

our community promise

healthy living
sports and recreation
arts and culture
environment and sustainability
education

COST U LESS
Your Best Value

our community promise...at a glance

We strive to help make a positive difference so the communities we serve have brighter futures. As friends and neighbors we never forget that we live here too.

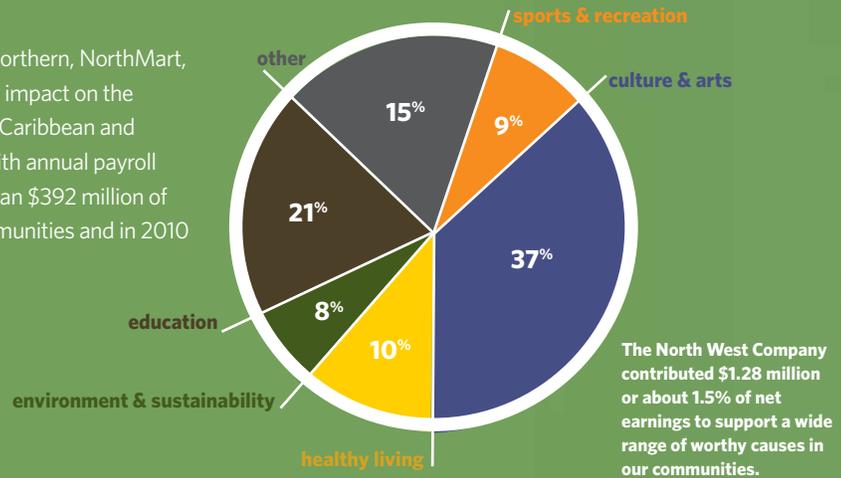
A Positive Economic Force

The North West Company, operating under the banners of Northern, NorthMart, Giant Tiger, AC Value Center and Cost-U-Less, has a positive impact on the communities we call home in Northern Canada, Alaska, The Caribbean and South Pacific. In total, we employ more than 4,500 people with annual payroll costs of \$102 million. The North West Company has more than \$392 million of capital invested in the retail operations that serve these communities and in 2010 we spent \$60 million to purchase local goods and services.

we care for our communities

Community Support

(% of corporate donations in 2010)



sports & recreation

7000+

Last year, we helped more than 7,000 community members to participate in sporting events.

culture & arts

\$450,000+

Every year, we give more than \$450,000 to communities for cultural events and performing arts.

healthy living

\$2 Million+

Since 2000, we have raised more than \$2 million for the Canadian Diabetes Association and the American Diabetes Association.

environment & sustainability

60+%

Since we started our *Greener Tomorrow* program in the Northwest Territories, Nunavut and Nunavik, plastic bags have been reduced by more than 60 percent.

education

\$180,000+

Every year, we give more than \$180,000 in scholarships and education assistance help to our staff and community members.

Dear Reader,

I am pleased to introduce our 2011 Report to the communities we serve in the Caribbean.

At Cost-U-Less, community support is a principle of doing business in a positive sustainable way. We strive to be a trusted store that can be counted on to deliver on our promises, whether that means having the quality products on our shelves that people need, being a strong employer and contributor to the local economy or being ready and able to give to local causes.

We understand that each island community we serve in the Caribbean has different needs and that our approach to support must be equally flexible and adaptable, just like the types of service and merchandise that we bring to you, our customer. You will see this wide range of support reflected throughout this report — from education to sports and recreation to environmental preservation to culture and the arts.

While we will always be responsive to the priorities of each community we serve, we have made a greater effort to increase our support for Healthy Living initiatives. This started over 15 years ago with the beginning of our nutrition programs and has continued on with our “Team North West” marathon running and walking teams. Since 1992, these teams of over 178 participants have raised over \$2 million for diabetes research and for sponsoring nutrition and local physical activities. Building on this, we look forward to investing more time and financial resources into these and other programs that help people sustain active, healthy lives.

Our stores began business in the Caribbean almost 20 years ago and as part of The North West Company family, we are one of the oldest continuing enterprises in the world. Our sustainability continues to depend on listening, respect, being able to adapt, putting the customer first and striving to be a helpful, supportive citizen in true partnership with each community we serve.

A handwritten signature in black ink, reading "Edward S. Kennedy". The signature is fluid and cursive, with a large, sweeping "y" at the end.

Edward S. Kennedy
Chairman & CEO
The North West Company (International)



we make a difference in our communities



\$7.5 million+

Cost-U-Less has a positive economic impact on the communities we call home in the Caribbean. In total, we employ 335 people with annual payroll costs of more than \$7.5 million. Cost-U-Less has more than \$41 million of capital invested in the retail operations that serve these communities, and in 2010 we spent more than \$6.8 million to purchase local goods and services.

