



that was easy.®



rien de plus simple.™

## THE MARKET

Are you a small business owner needing help with copy and print services, a student stocking up on school supplies, the head of a large corporation upgrading a personal laptop or a pizza delivery guy eyeing a GPS? Like most

Canadian consumers, you can trust your local STAPLES® Business Depot™ (SBD) to make it EASY to find supplies and services required to get the job done right.

“EASY” is used often to identify the company. SBD has maintained its reputation as Canada’s largest and most reliable provider of office supplies, business machines, office furnishings and business services, expanding it to include customer service that promises an EASY shopping experience every time. Add the most value-packed pricing in the marketplace, and it’s no surprise that after sixteen years, SBD or Bureau en Gros (BEG) in Quebec remains an industry leader.

## ACHIEVEMENTS

Communities welcome SBD/BEG Grand Openings. The convenience of having a one-stop shopping solution for business and personal needs nearby is only one of many reasons why.

SBD/BEG introduced the first SBD Express in Port Colborne, Ontario, in 2007. This new concept, small-format store is designed to serve smaller communities, and includes Copy & Print Centre services.

SBD/BEG associates share a commitment to give back to the communities where they work and live through a variety of philanthropic initiatives — from promoting environmental awareness to supporting local education programs.

Stores contribute regularly to national and local organizations. Associates lend financial and hands-on support to many community projects: Boys & Girls Clubs, literacy and educational programs, youth job training and environmental initiatives.

In 2007, SBD/BEG established community@work, a corporate giving program that partners with local community leaders to enhance and support the “3Es” in Canadian communities: Entrepreneurship, Environment and Education.

Expanding its reach, community@work partnered with Ashoka, a global organization that identifies and finances social entrepreneurs using innovative ideas to solve local issues. community@work champions Ashoka’s Canadian Youth Venture

# community@work



education



environment



entrepreneurship

program: teens and young adults with ideas that will impact the lives of people in their communities.

Small business innovation has always been important to SBD/BEG culture. community@work sponsors small business and education events, organizations cultivating entrepreneurial spirit and local chambers of commerce. One such initiative is “Biz Launch,” a series of free instructional seminars for entrepreneurs, held at various stores nationwide. Attendees learn valuable information and network with other small business owners in their community.

community@work also strives to help preserve and protect our environment. Integrating environmentally friendly practices into all areas of the business, energy conservation methods were adopted by stores and home offices. Thousands of environmentally friendly product choices are also available to customers.

To reduce greenhouse gas emissions, SBD/BEG slashed energy consumption by installing energy management HVAC and lighting control systems. Adopting a “Lights Out” initiative during summer months, they reduced energy output by 300 kilowatts per day at many locations. 148 stores participated for 76 days, saving a total 3,374,400 kilowatts. Temperatures are adjusted consistently, and energy efficiency is promoted regularly to customers and associates.

To protect and preserve our natural resources, SBD/BEG also minimized waste volume by maximizing recycling processes. All paper and cardboard waste is recycled, and confidential documents shredded. Such actions save over 300 trees per month and divert hundreds of metric tonnes of paper waste from local waste streams.

SBD/BEG makes it easy for customers to hop on the recycling bandwagon. Customers can drop off electronic waste (cell phones, PDAs, pagers, rechargeable batteries, empty ink and toner cartridges),

and an electronics recycler reroutes these materials away from landfill sites.

Advocates of education and literacy, community@work endorses the value of education through local community organizations, charities and programs such as the STAPLES

School Supply Drive, held during the Back To School season. Customers and associates donate purchased school supplies, which are distributed to local children in need. During the 2007 drive, over \$150,000 in cash was raised, along with \$100,000 in product donations.

It’s customary for SBD/BEG to donate product to local schools, but the bar was raised when they launched “Adopt-A-School.” Teams of associates donate their time to visit local schools and distribute much-needed supplies to teachers and children.

Combining environmental and educational goals, SBD/BEG raises funds for schools while protecting the environment through “Recycle for Education.” Customers are encouraged to drop empty ink and toner cartridges at stores for recycling. In return, one dollar for every cartridge is donated to local schools. Combined with the School Supply Drive, SBD/BEG collected more than \$600,000 for schools in Canada.

Key sponsor of Special Olympics Canada (SOC), SBD/BEG operates programs such as the annual “Give A Dollar. Share A Dream,” which raises money to send SOC



athletes to National and World Games. In 2007, they raised \$573,000.

### HISTORY

In 1991, Jack Bingleman set out to realize his vision of a retail force that would revolutionize Canada's office supply industry. The country's first low-cost office supply superstore, The Business Depot Ltd., opened on October 15, 1991, north of Toronto, in Vaughan, Ontario. Canadians were ready for the irresistible combination of large product assortment and warehouse pricing. Success bloomed, and growth evolved quickly. By the end of their fifth year, over sixty stores were operating successfully, with more Grand Openings planned. By January 1999, Business Depot had achieved a milestone \$1 billion in sales, and in 2001, The Business Depot Ltd. became STAPLES Business Depot. Today, SBD/BEG operates over 288 stores, with many more planned.

The secret behind their success? An exceptional family of associates. Since the beginning, company culture was designed to attract highly skilled individuals motivated to outperform. Today, the culture remains the same, and excellence is recognized and rewarded.

Associates are customer-focused in every way; the proof is in positive feedback from customers. The vision statement: "To be the best provider of business solutions in every Canadian Market" is the foundation of their customer service philosophy. Combined with the key success strategy — their mantra — "Great Service Every Day, In Every Way!" there's no question why SBD/BEG continues to burn a winning streak across the Canadian retail landscape.

