

OVERVIEW

The Corporation is a leader in the food and pharmaceutical sectors in Québec and Ontario.

The Corporation, as a retailer or a distributor, operates under different banners in the traditional supermarket and discount segments. For those consumers wanting service, variety, freshness and quality, we operate 348 supermarkets under the Metro and Metro Plus banners. The Adonis banner, which currently has eight stores, is specialized in perishables and Mediterranean and Middle-Eastern products. The 208 discount stores operating under the Super C and Food Basics banners offer products at low prices to consumers who are both cost-and quality-conscious. The majority of these stores are owned by the Corporation or by structured entities and their financial statements are consolidated with those of the Corporation. Independent owners bound to the Corporation by leases or affiliation agreements operate a large number of Metro and Metro Plus stores. Supplying these stores contributes to our sales. The Corporation also acts as a distributor by providing medium-surface food stores and convenience stores with banners that reflect their environment and customer base. Their purchases are included in the Corporation's sales. The Corporation also operates Première Moisson, a company specializing in artisan breads and pastries, the production of premium charcuteries and ready-to-eat offerings, and gourmet specialties. Première Moisson sells its products to restaurant and distribution chains as well as directly to consumers in its 24 shops. The Corporation consolidates earnings from all Première Moisson operations, with the exception of earnings from certain franchised stores.

The Corporation also acts as franchisor and distributor for 194 franchised Brunet Plus, Brunet, Brunet Clinique, Brunet Target, and Clini Plus drugstores, owned by independent pharmacists. The Corporation also operates 74 drugstores under Pharmacy and Drug Basics banners and their sales are included in the Corporation's sales. Our sales also include the supply of non-franchised drugstores and various health centres.

GOAL, MISSION AND STRATEGIES

The Corporation's goal is to be the best performing food retailer in Canada.

Our mission is to exceed our customers' expectations day in and day out to earn their long-term loyalty.

The four pillars of our business strategy are customer focus, strong execution, best team and shareholder value.

We put the customer at the heart of every decision. In our supermarkets and our discount stores, pricing, promotions, friendly service, and quality products are our priorities.

Strong execution means operating the best stores, a results-driven corporate culture, engaging all employees and monitoring performance so as to react swiftly.

The best team consists of leaders who put the Corporation's interests first. Employee growth and leadership development opportunities and succession planning ensure its continued strength.

The creation of shareholder value includes sustained growth in net earnings per share and significant return on equity. Our investments and acquisitions are relevant and beneficial in the long term.

⁽¹⁾ See table on "Operating income before depreciation and amortization and associate's earnings adjustments"

⁽²⁾ See table on "Net earnings from continuing operations adjustments"

⁽³⁾ See section on "Forward-looking information"

⁽⁴⁾ See section on "IFRS and non-IFRS measurements"

⁽⁵⁾ See table on "Net earnings adjustments"