

COVID-19 Retail Survey Results

March 27, 2020

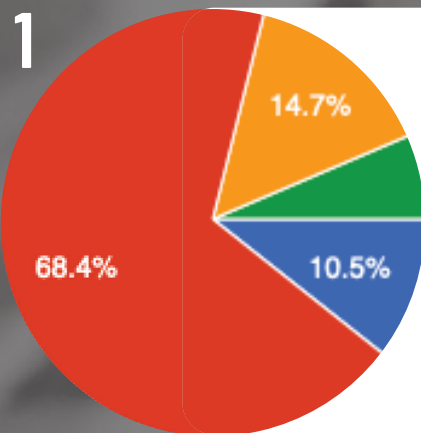
The following survey results represent the current status of the run specialty channel as the COVID-19 crisis evolves.

All respondents participated anonymously, and the data has been aggregated to provide a clear snapshot of the channel from three perspectives:

- 1 Current Store Status
- 2 Sales + Marketing Strategies
- 3 Business Health

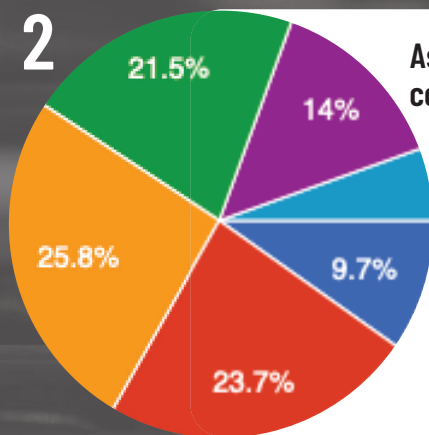
COVID-19 Retail Survey Results

Current Store Status



What is the current status at your retail location(s)?

- Our door(s) remain OPEN
- Our door(s) have CLOSED
- We are OPEN, but have reduced hours
- We have multiple doors. Some remain OPEN, while we've CLOSED other doors

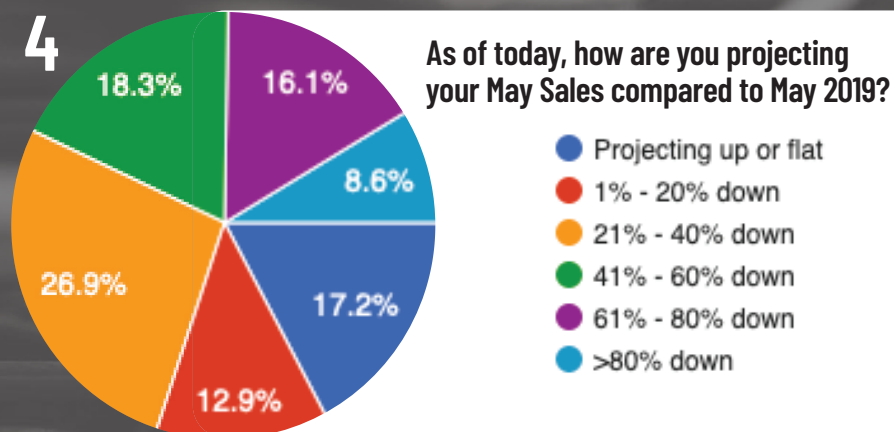
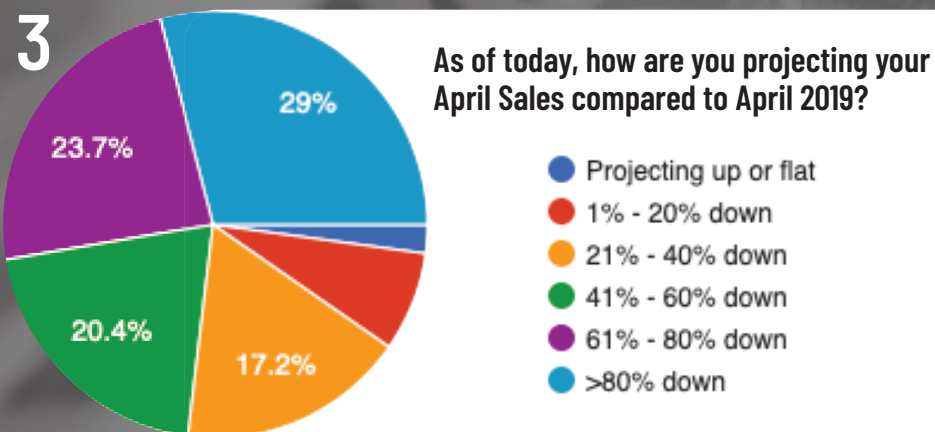


As of today, how do your March 2020 sales compare to March 2019?

