

PHARMASAVE®



Canada's
community pharmacy

DISCOVER
Pharmasave

BE PART OF OUR SUCCESS



“Pharmasave has enabled us to expand our front store offerings to our patients, keep on top of tech trends with programs like the Pharmasave App and market our business with a strong, reputable and recognizable brand.”

Eric & Georgina Gaudet (Bashaw, Alberta)

“I love that I have the independence to take my practice in the direction I want to go, but I also have all of the support and benefits Pharmasave provides for both my front store and pharmacy business.”

Kyla Jackson (Hudson Bay, Saskatchewan)

“As soon as we changed banners, our script count and sales went up, significantly exceeding our expectations. We feel respected and supported in every way. We are extremely proud to remain an independent pharmacy in our community and to be part of the Pharmasave family!”

Johanne Chaine & Yanick Boisclair
(Terrace, British Columbia)

WE ARE PHARMASAVE

Pharmasave is a member owned and governed cooperative of more than 800 independent community pharmacies across Canada, dedicated to building a national organization that provides customers with quality products and professional services and advice. Pharmasave is focused on supporting its owners so they can focus on the health and wellness of their patients, customers and communities.

Since 1981, Pharmasave's business model has been founded on delivering 100% of its profits directly back to its members. Store-level margins are maximized through excellent cost of goods and revenue in our preferred vendor agreements, along with promotional support to further reduce store acquisition costs and maximize merchandising contribution.

Pharmasave actively supports the advancement of the pharmacy profession through advocacy and industry leading programs and professional services. We are committed to providing exceptional service, value, quality health and wellness choices to communities and are, by far, the best choice for independent pharmacy in Canada.



PHARMASAVE MISSION

Shareholder Commitment

We will work with our Members to ensure the long term success of their retail business and the Pharmasave Brand.

Customer Commitment

Pharmasave is committed to providing exceptional service and support to all those in our community.

PHARMASAVE VALUES

Integrity

We build trust.

Care

We act with compassion.

Respect

We treat everyone with understanding and dignity.

Professionalism

We exceed expectations through our knowledge and service.

BENEFITS FOR PHARMASAVE OWNERS

At Pharmasave, we offer the best of two worlds: owners remain independent, while gaining access to the most comprehensive retail and professional programs in the industry. Pharmasave owners benefit from the power of a strong, trusted national brand and collaboration with like-minded members locally and nationally. Our culture is built on trust, adding value and maintaining long-term viability to our shareholders – Pharmasave store owners.

The ability to leverage the buying power of Pharmasave's national organization offers owners superior value and maximum return, providing best-in-class financial benefits.

OUR VISION

PHARMASAVE®

**Canada's
best
community
pharmacy**

"The impression Pharmasave made with me as a student has stayed with me for more than a decade...When I wanted to open my own store, I had Pharmasave at the top of the list...Pharmasave exceeded and continues to exceed my expectations, with their continuous support, the family mentality and culture and amazing new opportunities they bring to us to grow the profession and the business."

Livia Vodenicar, Golden Lake, Ontario

"Partnering with Pharmasave to build a new pharmacy in my community was the best business decision I've made. The expertise of the Pharmasave Team helped me learn and grow the business and allowed me to simply focus on being a great pharmacist. Together we've built a successful greenfield pharmacy and certainly a rewarding career."

Stephanie Burden

(Rocky Harbour, Newfoundland and Labrador)



CANADA'S HIGHEST VALUE INDEPENDENT BANNER

As the highest-value program for independent pharmacy in Canada, the **Pharmasave Value Proposition** provides owners with the most complete programs, services and support available to entrepreneurial pharmacists. It is a dynamic resource that harnesses the power of Pharmasave by enhancing the profitability of each store.

The **Pharmasave Value Proposition** is designed to provide comprehensive support for all store sizes. It supports owners and store teams with best-in-class healthcare services and products, emphasizing patient relationships and professional services. Pharmasave provides the best possible vendor agreements for owners, ensuring that every store is able to maximize profitability.

PHARMASAVE VALUE PROPOSITION





PHARMACY

At the heart of every Pharmasave store is the pharmacy and team members across the country are ready to provide you and your staff with extensive programs, tools, expertise and professional support to ensure its success. We work with owners, pharmacy managers, pharmacists and technicians to assist in the implementation of sustainable revenue generating programs that help you remain profitable and achieve long-term success.

Pharmasave works hard to ensure that you are fully supported to help you achieve both your business and professional goals.

