Be Well™: A Blueprint for Customer Loyalty
INTRODUCTIONS

With a heritage dating back over a century, Rexall is a leading drugstore operator with a dynamic history of innovation and growth, dedicated to caring for Canadians’ health...one person at a time. Operating over 400 pharmacies across Canada, Rexall’s 8,500 employees provide exceptional patient care and customer service. Rexall is part of the Rexall Pharmacy Group Ltd. and a proud member of the global McKesson Corporation family.

Exchange Solutions is a cloud-based marketing technology company that delivers personalized loyalty solutions to retailers enabling them to build deeper and more profitable engagement with their consumers.

With more than 20 years of experience in the industry, Exchange Solutions transforms loyalty programs and promotions from being costly applications to productive and profitable capabilities for clients across various verticals in the US and Canada.
Be Well™ is a new kind of rewards program that makes it easier than ever to stay connected to your health and wellness. With simple tools and advice and personalized ways to collect and earn points, taking care of your well-being has never been this rewarding. Earn points, load personalized digital offers, add, manage and refill prescriptions and connect to your Rexall pharmacy.
IN MARKET

1. Start off with "Be Well/Find it at Rexall" animation, before lockup shrinks to corner.

2. Two pins/leaves sprout outward. 3. White pin expands into frame, while the illustration fades and slides in.

4. First headline appears.

5. Sept offer bubble animates in. Yellow text box pops up over top of the pin.

6. Everything fades and we zoom into the logo. "Download the app" pops up.

7. Tagline flips to become "Find it at Rexall".

For review:

Brand Banner updated to include September Offer. Please review.
OUR STRATEGIC VISION

To make healthcare easier and more rewarding.
Delivering the following benefits for our customers

**OBJECTIVES**

- **Simplified**
- **Personalized**
- **Access**
- **Data**

**REXALL**

- Single point of access/profile
- Promotions, incentives, rewards
- High quality health and wellness products, later services and partnerships
- Access and organization of health data, prescriptions and medical history

**EXCHANGE SOLUTIONS**

- Consumer: Simple to use
- Retailer: Seamless to execute
- Automated personalized offers for each customer
- Right tooling for program management. Support and Innovation from loyalty experts
- Enabling Rexall to own and action customer data to optimize their program
# Why the change to a Proprietary Program?

<table>
<thead>
<tr>
<th>REXALL’S OBJECTIVES</th>
<th>PREVIOUS STRATEGY</th>
<th>PROPRIETARY PROGRAM</th>
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<tbody>
<tr>
<td>Have direct ownership of patient/customer data</td>
<td>X</td>
<td>✓</td>
</tr>
<tr>
<td>Better serve needs of our core patients/customers</td>
<td>X</td>
<td>✓</td>
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<tr>
<td>Improve the Integration between front store &amp; pharmacy</td>
<td>X</td>
<td>✓</td>
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<tr>
<td>Drive engagement across the healthcare system, starting with better integration across McKesson businesses</td>
<td>X</td>
<td>✓</td>
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Be Well™ – for the external and internal customer

The Internal Team’s Experience – managing the program

The Customer Experience – in all channels
The Timeline

- **Design & Build**
- **Fall 2019** Small Employee Pilot + Optimizations
- **Winter 2020** Larger Employee Pilot + Optimizations
- **Spring 2020** Launch + Optimizations
- **September 2020** Marketing Launch
Employees as the First Line of Loyalty Members – they are our first customers, so it was important to get early and widespread adoption/enrollment from them!

High Loyalty Card Scan Rate - across all in-store transactions, this benchmark meant our customer base was loyal to our brand, not just to our previous strategy.

Member Milestone Achieved – within the first 3 months in market, means we retained members and customers and didn’t lose them with the strategy change.
Retailer Rx: As you draw up your Blueprint

Know your customers. Know yourself.

Be the expert. Trust the expert.

Launch it. Don’t wait.

Test and learn.

Evolve and thrive.
Q & A
Thank you