

our community promise

healthy living

sports and recreation

arts and culture

environment and sustainability

education

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 neighbours we never forget that we live here too.

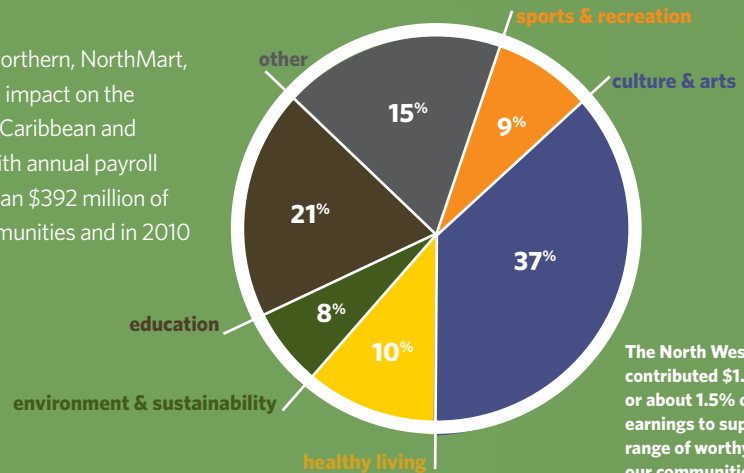
A Positive Economic Force

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)



The North West Company contributed \$1.28 million or about 1.5% of net earnings to support a wide range of worthy causes in our communities.

sports & recreation



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

culture & arts



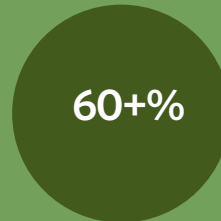
Every year, we give more than \$450,000 to communities for cultural events and performing arts.

healthy living



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

environment & sustainability



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



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 of the James Bay Cree Nation that we are privileged to serve every day.

At Northern, 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 or being ready and able to contribute to local causes.

We understand that each community in the James Bay Cree Nation 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, such as our pharmacy and physician services, that help people sustain active, healthy lives.

Our stores began business trading with Aboriginal First Nations and peoples in the James Bay region with the first post in Waskaganish over 330 years ago. We have seen and been part of incredible changes and developments in this region. Today, as 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
President & CEO



we make a difference in our communities

\$2 million

Northern has a positive economic impact on the communities we call home in James Bay. In total, we employ 110 people with annual payroll costs of nearly \$2 million. Northern has more than \$5 million of capital invested in the retail operations that serve these communities and in 2010 we spent more than \$1 million to purchase local goods and services.

Northern and NorthMart are avid supporters of community sports and recreation programs that help build the skills and confidence of young people while encouraging healthy living for all.

Sports & Recreation



Northern has a long-standing reputation for promoting the culture, heritage and artistic expression of the northern communities we serve. In 2010, the Northern store in Eastmain supported the Elders Feast. The store donated food, beverages, balloons and toys for the children and made a cash donation for prizes. Northern staff also volunteered their time and talents, and store manager Veronica Alimole and her husband baked a cake for all the community members to enjoy at the Feast. It is the privilege of Northern to be welcomed into this tradition.

Culture & Arts



Northern is committed to creating a healthier future for our communities. Local store managers from Waskaganish and Chisasibi, along with The North West Company's corporate dietician, have committed to being "Healthy Eating Champions". As part of this initiative, Northern is happy to partner with the OneXOne Breakfast program to facilitate the bulk ordering and delivery of foods directly to schools in the James Bay region.

Healthy Living



Northern cares about our impact on the environment. As a responsible corporate citizen Northern shares society's concerns for the environment. We demonstrate this through a variety of activities including annual community cleanups, and all funds raised through plastic bag fees are reinvested into community prioritized environmental initiatives.

Environment & Sustainability



We believe education is the best way to create individual opportunity. Every year, The North West Company gives more than \$180,000 in post-secondary scholarships and educational support to our staff and to Aboriginal and northern youth. We want brighter futures for our communities. We support programs such as Excellence in Aboriginal Business Leadership and Junior Achievement.

Education



we never forget that we live here too

At Northern, 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 110 employees who work for Northern.

Each year, Northern recognizes our employee contribution through a number of programs and initiatives including our Long Service and President's Awards.

