

Purolator Solutions



ALBERTA
LIQUOR STORE
ASSOCIATION



Executive Summary

Based upon your requirements, we would propose the following benefits for ALSA with your commitment to our future partnership:

- Preferred discounts on all regional lanes
- Preferred discounts applied to specific service products with the most benefits to ALSA (Purolator Ground, Purolator Express, Purolator Express Packs, and Purolator Express Envelopes)
- Full suppression of “collect” surcharges
- Full suppression of “3rd party billing” surcharges
- Dedicate Account Manager(s) – from Toronto and Edmonton
- Customer Implementation Specialist – peace of mind on-boarding and risk mitigation



ALSA's Purolator Account Team

Your account team is dedicated to making your business their business.

Let's meet your team.

- **Rob Burtt**, Senior Account Executive
- **Abhi Sidhu**, Senior Account Executive (Inside Sales)
- **Cliff Hall**, Sales Director
- **Jessica Kothke**, Regional Sales Manager
- **Jackie Langdon**, Customer Implementation Team

Purolator's Engagement Team: Onboarding with a Promise



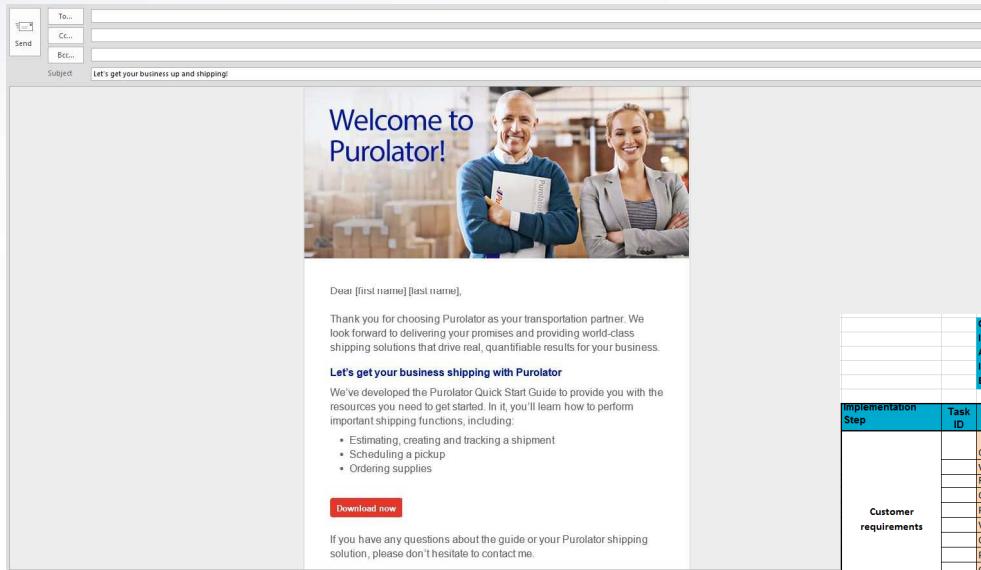
Purolator's Engagement Team works with your Account Executive to deliver a streamlined, end-to-end project management solution.

Our goal is to empower you to start shipping quickly, and without issue.


We offer:

- Dedicated customer support.
- Customized analysis and / or presentation material.
- High-level Project Management services for all customers.
- Talent-based dedicated resourcing among our internal departments, such as Operations, IT/Automation, and A/R
- Alignment and execution of solutions through project management.
- Practical, hands-on orientation and training for customers and staff.
- Invoice auditing and monitoring.

Purolator's Engagement Team: Onboarding with a Promise



- Welcome emails
- Account set up
- E-Ship Online registration assistance
- Ordering first supplies
- Project managed to ensure a smooth transition

