

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.

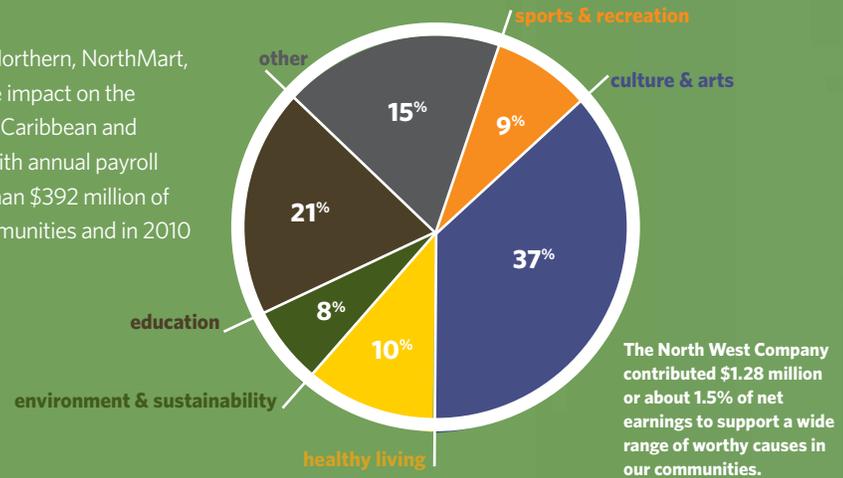
A Positive Economic Force

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 South Pacific.

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 South Pacific 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 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 South Pacific 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 long, sweeping tail on the final letter.

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



we make a difference in our communities



\$7 million+

Cost-U-Less has a positive economic impact on the communities we call home in the South Pacific. In total, we employ 346 people with annual payroll costs of more than \$7 million. Cost-U-Less has more than \$23 million of capital invested in the retail operations that serve these communities and in 2010 we spent more than \$7 million to purchase local goods and services.

At Cost-U-Less, we believe sports are an essential part of children's lives. Being involved in sports teaches children how to work together as part of a team while building confidence and encouraging healthy living.

Sports & Recreation



Volunteering for Kauai Interfaith Community Dinner was an opportunity for Cost-U-Less employees to help feed those in need. On Thanksgiving Day we put our commitment to the community into action by delivering meals to the homebound as a way of giving back to our community. This annual dinner provides approximately 1,000 meals to people who may otherwise go hungry or feel isolated and lonely during the holidays.

Culture & Arts



Cost-U-Less stores have partnered with their respective Diabetes Associations, such as Cayman Island Diabetes Association [CIDA] and the Guam Diabetes Association [GDA] on multiple occasions to raise funds to help find a cure for diabetes. For example, the Cost-U-Less store in Guam donated \$12,000 to GDA from the store's annual Charity Golf Tournament.

Healthy Living



In 2010, Cost-U-Less Island Fresh donated 15 bags of aluminum cans to Ordot-Chalan Pago Elementary School for the island-wide i-recycle program. The i-recycle campaign encourages donating aluminum cans to schools to help them raise funds for supplies and supplement ongoing programs. Cost-U-Less Island Fresh collected cans from beach, roadside cleanup projects and store front recycle bins. In addition, Cost-U-Less sent 138lbs of plastic bottles to Pyramid Recycling and 298lbs of glass to Andersen Air Force Base to be pulverized. In all, Island Fresh managed to keep 532lbs of recyclable items out of the Guam landfill.

Environment & Sustainability



Cost-U-Less Sonora is working with the local school to determine school supply needs during the school year. The store has already donated a printer to be used in the school's computer lab. Volunteers from the store also helped with The Sonora High School's football team's cleanup day by donating water to volunteers who helped repaint bleachers and remove debris from the campus.

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 346 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.