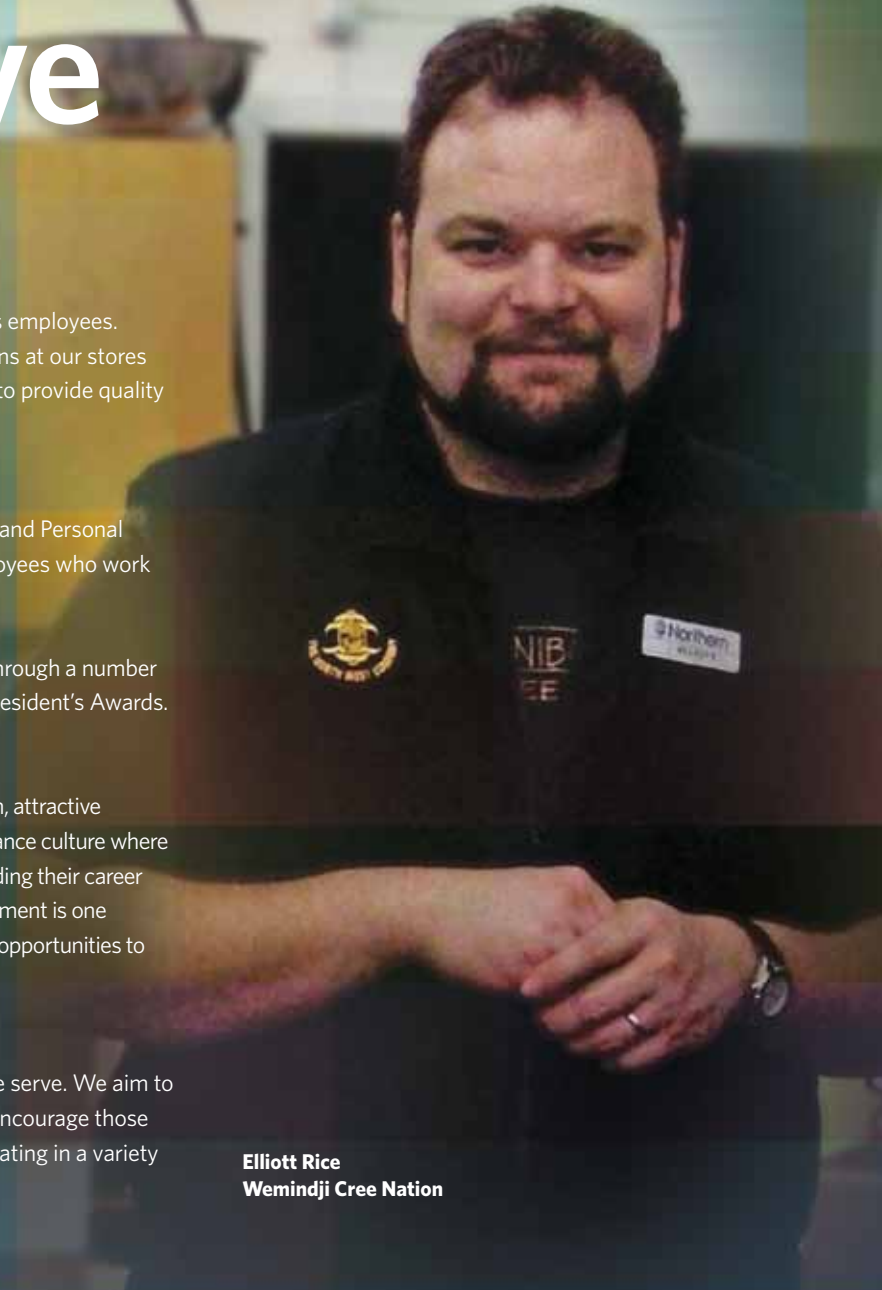
Employee Engagement

Northern 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.

Elliott Rice
Wemindji Cree Nation



trusted community store of choice

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



17 Employees
\$956,301 Capital Invested
\$228,884 Purchase of local goods
& services



30 Employees
\$1,360,870 Capital Invested
\$184,343 Purchase of local goods
& services



45 Employees
\$2,190,869 Capital Invested
\$540,391 Purchase of local goods
& services



18 Employees
\$557,908 Capital Invested
\$125,581 Purchase of local goods
& services

Chisasibi

Wemindji

Eastmain

Waskaganish

4 Locations, 110 Employees

We connect with our friends and neighbours
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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