



I've seen the power
of Purple.

I see our promise made real in thousands of ways every day.





The Purple Promise:

“I will make every FedEx
experience outstanding.”



A close-up photograph of a bouquet of vibrant red roses in the lower-left foreground. The background is softly blurred, showing a person wearing a white shirt, likely a florist, in a warm, indoor setting. The text is overlaid in the upper right quadrant of the image.

I hear about the
incredible things we
do for our customers.

I'm proud of how we come through every day in ways big and small.





We make The Purple Promise
real when we...

With just minutes to spare, Hiroshima station manager Hiroaki Morigaki realized he needed to board a bullet train to the Kansai International Airport to get a customer's package to Hong Kong by the next morning. The package had missed the shuttle flight to Kansai, and time didn't allow for Morigaki to drive it there.

He called ahead to Masashi Mizote, our operations manager at the airport, and arranged for Mizote to meet him — and the package — at the Kansai train station. After a smooth hand-off, Mizote and customs clearance manager Nobuhiko Arai worked together to make sure it was quickly cleared and loaded onto the Hong Kong-bound plane. Thanks to ingenuity and well-timed teamwork, the customer never had reason to worry.

Pictured: Kansai Airport operations agents Takuro Yamamoto, Kikuo Hashiguchi and Shinpei Nishiyama (left to right); Masashi Mizote (far right)



Work together to deliver
a faster solution





Care for communities
as well as customers

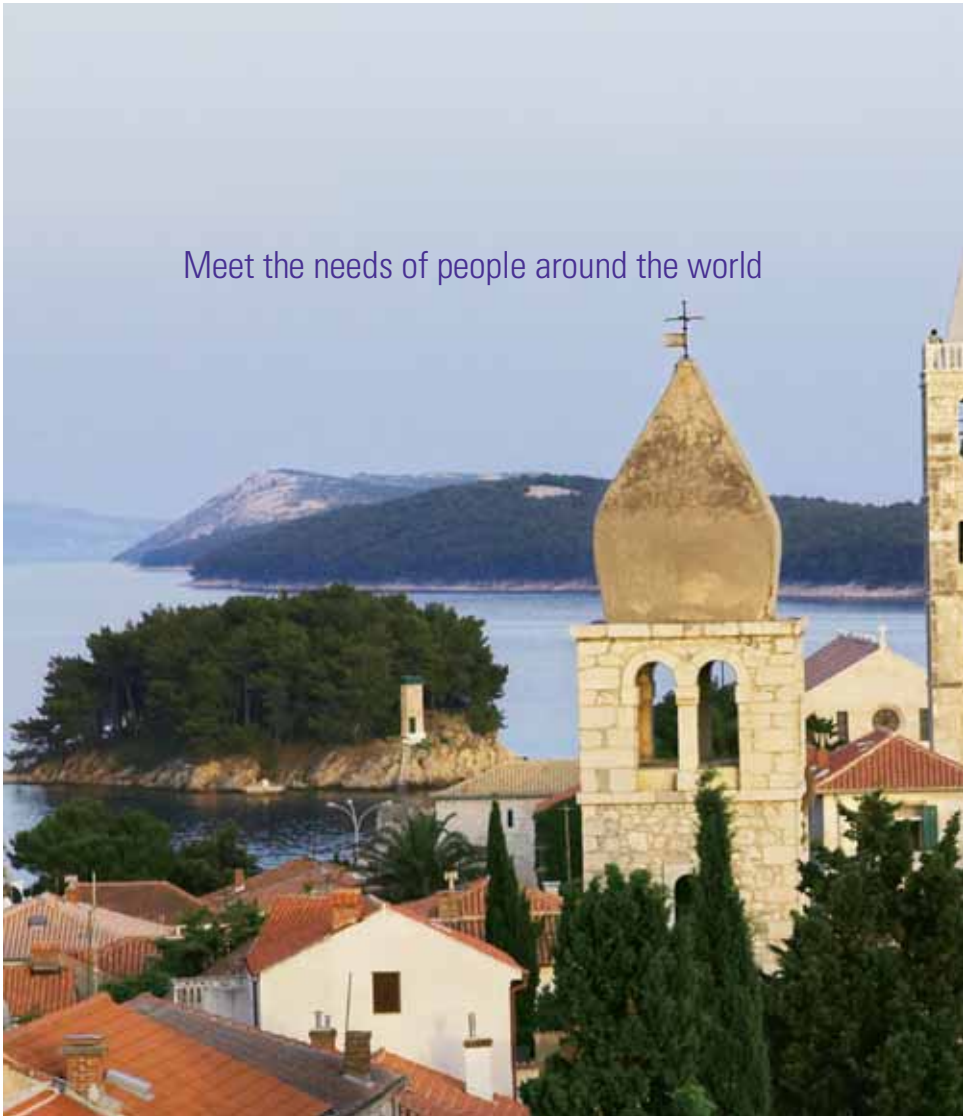
When hurricanes redirected a ship from the East Coast to the West Coast, a children's book author became frantic. The ship was carrying 10,000 copies of her book, which were due in Norfolk, Virginia, for a fundraising event in three days. Fortunately, she thought to call FedEx. Hearing her dilemma, FedEx Freight President and CEO Doug Duncan offered to help, and within an hour his executive assistant, Edna Kennon, mobilized the necessary resources.