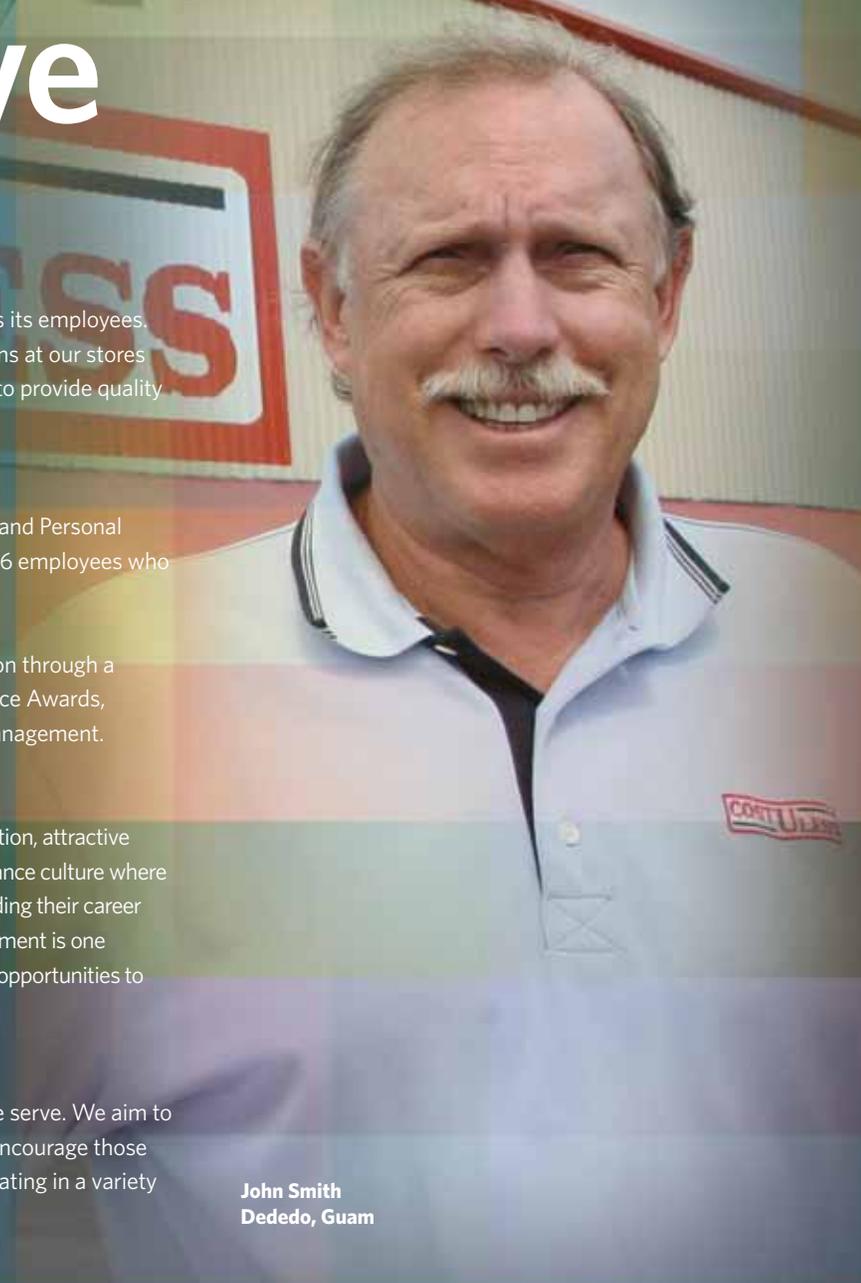
Employee Engagement

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.

John Smith
Dededo, Guam



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.



27 Employees
\$1,146,053 Capital Invested
\$873,685 Purchase of local goods & services



21 Employees
\$1,155,585 Capital Invested
\$484,672 Purchase of local goods & services

Sonora (California)

Kauai (Hawaii)

Hilo (Hawaii)



122 Employees
\$8,958,614 Capital Invested
\$2,040,657 Purchase of local goods & services

Tamuning (Guam)
Dededo (Guam)



39 Employees
\$2,001,100 Capital Invested
\$848,210 Purchase of local goods & services



62 Employees
\$3,814,177 Capital Invested
\$1,357,814 Purchase of local goods & services

American Samoa

Suva (Fiji)



36 Employees
\$3,383,893 Capital Invested
\$358,601 Purchase of local goods & services



39 Employees
\$3,455,824 Capital Invested
\$1,308,607 Purchase of local goods & services

7 Locations, 346 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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