		Customer :		Phase 1 (Domestic Courier)				
		Implementation Phase:						
		Account Executive :					Engagement Team	
		Implementation Specialist :					Delivery Team	
		Engagement Manager:					IT Field Services Team	
Implementation Step	Task ID	Task Description	Person Responsible	Start date	Anticipated Completion	Completed Date	Notes	
Customer requirements		Confirm pick-up requirements						
		Validate and confirm pick up schedule with operations						
		Review historical data for volumes and piece counts, build						
		Confirm volumes with customer						
		Review with customer any soft launch requirements						
		Validate utilization of skids or cages with customer						
		Confirm safety vest and steel toe shoes						
		Review & validate customer packaging						
		Conduct customer facility walk through						
		Develop list of operational touch points and contacts						
Account Setup		Determine customer approved Go-Live date						
		Document Account requirements						
		Request Account Setups (3 accounts or less will be the responsibility of the ENGAGEMENT team, 4 or more will be the responsibility of the DELIVERY team)						
Billing Setup		Validated Contract is loaded into SAP						
		Document billing requirements (EPOST, Billing Center, EDI, Paper)						
		Register customer on Billing Center						
		Train customer on Billing Center						
		Register customer for PDF EPOST invoices						
		Complete IT case for EDI requests						
		Complete EDI Setup Request						
		EDI configuration						
		Train customer on EDI						
		Setup Paper Invoices						

Customer Quick Start Guide – For Easy Set Up of E-Ship Online



Online Shipping | purolator.com

With Purolator Online Shipping, you can quickly perform important shipping functions—even in the most demanding shipping environment. Easily create outbound and return shipments, schedule pickups, estimate time & cost, order shipping supplies and more.

After your registration is validated and you are logged into your account, you'll see your Account Dashboard, where you can track your recent shipments and scheduled pickups in real time, and access your account profile with one click. Use the [Quick Links](#) along the left-hand side for common functions like [Create a Shipment](#) and [Schedule a Pickup](#).

Get Started Now!

2.1 Register for Online Shipping (ESO)

1. Go to [purolator.com](#) and click the [Register Now](#) link.

2. Select [Register your existing Purolator Business Account number](#). Complete the User Details section and click the [Next](#) button.



Meet the Purolator Solutions Suite

Online Shipping | [purolator.com](#)

- 2.1 Register for Online Shipping (ESO)
- 2.2 Set or Change Default Preferences
- 2.3 Estimate Time & Cost
- 2.4 Create a Shipment
- 2.5 Cancel a Shipment
- 2.6 Schedule a Pickup
- 2.7 Track a Shipment
- 2.8 Manage Accounts
- 2.9 Order Supplies

Purolator E-Ship® Server (ESS)

Invoice and Payment Options

Additional Contact Information





Our Approach

Who we are

We're Canada's most trusted delivery company.



For over 50 years, our expertise in courier and freight services and our strength in international shipping solutions has given Canadian businesses the confidence to rely on us to make good on their delivery promises.

Nationally, provincially or regionally, we've got it covered! We have one of Canada's largest transportation networks, with over 1,200* access points across the country!

Source: Canadian Courier Company Service Comparison Analysis Strategic Insights Report. (2017). Brampton, ON: BGR Coaching & Strategic Solutions.

Who we are

We're Canada's most trusted delivery company.

We are a team of passionate people dedicated to delivering service excellence and building one of Canada's most loved brands.



In 2016, Purolator ranked 27th
in **Leger's annual ranking of
Canada's most reputable brands**



In 2016, Purolator was awarded the
**Most Trusted Delivery Services
brand in Canada** by the Gustavson
Brand Trust Index



In 2017, Purolator made the
Forbes list of
Canada's Best Employers

Who we are

We step up.

We value and celebrate community, sustainability and diversity.

Nurturing positive relationships with our customers drives everything we do. That's why we strive to positively contribute to the community in which we work, live and play.



Fort McMurray, Alberta

\$27,624 in employee donations matched
in support of food banks
during the Fort McMurray wildfires



Purolator Tackle Hunger

Partnered with the Canadian Football League
to raise awareness about hunger in Canada
and to engage CFL fans through
Game Day Drives



Covenant House

Participated in the Covenant House Toronto
Sleep Out to raise \$5,400
in support of homeless youth

What we do

We're Canada's courier from ***coast to coast!***

- 270 drop boxes*
- 170 operations facilities†
- 114 shipping centres
- 914 authorized shipping outlets
- 10,000+ employees all over the country



*Source: Canadian Courier Company Service Comparison Analysis Strategic Insights Report. (2017). Brampton, ON: BGR Coaching & Strategic Solutions.

†All facts in this slide are found at Purolator Inc. (March, 2017) [Online] Available at purolator.com (April 6, 2017)

What we do

We help our customers succeed.

"It's not a package. It's a promise."

Delivering our customers' promises is just one way we are helping them succeed.

Helping our customers solve distribution and delivery challenges is what Purolator is all about. Here's how we do it:



By saving time and money



By helping to improve efficiency



By reaching more customers across Canada and internationally



How We Are Different



Purolator
Promises delivered®

How we are different

We care about the environment.

