



Liebherr Branding Clothing Wear Program for Customer Facing Employees

April 2019

FAQ Sheet - Employees

1. Who is receiving Liebherr clothing?
All LCA employees who are in customer facing positions.

2. Is this across LCA or just Burlington?
All branches are participating in this program.

3. Do I have to pay for it?
No. An amount of clothing will be allocated to you based on your daily role/routine in the Company. These details will arrive via email with initial ordering information.

If you wish to purchase additional clothing for yourself, you may place an order in the coming weeks. An email will be sent to you with the details.

4. Do I have to wear it every day?
No. This is a new program that will be in place as of April 2019 and your Liebherr branded clothing can be added to your rotation of modest conservative business wear.

5. How do I order my clothes?
One mass order for all customer facing employees will be completed at a date to-be-determined through an online portal. You will be sent a deadline for order submission, as well as details about your allocated clothing. Please select your own items and sizing and send them to Christine Lowe for the initial order.
Subsequent orders (replacement clothing) will be addressed under Question 7 & 8.

6. Can I pick whatever I want?
You will receive an email regarding details on the items that are available. Only current and approved Liebherr apparel should be worn in the workplace. See your manager if you require more information.

7. What happens if my clothing gets worn?
If an item gets worn in or torn, please bring it back to your manager and it will be replaced free of charge.

8. What happens if I lose a piece of clothing?
The first piece of lost clothing will be replaced free of charge. All subsequent losses could be at cost to the employees. This will be evaluated on a case-by-case basis.
If you lose a piece of clothing, please contact your manager.

9. I am on contract with Liebherr. Will I be expected to participate?
All employees on contract longer than 6 months will be allocated Liebherr branding clothing.

LIEBHERR

10. I have only been allocated shirts. What else am I supposed to wear?

The dress code at LCA remains business casual Monday – Thursday and casual on Fridays. Your Liebherr branded clothing is a compliment to your modest conservative clothing and can be worn any day of the week. LCA encourages professional, conservative colours to match your Liebherr branded wear. Only current and approved Liebherr apparel should be worn in the workplace.

When participating in training, sessions, employees should wear their Liebherr branded clothing.

The Dress Code has been updated and approved by the Board of Managing Directors at their March 19, 2019 meeting and is available on Sharepoint for your information.

11. What about my personal protective equipment (PPE)?

All LCA employees must continue to adhere and wear properly protective equipment where required as outlined by LCA policy.

12. A customer asked me to wear their logo'd baseball cap. What should I do?

Liebherr employees should not be wearing competitor or customer branded apparel/caps at work or on job sites, unless requested by the customer for safety reasons. If you are unsure about a request, please contact your manager.

13. What if I don't want to participate?

Finding new ways to showcase our brand benefits both our employees and our customers. Please speak with your manager if you do not wish to participate in the program.

14. Is this a pilot or is it permanent program?

This is a permanent program as of April 2019.

15. Why are we doing this?

LCA is committed to finding ways to showcase our brand and to continue to encourage employees to be positive brand ambassadors of Liebherr. The Board of Managing Directors is always open to hearing new ideas from all team members that will raise the profile of LCA.