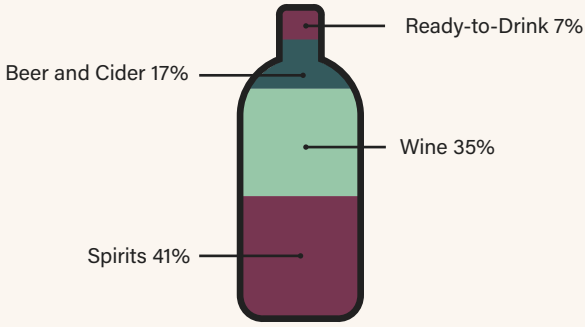


LCBO Quarterly Update

Q3 2023
Oct 8 - Dec 30

TOTAL SALES

\$1,907,000,000



AEROPLAN PROGRAM HIGHLIGHTS

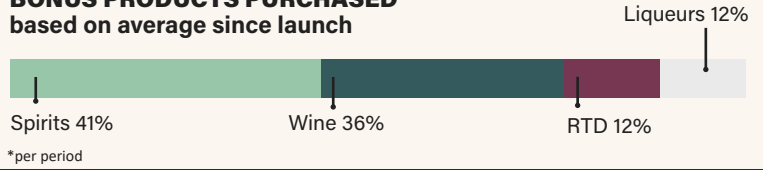
AEROPLAN MEMBERS

2,135,000

AVERAGE NUMBER OF TRANSACTIONS*

2.9X

BONUS PRODUCTS PURCHASED based on average since launch



UNITS SOLD

148,000,000



CUSTOMER TRANSACTIONS

33,000,000



PRODUCTS AVAILABLE

38,000



VOLUME SOLD (IN LITRES)

135,000,000

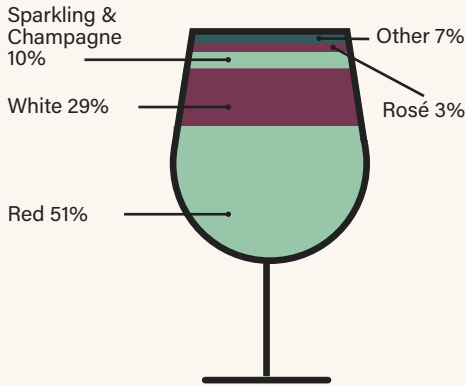
*The transaction number includes retail stores, warehouses, eCommerce and specialty services.

TOP SELLING WINES

BY NET SALES

- Bread & Butter
- J.Loehr
- Josh Cellars
- Tom Gore
- Kim Crawford
- Veuve
- Santa Margherita
- Mionetto Prestige
- Fantini
- Woodbridge

BY CATEGORY



TOP SELLING SPIRITS

BY CATEGORY



BY NET SALES

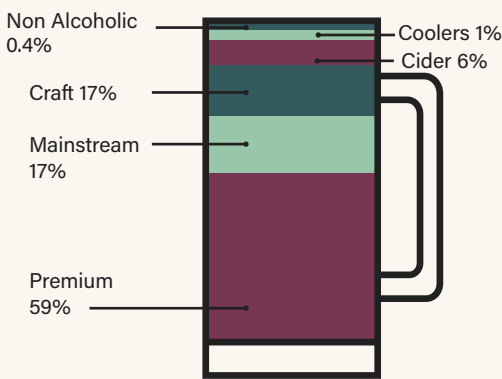
- Smirnoff Vodka
- Crown Royal
- JP Wiser's
- Baileys Irish Cream
- Bacardi
- Captain Morgan
- Johnnie Walker
- Absolut Vodka
- Canadian Club Whisky
- Forty Creek Whisky

TOP SELLING BEER & CIDER

BY NET SALES

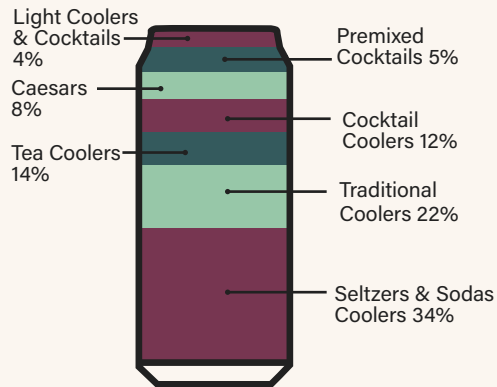
- Heineken Lager
- Busch
- Molson Canadian
- Coors Light
- Budweiser
- Corona Extra
- Stella Artois
- Guinness
- Laker
- Bud Light

BY CATEGORY



TOP SELLING READY-TO-DRINK

BY CATEGORY



BY NET SALES

- Cottage Springs
- White Claw
- Twisted Tea
- Smirnoff Ice
- Mott's
- Black Fly
- NUTRL
- Mike's Hard
- Coors Seltzer
- Twisted Shotz

WINE MARKET SHARE by region

| | |
|-------------------------|-----|
| United States | 22% |
| Italy | 21% |
| Canada (99.2 % Ontario) | 20% |
| France | 11% |
| Australia | 6% |
| New Zealand | 4% |
| Chile | 4% |
| Spain | 4% |
| Portugal | 2% |
| Other | 6% |

LCBO | SPIRIT OF SUSTAINABILITY

Funds raised for Ontario's children's charities

\$6,700,000

Funds raised for United Way

\$1,800,000

Trees planted by LCBO in partnership with Tree Canada since 2022

244,800



ONTARIO SHARE