PHARMACEUTICAL PARTNERSHIPS PROGRAM

Pharmasave has a long-established dynamic Pharmaceutical Partnerships Program that offers superior value as well as choices to meet the varying needs of owners across Canada. The program offers two formulary options and is designed to provide the strongest possible financial benefit to members and to guarantee the supply of key molecules. Additionally, an optional Auto-substitution Program allows for the streamlined maintenance of Pharmasave's formulary molecules and brings with it efficiencies to ensure maximum value for members.

PROFESSIONAL SERVICES

Pharmasave provides a full range of leading-edge patient care programs and resources, designed to help owners maximize income from revenue generating pharmacy services and advance their reputation as professional community healthcare providers. Pharmasave's specialized team of pharmacists and operations staff support store-level implementation of professional services programs in a manner that best suits the needs of the store and its patients.

Pharmasave also offers many programs designed to maximize dispensary operations and profitability, including inventory management, dispensary efficiency, dispensary supplies, prescription pricing strategies and pharmacy staff training.

Other programs and resources available to members include:

- Professional Services best practices
- eReferences
- Diabetes Care, Travel Health and various resource guides
- *eCare@Pharmasave* digital medication management
- *MedAlign@Pharmasave* adherence
- Medical Cannabis consultations
- Specialty pharmaceuticals
- Community seminars
- Therapeutic nutrition
- Pharmacy assistant training modules
- Implementing Pharmacy Services
- Compounding Policies and Procedures
- Pharmacy Measurement Reports
- COVID-19 Resources and Tools



MARKETING

Our strength is in our name.

The Pharmasave name stands for quality, community and service and is recognized across Canada.

Pharmasave's diverse marketing initiatives and vehicles are designed to increase consumer awareness, enhance brand equity and drive traffic into Pharmasave stores.



PHARMASAVE PRIVATE LABEL

Pharmasave's comprehensive private label offering is one of the most well-respected in Canada and is recognized as industry-leading within independent pharmacy. Pharmasave owners enjoy the highest private label margins of any independent group and products are competitively priced to provide incremental value to customers. The full line of Pharmasave private label products represents over 650 SKUs, which are comparable to national brands and offer the same or better quality.

DISTRIBUTION SUPPORT

Pharmasave's national distribution agreement with McKesson Canada is designed to provide an extremely competitive rate and surety of supply. Product supply and in-store service is further enhanced with national vendor distribution programs for key categories.

Marketing Programs and Benefits:

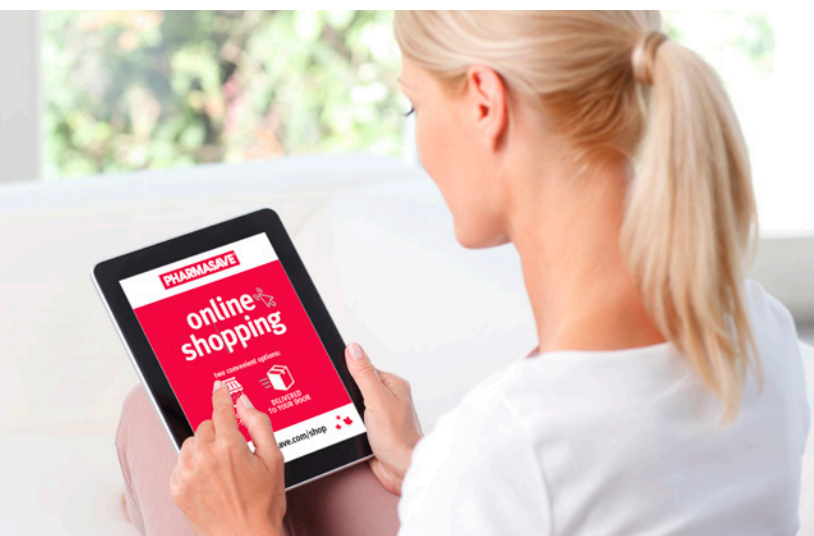
- Flyer program for stores of all sizes and formats
- Additional print marketing vehicles such as cosmetic magazine and gift guide
- *Pharmasave.com*, our robust, interactive website
- Branded, customizable store microsites
- Digital advertising and social media support
- Pharmasave mobile app for iPhone, iPad and Android
- Ongoing POP materials to support Marketing and Merchandising events
- Branded, customer-friendly shelf signage
- Flyer distribution analysis
- Promotional planning
- Recommended Retail Pricing and margin reviews
- Customized local store marketing support (creative, graphic design)
- Customized store Grand Opening support
- Store implementation support
- Marketing and community partnerships





eCOMMERCE

Online shopping continues to gain momentum with consumers and is growing at a significant rate. In order to meet the needs of customers, Pharmasave's eCommerce platform provides unique offerings for each store and seamlessly integrates with store microsites for a frictionless customer experience. Pharmasave stores are serving new and existing customers online, further strengthening our relevance to consumers who are increasingly migrating to this shopping channel.



