

**Let's  
talk about  
what's  
possible.™**

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# Best Buy Case Study

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Manager, Corporate Responsibility

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# BEST BUY About Best Buy

## Fast facts



**Richfield, MN**

our headquarters



More than  
**1,000 stores**

in the U.S.,  
Canada and Mexico



BestBuy.com is one of the  
**top retail websites**

in the United States



More than  
**20 years**

of technology services



More than  
**\$42 Billion**

in total revenue for fiscal 2018



Approximately  
**125,000**

total employees



More than  
**70% of U.S. population**

lives within 15 minutes  
of a Best Buy store



Committed to helping  
**1 million youth per year**

in underserved communities

# Ratings – How to Prioritize?

- Historically focused on public-facing and most well-known to stakeholders



FTSE4Good



Dow Jones Sustainability Indexes

- New focus on investor ESG ratings



**Bloomberg**

**Goldman Sachs**



**Corporate Knights**

**ISS - oekom**

# How Ratings Differ

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How the data is collected

- Company provided information
- Data review

Results



vs.



# Lessons Learned - Process

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- Stay up-to-date on ever-changing ratings landscape
- Publicly disclose data points
- Your Sustainability Report does not need to be a marketing piece
- Build internal buy-in
- Tracking ratings and responses



# Communicating to Stakeholders

- Leaders, Board of Directors
- Employees
- Partners, NGOs
- Researchers, Analysts, Investors
- Customers

**Awards & recognition**

*Barron's* Most Sustainable Companies — 3<sup>rd</sup> overall  
CDP — Climate A List  
*CR Magazine* — 100 Best Corporate Citizens  
Dow Jones Sustainability Index  
ENERGY STAR® Partner of the Year — Sustained Excellence  
FTSE4Good Index  
Human Rights Campaign Best Places to Work for LGBTQ Equality  
*Newsweek* Green Rankings — 6<sup>th</sup> overall  
*Training Magazine's* Best Companies for Training — 10<sup>th</sup> overall

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MAY 7, 2018

**Best Buy Named To 100  
Best Corporate Citizens  
List For Third Year**



**Best Buy for Good** @BestBuyCSR · 8 Dec 2017

We're #BestBuyProud to be included on @CDP's Climate #AList. Congrats to our fellow A-listers! [corporate.bestbuy.com/best-buy-clima...](https://corporate.bestbuy.com/best-buy-clima...)



Thank you.

