



LETTERS FROM ANTHONY LONGO

Update: **December 18, 2020**

As we say goodbye to 2020, something I'm sure we're all happy to do, I am reminded of one word that has rung true all year: gratitude. Gratitude for our frontline heroes who are keeping us safe, our incredible and committed Team Members, our families and friends, and of course our loyal Guests. As we go into a new fresh year with optimism, I want to thank you for your trust, your patience and being part of our Longo's family. I truly appreciate your support.

For everything we've missed out on this year – we've been sure to bring in the best for upcoming celebrations. From imported cheeses and aged Certified Angus Beef roasts, to Italian panettone and gourmet gifts, we have exciting products to discover. We'd also encourage you to support the local brands and farmers we partner with. Try our Longo's Egg Nog made with Ontario milk or prepare our locally-raised turkeys and porchetta for your holiday dinner. And, if you need any festive inspiration, check out our online magazine below.

Our Team Members are ready to welcome you for all your shopping needs, whether it's mouthwatering meals you are excited to prepare or gifts you are looking forward to give. And, although there is hope on the horizon, we continue to remain focused on the health and safety of our Team Members and Guests. In store, we are maintaining limits on how many people can shop at a time. We have also planned ahead to ensure our Team Members have time to rest and enjoy their families: stores are closed for Christmas, Boxing Day and New Year's Day. Please be sure to check our store hours and closures and, if you can, shop early to avoid the rush. If you would prefer, you can also have your groceries ready for pick-up or have them delivered through Grocery Gateway by Longo's.

From our family to yours, wishing you a wonderful holiday season and all the best for a happy, healthy and delicious new year!

Sincerely,

Anthony Longo
President & CEO

Update: **December 4, 2020**

The holiday season is upon us! We know that "comfort" and "joy" might not be the first words that come to mind when you consider shopping these days. However, our Team Members are working every day to help you have the best experience possible. We are grateful for your continued trust and we'd love to see you in any one of our stores, but if you prefer, we can also have your groceries ready for pick up or delivered through Grocery Gateway by Longo's. If you're looking for prepared meals on nights that you'd rather not cook, you can order Longo's Takeout for pick-up at Longos.com or get delivery on Uber Eats.



Any way you shop with us, know that the health and safety of our Team Members and Guests continues to be our top priority. Below is a reminder of some of the protocols we have in place:

- We are limiting the total number of Guests in the store at any one time. The first hour is prioritized for seniors and at-risk members of our community.
- Contactless payments are encouraged. Plex-glass shields, physical distancing, and one-way shopping aisles are in place.
- Masks/Face coverings are required.
- Service areas are open with safety procedures, offering freshly sliced deli meats, custom cut steaks, a wide selection of baked goods and personalized cakes.
- Regular cleaning and sanitation continues.

We're also planning ahead to be sure our Team Members have time to rest and spend time with their families, including closing for Christmas, Boxing Day and New Year's Day. Please be sure to check our store hours and closures for the holidays and, if you can, shop early to avoid the rush. You can even reserve your Grocery Gateway delivery ahead of time.

However you shop with us, and however you celebrate this month, we hope you find joy in the time spent with your family and the holiday favourites you serve. We look forward to safely helping you in-store and online.

Sincerely,

Anthony Longo
President & CEO

Update: **October 8, 2020**

This Thanksgiving we have the opportunity to spend time reflecting on a challenging year and being ever more grateful for those around us. At the top of my list are our dedicated Team Members who have supported our Guests and communities in so many ways. They continue to be focused on safety, while inspiring everyone to find the joy in food, whether it's trying new ingredients and recipes or creating fresh, delicious meals to go when time is tight. I'm also so grateful for all our Guests and the trust you place in us every day. Thank you.

As cooler weather approaches, and gathering restrictions return, we're here to help with all your shopping needs. Of course, you can shop safely in our stores, where we continue to operate under heightened preventative measures, including the mandatory use of masks, social distancing and sanitization protocols. If you prefer to have your groceries delivered, order through Grocery Gateway by Longo's, where we have expanded our shopping team and delivery times to better serve you. In addition, right now you can order on grocerygateway.com and pick up your groceries at your local store at no additional charge.



