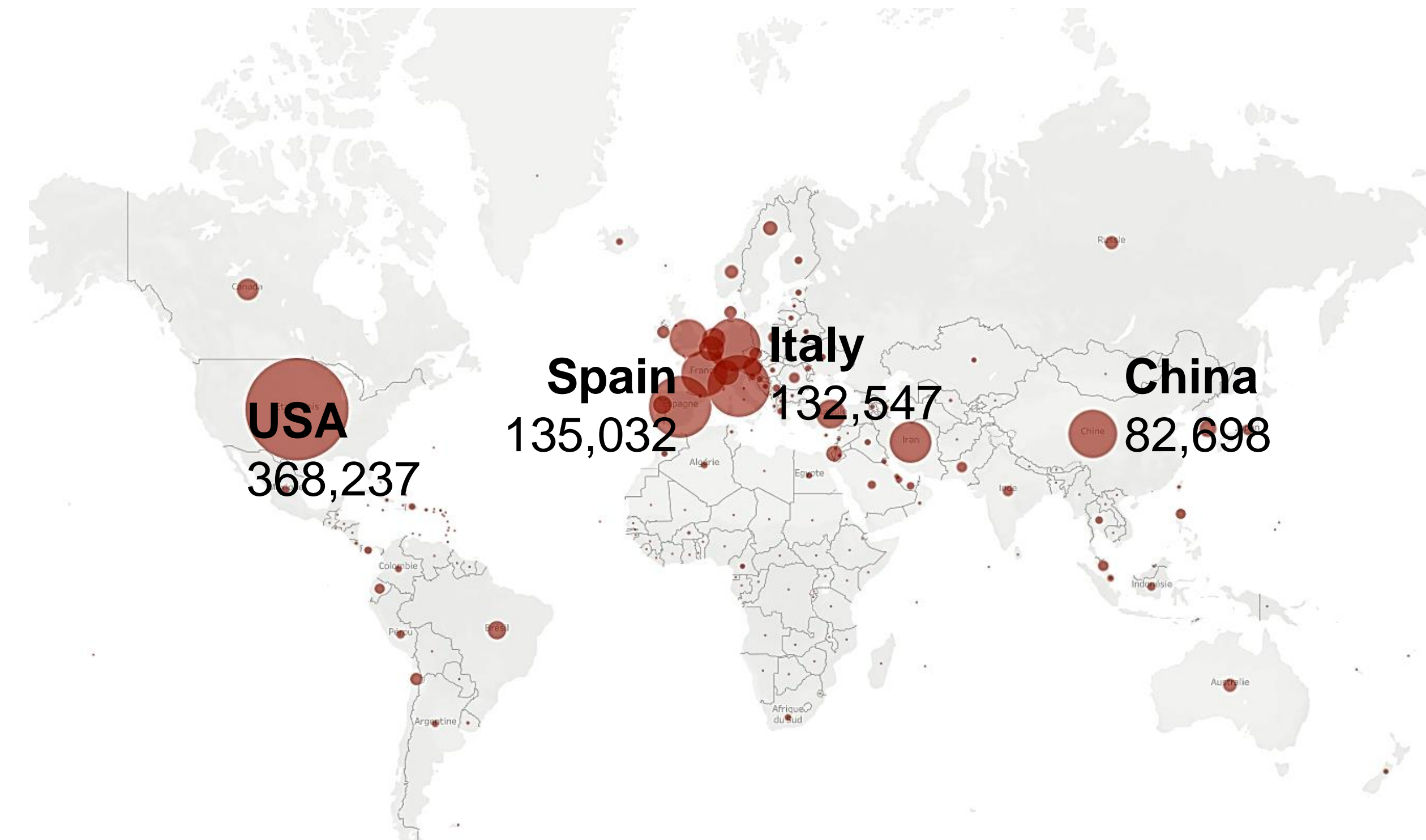




LECTRA®

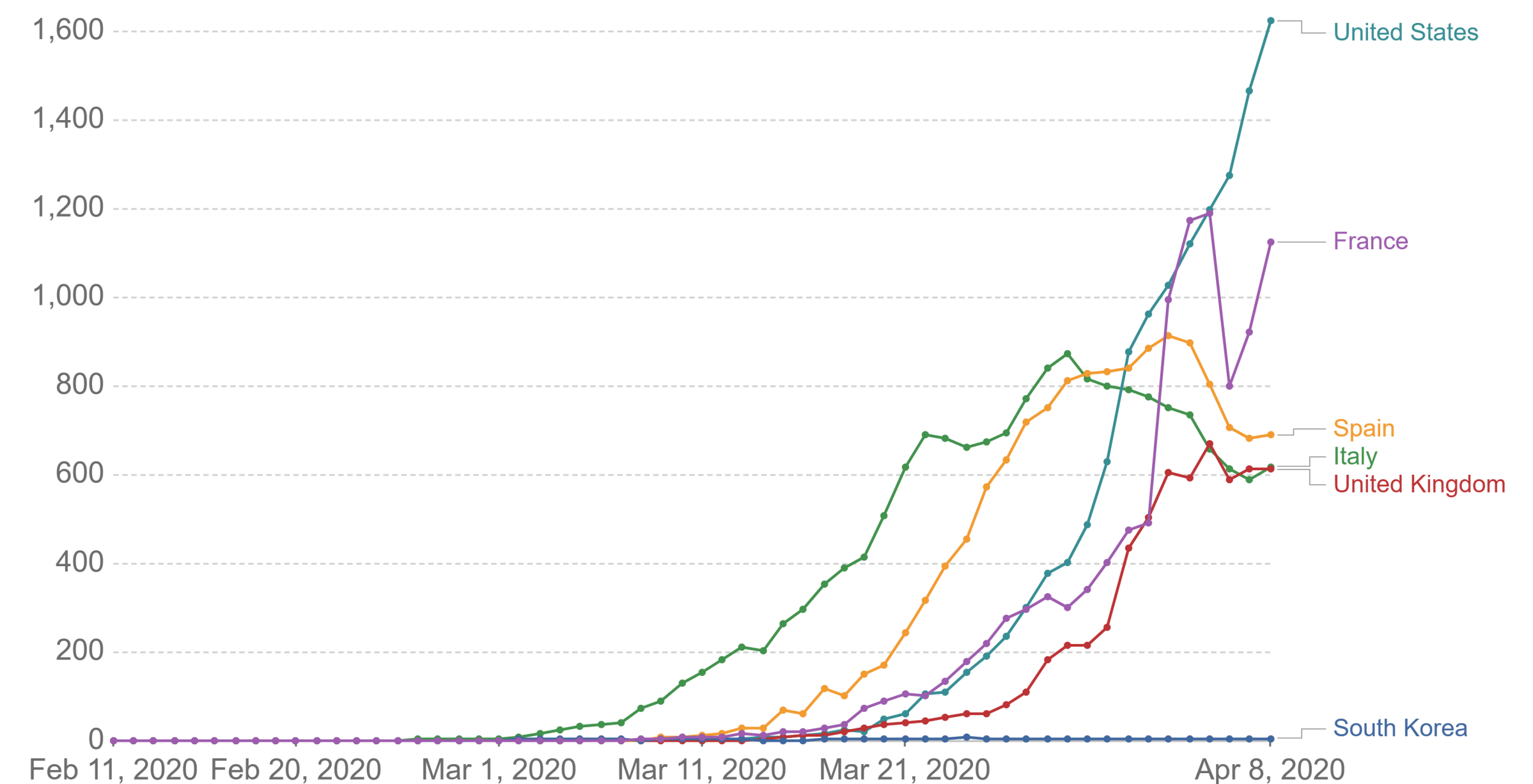
**How Fashion & Automotive
companies are stepping up in
the fight against coronavirus:
Solidarity through action**





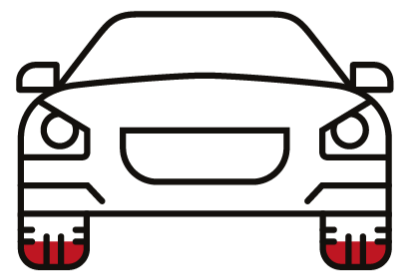
- There have been more than 1.3 million cases of COVID-19 reported across 183 countries. It emerged in China, but Europe became the epicenter soon after.
- Half of the world's population is under varied forms of lockdown.

■ The human tragedy of the COVID-19 pandemic continues to deepen, with the heaviest toll now seen in Europe and the United States.



The number of daily deaths due to coronavirus is flattening in some European countries.

Automotive players are racing to manufacture critical hospital supplies as hospitals the world over face immediate scarcity.



Factory closures, population lockdown and travel prohibitions have brought the automotive industry to a standstill, an industry which had already been going through a tough period even before the coronavirus outbreak. But, for the time being, the industry has pushed its challenges aside and is retooling itself to support efforts against coronavirus.

Players manufacturing Ventilators



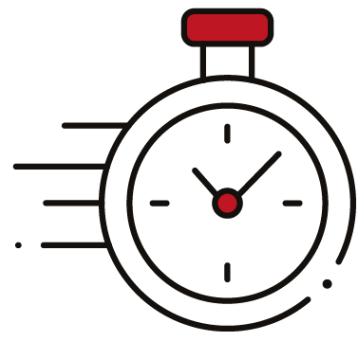
> 70,000 ventilators needed in the USA.

Players manufacturing Masks



>3.5 Billions masks needed.

Traditionally, the product lifecycle extends over months in the fashion industry. But this time, the industry has swiftly mobilized itself to produce masks and PPE.



