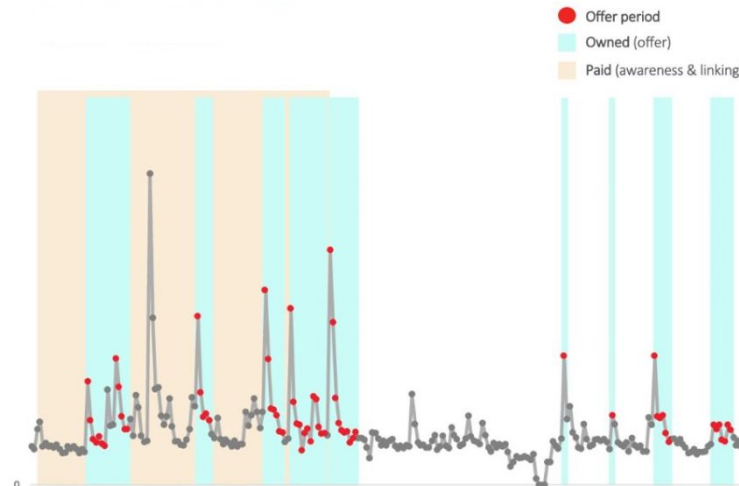


when you follow these three easy steps:

- 1 Link your eligible RBC® Card to your Triangle Rewards account.
- 2 Scan your Triangle Rewards card.
- 3 Pay with your linked RBC® Card on eligible purchases at participating locations.



- ▶ Enterprise Goals □ Joint Loyalty KPIs □ Levers/Actions
- ▶ Layered & coordinated marketing
- ▶ Descriptive vs. statistical measurement



We discussed today...

- ▶ Partnerships as a member engagement catalyst
- ▶ The need for organizational alignment
 - ▢ *Partnerships are not a side project*
- ▶ The journey only begins at launch

“We have our growing roster of big brand loyalty partners to give members more ways to earn Canadian Tire Money for everyday activities like filling their tank, banking, travel, and the morning ritual of grabbing a Tim’s. As you know, eCTM has a multiplier effect, driving sales in our stores... As we lean into partnerships, engagement climbs.”

Greg Hicks, Q4 2025 Canadian Tire Corporation Earnings



Thank You

