



Return to the mountain

50+ years of radical value



Adam Ketcheson

MEC Chief Commercial Officer
Member since 1994



A photograph of two hikers in a mountainous landscape. The hiker on the left is wearing a dark blue long-sleeved shirt and dark pants, with a large green backpack and a red fuel tank. The hiker on the right is wearing a plaid shirt and dark pants, with a large orange backpack. They are standing on a grassy area with a rocky slope in the background. The text "About MEC" is overlaid in large white letters across the center of the image.

About MEC

A little history

A black and white photograph of a mountain landscape. In the background, a large mountain range with snow-capped peaks and rocky outcrops stretches across the horizon. In the middle ground, several tall, dark evergreen trees stand on a rocky shore. In the foreground, two simple tents are pitched on the rocky ground near a body of water. The water in the foreground is calm, reflecting the scene above. The overall atmosphere is serene and rugged.

Where it all started

On a dark & stormy night in a tent in the 1970s

Mission

To provide great affordable outdoor gear in one place.



Our first store was this van ↪





Rad gear

Eventually we started to make our own gear

Cruiser Frame

**Large Divided
Cruiser**

Expedition Cruiser

**Medium Divided
Cruiser**



def: “Gorpcore” coined in 2017, is a mainstream style trend focused around wearing functional, outdoors-inspired gear. It comes from the acronym for trail mix: “Good Ol’ Raisins and Peanuts”

Rad Pants

Cult classics, before GORPcore was a thing



Deep Roots in Community

Since 1987: \$48M+ to outdoor community partners...

(which includes funding 10+ outdoor outhouse projects over the years)

50 years of giving a crap

1994: recycled content in fleece

1998: organic cotton

2005: first Canadian retailer to be bluesign® partner

2006: founding member of Leave No Trace Canada

2008: bag-free in stores

2008: make our factory lists public

2009: “sushi-roll” packing (to reduce polybags)

2011: founding member of Sustainable Apparel Coalition

2013: accreditation from the Fair Labor Association

2014: our first Fair Trade Certified products

2015: fund microplastics research

2018: founding member of Protect Our Winters

2019: close stores for day of global climate action



SUMMER
'87



Serious about Purpose

Outdoor Gear
Community
Sustainability

(but not too serious...)



A photograph of a man in a red winter hat and jacket, with a snow-covered beard, standing in a snowy mountain landscape. The text "So what happened?" is overlaid in white on a semi-transparent grey bar across the middle of the image.

So what happened?

Outdoor Identity Crisis

CANADA

Mountain Equipment Co-op unveils new logo and name with a nod to the urban consumer

