



NEWS RELEASE

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ANBL and Cannabis New Brunswick Named Finalists for the Retail Council of Canada's Excellence in Retailing Awards 2023

Fredericton, NB – ANBL and Cannabis NB are excited to share that both companies have been named finalists for the Retail Council of Canada's Excellence in Retailing Awards for 2023. The awards recognize outstanding achievements and leadership in the Canadian retail industry across various categories.

Cannabis NB is a finalist in two categories, including the **Pop-Up Experience and Design** for its container village pop-up which was part of the Area 506 Container Village, and **Retail Marketing** for the Good to Know campaign launched last fall. ANBL is a finalist in the **Philanthropic Leadership** category for Food Security focused community engagement strategy, and the **Retail Marketing** category for its 2022 Holiday Campaign.

"We are thrilled to be finalists for the Retail Council of Canada's Excellence in Retailing Awards," said Lori Stickles, CEO of ANBL and Cannabis NB. "It's an honor to be recognized among Canada's top retailers for our innovative approaches to engaging with our customers and our communities."

Cannabis NB's Pop-Up Experience and Design nomination recognizes the innovative and engaging experience created by the Summer Container Village Pop-up. This project was the first of its kind in the Canadian cannabis industry, and allowed CNB to serve over 5,500 people over the summer, combat stereotypes associated with the legal cannabis market, and demonstrate our great customer experience to a new audience. The Good to Know campaign from Cannabis NB educated customers on the realities of illicit product, and encourage them to seek out safe, regulated products at Cannabis NB. The campaign used innovative media while adhering to the marketing regulations of the legal cannabis industry.

ANBL's Philanthropic Leadership nomination recognizes its commitment to developing a stakeholder-driven community engagement strategy, which focuses on building meaningful relationships with local organizations to address the needs of the community. This strategy's success allowed ANBL's philanthropic efforts focused on food security to have higher public awareness and increased employee support which in turn increased the community

contribution. ANBL's Retail Marketing nomination for the 2022 Holiday Campaign highlights the company's ability to create a memorable shopping experience during a busy and competitive time of year. The wide product selection and competitive price points helped meet customers' needs and allowed ANBL to achieve record-breaking results.

The winners of the Retail Council of Canada's Excellence in Retailing Awards will be announced at the awards ceremony on May 30, 2023.

About ANBL

ANBL is a provincial Crown corporation responsible for the purchase, importation, distribution and retail activity for all alcoholic beverages in the province. It serves the public and licensees through 40 corporate retail outlets, 90 private agency store outlets, 91 local producer agency stores, and 68 grocery stores selling wine, cider and beer, as of April 2, 2023. Its product portfolio comprises more than 2,334 products, including wines, spirits, beers and other products, such as coolers and cider products, and locally produced alcoholic beverages.

Over the course of the last 47 years, ANBL has built a network of stores in more than 29 communities around the province, and currently employs roughly 472 people. Under an accounting convention common in the retail industry, the Corporation follows a 52-week reporting cycle, which periodically necessitates a fiscal year of 53 weeks (fiscal 2021-2022 was a 53-week year). The Corporation's fiscal year ends on the Sunday closest to March 31. Typically, the inclusion of an extra week occurs every fifth or sixth fiscal year due to the Corporation's floating year-end date. Fiscal 2022-2023 is a 52-week year.

About Cannabis NB

Cannabis NB, the only legal retailer of recreational cannabis for the province of New Brunswick, manages retail cannabis sales for the province, providing a range of safe, legal products. The core focus of its retail model is youth protection, reducing the illicit market, education, and safety. Cannabis NB has 25 stores in 18 communities. Cannabis NB's results are reported on a retail reporting cycle, which is typically a 52-week year. Retail reporting will result in a 53-week year occurring every 5 to 6 years. Fiscal 2022-2023 is a 52-week year.

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