



Dear Team Members,

We have experienced the worst possible situation in the last two years that has reshaped our professional and personal lives. We all have suffered, and many of us in silence, hoping for better times to come. We witnessed many disappointments and failures. We also observed many discoveries derived from the necessity and many successes of the ones who tried to adapt and help humanity. In the last two years, we also heard the one word that was not given the importance it deserves. That word is happiness. It is a simple word that doesn't see any barriers between rich and poor or countries or cultures, a term that stands for inclusiveness and embraces diversity. It is a word that is equally available to all of us but can be expressed and experienced in so many ways. We all derive from happiness something unique. We choose how happy we want to be.

In our organization, we all contemplate our next steps. I concluded that our primary goal is to navigate lebua to the post-Covid era and we will concentrate on the happiness of everyone involved. We will cater to the happiness of our employees, our stakeholders, our customers, and our vendors. A happy employee needs a satisfied customer, and a happy customer needs a happy employee, and both depend on each other. A happy endeavor brings a happy and healthy workplace where we all thrive and succeed.

We will not measure the happiness of our employees just by asking them in a survey. We know that everyone has different dreams and goals. We need to build a happy environment where we all can thrive. Happiness brings untangle value to our organization. We will measure our happiness with a multidimensional approach. Many employees try to hide their real feelings in front of the managers, so we will measure the happiness of our employee families.

The loss of our stakeholders over the last two years is incomparable, but still, we were able to retain all our employees. Our happiness will reflect when we see happy employees, customers, vendors, and partners. Our organization has been successful for many years because we put people first. More than ever, this practice is of such importance, and we are adding happiness to the equation. We will create a universe at lebua where environmental, social, and corporate governance (ESG) will be highlighted by health and happiness (ESGHH), the two most essential principles to follow. We will lobby the whole world with this new approach.

I am pleased to announce that I just joined the World Happiness Foundation Board. Throughout my career, I have read many books; reading brings me happiness. Phillip Kotler wrote many of the best books I have ever read about marketing. Today I am very fortunate to be sharing the board position in the World Happiness Foundation with Phillip Kotler and many other distinguished members like Luis Gallardo, and others.

At lebua we will pioneer a new era. We do not need a complicated strategy to move forward but the one that will situate us on the right path. We need to follow the most straightforward solutions, but that is challenging to execute. We will make happiness part of lebua values. Happiness is freely available to the world, and we will make it part of ours. Everyone who will be in touch with us will understand and experience how real happiness can revolutionize our world. Today, I am taking on additional responsibilities of the Chief Happiness Officer (CHO). As the CEO and the CHO of lebua, my commitment is to drive this new process of spreading happiness, which is a part of our strategy for the next two years.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Deepak Ohri', with a horizontal line underneath.

Deepak Ohri
Chief Executive Officer
Chief Happiness Officer