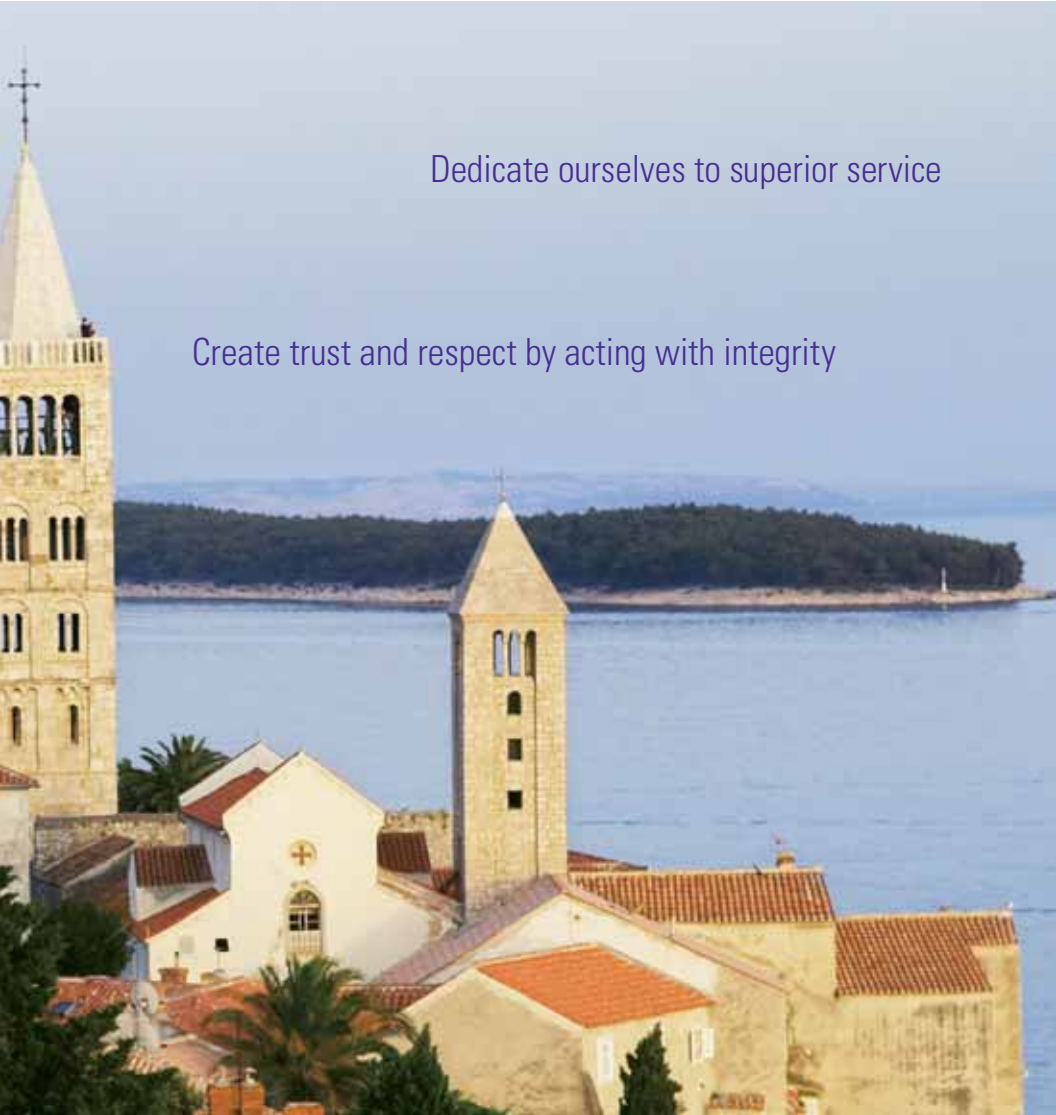
Throughout the weekend, a team of drivers, dock supervisors, transportation managers and coordinators moved the charity shipment across the country. The books arrived in Norfolk just in time, raising nearly \$20,000 for two children's literacy programs. In appreciation, the city of Norfolk made an addition to its series of mermaid sculptures commemorating Norfolk's heritage. Dedicated to FedEx, the "Maid in Time" sculpture honors a well-coordinated effort to deliver a valuable community service.

