



## Presentation of the banner

### History

- In 1992, Groupe Val Royal and its partner Aikenhead's, a division of the Molson Companies, announced the creation of Reno-Depot warehouse stores. The first store under the new banner opened its doors in Brossard, QC, in 1993.
- In 1997, the two majority shareholders of Reno-Depot Inc., the Michaud family and Molson Companies Limited, sold their interest in the company to the French group Castorama S.A.
- In 1998, the British group Kingfisher plc acquired a block of shares from the Castorama S.A. group to become the majority shareholder.
- In 1999, Reno-Depot opened a location in LaSalle, QC and, the following year, entered the Ontario market by inaugurating the first stores under its new banner, The Building Box.
- In 2003, RONA, the leader in hardware, home improvement and gardening in Canada, acquired Reno-Depot Inc. from the British multinational Kingfisher plc. The Building Box stores in Ontario were renamed RONA Home & Garden stores.

Today, Reno-Depot continues to lower the cost of home improvement with 19 warehouse stores.

### The Reno-Depot concept

#### *Distinctive elements of the banner*

- Pricing strategy focused on everyday low prices (EDLP)
- Lowest price guarantee of 15%, an offer unmatched in the industry
- New installation service – Turnkey project; everything done by phone or online (can also be done in store using interactive terminals)
- Dominant product selection in the seven key departments (tools, hardware, flooring, plumbing, building materials, electrical and kitchen)
- Procurement strategy designed to ensure the availability of products selected (merchandise in stock)
- Orientation toward national brands rather than private brands
- Service-oriented customer experience
- Dedicated service counter for professionals and contractors
- Presentation promotes available product selection (*grab & go*). In other words, 100% of the products are available to customers without the need to resort to a salesperson.
- Customer-friendly store design
- Clean, simple signage