

FOR IMMEDIATE RELEASE**Empire becomes co-owner of Scene+; unveils refreshed loyalty strategy**

- Empire is now a co-owner of *Scene+*, along with Scotiabank and Cineplex
- *Scene+* rollout in Empire banners will begin with stores in Atlantic Canada in August 2022, and then continue across the country, culminating in early 2023

Stellarton, N.S. (June 7, 2022) – Empire Company Limited (“Empire” or the “Company”) (TSX: EMP.A) today unveiled a new loyalty strategy to thrill, reward and connect with customers through *Scene+*, one of Canada’s leading loyalty rewards programs. Along with Scotiabank and Cineplex, Empire is now a co-owner of *Scene+*. Together, these iconic Canadian customer-focused brands will transform the *Scene+* program into a preeminent loyalty program in Canada.

The *Scene+* rollout in Empire stores will begin in Atlantic Canada in August 2022, and then continue across the country, culminating in early 2023.

Today, *Scene+* boasts over 10 million members and offers a superb assortment of opportunities to earn and redeem points across a broad spectrum of partners. Members can earn points through banking with Scotiabank; escaping to Cineplex Theatres and entertainment venues; visiting more than 700 Recipe restaurants across Canada, including Swiss Chalet, Harveys and Montana’s; and enjoying extraordinary experiences like trip planning with Expedia. Redemption partners also include retailers like Apple and Best Buy.

“Evolving our loyalty offering is one of the final building blocks of our transformation strategy at Empire,” said Michael Medline, President & CEO. “This is such an important milestone in our loyalty and customer experience journey. *Scene+* is a great example of the game-changing moves we can now make because of the strong foundation we’ve put in place at Empire. Coupling *Scene+* with the investments we’ve made in technology, data and personalization will push the customer experience in our stores to new heights. *Scene+* is on an exciting evolution to become a world-class loyalty program in Canada. We’re thrilled to be able to offer our customers significant opportunities to be rewarded when, how and where they want.”

“*Scene+* members and extensive customer research tell us that grocery is such an important piece of any loyalty offer. We are thrilled to welcome Empire as a new co-owner of *Scene+*. Together, we will offer Canadians an innovative loyalty offering powered by some of Canada’s strongest and most beloved brands,” said Tracey Pearce, President, *Scene+*. “*Scene+* intends to add select high-profile consumer and retail brands to the program to make the offers, collection opportunities and overall *Scene+* member experience even more exciting for Canadians.”

Empire will gradually roll out *Scene+* across its banners including Sobeys, Safeway, Foodland, IGA, FreshCo, Chalo! FreshCo, Voilà by Sobeys/Safeway/IGA, Needs, Thrifty Foods, Les Marchés Tradition, Rachelle Bery and Lawtons Drugs, as well as its liquor stores in Western Canada.

As Empire gradually transitions from AIR MILES to *Scene+*, AIR MILES collectors will continue to earn and redeem in Empire stores until the new *Scene+* program is available in that region. Empire is committed to continuing to deliver great value and promotion opportunities to customers through the AIR MILES program as part of the transition.

Scene+ is anticipated to be incremental to sales and earnings in Empire's first year operating the program.

For more information about the *Scene+* program, visit: [Scene+ Loyalty Program](#).

FORWARD-LOOKING INFORMATION

This document contains forward-looking statements which are presented for the purpose of assisting the reader to contextualize the Company's financial position and understand management's expectations regarding the Company's strategic priorities, objectives and plans. These forward-looking statements may not be appropriate for other purposes. Forward-looking statements are identified by words or phrases such as "anticipates", "expects", "believes", "estimates", "intends", "could", "may", "plans", "predicts", "projects", "will", "would", "foresees" and other similar expressions or the negative of these terms.

These forward-looking statements include, but are not limited to, the Company's expectation that the new loyalty program will be accretive to sales and earnings in its first year of adoption, as well as the anticipated roll out schedule, future of the *Scene+ program* and benefits to customers.

By its nature, forward-looking information requires the Company to make assumptions and is subject to inherent risks, uncertainties and other factors which may cause actual results to differ materially from forward-looking statements made. For more information on risks, uncertainties and assumptions that may impact the Company's forward-looking statements, please refer to the Company's materials filed with the Canadian securities regulatory authorities, including the "Risk Management" section of the fiscal 2021 annual MD&A.

Although the Company believes the predictions, forecasts, expectations or conclusions reflected in the forward-looking information are reasonable, it can provide no assurance that such matters will prove correct. Readers are urged to consider the risks, uncertainties and assumptions carefully in evaluating the forward-looking information and are cautioned not to place undue reliance on such forward-looking information. The forward-looking information in this document reflects the Company's current expectations and is subject to change. The Company does not undertake to update any forward-looking statements that may be made by or on behalf of the Company other than as required by applicable securities laws.

ABOUT EMPIRE

Empire Company Limited (TSX: EMP.A) is a Canadian company headquartered in Stellarton, Nova Scotia. Empire's key businesses are food retailing, through wholly-owned subsidiary Sobeys Inc., and related real estate. With approximately \$28.9 billion in annual sales and \$16.4 billion in assets, Empire and its subsidiaries, franchisees and affiliates employ approximately 134,000 people.

ABOUT SCENE+

Scene+™ is Canada's favourite lifestyle loyalty program that gives members something new to look forward to. Scene+ offers members rewards their way – allowing them to earn and redeem Scene+ points for entertainment, travel, shopping, dining, and banking. Members can also accelerate their earning power with seven Scotiabank credit and debit cards. Scene+ is the national loyalty partner of the NBA® in Canada.

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