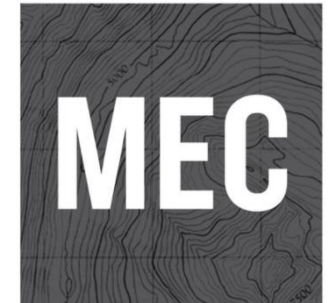
By The Canadian Press
June 18, 2013



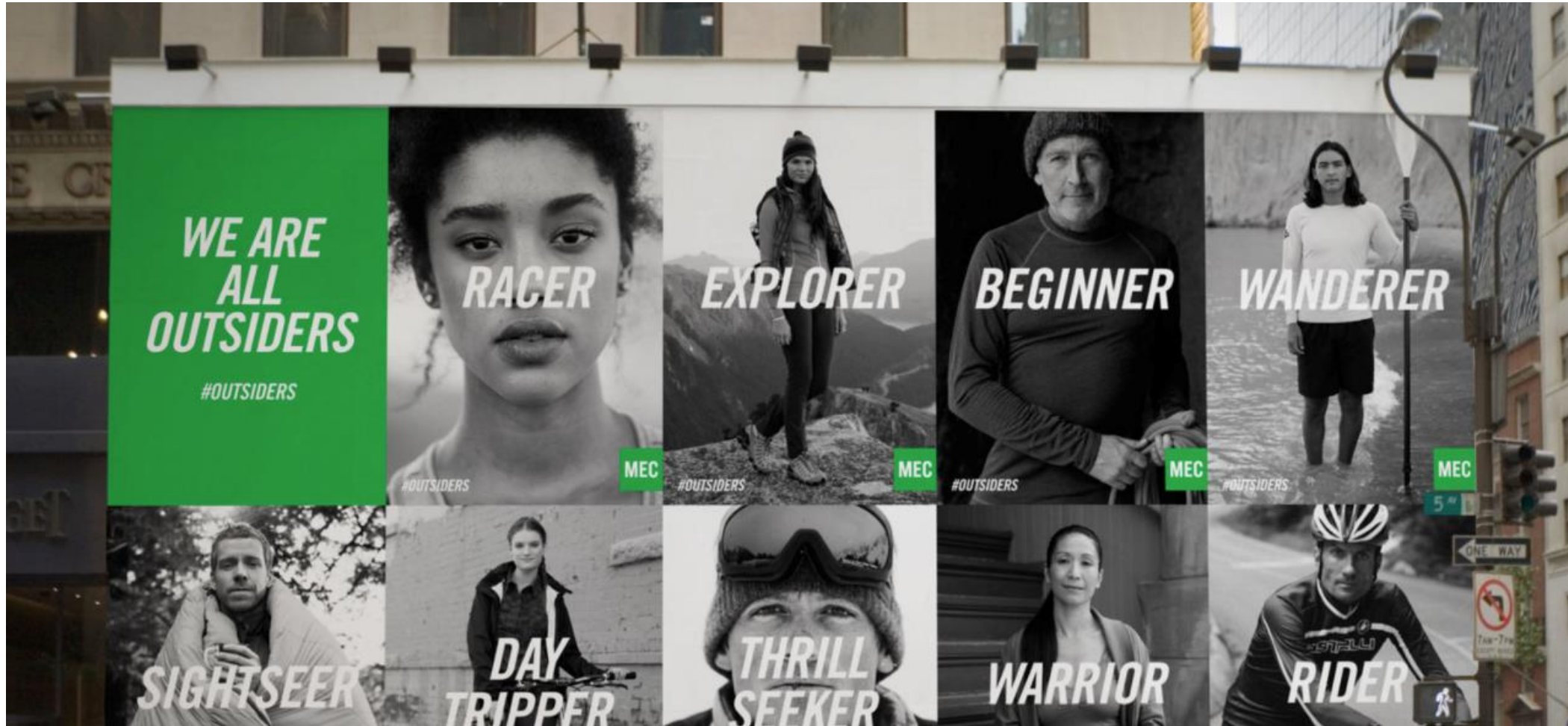
National outdoor retailer Mountain Equipment Co-Op is shedding its image of being a store just for the granola-eating, sandal-wearing, mountaineering-type.

The Vancouver-based retailer unveiled a new logo Tuesday in its first major rebranding since the co-operative was founded more than 40 years ago.

The redesigned logo refers to the retailer simply as MEC and does away with the iconic image of a mountain.



10 Years Drifting to the Middle...



Shock and sorrow as Canada's best-known co-op sold to US private equity firm

Sale of Mountain Equipment Co-op, outdoor retailer with over 5m members, comes as bitter blow but follows dip in performance



📍 Mount Robson provincial park in British Columbia. The co-op was established in Vancouver in 1971 and is known for its extensive selection of camping and hiking gear. Photograph: All Canada Photos/Alamy

Canada's best-known outdoor supplies retailer has been sold to a US private equity firm, in a move which has shocked members and former staff of the country's largest cooperative.



A new era for MEC

Keep it real, not fancy

National Brand :: Local Retailer

22
Standalone
Stores
Coast-to
Coast

3
HBC
Shop-in-Shops

True Omni-
Channel
eCommerce
25%+

7
Million
Members

50/50
Seasonal
Weighting

50/50
HardGoods
vs
SoftGoods

50/50
Gender
Weighting

2023 is not 2018

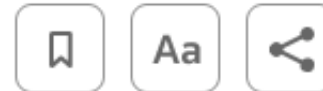
A tale of two bread lines: Rising inflation in a Canadian context

