

To our Valued Customers:

As the Coronavirus (COVID-19) continues to spread and the World Health Organization (WHO) having officially declared the situation a global pandemic, we wanted to share the steps we are taking to continue supporting your needs during this time.

BrandAlliance is determined to continue delivering the services we've committed to providing to you, while still focusing on protecting the health and well-being of our employees and the community as a whole. We have been closely monitoring guidance from the WHO, the Centers for Disease Control (CDC), and government agencies, as well as updates from our supply chain and industry peers; and with the fluidity of the current events, we have issued information to our employees for the best precautions to prevent spread of the infection. In addition, we have implemented travel restrictions and are allowing employees to work in alternative ways thereby reducing close interaction with others.

In terms of our customers' needs, we are proactively taking steps to help ensure the continuity of our operations including supply chain planning. A number of our supply chain resources based in China have restarted production; however, the amount of staff available to these resources depends on the location of the factory and the domicile of the workforce. The impact here is that different factories will ramp up at different stages and phases, but many of our preferred vendors have apprised that as part of their normal planning process for the Chinese New Year, they have stockpiled on their various offerings helping to mitigate any potential interruptions in service to you over the next few months.

We've also been in contact with our remote operations locations to ensure business continuity efforts. All locations have implemented specific guidelines for our employees there, as well as strategic actions to ensure business can move forward as per usual.

To reiterate, BrandAlliance is actively and continually monitoring Coronavirus-related events both in North America and worldwide, information from our industry peers and supply chain and ever vigilant about the potential impact on both your and our business. As this situation develops and evolves over the next few weeks, we will continue to evaluate and adapt our business continuity plans and provide additional updates to keep you informed of any changes. Our aim is to have as little disruption as possible for you, our valued Customer.

Should you have questions or concerns, please do not hesitate to contact your dedicated BrandAlliance representative or Executive. You can also continue to stay up to date with our efforts by visiting our [website](#). We hope this communication aids in your planning to best prepare and manage during this tenuous time.

Sincerely,

BrandAlliance Management