With busy schedules, many Guests are excited to try our new Longo's Takeout options, simply order ahead at longos.com to have fresh, delicious meals ready for pick up at The Kitchen counter. Options include our new single and shareable meals, prepped for you to easily heat and eat on your schedule. We also have great meal kits that will give you restaurant quality dishes in minutes. And, if you want freshly prepared meals delivered, we've partnered with Uber Eats. All designed to make it a little easier to manage those hectic days.

One reminder as you prepare for this holiday: if you need help finding that perfect ingredient or special meal, ask us! All of our service areas are fully staffed, including our expert in-store butchers ready to prepare your ideal cut of meat or seafood. We are freshly slicing deli meats and cheeses, personalizing cakes and much, much more.

From our family to yours, wishing you a safe and meaningful Thanksgiving.

Sincerely,

Anthony Longo

President & CEO

Update: **July 2, 2020**

I hope you had a great Canada Day celebrating the best country in the world. As restrictions begin to ease and we embrace the warmth of summer, I wanted to provide an update on what is happening in-store and let you know about some changes. As a family business, the wellbeing of our Team Members and Guests remains our number one priority. As the COVID-19 situation evolves, so do our policies and procedures, all in the interest of safely providing you with the best possible shopping experience.

Overall, I want to assure you that our stores and Team Members continue to operate under heightened preventative measures, in accordance with direction from public health, to protect against the spread of COVID-19. We are maintaining our elevated cleaning and sanitization procedures and social distancing measures, in addition to wellness screening for our Team Members and Guests. Everyone entering our stores is required to wear a face covering or mask and we encourage all our Guests to bring their own. We continue to offer single-use masks at the door, with net proceeds going to the local food bank, as well as stocking new lower priced bulk packs and re-usable masks. I appreciate your ongoing support as we work together to keep everyone safe.

It's been great to see our service areas safely re-opened allowing us to offer everything from freshly sliced deli meats to custom cut steaks to our wide selection of baked goods and personalized cakes. We've heard from many of our Guests about both their love of cooking and their need for a little help, so we continue to expand our Kitchen offering of freshly prepared meals. I'd recommend trying one of our Roman-style pizzas, the Grilled Vegetable is especially tasty!



In an effort to make your shop a little easier and more enjoyable, you are no longer required to shop alone, but please note that we are still limiting the total number of Guests in the store at any one time. We are now allowing the use of reusable bags, we ask that you keep them in your cart at all times and do not pack items into them while shopping. We also ask that you please bag your own groceries at checkout. There is temporarily no charge for plastic bags. Contactless payments are still encouraged, as well as digital e-receipts through our loyalty program, but we will now accept cash payments at all check outs.

And finally, we are back to accepting returns. So, if you are not completely satisfied with your purchase, simply return the item with your receipt to our Personal Touch Services Counter and we will gladly offer a refund or exchange within 14 days of purchase. Please note that we will not accept returns of more than 3 of the same items and don't accept returns for gift cards, baby formula, baby wipes, baby food, toilet paper, paper towels, and Lysol wipes.

I look forward to seeing you in our stores soon, where you'll find great new deals just for our Thank You Rewards members, our new Summer Magazine filled with mouthwatering recipes and hundreds of new Longo's branded products to explore.

Let's safely enjoy all that summer has to offer.

Sincerely,

Anthony Longo
President & CEO

Update: **May 15, 2020**

As a family business, our number one priority is the health and safety of our Team Members and Guests. As you've probably already experienced in our stores, all Team Members and **Guests are required to wear a face covering or mask**, as we work together to keep our communities safe. Health Canada has highlighted the benefits of face coverings to help stop the spread of COVID-19.