We are committed to preserving the environment and, as such, have established an environmental policy that engages different levels of our business to improve our efficiency and reduce our environmental footprint.

- We have the largest hybrid vehicle fleet in North America*
- We operate over 554 hybrid delivery vehicles
- Our non-revenue fleet consists of 126 hybrid cars



*All facts in this slide are found at Purolator Inc. (March, 2017) [Online] Available at purolator.com (April 6, 2017)

Building great relationships

**We're not shippers.
We're relationshippers!**

We continue to build upon the strengths that are recognized and valued by our customers. We stand by our service principles to earn great customer relationships, turning one-time customers into lifetime customers.



Building great relationships

Reliability

Customers expect us to clearly state and honour our delivery commitments – and **to keep the promises they make to *their* customers.**

Beyond on-time delivery, we give customers peace of mind so they know that their packages will arrive intact and free of damage.

- On-time performance at 98%*
- Delivery using up to 99% of our own assets improves transit and visibility and reduces damages



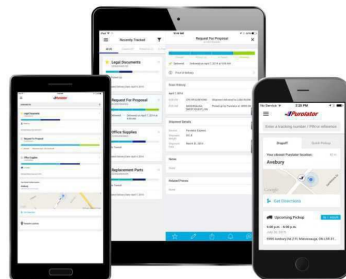
* Rounded up from 97.58%, as of June 2016.
Source: Purolator Service Design Committee

Building great relationships

Ease of Use

Purolator provides efficient technology and service from end to end.

Our customers expect convenience on their terms, and we will continue to demonstrate that we respect their time through fast and intuitive shipping, tracking, billing and customer service options.



Purolator Mobile® App
Mobile tracking, estimates
and pickup scheduling



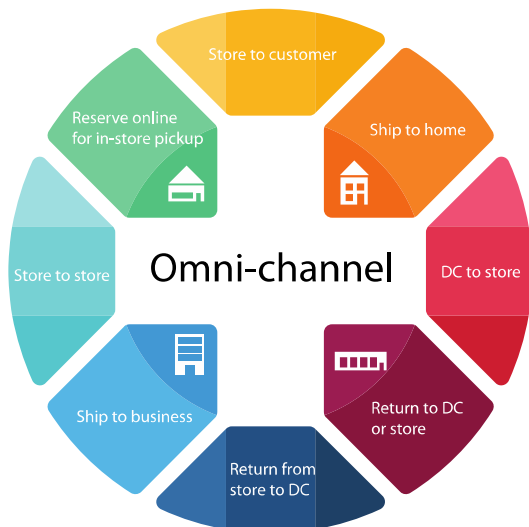
**Online Billing and
Payment Centre**

Receive, view and pay invoices online

Building great relationships



We recognize that our customers have unique needs, so we offer many **choices** for how and when shipments are picked up and delivered, along with the ability to **customize** those shipments further with additional features as needed.



Purolator has the network and agility to deliver the right mix of omni-channel fulfillment options for our customers' business needs, including:

- Direct to consumer
- Ship to store
- Store to store
- Global inbound expedited
- International

Building great relationships

Coverage

Purolator delivers to virtually every postal code in Canada, giving our customers the ability to **reach more places in more ways** through one trusted network. We also reach 210+ countries worldwide and offer a full suite of freight and logistics services, which provides our customers with a total, global solution.



Compared to our competitors, Purolator's service coverage is second to none.

- We service 99.9% of Canadian postal codes*
- We have the most extensive range of core courier services (domestic, U.S., and rest of world)*
- We have the largest number of operational terminals from coast to coast*
- We have the largest operating fleet of any courier service provider in Canada**

*Source: Purolator Service Directory

**Source: Canadian Courier Company Service Comparison Analysis Strategic Insights Report. (2017). Brampton, ON: BGR Coaching & Strategic Solutions.

Building great relationships

We're not just any courier. We're Canada's courier.

We take great pride in being Canadian, and being Canadian means we care. From concerning ourselves with the success of our customers to contributing to the well-being of our community, we differentiate ourselves through the relationships we build with Canadian all around us.

A successful relationship requires us to build trust and confidence and to deliver our promises around our core philosophies.

But, hey, don't just take our word for it.
See what our customers have to say!





Thank You

 **Purolator**
Promises delivered®