



- Company founded in 1909 by Ablan Leon in the city of Welland, Ontario
- The original store was a dry goods outlet but Ablan subsequently converted to furniture sales after selling a mattress to a customer he purchased as a wedding gift for one of his sons.
- When Ablan Leon died in 1942. he left the company to his children who began expanding the business by building new stores in southwestern Ontario.
- The Company went public in 1969 followed by a major expansion into the Toronto market by opening the first true big box warehouse showroom in 1973.

THE LEON FAMILY HAS **REMAINED TRUE**
TO OUR BELIEF THAT BUSINESS IS WON THROUGH
FAIRNESS, INTEGRITY AND TRUST.

THE **A. LEON CO.** LIMITED

Proud of our
past!

**103 YEARS OLD
AND GROWING STRONGER
EACH YEAR**

Ablan Leon made his fortune by selling clothing from a suitcase door-to-door. After saving enough of his hard-earned profit, he bought a small building in the working class area of Welland, Ontario and the A. Leon Company was born.





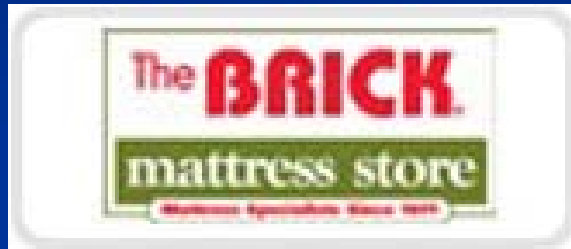
The BRICK[®]



Bill Comrie opened his first furniture store in Edmonton, Alberta in 1971.



In 1975 he moved his store to North Edmonton and opened his first super store and distribution center. The company was renamed The Brick Warehouse and eventually “The Brick”