Pictured: Edna Kennon



Meet the needs of people around the world





Dedicate ourselves to superior service

Create trust and respect by acting with integrity



With a remarkable act of generosity, driver Mike O'Donal single-handedly salvaged Christmas for one of his customers. The FedEx contractor learned just days before the holiday that a package he'd recently delivered was addressed incorrectly and didn't reach the intended recipient. The package — containing the only Christmas gift the customer could afford to give her daughter — was in the wrong hands.

Without hesitation, O'Donal attempted to retrieve the package. Unfortunately, the person at that address denied receiving it, so O'Donal decided to play Santa Claus. He purchased a duplicate gift out of his own pocket in time for Christmas Eve. Through his actions, O'Donal did more than replace a gift — he earned the customer's gratitude and loyalty.

Pictured: Mike O'Donal



Use our power to
right what's wrong



Help customers overcome
time and distance

By thinking beyond his responsibilities with FedEx Services, Mick Janowiak saw a way to combine the capabilities of two FedEx companies and help cut weeks out of a customer's production schedule. The Ken Blanchard Companies printed customized training materials for its seminars worldwide at its San Diego headquarters, using FedEx for distribution. But in-house printing and customs meant significant delays. Janowiak — a senior international sales executive who has worked with Blanchard in various roles for 17 years — realized that using the services of FedEx Kinko's and FedEx Express together could save Blanchard valuable time.

Janowiak invited FedEx Kinko's account manager Joe Kucinski and market sales manager Pamela Wylie to meet with Blanchard. The team proposed using FedEx Kinko's International Document Fulfillment solution to print the materials closer to the final destination. For a seminar in India — where there are no FedEx Kinko's — the materials were printed in Beijing and shipped overnight by Express. The FedEx team shaved two weeks off Blanchard's old production and shipping schedule. "The CEO has stopped calling us vendors," said Janowiak. "We're partners now."

Pictured: Joe Kucinski (left) and Mick Janowiak (right)





Use technology to make
working with us easier



Imagine how simple it would be for business customers if they could make one phone call to set up accounts with multiple FedEx companies. This vision has been driving a group within FedEx IT to create a new database that merges customer information from Express, Ground, Freight and Kinko's.

For customers, making one phone call to establish multiple accounts becomes a reality when the first phase of the service begins this fall with Express, Ground and Freight in the United States. The database will eventually include FedEx Kinko's and international regions. If a customer has more than one account with us, the new system will automatically associate them, showing, for example, that the small Freight customer in Missouri is a subsidiary of a major Ground customer in California with a different name.

The comprehensive account information available through the new database will make it easier for us to offer outstanding service to customers and improve their overall experience with FedEx.

Pictured: Project team members Rogers Stephens, Tasha Ward and Miranda Taylor (left to right)

Take a problem into
our own hands



Learning that a package containing a wedding ring had missed a flight from Paris to Stockholm for a ceremony the next day, CDG customer care agent Eddie Bradbury quickly arranged for it to be sent on a commercial Air France flight. The following morning, ramp coordinator Mats Barrefors personally delivered the ring to the church, arriving with five minutes to spare.

