

| Period           | Period dates             | Thematic                           | Agent deadline for applications | Category deadline for approvals/declines | Agent deadline for promotional sales forecast |
|------------------|--------------------------|------------------------------------|---------------------------------|--|---|
| <b>2018/2019</b> |                          |                                    |                                 |  |   |
| 1                | April 1 - April 28, 2018 | <b>LCBO Curated</b>                | 25-Aug-17                       | 15-Sep-17                                | 6-Oct-17                                      |
| 2                | April 29 - May 26, 2018  | <b>LCBO Curated</b>                | 25-Aug-17                       | 15-Sep-17                                | 6-Oct-17                                      |
| 3                | May 27 - June 23, 2018   | <b>Worldly Experts</b>             | 6-Oct-17                        | 3-Nov-17                                 | 1-Dec-17                                      |
| 4                | June 24 - July 21, 2018  | <b>Worldly Experts</b>             | 6-Oct-17                        | 3-Nov-17                                 | 1-Dec-17                                      |
| 5                | July 22 - Aug 18, 2018   | <b>TBD</b>                         | 15-Dec-17                       | 19-Jan-18                                | 16-Feb-18                                     |
| 6                | Aug 19 - Sept 15, 2018   | <b>TBD</b>                         | 15-Dec-17                       | 19-Jan-18                                | 16-Feb-18                                     |
| 7                | Sept 16 - Oct 13, 2018   | <b>Expertly Crafted</b>            | 23-Feb-18                       | 9-Mar-18                                 | 27-Apr-18                                     |
| 8                | Oct 14 - Nov 10, 2018    | <b>Expertly Crafted</b>            | 23-Feb-18                       | 9-Mar-18                                 | 27-Apr-18                                     |
| 9                | Nov 11 - Dec 1, 2018     | <b>How to holiday like F&amp;D</b> | 20-Apr-18                       | 11-May-18                                | 25-May-18                                     |
| 10               | Dec 2 - Jan 5, 2019      | <b>How to holiday like F&amp;D</b> | 20-Apr-18                       | 11-May-18                                | 25-May-18                                     |
| 11               | Jan 6 - Feb 2, 2019      | <b>LCBO Values + Rewards</b>       | 15-Jun-18                       | 6-Jul-18                                 | 20-Jul-18                                     |
| 12               | Feb 3 - Mar 2, 2019      | <b>LCBO Values + Rewards</b>       | 15-Jun-18                       | 6-Jul-18                                 | 20-Jul-18                                     |
| 13               | March 3 - Mar 30, 2019   | <b>On Trend</b>                    | 10-Aug-18                       | 31-Aug-18                                | 14-Sep-18                                     |