

# OPTIMUM

## BY THE NUMBERS



2000

The year Shoppers Drug Mart launched the Optimum loyalty program, bringing user-friendliness and real-time rewards to loyalty programs in Canada

10  
MILLION

The current number of active Optimum members

79%

Percentage of Shoppers Optimum members who are female

476,213

Time it takes for a new member to join the Shoppers/Pharmaprix Optimum program

23  
SECONDS

The number Shoppers Optimum transactions per day to collect points

13,700

The number of Shoppers Optimum transactions per day to redeem points

1,312,206

Toothbrushes redeemed for free using Optimum points in 2014

19,842

The number of Shoppers Optimum transactions taking place every hour (330 per minute and 5.5 per second)

The frequency that a product is redeemed for free with Shoppers Optimum points at a Shoppers Drug Mart or Pharmaprix store

every  
1  
second

386,507

Lipsticks redeemed for free using Optimum points in 2014