



March 17, 2020

Dear valued customer,

Due to the rapid spread of the corona virus (COVID-19) around the world, all countries, including Canada, are making significant changes in their day-to-day operations to preserve the health and well-being of their citizens. The same is true here at Beaulieu Canada both for our employees, customers and business partners.

Effective immediately and until further notice, a number of our operations, finance, marketing and customer services teams will be working from home. They will continue to be reachable via their regular phone extension, by cell and by email. As we have a modern customer relationship management system, we are able to access all of your information securely through remote access and provide our services in a seamless fashion.

Likewise, we have asked that everyone in our sales team have reduced contact with your personnel by restricting travel and working from home as much as possible in order to limit the risk for the spread of COVID-19. However, should you require samples or any other face-to-face interaction, please feel free to contact your local Territory Manager in order to establish how you want this interaction to occur.

As it relates to service levels from both our own factory in Canada as well as our factories across the world, please rest assured that we are doing everything we can to minimize any interruptions in supply to our customers. Our Canadian factory continues to run at full capacity and our foreign partners in Asia have almost all returned to full operation. We remain in a strong inventory position on almost all of our products. Shipment of products to our customers' facilities remain normal at this time. However, we do anticipate the potential for logistical constraints on capacities and availabilities of certain ports, vessels and other means of transportation as more goods from Asia start flowing across the Atlantic.

This being said, we will continue to monitor the situation closely and act in a manner reflecting our responsibility to our employees, customers and business partners and in line with any and all required actions as mandated by the Canadian provincial and federal governments and health authorities.

Lastly, we want to thank you for your support over the last few months. We understand that we are all living through the same difficult times, but it is by working together as well as helping each other that we will all get through this crisis.

It truly is a privilege to be working with the best retailers and business partners in the flooring industry. Please be safe in the weeks and months ahead. Should you require any additional information, please feel free to reach out to us at any time.

Yours truly,

A handwritten signature in red ink, appearing to read 'Benoit Leclair', is positioned above the typed name.

Benoit Leclair
President, CFO and Treasurer

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