PHARMASAVE APP

The Pharmasave app is designed to provide Pharmasave patients with the convenience they are looking for, by offering the ability to refill prescriptions, transfer prescriptions from another pharmacy and set pill reminders. Additionally, customers can locate stores, browse flyers and magazines, research medications and conditions and visit *Pharmasave.com*, all from their mobile devices.

By setting up an *eCare@Pharmasave* account, patients can access their prescription history and details about the medication they are taking, all available online or via the Pharmasave app. This feature is also available for caregivers using the Caregiver feature. Caregivers can view prescription profiles for multiple dependents and request refills for any dependents connected in *eCare@Pharmasave*. In addition, one dependent can have multiple caregivers who are part of their circle of care.

DIGITAL MARKETING

Our website is filled with useful information on popular health topics, store locations, flyers and much more. Customers can sign up at *Pharmasave.com* to receive eFlyers, exclusive offers and links to health articles, conveniently delivered to their inbox.

Pharmasave's robust email marketing program includes sending subscribers regular communications, such as eFlyers, exclusive coupons, pharmacy services and special event emails. Through the Email Builder Tool, stores can access their portion of the email database to deliver store event emails that are CASL compliant.

Stores have access to their own microsites with customization features, providing an opportunity for each store to promote their unique service offerings.

Digital media strategies have been developed to support the promotion of Pharmasave and grow our brand through social channels such as Facebook and LinkedIn.



BUILDING CUSTOMER LOYALTY - PHARMASAVE REWARDS PROGRAMS

Pharmasave offers two different customer loyalty programs, depending on your province.

Pharmasave Rewards

(BC, AB, SK, MB, ON)

The Pharmasave Rewards program is a store-specific loyalty program where customers earn 1 point for every dollar spent on most items in store. Plus, customers earn double points for every Pharmasave Brand product purchased.

AIR MILES

(NS, NB, NL, PE)

In Atlantic Canada, stores participate in the AIR MILES program. For every \$10 spent at Pharmasave, customers receive 1 AIR MILES Reward Mile. Additionally, for every Pharmasave Brand product purchased, customers also receive 1 Reward Mile.

MERCHANDISING

Pharmasave's Merchandising program provides stores with everything they need to make informed decisions about the right product mix.

The primary objective of the Merchandising program is to drive sales and negotiate the best possible cost of goods for owners. Activities to drive sales are collaboratively managed through identified core categories and unique regional product strategies.

Our many business relationships and preferred supplier agreements with both product vendors and service suppliers will help you stay competitive. We have leveraged our brand power to negotiate lower costs with vendors so you can offer your customers excellent value.

In addition to negotiating excellent pricing and revenue, the merchandising program further reduces store acquisition costs by optimizing wholesaler-administered discounts, special promotional support, scan-back discounts, in-store coupons and recommended retail pricing.

Merchandising initiatives such as planograms, recommended retail pricing and the flyer are tailored to your store's needs. For example, the Flyer program provides options for stores that accommodate all store formats with traffic-driving flyer activity. Additionally, stores are supported with optional initiatives and promotional materials related to seasonal events and specific categories.

The Recommended Retail Pricing program is a voluntary program that maximizes retail opportunities by pricing to local market competitors to maintain consumer pricing confidence. This program is a key contributor to the overall success of participating stores because it protects margins and mitigates competitive pricing pressures.



HOME HEALTH CARE

Pharmasave provides support in the optimization of each owner's Home Health Care business. Our Introductory and Advanced Home Health Care Resource Guides are key documents that have been developed to help owners choose the appropriate products, services and staff training that will ultimately deliver the best Home Health Care offering to meet the diverse needs of patients, customers and caregivers.

TECHNOLOGY

Pharmasave's technology systems support every facet of the business, enabling efficient product management of Point of Sale transactions, orders, dispensary operations, pricing, inventory management and communications. Our open architecture approach gives members choice in their preferred POS system, facilitating sales data collection from multiple POS systems.

Pharmasave has partnered with TELUS Health for the use of the Kroll Pharmacy Management Solution. This robust program includes all the components necessary to operate a pharmacy. Pharmasave's digital pharmacy strategy leverages our partnership with TELUS Health to ensure that members benefit from the most current and innovative pharmacy-focused computer system on the market today.

Business intelligence systems and data analytics elevate Pharmasave's overall competitiveness, providing a strategic foundation for discussions with external partners and sound business decision-making.