Liz Torres
St. Croix, U.S. Virgin Islands

In 2010, Cost-U-Less employees hosted a Family Day for the children and staff of Casa Manita Orphanage — an orphanage Cost-U-Less has adopted. Family Day promoted active living by encouraging Cost-U-Less employees, the children and staff of Casa Manita to have friendly competitions in a variety of events such as kick ball, dodge ball, soft ball, dancing, hiking, dominoes, egg racing, running and a tug-of-war. The result was a day filled with healthy food, active living and lots of smiles.

Sports & Recreation



Cost-U-Less takes an active role in supporting island youth in their endeavor. Last year, Dila Torregrosa, a Cost-U-Less employee from Curacao, participated as a volunteer to transport Suriela Francois, a 15 year-old from Casa Manita Orphanage, back and forth from drama workshops and speech training for a speech competition. The collective efforts of the chauffeurs and Suriela's hard work paid off, with Suriela taking top honors at the speech competition. Suriela won a laptop and was selected to be a presenter for a new television show geared towards children and teens.

Culture & Arts



Meals on Wheels is a non-profit organization that prepares and delivers meals all over the world to people in need — in Grand Cayman, over 1,000 meals are delivered each week. In March 2011, the employees of Cost-U-Less supported Meals on Wheels by donning their signature orange shirts and helping to collect donations. Over \$5,000 was collected in two days by staff and outside volunteers. Cost-U-Less employees plan to further support Meals on Wheels in the future by helping to prepare and deliver meals.

Healthy Living



In an effort to keep cardboard from filling up the landfills in St. Croix — Cost-U-Less took a proactive approach by creating a recycle and re-use program for residents. Customers have the option to bring cardboard boxes to Cost-U-Less where they will be placed in an area across from the checkout for people to bag their purchases in or they can take their flattened cardboard and place it in one of two new green recycling bins located in the store parking lot. Cost-U-Less will be bailing and shipping all cardboard for recycling to the U.S..

Environment & Sustainability



Last year, Cost-U-Less was the corporate sponsor of St. Matthew's University's 4th Annual Teddy Bear Clinic. Throughout the day, medical students performed physicals on teddy bears to demonstrate to kids what they will experience when they go to the doctor. There were various health and nutrition booths that provided information on healthy eating and proper nutrition for the entire family.

Education



we never forget that we live here too

At Cost-U-Less, we believe the core of any great company is its employees. From the managers and cashiers who run the daily operations at our stores to the support staff at Head Office — our employees strive to provide quality service to the communities they serve.

Our Core Principles

Customer Driven, Passion, Enterprise, Accountability, Trust and Personal Balance are reflected in each and every one of the nearly 340 employees who work for Cost-U-Less.

Each year, Cost-U-Less recognizes our employee contribution through a number of programs and initiatives including our Long Service Awards, President's Awards and Annual Bonus Program for store management.

Employee Engagement

Cost-U-Less offers engaging work with competitive compensation, attractive benefits and flexible schedules. Employees thrive in a performance culture where they can be a champion in life while learning, growing and building their career in a rewarding and active team environment. The work environment is one that promotes healthy living and provides our employees with opportunities to participate in a wide range of fun and engaging activities.

Community Commitment

Our goal is to recruit, train and give back to communities we serve. We aim to hire members of the community to work at our stores and encourage those employees to re-invest back into the community by participating in a variety of volunteer opportunities and charitable events.

A close-up portrait of Carol Joseph, a woman with short, reddish-brown hair, smiling warmly. She is wearing a red polo shirt and large, gold-colored hoop earrings. The background is a blurred, colorful pattern.

Carol Joseph
St. Thomas

trusted community store of choice

We strive to help make a positive difference so communities we serve have bright futures. As friends and neighbors we never forget that we live here too.

62 Employees
\$7,399,251 Capital Invested
\$1,228,714 Purchase of local goods & services



80 Employees
\$3,962,036 Capital Invested
\$1,443,416 Purchase of local goods & services



Grand Cayman

St. Maarten
St. Thomas

St. Croix



44 Employees
\$17,568,413 Capital Invested
\$1,224,479 Purchase of local goods & services

Curacao



38 Employees
\$4,303,365 Capital Invested
\$1,680,748 Purchase of local goods & services



111 Employees
\$8,253,719 Capital Invested
\$1,315,087 Purchase of local goods & services

5 Locations, 335 Employees

We connect with our friends and neighbors
as we strive to make a positive difference in
our communities.

Visit us online today for more information.

www.northwest.ca or email **communitysupport@northwest.ca**

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