

# MaxMara

Dear All:

We wanted to provide an update and some additional information regarding the ongoing anti-fur protests.

MaxMara has adopted a fur-free policy and many of the groups that are responsible for these protests are aware of this; some have even acknowledged it on their own social media accounts. The Company does not sell, online nor in any of its physical retail locations, any products made with fur, nor is there the intention to introduce any products made with fur into any upcoming collections of MaxMara Fashion Group brands. We have repeatedly attempted to educate the protesters about our products and policies, and they have had evidence that MaxMara is already fur-free for some time.

Nevertheless, as these protests continue, we remain committed to exploring every civil and criminal remedy at our disposal. We are working with law enforcement across the country and at the federal level.

Many of our employees have been subjected to protests at their homes. While our law enforcement partners have been supportive, and although there has been no permanent property damage or injury at any of these home protests, we remain outraged at the invasion of privacy.

As always, it is important to reiterate these important instructions whenever you encounter protesters, either at your store or anywhere else:

- Notify your supervisor and your regional manager or director that a protest is occurring.
- Stay inside and keep nonessential people away from the situation, even when the protest is peaceful.
- Remain nonconfrontational when handling intruders or peaceful protestors.
- Contact the police immediately

Thank you again for your work and your dedication during this extremely difficult period. Please know that we are working every day to try to bring these ill-informed and disruptive protests to an end. As always, if you have any questions, please do not hesitate to reach out to me directly.