

SHOEme.ca

PRESS KIT

PURPOSE

To enhance the lives we touch by inspiring confidence from the ground up.

VISION

To be the premier global shopping destination for customers to get expert advice and discover leading, boutique and exclusive brands.

MISSION

To constantly challenge, innovate and deliver new and better ways to serve our customers.

VALUES

1

BIAS TO ACTION

Act with a sense of urgency and get it done.

2

FORGE A BETTER WAY

Challenge, explore, innovate & execute.

3

DO MORE WITH LESS

Be resourceful, find efficiencies, go the extra mile.

4

FOSTER OPEN COMMUNICATION

Ask, listen and share.

5

KNOW THE SCORE

The numbers, the players & the minutes on the clock.



THE FOUNDER



ABOUT SEAN CLARK

After recognizing that Canada is the only advanced economy without a mature online shoe retailer, Sean Clark left his position with Coastal Contacts Inc. in 2012 to pursue the shoe industry online.

Within a year, Sean successfully launched SHOEme.ca with a focus on delivering a better shopping experience than what other online or traditional brick and mortar companies offered. Today, SHOEme.ca is proud to be Canada's online shoe store, offering over 400 brands and growing.

THE COMPANY

ABOUT SHOEME.CA

SHOEme.ca is one of Canada's fastest growing ecommerce companies. Our mission is to constantly challenge, innovate and deliver new and better ways to shop. We apply technology and fashion expertise to enable consumers to discover leading, boutique and exclusive brands. We provide an unparalleled level of customer service and proudly offer free shipping and a hassle free return policy on every order. For more information, visit: www.SHOEme.ca.



ABOUT ROGER HARDY

In addition to being SHOEme.ca's seed investor, Roger Vincent Hardy was the CEO and Chairman of Coastal Contacts Inc. (TSX: COA, NASDAQ: COA), the leading manufacturer and online retailer of eyewear products. 14 years after founding the company in 2000, Coastal Contacts was sold to Essilor International for \$430 million.

Today, Hardy is the Chairman of Hardy Capital Corporation, an investment and advisory private fund founded in 2014 that assists in the growth and expansion of innovative businesses.



ACQUISITION BY HARDY CAPITAL CORPORATION

On July 15, 2014, it was announced that Hardy Capital, along with a small group of prominent Vancouver investors, acquired 100 per cent of SHOEme.



PURCHASE OF ONLINESHOES.COM

In addition to acquiring SHOEme, Hardy Capital acquired Seattle-based OnlineShoes.com, a \$140 million CDN online footwear retailer.

ABOUT ONLINESHOES.COM

Established in 1996, OnlineShoes.com is America's first online shoe retailer. With a history that began decades ago in a family-owned corner shoe store, the company is committed to delivering exceptional value and service, both in the United States and internationally. OnlineShoes.com offers the latest high-quality footwear for men, women and kids with over 300 name brands, as well as a wide selection of bags and accessories. Customers are entitled to a 110-percent price guarantee, a 365-day return policy, and free shipping and exchanges on most orders. Learn more at www.OnlineShoes.com.



SHOES.COM

PURCHASE OF SHOES.COM

On December 15, 2014, it was announced that SHOEme acquired 100 percent of Shoes.com, based in St. Louis, Missouri.

ABOUT SHOES.COM

Founded in 1999, Shoes.com makes 24-hour online shopping for men, women and children easy with our wide selection of high quality brands. Each season, we offer our consumers an incredible selection of fashionable footwear from popular and premium labels. We have shoes for everyone – women, men, boys, girls and babies – for every occasion. The latest and greatest looks are here, with new styles arriving daily. We offer an unparalleled shoe-shopping experience and are committed to delivering a truly outstanding selection of the hottest styles. We're dedicated to providing each customer with the best service possible. No matter your shoe needs, we have you covered.

SERVICING CANADA AND NOW THE US

We intend to consolidate SHOEme, OnlineShoes.com and SHOES.com in order to serve all of North America. The combined entity will have more than 250 employees across North America and combined revenues of approximately \$250 million. The company has over 400 brands and 35,000 different shoes serving more than 1.5 million customers shoes in 2014. The footwear category in North America is estimated at over \$50 billion, and SHOEme intends to bring convenience and savings to several large underserved segments. Roger Hardy will act as CEO and Chairman of the new company, with both Canadian and US operations reporting directly to him. Sean Clark will remain as President of the Canadian operations while a 100-day consolidation plan is rolled out.