Macro Matters

Canada jobs, wage gains blow away expectations, up chances for rate hike

By Ismail Shakil, Steve Scherer and Nivedita Balu

October 6, 2023 8:00 AM PDT · Updated 25 days ago



Retail & Manufacturing

VANCOUVER | News

B.C. coalition seeks 'critical' crackdown on violent retail crime

Canadians buying less is top consumer trend: BDC

BDC survey conforms with recent Statistics Canada retail data

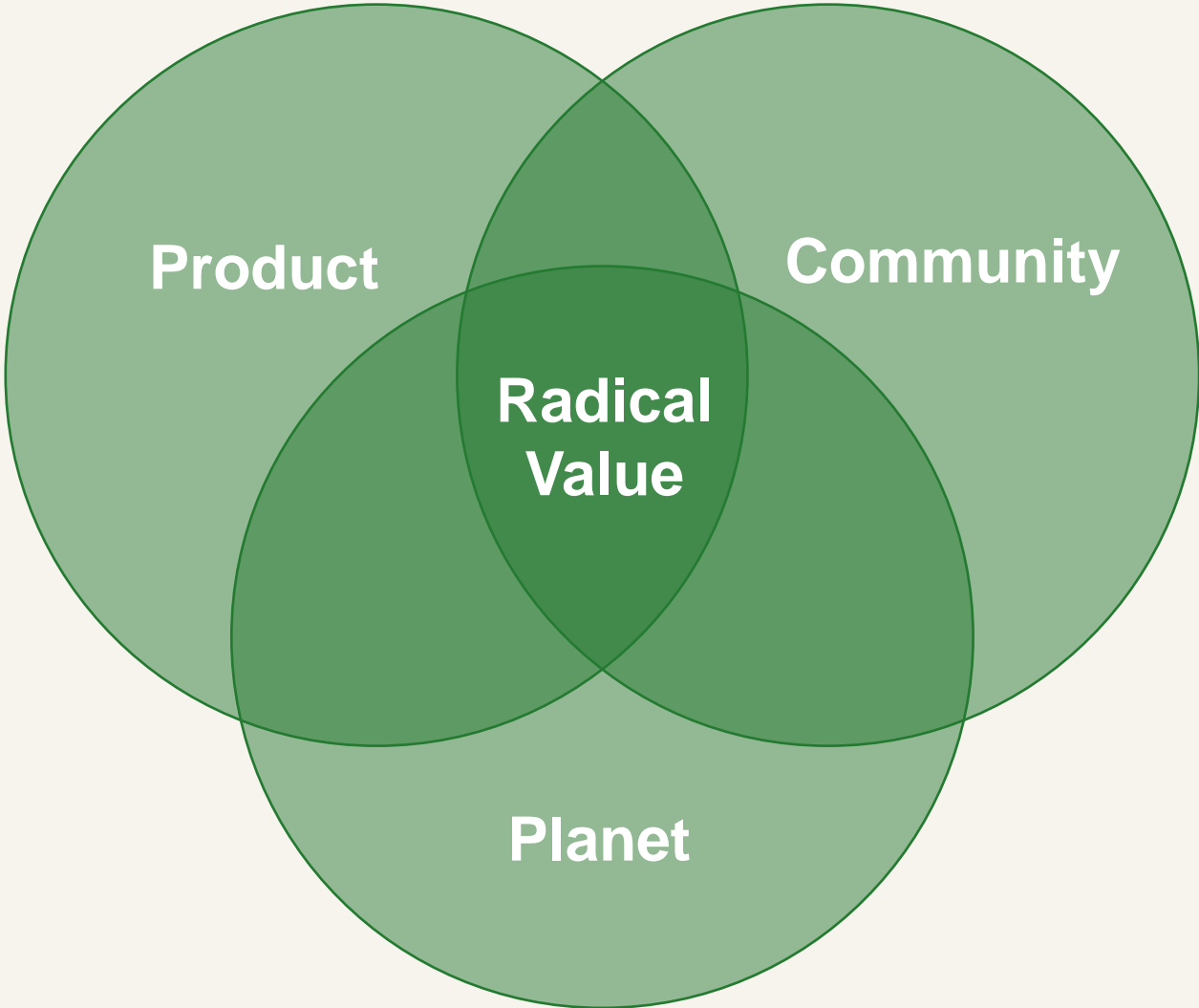
By Glen Korstrom | September 12, 2023, 3:00am