The coronavirus pandemic has upended the fashion sector, disrupting both supply and demand. McKinsey estimates that a two-month lockdown will cause financial distress for 80 percent of European and North American fashion businesses.

But that has not stopped fashion companies from standing up and acting in solidarity.



USA



Under Armour has begun to manufacture masks and is also exploring fabricating hospital gowns.



PVH Corp has shipped 2m units of PPE to New York Hospitals.



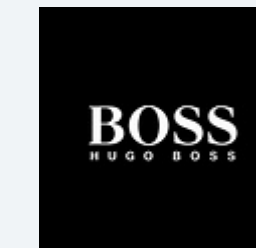
Hanes Brands is ramping up additional production to make more than 320m FDA-approved all-cotton face masks.



Kontoor Brands has begun producing about 50,000 patient gowns.



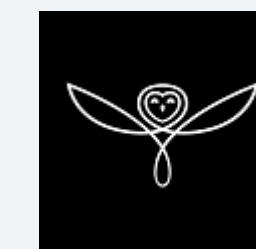
EUROPE



Hugo Boss has dedicated its clothing production site at its global headquarters in Metzingen to the manufacture of face masks.



H&M Group is mobilizing its supply chain to produce PPE.



Kering is preparing to manufacture surgical masks in their French workshops.



Inditex is working to switch some of its textile manufacturing to make PPE.

A bigger challenge is emerging:

The fashion industry sources from thousands of factories based in poor countries like Bangladesh, Cambodia, Tunisia etc. Facing closure of stores due to lockdown, many brands are cancelling their orders. The millions of people that depend on this sector for employment could face extreme poverty.