

Welcome and thank you for joining us for today's presentation. Our topic is **“The COVID-19 Financial Crisis: A Survival Guide.”**

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The COVID-19 Financial Crisis: A Survival Guide



Mette H. Kurth

302.622.4209

mkurth@foxrothschild.com



Brian Shaw

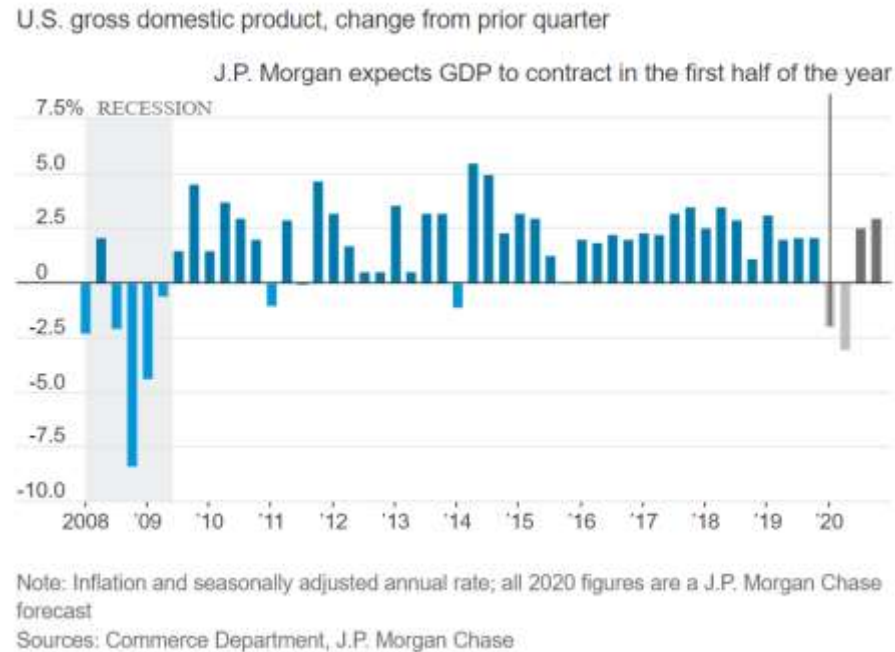
312.666.2833

bshaw@foxrothschild.com



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The COVID-19 Financial Crisis: How Deep? How Long?



"A public health emergency is morphing into an economic emergency."

—David Shulman, UCLA Anderson School of Management.



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The Immediate Challenges



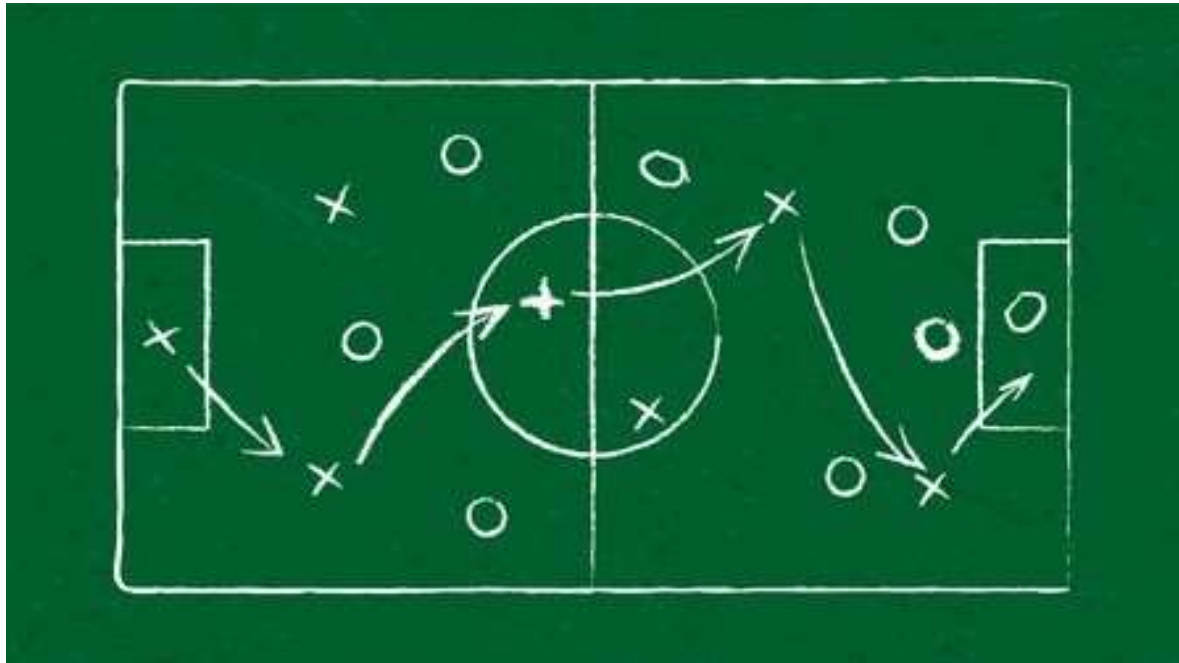
- In the rearview mirror
 - Business continuity and workplace impacts
 - Workforce reductions
 - Communications
- On the road ahead
 - **Liquidity !**



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Protecting Your Business in a Time of Enormous Uncertainty

The playbook is the same....



Execution is
harder



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Corporate Governance: Yes, It Really Matters



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Crisis Communications



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Evaluate New Trends & Develop Your Plan



- Assessing short-term and long-term trends
 - Challenges
 - Opportunities
 - Financing



What About Small Businesses?



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The Legislative Landscape



- Help is coming
- And the rules are changing... fast



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State & Local Landscape



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National Legislation



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What About the “B Word”?



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Questions?



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