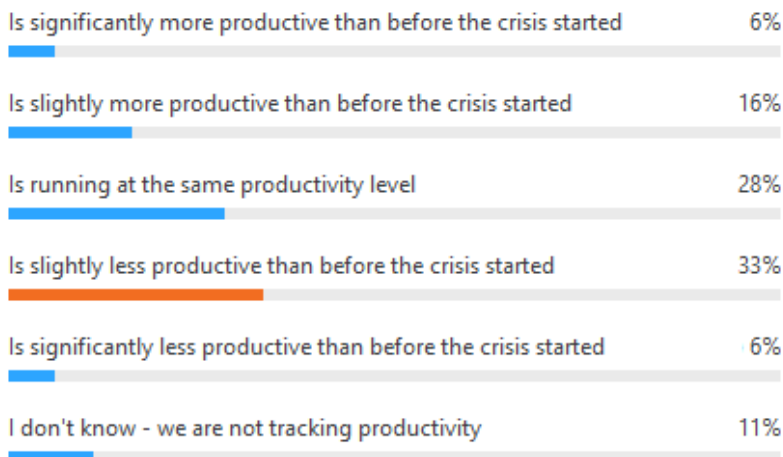


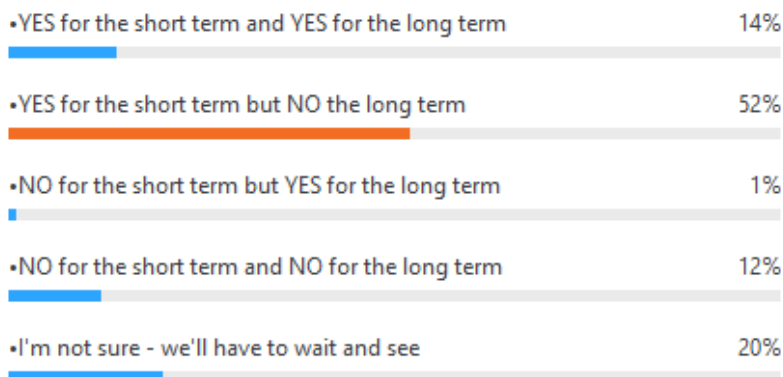
# COVID-19 ROUNDTABLE CALLS

## COVID-19 ROUNDTABLE CALL #12 – POLLING RESULTS

### 1. Our company:



### 1. Are governments doing the right things to help employers be successful:



# COVID-19 ROUNDTABLE CALL #12 – Q&A

For Greg Moreau

Q: What are the safety plans for opening?

A: Here is a great article on our reopening plans featured in the Financial Post, please see the attached video for our full safety protocols. We have received tremendous press coverage on the video. Our staff sincerely appreciated this example before they return to salon and how seriously we were taking their personal safety. Full protocols also available on our Instagram or [chatters.ca](https://chatters.ca).

<https://business.financialpost.com/pmn/press-releases-pmn/business-wire-news-releases-pmn/chatters-hair-salon-paves-the-way-for-the-future-of-in-salon-services>

Q: Have you considered price increases to offset capacity reduction?

A: We are watching our competition closely, we decided against passing those costs to our clients.

We will be revisiting monthly, we have seen our competitors charge between \$2 to \$5 per transaction to luxury salons charging 5% to 10% of the total service. We are receiving incredible praise on Listen 360 from our clients for not charging for PPE.

Q: Is social distancing here to stay in your salon footprint?

A: Until there is a vaccine our assumption is yes, we will evolve our strategies but for now this is our new normal. We are watching our burn rates of PPE and purchasing at least 90 days of supply to stay ahead of the demand. With personal services we cannot be too careful.

Q: What role has your board played in supporting the senior leadership through the last few months?

A: We have an active, industry knowledgeable and talented board. Our former CEO, a former Presidents of a massive retail chain, and COO of a US salon chain with 900+ locations. At the beginning of the outbreak we were communicating our insights and strategies essentially live time, we have fallen into a weekly cadence of updating the board. Personally, I appreciate their unwavering commitment to protecting our staff (both wage subsidy & PPE) and clients. Jim referenced companies and boards remaining focused on incredible opportunities that will be created throughout this crisis. We want to not only survive but thrive on the other side of COVID-19, our board helps to keep us focused.