### THE PRODUCT

With SBD/BEG locations in every major city across the country, and now in many smaller towns, customers can find the office supplies and services they need, when they need them. Along with competitive prices on thousands of office products and business services, the company makes it easy for busy customers to shop for supplies. Customers can visit a store, catalogue shop

by phone or fax, or access a secure Web site packed with inventory. Orders can be picked up at any Canadian location, or delivered free of charge on the next business day.

Copy & Print Centres at almost every location provide a diverse selection of business services —

everything from custom-printed business cards and stationery, to large-format poster and signage printing, to finishing touches such as laminating and binding, to shipping services. Copy & Print Centre associates act as "extended staff" for small business and home office operators, providing quick, efficient, affordable service.

### RECENT DEVELOPMENTS

No need to tote around more than one credit card, thanks to an exciting launch in 2007. The Citi STAPLES easyRewards MasterCard takes reward-based shopping to new heights by helping customers earn rewards no matter where they shop, on all purchases, no exceptions. Rewards accumulate quickly, and the payout is used toward SBD/BEG merchandise.

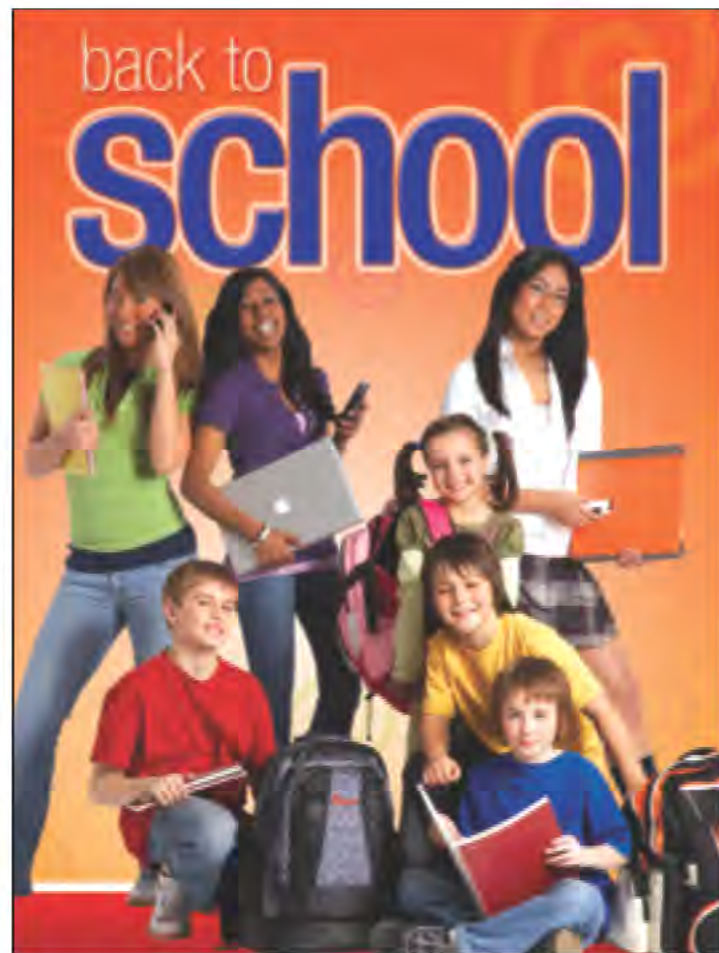
The company took another environmentally responsible step by producing enviro-friendly shopping bags to reduce standard plastic bag usage. These spacious, woven polypropylene bags are made from highly durable, 100% post-industrial recycled plastic.

## Copy & Print

### PROMOTION

SBD/BEG entertains customers with their friendly brand personality through a series of amusing television and radio commercials. After years of running the television commercial, "The Most Wonderful Time of The Year," the company replaced it with new creative material for the 2006 Back To School season. Public response was overwhelming, with demands for the return of "The Most Wonderful Time of The Year." The public spoke, and their favourite commercial reappeared in 2007.

The brand promise "That Was EASY" in English markets or "Rien de Plus SIMPLE" in French markets took the country by storm, becoming something of a phenomenon. It dominates in print, online and radio advertising, on store signage, in catalogues, and on the company's Web site, and has become a cultural catchphrase. The EASY Button, a novelty item that, when pressed, declares, "That was EASY," sells steadily, with every dollar donated to Special Olympics Canada. Even Canada's Prime Minister keeps an EASY button on his desk!



### BRAND VALUES

It all began with a mission to slash the cost and hassle of buying office supplies, something small business owners could easily identify with. Today, the SBD/BEG name remains synonymous with unbeatable low prices, outstanding selection and superior customer service, and is also gaining a reputation for philanthropic generosity. SBD/BEG recognizes the importance of investing in surrounding communities and Canada's future by setting positive examples through their associates and other partners. If it takes a village to raise a child, SBD/BEG proves that it takes global commitment to raise a healthy and prosperous future. The more hands and hearts involved, the more we can say, "That was EASY!"

### THINGS YOU DIDN'T KNOW ABOUT STAPLES BUSINESS DEPOT/BUREAU EN GROS

- Special Olympics Team Canada athlete, Christina Campbell, is also a STAPLES Business Depot associate. As a Rhythmic Gymnast, Christina was awarded the Gold Medal during the 2007 Special Olympics World Summer Games in Shanghai, China.
- In 2007, SBD/BEG was able to raise \$423,440 — just by recycling old ink and toner cartridges! This money was then used where it's needed most — donated to local schools, coast to coast.
- SBD/BEG employs over 15,000 associates in Canada.
- Number of products you will find in a typical Canadian store: 7,500+.
- Fun fact: An average pencil can draw a line 35 miles long, or write about 45,000 words.