Stores benefit from the strong, positive profile that Pharmasave has earned as an active and positively contributing community citizen. From coast to coast, Pharmasave supports numerous charitable events that touch the lives of many Canadians.

Pharmasave offers a full suite of marketing materials featuring the 'Community Matters' positioning, designed to promote all the community initiatives we undertake.

Pharmasave is a socially and environmentally responsible organization and has been recognized as a leader in retail pharmacy through the development and launch of store designs that are environmentally responsible.





STORE PLANNING

Pharmasave offers a full range of planning, support and assistance for new store start-ups, store conversions and renovations, helping you bring your perfect store vision to life.

Dedicated resources provide professional, knowledgeable support from beginning to end for all new store requirements and expert guidance for each store's unique store planning needs.

BUSINESS DEVELOPMENT

A key focus for Pharmasave is the growth of our membership through recruitment of independent store owners and retention of existing stores. We invest resources to support store retention and succession planning, keeping our system strong over the long term. We also work closely with owners who wish to operate more than one store.

Attractive new store opening benefits are provided, including new store incentive programs, extended inventory terms, financial forecasting and bank financing packages.

TRAINING AND COMMUNICATION

Pharmasave offers training and resources to support all owners and their teams at all levels of the business. These programs are available to enhance skills and knowledge in areas such as pharmacy, retail operations, home health care and human resources.

Comprehensive, up-to-date information related to every area of the business is available through the Pharmasave Portal, our internal communications hub. The Portal hosts all internal communications on pharmacy and front store programs, services, training and events.

OPERATIONS SUPPORT

Designated Merchandising and Pharmacy teams across the country are your go-to resources for all your operational needs, helping you to deliver the best store experience for your customers. Comprehensive store Business Reviews are an integral part of this process, assisting stores in the development and implementation of business plans specific to each store's individual needs. These robust plans help owners grow sales and reduce expenses, while becoming stronger operators and top-notch employers.

EXTERNAL AND GOVERNMENT RELATIONS

Pharmasave's external relations strategy builds critically important, trusted relationships through effective government relations, a systematic approach to third-party payors and plan sponsors and targeted partnerships with healthcare professionals, working towards building an efficient, cost effective and patient-centric healthcare system.

Pharmasave maintains a key presence and influential role in the pharmacy industry in all provinces, keeping our members fully informed and supported as the pharmacy profession continues to evolve.



Our members matter.

For over 40 years, Pharmasave has supported Canadians by helping them manage their health and medications so they can live healthier lives. Our award-winning pharmacists provide outstanding care and a full range of leading-edge programs and services designed to help patients stay healthy. Community pharmacy that emphasizes relationship-based care is at the heart of our vision and each Pharmasave owner is committed to delivering a unique customer experience, making each store a reflection of the communities they serve. Pharmasave has become a part of the fabric of Canada, committed to delivering a brand promise based on integrity, care, respect and professionalism. Pharmasave owners exemplify these values every day, making Pharmasave Canada's best community pharmacy.

"Pharmasave's commitment to community and the focus on caring for customers like extended family is the main reason I am a Pharmasave owner today. I am very proud to be an active member in our community and to be a part of the Pharmasave family."

Katrina Donovan (Blackville, Doaktown & Bathurst, New Brunswick)

Pharmasave is the best choice for independent Pharmacy in Canada.

"Six months after we transitioned our long-standing community pharmacy to a Pharmasave, we saw an increase in sales and GP\$."
Maria Kwari (Sooke, British Columbia)

"After extensively researching both independent pharmacies and banner programs, we chose Pharmasave because of its transparency, modern and inviting store designs and exceptional support from the Regional office. Pharmasave provides the freedom to be independent, with the benefit of the support needed to design, open and successfully operate a new store. We've never regretted our decision to join the Pharmasave banner."

Jessica Hadfield (Valleyview, Alberta)

"As a Pharmasave member, I am among family and people who show real concern for my business and well-being. I love the transparency and the treatment of members as equals and the respect and professionalism is always apparent. Pharmasave's unmatched support and excellent programs gives me confidence that I can rise to the challenge, knowing I am not alone."

Michael Ibrahim, Goderich, Ontario

"Pharmasave has been and continues to be a huge asset to us while we take over an existing store. The support from the team at Pharmasave has been amazing. They are all very accessible. Each time we have had a question or needed assistance, all we have to do is pick up the phone and call or send a quick email and our issue is resolved quickly!"

Warren Delmage & Brad Cooper (Redvers, Saskatchewan)



pharmacy

cription
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medication
information

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www.pharmasave.com