

Public Questions – 2017 Annual Public Meeting

Question #1

The first question relates to the Mint's rewards program known as Masters Club, specifically about how offers are made to new lower-tier members (Silver or Gold) that are not equally available to Platinum members. According to a coin forum, a lower-tier Masters Club member only needed to spend an additional \$300 before the end of June to qualify for a special wooden case that was not offered to all Platinum members.

Response:

The wooden case was part of a very targeted incentive offer to Masters Club members close to maintaining or increasing their status by July 1, 2017. We encourage Masters Club members to contact Customer Service or their personal representative if they have questions concerning any special offers.

Question #2

The second question was submitted in two parts: Why isn't the Mint hosting coin exchanges for the Canada 150 coins in Montreal or in other parts of Quebec? And why is the Mint now charging for shipping of circulation coin packs?

Response:

A Montreal coin exchange has been part of the plan and as the Royal Canadian Numismatic Association will be holding its annual convention at Hotel Mortagne in Boucherville and on July 18, we will be hosting a coin exchange onsite from 11:30 to 1:00 pm for the coloured and non-coloured versions of the 25-cent coin. Collector cards will also be available.

Charging shipping and handling to recover the cost of mailing circulation coin packs allows the Mint to make a larger number of coins available through its online coin exchange and help more Canadians, no matter where they live, collect this coin. The coins are still being sold at face value but shipping and handling are being charged to help sustain this service to Canadians.

Question #3

The last question asked was why has the Mint's Face Value program been cancelled and will it be brought back?

Response:

While the Face Value Program helped increase awareness of the Mint's products, it is no longer a viable means of attracting new customers. This marketing program will therefore not be brought back. Since the market is now more familiar with coin collecting, Canada 150 has given the Mint a great opportunity to promote our core numismatic program, from affordably-priced, entry-level products to high-end-collectibles, as the new way to continue attracting new customers and converting them into collectors

We launched the first of our entry-level Canada 150 products last fall and we are launching other introductory coins all through the year. Strong results in our numismatics business during the first quarter of 2017, driven by the popularity of our Canada 150 coin program are indicating that our new approach to attracting and retaining new customers should be maintained.