



FedEx

purplepromise.fedex.com

We continue to change the way
the world works and lives by doing
one simple thing:

Placing our customers at the
center of all we do.

This takes commitment —
a shared way of thinking,
acting and believing.

It starts with a promise.

A promise we make
and keep every day.

The Purple Promise.

Why purple?
Because it's what
we all share.

The Purple Promise touches
everything we do.

It's what matters most to
our customers.

The Purple Promise

“I will make every FedEx experience outstanding.”

By keeping this promise, we meet the world's expectations, one person at a time.

The Purple Promise means:

Do whatever it takes to satisfy our customers.

The Purple Promise means:

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

The Purple Promise means:

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

The Purple Promise means:

Process all customer information with 100 percent accuracy.

The Purple Promise is strengthened by our shared values that unify us.

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.

The Purple Promise is more than
what we say — it's what we do.

It unites us.

Every one of us at FedEx is
committed to making every
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 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.

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.*

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.

For more information about The Purple Promise visit purplepromise.fedex.com.