

kindthread

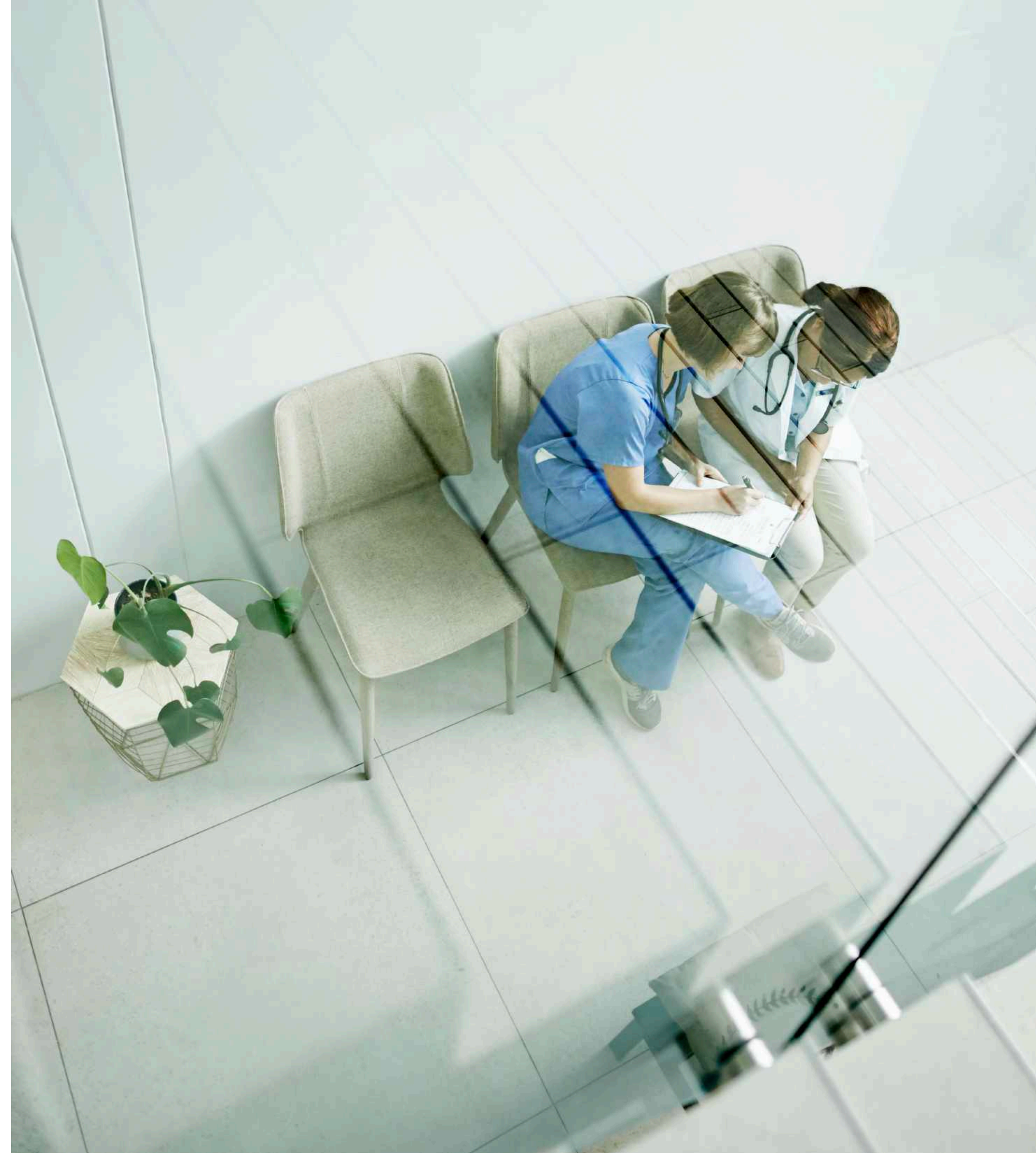
Transforming Healthcare Professional Apparel Worldwide

kindthread

is a modern, digitally-forward, product-focused and customer-obsessed organization, dedicated to serving healthcare professionals while driving positive community impact.

We are a new solution to the healthcare apparel industry with a commitment to supporting healthcare professionals through our portfolio of brands and superior service.

