



## HEROES AND VILLAINS:

COMPANIES DOING THE  
RIGHT THING, AND  
THOSE THAT AREN'T

### HEROES

#### Timpson

The key cutting and shoe repair service kept its 5,500 employees on full pay while its shops remained closed.

#### Morrisons

Food banks were given £10 million worth of food by the supermarket after they ramped up production for an extra hour every day to help them restock.

#### Admiral

The insurer gave its 4.4 million car customers a £25 cash-back each, with no strings attached, saying that the savings were made because fewer people were driving and making claims.

### VILLAINS

#### JD Wetherspoon

After delaying the closure of his pubs, chairman Tim Martin encouraged staff to get new jobs, and refused to pay breweries for already supplied beer.

#### The FTSE 100

Eighteen big companies in the FTSE 100 have publicly revealed that they will use the government's furlough scheme to pay staff wages, despite paying their chief executives an average of £3.6 million during the crisis.

#### Cunard

Even in the middle of the lockdown, Cunard was still trying to sell cruise trips to Australia. Its £2,464 package was still available despite the Australian government banning visitors. **MM**



# EMBRACE CHANGE AND SURVIVE THE REVOLUTION

FROM STREAMING TO E-COMMERCE  
BUSINESSES THAT CAN ADAPT



BOUNCEBACK  
ISSUE

CORONAVIRUS MADE THE BUSINESS WORLD BUCKLE

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All requests must