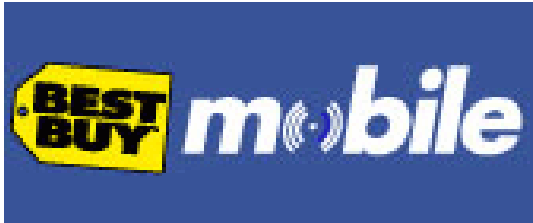




BestBuy.ca



▶▶ futureshop.ca



A tale of two brands

Real Estate Forum

May 4, 2010

Edmonton, Alberta



▶ FUTURE SHOP.

Company History

- **1966:** Best Buy began in St. Paul, Minnesota as “The Sound of Music”
- **1982:** Future Shop’s first store opened in Vancouver, B.C.
- **November 2001:** Future Shop Ltd. was officially acquired by Best Buy Co., Inc.
- **August 2002:** First Best Buy store in Canada opened in Mississauga, Ontario
- **September 2008:** First Best Buy Mobile store in Vaughan Mills, Ontario



Best Buy in Canada

- Best Buy Canada Ltd. is a wholly owned subsidiary of Best Buy Co., Inc.
- Currently operating 144 Future Shop stores, 65 Best Buy and 4 Best Buy Mobile stores including Geek Squad Precincts and Canada's premier websites futureshop.ca, bestbuy.ca and geek squad.ca
- Head Office in Burnaby, BC with more than 22,000 Canadians employed across the country
- Best Buy / Future Shop are Canada's fastest-growing specialty retailers of consumer electronics, personal computers & entertainment software



One Company, Dual Brands

- How are the two brands different?

Product selection:

- Each brand is able to offer a unique selection of products and brands
- Excluding entertainment software, the brands share approximately 45% product overlap



▶ FUTURE SHOP.

One Company, Dual Brands

- What does it offer the consumer?:

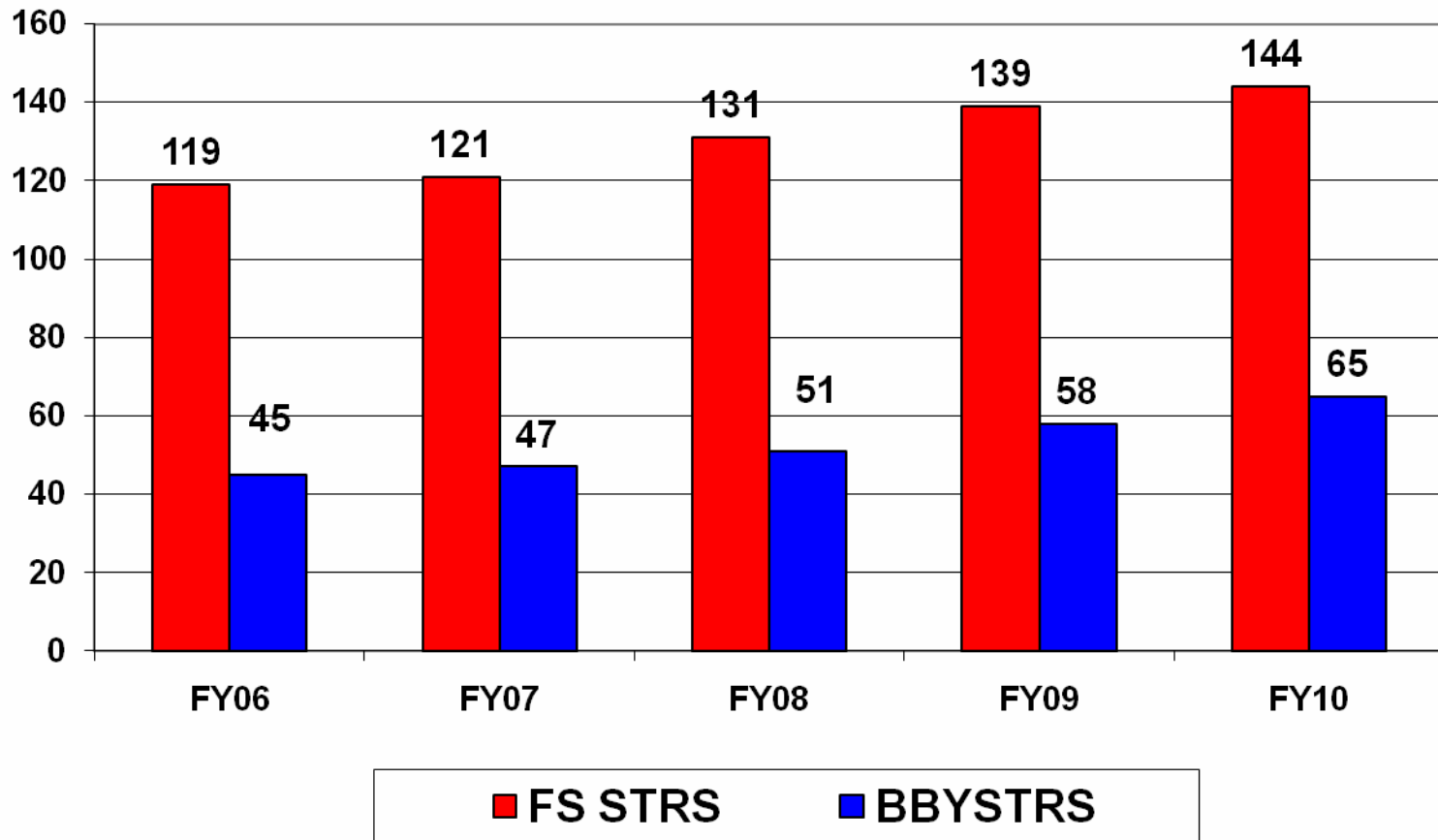
Choice:

