

“I will make every FedEx experience outstanding.”

Everyone at FedEx is committed to placing customer needs at the center of everything we do. Our shared mission, strategy, values and The Purple Promise help us make this happen.

Our Mission

FedEx Corporation will produce superior financial returns for its shareowners by providing high value-added logistics, transportation and related business services through focused operating companies. Customer requirements will be met in the highest quality manner appropriate to each market segment served. FedEx will strive to develop mutually rewarding relationships with its employees, partners and suppliers. Safety will be the first consideration in all operations. Corporate activities will be conducted to the highest ethical and professional standards.

Our Shared Values

- People** *We value our people and promote diversity in our workforce and in our thinking.*
- Service** *Our absolutely, positively spirit puts our customers at the heart of everything we do.*
- Innovation** *We invent and inspire the services and technologies that improve the way the world works and lives.*
- Integrity** *We manage our operations, finances and services with honesty, efficiency and reliability.*
- Responsibility** *We champion safe and healthy environments for the communities in which we live and work.*
- Loyalty** *We earn the respect and confidence of our FedEx people, customers and investors every day, in everything we do.*

Our Strategy

The unique FedEx operating strategy works seamlessly — and simultaneously — on three levels.

Operate independently *by focusing on our independent networks to meet distinct customer needs.*

Compete collectively *by standing as one brand worldwide and speaking with one voice.*

Manage collaboratively *by working together to sustain loyal relationships with our workforce, customers and investors.*

The Purple Promise

We are united behind a simple promise:

“I will make every FedEx experience outstanding.”

To keep The Purple Promise, we must:

Do whatever it takes to satisfy our customers.

Always treat customers in a professional, competent, polite and caring manner.

Handle every customer transaction with the precision required to achieve the highest quality service.

Process all customer information with 100 percent accuracy.