



March 30, 2020

MARCH 2020 STATEMENT - OFFER

As the major part of Cherry Optical Lab's plan to weather the COVID-19 disaster, we need to ensure we collect on the orders we've completed. However, we are not blind to the impact this disaster is having on your businesses. Therefore, we are making two offers available to ensure our customers realize the lowest possible price for the orders completed and received during March 2020.

These offers are contingent upon your February 2020 statement being paid in full

- **March 2020 statements will receive an additional 5% BONUS+ discount**
 - March 2020 statement discount eligibility will not require a minimum spend
 - 5% BONUS+ additional discount expanded to include all COL purchases
 - If your account is already setup for autopay on or before 04/15/2020, you will automatically receive the 5% BONUS+ discount on March 2020 purchases
 - Contact Kim, your Sales Representative, or me if your autopay is scheduled after the 15th of each month to realize the additional 5% BONUS+ savings
- **Standard March 2020 statement discounts and eligibility will extend to payments received on or before 04/30/2020 with auto payment set up via credit card or ACH (e-check)**
 - March 2020 statement discounts will not require a minimum spend

**We will still process payments via check utilizing our standard billing terms. We strongly encourage ACH (e-check) to ensure timely, secure, and safe payment processing.*

If I had a billion dollars in the bank, I would personally extend an offer of deferred payments; but I don't. Collecting on orders we've completed is highly essential to Cherry Optical Lab's ability to weather this mess. It was equally important that we provide some form of assistance to our customers. We feel our offer provides real, additional cost reductions to those that pay on or before 04/15/2020 while also protecting your discounts if extra time is necessary for your financial planning.

Please contact your Cherry Sales Representative, Kim (kim@cherryopticallab.com or 920-469-2559 x 2) or myself with questions about this offer. We won't have the exact value of standard and additional discounts until 04/01/2020, but we can estimate to assist you with your planning.

Sincerely,

Adam Cherry