

Familiprix is making easier for people to choose sustainable consumption

Québec City, August 27, 2020 – Today, Familiprix is announcing the implementation of an innovative in-store labeling program that identifies the most sustainable choices in all of its product categories.

Familiprix is the first pharmacy banner to collaborate with an expert firm to set up a structured evaluation program that will not only enhance the company's product offering but also facilitate sustainable consumption.

In a market in which both local and national suppliers are offering new eco-friendly products at a growing rate, Familiprix sustainable consumption labels make it easier for customers to identify healthy and environmentally friendly products in Familiprix pharmacies. These labels are affixed to products that meet Familiprix's sustainability criteria, established in partnership with a team of specialists.

"With Maillon Vert's expertise, we have adopted a structured and coherent approach that has enabled us to learn a lot about the challenges of an ever-changing product offering for a clientele that is increasingly more concerned with the impact of products on their health and the environment," said Bernard Godbout, Vice-President of Marketing and Merchandising at Familiprix. "Our innovative sustainable consumption labeling program enables all of our customers to benefit from the new knowledge we have acquired in assessing products that are good for the environment and society."

This program is the result of a structured scientific review and consultation with stakeholders over the past year. It is an integral part of the banner's focus on environmental stewardship. The rigorous evaluation process covers the following aspects: ingredients, origin, certifications, packaging, responsible practices and customer experience.

"We are convinced that people's health is inseparable from that of the planet and salute our category managers for their decisive role in the success of this eco-responsible labeling program," added Mr. Godbout. "Our dynamic team is constantly

on the lookout for new products to cater to the needs of our ever-evolving clientele. We are committed to meeting and exceeding consumer expectations."

Familiprix is resolutely committed to a process of continuous improvement in sustainable development. Other initiatives will be announced in the coming months.

About Familiprix

Familiprix, with its headquarters in Québec City, has a truly unique business model: it is a joint-stock company that is owned by pharmacists. Familiprix and pharmacist-owners affiliated with Familiprix employ 6450 throughout the network and are located in all regions of Québec and New Brunswick with 398 branches. Familiprix is also one of the most admired companies in Québec (Source: Reputation Study, 2018, Léger 2018) and is the brand with the most pharmacies that have completed the Familiprix.com éco+responsable^{MC} Program.

Familiprix.com

About Maillon Vert

Founded by a pharmacist, Maillon Vert's mission is to promote and enable businesses to change so that they are eco-responsible and socially united, while significantly improving their economic performance. Maillon Vert released the Guide des meilleures pratiques en développement durable (DD), supported by numerous organizations such as the Ordre des pharmaciens du Québec, the Association québécoise des pharmaciens propriétaires and the David Suzuki Foundation. Maillon Vert supports around 100 éco+responsable^{MC} pharmacies and intends to extend its approach to all pharmacies in Quebec as well as to various sectors. Maillon Vert also assesses and supports suppliers in their eco-responsible product offerings.

maillon-vert.com

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For more information, contact:

Bernard Godbout
Vice President, Marketing and Merchandising
Familiprix
bernardgodbout@familiprix.com
418-847-5300, ext. 2225