

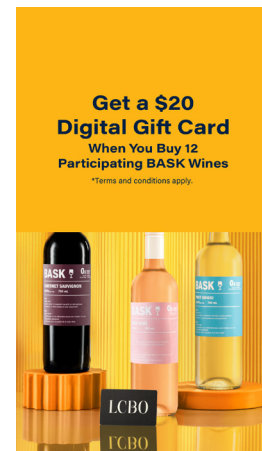
LCBO.com Promotional Opportunity

LCBO DIGITAL GIFT CARD WITH PURCHASE

How it Works

We are seeking compelling offers that include an LCBO Digital Gift Card with a qualifying purchase on LCBO.com. The goal of this promotion is to incentivize conversion and encourage repeat purchases at LCBO by rewarding customers with a future-use digital gift card.

This is an Excel Applied Promotional Program. Please apply by completing the Excel Application Form before the deadline.



Offer Structure

The promotion can be structured as a minimum bottle purchase. For example:
“Buy any # bottles and get a \$XX LCBO Digital Gift Card”

Gift Card Issuance

- Gift cards will be emailed to the address used for the qualifying transaction within 5 business days of product pickup or delivery.
- If qualifying purchases are returned or exchanged for non-participating products, the gift cards will be canceled.
- Gift cards will be activated for use after the return window has closed—30 days from the date of product pickup or delivery.

Fulfillment Methods

This promotion is valid across all fulfillment methods:

- Home delivery
- Ship to store
- In-store pickup

Promotion Duration

The promotion may run for a minimum of one week or span a full promotional period.

What We're Looking For

We invite Trade Partners to submit offers that:

- Feature products from a single category or across multiple categories
- Present a clear value proposition that resonates with online shoppers
- Include a minimum bottle purchase that feels attainable but drives basket size

Note: Only one *LCBO Digital Gift Card with Qualifying Purchase* promotion is available per promotional period.

What's Included

Feature placement on LCBO.com (subject to LCBO discretion and availability):

- Home Page Banner or Image Box
- Mega Menu Image Box
- Category Landing Page Image Box
- Collection Page for Multi-Product Offer with Banner
- Contextual Banner on Product Detail Page and Checkout Page
- Mobile App Image Box
- Social and/or CRM supports

Guidelines

- General List Products—including spirits, beer, cider, ready-to-drink, wines, and Vintages Essentials—are eligible to participate.
- Minimum \$10 LCBO Digital Gift Card per qualifying purchase.
- The LCBO Digital Gift Card must not exceed 20% of the product's retail value, in accordance with AGCO regulations.
- Participating product(s) cannot be part of a Limited Time Offer (LTO) or Aeroplan Bonus Points promotion during the scheduled offer period.

Requirements

- List of product(s) included in the offer
- Number of bottles required for a qualifying purchase
- Dollar value of the LCBO Digital Gift Card
- Promotion duration

Pricing Information

- The agent/supplier will be invoiced for the total dollar value of all LCBO Digital Gift Cards activated for qualifying orders.