

LOBLAW COMPANIES LIMITED

Certificate Pursuant to National Instrument 54-101
Communication with Beneficial Owners of Securities of a Reporting Issuer

TO: CANADIAN SECURITIES REGULATORY AUTHORITIES

Loblaw Companies Limited (the “Issuer”) hereby certifies, pursuant to paragraph 2.20(c) of National Instrument 54-101 (“NI 54-101”), that it is relying upon section 2.20 of NI 54-101 in connection with the proxy-related materials relating to the special meeting of the Issuer’s shareholders scheduled for October 18, 2018 and that it has made the arrangements described in paragraphs 2.20(a) and 2.20(b) of NI 54-101.

Dated the 24th day of September, 2018.

LOBLAW COMPANIES LIMITED

by: *“Andrew Bunston”*

Name: Andrew Bunston

Title: Vice President, Legal