Together, we will offer an unprecedented curation of product service and experience



Kindthread weaves us all together

Creating consistency to how we treat and respect one another, communicate transparently, and unite around our progressive approach to the industry.

KIND

Is the attitude, warmth, and sentiment of the leaders we aspire to be and the customers we serve.

THREAD

Refers to the product, service and experience -- the quality, design integrity and craftsmanship -- as well as the common thread that connects the company and everything we do from here forward.

kindthread

LANDAU | WHITE CROSS | CHEFWEAR | SCRUBS & BEYOND

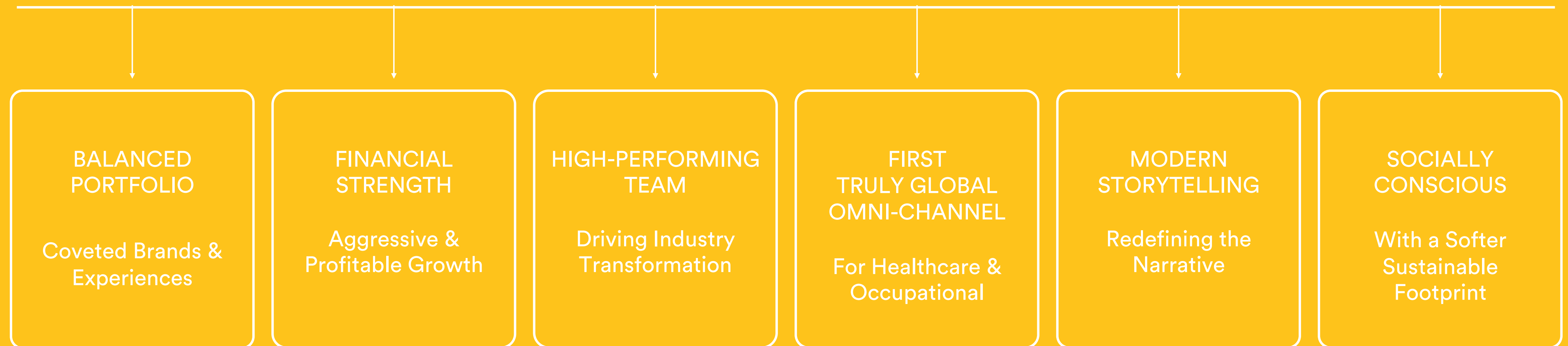
Our brands are category defining and story rich.

Each of our iconic brands brings their distinct value to the portfolio and each has outsized potential to become even stronger together, through modernization and efficiency.

We are unlocking extraordinary competitive advantage and setting the stage for continued growth by providing unique products, services and experiences to our retail partners.

