



## Price Match Policy

# Table of Contents

PURPOSE ..... 1

SCOPE..... 1

DEFINITIONS..... **Error! Bookmark not defined.**

STANDARDS AND PROCEDURES ..... 1

PROCEDURE FOR INVESTIGATION OF A BREACH OF POLICY ..... 1

CONSEQUENCES FOR BREACHES OF THIS POLICY..... **Error! Bookmark not defined.**

ACKNOWLEDGEMENT AND AGREEMENT..... **Error! Bookmark not defined.**

<b>Document Title</b>	Price Match Policy
<b>Version</b>	1
<b>Department</b>	Human Resources
<b>Approved Date:</b>	05/09/2023
<b>Approved by:</b>	SR. VP Operations
<b>Published Date:</b>	06/20/2023
<b>Locations:</b>	ADP Policy
<b>Next Update Date:</b>	June 2024
<b>Sections Updated:</b>	

## PURPOSE

This policy sets the guidelines for honoring price matching requests from guests within TNCC Retail outlets, the process, and the applicable discounts.

## SCOPE

This policy applies to all True North Cannabis Retail outlets.

The guidelines around discounts and allowances may differ for specific concepts. All TNCC employees are responsible for complying with the guidelines laid out in the Price Matching Policy. TNCC at its discretion may proceed with disciplinary action for any employee found to have used staff discount inappropriately.

## STANDARDS AND PROCEDURES

Individuals employed by TNCC are entitled to honor requests for pricing matching discounts. The provision of discount is a guest privilege therefore under no circumstance can this discount be used by staff. Price matching purchase discounts apply to Cannabis products ONLY.

TNCC's Price matching policy agrees to match or beat a competitor's price on the same product.

**Eligibility:** TNCC has specific criteria that must be met for a price match. The item must be the identical product being sold from a Legal OCS licensed retailer, the competitor's price being current and valid, and the competitor must be in the same city as TNCC they are visiting. We price match our competitors regular-priced items, sale items and membership pricing. TNCC will not offer Rain – cheques for items currently not in stock. If an item is not in stock TNCC will do its best to recommend a similar item based on size, CBD, THC levels, Species & Strain.

**Proof of competitor's price:** guests are required to provide proof of the competitor's price, such as an advertisement, a website link. The price and product details should be clearly visible and meet the TNCC's criteria.

**Exclusions:** Some items are excluded from TNCC's price matching, such as price errors, bundle deals, or products sold by third-party sellers.

**Process:** Customers need to request a price match before making a purchase, TNCC will not preform a price match adjustment after the sale is finalized.

**Verification and adjustment:** Once a price match request is submitted, TNCC will verify the competitor's price and determine if it meets the criteria. If approved, the retailer may adjust the price accordingly, at the point of purchase.

### Where do we price match to?

We price match to any store in the same city as the store location you are in.

### Who are we price matching with?

All Competitors must be legal brick and mortar cannabis retailers.

### Where is this available?

In-stores only, double discounts may not be applied. TNCC will not offer “Rain checks” for items currently not in stock. If an item is not in stock TNCC will do its best to recommend a similar item based on size, CBD, THC levels, Species and Strain

### We don't price match.

Items purchased that later decrease in price.  
Bundle offers, rebates, coupons, mail in offers.  
Prices that require a minimum quality purchase or  
Price errors.

- Discount – Can NOT be stacked or combined with any other discount.
  - Cova Reason Code – PRICE MATCHING

## PROCEDURE FOR INVESTIGATION OF A BREACH OF POLICY

Where there is a suspected failure in respect to discount procedures an investigation will be initiated. This may include monitoring employees via camera surveillance in accordance with the Workplace Surveillance Policy.

## CONSEQUENCES FOR BREACHES OF THIS POLICY

Where the Company concludes that a breach has occurred, the Company may take disciplinary action up to and including termination of employment.

## ACKNOWLEDGEMENT AND AGREEMENT

I acknowledge that I have received, read, and understand the Price Matching Policy.

Further, I agree to adhere to this policy and will ensure that employees working under my direction adhere to this policy.

I understand that I will contact my supervisor if I have any questions about any aspect of the policy.

I understand that if I violate the rules/procedures outlined in this policy, I may face disciplinary action, up to and including termination of employment.