

Good Afternoon,

Wanted to send over a quick update from FlynnO'Hara regarding our plans for this coming back-to-school season. As of now, all retail stores and our distribution center remain closed until further notice. Additionally, for the safety of your school families and the FlynnO'Hara team, we are cancelling all Uniform Measuring events scheduled in May & June. We sincerely apologize for any inconvenience this causes your school families; please understand that we are making this decision in the interest of community safety.

In the meantime, our team is working around the clock to prepare for what will undoubtedly be a highly modified back-to-school shopping season. We will be following up with a concrete outline of our plans, by Friday May 15. We appreciate your patience as we work to adjust our operations, implement safety measures, and provide new resources for parents given our altered reality under this crisis.

In the meantime, the best way for your families to stay in the loop regarding back-to-school uniform shopping this season is by opting into our emails, or following our social media accounts. Here, we will be sharing updates in real time to ensure parents have the information they need as soon as it becomes available. Attached is a flyer that we ask you to share with your school community – especially new families. It points parents to our website to view your school's uniform requirements or to place an order, and also includes links for them to opt-into our emails & follow us on social media.

In terms of preparing for the summer ahead, we'd like to share a high-level overview of FlynnO'Hara's current position:

- **Inventory:** We are happy to report that nearly all our back-to-school inventory has been received at our Philadelphia warehouse. As soon as the state of Pennsylvania allows, we will be ramping up warehouse staffing to resume operations in order to increase production capacity and quick distribution to our retail stores.
- **Retail Stores:** Because of the volume of customers our stores typically see during the August back-to-school rush, we are modifying our in-store processes to ensure safe social distance for both families and employees when we re-open. Simultaneously, we are developing ways to make online shopping easier for families who typically prefer to shop in-store, knowing that remote purchase will be the safest option during this crisis.
- **Ecommerce:** As always, our ecommerce site is ready to take customer orders any time of day, year-round. We will begin shipping orders as soon as the state of PA allows us to do so, which we anticipate will happen this month.

In order to ensure that families can shop easily online, we are working to address customer pain points as follows:

- o **Shipping Cost:** FlynnO'Hara will be offering free shipping on all orders until our stores are able to reopen.
- o **Sizing:** We are developing a number of resources for families to effectively measure and size their children at home. We will be sharing the specifics of these tools in our May 15 communication.

- o Shipping address issues: For families who cannot ship to their home, we will continue to offer the "buy-online/pick-up in-store" option through our website with no shipping charge for this option.
- o **Customer Service:** We will be ramping up our call center capacity through this summer for customers who have trouble shopping online, and would prefer to place an order over the phone.

Finally, we understand that this crisis will have placed enormous financial strain on so many of your school families. In an effort to relieve some of that burden, we are working on a plan to discount orders placed before August. We will share the specifics of this plan in our May 15 communication.

We sincerely appreciate your patience during this difficult time. We hope all of you remain safe and well. FlynnO'Hara has you in our thoughts and prayers.

Sincerely,

Mandy Newhouse

