



Dear Partner,

As you are aware, the COVID-19 pandemic continues to spread throughout the US, and the World Health Organization (WHO) has declared the virus a global health emergency. Our thoughts are with those who are immediately impacted, and we are taking all of the necessary actions and precautions to safeguard the health, safety and well-being of our employees, customers and business partners, which is our number one priority.

We take the situation very seriously. We have a dedicated project team in place to monitor, assess and prepare plans in order to minimize the impact on our business. We are in contact with our suppliers in China and our North American facilities and continue to engage with the relevant groups so that we can act and adapt quickly to any new developments that may arise.

As a result of necessary precautions, global business conditions, and the pause in many business activities, including strict travel restrictions, it is necessary to revise our 2020 marketing plans. Since it is no longer possible to drive effective results via previously aligned marketing activities in the current environment, we have decided to postpone all marketing fund-related activities through at least Q2 of this year. As a result, we will not accept marketing fund claim requests for reimbursement during this period.

For those who have already incurred expenses tied to your 2020 marketing plans that were approved by the Signify marketing team, please submit pending requests for reimbursement by April 10, 2020 directly to your sales representative, key account manager, or to our marketing functional account (MDF@signify.com) within the required window of the expense date, along with the attached claim form and required documentation. Please note that we are not accepting claims via the Signify MDF portal at this time.

We will continue to communicate when and to what degree we are able to restart the marketing fund planning process once we have more guidance and clarity around when US business activities will return to normal and other key developments.

With this, we'd like to express our commitment to you as our valued customer. Thank you for your understanding.



Tom Forshee
Key Account Manager