

Shoppers Drug Mart® Celebrates 50 Fabulous Years

A look back at five decades of retail leadership in health, beauty and convenience

1962 Toronto pharmacist Murray Koffler opens the first Shoppers Drug Mart® store under the Associate concept model and launches Life Brand®, the Company's original private label line. The Associate concept provides individual pharmacists with the opportunity to combine independent business ownership, professional practice and cooperative services under one brand, with the support of a corporate partner, to bring excellence in pharmacy care to their local community.

1968 Shoppers Drug Mart expands beyond Ontario with the opening of a Shoppers Drug Mart in Moncton, New Brunswick; there are more than 40 stores in New Brunswick today.

1970 Shoppers Drug Mart enters the Western Canada market by opening a store in Winnipeg, Manitoba; today, there are 38 stores in Manitoba.

1971 After acquiring Cunningham Drug Stores, a Vancouver-based chain of traditional drug stores, Shoppers Drug Mart becomes Canada's largest chain of retail drug stores in terms of numbers of outlets, sales and profitability.

1972 Shoppers Drug Mart launches Pharmaprix® in Québec; today, there are more than 170 Pharmaprix and Pharmaprix Simplement Santé® stores in the province.

1974 Shoppers Drug Mart marks its 200th store milestone by launching its first national advertising campaign featuring photos of the stores in magazine ads and billboards along with the memorable slogan: *"Can you afford to pass by our everyday low prices?"*

1979 Shoppers Drug Mart opens a new flagship store in Toronto's Yorkville shopping district, with 40 percent of the 4,200 square-foot store devoted to prestige cosmetics products and services.

1981 Shoppers Drug Mart launches Images, billed as the "Magazine for Today's Woman," an instant hit with customers, featuring news on beauty products, fashion trends and health; in 2002, Glow magazine and its French language counterpart, Pure, make their debut in partnership with Shoppers Drug Mart/Pharmaprix and are available at retail and to Shoppers Optimum® cardholders.

1982 Billion Dollar Milestone: Shoppers Drug Mart launches the *"Thanks a Billion"* program, designed to propel retail sales past the billion dollar mark, which catapults the Company to over \$1.2 billion in annual sales. In store, the campaign is brought to life in cosmetics with the catch phrase *"Look like a Billion"* and everyday drug store items are marketed as *"One in a Billion"* bargains.

1984 Catchy Jingle: Shoppers debuts the slogan *"Everything you want in a drugstore,"* based on the five pillars of service, savings, selection, convenience and trust. The slogan becomes synonymous with Shoppers Drug Mart through a series of Christmas commercials featuring Bea Arthur and Santa Claus that year. Arthur continues to be the spokesperson for the Company into the early 1990's.

1986 Realizing the demand for home care products and services to meet the needs of an aging population, the Company introduces *Home Health Care Centres*, with 11 operating by the end of the year as separate units or within Shoppers Drug Mart stores; in 1996, the Company opens its first Shoppers Home Health Care® store in Scarborough, Ontario.

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1987 Responding to changing consumer preferences, Shoppers Drug Mart opens two 24-hour, full-service drug stores in Ontario (Toronto and Mississauga), followed by the opening of the Company's first in-store Canada Post outlet (Willowdale, Ontario).

1991 Health Leadership: Shoppers Drug Mart sets a new standard of pharmacy care in Canada with the launch of HealthWATCH®, a collection of unique supportive tools and services for pharmacy patients and customers; over the years, HealthWATCH® expands to include additional services.

1991 One-Stop Shop: As part of the initiative to make its stores one-stop, convenient shopping destinations, Shoppers Drug Mart opens 75 more in-store postal outlets, bringing the total number across Canada to over 100; this same year, the *Food Basket* concept is incorporated into 41 stores and *Express Photo*, a one-hour photo service, launches in nine stores.

1999 A Canadian First! Shoppers Drug Mart launches Quo® Cosmetics, Canada's first private label cosmetics line, now one of the most popular and recognizable Canadian beauty brands; Quo offers limited-edition seasonal collections as well as popular core items.