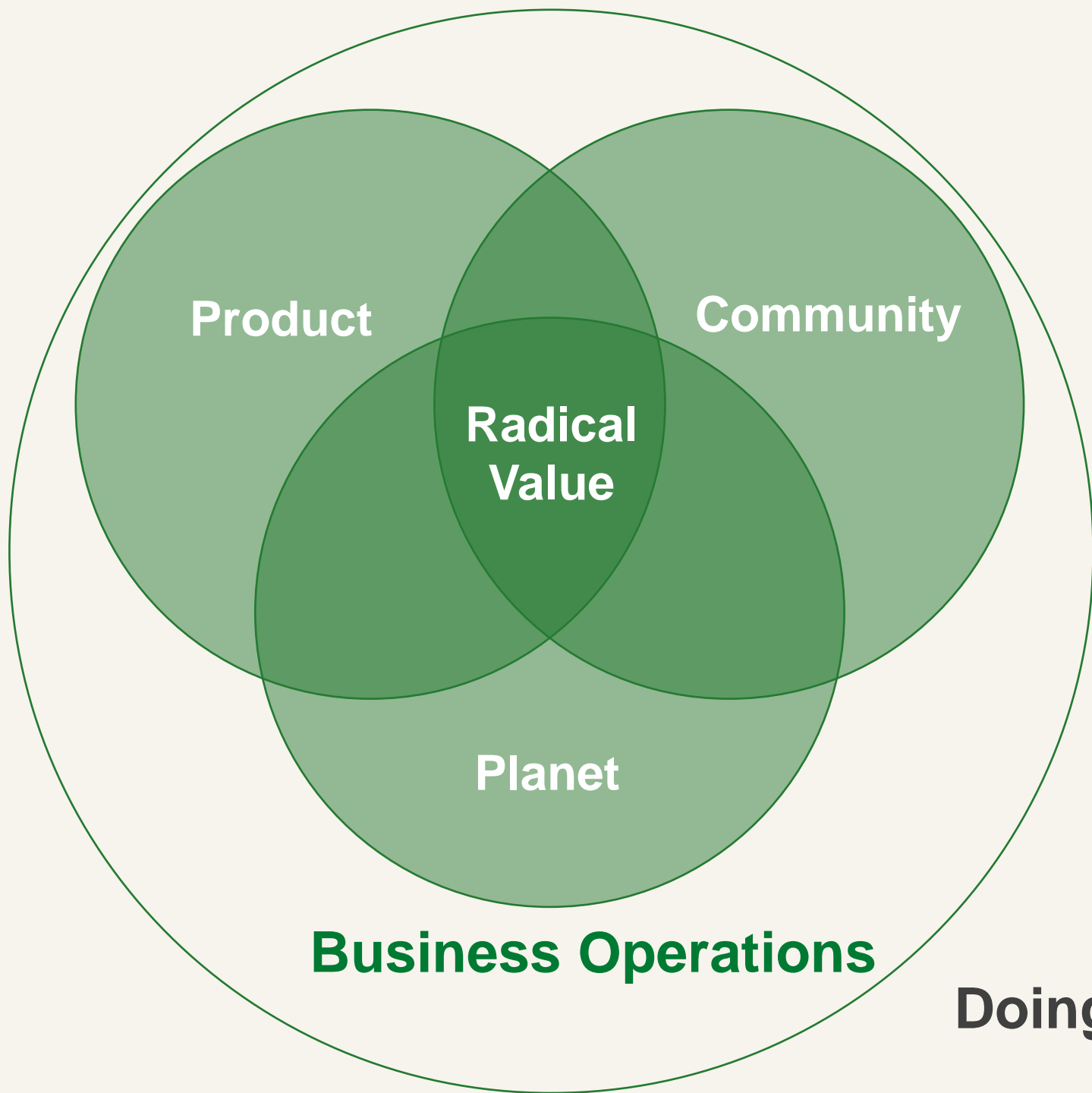
From Amazon to Allbirds, nearly 50 major retailers announced layoffs this year

As companies turn to cost-cutting measures, there's no shortage of big names slashing jobs — and not all of them are in dire financial straits.

Published Oct. 10, 2023

**Keep The Main Thing
The Main Thing**





Product

Community

**Radical
Value**

Planet

Business Operations

Doing well to do good

Don't Box Me In

(we might be over 50 but we're not a heritage brand)

Return to the mountain

(Modern but Familiar)

 Mountain
Equipment
Company®

MEC

Walk the Walk

(Showing up Consistently)

Our Product: MEC Label





This is Joel
in Vancouver
designing
backpacks





Modern:

A new peak in packs 2023



Rad Pants back in 2022

Familiar: Archive favourites



Klettersack another catalogue classic from the 1990s



Our people



Outdoor impact

Since 1987: \$48M+ to outdoor community partners...



