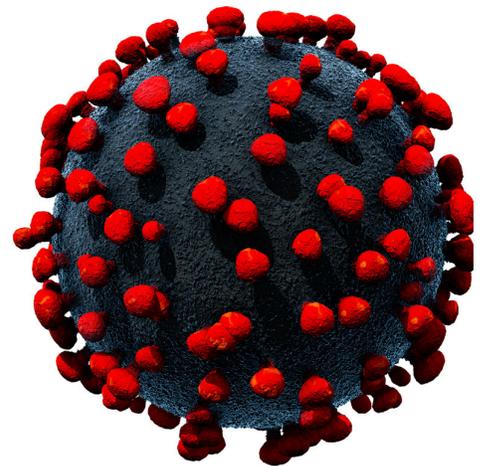


Coronavirus

Company Strategy Document

BBI Brandboost
(MPS & BBI International Ltd)

March 2020





Coronavirus / COVID-19

Date: 16th March 2020

Company Strategy Document - Coronavirus (COVID-19)

In light of the ongoing concerns regarding COVID-19, BBI Brandboost has activated its business-continuity plans. Our priority is to ensure the health and safety of our employees, customers and other stakeholders as well as the continuity of our services.

Developing the plan has involved liaising with data centres (in which websites belonging to our clients are hosted) to understand their procedures and contingencies in order to determine any possible knock-on effect our supply of service could face.

Safety first

We have provided employees with the tools necessary to deliver their duties from a remote location. Where appropriate staff can self-isolate and work remotely operating from different locations, thereby minimising the risk of cross-contamination as well as ensuring a continuity of service.

Meetings

Face-to-face meetings either on site at our offices, within our partner data centres or at customer locations are being kept to an absolute minimum with all clients being asked to use video conferencing instead. Systems to use include: -

- GotoMeeting
- Skype

What you can expect when visiting us

Although we recommend that face-to-face meetings do not take place for the duration of the coronavirus, these meetings can take place if required.

However, with immediate effect, anyone who is experiencing flu-like symptoms, including fever, is advised not to visit our offices, which includes our partner data centres. Anyone who has recently travelled to an area that has experienced a case of infection (as advised by government and public health organisations), should also not attend our work locations.

All visitors will be required to confirm:

1. That they are not experiencing flu-like symptoms
2. Whether or not they have travelled to an area known for cases of the virus within the last 14 days*
3. Whether or not they may have come into contact with anyone who may have contracted the virus.
4. All visitors (as well as all staff) are expected to practise elevated levels of personal hygiene while on site, this includes washing hands for a minimum of 20 seconds - liquid soap is available in our restrooms.

We greatly appreciate our clients and partners understanding and co-operation throughout this situation. We will continue to closely monitor this issue and will update our procedures should advice change to these procedures currently in place.

Should there be any questions or the requirement of any further information at this stage then please speak to your Account Manager / key contact at BBI Brandboost in the first instance.

***Important notice:** The coronavirus pandemic is an ongoing situation and any visitors to the offices of BBI Brandboost will be asked to inform us of any foreign travel within the past 14 days.

Continuation of service

At this stage, we do not anticipate any disruption of service where hosting is concerned as each data centre has confirmed that sufficient fail-safes are in place to prevent an outage.

For example, we have received written confirmation of the following measures already in place:

- Regular communication plan established
- Remote working capabilities tested
- Some remote working for staff
- Site visitor checks

Continuation of business services aside, we are also complying with government and public health organisations guidance in order to keep everyone safe.

As described in the safety section of this strategy document (above) we have provided employees with the tools necessary to deliver their duties from a remote location.

BBI Brandboost is an online communications and marketing specialist agency - the work that we do is online. We can (and will if necessary) continue to provide the exemplary level of service and excellent quality of work to which our clients have become accustomed, even if the team has to work remotely.