We encourage you to bring your own face covering and appreciate seeing all the different versions many of our Guests have made at home including scarves, bandanas and those made from t-shirts. Please ensure that your face covering covers your mouth and nose. If you don't have a face covering, we will be providing single-use masks at our entrances for \$1 starting on May 19th, payable at checkout, with net proceeds donated to the local food bank. The requirement to wear a face covering or mask does not apply to children under the age of 2. If you are not able to wear one, please speak with a manager so we can accommodate you and ensure you have a safe shopping experience.

We've also had lots of requests from our Guests about the ability to purchase additional masks and wanted to



confirm that both re-usable face coverings and single use masks are now in-stock. Limits may apply as we do our best to ensure all Guests have access to these items.

Thank you for your support and patience as we work together to keep everyone safe. All the best for a great long-weekend and the warm weather ahead.

Sincerely,

Anthony Longo
President & CEO

Update: **May 1, 2020**

As a family business, our number one priority is the health and safety of our Team Members and Guests. To help protect our community, effective May 4th, 2020, **all Guests will be required to wear a mask or face covering while in our stores.** This requirement does not apply to children under the age of 2. If you are not able to wear a mask or face covering, please speak with a manager so we can accommodate you.

As you may know, our Team Members and Suppliers wear a face covering, and now our Guests are required to do the same. Please bring a mask or face covering that covers your mouth and nose with you when you shop. Masks are also available for purchase in-store. Should you require assistance please speak with a Team Member at the entrance.

Thank you for your support and patience as we work together to keep everyone safe.

Sincerely,

Anthony Longo
President & CEO

Update: **April 22, 2020**

I'd like to provide you with an update on our continued response to COVID-19. To start, I'd like to say thank you. Thank you to our Team Members and Suppliers, who are working tirelessly to ensure our communities continue to have access to food and essentials, and thank you to our Guests, for your patience, trust and gratitude as we navigate this challenging situation together.

We have continued to implement new safety procedures in our stores as more information has come available.



We have additional Guest traffic procedures to support physical distancing, including limiting the number of Guests in store, one-way shopping aisles, and adding floor decals to show spacing requirements. We also ask that for now, you leave your re-usable bags at home. There is no charge for plastic bags at this time. To reduce touchpoints, we have temporarily transitioned our flyer to online only and have moved to cashless payments.

All Team Members are now wearing face coverings or shields and we are strongly encouraging Guests to wear their own mask or face covering while in the store. In addition, we are instituting elevated Team Member wellness screening protocols at the beginning of every shift including contactless temperature checks. This has started at our distribution centre and Grocery Gateway and is being rolled out across all store locations in the coming days.

We understand that these are significant changes to your shopping experience and we thank you for your support and patience as we work together to keep everyone safe. We will continue to quickly execute any new best practices and learnings as the situation evolves.

Lastly, we cannot stress enough the importance of keeping Team Members and Guests safe as we provide this essential service. We want to appeal to everyone across the industry and to all Guests and reinforce the message to please stay home, even if you have only mild symptoms. It is our collective duty to stop the spread of COVID-19.

Let's all work together to keep everyone safe.

Sincerely,

Anthony Longo

President & CEO

Update: **April 5, 2020**

Dear Guests,

We'd like to provide you with an update to our Weston Road and Maple stores.

Longo's became aware of a Team Member testing positive for COVID-19 at our Weston Road store on March 26th. Under guidance from public health, all Team Members that had close contact with the individual were immediately placed in self-isolation and the Weston Road store went through a comprehensive deep clean and sanitization. Public Health cleared the store to reopen on Saturday, March 28th. Since that time, a number of the Team Members in self-isolation have tested positive for COVID-19, however, none of these Team Members have worked in the store since the deep cleaning and sanitization was completed on March 27th.

Public Health notified Longo's of a Maple store Team Member testing positive for COVID-19 on March 30th.



Their investigation quickly confirmed that the affected Team Member's last shift was on March 13th, so they had not worked in the store for over 15 days. As a result, Public Health did not advise of any risk of exposure for Team Members or Guests and did not advise of any further action to be taken by Longo's.

This issue has our full attention and we are moving forward with the health and safety of every Team Member and Guest in mind.