- Two unique and distinct shopping experiences
- Expanded selection of products

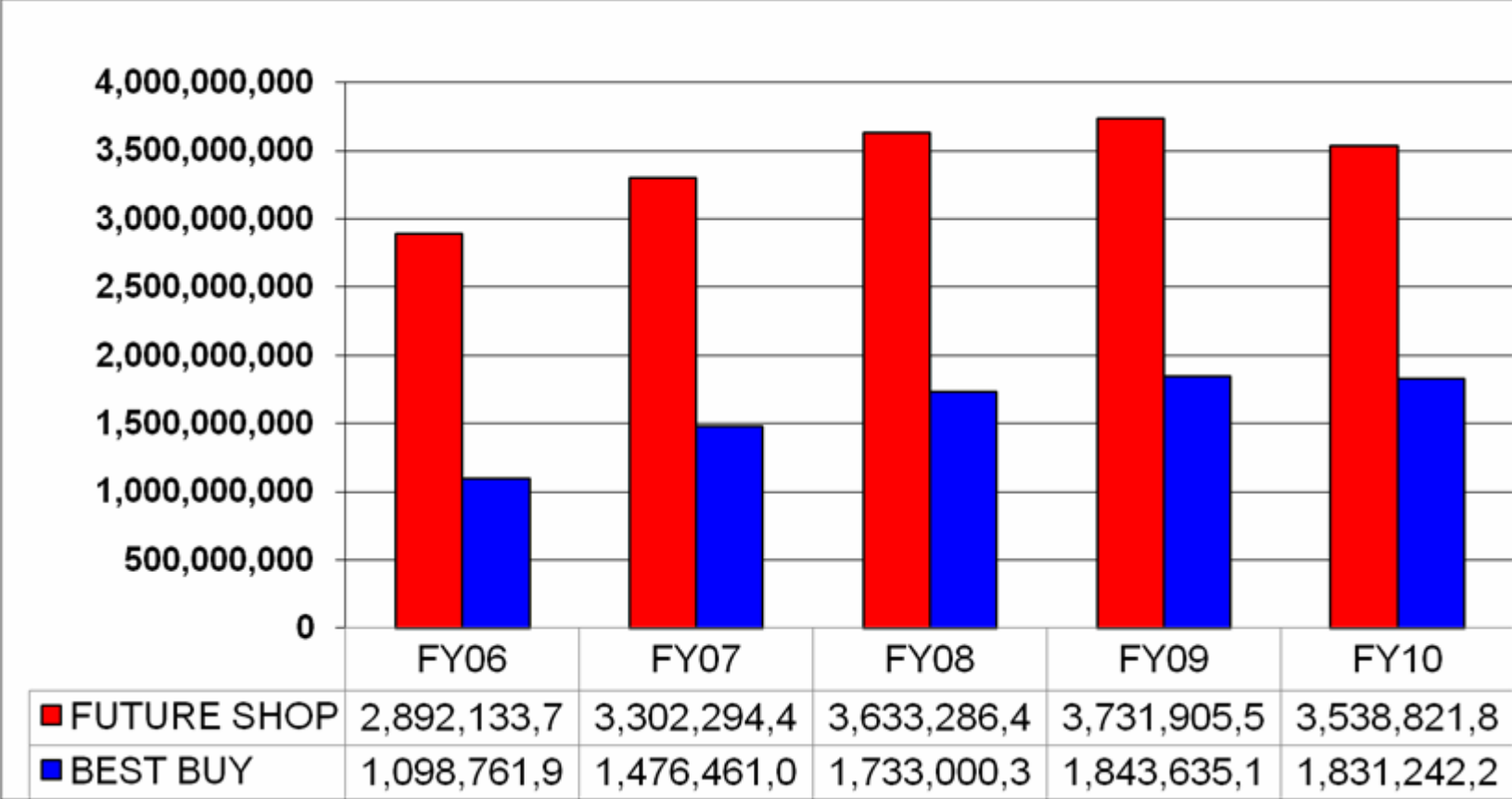


▶ FUTURE SHOP.