SPRIT NORTH



Avalanche
Canada



CPAWS
CANADIAN PARKS AND WILDERNESS SOCIETY



Leave
No
Trace
Canada





MEC's journey towards Truth and Reconciliation

Responding to Call to Action 92

Protect Our Winters Canada
Turning passionate outdoor people into climate advocate
MEC founding sponsors

Parks Canada
Educate to new Canadians/campers
Hosted 1,000 Learn-to Camp events
Helped >65,000 folks get outside in 2022

New Grant: Queer Gear Kits
Awarded to 4 new LGBTQ2S+ community group with funding and camp gear

Truth & Reconciliation
First org. to recognise National Day of T & R as a paid day for action/reflection
Increased internal education
Increased our partnerships with Indigenous led organisations



Our planet

Higher peaks, lower emissions

Cut emissions

55% by 2030 and 90% by 2050

Modern

New ERP

New Distribution Center

Re-Platformed Modern e-Commerce Tech Stack

New CRM

Data Based Growth Marketing Model

Global Supply Chain Strategy

New Product Line Management System

New Assortment Planning, Allocation and Replenishment System

Familiar

Product Quality and Value

Retail Service

Community

Rock Solid Guarantee

Community

Sustainability

Focus on the Employee Experience

A hiker with a large blue backpack is balancing on a rocky peak in a forest. The hiker is wearing a grey long-sleeved shirt, dark shorts, a cap, and sunglasses. They are holding their arms out for balance. The background shows a valley with green trees and a clear blue sky. The text "Am I On The Right Trail?" is overlaid in white, bold font across the center of the image.

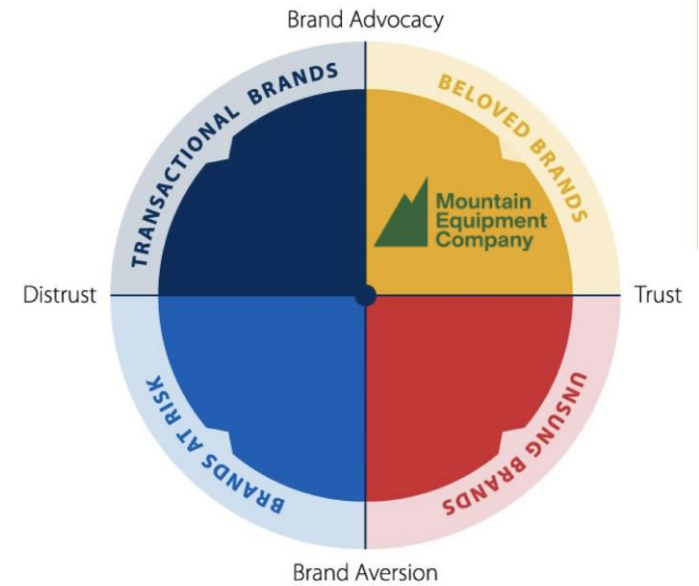
Am I On The Right Trail?








MOST TRUSTED BRAND IN CANADA ^{Trust} MARQUE DE CONFIANCE AU CANADA

GUSTAVSON SCHOOL OF BUSINESS
UNIVERSITY OF VICTORIA



Rank 2023	Canada's Most Trusted Brands for 2022		Score Change
1	 Mountain Equipment Company 2022 Ranking: 8	↑	
1	 Costco 2022 Ranking: 3	↑	
3	 Columbia Sport 2022 Ranking: 14	↑	
3	 Canadian Automobile Association (CAA/BCAA/AMA) 2022 Ranking: 1	↓	
5	 Toyota 2022 Ranking: 57	↑	
5	 Dyson 2022 Ranking: 8	↑	

Rank 2023	Canada's Most Trusted Brands for 2022		Score Change
7	 Lego 2022 Ranking: 3	↓	
7	 Band-Aid 2022 Ranking: 2	↓	
9	 Dove 2022 Ranking: 30	↑	
9	 Four Seasons Hotels & Resorts 2022 Ranking: 89	↑	
9	 IKEA 2022 Ranking: 14	↑	

Future growth?

Keep our operating costs low

Our emissions lower

Our technical gear well priced

Our community growing

Expand our membership (hint – new locations)

**Keep our staff climbing, hiking, biking, paddling,
camping and using sporks on the daily**

Where else are you going to buy freeze-dried lasagna, kayaks, bike tubes, tents climbing harnesses and titanium sporks all in the same place?

Canada needs MEC





Thank you

Fan-peaking-tastic

