

To: Channel Partners
From: Robert Holmberg
Date: August 10, 2023
RE: Liquor Operations Staffing Updates

With Amy Han's recent departure, please be aware that I have made the following organizational changes as follows:

Bryan Letkeman will reassume the Director of Supply Chain role on an interim basis. Bryan's previous leadership roles, including Director, Commercial Retail Partners and District Sales Manager, have provided him with extensive experience, which will continue to benefit him back in the supply chain area. Bryan's email: Bryan.Letskeman@mbll.ca

Dan Eliasson, Director of Cannabis Operations, will now assume, on an interim basis, the role of Director, Liquor & Cannabis Commercial Partners, effective immediately.

Dan joined the organization in 2016 as the Manager, Social Responsibility, later transitioning into the role of Director, Corporate Responsibility and Director, Cannabis Operations. Prior to coming to MBLL, Dan had nearly a decade of experience in Supply Chain, Inventory Management, Retail Relationship Management, Building Supplier relationships and working closely with a Distribution Centre, all experiences that are relevant to MBLL's Liquor & Cannabis Operations. Dan's email: Daniel.Eliasson@mbll.ca

I look forward to you having the opportunity to either reacquaint yourself with Bryan or to get to meet Dan in his new role very soon. Please join me in welcoming both Bryan and Dan to their new roles and their strong leadership capabilities to deliver the strategic goals of Manitoba Liquor & Lotteries and our purpose of Enriching the Lives of Manitobans.

Sincerely,



Robert Holmberg
Executive Vice President, Liquor & Cannabis Operations