



The Business of Plugging In

October 2011

Sustainability

Best Buy's strategy focuses on four themes:



Product Stewardship

Best Buy is working to lead the industry in solving sustainability challenges across the lifecycle of our products.

Sustainable Solutions

We aspire to be the source of technology choices that fit your lifestyle and enable you to live a more sustainable life.

Access Through Connections

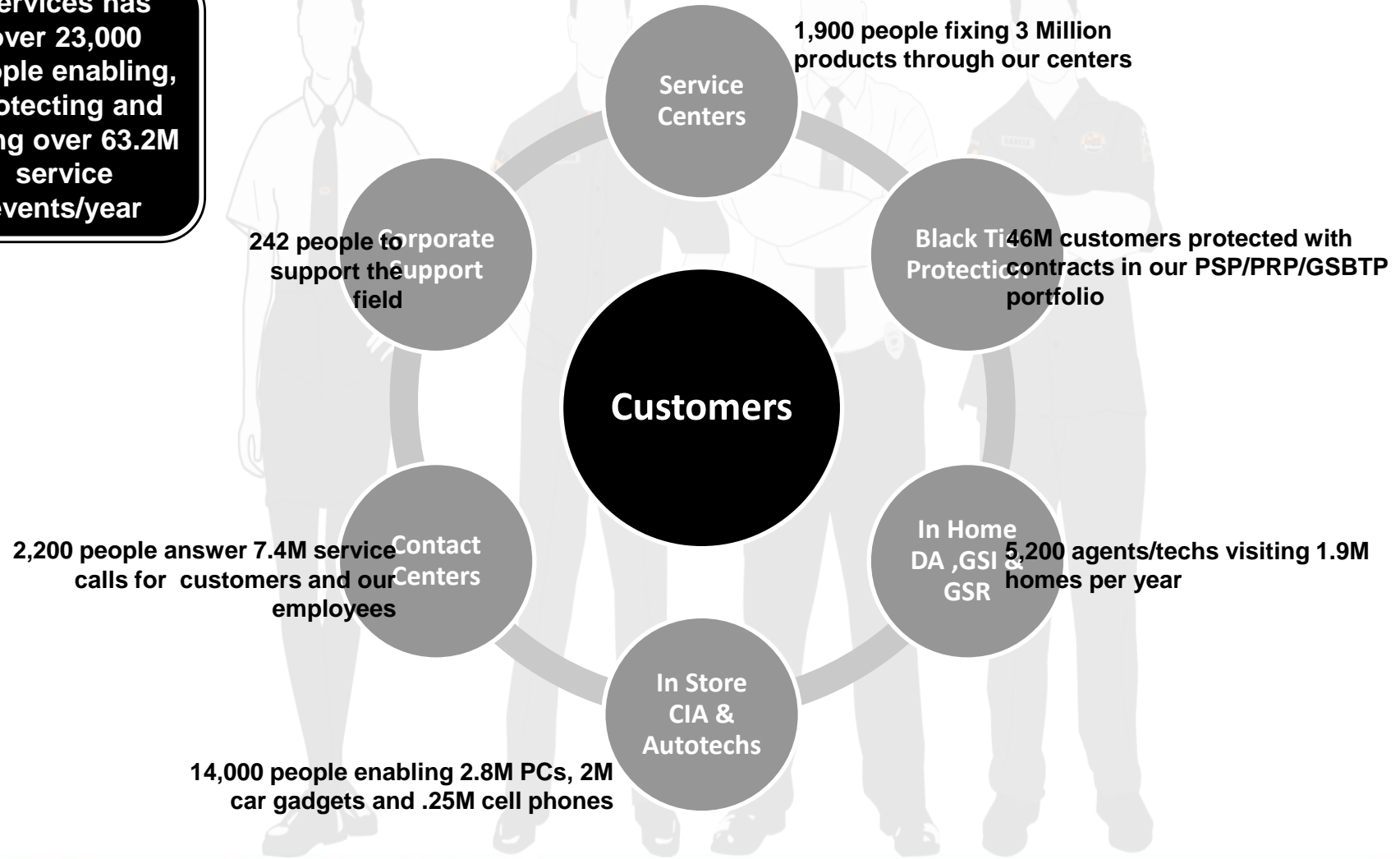
We believe that access to technology connects the world and builds richer, fuller lives, helping people understand and experience all the benefits of the connected world.

Inspired Workplace

Our path to the connected world begins and ends with our employees. They are essential to our success. Their passion for technology is evident in the relationships they build with customers every day.

Who Are The Geek Squad

Services has over 23,000 people enabling, protecting and fixing over 63.2M service events/year



Mobility Eco-System

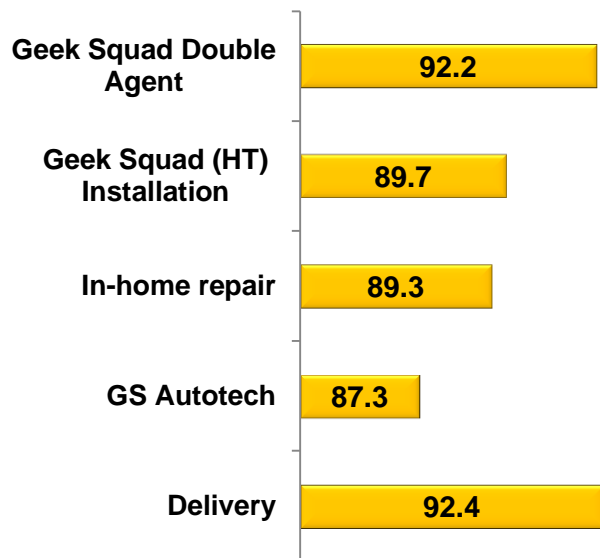
Best Buy will create an environment where all aspects of the existing experience will be redefined, **creating more value in the channel for all players.**



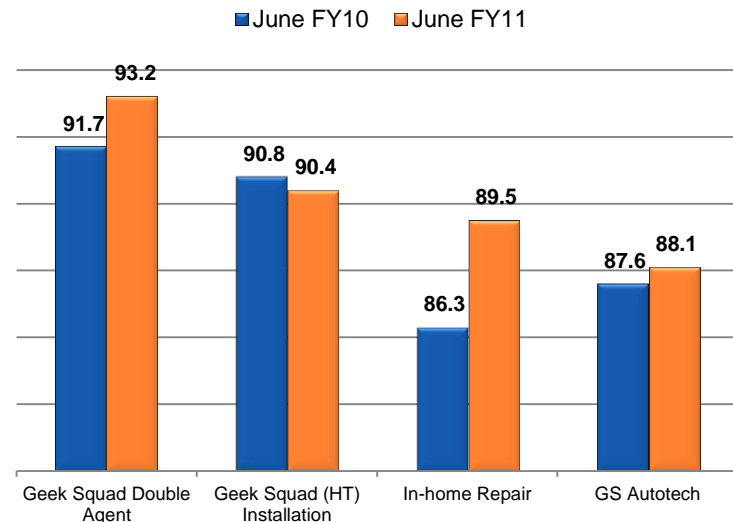
Geek Squad's Excellent Customer Service Reputation

Best Buy prides itself on the high customer satisfaction that it continually receives from its Geek Squad service offerings. This 'best is class' service reports consistently high CSI (customer satisfaction index) numbers that clearly demonstrate that **customer's are continually very satisfied with the work performed.** Customers are also exhibiting an increasing year over year likelihood to recommend Geek Squad.

CSI SCORES BY SERVICE CHANNEL



LIKELIHOOD TO RECOMMEND BY SERVICE CHANNEL





Thank you