

October 23, 2017

To our Value Trading Partner,

Canadians are increasing their engagement with on-line shopping and at Metro, we are building our eCommerce platform to meet the needs of our customers. An important part of our commitment is based on the fact that we want to utilize your data and your images to support our eCommerce initiatives.

GS1 Canada's Industry solution for eCommerce content capture (The Vault) is a non-competitive industry driven solution, that captures both data and images for use by the industry for their eCommerce platforms. To date, more than 65,000 products have been captured and are live in the Vault, and available for use.

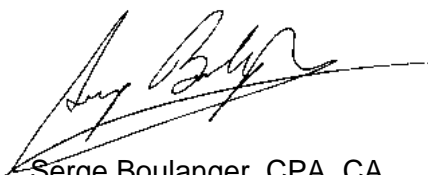
We have made a commitment to use the GS1 eCommerce solution and we are asking you to take the following actions:

- > If you have already registered your products with GS1 Canada, please ensure that you meet the timeline and fulfill the shipment as planned.
- > If you have product in the Vault – eCommerce that have not yet been certified, it is imperative that you **certify these products immediately as this is critical to our data integrity strategy.**
- > **If you have not** registered your products, we suggest that you contact GS1 Canada immediately at scheduling@gs1ca.org.

Our mutual eCommerce success starts with an easy and reliable access to your product information.

Thanking you in advance for your cooperation in this matter.

Regards,



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National Procurement and Corporate Brands



Gino Plevano
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