Appliance Canada
For Your Home, For Your Life

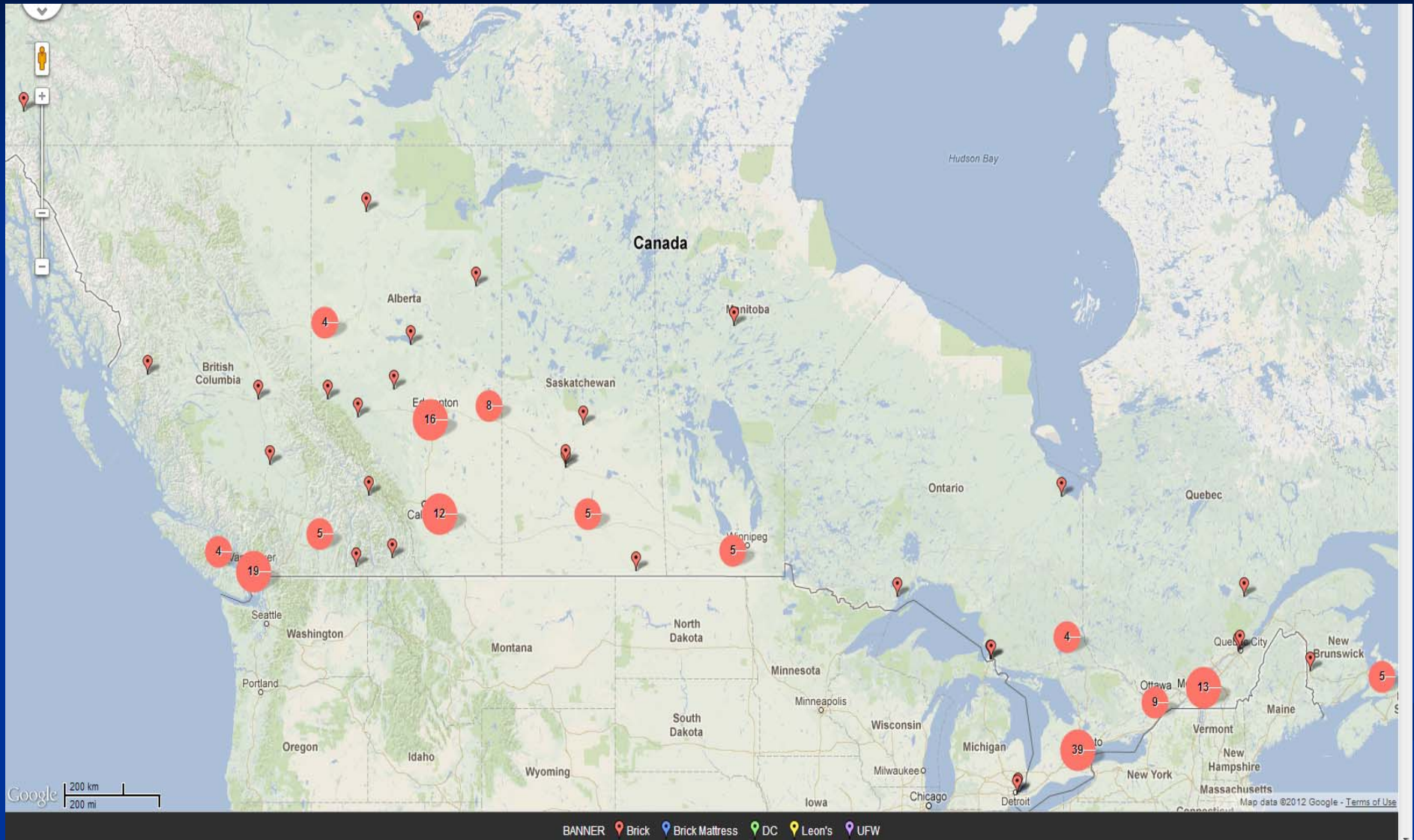




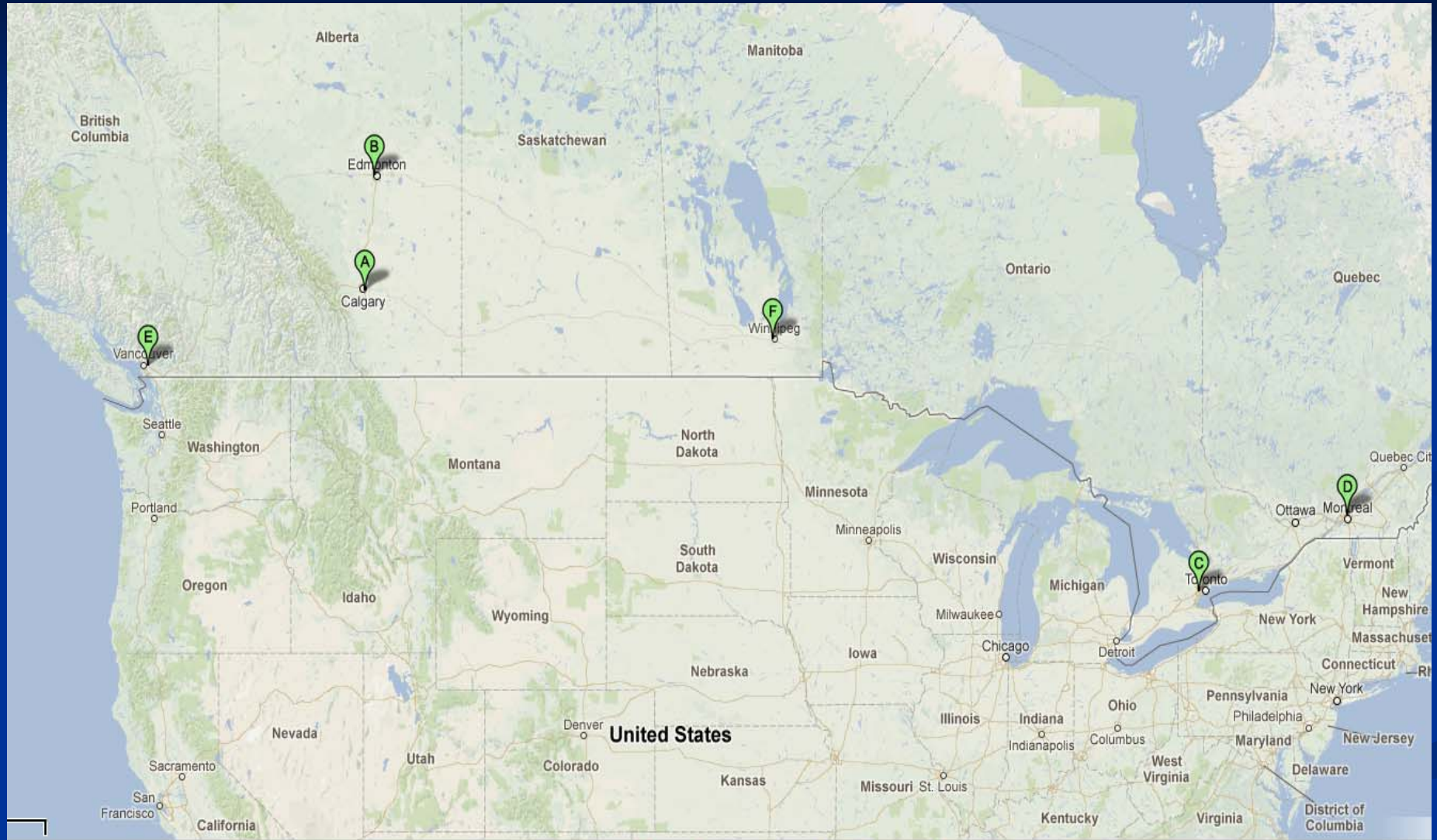




ALL BRICK LOCATIONS CANADA WIDE

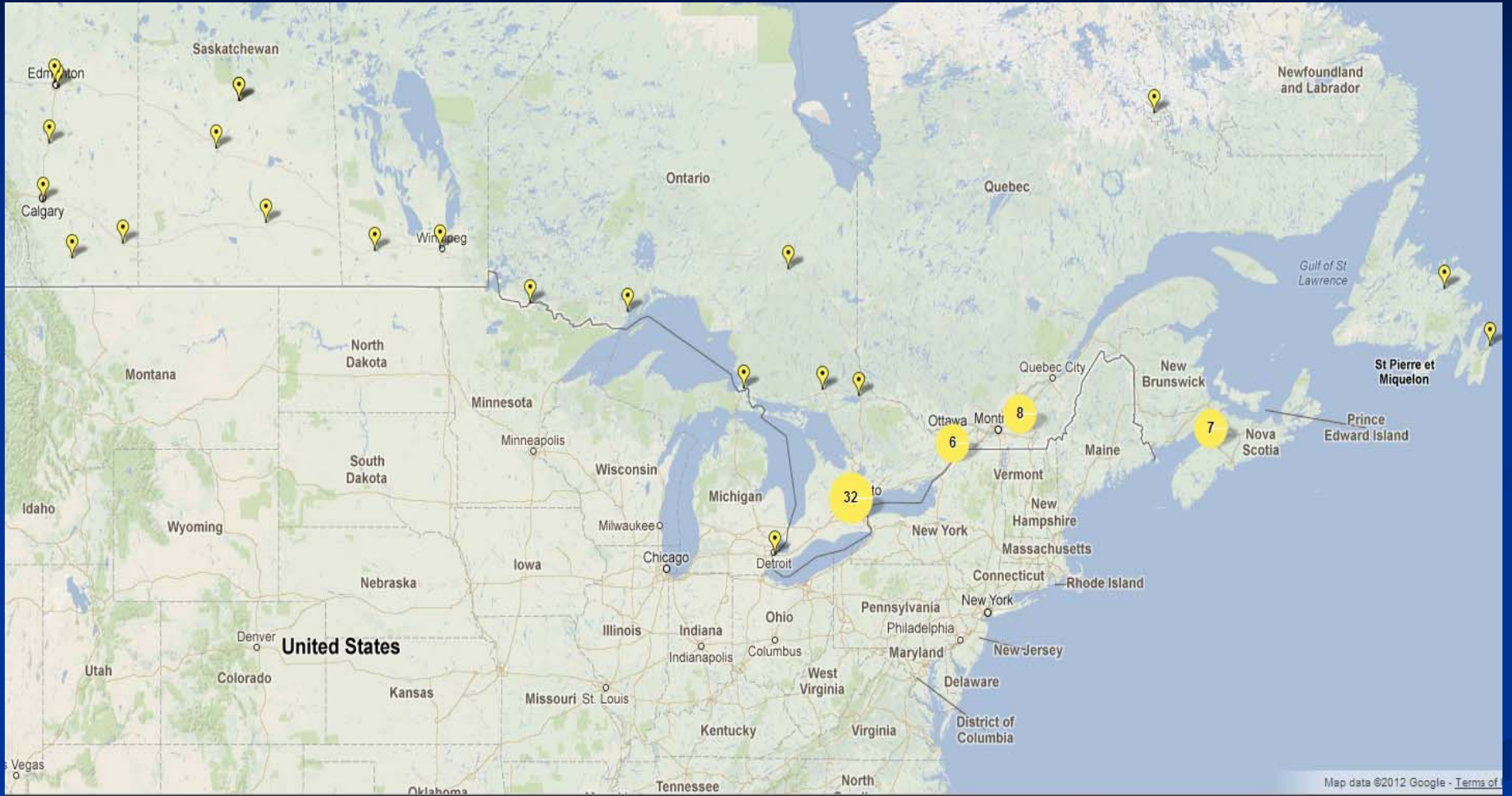


BRICK DC LOCATIONS CANADA WIDE



BANNER Brick Brick Mattress DC Leon's UFW

LEON'S LOCATIONS CANADA WIDE



BANNER Brick Brick Mattress DC Leon's UFW

| LEON'S FURNITURE SALES - 2012 | | | | | |
|--|-------------------|--------------------|---------------|------------------|------------------|
| | | STORE COUNT | | | |
| | 2012 | TOTAL | LEON'S | APPLIANCE | |
| | SALES | STORES | STORES | CANADA | FRANCHISE |
| ALBERTA | 91,876 | 6 | 4 | | 2 |
| SASK | 29,065 | 3 | 2 | | 1 |
| MANITOBA | 16,896 | 2 | 1 | | 1 |
| ONTARIO | 557,459 | 48 | 28 | 3 | 17 |
| QUEBEC | 96,675 | 9 | 8 | | 1 |
| MARITIMES | 88,177 | 12 | 1 | | 11 |
| TOTAL SALES | \$ 880,148 | 80 | 44 | 3 | 33 |

| BRICK DIVISION SALES - 2012 | | | | | | |
|------------------------------------|---------------------|--------------------|---------------|-----------------|------------|------------------|
| | | | | | | |
| | | STORE COUNT | | | | |
| | 2012 | TOTAL | BRICK | | | |
| | SALES | STORES | STORES | MATTRESS | UFW | FRANCHISE |
| BC | 216,044 | 37 | 26 | | 2 | 8 |
| ALBERTA | 349,669 | 66 | 17 | 10 | 8 | 29 |
