

# FedEx<sup>®</sup> Express



## MARKET

FedEx provides customers and businesses worldwide with a broad portfolio of transportation, e-commerce and business services. FedEx offers integrated business applications through operating companies competing collectively and managed collaboratively, under the respected FedEx brand. Consistently ranked among the world's most admired and trusted employers, FedEx inspires its more than 290,000 employees and contractors to remain absolutely, positively focused on safety, the highest ethical and professional standards and the needs of their customers and communities.

FedEx Express is the world's largest express transportation company, providing fast and reliable delivery to every US address and to more than 220 countries and territories. FedEx Express uses a global air-and-ground network to speed delivery of time-sensitive shipments.

Egypt Express has been the licensee of Federal Express Corporation since 1998. Egypt Express head quarters is in Cairo and employs more than 450 employees.

## ACHIEVEMENTS

FedEx is widely acknowledged as a world-class company. FedEx is consistently recognised as a great place to work, a technology innovator and one of the world's most admired and respected companies. A few of their recent awards include:

- FORTUNE "World's Most Admired Companies" – 2009 #7, 2008- #6, 2007- #7, 2006- #4
- FORTUNE "America's Most Admired Companies" – 2008- #7, 2007- #7, 2006- #4

- FORTUNE "100 Best Companies to Work for in America" – 2009 #90, 2008- #97, 2006- #64
- Business Week "50 Best Performers" – 2006
- Great Place to Work Institute and Grupo Mundo Ejectutivo "Best Company to Work for in Latin America" – 2007
- FORTUNE "Most Admired for HR" – 2007- #1
- Reputation Institute/Bloomberg "Most Respected Companies" – 2007- #29
- Millward Brown Optimor/Financial Times "100 Most Powerful Brands Worldwide" – 2009 - #69 – 2008 -#81 - 2007- #69
- Black Enterprise "Top 40 Best Companies for Diversity" – 2007, 2006
- InfoWorld "100 Most Innovative Corporate IT Solutions" – 2007
- Wall Street Journal Asia "200 Most Admired Companies" survey – 2006- #17
- Hewitt Associate's "Best Employers in China" – 2007
- "Great Place to Work" survey, Germany - ranked No. 26 in 2009
- "Great Place to Work" survey, Ireland – ranked in the top 50 in 2009 and winner of Training Award and Star Award for consistent participation to survey
- "Great Place to Work" survey, Italy – ranked No. 7 in 2009
- "Great Place to Work" survey, Belgium – Winner of Diversity Award and ranked No. 5 in 2009 , Top 3 in 2008 and No. 1 in 2007

- "Great Place to Work" survey, France – ranked No. 11 in 2009. Also winner of Training Award and Star Award for consistent participation in survey.
- "Great Place to Work" survey, Netherlands – ranked No. 15 in 2009
- "Great Place to Work" survey, India – ranked No. 16 in 2008 and one of only two companies that have been top ranked in the last five years.
- CASH Magazine, Switzerland – ranked as No. 5 employer in 2009
- "Great Place to Work" survey, UK – ranked in Top 50 in 2007
- "Great Place to Work" survey, Spain – ranked in Top 50 in 2008



## HISTORY

Federal Express Corporation was founded by Frederick W. Smith, who conceived the idea of an overnight delivery business while an undergraduate at Yale University. The company was incorporated in June 1971 and officially began operations on April 17, 1973, with the launch of fourteen small aircraft from Memphis International Airport. On that night, Federal Express delivered 186 packages to 25 US cities from Rochester, New York, to Miami, Florida. This small operation was the beginning of a new era in global transportation that was to change the way the world does business.

Company headquarters were moved to Memphis, Tennessee, a city selected for its geographical centre to the original target market cities for small packages. In addition, the Memphis weather was excellent and rarely caused closures at Memphis International Airport. The airport was also willing to make the necessary improvements for the operation and had additional hangar space readily available.

In the mid-1970s Federal Express took a leading role in lobbying for air cargo deregulation that finally came in 1977. These changes allowed Federal Express to use larger aircraft (such as Boeing 727s and McDonnell-Douglas DC-10s) and spurred the company's rapid growth.

Federal Express services to the Middle East began in 1989 and, in 1991, the company established the Global Service Participant (GSP) relationship in southern Africa. Since that time FedEx has continued to expand its direct-served and agent network throughout the Europe, Middle East, Indian Subcontinent and Africa (EMEA) region.

