

## **A message from the CEO to all employees**

### **Monthly Company Update**

Hello Team,

#### **EXECUTIVE VISIT**

We had the pleasure of hosting [REDACTED] Executive stateside last week. Over his five-day visit, he visited six states, met with leadership from all four divisions, toured eight of our facilities, visited three customers, and addressed over 300 employees! [REDACTED]'s unwavering support and trust have played a fundamental role in accomplishing our divisional alignment and executing our customer-centric strategy. [REDACTED] already has plans to return to the U.S. in July this year to continue his involvement in our progress and visit additional locations.

#### **CUSTOMER-CENTRIC STRATEGY – PART I**

My communications have referenced the customer-centric strategy that drove our divisional alignment for nearly a year. Whether we know it or not, we experience customer-centricity from businesses daily. Target, Hilton, Netflix, and our competitors are customer-centric organizations that deliver seamless, repeatable, consistent service regardless of which sector of their business or which location you are working with. They make it easy to do business with them, so we do. Through divisional alignment, we have removed the inconsistencies and inconveniences that our customers had historically faced when working with us to support their business with multiple product lines across multiple locations. We now deliver seamless products and services and have improved our customers' ability to do business with us easily.

#### **RUSSO-UKRAINIAN WAR - ACTION & SUPPORT**

As a family business, we are responsible for our employees around the globe. [REDACTED] Company is following the developments of the Russo-Ukrainian war with great concern. They have shown their commitment to supporting the people affected by the war by donating [REDACTED] euros. Additionally, they are helping our Ukrainian employees and their families find safe accommodations and providing financial support to all colleagues in Ukraine, Russia, and Belarus as they navigate this confusing situation. [REDACTED] Founder has made an official statement on providing support to the people suffering from the war in Ukraine. Additionally, [REDACTED] company has coordinated a worldwide donation contact to support employees interested in donating to help those affected. We know that the events unfolding in Ukraine are affecting all of us. Please connect with your manager or supervisor, HR representative, or me for support at any time.

#### **PROFITABLE GROWTH: FEBRUARY RESULTS & SALES RECORDS**

Through our divisional strength, more and more sales records are being broken, and it is safe to say we are in tight competition with other divisions to set a record for the most sales records! Please join me in congratulating [REDACTED], [REDACTED], and [REDACTED] divisions for achieving records in January and February.

**Thank You, Thank You, Thank You!**

CEO