



7th April 2020

Dear Customer

I hope this message finds you well and you are coping through these difficult times. Below is an update on Phoenix and also some new systems fast-tracked to offer you to assist families in their times of need.

CLIENT DOTS:

Phoenix understands that with recent rulings handed down by the Federal and State Governments many families do not wish or cannot visit cemeteries to place orders for memorials. This has placed a large amount of stress on cash flow for many cemeteries who rely on memorials as a major source of income.

In light of these rulings, Phoenix has fast-tracked the release of our Client DOTS system which is an extension of our industry leading DOTS on-line designer. This system allows families the ability to design memorials in the comfort and safety of their own premises, allowing cemeteries the possibility of receiving and ordering memorials without direct contact with families. This is achieved by:

- Cemetery providing a Username & Password for families to access DOTS and design memorials online at their own premises
- Cemetery will provide the customer with the range of plaques available based on the memorial section chosen by the family
- Family will design memorial on DOTS which can be shared amongst family members to ensure the desired result is achieved
- Family then submit design back to cemetery for approval
- Cemetery review design and order memorial from Phoenix if approved

We see this system may be an option to solve many of the issues we all face due to social distancing so if you are interested in further information please contact me at joe@phoenixfoundry.com.au or speak to your relevant sales representative for further information.



PHOENIX UPDATE:

Phoenix continues to be **business as usual**. All staff have embraced the new daily routines put in place to reduce risks and we are happy to report that the systems are working well. We are all safe and well so thank you to the many customers who have emailed or called expressing concerns. Our region continues to be fairly isolated from COVID-19 with only a few cases recorded so we hope this trend continues.

We are continuing to monitor and follow the recommended advice given to us by the all levels of Government. As we have all seen there are positive signs that the curve is starting to flatten, but like all we realise that there is still a long way to go before we are over the threats so we will continue to take every step possible to ensure the safety of our staff and community.

We continue to be here for the industry by assisting fellow suppliers in the supply of memorials domestically. Although we are usual competitors on a normal business day, we see the current situation as a time where we should come together to assist the industry as best possible.

Finally, our thoughts continue to be with the many customers that have family or friends affected by the COVID-19 virus whether it be health reasons or the loss of jobs. We are all in this situation together and I hope that we can all continue to be safe during these difficult times.

I am looking forward to catching up with you all when normality resumes.

Kindest regards

A handwritten signature in black ink, appearing to read 'Joe Campbell', written in a cursive style.

Joe Campbell
General Manager
0413 310 294