

DAVID MURPHY EMAIL TO LANDAU

To: All Landau Associates

From: David Murphy

Date: March 15, 2022, 12:00 PM noon CT

Subject: Announcing Kindthread

kindthread

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Dear Landau Team,

A few short months ago, we set out on a plan to create something new and meaningful for healthcare professionals around the globe. With your help, we've made progress toward our goal of bringing the Landau brand into the future.

Today, I'm excited to introduce Kindthread, a transformative new company in the healthcare apparel industry. Kindthread combines great brands with an omnichannel retail ecosystem, creating a solution the healthcare apparel industry has not yet seen: a modern, digitally-forward, product-focused and customer-obsessed organization, dedicated to serving healthcare professionals while driving positive community impact.

This new company is the result of recent acquisitions of Landau Uniforms, White Cross, Chefwear, and Scrubs & Beyond by an affiliate of LKCM Headwater Investments, a leading middle-market private investment firm. Kindthread will establish a new headquarters in Scottsdale, Arizona.

As a leadership team, **David Aquino, COO, Michael McCarthy, CRO, Lilia Lauren, CFO**, and I are expanding our responsibilities to oversee the Kindthread portfolio, but our commitment to Landau remains the same.

I'd also like to introduce you to the newest member of our executive team, **Sallian Song, Chief Product Officer** who brings years of innovative product and design experience in healthcare apparel.

Our name has significance. Kind and thread—a combination of two simple words illustrates the core values of our organization. "Kind" is the attitude, warmth, and sentiment of the leaders we aspire to be and the customers we serve. "Thread" refers to the product—its quality, design integrity and craftsmanship, but also how it connects the company and everything we do. Our common threads weave us together, creating a consistency to how we treat and respect one another, communicate transparently and unite around our progressive approach to the wellbeing of the industry.

This is great news for our wholesale and independent retail partners, too. We will prove over time that our commitment to them has never been greater. I have planned communication with these partners to reiterate our commitment to them and help them understand more about our growing company.

I have long envisioned building a company with integrity and service at its core that modernizes the great brands trusted by healthcare professionals and provides access to a wide array of choices and price points across the marketplace. Landau continues to remain an integral part of this vision and we are excited for the journey ahead.

We made this news public today with a press release and the launch of [our website](#).

On behalf of the entire leadership team, thank you for your continued contributions to Landau. Now let's show this industry what we can all do together!

All my best,

David Murphy
Chief Executive Officer
Kindthread