

CORE TENETS – *Our purpose, mission, beliefs and guiding principle*

PURPOSE – *Who we are and who we aspire to be*

To be the premier industrial development company supporting supply chain management in the Mid-Atlantic.

InterChange will be known as the leading organization in the logistics industry. We deliver unparalleled service, flexible solutions and positive results to our customers (and their customers).

MISSION – *Impact we want to make on our clients*

To help our customers (and their customers) achieve growth by being a conduit that allows our customers to focus on what they do best.

Rather than being reactive and task focused, InterChange will provide you with flexible ideas and outcomes that produce sustained results.

BELIEFS – *How We Think*

- Growth Focused
- Safe and Healthy Team Members
- Find a Way to Say “Yes”
- Discretionary Effort
- Over-Deliver
- Take Ownership for Results
- Be Generous
- Flexibility without Sacrificing Quality
- Consistency = Team Member Success

GUIDING PRINCIPLE – *Our fundamental truth*

InterChange will cultivate growth for our customers by empowering them to focus on what they do best.

THE BRAND ESSENCE – *InterChange will transform the industry as we know it by...*

LONG FORM

InterChange is a vital partner to companies and supports its customers and the local economy by acting as an extension of local and regional businesses. This means that we listen to the needs of our customers, brainstorm and provide flexible solutions that evolve to fit those needs, locally and globally. Ultimately, we improve the efficiency and profitability of our customers.

SHORT FORM

InterChange provides expert and customized logistics solutions to the region’s best businesses & organizations, enhancing their ability to compete in the global marketplace.

DEFINING INTERCHANGE – *What we do, how we do it and why we do it*

WHAT we do: We ask questions
 We listen
 We brainstorm
 We customize
 We solve
 We deliver
 We build for capacity
 We think long-term
 We proactively communicate

HOW we do it: We are the essential link between **our** customers and **their** customers by delivering flexible, customized solutions.

WHY we do it: We believe the right way to engage customers is through an integrated and results-oriented approach. We have a deep passion for making an impact on the communities in which we live and work.



ATTRIBUTES & ALIGNMENT – Who we want to work with and our working perspective

IDEAL CUSTOMER PROFILE

- Mid Atlantic Logistics Needs, Global Perspective
- Financially Sound
- Desires Flexibility
- True Partner
- Trustworthy
- Growth Focused
- Respects Our Expertise
- Strong Communicator

TEAM MEMBER PROFILE

- Flexible & Creative
- Safe
- Brand Ambassador
- Attention to Detail
- Results Oriented
- Focused on Others
- Open to New Approaches
- Collaborative / Idea Sharing

LEADERSHIP TEAM PROFILE

- Integrity
- Servant Leader
- Flexible / Adaptable
- Credible Expert
- Committed to Excellence
- Team-Oriented
- Process & Systems Oriented
- Strong Communicator

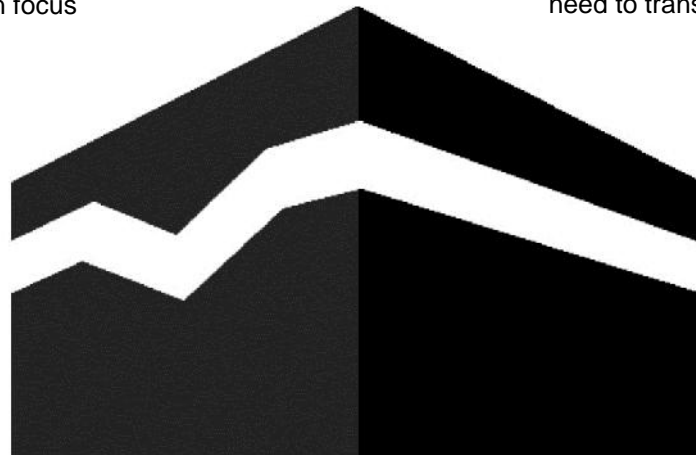
THE GROWTH ENGINE – How we will grow as an organization

THIRD PARTY LOGISTICS – We think through the details for our customers and manage their supply chain so they can focus on what they do best.

TRANSPORTATION – We are your dependable and flexible carrier when you need to transport your products.

FACILITIES – We have an extensive network of quality warehouses across the Mid-Atlantic to store your products in.

LAND DEVELOPMENT – We coordinate from concept to completion, a vertically integrated and turn-key solution.



RESOURCES – We have positive lending relationships, access to capital, and a diverse portfolio of available land.

STRATEGIC PARTNERS – We partner with local and regional government agencies, economic development organizations, valued team members, long-term customers, and trusted vendors.

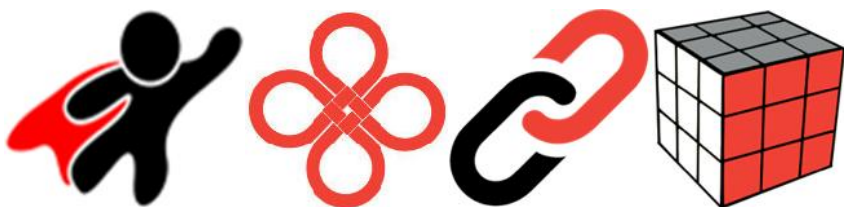
THE INTERCHANGE EXPERIENCE – The type of environment we want our stakeholders to experience

CUSTOMER EXPERIENCE

- Superhero** – We put on the cape for our customers
- Cloverleaf** – It's not luck...it's flexibility, innovation, and sustainability that allow us to thrive
- Be the Link** – We are the vital connection between our customers and their customers
- Rubik's Cube** – We look at things from all perspectives & provide innovative solutions

TEAM EXPERIENCE

- Fulfilled
- Active Contribution
- Continuous Growth
- Positive Interpersonal Interactions
- Energized & Healthy
- Safe & Secure – always given resources necessary to do the job
- Made a Difference
- Connected / plugged in / engaged
- Informed



OUR MANTRA – Our external and internal slogan

EXTERNAL MANTRA

Our Expertise – Your Value

INTERNAL MANTRA

Be flexible to adapt, innovate, and thrive