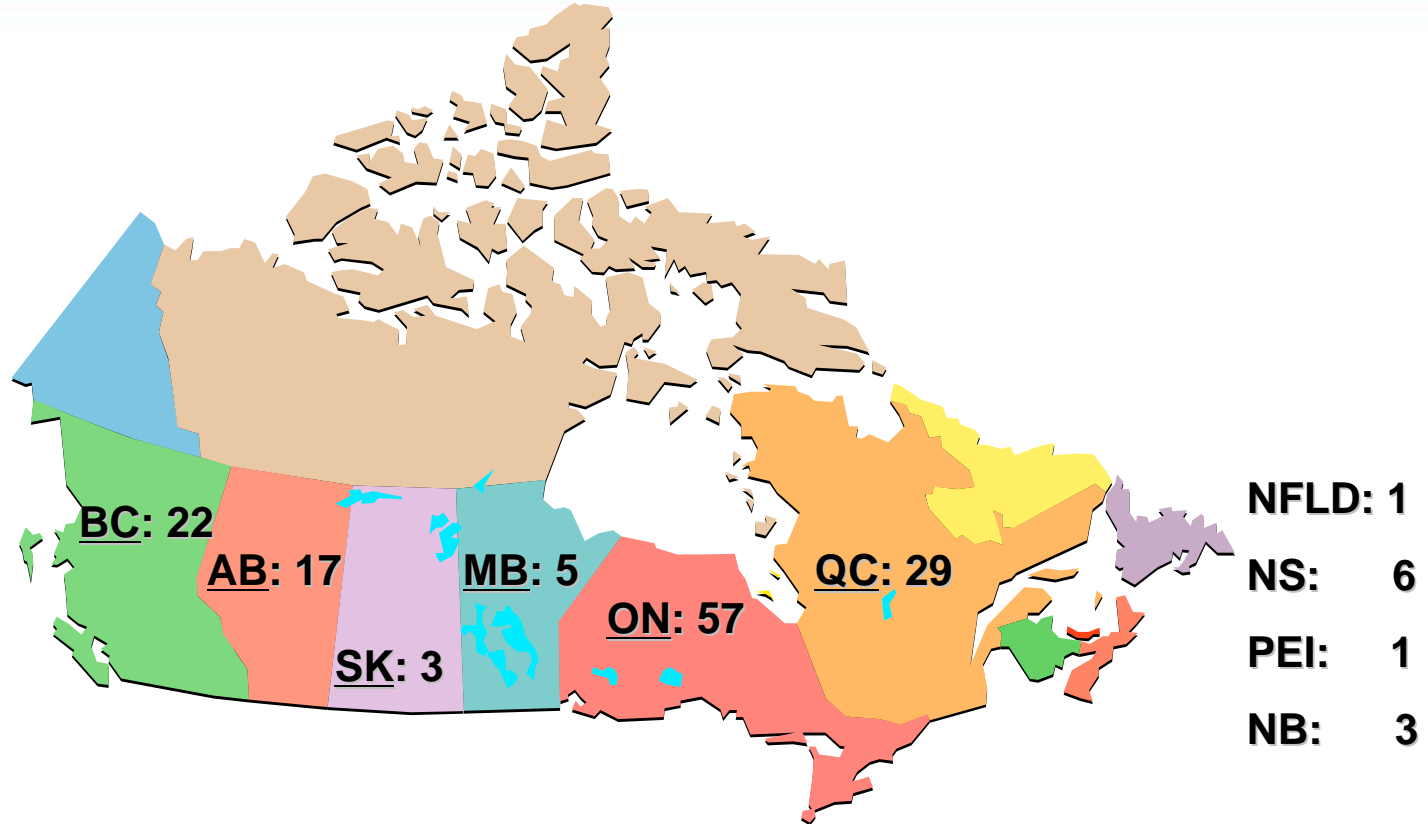
Store Growth



Sales History



Future Shop Store Growth

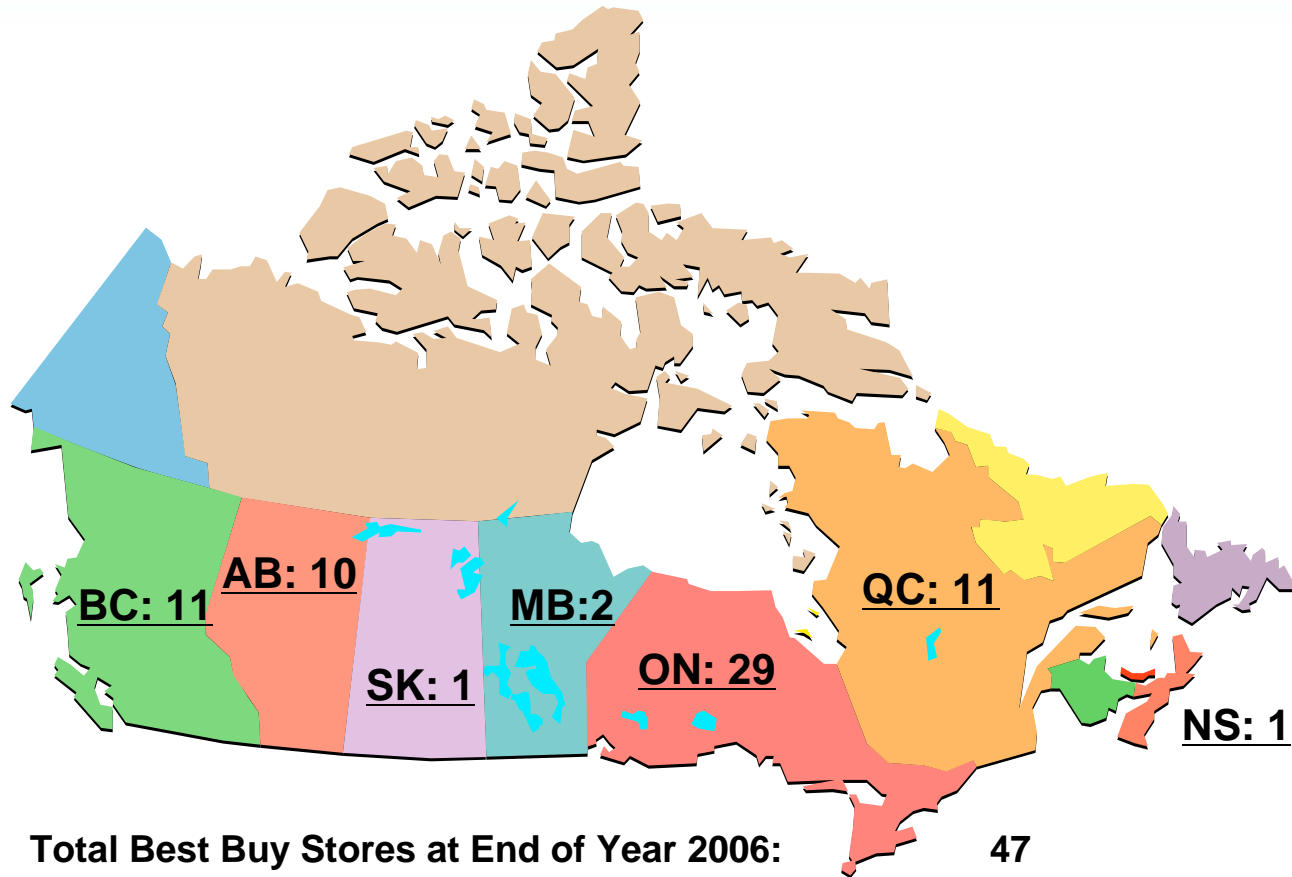


Total Future Shop Stores at End of Year 2006:	121
Total Future Shop Stores at End of Year 2007:	131
Total Future Shop Stores at End of Year 2008:	139
Total Future Shop Stores at End of Year 2009:	144
Projected Future Shop Stores at end of Year 2010:	145



▶ FUTURE SHOP

Best Buy Store Growth



Total Best Buy Stores at End of Year 2006:	47
Total Best Buy Stores at End of Year 2007:	51
Total Best Buy Stores at End of Year 2008:	58
Total Best Buy Stores at End of Year 2009:	65
Projected Best Buy Stores at end of Year 2010:	71



▶ FUTURE SHOP.

Best Buy Mobile Store Growth



Total Mobile Stores at End of Year 2008: 3
Total Mobile Stores at End of Year 2009: 4
Projected Mobile Stores at End of Year 2010: 7





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