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17<sup>th</sup> April 2020

Dear Mediamax Staff Members,

**RE: EFFECT OF COVID 19 PANDEMIC ON MEDIAMAX BUSINESS AND PROPOSED ACTIONS**

As you are well aware the unprecedented ongoing COVID-19 pandemic has had a dramatic effect on all businesses and especially on business models like ours that rely heavily on advertising revenue.

COVID 19 infections across the world have hit close to two million and since the announcement of the first reported case in Kenya on 13<sup>th</sup> March 2020 we have taken various key measures as an organization amongst them; emphasis of safety first including hand wash protocol, emphasis of operational guidelines that comply with social distancing including working from home, no live audiences and restricted travel. We have also set up a representative cross functional task force that continuously updates and communicates with staff members on any emerging issues regarding the virus.

On the business side we have seen a continuous decline of advertising revenue since the announcement of the first case of Corona Virus in Kenya. Our clients have been adversely affected and within a short span of time have had to make difficult decisions regarding their employees and their businesses including cancellation of their communication and advertising plans.

We have consulted extensively and held several meetings with the leadership team and the board of directors to find ways and methods to sustain and keep the Company afloat during this pandemic.

We have come up with several measures to ensure that we try to sustain and ensure that the business at this stage survives and sustains itself. Amongst the proposed measures that will directly apply to employees will be a reduction of between 20% and 50% on Gross Monthly Pay based on job levels effective April 2020.

Each one of you shall receive a personal letter from the Human Resources Department confirming this decision and seeking your formal consent. In case of any further clarification please contact your team leader, HR business partner or the HR Department.

We shall review the situation once normalcy resumes based on revenue, Cashflow and the state of the business going forward.

Due to reduced level of operations due to the COVID 19 pandemic it has become necessary to request staff whose services are not required during this period to proceed immediately on leave. This shall be coordinated with the HR department and Heads of Department.



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Your commitment and dedication during this difficult period is highly appreciated by the organization and on behalf of the leadership team I would like to thank each and every one of you.

Our work ethic will continuously be tested during this period and I would like to urge each one of us to work within the guidelines provided by the CEO, Your Team Leaders and HR.

Please share any additional thoughts that will help us through this crisis with either your team leader or myself.

I would like to wish you, your loved ones and families good health and urge you to stay safe.

Yours Sincerely,

Ken Ngaruiya  
**Ag. C.E.O**

CC: Board of Directors