Use innovative ideas and
teamwork to meet deadlines



A power outage at Toronto's Pearson Airport hub did not deter 200 FedEx employees. To get everything onto the right planes and trucks, the team manually sorted thousands of packages in the parking lot, working through the night by the headlights of FedEx vans.

Transform adversity
into initiative



Only one thing stood between a mother and some urgently needed checks from her daughter: a gift of chocolates in the same package. When Mexico call center representative Amanda Villanueva learned that the chocolates prohibited the package from clearing customs, she drove with her manager from Naucalpan to the customs location in Toluca and removed them. The mother received the checks that day.

Use imagination when
options are limited



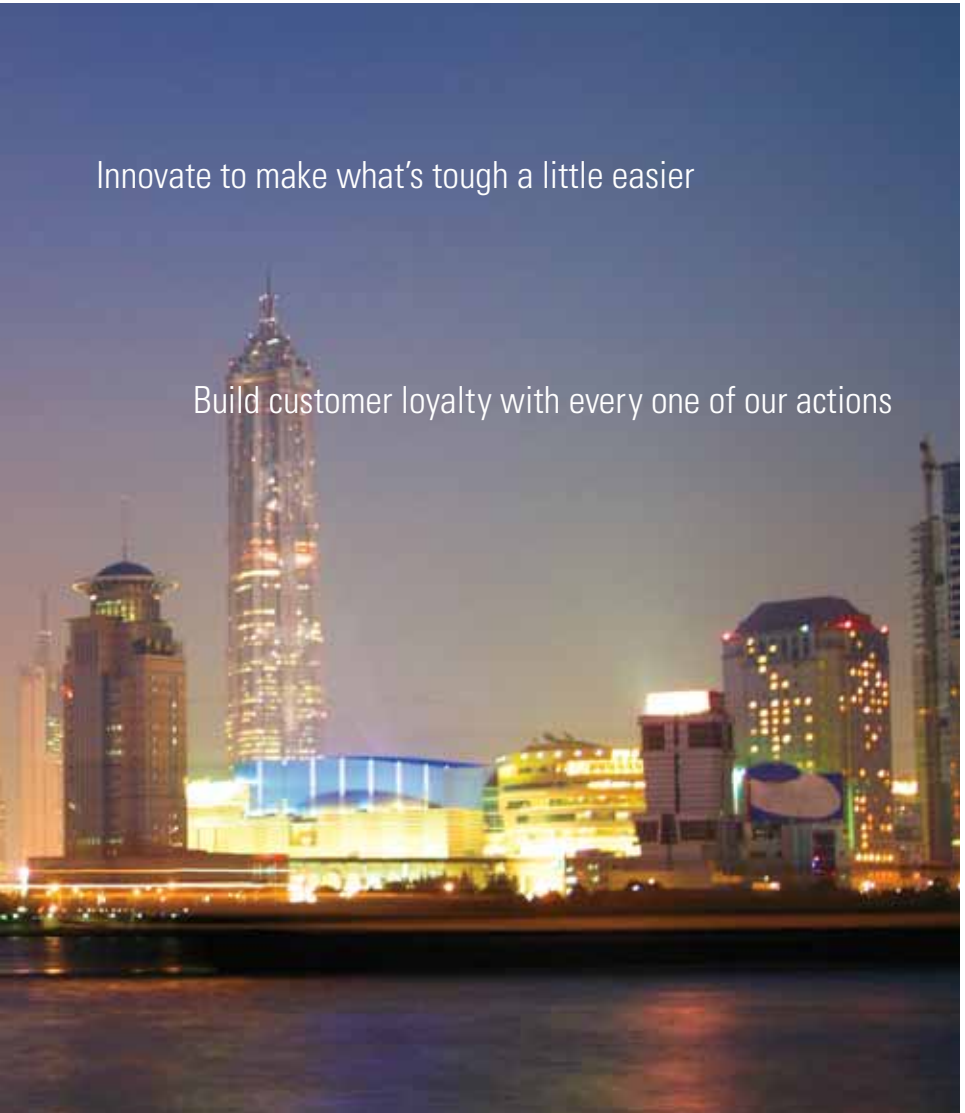
Courier Martin Lichtenberg didn't let Vienna's annual Car-Free Day get in the way of picking up a customer's urgent shipment. Realizing he didn't have time to make it on foot, Lichtenberg took the bus.