From our family to yours,

Anthony Longo

President & CEO

Update: **March 21, 2020**

Dear Guests,

We'd like to provide you with an update on changes in-store as we respond to COVID-19.

Healthy and Safety of Team Members and Guests:

- As we continue to focus on the health and safety of our Team Members and Guests, we would like to provide the following updates:
- We will no longer be packing Guest's groceries in reusable bags. Guests can pack their own reusable bags or use store plastic bags
- Remember to follow social distancing guidelines while you shop by staying 2 meters or 6 feet apart from others
- We are strongly encouraging cashless payment methods (i.e. debit or credit)
- Installation of plexiglass shields at our checkouts is beginning across our stores

We are asking all of our Guests for their support during these challenging times.

- Please do not shop in store if you have travelled outside Canada in the past 14 days, have been told for any reason to self-isolate or are not feeling well. Ask a friend or neighbour to pick up groceries for you or visit us online to order for delivery from Grocery Gateway.
 - We continue to encourage our Guests to support a Community Wellbeing Hour from 8-9am for more at-risk members of our community to shop with less traffic and increased confidence.
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- Please stay informed and knowledgeable with all of the World Health Organization recommendations including practicing regular hand washing, cough or sneeze into your elbow, stay home if you are feeling unwell and maintain social distancing.
 - Our top priority remains the health and safety of our Team Members and Guests. Our Team Members have been working incredibly hard and without them, we would not be able to remain open. Thank you for joining us in treating everyone like family by showing kindness and looking out for one another.

From our family to yours,

Anthony Longo

President & CEO

Update: **March 20, 2020**

To our valued Guests,

We would like to take a moment to address product availability in stores and reports of price gouging in the market.

We are working tirelessly with our supplier partners to ensure you have access to fresh food and essentials at fair prices during this challenging time, with new inventory arriving at stores daily. As demand continues for some products, quantity limits per Guest may be imposed until we are able to restock. During your shop with us, we ask all Guests to be considerate and supportive of our community members.

Please know that we haven't changed any of our pricing practices nor have we raised a single price to take advantage of COVID-19. Longo's has been building trust with the community for the last 65 years by treating everyone like family and today, that trust is more important than ever before.

From our family to yours,

Anthony Longo

President & CEO



Update: **March 17, 2020**

To our valued Guests,

In light of the increased traffic to our stores, all Longo's locations will offer a Community Wellbeing shopping hour from 8a.m. – 9a.m. every morning beginning March 18th until further notice. This hour is being prioritized for seniors and at-risk members of our community so they can shop with increased confidence. We ask all Guests to support this initiative to help protect our most vulnerable community members.

From our family to yours,

Anthony Longo

President & CEO

Update: **March 17, 2020**

To our valued Guests,

Keeping our Guests and Team Members safe and healthy remains our highest priority. I wanted to update you on some additional steps we are taking to continue to best serve you and your family during these challenging times.

Store Hours:

As of March 17, 2020, we are temporarily adjusting our store hours in order to provide our Team Members more time to sanitize, restock stores and rest.

Temporary Store Hours:

Longo's Stores: Open 8:00 a.m. - 8:00 p.m.

Longo's Market Stores at First Canadian Place & Brookfield: Open 7:00 a.m. - 5:00 p.m.

Seating Areas:

We have temporarily closed our seating areas in all stores.

Loft & Corks Areas:

Out of an abundance of caution, we have decided to temporarily close Corks and Loft services until further notice. For those with Loft classes booked prior to April 19, a full refund will be provided.

Returns, Rainchecks, and Substitutions:

We will not be accepting returns at Longo's or Grocery Gateway until further notice to minimize risk to our Guests and Team Members. Some items featured in our flyers may not be in stock and we are not providing rain checks or substitution at this time.



Grocery Gateway:

Increased Guest volume is currently affecting our site performance. We apologize for any delays and inconvenience this causes. Please know we are doing everything we can to serve as many Guests as possible.