2000 Shoppers Drug Mart launches its Shoppers Optimum® loyalty card program, offering real-time rewards to Canadian shoppers; Shoppers/Pharmaprix Optimum has since issued billions of points to 10 million loyal cardholders.

2002 Shoppers Drug Mart introduces the 'large-format' store concept in Brampton, Ontario – the new model, with 12,000-14,000 square feet of retail space, begins a chain-wide physical transformation that can be seen in stores today; there are now almost 700 large-format stores in the network.

2002 Building on its long-standing history of community involvement and support, Shoppers Drug Mart launches the Tree of Life® campaign which has now raised more than \$17 million for various local charities in support of a number of healthcare causes.

2003 Beauty Boom: Shoppers Drug Mart launches the BeautyBOUTIQUE® 'store within a store' concept to enhance its offering of prestige cosmetics and provide expert beauty advice. Today, there are more than 310 BeautyBOUTIQUES /galerieBEAUTÉ® across the Shoppers Drug Mart/Pharmaprix network.

2004 The Shoppers Drug Mart/Pharmaprix Life Foundation® is established as an umbrella organization for the Company's growing philanthropic activities.

2006 The Company acquires Medisystem Technologies Inc., a provider of pharmaceutical products and services to long-term care facilities.

2007 Shoppers Drug Mart opens its 1000th store, located at Don Mills & Lawrence in Toronto.

2007 Shoppers Simply Pharmacy®, a 1,000 square-foot retail pharmacy format located in medical buildings or clinics, opens to provide patients with increased access to pharmacy products and services. Today, there are close to 60 Shoppers Simply Pharmacy and Pharmaprix Simplement Santé stores across Canada.

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2008 Luxury Beauty: Shoppers Drug Mart opens its first Murale™ store, an innovative, luxury beauty concept featuring global brands and an enhanced level of expertise.

2008 International Flair: Shoppers Drug Mart announces it is the exclusive Canadian retailer of the popular Danish beauty brand GOSH Cosmetics, which becomes one of the best-selling cosmetics brands within the Company. Shoppers Drug Mart/Pharmaprix continues to expand its portfolio of exclusive international beauty brands which today includes: Nip + Fab, Soap & Glory, Yes To, Raw Essentials, Sally Hershberger Professional Hair Care, and Peter Lamas Chinese Herbs hair care.

2008 Shoppers Drug Mart introduces Nativa® Organics, the most successful private label launch in the history of the Company. The subsequent debut of the Company's Simply Food® line in 2010 also proves to be hugely popular among Canadian shoppers.

2010 Convenience Meets Technology: Shoppers Drug Mart launches a free mobile application – the *Shoppers Drug Mart/ Pharmaprix Everyday App* – allowing customers to easily refill prescriptions anytime, anywhere, while providing them with access to product information, store flyers and their Shoppers Optimum account. That same year, the Company establishes a strong social media presence with Twitter, Facebook and YouTube activity and quickly develops a loyal online following that now counts more than 300,000 Facebook fans.

2010 The Company launches Shoppers Drug Mart/Pharmaprix WOMEN with a focus on philanthropic and community investment initiatives in support of women's whole health; the following year, WOMEN comes to life via five impactful programs: Tree of Life, The Shoppers Drug Mart/ Pharmaprix Weekend to End Women's Cancers, Motherisk, facingcancer.ca, and womenshealthmatters.ca.

2011 Global Collaboration: Shoppers Drug Mart announces a collaborative partnership with top global beauty brand ORLY and introduces the inaugural Quo by ORLY collection of nail lacquers; Quo by ORLY is an instant hit and continues to launch in-demand seasonal collections.

2012 Shoppers Drug Mart celebrates 50 years of helping Canadians look, live and feel fabulous! Today, Shoppers Drug Mart remains an undisputed leader in health, beauty and convenience with more than 1,300 stores across Canada, more than 300 BeautyBOUTIQUES/galerieBEAUTÉ, 680 Food Essentials sections, and more than 400 stores open 24 hours or to midnight.

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