## PRODUCT

### FedEx International Priority<sup>®</sup>

A time-definite, customs-cleared, door-to-door delivery service, with a maximum weight per piece of 68 kg delivering to 220 countries worldwide between one and three days following pick-up.

### FedEx International Priority<sup>®</sup> Freight

An extension to the International Priority service, allowing heavyweight shipments to travel as fast as documents or smaller packages. IPF is the premier time-definite, customs-cleared freight service. Customers can send consolidated packages weighing up to 1,000 kg. Four delivery options are available: Door to Door, Door to Airport, Airport to Airport and Airport to Door.

### FedEx<sup>®</sup> 10 kg and 25 kg Box

FedEx 10kg and 25kg Boxes offer amazing value for money. In addition it's a convenient, safe and easy to use service solution with a flat rate for items weighing up to 10 kg and 25 kg.

## RECENT DEVELOPMENTS

In 2006 FedEx Corp acquired ANC Holdings Limited, a United Kingdom domestic express transportation company. This transaction allowed FedEx Express to directly serve the entire UK domestic market. ANC was then rebranded FedEx UK.

In 2007 FedEx Corp. acquired Tianjin Datian W. Group Co., Ltd.'s 50% share of the FedEx-DTW International Priority Express joint venture and DTW Group's domestic express network in China. FedEx then launched a domestic express service serving the Chinese market.

Also in 2007 FedEx Corp. continued its acquisition of domestic express companies with



the acquisitions of Indian express company Prakash Air Freight Pvt. Ltd. (PAFEX) and Hungarian express company Flying-Cargo Hungary Kft.

All the companies obtained through FedEx Corp. acquisitions, in addition to diversifying the FedEx services portfolio, also exhibited the same "absolutely, positively" spirit that FedEx is known for possessing - which made the companies a good fit.

In 2009 FedEx was named among the world's most admired companies according to a survey published in FORTUNE magazine. This is the first year the magazine consolidated the United States and World's Most Admired lists. FedEx had placed on the US most admired list eight consecutive years. FORTUNE magazine in its annual report on corporate reputation, listed FedEx as number seven on its list. Additionally, FORTUNE magazine recognised FedEx as being first in eight of nine transportation industry category rankings, those categories being: Innovation, People management, Use of corporate assets, Quality of management, Financial soundness, Long-term investment, Quality of products/services and Global competitiveness.

## BRAND VALUES

Millions of customers trust FedEx to help them be more successful. For the 290,000 people who embody the unique FedEx "whatever it takes" brand spirit, their role is critically important: to nurture and protect this emotional connection between FedEx and their customers.

It took boldness and vision to invent an industry, as FedEx did in 1973. Brand strategy was important from day one. Strong, meaningful colours and bold graphics conveyed to the marketplace that the company was out to change the way the world worked. The voice of the young company was confident and conveyed absolute certainty. Customers came to depend on FedEx and their people to set the gold standard in commitment and reliability.

As the company expanded into hundreds of countries and a full range of shipping and information services, the brand required a new level of flexibility. In 1994 Federal Express became FedEx, adopting a name that had become part of the world's business vocabulary.

The FedEx logo was modernised, taking on an even bolder character and incorporating an arrow to signify the brand's forward movement and spirit of innovation.

According to FedEx research, customers believe that FedEx epitomises reliability and leadership. Those values are personalised by the heritage of the "Absolutely, Positively." spirit of their employees. Today that spirit is called the Purple Promise, and it's a commitment to making every FedEx experience outstanding.

Customers say that the FedEx personality is helpful and engaged. The brand exudes confidence and energy. It carries the values of prestige and quality.

## fedex.com

### Things you didn't know about FedEx

Began operations: April 1973.

Headquarters:

Worldwide: Memphis, Tennessee, US  
Europe: Brussels, Belgium  
Asia: Hong Kong, China  
Canada: Toronto, Canada  
Latin America: Miami, Florida, US

Principal officer: Frederick W. Smith, chairman, president and CEO

Annual revenue: US\$38 billion (FY08)

Employees & contractors: More than 290,000

Countries & territories served: More than 220

Airports served: 375

Aircraft fleet: 670

Vehicle fleet: More than 80,000

World Service Centers: 725 Drop boxes: 44,008 (including 4,979 U.S. Postal Service locations)

FedEx Authorized ShipCenters<sup>®</sup>: 6,505

FedEx Office Locations: 1,805 Average daily volume: More than 7.5 million shipments for express, ground, freight and expedited delivery services

Average daily tracking requests: More than 5 million

Superbrands