| SASK | 50,885 | 14 | 7 | | 3 | 4 |
| MANITOBA | 66,032 | 10 | 3 | | 2 | 4 |
| ONTARIO | 611,863 | 80 | 37 | 14 | 9 | 15 |
| QUEBEC | 220,284 | 17 | 14 | | | 2 |
| MARITIMES | 29,131 | 7 | | | | 7 |
| TOTAL SALES | \$ 1,543,909 | 231 | 104 | 24 | 24 | 69 |

| COMBINED SALES - 2012 | | | | | |
|-----------------------|--------------|--|--------|-----------|-----------|
| | | | | | |
| | 2012 | | TOTAL | CORPORATE | |
| | SALES | | STORES | STORES | FRANCHISE |
| | | | | | |
| BC | 216,044 | | 34 | 26 | 8 |
| | | | | | |
| ALBERTA | 441,545 | | 72 | 41 | 31 |
| | | | | | |
| SASK | 79,950 | | 17 | 12 | 5 |
| | | | | | |
| MANITOBA | 82,928 | | 12 | 7 | 5 |
| | | | | | |
| ONTARIO | 1,169,322 | | 128 | 96 | 32 |
| | | | | | |
| QUEBEC | 316,959 | | 26 | 23 | 3 |
| | | | | | |
| MARITIMES | 117,308 | | 19 | 1 | 18 |
| | | | | | |
| TOTAL SALES | \$ 2,424,057 | | 308 | 206 | 102 |

The **BRICK**®





EXECUTIVE TEAM TODAY

The **BRICK**®







Leon's has become one of Canada's largest and most successful retailer of home furnishings, appliances and electronics for over 100 years.

LEON'S FURNITURE LIMITED

KEY BENEFITS OF THE BRICK ACQUISITION:

- We have now become the largest home furniture retailer in Canada and one of the largest world wide
- With over 300 stores when we include our Franchise divisions, sales will be in excess of \$2.4 billion on a yearly basis
- Position Leon's to better challenge a retail environment that has been under considerable stress the past few years
- This acquisition has significantly strengthen our position in Western Canada where we have seen stronger growth then the rest of the country.
- We have an excess of 130 stores in Western Canada when you combine Leon's and The Brick
- We have also become the largest commercial wholesaler of appliances in Canada
- Country wide distribution / service network to support internet sales across Canada from sea to sea to sea

LEONS' FURNITURE LIMITED

KEY BENEFITS OF THIS ACQUISITION:

- Gives us the opportunity to take advantage of major synergies through this acquisition in both financial and operational
- Some of the high level synergies will be in :
 - Greater purchasing power through higher volumes
 - Potential for higher sales volume as a result of eliminating a major competitor
 - Synergies through consolidation of major operations in terms of manpower, administration, advertising, warehousing, distribution
 - Application of best practices being employed at both divisions
 - Instant growth in EPS
 - Improved profitability in the long run should result in growth in Shareholders' wealth



THANK YOU