

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.

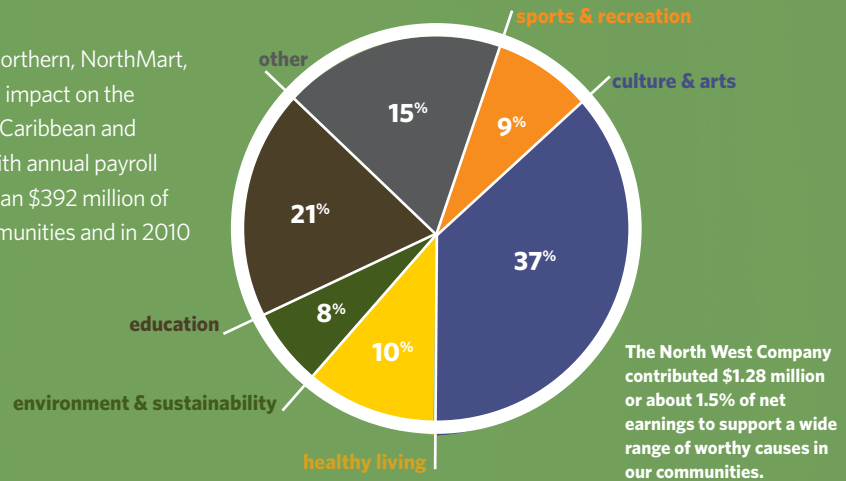
A Positive Economic Force

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 of Nunavut that our Northern and NorthMart stores are privileged to serve every day

At Northern and NorthMart, community support is a principle of doing business in a positive, sustainable way. We strive to be a trusted local 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 Nunavut 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 trading with the Nunavummiut people over 100 years ago. Since then 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



\$15 million+

Northern and NorthMart have a positive economic impact on the communities we call home in Nunavut. In total, we employ 654 people with annual payroll costs of over \$15 million. Northern and NorthMart have more than \$75 million of capital invested in the retail operations that serve these communities and in 2010 we spent more than \$10 million to purchase local goods and services.

Samantha Barnes

Sports are an essential part of children's lives. Being involved in sports teaches children how to work together as part of a team. It teaches them about winning and losing and accepting both outcomes with humility. The North West Company and the local Northern Store in Rankin helped send the Rankin Penguins to the Y2K Atom hockey tournament in Iqaluit. This year, the team defended their title and returned to Rankin with gold medals around their necks once again.

Sports & Recreation



Northern and NorthMart have a long-standing reputation for promoting the culture, heritage and artistic expression of the northern communities we serve. The Northern store in Repulse Bay was proud to support the first annual Winter Carnival by sponsoring the local dog sled race. The Winter Carnival brings the community together to support their culture, physical activity and community pride.

Culture & Arts



Drop the Pop is 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.

Healthy Living



As a responsible corporate citizen, Northern shares society's concerns for the health of the environment. In support of the Department of Environment and Natural Resources efforts to reduce the use of single use paper and plastic retail bags; Northern stores, have distributed over 26,000 reusable shopping bags helping to create a Green Tomorrow while reducing plastic bag consumption by 57%.

Environment & Sustainability



The Northern Store in Taloyoak was a proud participant in the local science fair acting as guest judges. Three bikes were donated by the store and awarded to the students who delivered the most enthusiastic presentations. The Northern Store employees judged the students based on their excitement, passion and pride in their projects. Awards such as this create a sense of pride in students by recognizing their effort to participate in school academic activities.

Education



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 665 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.

Thoma Irkootee
Rankin Inlet, Nunavut



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.

Arctic Bay

Pond Inlet

143 Employees
\$13,936,101 Capital Invested
\$2,968,212 Purchase of local goods & services

Clyde River



Igloolik

Hall Beach

Cambridge Bay

Taloyoak

Gjoa Haven

Kugluktuk



75 Employees
\$5,689,101 Capital Invested
\$794,068 Purchase of local goods & services

Repulse Bay

Qikiqtarjuaq

Pangnirtung

Baker Lake

Coral Harbour

Cape Dorset

Iqaluit

Chesterfield Inlet

Rankin Inlet

Kimmirut

Arviat

9 Employees
\$1,211,746 Capital Invested
\$189,875 Purchase of local goods & services



5 Employees
\$998,719 Capital Invested
\$158,688 Purchase of local goods & services



8 Employees
\$1,567,637 Capital Invested
\$154,906 Purchase of local goods & services



70 Employees
\$6,626,733 Capital Invested
\$870,400 Purchase of local goods & services



Sanikiluaq

21 Locations, 654 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**

Follow us: Twitter, LinkedIn, YouTube, Facebook

 Northern
northernstores.ca

North **MART**
northmart.ca