



COVID-19 UPDATE - RUSTY AUSTRALIA

IMPORTANT INFORMATION

To Our Retail Partners,

It's been a tough start to 2020.

As a country we have experienced drought, a horrific bushfire season and flooding. As a company, we were quick to roll our sleeves up and help out those who suffered terribly during the bushfire season and well after the fires were extinguished. Internally our staff wanted to do more, and managed to pull together the Bushfire Relief Tee, which resulted in a \$65,000 donation that was split between Wires and The Redcross Bushfire Relief appeal. We saw great support from people not just in Australia but across the globe, who wanted to help but weren't sure how.

And now here we all are..... just as things started to turn around for us as a Country and an Industry, we are facing one of Australia's worst pandemics, the Coronavirus.

Coronavirus is a completely different disruption to our daily lives. As a business we have implemented a vast array of changes to the way we operate, with the health and welfare of our staff and retail partners our absolute main priority. Our staff are working from home, our one flagship and two outlet retail stores have been closed and we are doing our bit to adhere to and put into action the health initiatives and social distancing requirements as directed by our government.

I personally hold a view that the next few months will continue to be incredibly disruptive to our retail trade as we all work together to bring the spread of Coronavirus under control. For this reason, we are extending a lending hand to everyone, as far as we can. I am anticipating that the Spring season should be the time as an industry, we can begin to rebuild. However, we understand July can be a difficult month for us all, so rather than cancelling your Spring 20 orders we are encouraging you to please put a hold on your orders and/or delay shipment to August. We will all need fresh stock on the floor when the people come back out onto the streets, and we all know that the beach is a place that us Australians will all be flooding back to as soon as we can. A predictable part of our industry.

Summer I believe, will have us all getting back on track as we head into the busiest trading period of the year. For this reason, our Summer 20 collection will continue as planned. Our Sales Reps will reach out to you as and when they feel is the appropriate time. We have pushed out the cut off dates for orders to June 20 and have altered the delivery date to begin November 1st. Hopefully by this stage we will have seen some normalcy returning to our everyday lives as well as returned confidence back into the economy. We will continue to monitor this over the coming weeks and advise you all closer to the time should there be any changes to these dates and delivery times.

In line with the social distancing directives we have further enhanced our B2B platform (Rusty Next) to provide you with a tool that will make your work load easier and more efficient. Our sales rep's and customer service team are always on call to assist with any questions you have regarding the B2B platform, but we are strongly encouraging everyone to use this tool to your advantage right now. We have retained a skeleton staff in our warehouse to support those of you who are still trading through this period.

Although our lives and business's may be somewhat unpredictable in the weeks ahead we all need to work together to stop the spread of Coronavirus.

Good luck to you and your families and thank you all for your ongoing support.

Best regards,
Geoff Backshall