

**FROM:** Murray Mullen  
 Chairman, CEO and President

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**RE:** **Coronavirus Action Plan – Update #8**

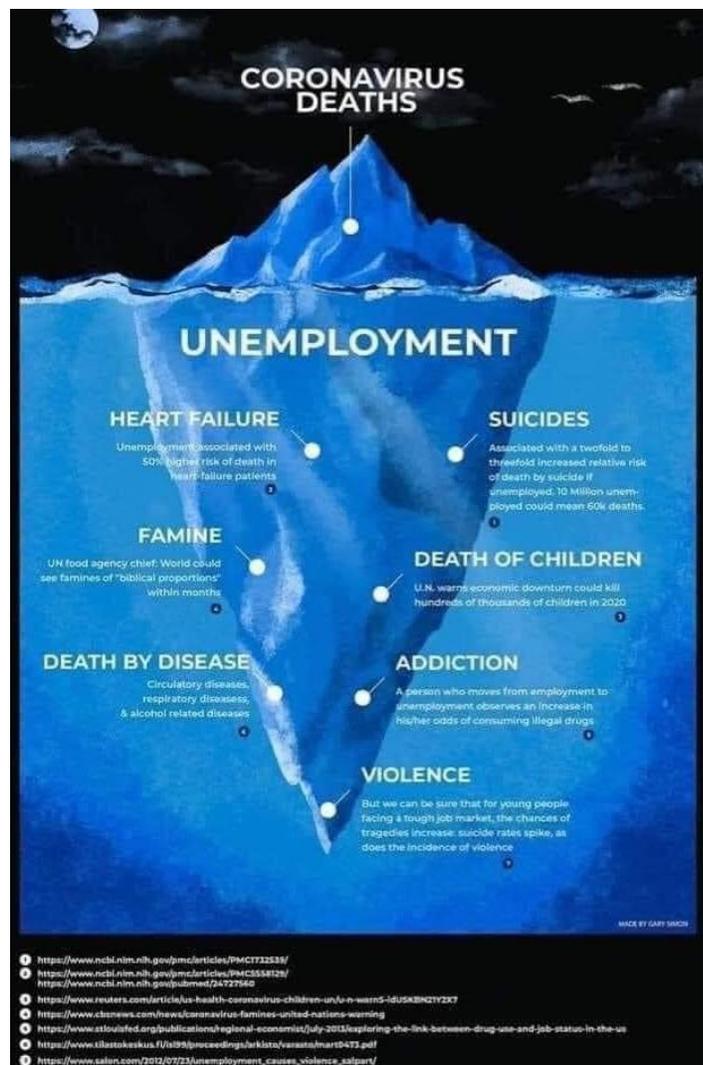
### 90 Days and We Are Still Counting

Like you, I find myself spending far too much time on COVID-19, looking at the daily stats and more often than not reading up on the potential for a vaccine. I am looking for the proverbial ‘green shoots’ that may give rise to a potential cure to the current situation. This is of particular importance these days as we enter what I believe is a new phase in the fight against COVID-19. We need those very smart people I have spoken about in prior messages to find a vaccine, a cure, a therapeutic solution to help with recovery and we need it QUICKLY. I say this because all of us have been impacted not necessarily from the virus itself but from the many side effects that accompany this pandemic.

So many of us have had family members lose their jobs or perhaps not be able to find a job today. We have had family members or close friends struggle with life’s issues. There are far too many people suffering from undiagnosed illnesses but are too afraid to venture to see the Doctor, Dentist or Specialist. There are real life stresses that we are all trying to rationalize and understand. We feel uneasy about so many things. When will this end? What does the future hold? Will life ever be the same again? These are questions that transcend beyond any age group, any demographic group, in fact any of us.

Joanna Scott, a lawyer by training, a Vice President and a member of our Senior Executive Team and a registered nurse to boot, came across an excellent graphic **look at how the impact on our lives goes well beyond the virus itself**. It brings attention, in such a visual way, to the complexity of today’s situation. Using the iceberg analogy, it highlights how we should not just be focused on ‘what we see’ but on ‘what’s not so obvious and what we do not see’, which is where much of the danger looms. This is so important for all of us to become more aware of because the longer COVID-19 stays with us the more dangerous this damn virus becomes.

For guidance here is a great link to reference: <https://www.canada.ca/en/public-health/services/diseases/2019-novel-coronavirus-infection/mental-health.html>



**THERE IS REASON TO BE OPTIMISTIC, and lots of it I believe!**

Earlier I spoke about the potential for a vaccine. The medical community is optimistic that they will crack the code and bring this virus to its knees. Others are working feverishly on a therapeutic solution that could minimize the side effects if one gets infected. And some even believe that we have seen the worst of COVID-19. I highlight a report by Sunetra Gupta, a Professor of Theoretical Epidemiology at the University of Oxford, titled: [COVID-19 is on the way out](#). Asked what her updated estimate for the Infection Fatality Rate is, Professor Gupta says, “I think that the epidemic has largely come and is on its way out in this country so I think it would be definitely less than 1 in 1000 and probably closer to 1 in 10,000.” That would be somewhere between 0.1% and 0.01%. (source: UnHerd – Freddie Sayers, May 21, 2020).

And finally let's look at the facts. Governments and policymakers, the politicians, are opening up the economy and loosening the shutdown. The stats are looking more favourable each week providing cover for decision makers to let us start getting our lives back to some sort of normal. This is good news of course and I am optimistic that we have seen the worst. As the economy reopens, demand for goods and services will start recovering meaning we will start bringing people back to work soon. In fact, I am very confident that we will have more employees employed by the end of summer than we do today. And best of all I would be very surprised if we are not back to near full employment in our company next year.

This has been a challenging few months to say the least. And like many of you I struggle with the unknown. I often feel frustrated and I worry. But then I realize how fortunate I am. This is when I put my optimistic hat back on and try to make a difference. Stay safe. Be smart. And thanks everyone for everything you do.

Sincerely,



*Keeping  
Everything  
Simple*

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