- We're actually up or flat
- 1% - 20% down
- 21% - 40% down
- 41% - 60% down
- 61% - 80% down
- >80% down

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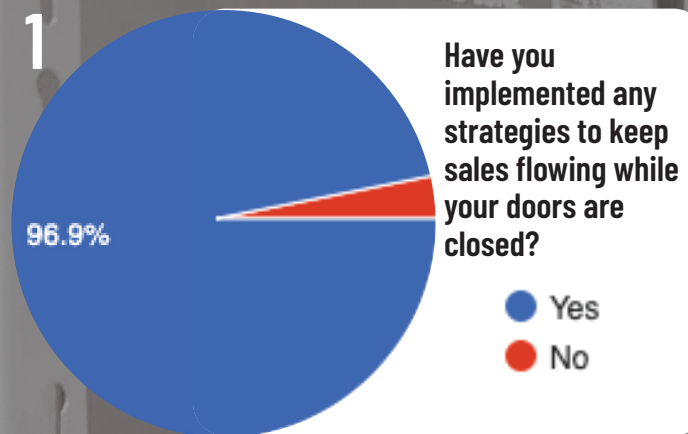
Current Store Status



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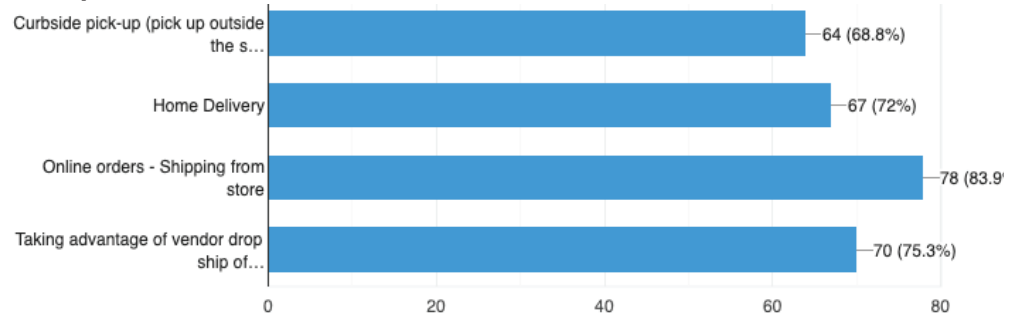
Sales + Marketing Strategies

1

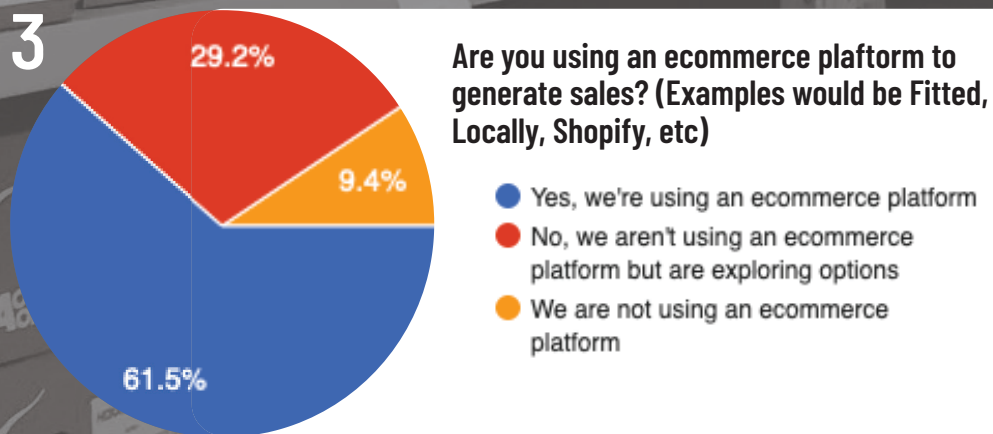


2

If you answered "YES" to Question 1, what strategies/platforms are you using to capture sales?



