

HOLT RENFREW

HOLT RENFREW ANNOUNCES PLANS FOR REMOBILIZATION

Holt Renfrew Calgary, Holt Renfrew Ogilvy in Montreal, and Holt Renfrew Vancouver will open shortly

Toronto, Ontario, May 11, 2020 – As Canadian provincial governments announce ease to re-open the economy, Holt, Renfrew & Co. (Holt Renfrew), today announced the measures the Canadian luxury retailer will be undertaking to help mitigate any risk for customers and employees in stores as a number of stores re-open following temporary closures due to the Covid-19 pandemic.

Holt Renfrew Calgary is planned to re-open May 14. Further, Holt Renfrew Vancouver is slated to re-open May 19 and Holt Renfrew Ogilvy in Montreal is planned to re-open May 25, pending provincial government updates.

In conjunction with legal guidance from federal and provincial health authorities, Holt Renfrew has implemented a variety of measures within four key pillars to maintain health and safety: **housekeeping, hygiene, in-store circulation** and implementing **new services** all with the purpose of adapting to changing customer behaviours.

Holt Renfrew is committed to enforcing **rigorous sanitation** in our stores, corporate office, and distribution centre across the country. Prior to re-opening, each store will undergo a deep cleaning of all front and back of house areas. Increased daily sanitizations will occur throughout the day including sanitation of all high touch areas including pay stations, all conveyance, railings, door handles, washrooms, fitting rooms, and more, after each use. Additional porter staffing will be hired for all stores and the specialty retailer is committed to providing training for all employees for new health and safety efforts and policies.

Maintaining good **hygiene** for customers and employees will remain a top priority for Holt Renfrew as it re-opens its stores across Canada. Hand sanitization stations will be readily available throughout the stores including all entry points. All store team members will wear disposable gloves and masks while in the stores, and disposable gloves and masks will be made available for all customers who wish to receive them. All beauty services will adapt to be touchless, and, for the foreseeable future, Holt Renfrew store associates will not be able to accept cash payments.

In alignment with government regulations, Holt Renfrew will implement physical distancing measures throughout the store shopping experience to allow for safe **in-store circulation**. All stores will operate with reduced hours once re-opened. Pending the architecture of the respective building, entrances will be limited and there will be greeters and stanchions to welcome a controlled number of guests accordingly, to ensure safety. Throughout the store will be clear signage indicating a minimum of two metres physical distance which will include all front of house areas including fitting rooms, payment desks, escalators, elevators, and more. Elevators will be restricted to use by those who require them for assistance purposes only. Further to this, all employees will be educated and reminded daily on all in-store circulation measures which includes all back of house areas.

Holt Renfrew is also announcing a number of new and adapted **customer service options**. The retailer is tailoring shopping experiences so that customers can shop their preferred way, whether that's in-store or from the comfort of their home. This includes **Curbside Pick Up** at valet stations where applicable. In addition, Holt Renfrew is continuing its

Holts by Appointment service where customers can call the concierge to book a time with an associate before coming in store. Additionally, Holt Renfrew is rolling out a **Salesfloor** widget that will permit customers to connect with an associate for virtual assistance or to set up a one-on-one appointment in-store. An extended return policy will also be implemented.

“The health and safety of our employees and customers continues to be our top priority during these unprecedented times,” says **Mario Grauso, President, Holt Renfrew**. “Now, more than ever, we must maintain open communication with our customers, employees, and communities.” Grauso continues, “We have put additional measures into place to help provide safe environments, striving to update our stores and experiences to reassure our customers and employees. Holt Renfrew has been a part of Canada for over 180 years and its strength and strong ties to the community will allow us to get through this together, adapting and pivoting, as we do.”

For more information on measures being put in place and additional store re-openings, please refer to holtrenfrew.com.

About Holt Renfrew

Celebrating an over 180-year heritage, Holt Renfrew is recognized worldwide for an inspired shopping experience. Founded in 1837 as a modest hat shop, Holt Renfrew would soon become a purveyor of fashion to Her Majesty Queen Victoria. In the 1930s, Holt Renfrew began to establish exclusive accounts with leading European designers, hosting Monsieur Christian Dior himself in 1947 as he launched his "New Look". After many years of foreign ownership Holt Renfrew was acquired in 1986 by W. Galen and the Hon. Hilary M. Weston. Under Weston ownership Holt Renfrew has become Canada's destination for luxury retail. Visit us at www.holtrenfrew.com.

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