

Liquitex®

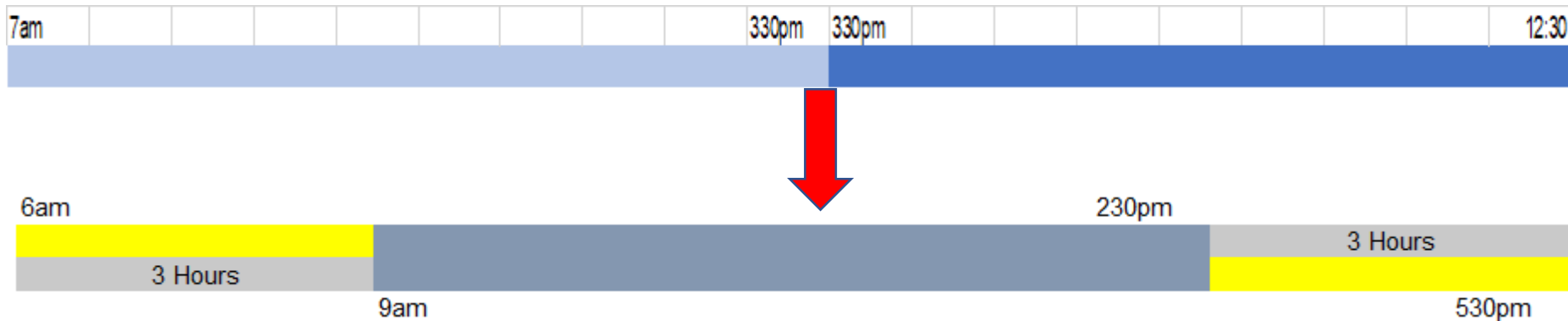
TOWN HALL SEPT 2020

1. We've cross trained employees more

- Helping improve efficiency through the warehouse
- Last month the DC picked 75,000 lines and packed 69,000 lines – that is 3,000 more than December when we had 20 more temporary employees!
- Making the DC more agile
- Ability to move employees around based on workload and helping for better cover for any absenteeism.

2. Shift Changes

- Moving from 16hr operation to a staggered shift of 11hr operations.



3. Set goals and expectations with all DC employees

- Coached and trained Supervisors on what is expected from a supervisor
- What are the goals for the day, week and month?
- Held daily pre-shift meeting to help educate and explain to employees



Sales Performance – Global & Local

Global Sales In

Liquitex sales			Liquitex Margin		
YTD	Liquitex BU YTD	./-	TY YTD	Liquitex Margin PY YTD	./-
£ 26,167	£ 29,730	-£ 3,563	52.52%	46.39%	6.13%

'Acrylic Paint'
Search Ranking from
1147 Jan to 130 April

LQX margin
improvement
6pts

NA Sales Out (EPOS)

	Total Units '19	Total Sales '19	Total Units '20	Total Sales '20	Sales Increase
LIQUITEX TOTAL	1,953,654	\$ 14,692,473	2,252,674	\$ 17,883,616	22%



	YTD LY Units	YTD TY Units	./-	YTD LY \$'s	YTD TY \$'s	./-
Open Stock	51,315	128,324	150%	\$218,775	\$443,491	103%
Set	16,530	29,585	79%	\$302,746	\$513,701	70%



	LY Sales	TY Sales	./-	LY Units	TY Units	./-
Total	\$ 4,397,868	\$ 5,212,823	19%	410,099	476,636	16%
Retail	\$ 2,009,374	\$ 1,663,957	-21%	187,834	147,661	-21%
Online	\$ 2,298,494	\$ 3,548,866	54%	222,265	332,8975	48%



One of many Liquitex Global initiatives to ensure the brand is active in conversations and making a visible stance regarding diversity

BLACK ART FUTURES FUND



As part of an ongoing commitment to serve all artists and stand in solidarity in the fight against racism, Liquitex has developed a relationship with and supports the Black Art Futures Fund (BAFF).

The BAFF promotes the elevation and preservation of Black arts and culture, through the provision of grants to non profit community centric organizations.

From July 15 – August 15, Liquitex donated 100% net proceeds from ecommerce sales to the organization, totalling to \$10,000.

This is the first step of many to better support and amplify the voices of Black artists and creatives.



New Global communications initiative 'Liquitex Live on Instagram'

- Test 'Instagram Live' to share product demos, project guides and techniques with real-time audience to drive engagement, dialogue and acquisition
- Delivered by our in house artists
- Results will inform evergreen content development based on audience questions/feedback
- 3 to date – with over 13k views
- Expansion in 2021 to include 'artist interviews' and 'round table discussions'



PRE EVENT

- Promote via Instagram + Facebook
- Drive email acquisition by encouraging event sign up



