

Dear Customer,

We'd like to say a huge thank you for supporting us in passing important messages on to parents. As a result, we have successfully completed over 32,000 1:1 in-store appointments with parents giving us a satisfaction survey score of over 92%. This is extremely positive feedback that underpins our decision to continue with 1:1 appointments for your parents.

While this is a great positive, we are still experiencing ongoing supply chain challenges. This is a world-wide issue and is impacting the supply of schoolwear, just as it is many other industries.

We have previously communicated with you regarding these challenges but the issues have continued and in some cases this is causing late deliveries. Suppliers continue to have challenges with freight coming in to the UK and are unable to provide delivery dates for a number of our orders.

Covid-19 continues to impact and as a result we have over 40 cases of either positive tests or staff getting 'pinged' and having to self-isolate. As a result, we have lost over 20% of our Back to School capacity in-store and in our web order distribution centres and we have had some short term store closures and reduced opening hours.

As I am sure you will understand, this has impacted the speed in which we are able to process the late deliveries from suppliers and serve our customers. The good news is we do still have capacity in our store appointments and so we encourage all parents to book an appointment today to avoid disappointment.

We'd like to reassure you that while these challenges are causing some delays in our service, this is only affecting a small percentage of parents who ordered before our cut-off date and we are communicating with those parents as we get further details from the supply chain.

We are working 7 days per week with extended hours to deliver as many orders for Back to School as we can- including those for parents ordering after our cut-off. Your continued understanding and support is appreciated greatly during this challenging time.

Kind regards,

Peter Monkhouse
Managing Director