Thank you for your understanding as we navigate this evolving situation. We will continue to provide you with regular updates. You have our full commitment to do the best we can every day to ensure your family has access to fresh food and essentials.

Anthony Longo

President & CEO

Update: **March 13, 2020**

To our valued Guests,

At Longo's, our Guests and Team Members are part of the family, which means, like you, during the last few weeks we've been focussed on doing all the things we need to do to keep everyone safe and healthy. We wanted to provide an update on the proactive steps and measures that we have taken to give you peace of mind as you shop with us in light of the evolving Coronavirus (COVID-19) situation.

I wanted to personally emphasize that this issue has our full, undivided attention and we are reinforcing our already high cleanliness and sanitation standards by taking additional proactive actions. We will continue to assess the situation daily and remain committed to ensuring every family has access to fresh food and essentials, especially in times of uncertainty.

For our In-Store Guests:

- We've added staffing and hours dedicated to the cleaning and sanitization of our stores throughout the day. We are concentrating on high-use surfaces such as shopping carts, seating areas, counter tops, washrooms, checkout areas and credit card readers.
- We will continue to provide sanitation wipes and hand sanitizer stations for you at our entrances and exits.
- In an abundance of caution, we will be pausing all self-serve food counters and sampling, which includes all hot and cold counters and salad bars.

For our Grocery Gateway Delivery Guests:

- Our delivery Team Members have been provided with gloves as part of their uniform, as well as each truck is equipped with hand sanitizers and cleaning supplies.
 - Until further notice, our delivery Team Members will refrain from entering into Guests homes. This means,
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attended deliveries will be left at the door.

- We will be transitioning to only accepting payment online, eliminating the need for the handling of payment terminals and Guest signatures on delivery.

For Team Members:

- We are providing hand sanitizer for Team Members in checkout areas and have added communications to reinforce the importance of following all public health protocols.
- We are encouraging our Team Members to closely monitor their health and well being and to stay home, if they, or someone in their household are sick. Team Member support programs are in place to ensure they do not feel the need to choose between their health and work.

We appreciate your understanding that, as a Guest, your Longo's or Grocery Gateway delivery experience may look different as we navigate through this time together. Your nearest Longo's store continues to operate at the usual hours of operation and Grocery Gateway will continue to operate in all current delivery areas.

As this issue evolves, we are committed to providing you regular updates on the steps we're taking to combat the spread of COVID-19. Doing the right thing is part of the very fabric of our company. As a local grocer, we live in the same neighbourhoods, shop the same stores and eat the same food. You have our full commitment to continue to do the best we can every day to ensure our Team Members and Guests are protected.

If you have any additional questions, please contact our Guest Care department at 1-800-956-6467 or by emailing 1800@longos.com.

From our family to yours,

Anthony Longo

President & CEO

Update: **April 8, 2021**

To our valued Guests,

On the heels of another stay-at-home order, we have announced today that we will be recognizing the outstanding contributions of our frontline Team Members by reinstating a temporary pay increase, effective immediately.

Longo's will offer all permanent frontline hourly Team Members an additional \$2 per hour. This includes Team Members who work in the Stores, Distribution Centre, Grocery Gateway, Central Kitchen and Market Café. Additionally, all Assistant Store Managers, Department Managers, Team Leads and Supervisors in operating roles will receive an additional weekly bonus.



This latest stay-at-home order will hit everyone a little harder, but we know our Team Members will continue to rise to the challenge as essential workers during this pandemic. They have done an incredible job serving our Guests and making a difference in their communities and this is one way of showcasing our appreciation.

In addition to this latest pay increase, we have implemented several other initiatives to showcase support to our Team Members including paid days off for self-isolation, flexible scheduling, and expanded access to our Employee Assistance Program. The pay increase will take effect Thursday, April 8th and will be offered until the projected end of this stay-at-home order in 28 days.

We ask that our Guests join us in continuing to show incredible kindness to our Team Members who are working so hard to keep everyone safe and fed.

From our family to yours,

Anthony Longo

President & CEO