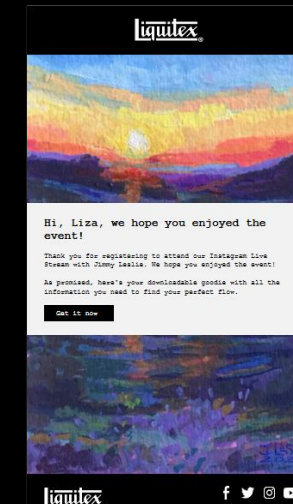
DURING EVENT

- Demonstrate products
- Answer audience questions



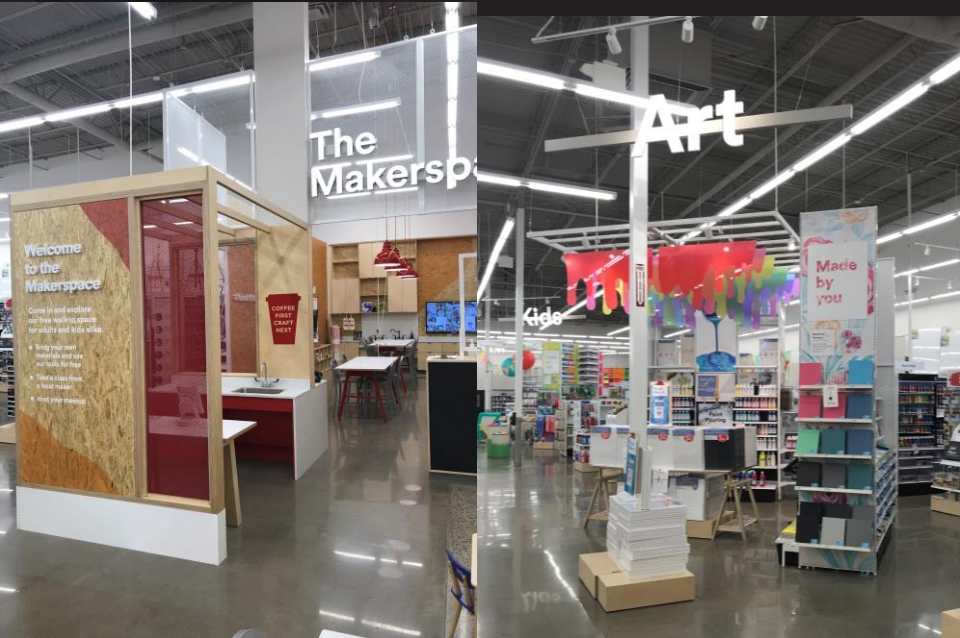
POST EVENT

- Email sent to those who signed up for the event including added bonus – downloadable resource



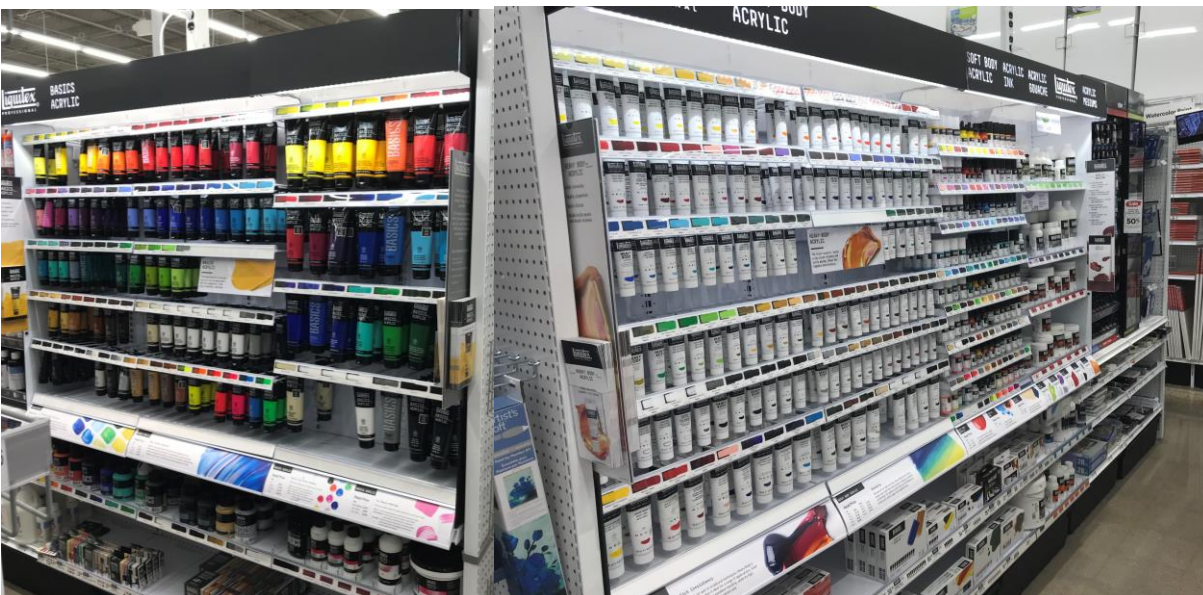


Key Activations NA – Michaels Prototype Stores x11



“Designed to create an enhanced shopping experience for our Maker customer featuring a curated assortment, improved lay out and signage, enhanced services and a full complement of omnichannel capabilities”

11 stores planned by March 2021
2 will be complete by end Sept



Liquitex ‘Lego’ merchandising system used which incorporates

- Hand painted color and mediums swatches
- mid-comm panels to help consumers navigate ranges

