



Canadian Tire Corporation, Limited
ICPHSO 2005

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Canadian Tire Corporation, Limited

TSX: CTR.NV, CTR

- Canada's most-shopped general merchandise retailer
- Operates more than 1,100 stores, gas bars and car washes in an inter-related network of businesses engaged in retail, financial services and petroleum
- Employs more than 45,000 Canadians work across Canadian Tire's organization from coast-to-coast
 - **For more information, please visit:**
www.canadiantire.ca

TIME!

- Time is safety's greatest challenge
- Innovation
- Global Sourcing
- Speed to Market
- Customer Expectations/Trust

Can we meet the challenge?

Today

- Safety Standards
 - consensus driven
- Lowest common denominator
- Bureaucracy
- Fragmented communication
- Manufacturer-based
- Mandatory & Voluntary standards

Tomorrow

- Safety Standards
 - majority driven
- Right safety level
- Efficiency
- Integrated communication
- Retailer-based
- Mandatory standards

Trademark Counterfeiting

- Estimated to cause the North American economy Billions of Dollars
- Retailers, manufacturers, regulators, standards organizations and law firms need to work together to have effective anti-counterfeiting programs
- The safety and well-being of our customers depend on this

Product Expectations

- Safe for customers
- Safe for customers' environment
- Safe for the life of the product
- Safe at the beginning of the product life cycle
- Safe at the end of the product life cycle

Can we meet the challenge?

*Life is a journey...
let it be a safe one*

Thank You!