Strategic Plan

Kindthread: The New Standard For Healthcare & Occupational Apparel



Powerful Ecosystem

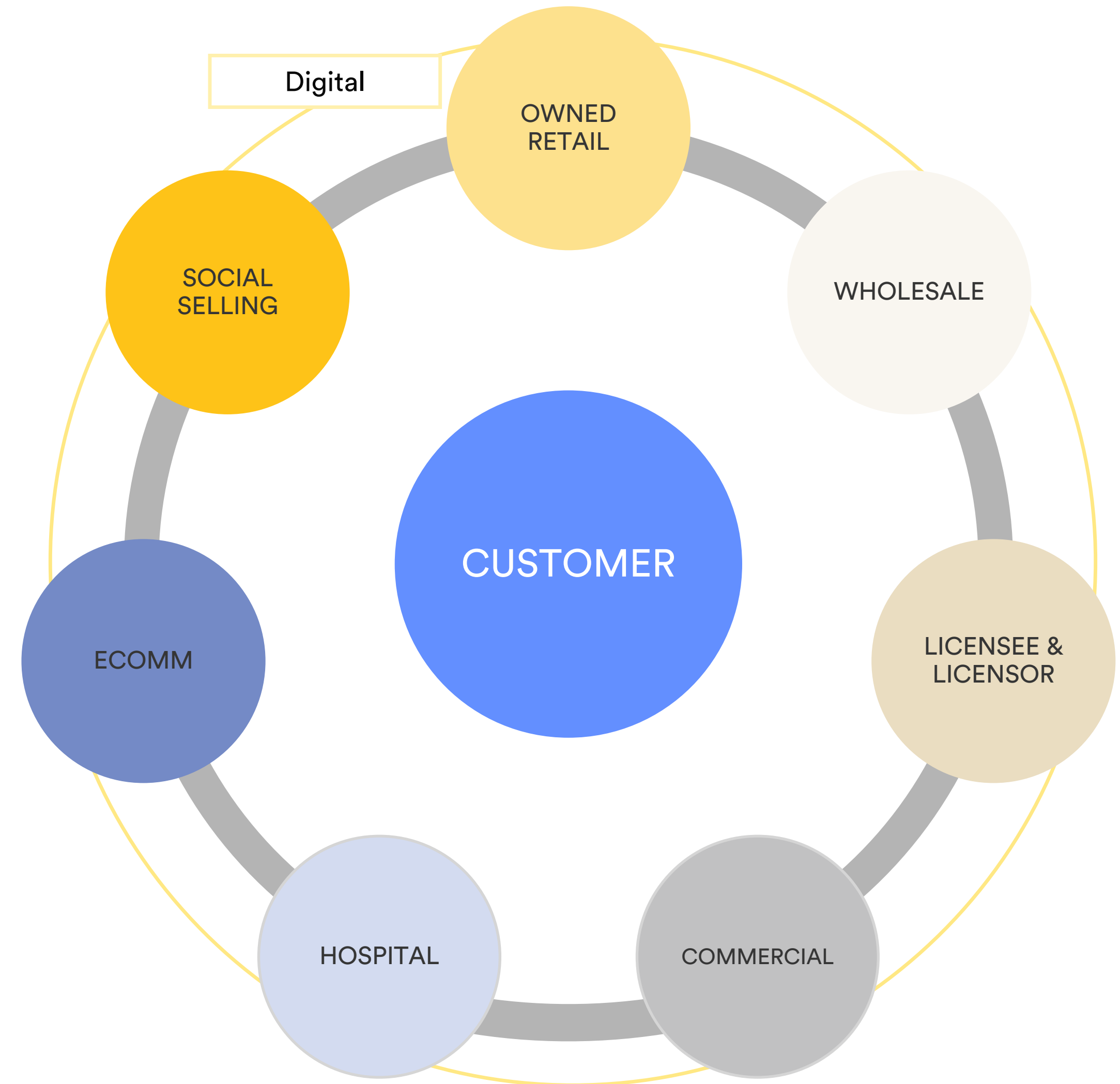
Built By Strong Uniform Brands
And Diverse Distribution

Combined Business Capabilities

Leverages Cross-functional Efficiencies Globally Across
All Sales Channels

Advanced Marketing Insights

Shared Across The Organization Inform
A Controlled Distribution Strategy



Kindthread's Organizational Approach

CULTURE

- » Operate in service of the Healthcare professional
- » Drive for results and win
- » Confident about our capabilities yet always remaining humble
- » Friendly, caring; engage and respect employees
- » Give back and enhance the communities we operate in

EXECUTIVE LEADERSHIP

- » Takes a holistic, enterprise perspective
- » Operate with a high sense of action and urgency; responsive
- » Customer obsessed
- » Simplify; focus on what creates value
- » Talent development mindset; invests in and develop people
- » Leverage data to drive decision making

TALENT

- » Nimble, quick, agile; adapt and pivot as new information surfaces
- » Data oriented; use facts and objective results to drive decision making
- » Hard working and results oriented
- » Focuses on the big picture; collaborates with others so we can win together



Our Commitment

To improving the lives of healthcare workers extends beyond product and retail experience. Through advocacy, awareness and action, we are focused on the mental health and well-being of healthcare professionals worldwide.

Our Values

Of Integrity, Individuality, Curiosity, Empathy and Utility guide our philosophy on how we serve our business partners, our communities and each other.

Our Impact

Is focused on three global pillars:
Environment, Community, Healthcare Associates Wellness.

Executive Team



DAVID
MURPHY

Chief Executive Officer



DAVID
AQUINO

Chief Operating Officer



MICHAEL
MCCARTHY

Chief Revenue Officer



SALLIAN
SONG

Chief Product Officer



LAUREN
RIECKHOFF

co-Chief Marketing Officer



KAREN
DUFFY

co-Chief Marketing Officer



MICHAEL
VERMILION

Chief Commerce Officer



LILIA
LAUREN

Chief Financial Officer

The future of Kindthread
belongs to those who can:

IMAGINE It

DESIGN It

EXECUTE It

