

responsibility for Field Communications. This change simplifies and aligns all company communications functions under Tammy's leadership.

## 2. Building on our Roadmap for Growth – Strategy and Transformation

A key element of our Roadmap for Growth Strategy is to anticipate the future. We are moving rapidly on our Strategic Plan and Transformation. Many of our initiatives are underway and performing well. On the Professional side of our business, our Availability Transformation has moved from pilot to lead markets and continues to drive significant growth and is enabling us to secure First Call with more Customers. We are rolling out the key elements of the Availability Transformation to additional markets in the back half of 2017. Our DIY Pilot stores are also proving that a disciplined approach to engaging our Customers on the Retail side can drive units per transaction, sales and margin. As a result of strong performance in our pilot markets, we are now taking this initiative to lead markets. Our Availability Transformation and Improving the Customer Experience in stores are just two examples of how we are driving real change at AAP to accelerate growth and delight our Customers.

That said, we also need to move faster. We must ensure we're building our future plans with a firm understanding of how we'll meet future demand to accelerate growth. This includes updating our Roadmap for Growth Strategic Business Plan along with developing a game plan to align our future DC and Store footprint to delight our Customers.

I'm pleased to announce that **Allison Bubar**, who currently serves as Vice President, Strategy and Transformation, will transition to the new role of Vice President, Strategy and Market Expansion to lead these efforts. Allison will develop and operationalize our market expansion strategy in partnership with key functional areas. As part of her new role, Allison will lead our Real Estate Team, which was previously under Terry Winslow. We need to think very differently about Market Expansion in today's changing world and ensure that how we approach new markets is fully informed by what our professional and DIY Customers need and want from us in the future.

Allison joined Advance in 2010 and has held multiple leadership roles with the company. She can always be counted on to deliver results and exceed defined targets. Allison's passion for both Customers and our People is evident in everything she does. Most recently, under Allison's leadership, we launched our Roadmap for Growth and laid the groundwork to track our Roadmap progress through the Transformation Management Office (TMO). I look forward to Allison's continued contributions in her new role. Allison will continue to report to me. We will backfill the TMO role soon.

## 3. Elevating our Focus on the Customer – Marketing, Insights and Analytics

To win more Customers everywhere, we are elevating our focus on marketing and ensuring we have the resources needed in **both** Professional and DIY necessary for us to win.

Last year, we announced that Bob Cushing, Executive Vice President, Professional, would lead all of AAP's Professional Customer business. To accelerate our plans on Professional, **Walter Scott**, who currently serves as Senior Vice President and Chief Marketing Officer, will transition to the role of Senior Vice President, Professional Marketing and Programs and will report to Bob. In this role, Walter will focus on creating a comprehensive Professional marketing strategy to meet our Customers' needs and constructing best in class Professional Customer programs and services. Walter will also look for ways to truly differentiate AAP's portfolio with Professional Customers, assuming overall Professional marketing responsibilities for Advance, Carquest, AI and WORLDPAC. No competitor has the brands we have on the Professional side and Walter will ensure this is fully leveraged.