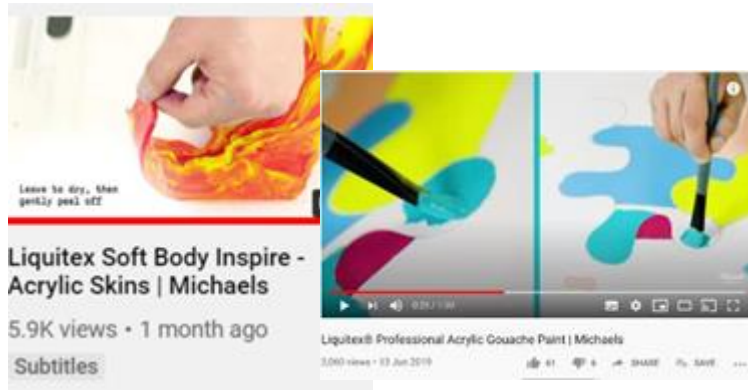
Sales out for the first store

+75% for the initial 18-week period

with Soft Body, Heavy Body, Basics larger sizes and sets leading the way.

Dedicated Liquitex Email 3m Fine Art Distribution

Unique content on Michaels.com, YouTube



Michaels.com/projects

<p>Liquitex Acrylic Gouache Palette Print Pillow</p> <p>ABOUT AN HOUR INTERMEDIATE</p>	<p>Liquitex Acrylic Gouache Stenciled Tote Bag</p> <p>ABOUT 30 MINUTES INTERMEDIATE</p>

#MakeitwithMichaels



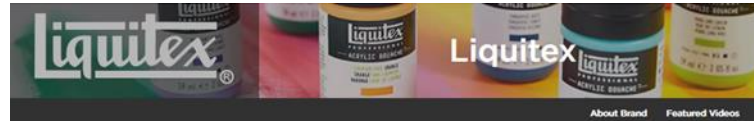
- LQX Educational series & project classes launch OCT
- Weekly classes each Tues
- 2.5k enrollment per class
- Recorded and hosted on michaels.com /YouTube



Key Activations NA – Blick Acrylic Gouache Campaign

Dedicated
LQX AG Email
Sent to 1.8m

LQX AG Brand Page Banner



Re released 'Artists
Serving Artists'
Film Featuring LQX
AG

FB: 2,900 views
Instagram: 3,500 views

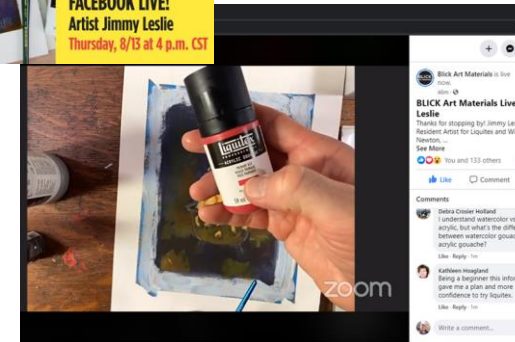
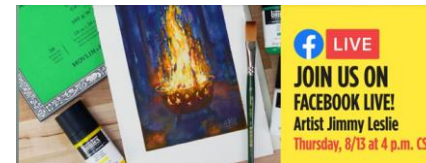
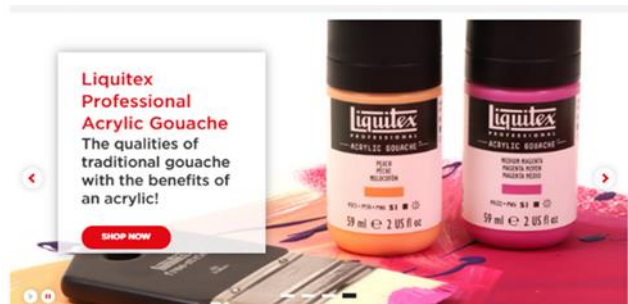
BLICK
art materials

SHOP | NEW | DEALS | CLEARANCE | STORES

FREE SHIPPING ON ORDERS OF \$45 OR MORE*

BONUS \$5 E-COUPON ON ORDERS OF \$50 OR MORE.

LQX AG Home Page Banner



LQX AG
FB Live

230 live attendees
+ 11k views

Liquitex | CELEBRATING 65 YEARS 1955-2020

CELEBRATE 65 YEARS OF LIQUITEX

ACRYLIC GOUACHE

- Create a flat, matte look
- Opaque, vibrant and lightfast
- Perfect for color blocking, illustration and design

SHOP NOW

Want to see Liquitex Acrylic Gouache in action?
JOIN US ON FACEBOOK LIVE
WITH ARTIST JIMMY LESLIE
FOR A DEMONSTRATION
8/13, 4 p.m. CST
LEARN MORE >

CAMPAIGN SALES RESULTS

The Blick sales out of Liquitex Acrylic Gouache YTD August
+ 53.1% vs LY (Retail +30.5% and Catalog Web +90.6%)

Sales the week following the Email **+277%** showing the power of a dedicated email

Heavy Body
& Soft Body
Campaign planned for
Oct - Dec