3

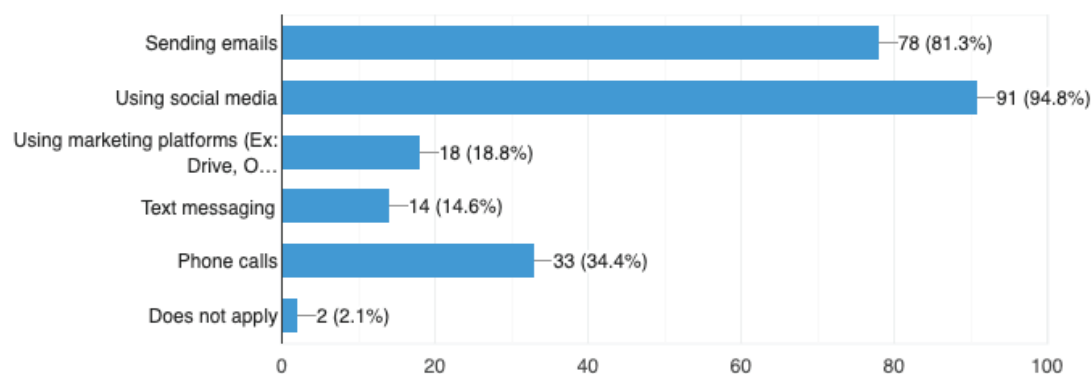


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Sales + Marketing Strategies

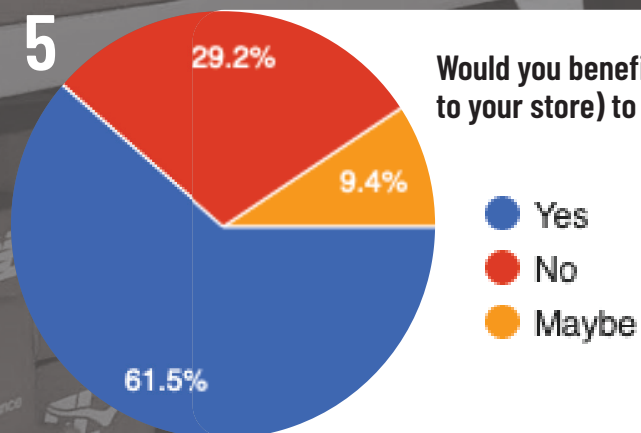
4

How are you connecting with your customers to generate sales?



5

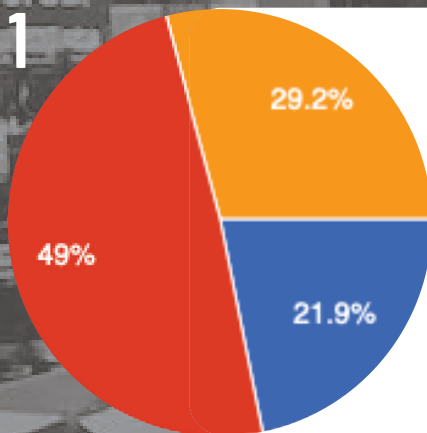
Would you benefit from social media content (that can be tailored to your store) to drive customer engagement?



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Business Health

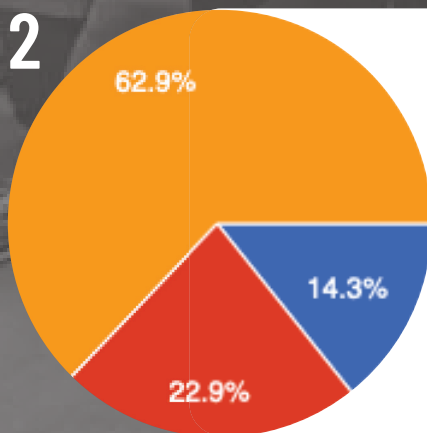
1



Have you been forced to lay off or furlough your staff?

