

our community promise

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



Northern

North **MART**

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.

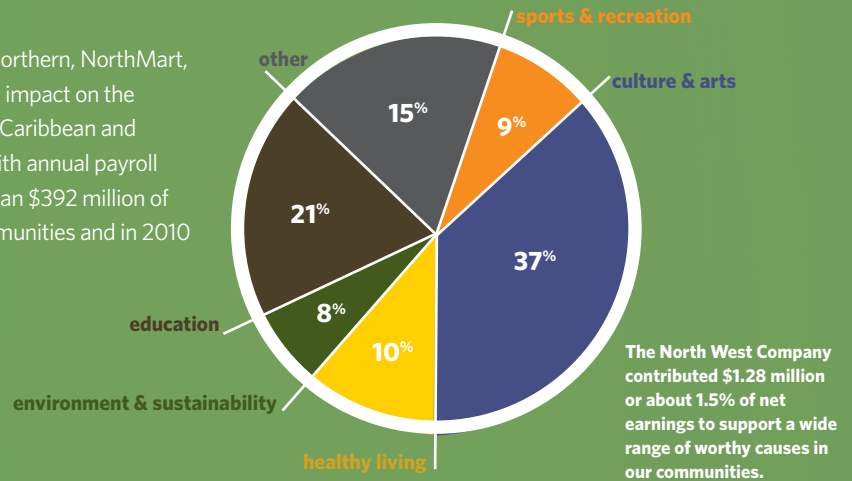
A Positive Economic Force

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)



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 Northwest Territories.

At Northern and NorthMart 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 community in the Northwest Territories 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, such as our pharmacy and physician services, that help people sustain active, healthy lives.

Our stores began business trading with the Aboriginal and Inuit peoples in what is now the Northwest Territories over 250 years ago. 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 long, sweeping tail on the letter "y".

Edward S. Kennedy
President & CEO



we make a difference in our communities

\$8.4 million+

Northern and NorthMart have a positive economic impact on the communities we call home in the Northwest Territories. In total, we employ 349 people with annual payroll costs of over \$8.4 million. Northern and NorthMart has more than \$31 million of capital invested in the retail operations that serve these communities and in 2010 we spent over \$5.9 million to purchase local goods and services.

Sports & Recreation

Northern and NorthMart are avid supporters of community sport and recreation programs that help build the skills and confidence of young people while encouraging healthy living for all. Last year, the Norman Wells Northern store helped to support the Norman Wells Bike Safety Rally. By donating bicycles, the store was able to provide an incentive for the community to come out and enjoy the day and learn about bike safety.

Culture & Arts

Northern and NorthMart have a long-standing reputation for promoting the culture, heritage and artistic expression of the northern communities we serve. Last year, Northern and NorthMart stores donated food for community feasts. Feasts are a time when members of a community come together to celebrate, share food and conversation and traditionally revolve around harvest or when there is seasonal excess of food. Feasts still occur to sustain the customs and culture of the past. Our stores are honoured to contribute to this cultural event.

Healthy Living

Drop the Pop is a program that Northern and NorthMart, along with the Nunavut, Nunavik and N.W.T. communities are involved in annually. The Drop the Pop campaign runs across Nunavut, Nunavik and N.W.T. as a school-based initiative designed to increase students' awareness of the effect of sugary beverages on their health, and to encourage them and their families to make healthier drink, food, and lifestyle choices. In support of this campaign, Northern and NorthMart made a donation of milk to students in school as well as help make healthier drinks more affordable in our stores.

Environment & Sustainability

As a responsible corporate citizen, Northern and NorthMart share society's concerns for the health of the environment. In support of the Northwest Territories Government, Department of Environment and Natural Resources efforts to reduce the use of single use paper and plastic retail bags; Northern stores, have distributed over 16,000 reusable shopping bags helping to create a Green Tomorrow while reducing plastic bag consumption by 77%.

Education

Northern and NorthMart believe that education is the best way to expand individual opportunity and enhance the future prospects of our communities. Last year, the local Northern store in Fort Smith was honoured to be a part of the PWK Readers Rock program, also known as Leadership for Literacy. Over the last few years, Northern and NorthMart have provided gift cards to those students who received special recognition for their literacy efforts.

we never forget that we live here too

At Northern and NorthMart, 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 350 employees who work for Northern and NorthMart.

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

Employee Engagement

Northern and NorthMart offer 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.



Marcel Stringer
Inuvik, Northwest Territories

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.

19 Stores, 350 Employees

56 Employees
\$4,512,230 Capital Invested
\$1,182,490 Purchase of local goods
& services



Ulukhaktok



7 Employees
\$838,654 Capital Invested
\$447,605 Purchase of local goods
& services

Tuktoyaktuk

Paulatuk

Aklavik

Inuvik

Old Crow

Tsiigehtchic

Fort McPherson



7 Employees
\$254,848 Capital Invested
\$105,119 Purchase of local goods
& services

Fort Good Hope

Norman Wells

Déline

Tulita

7 Employees
\$1,296,502 Capital Invested
\$152,797 Purchase of local goods
& services

34 Employees
\$2,680,933 Capital Invested
\$433,660 Purchase of local goods
& services



49 Employees
\$1,810,165 Capital Invested
\$843,188 Purchase of local goods
& services



Behchoko

Fort Simpson

Fort Providence

Fort Resolution

Hay River

Fort Liard

Fort Smith

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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northernstores.ca

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