



March 17, 2020

To our Valued Customers

With the spread of the COVID-19 virus we have entered an unprecedented time period that may well change how we do business moving forward. In this past week we have seen a consumer frenzy which has caused panic buying leading to grocery shelf shortages at retail the likes of which many of us have not seen.

At Tree of Life Canada, we are working diligently to try to satisfy your consumers' needs while being fair and equitable to all our customers across the country, through our three warehouses (Surrey, Calgary and Mississauga). Many of our products come from great distances overseas and require lead times of up to 16 weeks to arrive in our warehouses during times of normal business. We have put steps into place to increase our stock levels on high demand items (canned goods, rice, water, etc.) where possible.

To ensure that we can meet your expectations the following practices have been put into effect:

- The health and safety of all our associates takes precedence. We are not allowing visitors into any of our facilities and have stopped all business travel by air. However, we have our Customer Development Managers communicating with your offices while our DSD salesforce are calling on your stores. If a store cannot be visited due to health and safety reasons our Sales Representative will contact the store and place an order based on history.
- We are treating all retail customers fairly and equitably. We will not allow hoarding or excess shipments at the expense of other customers.
- If customers are requesting that warehouse items are to be shipped DSD or that unauthorized product can be sold into an account, we will invoice at DSD pricing and will need a written guarantee that the invoices for these products will be paid in full.
- Returns – We will not accept any returns from customers due to the COVID-19 situation.
- Fines – We will not accept any fines due to product inventory shortages or shipment delays.

We appreciate your understanding and patience during this unprecedented situation. If you have any questions or concerns, please do not hesitate to reach out to me directly.

Regards,

Chris Powell
Senior VP Customer Development
Direct: (905) 361-9414
Cell: (416) 729-0141
chris.powell@treeoflife.com

Tree of Life Canada ULC
6185 McLaughlin Road Mississauga, Ontario L5R 3W7
Telephone: (905) 507-6161 Toll Free: (800) 263-7054 Fax: (905) 507-2727