



## **ACCESSIBLE CUSTOMER SERVICE POLICY**

Breakthru Beverage Canada Inc. (the “Company”) is committed to ensuring that our goods and services are provided to our customers with disabilities in an accessible manner. We understand the importance of treating individuals with disabilities in a way that respects their dignity and independence. This policy establishes the Company’s policies, practices and procedures relating to its provision of accessible customer service. All other Company policies will be interpreted and applied in a manner consistent with the requirements and intent of the policy.

### **Accessible Communications**

The Company will communicate with individuals with disabilities in a manner that takes into account their disabilities. In determining the appropriate method and form of communication, the Company will take into account accessibility needs resulting from disabilities. The Company encourages individuals we communicate with to identify any accessibility needs so that we can respond appropriately to those needs.

### **Service Animals**

The Company welcomes individuals with disabilities who use service animals. Service animals are allowed on any parts of our premises that are open to the public or other third parties, in accordance with applicable laws.

### **Support Persons**

Customers, customer representatives and others with disabilities who require the assistance of a support person will be allowed to have that support person accompany them when visiting the Company.

### **Assistive Devices**

Individuals with disabilities may use their own assistive devices to access goods and services provided by the Company. To the extent required, the Company will ensure that our staff

members are trained and familiar with various assistive devices that may be used by individuals when accessing our goods and services.

### **Notice of Temporary Disruptions**

In the event of a planned or unexpected disruption to services or facilities that may be used by individuals with disabilities to access goods or services, the Company will notify individuals of the disruption promptly. The notice will advise individuals regarding the reason for the disruption, its anticipated duration, and provide a description of alternative services or facilities available, if any. The notice will be posted and/or communicated to individuals with disabilities in a manner that is reasonable in the circumstances.

### **Training of Staff**

The Company is committed to ensuring that our staff members are able to effectively respond to accessibility needs. The Company will provide training to staff members regarding accessible customer service in accordance with applicable laws.

### **Feedback Process**

The Company understands the importance of listening to our customers' concerns and responding appropriately to customer feedback. Feedback can be provided in person, by phone, by mail or email. All feedback should be directed to the Executive Coordinator or Vice President, Human Resources.

All feedback can be made to:

Executive Coordinator                      or                      Vice President, Human Resources  
Breakthru Beverage Canada  
134 Peter Street  
Suite 1502  
Toronto  
ON M5V2H2.

Phone: (647) 790-0552

Email: [breakthrubevcanada@breakthrubev.com](mailto:breakthrubevcanada@breakthrubev.com) (attn.: Executive Coordinator or VP of HR)

Individuals can generally expect a response or preliminary response to their feedback within 15 business days of receipt by the Company of the feedback, if the nature of the feedback requires a response. The Company will take such steps as are necessary in the circumstances to rectify any issues or concerns raised in a manner consistent with the policy. Such steps may include requesting additional information from the individual providing the feedback, investigating specific complaints and/or providing documentation or communications in accessible formats. The Company will advise the individual providing the feedback of the results of the feedback review process as appropriate in the circumstances.

Any other feedback policies or process maintained by the Company will be interpreted in a manner consistent with this policy.

## **Distribution**

The Company will provide a copy of the policy to individuals requesting it, in an accessible format if required.

## **ACCESSIBILITY PLANS**

The Company shall take all necessary steps to achieve accessibility at the Company through meeting its requirements as set out in the Integrated Accessibility Standards regulation made under the *Accessibility for Ontarians with Disabilities Act, 2005* (the "IAR"). The Company will consider the policies, processes and practices required to meet the IAR requirements on an annual basis.