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1.0 Statement of Purpose

Designer Brands Canada ("Company") recognizes the important role our vendors play in achieving our goal of being the retailer of choice for branded footwear by satisfying customer expectations concerning selection, convenience, and value. We believe building strong partnerships with our vendors allows us to ensure customer expectations and/or requirements are met for the success of our vendors and our company.

In addition to maintaining strong vendor partnerships, our Company utilizes current supply chain technology to improve merchandise flow from point of origin to sales floor in store. Supply Chain Standards are one component of Designer Brands Canada overall supply chain improvement initiative. With an emphasis on technology, it is more important than ever that we work together with our vendors.

For these reasons, we have developed the Designer Brands Canada - **Footwear & Accessories Vendor Logistics Guide** ("Guide") to outline policies and procedures for conducting business with the Company. It is the Company's expectation that vendors need to understand and follow these basic policies and procedures in order to work with the Company. The intent of this document is to assist our vendors in successfully meeting the Company's standards governing business transactions.

The Guide outlines the following policies and procedures; Purchase Order ("PO") information, Merchandise Preparation, Samples Expectations, Packaging, Shipping, and Electronic Data Interchange ("EDI") requirements. Each vendor is expected to satisfy all requirements outlined in the Guide when shipping merchandise to the Company's distribution center. Merchandise deliveries will be audited to ensure Guide requirements are being met. Any non-compliance discovered by the Company may result in vendor chargebacks to recover the additional costs associated with excessive handling and/or processing of merchandise. Removing the non-value-added costs and processes from our business will ensure success for both Designer Brands Canada and our vendor partners.

This Guide contains new material and supersedes any information you may have received under separate cover. This Guide will remain in effect until amended or terminated by Designer Brands Canada at its sole discretion. In the event Designer Brands Canada wishes to amend or terminate its Standards Program, you will be provided with notice of any changes in advance of the new expectation and compliance deadline.

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Your receipt of the Guide in its entirety or any components, via electronic or manual method, confirms your acknowledgement and acceptance of the Company's requirements contained there within.

Any conflict or discrepancy between the terms of any such agreement(s) and this Vendor Logistics Guide shall be resolved in favour of this Vendor Logistics Guide. Notwithstanding the foregoing, Designer Brands Canada rights and remedies set forth in this Vendor Logistics Guide are not exclusive. The rights and remedies set forth herein (including, but not limited to any right to financial assessments) shall be in addition to and not in limitation of any right or remedy Designer Brands Canada may have under any other agreement with you or under applicable law.

The success of these policies and procedures depends upon mutual and regular communication between the Company and vendor. We encourage you to work closely with the Company to develop a thorough and expeditious plan to comply with these policies and procedures. If after consulting the Guide you have questions regarding the requirements, please contact the Company's Vendor Relations department (see Section 12).

The Guide can be accessed via the Internet at:

<https://www.theshoecompany.ca/en/ca/vendor/compliance>

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