

Letter from John Rietveldt, I4F's CEO

来自 I4F 首席执行官 John Rietveldt 先生的问候

Dear friends - our valued employees, licensees, partners, business relations and media,
亲爱的朋友们 - 我们宝贵的员工、专利用户、合作伙伴、行业和媒体朋友们，

Life as we know it has dramatically changed in just a matter of weeks! 2020 will go down in the history books as one of mankind's darkest periods and, it's certain to say, that none of us will ever forget this unprecedented moment in time. Nor will generations to come. 正如大家所见，生活仅在几周内就发生了翻天覆地的变化！2020 年终将载入史册，我们甚至我们的后代都肯定不会忘记人类历史这一前所未有的至暗时刻。

Our world has already lost so much, precious lives taken. Our freedom of movement temporarily hampered. The equilibrium of our economic structures weakening at an alarming speed. Each day brings us endless supplies of new information, sometimes uplifting, other times soul destroying. One stable factor, however, endures and we must continue to applaud and support everyone working on the front lines – those risking their health and working day and night to save or help others.

我们的世界正蒙受着巨大损失，宝贵的生命被夺去，行动自由暂时受到了限制，经济结构的平衡正以惊人的速度减弱。每一天，无穷无尽的新信息蜂拥而至，有时能振奋人心，有时却令人备受打击。但是，一股稳定的支持力仍然存在，请让我们向冒着个人危险在抗疫前线日夜工作以拯救生命或帮助他人的每一个人致以崇高的敬意和真诚的感谢。

The safety of I4F employees, as well as their families and friends, is our number one priority. To that end, we have implemented stringent measures to maximize their safety and are following government guidelines to the letter. I am pleased to inform you that, as of today, all our employees are healthy and working each day to support you as normal. We are doing our utmost to minimize business disruption through remote working, when and where possible.

I4F 员工及其家人和朋友的安全是我们 I4F 的首要关注。为此，我们采取了严格的措施，最大限度地保障他们的安全，并严格遵守政府规定。令人欣慰的是，目前我们所有的员工都很健康，每天都在工作，一如既往的支持大家。我们正在努力通过远程工作，尽可能减少对业务的影响。

Like most of us, you are probably asking yourself these two fundamental questions: what is to become of us and what should I do now?

像我们大多数人一样，你可能也会问自己这两个基本问题：我们会变成什么样子？我们现在应该做什么？

Some might say we are unlucky to be going through this crisis, others would argue that we have a unique opportunity to rebuild our future and to make it more robust against outside influences, like the coronavirus, for next generations. Many of us feel out of control and want to take back the reins, so why not reach out and take them!

有人可能会说，我们经历这场危机是不幸的，另一些人会说，我们有一个独特的机会来重建未来，使它更强大，可为我们的后代抵御诸如冠状病毒之类的外部影响。我们中的许多人体会到了失控感，想要重获主动权，所以为什么不去夺回它们呢！

I see our future as a white canvas. Ours to sketch out, ours to re-shape and ours to fill with colour and substance. Our starting point is mature, knowledge-based and highly experienced. It is important to learn from the recent COVID-19 experiences in China on how to overcome the virus and ensure business continuity. Most operations there have almost returned to normal activity.

我把我们的未来看作是一块白色的画布。我们的任务是绘制蓝图，勾勒形状，填充内容和色彩。我们成熟、知识丰富并极具经验，学习近期中国在 COVID-19 疫情期间如何抗击病毒和确保商务活动连续性非常重要。在中国，大多数业务基本已恢复正常。

Take this moment to rethink your possibilities and opportunities, protect what you have and plan for the rebuilding of a prosperous and healthy future by racing forward with unrelenting force.

是时候重新思考你的可能性和机会了，是时候保护你所既有的，并规划通过不懈的努力来重建一个繁荣和健康的未来。

The effects of COVID-19 will, almost certainly, change the way we conduct business going forward. Consumer behaviours and decisions will be altered meaning that we will also need to adjust the way we operate. This, however, also presents us with opportunities in terms of new innovations in each part of our business and the creation of fresh initiatives. All this combined, will help us emerge from this crisis smarter and stronger. The I4F team is working on several new innovations as well as developing an improved way to communicate with the market and its licensees taking into account all the current constraints.

几乎可以肯定的是，COVID-19 的影响将改变我们今后开展业务的方式。消费者的行为和决策将发生变化，这意味着我们也需要调整自身运作方式。然而，这也给我们带来了新的机遇，即在业务的每个部分都有创新，并产生新的举措。所有这些结合起来，将使得我们在走出这场危机后变得更明智、更强壮。考虑到所有当前的限制，I4F 团队正通过创新，开发一种改进的方式，以便与市场及其专利用户进行更有效的沟通。

As always, we are here to help you in any way we can. Do not hesitate to contact any of us with any questions, concerns or ideas.

和以往一样，我们会在这里竭尽所能提供帮助。如果您有任何问题、疑虑或想法，请随时与我们联系。

On behalf of the entire team, I wish you, your families, friends and colleagues good health and continued safety.

我谨代表 I4F 团队祝愿你们、你们的家人、朋友和同事们身体健康，平安无虞。

Best regards,
John