

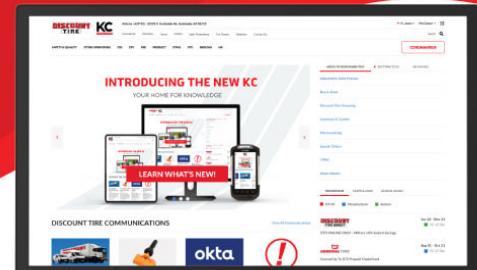


Improving how we deliver information to Our People

We are excited to announce, later this year, we will be transitioning to a new **Knowledge Center (KC)** platform, which is our first step toward creating a more **Intuitive, Personalized, and Connected Employee Experience**.

Our current KC platform has been in place since 2005, and despite serving a wide scope of business needs, it is lacking modern capabilities and features such as: **responsive design, personalization, and Search Engine Optimization**.

While workarounds have been put into place to extend the life of the platform, it's time we **Raise the Bar** and provide **Our People** with the same world-class experience that we provide **Our Customers**.



THE NEW KNOWLEDGE CENTER

What's next?

- A kick-off meeting will be scheduled later this month.
- We plan to include selected key stakeholders from various business segments, regions, and stores to attend and participate.
- This will be the first of many discussions that will take place as we begin to design the new KC and identify future enhancements opportunities.

This is a major **WIN** for **Discount Tire** and will improve how we deliver and share information with **Our People**.

All good things must come to an end... and be replaced with something better!
We hope you are just as excited as we are.

We do this together!