- Yes, we've laid off or furloughed our entire staff
- Yes, we've laid off or furloughed some of our staff
- No, we have not yet laid off or furloughed any staff

2



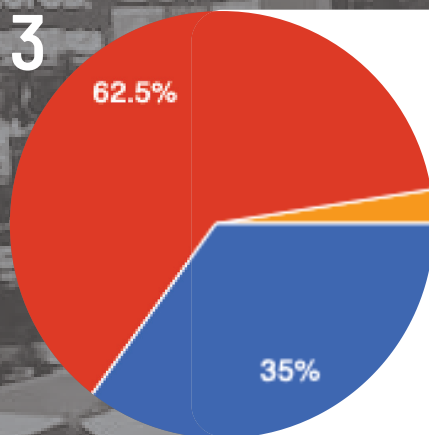
If you have furloughed staff, are you able to pay wages while furloughed?

- Yes, we're still paying staff full wages while furloughed
- Yes, but we're not able to pay full wages while furloughed
- No, we can't afford to pay any wages to furloughed staff

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Business Health

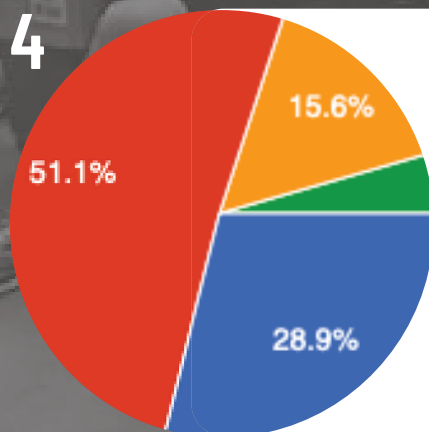
3



How long can you maintain your wage support to furloughed employees?

- < 1 month
- 1 - 3 months
- 3 - 6 months
- > 6 months

4



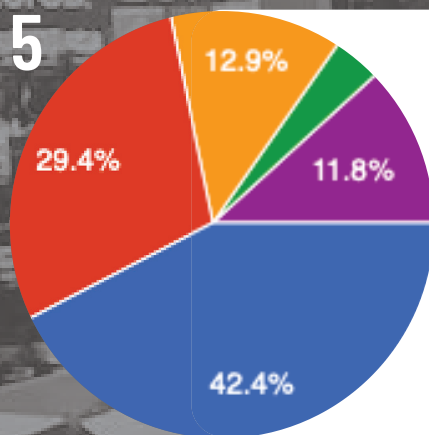
If your doors are closed, (or you expect to close) and considering your current financial obligations, how many months of cash reserves do you have on hand?

- 1 month
- 1 - 3 months
- 3 - 6 months
- > 6 months

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Business Health

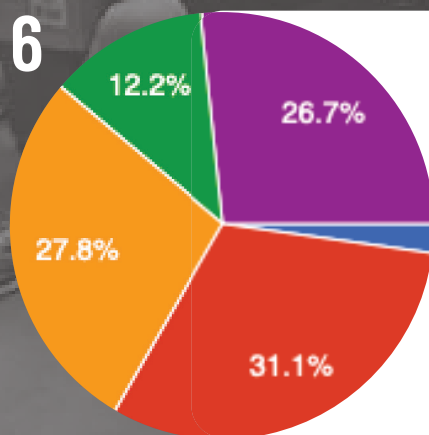
5



If you have access to a line of credit or other type of loan assistance, how far in debt are you willing to go to keep your business viable?

- <50K
- 50K-100K
- 100K-200K
- 200K-300K
- >300K

6



If your doors are closed, (or you expect closure) and the current situation holds, how many months can you manage to keep your business going before you have to consider permanent closure?

- 1 month
- 1 - 3 months
- 3 - 6 months
- 6 - 12 months
- We'll be able to stay in business, at some level, indefinitely