ROGER HARDY

Chairman

CURRENTLY

- Chairman, Hardy Capital Corporation
- Board of Directors, BuildDirect.com
- Chairman of the Board, SoftwareKing.com

PREVIOUSLY

Founder and CEO, Coastal Contacts Inc.



SEAN CLARK

President

PREVIOUSLY

Regional Manager AU/NZ,
Coastal Contacts Inc.



MATT FRASER

Chief Operating Officer

PREVIOUSLY

- President of YYoga
- Board of Directors, YYoga
- President, Gibbons Hospitality Group



DOMINIC UY

Chief Technology Officer

PREVIOUSLY

- Strategic Solutions Manager, Traction On Demand
- President, Ubiquity Media Inc.
- Director of Information Technology, Coastal Contacts Inc.



CURTIS PETERSEN

Chief Marketing Officer

PREVIOUSLY

- Vice President of Marketing, Coastal Contacts Inc.
- Vice President of Advertising, Coastal Contacts Inc.
- Director, Acquisition & Retention, Coastal Contacts Inc.



FAQ

WHAT IS YOUR SHIPPING POLICY

We offer free shipping anywhere in Canada. There is no minimum order size or special exceptions. Orders are shipped using Purolator or Canada Post.

WHAT IS YOUR 100-DAY NO HASSLE RETURN POLICY?

To provide customers with an exceptional shopping experience, we offer a hassle free 100-day Return Policy for all items, excluding final sale items, underwear, Outlet and VIP deals. Within 30 days of purchase, product can be returned for a full refund. After 30 days and up to 100 days, product can be returned for store credit.

WHY ARE YOUR PRICES HIGHER IN THE U.S.?

We buy directly from suppliers who determine different price points for different regions. The price variance in different geographies is due to factors including: import duties and transportation costs. However, our prices for Canadian brands are on par with US pricing.

DO YOU PRICE MATCH?

We do keep an eye on our competitors' prices and are in constant communication with our suppliers, but in the event of any discrepancies in pricing, we will match other Canadian websites.

ARE ORDERS SUBJECT TO DUTY TAXES?

All our shipments originate in Canada, so no duties apply. Provincial sales taxes will be applied to your order at checkout.

DO WE SELL OVERSTOCK ITEMS?

No, but you can find great deals on our sister site: www.SHOEmeOutlet.ca

WHAT BRAND SELECTION DO YOU HAVE?

We currently offer over 400 different brands on the site (and growing!), including Birkenstock, Nike, Toms, Calvin Klein, and FitFlop.



LOGO USAGE

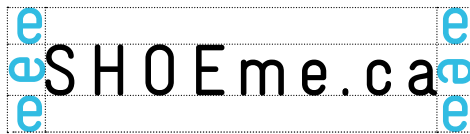
LOGO USAGE:

SHOEme.ca

SHOEme.ca

Use the black version on light or white backgrounds. The white logo may be used on dark color backgrounds, as well as dark areas within photographs.

HOW TO PROPERLY STAGE THE LOGO:



MINIMUM SIZE

SHOEme.ca

1.25"

To properly stage the logo, a minimum clearance between the logo and other elements must be maintained. The cap height of the "e" in the logo indicates the measurement of minimum clearance between the logo and other elements on all sides of the Logo.

MINIMUM SIZE

SM/

.5"



HOW TO WRITE/TYPE THE SHOEME.CA LOGOTYPE

When typing the SHOEme logotype, "SHOE" must be in all caps. the "me.ca" will remain in lowercase. Ex. SHOEme.ca.

LOGO DON'TS

In order to maintain brand consistency, it is important that the logo only appear in our approved brand colors and that no changes are made to the established configuration. Here are a few examples of what not to do.

SHOEme.ca

Don't rearrange or resize letters

SHOEme.ca

Don't change the typeface

SHOEme.ca

Don't skew or shear

SHOEme.ca

Don't add a drop shadow

SHOEme.ca

Don't change the colour

SHOEme.ca

Don't place logo on a high contrast
or busy background

SHOEme.ca

Don't scale logo disproportionately

SHOEme.ca

Don't place a reversed logo on a light
background where the contrast is
approximately less than 40%

SHOEme.ca

Don't place a positive logo on a dark
background where the contrast is
approximately less than 40%