A nighttime photograph of the Shanghai skyline, featuring the Oriental Pearl Tower as the central focus. The tower's three spheres are brightly lit with red and white lights. To the left, the Jin Mao Tower is illuminated with a warm red glow. The background is filled with other skyscrapers of the Bund, their lights reflecting on the dark water in the foreground. The sky is a deep, clear blue.

Act responsibly to improve our workplace and our communities

Innovate to make what's tough a little easier

Build customer loyalty with every one of our actions



Find the right services to meet the customer's needs



Custom Critical often plays a pivotal role when the stakes are high — sometimes without even touching a shipment. Customer service shift leader Charley Stewart kept an assembly line from a costly shutdown by focusing on how to combine FedEx services to get a crucial replacement part moving in the right direction. The part was needed in Michigan

the next morning, but the customer had mistakenly shipped it to Texas. When the customer called Custom Critical for help, Stewart coordinated a recovery effort with Freight and Express. Freight retrieved the part from a truck near San Antonio and hustled it to Express. It reached Michigan in time to keep the assembly line running, saving the company \$50,000.



Customer service agent Jennifer Smith at Custom Critical pulled off a similar feat when a customer discovered that a 14-foot pipe was too long to ship via Express. Smith received the referral from Express, and when the price she quoted was beyond the customer's budget, she didn't give up. "I'm sure there's something else we can do," Smith said. She set up a

conference call with FedEx Freight, which was able to guarantee affordable, on-time delivery. As Smith's persistence proves, drawing on the services of all the FedEx companies can provide both the means and the price to meet the customer's need.

Pictured: Charley Stewart (left) and Jennifer Smith (right)



FedEx is recognized as a pioneer for helping create a borderless world marketplace. Our continued success on a global scale relies on our ability to provide customers around the world with a consistent, integrated level of service.

“The policies and procedures in each of our five regions have always been distinct,” said Laurie Tucker, senior vice president, global marketing. “Although that approach has paid off by giving us an international presence, we now have to move to the next level. The future of FedEx lies in competing internationally. And to do that, we need a common, integrated approach for all of our regions.”

That’s why in October 2004 we began creating a comprehensive customer database that pulls together information from the regional databases, giving us a complete view of our customers. At the same time, a cross-regional, multi-skilled team of employees is working to craft global business practices and standards. “This is a major change in the way we approach customer service,” said Tucker. “We’re putting The Purple Promise in action to serve customers seamlessly as a global company and, ultimately, to compete even more aggressively in the world marketplace.”

Pictured: Project team members Anthony Ngan and Jim Eggleston (top left); David Faour, Yelizaveta Pikus and Sunpreet Singh (right, left to right)

A photograph of two people in a meeting room. On the left, a woman with long brown hair, wearing a light yellow button-down shirt, is laughing with her mouth wide open. On the right, a man with a beard, wearing a black turban and a red sweater, is also laughing and holding a purple and blue textured ball. In the background, a whiteboard with some faint writing is visible. The text "Reach across languages and cultures" is overlaid in white on the lower half of the image.

Reach across languages
and cultures

Every day, each of us has the power to keep our promise to customers.

Across regions, roles and companies, we are united by our promise and by our shared values: People, Service, Innovation, Integrity, Responsibility and Loyalty. Together, our promise and our values make us stronger.

In different ways, we're all working to ensure that our customers experience the same level of excellence wherever and however they need us. We support each other in these efforts by thinking beyond our individual roles to find the best solution — and by extending our promise, and all it represents, to our internal customers as well.

Since the beginning, our commitment to excellence has separated us from the competition. It's the soul of our company. With all that we make possible in the world, keeping The Purple Promise and living our values are the most important things we do.



How do you fulfill our promise?
purplepromise.fedex.com

FedEx

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