

DESIGNER BRANDS



May 5, 2020

Dear Valued Associates:

Today is a new day. I hope it finds you and your loved ones healthy and well. Although this new day brings trials and challenges, it also brings energy and excitement as we turn a corner and begin a new phase in our pandemic recovery process.

Thank you for playing such an important part in this process. Your patience and dedication have been incredible throughout this uncertain time. Your resilience and concern for each other is equally as noteworthy. We've asked a lot of our associates, from pay reductions to unpaid leave to high-demand online order fulfillment to reorganizing and preparing our stores. We have been through a lot together, and your willingness to quickly adapt to the changes we had to make have positioned us to recover faster.

As we begin to reopen stores and bring associates back to work, it is a critical period for us.

RE-OPENING OUR STORES

As you may know, last week we began to re-open select DSW stores in states where shelter-in-place or other quarantine restrictions have been lifted for local businesses. As stores open, our teams will find their interactions with customers and their fellow associates will look different for the foreseeable future.

Following the guidance of Centers for Disease Control (CDC) and other health and government officials, here are some healthy promoting actions we are implementing in our stores to ensure the safety of our associates and our customers:

- Conducted professional cleaning while stores were closed and implemented a rigorous daily sanitation schedule to maintain cleanliness
- Monitoring associates' temperature as they arrive for work
- Requiring associates to wear face masks
- Monitoring customer entry and exit to regulate and control in-store traffic
- Limiting the number of associates in the breakrooms or manager's office at one time
- Installing sanitation stations with gloves and hand sanitizer for customers; face masks available upon request
- Designated try-on areas
- Displaying social distancing reminders and directional signage limiting traffic within aisles to one way
- Installing health shields at registers, with associates wiping down keypads and counters between transactions
- Providing "contact-free" shopping by limiting payment methods to customer-swiping cards such as debit, credit or gift cards
- Implementing a process for sanitizing returned merchandise
- Designating special shopping hours for senior citizens and other at-risk customers

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HELPING THOSE IMPACTED BY COVID-19

Finally, I want to share some information about a charitable giving initiative we are implementing this month. To demonstrate our commitment to those who have been affected by COVID-19, we are conducting our biggest shoe drive ever. DSW and Camuto Group are partnering with Reebok and [Soles4Souls](#), an organization creating sustainable jobs and providing relief through distribution of shoes and clothing around the world, to collect donations of new or gently used shoes at DSW locations in the U.S. Customers who donate two or more pairs of shoes will receive an instant \$10 reward. The collected donations and a donation of new shoes from DSW, Camuto Group and Reebok will be presented to frontline workers and their families.

I am so proud of this company and all of the amazing associates who have kept us going. Thank you for all that you do and for your role in our future success. Stay safe and know that together, we've got this.

A handwritten signature in black ink, appearing to read 'R. Rawlins'.

Roger Rawlins
CEO Designer Brands