

## **Synergy Direct Response Coronavirus (COVID-19) Business Continuity Plan**

At Synergy Direct Response, the health, safety, and well-being of our staff and clients continue to be our top priority and we are committed to providing a safe environment for our employees. As coronavirus has become an evolving and uncertain public health issue affecting people globally and close to home, Synergy is committed to staying open, serving our clients and delivering all current, future, and in-process orders without halt.

We are closely monitoring Centers for Disease Control, World Health Organization, and the Orange County Health Care Agency for guidance on responding to this evolving situation, and we are prepared to respond quickly based on their advice and recommendations. From the very beginning of this situation, our company has increased its efforts to protect all of our staff and clients by implementing and adhering to a strict protocol of cleaning and disinfecting our facility continuously throughout each workday.

Due to concerns of how this will affect our company and ability to serve our clients, we would like to share our cleaning/safety protocol and contingency plan.

### **Cleaning/Safety Protocol:**

- Additional cleaning procedures in all areas of our building, including increased frequency of disinfection and cleaning of high-touch indoor areas, such as restrooms, kitchenette surfaces, door handles, furniture, all our manufacturing equipment, company vehicle, and all workstations.
- Facility is thoroughly cleaned and disinfected each evening and on weekends.
- Limited number of people in the office (no more than 25).
- Placing hand sanitizer throughout the property including our lobby, conference room, and every employee's work station.
- Educating our employees on the steps they should be taking to keep themselves safe and healthy, including the expectation to stay home if they don't feel well for any reason.

### **Contingency Plan**

- Communication with our vendors and clients will continue as normal. Email and phone is the primary means of communication. Should meetings be required, we encourage the use of digital meetings.
- We do not foresee any issues that would cause us to shut down our facility besides a mandated shutdown for all businesses in Orange County, CA.
- Should a shutdown be required all administration and management will continue to work remotely. We have multiple partner relationships, nation-wide, that we have in place to take over production as needed to fulfill commitments.
- In the event of a shutdown, you would still have communication with your point of contact at Synergy, we would also have all calls on our main line routed to our Office Manager who would be able to assist in any situation.
- Synergy also has a contract with a Business Contingency company whom we have already been working with for years. With them we have developed a "Preparedness Plan" and "Alert Notification System" that were implemented to ensure business continuity and very minimal interruption to our business in situations just like this.

In addition to the above protocols, we continue to monitor the USPS, which has just issued the following statement:



Please do not hesitate to reach out with any questions or concerns.

We wish you all good health and thank you for continuing to place your trust in us.

Sincerely,

John Rogers  
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